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HEROES

A Look at People, Organizations and  
Ideas for Social Change



INTRODUCTION

This is a booklet on social change and the people, organizations and ideas that were, and are, instrumental in generating forward movement. Students voted on topics. Some of the information was well known to the class, but other information was not familiar at all. The booklet also served as a typography assignment, in which students learned how to create paragraph styles, character styles, and Parent pages while researching images and creating layouts using a grid with consistent design elements.

It was not easy!

The design training for this booklet was done without the benefit of in-person classroom demonstrations. We used Zoom for classes. We held online critiques. We asked questions, offered feedback, and worked hard. We hope you enjoy the results.

Graphic design by Mohammad Ali

PEOPLE



## James Baldwin

“I love America more than any other country in the world and, exactly for this reason, I insist on the right to criticize her perpetually.”

James Baldwin was born to a single mother, Emma Jones, at Harlem Hospital. He developed a passion for reading at an early age and demonstrated a gift for writing during his school years. At high school in the Bronx, he worked on the school's magazine with future photographer Richard Avedon. After graduating, he put plans for college on hold to support his family, which included seven younger children. He took whatever work he could find, frequently encountering discrimination.

In 1943, Baldwin moved to Greenwich Village, a New York City neighborhood of artists and writers. He started publishing essays and short stories in national periodicals such as *The Nation*, *Partisan Review* and *Commentary*.

Baldwin moved to Paris on a fellowship, writing about his personal and racial background. He published his first novel, *Go Tell It on the Mountain*, and in 1954 received a Guggenheim Fellowship. His novel *Giovanni's Room* broke new ground for its complex depiction of

homosexuality. His essays established Baldwin as one of the top writers of the time, providing an unflinching look at the Black experience in America through such works as *Notes of a Native Son* which sold more than a million copies. Baldwin was featured on the cover of *Time* magazine, and he published *Nothing Personal* with friend Avedon as a tribute to slain civil rights movement leader Medgar Evers.

By the early 1970s, Baldwin had witnessed so much violence — the assassinations of Evers, Malcolm X and Martin Luther King Jr. — caused by racial hatred. While his literary fame faded somewhat in his later years, he remained an astute observer of race and American culture. He shared his experiences and views as a college professor at the University of Massachusetts at Amherst and Hampshire College.

<https://www.biography.com/writer/james-baldwin>



## Alexandria Ocasio-Cortez

During the 2016 presidential election, AOC worked as an organizer for Bernie Sanders, expanding her activism that has taken her across the country to Standing Rock, South Dakota to stand with indigenous communities, then to New York's 14th Congressional District to launch her people-funded, grassroots campaign for Congress.

Congresswoman Alexandria Ocasio-Cortez is a third-generation Bronxite, educator, and organizer serving the 14th district of New York in the Bronx and Queens. Ocasio-Cortez grew up experiencing the reality of New York's rising income inequality, inspiring her to organize her community and run for office on a progressive platform with a campaign that rejects corporate PAC funds.

Alexandria attended Boston University and graduated with degrees in Economics and International Relations. She worked in the office of the late Senator Ted Kennedy, providing a firsthand view of the heartbreak families endured after being separated by ICE. These experiences led the Congresswoman to organize Latinx youth in the Bronx and across the United States.

Following the financial crisis of 2008, tragedy struck when her father, Sergio Ocasio-Roman, passed away, forcing her family to sell their Westchester home. Alexandria pulled extra

shifts to work as a waitress and bartender to support her family during this time, deepening her commitment to issues impacting working-class people. Since her swearing-in to Congress in 2019, Congresswoman Ocasio-Cortez has remained committed to serving working-class people and advocating for social, racial, economic, and environmental justice.

<https://ocasio-cortez.house.gov/about/biography>





# Greta Thunberg

In addition to her environmental work, Thunberg is credited with raising awareness about Aspergers and inspiring those who had the disorder. While acknowledging that Aspergers had hampered her in some ways, she also noted its advantages, at one point tweeting: “I have Aspergers and that means I’m sometimes a bit different from the nowrm. And—given the right circumstances—being different is a superpower.”

**G**reta Thunberg is a Swedish environmental activist who works to address the problem of climate change, founding movement known as Fridays for Future.

Greta first learned about climate change at approximately eight years old, and within a few years she changed her own habits, becoming a vegan and refusing to travel by airplane. Seeking to make a greater impact, Thunberg attempted to spur lawmakers into addressing climate change. For almost three weeks prior to the Swedish election in September 2018, she missed school to sit outside the country’s parliament with a sign that stated *Skolstrejk för Klimatet* (School Strike for Climate). Alone for the first day, she was joined each subsequent day by more and more people, and her story garnered international attention. After the election Thunberg returned to school but continued to skip classes on Fridays to strike. Her action has inspired hundreds of thousands of students around the world to participate in their own Fridays for Future.

Thunberg has given speeches at the World Economic Forum in Davos, Switzerland, and at the European Parliament as well as in front of the legislatures of Italy, France, the United Kingdom, and the United States. In September 2019 her appearance at a UN climate event in New York City—which she traveled to on an emissions-free yacht—drew particular attention for her impassioned comments: “You have stolen my dreams and my childhood with your empty words... We are in the beginning of a mass extinction, and all you can talk about is money, and fairy tales of eternal economic growth. How dare you!” That month millions of protesters marched in climate strikes in more than 163 countries.

[www.britannica.com/biography/Greta-Thunberg](http://www.britannica.com/biography/Greta-Thunberg)



## ORGANIZATIONS





# World Wildlife Fund

Our work is focused around six ambitious goals:

**Climate** Create a climate-resilient and zero-carbon world, powered by renewable energy

**Food** Produce enough food to nourish everyone in the world while reducing the environmental footprint of food systems

**Forests** Conserve the world's most important forests to sustain nature's diversity, benefit our climate, and support human well-being

**Freshwater** Protect the world's freshwater resources and landscapes to support biodiversity and human livelihoods

**Oceans** Achieve resilient and productive oceans that support rich biodiversity, food security, and sustainable livelihoods

**Wildlife** Conserve threatened wildlife and wild places to sustain life on Earth

**WWF** works to help local communities conserve the natural resources they depend upon; transform markets and policies toward sustainability; and protect and restore species and their habitats. Our efforts ensure that the value of nature is reflected in decision-making from a local to a global scale. WWF connects cutting-edge conservation science with the collective power of our partners in the field, more than 1 million supporters in the United States and 5 million globally, and our partnerships with communities, companies, and governments.

Today, human activities put more pressure on nature than ever before, but it's also humans who have the power to change this trajectory. Together, we can address the greatest threats to life on this planet and protect the natural resources that sustain and inspire us.

WWF's conservation work is grounded in science. Our scientists develop innovative approaches and apply the best available infor-

mation to efforts directed at meeting the needs of both nature and people in a changing world. WWF draws on biology, hydrology, oceanography, and the social sciences to advance cutting-edge conservation tools and methods, connect natural and social systems, and tackle emerging threats. Our scientists track conservation needs and lead regional and global analyses to identify and set priorities for the world's valuable habitats and species. We also rely on the scientific process to ensure that our on-the-ground conservation programs are effective and producing measurable results.

<https://www.worldwildlife.org/>



# March for Our Lives

Our first zine, *UNQUIET*, is a collaboration of artists and activists from across the country, each telling their story of how our nation really looks. They are stories rooted in the systematic epidemic of gun violence, but are full of so much more than just that. We tell our stories because our trauma is a big part of who we are, but it's also just one of the many things we have to say. Art helps us communicate what we are going through, and connect with those who have faced similar situations.

## Our Story: Not One More.

In the days after the tragedy at Marjory Stoneman Douglas High School in Parkland, Florida, we knew we had to make sure that what happened to our community never happens again. We cannot allow one more person to be killed by senseless gun violence. We cannot allow one more person to experience the pain of losing a loved one. We cannot allow one more family to wait for a call or a text that never comes. We cannot allow the normalization of gun violence to continue. We must create a safe and compassionate nation for all of us.

## Help Demand Change.

Instead of passing laws to stop guns falling into dangerous hands, politicians have forced millions of kids to become experts in survival. A child's most important lesson shouldn't be how to survive. In almost every school in America, active shooter drills have become as normal as



math and science class. Survival lessons start at four years old and become more terrifying as kids get older. Let's make enough noise so that politicians have no choice but to embrace gun reform and protect children from gun violence.

We demand bold action to end the Gun Violence Epidemic.

## Peace Without Police.

There is no ending gun violence, without disrupting the institutions that cause it. Peace Without Police is our multi-year campaign to expel school resource officers and police from schools, and invest in creating care and community for students over criminalization. Wherever gun violence terrorizes our communities, March For Our Lives is committed to confronting it and fighting to end it. That fight includes the fight to get cops off campus. Police are no less brutal in our schools and universities than they are in society at large, and have no place in educational settings. Young people need care, not cops, and it's going to take a people powered movement to get there.

<https://marchforourlives.com>





# UNICEF

UNICEF works in more than 190 countries and territories with the greatest needs in health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

Each country office is linked to one of seven regional offices:  
East Asia and the Pacific  
Eastern and Southern Africa  
Europe and Central Asia  
Latin America and the Caribbean  
Middle East and North Africa  
South Asia  
West and Central Africa

Over eight decades, the United Nations Children's Fund (UNICEF) has built an unprecedented global support system for the world's children. UNICEF relentlessly works day in and day out to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

**Core components of UNICEF's global operations include:**

**CHILD PROTECTION** — saving and protecting children in conflict, preventing violence against children, ending child trafficking and protecting children from the impacts of climate change

**CHILD SURVIVAL** — immunization and disease outbreak response (COVID-19, Ebola, HIV/AIDS), nutrition and water, sanitation and hygiene (WASH) programs

**EDUCATION** — supporting schools and improving access to learning

**EMERGENCY RELIEF** — protecting the rights of child refugees and migrants, addressing food crises, meeting the urgent needs of children and families affected by earthquakes, floods, hurricanes, tsunamis and other natural disasters

**GENDER EQUALITY, EMPOWERMENT and INCLUSION** — including advocating for children with disabilities

**INNOVATION** — accelerating efforts to develop, deploy and scale innovative solutions in humanitarian work

<https://www.unicefusa.org/>



## IDEAS

# Photo Credits

## Page 1

<https://www.bloomberg.com/news/features/2020-06-05/protests-across-america-through-the-eyes-of-black-photographers>

## Page 4

<https://www.kinfolk.com/james-baldwin/>

## Page 5

<https://www.nytimes.com/2021/03/31/nyregion/aoc-endorsement-brad-lander.html>

## Page 6

<https://www.vogue.com/article/greta-thunberg-letter-climate-change-earth-day>

## Page 8

<https://1000logos.net/wwf-logo/>

## Page 9

<https://www.nbcnews.com/news/us-news/march-our-lives-pushes-expand-voter-rolls-across-country-n859756>

## Page 10

<https://www.itu.int/net4/wsis/ungis/Members/1149>