



## KEY MESSAGING

**Core Message:** One Million Bones and Students Rebuild have joined together in a global effort to cover the National Mall in Washington D.C. in 2013 with 1,000,000 handmade bones as a visible petition against humanitarian crises. We are challenging students worldwide to make bones, as a symbol of solidarity with victims and survivors of ongoing conflict in places like the Democratic Republic of the Congo and Somalia. Each bone made generates \$1 from the Bezos Family Foundation for CARE's work in these regions, up to \$500,000!

- One Million Bones is a collaborative social arts practice that uses education and hands on art making to raise awareness of the root causes of genocides and mass atrocities taking place today, particularly those in Sudan, Burma, Somalia and the Democratic Republic of the Congo.
- Students Rebuild is a non-profit organization that mobilizes young people worldwide to connect, learn and take action on critical global issues. Our goal is to activate our greatest creative resource—students—to catalyze powerful change.

### **Supporting Message #1: Educate and Connect**

OMB offers an open, creative and educational curriculum in which students of all ages can understand the causes of intolerance they face in their communities. We use the symbol of the bone as a starting point for discussion of values, shared humanity, our responsibility to each other and our responsibility to speak out for those who can't.

Participation in the Students Rebuild with One Million Bones challenge provides opportunities to connect directly to young people and relief workers in the Democratic Republic of the Congo through webcasts, interactive video conferences and field blogs, deepening learning and creating more personal awareness of the crises.

### **Supporting Message #2: Take Action**

- Make a bone for hope and healing
- Make a bone and generate a donation for direct services on the ground
- Make a bone and be a participant in a large-scale public art work.



## KEY MESSAGING (continued)

**Take a stand.** Help us cover the National Mall in Washington, D.C. with 1,000,000 handmade bones.

- It will represent a visible petition against the humanitarian crises due to ongoing conflict happening in places like the Democratic Republic of Congo and Somalia.
- *It also symbolizes a mass grave, honoring lives lost and showing our solidarity with those who have survived mass conflict.*

**Make a bone.** It's a powerful symbol of what unites us (our shared humanity). It will remind us that we belong to each other, and that we stand in solidarity with victims and survivors of mass atrocities.

- Every bone you make generates \$1 for CARE, a leading humanitarian organization—up to \$500,000.
- These funds, provided by the Bezos Family Foundation through Students Rebuild, will support CARE's work in improving youth livelihoods in Somalia and the DRC.

**Share your voice.** Students Rebuild offers unique opportunities for you to connect directly with humanitarian staff, other challenge participants, and students in Somalia and the DRC through blogs, interactive programming, live webcasts, photo sharing and more!

**Together, Rebuild!** We are tapping into people's creativity to make a tangible difference in the lives of those living in the DRC and Somalia.

- We are working to give ongoing tragedies—from intractable poverty and famine, to war and conflict—an emotional presence and a powerful voice. We are working to unite people and provide the means to both demand attention and raise support for our peers in the DRC and Somalia.
- Those bones can be made and mailed in by you. And your friends. Make a bone for peace. Make a bone for hope and healing. Make a bone to show our connectedness.

## KEY MESSAGING (continued)



### Why Bones?

Bones are universal. Bones are strong. Bones symbolize our common humanity. And, they are poignant reminders of unnecessary and preventable loss. They are the physical evidence that individuals, people, ever existed. The bone laying is the intersection of art and activism, of education and action, and it will represent the mass graves that are the result of [ongoing genocides/atrocities/conflict] as well as remind us that we belong to each other.

### Facts & Figures at a Glance

#### Why we are taking a stand against humanitarian crises:

- 5.4 million Congolese have died in the deadliest conflict since WWII.
- More than 1.7 million Congolese are displaced from their homes.
- 250,000 Somalis are at risk of dying from hunger in the coming months.
- Only 24% of Somali women and 49% of Somali men are literate.

#### Why your handmade bone makes a difference:

- Through Students Rebuild, every bone = \$1 for CARE, up to \$500,000, from the Bezos Family Foundation.
- All funds benefit CARE's work with young people in Somalia & the DRC.
- \$3 buys a Congolese student lunch.
- \$40 is four months of skills training for a Somali student.



## KEY MESSAGING (continued)

### **What is the One Million Bones project?**

One Million Bones is a social arts practice that uses education, hands on art making and large scale public art installations to raise awareness of mass atrocities and conflict related crises happening today in Congo, Sudan, Burma and Somalia. Working at the intersection of art and activism, it brings the power of the arts to the human rights movement by introducing youth and the general public to an overwhelming issue in a positive, action-oriented way, opening paths for new activists to a cause they are passionate about and helping to build a permanent constituency for peace. As founder Naomi Natale says, “Art is an incredibly powerful tool with which to build and inspire a community and to connect people with an issue in the most personal of ways.”

### **What is Students Rebuild?**

Students Rebuild is a collaborative initiative of the Bezos Family Foundation that inspires young people to connect, learn and take action on critical global issues. Since its genesis in January, 2010, in response to the devastating Haiti earthquake, Students Rebuild has mobilized thousands of young people in 38+ countries and all 50 U.S. states, and raised more than \$1 million in matching funds for rebuilding schools in Haiti and youth facilities in Japan.

### **Who are the Students Rebuild Challenge Partners?**

The latest challenge is a collaboration between One Million Bones, the Bezos Family Foundation, CARE and Global Nomads Group. Architecture for Humanity is a founding partner of Students Rebuild that continues to provides content, design and outreach support across all Students Rebuild challenges.

One Million Bones: [www.onemillionbones.org](http://www.onemillionbones.org)

Students Rebuild: [www.studentsrebuild.org](http://www.studentsrebuild.org)

Bezos Family Foundation: [www.bezosfamilyfoundation.org](http://www.bezosfamilyfoundation.org)

CARE: [www.care.org](http://www.care.org)

Global Nomads Group: [www.gng.org](http://www.gng.org)

Architecture for Humanity: [www.architectureforhumanity.org](http://www.architectureforhumanity.org)