



WE Schools Standards & Guidelines: Corporate and Foundation Sponsorship Recognition Program

The following is our policy document on our engagement with corporate and foundation partners in our WE Schools programing.

The purpose of this policy document will provide insights on the following:

1. Outline why we partner to deliver our programming to schools.
2. The process of review of materials
3. The guidelines and standards for foundation partnerships
4. The guidelines and standards for corporate partnerships
5. The guidelines and expectations for corporate partners for sponsorship outside of schools

Why we partner:

WE Schools is a free service learning program that offers a series of resources for educators, students, and community partners.

WE School's measurable outcomes:

1. Greater academic achievement
2. Life skills
3. Civic engagement

External independent reviews have shown that the WE Schools program delivers significant results in all three of these areas. The program helps foster civic engagement through service learning.

The WE Schools program is designed to be delivered by teachers. As such, the WE Schools materials are specifically designed to help teachers to bring service learning alive in the classroom. The resources and educational learning support materials are primarily designed for an adult/ teacher audience to be then modified and adapted, as needed, for students.

In order for WE Schools to be a free program it is essential that we partner together to allow for this program and its associated learning outcomes to take place.

WE Schools partners with the following groups:

1. School districts and school boards
2. Select educational associations
3. Ministries of Education
4. Select parent associations
5. Select college and university partners
6. Select foundations and companies

Each of these groups have a specific role to help support the service learning outcomes of the schools, teachers and youth who are involved. Each are also engaged to support the teacher in administering the program.



It is due to partnerships, at all levels, that the WE Schools program can provide the following:

- Inclusive programming: The inclusion of programming for ALL students (WE Schools engages a broad and diverse representation of students and schools including a range of socio-economic backgrounds with attention to underserved populations);
- Student engagement: A high-quality student experience through enhanced learning resources (e.g. Indigenous Programming: Sacred Circle and WE Stand Together);
- Educator engagement: Teacher Programs which includes assisting teachers with professional development, resources and programs that support engagement in the classroom;
- Implementation of the SDGs: Support of Sustainable Development Goal (SDG) #17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Process for review of materials or activations with Corporate and Foundation Partners:

The WE School team holds the primary responsibility of leading the creation, integration and activation of WE Schools resources with our partners.

The role of the WE Schools team is to coordinate the effort of curriculum and resources to ensure the creation of high-quality, world – class experiential service learning offerings to schools and groups.

When it comes to foundation and/or corporate partners, specific emphasis is placed on the appropriate placement and sizing of any foundation and/or corporate logos for “thank you’s” to our partners.

It is important to note that for any programming or materials which are developed for use in-school, it is for the primary use of the teacher who is implementing the program (i.e. the WE Schools kit). As a result, corporate and/or foundation logos have very limited for exposure and/or interaction with students themselves by design.

The following steps are taken for the creation of WE Schools resources and programming:

1. An in-house team creates and reviews all resources. This in-house team is comprised of qualified teachers, educational and curricular experts;
2. All resources are reviewed by educator and youth focus groups;
3. Wherever possible and appropriate, key educational partners review resources (e.g. The College Board co-creates, reviews and approves all Advanced Placement (AP) with WE Service Resources);
4. Where needed and/or appropriate we will partner with external subject matter experts for specific subject or content areas (Examples include university partners, outside curriculum experts, school districts).



Philosophy, Guidelines and Standards: WE Schools

The following is our overarching guidelines and standards that inform all decisions as it pertains to recognition of foundation and/or corporate sponsors within the WE Schools Program:

1. All corporate partners have been vetted and approved with WE's corporate vetting process;
2. All foundation and/or corporate partners have shared values that align with the WE organization. The primary purpose of engagement with WE Schools is for social good;
3. The primary purpose of the creation and provision of resources is to best serve the student and the student's learning objectives;
4. There is a firm policy of not granting permission to activate or promote any corporate partner products. (Note: sometimes a limited time-bound exception is made for clear educational value added and enhancing resources, such as the use technology for students to do social good);
5. The logo placement of a corporate sponsor is primarily on the resources created for educators by design. Moreover, there is the explicit goal of minimizing student exposure to corporate logos and branding;
6. The creation of resources does not endorse product(s) of the corporate partner but rather allows the corporate partner to demonstrate their corporate social responsibility mission by sharing a sponsor "why" in the resources;
7. The main purpose of corporate logos and recognition is to educate youth that corporations care about the same issues and together they can create change. It is also to show gratitude and appreciation for corporate partner and/or foundation sponsorship;
8. That resources and recognition will be available both in print and online to increase accessibility. (Note: WE School resources online are shown through tracking to be almost exclusively accessed by educators and are, at times, designed with different criteria than solely in-school usage);
9. WE Schools teams, where appropriate, review our corporate partner guidelines with all educators during their orientation to WE Schools.



Foundation and/or corporate logo recognition: Implementation

1. WE Schools will allow conventional recognition permitted on educator resources designed for teachers. Examples include;
 - a. Branding on the WE Schools kit, which is specifically designed for teachers.
 - b. A “thank you” to a corporate and/or foundation partner by way of a logo on the back of an educational resource for a teacher.

2. By way of policy, there should be muted brand/sponsor recognition for student facing materials. Examples include:
 - a. Minimal recognition for sponsors in print for materials which could be directly accessed by the student.
 - b. A “thank you” to a partner on the back of an educational material which could be student facing.
 - c. The minimal thank you branding for foundations and/or corporate partners for AP with WE Service, approved by College Board.

3. By way of policy, in all cases, for educators and students, there only can be permitted small logos and must be *less than* established norm, For example:
 - a. WE Schools partner logos in schools must be smaller than the typical logo use for similar educational posters by other groups which operate in a school environment.

4. By way of policy, there should be limited branding for optional enhancement programs which schools can sign up for (such as a speaking tour) either within or outside a physical school environment (such as an external leadership conference).
 - a. These programs are always optional and free for the schools and/or teachers to decide to engage.
 - b. Given the reality of the enhanced program and cost, there is a need to express a “thank you” to those making the program free and accessible.
 - c. In such a case, there is permitted a small recognition of foundation and/or corporate partner to allowing this to come to life in a school and/or external conference.
 - i. Example would include a small thank you for a guest speaker and/or a verbal recognition to a partner for approximately one min of a 60 min typical program length of time.



Programming Outside of Schools (WE Day, Youth Empowerment Events, etc.)

For any WE Schools program which is done outside of a physical school environment (i.e. a field trips), a more pragmatic approach is taken to this issue.

WE Schools recognizes that it may be challenging to adhere to these same standards outside of a school or classroom as often the hosting of events in, for example, venues already has product advertising and corporate logo commitments within the location or venue (e.g. wrap around advertisements, product placements at food stands and billboards etc.).

The following are general guidelines and expectations for foundation and/or corporate sponsors to participate with the WE Schools program which is administered outside of a physical schools environment (i.e. a field trip):

1. All foundation and/or corporate sponsorship must be approved through our corporate vetting partnership as outlined above;
2. Approved corporate sponsors must be appropriate for students themselves (e.g. no mention or promotion of alcohol or tobacco or marijuana);
3. When activating a corporate sponsor cause on stage there is a clear educational value and the message on stage by the corporate sponsor is for a cause that aligns with the core principals of WE Schools (e.g. TELUS and cyber bully cause activation as below);
4. The amount of time provided to a partner's specific cause message must still be quite limited compared to the overall content of an event;

For Example

A special thank you to TELUS for standing up to cyberbullying.

TELUS believes it has a responsibility to ensure digital spaces are safe for everyone, while improving lives through the power of technology. As a proud supporter of WE Day and WE Schools, TELUS is helping youth find ways to rise above cyberbullying and create positive change in their communities. Through TELUS Wise, a free educational program, TELUS empowers Canadians of all ages to stay safe in our digital world.



Conclusion:

WE Schools is a free innovative experiential service-learning program that engages educators and group leaders around the world to empower youth with the skills, knowledge and motivation to bring positive change in themselves and the world. With WE Schools, we work to empower our educators to confidently teach social justice issues through service-based learning.

With more than 16,000 schools in the WE Schools program, we are delivering results in our three outcomes: academic engagement, life skills and civic engagement. WE Schools youth are:

- 2.0x more likely to be seen as a leader at school by peers and educators
- 2.3x more likely to be confident public speakers
- 7.7x more likely to start service campaigns solve social problems

The purpose of this policy document is to provide insights on the standards and guidelines for WE Schools to incorporate foundation and corporate sponsorship. In order for WE Schools to continue to be a free program it is essential to partner together enabling this program to continue to grow its learning outcomes.