

Students Rebuild
Youth Uplift Challenge

Leader Guide



students
rebuild

 Save the Children®



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Welcome Letter from the Students Rebuild Team

Dear Leader,

Welcome! Thank you for your interest in joining the Students Rebuild Youth Uplift Challenge! We're glad you've joined Students Rebuild, Save the Children, and Global Nomads Group to support young people around the world and empower them to live their dreams.

At Students Rebuild, we believe in the power of young people to make the world a better place. Over the last six years, we've witnessed young people from more than 80 countries take action. Together, our community has helped raise awareness and leverage over \$3 million in support of critical global issues. By taking the Youth Uplift Challenge, you join a community of thousands of young people who are doing what they can to drive change.

This year's Challenge addresses global poverty. Did you know that in our world today, there are one billion young people living in poverty? And nearly half of those—400 million—live in extreme poverty, defined as less than \$1.90 a day. That means one in every three young people is impacted by a condition that deprives them of opportunities, choices, and resources critical to their development. So what can you do to impact this huge issue? A lot, actually! While poverty is a major hurdle, it's surmountable, especially when we tackle it together.

As you and your team engage this Challenge, we hope that you'll learn not only about the devastating effect poverty can have on opportunity, but also about the amazing things young people do to overcome their circumstances. By participating, you'll impact young people that you've never met while also having the opportunity to uplift the less fortunate in your own community.

Martin Luther King, Jr. once said, "All labor that uplifts humanity has dignity and importance." We hope that your participation in this Challenge helps shape the way you understand poverty while empowering you to do something about it on a local and global scale.

Thank you for the courage, heart, passion, and helping "hands" that you bring to our endeavor!

Sincerely,



The Students Rebuild Team

Empowering dreams

What did you dream of doing when you were young?

Becoming an astronaut and exploring uncharted space or a dancer performing on the world's largest stage? Perhaps you wanted to be a teacher who changed the lives of students or a scientist that cures a disease. Those dreams, whether or not they came true, were filled with hope and possibility.

Now imagine that your dreams are overshadowed by the reality of poverty. Before you reach your teens, instead of continuing your education and following your passion, you must find a way to earn money to help provide for your family's most basic needs. The work you find isn't the kind where you make a livable wage and save for your future; it's painstaking labor that puts your life at risk and often exposes you to abuse. Unable to invest in a better life for yourself, you're subject to a vicious cycle of disadvantage that stifles your opportunity.

While these misfortunes are significant, there are proven solutions to help young people break this cycle and move into a life they aspire to. All young people, in spite of their circumstances, possess assets, skills, and gifts that can improve their lives. Investments in financial literacy, job and entrepreneurship training, and youth-led groups and networks can help overcome the setbacks of poverty. By joining the Youth Uplift Challenge, YOU will support young people to achieve their dreams.



What is the Youth Uplift Challenge?

Students Rebuild is a collaborative program of the Bezos Family Foundation that inspires young people to connect, learn, and take collective action on critical global issues. We believe every young person should have an opportunity to help others, but we recognize that not everyone has the ability to fundraise. The Students Rebuild Challenge requires young people to create a simple, symbolic object which the Bezos Family Foundation matches with funding. This approach allows students around the world of all ages and backgrounds to take action and witness change on issues young people care about.

Students Rebuild has partnered with Save the Children and Global Nomads Group to launch the Youth Uplift Challenge that focuses your creativity and empathy on supporting young people to accomplish their dreams. There are three simple steps.

- 1) Connect: Form a team and join the Students Rebuild community. There are many ways to connect more deeply with the community throughout the Challenge.
- 2) Learn: Learn about poverty's impact on young people all around the world and how young people can be empowered to change their lives.

- 3) Take Action: You'll be invited to "make a hand to lend a hand" to impact those living in poverty around the world and in local communities. Reflect on what you can do, either as an individual or as a team, to uplift someone in your local community. Make a hand to represent this commitment. For each hand you mail to the Bezos Family Foundation, the Foundation will donate \$1.90—up to \$500,000 total—to Save the Children's youth empowerment programs in Nicaragua and Indonesia.

Who are we partnering with and why?

Save the Children has a proven track record of effective programming that helps empower young people by offering them education, employability skills, entrepreneurship and job training, peer support groups, and career counseling. For the Youth Uplift Challenge, Save the Children will focus on providing pathways and possibilities to impoverished youth specifically in Nicaragua and Indonesia.



Save the Children

Save the Children gives children in the United States and around the world a healthy start, the opportunity to learn, and protection from harm. We invest in childhood every day, in times of crisis and for our future. www.savethechildren.org

Global Nomads Group will facilitate dialogue and connection between students participating in the Challenge all over the world. They'll use storytelling and technology to deepen your team's understanding of the Challenge.



Global Nomads Group (GNG) is an international NGO whose mission is to foster intercultural dialogue and understanding among the world's youth. GNG engages and empowers young people worldwide using media, including: live-interactive videoconferencing, webcasts, social networking, gaming, and participatory filmmaking. www.gng.org

When is the Youth Uplift Challenge?

The Youth Uplift Challenge launches on September 26, 2016 and ends May 8, 2017.

How do I get started?

We thought you'd never ask! Everything you need to participate in the Challenge can be found online at www.studentsrebuild.org/YouthUplift! We recommend you bookmark the Challenge webpage on your computer and come back to it often.

The following areas will inform you about the resources available to you and how to best maximize your Challenge experience.

Getting Started Checklist

As a team leader, use this checklist to help you begin to plan the Challenge with your team.

- 1. Determine if the Students Rebuild Youth Uplift Challenge is right for you.**
Take some time to learn more about the requirements of the Students Rebuild Youth Uplift Challenge at www.studentsrebuild.org/YouthUplift and read through this Leader Guide to see if the Challenge is a good fit for your organization or group.
- 2. Register your team**
This step puts you on the map—literally! Once you’re registered we’ll add your team to our interactive map. Registration also gives us helpful information about your team.
- 3. Check out the learning resources**
We’ve pulled together a number of learning resources for your team to learn about poverty and effective solutions. Download the Learning Resources to help plan a curriculum to engage your team. You also may discover other great learning resources for your team on your own. If so, please tell us about them and share any resources with us at info@studentsrebuild.org. We’ll occasionally add resources throughout the Challenge so keep checking back.
www.studentsrebuild.org/YouthUplift
- 4. Familiarize yourself with the other Challenge resources**
In addition to the learning resources, the Students Rebuild website contains video clips, instructions for making hands, downloadable posters, fact sheets, and more.
www.studentsrebuild.org/YouthUplift
- 5. Launch the Youth Uplift Challenge with your team**
Once you’ve completed the above steps, you’re ready to launch the Challenge with your team!



During the Challenge

Here's a brief description of the resources available to you during the Challenge:

Learning Resources

We encourage you to pick and choose from the lessons provided in the Students Rebuild Youth Uplift Learning Resources to help your team understand what poverty is and how it impacts young people. Feel free to adapt the information to the learning goals of your classroom or program. Your team can use this information to fuel their creativity and thoughtfulness as they dive into the Challenge.



Make a Hand

The creative call to action for the Youth Uplift Challenge is to make hands to help uplift young people impacted by poverty. For every thoughtful hand created, the Bezos Family Foundation will donate \$1.90 to Save the Children's youth empowerment programs. In addition to making hands, your team members might consider what local actions they might take, big or small, to help uplift others in their own community. Suggestions can be found in the Hand Making Instructions. It also includes background on why hands were chosen as a creative item, a template for making hands, and instructions on what to do with the hands you create. The instructions can be found online.

Webcast

During the Youth Uplift Challenge we'll conduct a free special event live-streamed through the Internet called a webcast. To participate, all you need is an Internet connection! The webcast will feature a live conversation between youth involved in Save the Children's empowerment programs and youth in classrooms around the United States who are participating in the Youth Uplift Challenge. As you watch the conversation, you can send questions in real time through a chat feature. Webcasts provide your team with a better understanding of obstacles and opportunities other youth face around the world. If you're unable to watch the live broadcast, footage will be available shortly afterwards on our YouTube channel. Stay tuned to our social media channels and newsletter for the webcast date, time, and RSVP page.

Blog

Throughout the Youth Uplift Challenge, our blog will feature stories about young people rising above their difficulties. We're always looking for new stories to tell and would love to feature your team on our blog. To be featured, send us an email that is two or more paragraphs in length describing your team's experience. If possible, attach photos. If a young person on your team has a story that would relate well to this Challenge, please let us know.

Email us at info@studentsrebuild.org

Sharing with the Students Rebuild community

We love seeing the hands your team makes, along with photos and stories of youth uplifting other youth. Please share your team's photos, videos, or reflections on social media channels. Be sure to use the hashtag #YouthUplift, so we can see it and possibly feature it on our social media!

Below is some sample language you can use on your social media accounts:

Sample Facebook posts

- Make a hand, lend a hand. Take the Youth Uplift Challenge & @StudentsRebuild will donate up to \$500K to @SaveTheChildren's youth empowerment programs. How many children can you help us reach? www.studentsrebuild.org #YouthUplift
- This school year, the @StudentsRebuild Youth Uplift Challenge will support learning and well-being for students in Nicaragua and Indonesia. Make a hand, lend a hand, and help generate up to \$500K for @SaveTheChildren's youth empowerment programs. Sign up today! www.studentsrebuild.org #YouthUplift
- Did you know? Millions of youth around the world live on less than \$1.90 per day. When you make a hand and lend a hand in the Youth Uplift Challenge, the Bezos Family Foundation will match each hand made with \$1.90 – up to \$500K – for @SaveTheChildren's youth empowerment programs. Take the Challenge today! www.studentsrebuild.org #YouthUplift

Sample Tweets

- Make a hand, lend a hand. Take the @StudentsRebuild #YouthUplift Challenge & generate \$ for @SaveTheChildren www.studentsrebuild.org
- Join @SaveTheChildren @Global_Nomads & @StudentsRebuild #YouthUplift Challenge! Every hand = \$1.90 to help kids! www.studentsrebuild.org
- A creative way to help! Take @StudentsRebuild Challenge, make & lend a hand, raise \$ for @SaveTheChildren www.studentsrebuild.org #YouthUplift

Videos

Visit the Students Rebuild YouTube channel to view brief, inspirational and instructional Youth Uplift Challenge videos and use them to help bring the Challenge to life for your team.

Photos

Visit the Youth Uplift Challenge Facebook photo gallery to see photos related to Save the Children's Youth Empowerment programs. We'll continue to add Challenge-related photos throughout the school year.

Host a Challenge-related event

Consider planning local events to raise awareness about the Challenge. For example, your team can host a "make a hand, lend a hand" event that includes creation of hands or local service projects.

Other helpful resources

In addition to everything listed above, there are many resources available to you and your team to enhance and customize your Challenge experience.

- Media Advisory/Press Release template
- Fact sheet about Students Rebuild
- Fact sheet about the Youth Uplift Challenge
- Youth Uplift Challenge customizable posters
- Facebook cover images

Consider starting a TED-Ed Club

We encourage your team to consider ways to build awareness about the Youth Uplift Challenge and share what they learn in their community. To that end, Students Rebuild encourages our Challenge teams to consider becoming TED-Ed Clubs.

In TED-Ed Clubs, students work together to discuss and celebrate their creative ideas. Club leaders receive TED-Ed’s flexible public speaking curriculum to guide their school’s club and help inspire public speaking and leadership. Students following the TED-Ed Clubs curriculum will research and develop their own “ideas worth spreading” and learn how to present it in the form of a short, TED-style talk. TED-Ed Clubs are designed to support students between 8-18 years old all over the world.

TEDEd
Clubs

As your team takes the Youth Uplift Challenge, the TED-Ed Clubs curriculum will enhance your team’s ability to consider, discuss, and speak about the impacts of poverty, youth empowerment, and youth resiliency, plus other topics your team might be passionate about.

Learn more about TED-Ed Clubs at <http://ed.ted.com/clubs> and register using the Students Rebuild referral code: #StudentsRebuild



Completing the Challenge

As your team wraps up its experience with the Youth Uplift Challenge, what needs to happen?

Send your hand creations to Students Rebuild

Details on how to send your hands to Students Rebuild are included in the Hand Making Instructions. Here are some further reminders:

- If possible, please print and complete the downloadable package slip included in the Hand Making Instructions and send it with your package.
- If you are unable to print the packing slip, please be sure to include the following information with your package:
 - The name of your Youth Uplift Challenge Team (the one you registered with)
 - The number of young people (under age 19) on your team
 - The number of hands inside your package
- This information helps us track the contributions of your team. Thank you in advance for following these steps!
- If sending your package by postal mail is too expensive, please contact us at Students Rebuild for help covering postage costs.
- Virtual hands and submissions for teams outside the United States can be sent following the instructions outlined in the Hand Making Instructions.



Once we receive your hands, we'll ensure they're counted and each matched with \$1.90—up to \$500,000—in funding for Save the Children's youth empowerment programs. Save the Children will deliver a selection of the hands made to youth in Nicaragua and Indonesia during the Youth Uplift Challenge. Stay tuned to our website for details!

Tell Us About Your Experience

Once we receive your hands, we'll send you a survey at your registration email address. Your prompt and honest feedback will help us improve our program and better serve you and our community.

After the Challenge

So you and your team have mailed in your hands and completed the final survey. Now what? The Youth Uplift Challenge will end in early May, but we hope that you will:

- Continue to use the learning resources to engage your team and others. There is much to understand about the complexity of poverty and the resilience of young people to overcome adversity. We hope that you and your team continue your journey of learning and service.
- Continue to encourage your team to uplift one another and those impacted by poverty not just around the world but within your own community.

On our end, we'll work with artists to incorporate the thousands of hands we receive in a larger piece of art that will further raise awareness—and possibly more funds—to help lift young people into their dreams. Your team's artwork will continue making an impact long after it leaves your hands!

Contact Us

On the Web: studentsrebuild.org

Facebook: facebook.com/studentsrebuild

Twitter: twitter.com/studentsrebuild
[@StudentsRebuild](https://twitter.com/StudentsRebuild)
[#YouthUplift](https://twitter.com/YouthUplift)

Instagram: instagram.com/studentsrebuild
[#YouthUplift](https://instagram.com/YouthUplift)

YouTube: youtube.com/studentsrebuild

Pinterest: pinterest.com/studentsrebuild

Email: info@studentsrebuild.org