

Who is #UpForSchool?

#UpForSchool is led by A World at School – a unique global coalition working together to get every child into school and learning. It brings together young people, NGOs, civil society, teachers, faith-based organisations and more than 100 of the world's leading businesses demanding action on education. Email us at info@aworldatschool.org





Dear World Leader, President, Prime Minister,

We, the world's youth, teachers, parents and global citizens appeal to our governments to keep their promise, made at the United Nations in 2000, to ensure all out-of-school children gain their right to education before the end of 2015.

We are standing up to bring an end to the barriers preventing girls and boys from going to school, including forced work and early marriage, conflict and attacks on schools, exploitation and discrimination. All children deserve the opportunity to learn and achieve their potential.

We are #UpForSchool.

The #UpForSchool Petition

You can download the petition form here

Welcome, and thank you!

World leaders promised to get every child into school by 2015 – and this deadline is fast approaching. We have only 400 days to keep the pressure on.

We're proud to work closely with courageous and passionate champions of child rights and education for all.

Thank you for rising #UpForSchool





Building the #UpForSchool petition – online











Sign the petition upforschool.org

Share the petition twitter. facebook. email

Follow us on twitter and facebook and share campaign updates. Email this letter to your friends and family asking them to sign the petition.



Find more networks

Get your workplace, school and community group to send an email to all their networks and email lists.



Lewis Hamilton@LewisHamilton

Who's #UpForSchool? I'm standing up with youth & @aworldatschool to get every child into school. Please join me: upforschool.org

FOLLOWERS 2.43M

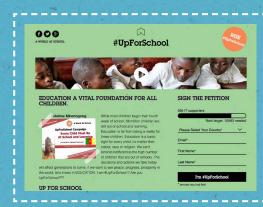


Sarah Brown

@SarahBrownUK

If you take one action for #education, let it be this. Together we can demand all children get #UpForSchool: http://upforschool.org

FOLLOWERS 1.21M



Start your own petition

Would you like to create your own petition page? Go to www.upforschool.org/create, add a picture and say why this campaign is important to you individually or your group

Building the #UpForSchool petition – face to face







Use the #UpForSchool petition form

Set yourself the target of collecting 1,000 signatures.

Once you have your signatures please register with us at info@aworldatschool.org and we will add you to the campaign and send you your certificate.

Download the petition form here





Work together

Collect signatures as a school, faith group, youth group or business.



Think Big!

Where can you gather the most signatures in one place? Take the petition forms to a local concert, school event, football match or faith group gathering.

Global Youth Ambassador Lulu Cerone collects signatures at her US school



Two of the 20,000 who have signed the #UpForSchool petition in **Pakistan**



Where do I send my petitions?

Tell us where you are and we will tell you where you can send the petitions. Email us:

info@aworldatschool.org

Need a translation Check here or email info@aworldatschool.org

An A World at School certificate will be sent to you for every 1,000 signatures collected!







Why not show that you are #UpForSchool by taking a photograph of yourself or your group and post it on social networking sites for everyone to see?

Please tag your photographs #UpForSchool so that we can find them.

Above: Global Youth Ambassador Hellen Griberg in the UK

Opposite:

Education campaigners in the Democratic Republic of Congo (DRC)





Idea – Let's snowball

If everyone of us direct messages 10 friends on Facebook and Twitter and secures 10 signatures to the petition we will be on a roll to success.



FACT

ARE OUT OF MORE ARE NOT **LEARNING**



There is an education crisis: We must act now

Our moment for changing the lives of children around the world is right now.

World leaders promised to get every child into school by 2015 but progress has stalled. Millions of children are forced out of school because of child labour, child marriage and discrimination and attacks on schools and schoolchildren is on the increase.

We now have a window of opportunity to put the pressure on political leaders to keep their promise. World leaders are meeting at the UN General Assembly in 2015. This is our moment to make sure 58 million marginalised children gain their right to an education.

Together we must make 2015 the year all children secured the right to go to school and learn.

The biggest petition in history – we can do it!

People power influences our decision makers. Fact.

Big numbers of people mobilising over an issue cannot be ignored.

The world record for the biggest ever petition is held by the the Jubilee 2000 campaign. An historic global campaign that led to the cancellation of unjust debt owed by 35 of the poorest countries, resulting in thousands of children going to school for the first time ever.

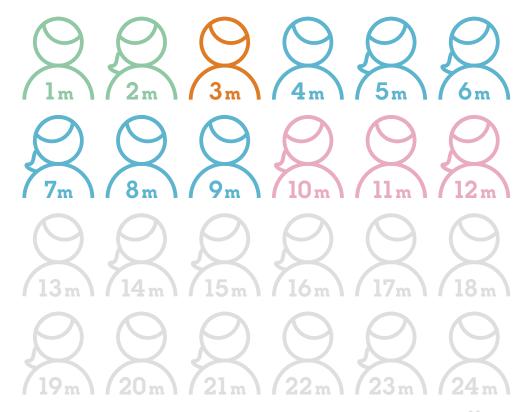
Thanks to the commitment of our partners we are half-way to our target

2 million signatures - Avaaz

1 million signatures - World Evangelical Alliance

6 million signatures – Education International

3 million signatures – ITA, Pakistan





Join the global movement

#UpForSchool is being promoted in over 30 countries by the Africa **Network Campaign on Education For All**



A World at School brings together NGOs, civil society groups, faith based organisations, teachers, 500 Global Youth Ambassadors in 85 countries and more than 100 of the world's leading businesses demanding action on education.



Over 20,000 young people have already signed #UpForSchool in Pakistan



Young children in **Cambodia** rise #UpForSchool



at School founder Sarah Brown and Kim Cattrall #UpForSchool

New York: A World



Cepad is leading the collection of signatures across communities in **Nicaragua**



Steffon Evans of The Bahamas is #UpForSchool



Graça Machel signs the #UpForSchool petition at the Youth Rally



President Jakaya Kikwete of **Tanzania** signs #UpForSchool

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Shining Hope for Communities in **Kenya** has collected 15,000 signatures in Kibera

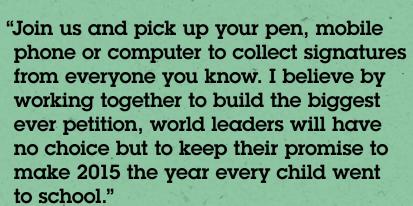
Photo: Echoing Green NYC



Sadam Ali Al-Adwar is collecting signatures in Yemen







Chernor Bah

Chernor Bah leads more than 500 Global Youth Ambassadors campaigning courageously in their countries for every child to go to school



"One child, one teacher, one pen and one book can change the world.
Education is the only solution."

Nobel Laureate Malala Yousafzai

Malala Yousafzai was one of the first people to sign the #UpForSchool petition

#UpForSchool – Terms of Use

1.

Any use of the #UpForSchool logo, materials or website or any activities relating to the #UpForSchool campaign must solely be for the promotion of the aims and objectives of the #UpForSchool campaign.

2.

You shall not use the #UpForSchool logo or any #UpForSchool materials made available to you or relating to the #UpForSchool campaign for any of the following purposes:

- a. personal or commercial gain;
- b. dissemination of anything unlawful, harassing, libellous, abusive, threatening, harmful, vulgar, obscene, or otherwise objectionable;
- c. transmission of any material that encourages conduct constituting a criminal offence, or otherwise breaches any applicable laws, regulations or code of practice;
- d. interfering with the use or enjoyment of the #UpForSchool website by any third party;
- e. making, transmitting or storing electronic copies of materials protected by another's intellectual property rights without the permission of the owner;
- f. any other purpose which is unlawful or likely to harm or bring the #UpForSchool campaign (including but not limited to the #UpForSchool website) into disrepute.

3.

It is essential that you adhere to all applicable laws and do not, write or say anything that could compromise safety or create a risk to people (including you) or property. This is your responsibility and yours alone.

4.

If you are under the age of legal responsibility, you must first seek the approval of your parent or guardian before engaging in any campaigning activity, either online or in your community.

5

You shall be solely responsible for all matters and issues arising from your use of the #UpForSchool logo and materials.

6

The #UpForSchool team grant to you during the term of the #UpForSchool campaign a non-exclusive (which means that others have the right to use the #UpForSchool logo), royalty-free (which means that you do not need to pay us to use the #UpForSchool logo) non-transferable license to use the #UpForSchool logo (without alteration of any kind). You are not entitled to use any other logo of A World At School or any of its affiliates, such as Theirworld and the Global Business Coalition for Education, Inc.

7.

The #UpForSchool team reserve the right to request information regarding, and/or copies of, any material (whether electronic or hard copy) in which you use the #UpForSchool logo or materials. If we make such request, you must provide this information and/or materials to us promptly. You must follow any instructions that we make to you in relation to the use of the #UpForSchool logo or materials. All goodwill resulting from the use of the #UpForSchool logo or materials shall accrue to us (and you should not apply to register them, or any distinctive elements of them or any confusingly similar word or words).

8

If the #UpForSchool team feel that you have breached these terms of use or demonstrated inappropriate conduct in your use of the #UpForSchool logo or any #UpForSchool materials, we reserve the right to require you to discontinue such conduct, delete any material which you have posted online containing the #UpForSchool logo or materials and take any other measures, including terminating, suspending or restricting your use of the #UpForSchool logo, materials or website.

9

Nothing in these terms shall create, or be deemed to create, a partnership, or the relationship of principal and agent, between the parties or any of them. You shall not hold yourself out, or purport, to act or be capable of acting on behalf of #UpForSchool, A World At School or any of its affiliates, such as Theirworld and the Global Business Coalition for Education, Inc..

By participating in the #UpForSchool campaign, you accept these terms and conditions in full.

10.

These terms and conditions shall be governed and construed in accordance with the laws of Englandand Wales. Any disputes shall be subject to the exclusive jurisdiction of the Courts of England and Wales.

If you have any questions about #UpForSchool and the terms of use please contact Sarah Cunliffe at sarahc@aworldatschool.org