

# IT STARTS WITH YOU!



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IN PARTNERSHIP WITH

**FREE THE  
CHILDREN**



## WELCOME

**Dear Educator/Community Representative,**

Free The Children is honored to have developed an incredible, long-term partnership with Club Penguin. Together, Free The Children and Club Penguin have been empowering kids to take action, help others and change the world around them. From supporting our signature youth empowerment event, We Day, to implementing an amazing gift program to match the fund-raising efforts of young people, Club Penguin is improving the lives of children and families around the world.

Together with Club Penguin, Free The Children is now pleased to present an amazing opportunity for youth to interact with its users in new and exciting ways.

In partnership with Club Penguin, Free The Children is excited to launch the It Starts With You Speaking Tour. We are thrilled to extend an invitation for this exciting initiative, which is free of charge for schools and community centers, and provides tangible leadership tools and resources for youth to tackle bullying-related issues in their local communities.

This is an invitation for an exclusive group of schools and community centers across the U.S. to have access to a one-of-a-kind youth leadership program that not only inspires young people to develop their local communities into inclusive spaces but also provides them with the support to create safe spaces in their online communities.

Free The Children's expert speakers share their stories, experiences and passion for social change. Not only will students leave with a feeling of empowerment, they will also leave equipped with technological tools and educational programming to support their leadership development.

### What's included:

- ▶ Hour-long multimedia presentation suitable for students in fifth to eighth grade
- ▶ Fun, interactive workshop for 25 student leaders (approximately three hours)
- ▶ Action-planning session
- ▶ Access to a consistent support network following the event
- ▶ Access to bullying prevention curricular resources

On behalf of Free The Children, we thank you for your outstanding work as an educator and sincerely hope that you will take part in the It Starts With You Speaking Tour.

Spaces are limited, so register today to reserve a date for your school or community center. If you have any questions, please contact our tour coordinator at [1-416-925-5894](tel:1-416-925-5894) or by e-mail at [tour@freethechildren.org](mailto:tour@freethechildren.org).

With very best wishes,

Craig Kielburger  
Co-Founder

Marc Kielburger  
Co-Founder



IN PARTNERSHIP WITH





## ABOUT FREE THE CHILDREN

Founded in 1995 by international activist Craig Kielburger, Free The Children is an international charity and educational partner that believes in a world where all young people are free to achieve their fullest potential. We work internationally to free children from poverty and exploitation through a holistic and sustainable development model called Adopt a Village. Through our model we have built more than 650 schools, provided 30,000 women with economic self-sufficiency and supplied one million people with improved access to clean water, health care and sanitation. Domestically, we offer programs that educate, engage and empower youth to remove the barriers that prevent them from being active local and global citizens.



## WORKING WITH CLUB PENGUIN

Club Penguin believes all kids deserve a safe place to live, learn, play and grow. Club Penguin supports projects around the world aimed at building a better global community for kids. Through their citizenship program and partnerships with charities around the world, they have supported projects in over 40 countries helping thousands of children and their families annually. With Free The Children, in addition to the It Starts With You Speaking Tour, Club Penguin supports We Day & We365. They also have supported projects in countries where Free The Children works like a health centre and tree nursery in Kenya; a large scale water project & community garden in India; a playground, schools & water system in Haiti; and school building everywhere that Free The Children works. Through Club Penguin's matching grant program, they help kids double their impact in support of the Free The Children Adopt a Village program. Club Penguin is considered the #1 virtual world for children. As such, they work to maintain a fun and safe online entertainment experience by using filtering technology and live moderators. Club Penguin supports online safety programming globally so all kids, parents, teachers & law enforcement have the tools & education they need to stay safe online. For more information on Club Penguin's Citizenship & Safety programs go to: [www.clubpenguin.com](http://www.clubpenguin.com).

Additionally, there is an Online Safety Pledge that will be in PDF format for your usage.

## MEDIA

We encourage schools and groups to invite local media to cover the presentation. This can provide awareness about student volunteer projects in the community and highlight the school's commitment to providing students with the skills, tools and motivation to become socially conscious citizens. Interviews with our facilitators can be arranged based on their availability. Free The Children can provide a media toolkit as needed. For more information, please contact our tour coordinators at [tour@freethechildren.com](mailto:tour@freethechildren.com).



## IT STARTS WITH YOU SPEAKING TOUR

Free The Children and Club Penguin are committed to creating a safe virtual environment where young people can learn, engage and play. Bullying is one of the most significant issues facing young people today. Across the United States over 3.2 million students are victims of bullying each year, both in their schools and online.

Free The Children works to address the root causes of bullying by building student leadership through positive social action. The It Starts With You Speaking Tour provides youth with the tools and resources to become leaders in bullying prevention.

### Speech themes:

- ▶ Root causes of bullying
- ▶ Importance of creating inclusive communities
- ▶ Making online safety a priority: How to be an empowered community that knows how to be cool, be heard and be safe.



### Action-Planning Session:

Duration: Three hours

Audience: 25 students

In the workshop, facilitators will:

- ▶ Provide youth with the skills and tools they need to become anti-bullying ambassadors in their school and community.
- ▶ Lead a session on creating action plans, which participants will use to engage their peer groups in raising awareness and fundraising for anti-bullying programs.
- ▶ Ensure ongoing support and sustainability by creating an action network between workshop participants and Free The Children staff.
- ▶ Provide additional educational resources to help continue the discussion in the classroom. Resources will include introductory, core and concluding lesson plans and activities for both elementary and high school students. The lessons are designed to help students understand the definition of bullying and how to prevent it in the classroom, local community and online community.

## TECHNICAL REQUIREMENTS AND LOCATION SET-UP

### Audio and visual requirements for keynote presentation

- ▶ Two microphones
- ▶ LCD projector
- ▶ White screen for projected images
- ▶ Audio and video connections for displaying video content from a laptop onto a white screen with volume suitable for audience size
- ▶ Audio speakers

### Speakers will provide

- ▶ LCD projector, if school is unable to provide one
- ▶ Laptop

### Requirements for workshop

- ▶ Whiteboard with markers and eraser or flip chart with markers

### Room set-up for workshop

- ▶ A location large enough for participants to engage in interactive activities (Ideally the room should be able to hold double the actual amount of participants.)
- ▶ Chairs for all participants and two facilitators arranged in a semicircle
- ▶ All tables moved to the walls or moved aside to allow space for activities
- ▶ Weather permitting, interactive activities may be conducted outdoors on school property

