



me to we
Better choices for a better world

Customized Leadership Training

EMPOWERING YOUTH. EFFECTING CHANGE.



LETTER FROM CRAIG AND MARC



Dear friends,

If you ask us, there's no such thing as being too young to make a difference. We firmly believe that when given the opportunities, resources and guidance, young people have the power to change the world.

But when the two of us were starting out as young activists in our own schools and neighbourhoods, our teachers and parents had few leadership resources and opportunities to access for us. It was to fill this gap that we founded Me to We. Today, Me to We remains dedicated to providing you with tools to make planning for leadership training easier.

Our Customized Leadership Trainings can be tailored for any age group, in any setting, in any country around the world, to provide youth with the skills, knowledge and confidence they need to become local and global change-makers. Each is unique, and each gives young people the kick-start they need to turn their passion into action.

Whether you're a conference organizer, community association representative, educator or simply an interested independent party, we invite you to learn more about the world of Me to We Customized Leadership Training in the following pages.

On behalf of our Me to We leadership facilitators and team, we look forward to collaborating with you on your youth engagement goals.

Be The Change,

Craig Kielburger
Co-Founder
Me to We

Marc Kielburger
Co-Founder
Me to We

THE ME TO WE DIFFERENCE

ME TO WE'S INNOVATIVE APPROACH TO YOUTH ENGAGEMENT

Me to We Customized Leadership Training helps your institution, organization or group reach its goal in empowering youth—with long-term benefits. Our trainings help students grow into civically minded young people who are confident, articulate and self-aware global citizens. With newfound passion for evoking local and global change, your youth will grow as active, engaged contributors who give back to their schools, to their world and to you.



WHAT'S UNIQUE ABOUT ME TO WE:

- **Complete Customization:** Tailoring our programming for you, to give you a fully collaborative specialized leadership experience.
- **Unparalleled Leadership Development:** Offering focus on a myriad of issues, whether team building, nurturing skill development or examining social issues.
- **Action Planning:** Ensuring our training extends beyond the scope of the session, bringing about long-term, tangible and measurable changes in participant behaviours.
- **Expert Facilitators:** Connecting with participants on complex issues, bringing powerful inspiration and mentorship through our team of young, energetic facilitators who bring a wealth of experience in working with young people.
- **Exposure to Free The Children:** Giving young leaders unique exposure to global issues education and social action opportunities through our charity partner and their sustainable development model.



“A truly dynamic series of leadership programs that work both in and out of the classroom. They really know how to empower the kids and get them engaged in the world around them. Being involved in these programs has been an incredible experience.”

- Nancy Di Gregorio, Superintendent,
Hamilton Wentworth Catholic District School Board

COMPLETE CUSTOMIZATION

YOUR LEADERSHIP GOALS, YOUR ONE-OF-A-KIND PROGRAM

No young leader or leadership group is the same. That's why Me to We provides fully customized leadership trainings to suit the needs of your program. With our long and varied experience working closely with schools and youth engagement organizations, we at Me to We have a solid understanding of the needs, challenges and potential of each one of our diverse clients.

Trainings can be tailored for:

- any length of time or number of days
- groups of any size
- any location in the world
- participants of all ages
- any cultural, economic, political and religious considerations



“My favourite part of the training was learning to work as a team more effectively with my council members, and learning more about other councils. I am more aware of my strengths, weaknesses as a leader now.” - Eliane B, Participant, 16

Client	Client's Vision	Outcome
Peterborough Victoria Northumberland Clarington Catholic District School Board	<ul style="list-style-type: none"> • give a networking opportunity to leaders from each student council in the region • promote skills development in the company of fellow youth leaders 	<p>A standard one-day Leadership Training and Action Planning session at the Me to We Leadership Centre.</p> <p>Client add-on: a speech and Q&A session with keynote speaker Michel Chikwanine</p>
Step Up to Leadership (community organization)	<ul style="list-style-type: none"> • foster a peer-to-peer network of young leaders from rural communities across Ontario • bring leadership development to students who had not been exposed to it previously 	<p>A two-and-a-half day Community Issues and Leadership Development program, focused on public speaking, effective communication and personal leadership styles.</p> <p>Client add-on: Me to We Style T-shirts and Me to We books</p>
Power to Change (school board)	<ul style="list-style-type: none"> • create a leadership program for students with a history of aggressive behaviour towards peers • coach them to use their natural leadership in positive ways 	<p>A two-day Bullying Prevention, Goal-setting and Action Planning training, with follow-up in the ensuing months to monitor students' progress.</p> <p>Client add-on: Me to We Style T-shirts and a keynote speech by Michel Chikwanine</p>

Client	Client's Vision	Outcome
Southridge Academy (independent school)	<ul style="list-style-type: none"> • expose and educate students to local issues in their community • provide a heavy focus on service leadership and volunteering 	A five-day Social Justice camp hosted at Southridge school, with an additional three days spent in facilitator-mentored volunteer placements across Vancouver and the surrounding area.
University of Nebraska, College of Public Health	<ul style="list-style-type: none"> • pinpoint issues and brainstorm solutions for Latino youth in Omaha facing obesity issues • help students develop assertive communication skills • encourage advocacy for change 	A partnership with the University of Nebraska's Department of Health Promotion & Social and Behavioral Health, with a focus on social advocacy skills, conflict resolution, action planning and public speaking.
King Fahd University of Petroleum and Minerals, Saudi Arabia	<ul style="list-style-type: none"> • add a unique, hands-on experience to the university's annual conference on volunteerism 	A workshop focused on the three pillars of successful volunteerism, individual growth as volunteer managers, best volunteer management practices, team-building, goal setting and fostering a volunteer culture of loyalty, inspiration and personal passion.

UNPARALLELED LEADERSHIP DEVELOPMENT

THE WORLD OF ME TO WE CUSTOMIZED LEADERSHIP TRAINING

Each of our four training categories has been developed with your unique goals in mind. Each features Me to We's unique Action Planning component and may be augmented with one or more enhancements from Me to We such as speakers, books or group apparel.

LEADERSHIP SKILLS DEVELOPMENT

Encourage critical thinking and exploration of personal leadership style. This empowering session allows young people to see their potential as leaders, to develop their leadership style through personal reflection activities, and to understand how to best work in a group to effect local and global change.

LOCAL ISSUES FOCUS

Increase interest in volunteerism and creating change in the local community. After examining community-specific issues, participants come away with an increased interest in student government and community volunteerism, and are more likely to become local volunteers.

GLOBAL ISSUES FOCUS

Increase compassion, awareness and interest in creating global change. After examining issues such as clean water, education, poverty and child labour, participants come away with an increased interest in global issues, in sustainable development, and in taking action globally about issues they are passionate about.

SOCIAL JUSTICE

Develop empathy and personal connection to a pressing local or global issue. After a focused examination of a social or environmental issue of particular interest, participants come away with heightened awareness, deepened empathy and a desire to take action.

Speaker add-on opportunity.

Invite a speaker to attend your Customized Leadership Training! Me to We speakers can deliver keynote addresses on overcoming obstacles, leadership, global issues, social responsibility and more!



“I got a better perspective on how fortunate we are to live in North America and how much help others need in other countries. I’m more passionate about issues I didn’t even have an opinion on before. I want to help change things.”

- Andie V., Participant, 17

OUR UNIQUE ACTION PLANNING COMPONENT

FOSTERING TANGIBLE, MEASURABLE AND LONG-TERM PARTICIPANT ENGAGEMENT

Are you seeking tangible changes in student behaviours and a way to keep your leadership programming alive and growing through the school year? The action planning component of each Me to We Customized Leadership Training uniquely ensures that participants leave motivated to put their new skills and knowledge to use through measurable and achievable action plans.

Drawing on the issues explored and the skills developed during the training, participants are challenged to create and commit to a concrete plan of action for creating positive change in their community or the world. These plans can focus on personal goal-setting, group goal-setting or taking action on a local or global issue. Guided by our facilitators, youth are led through the creation and implementation of action plans, from planning and scheduling, to delegation, to awareness-raising and fundraising, to tracking and measuring impact.

“One action that I will take after this experience is using the things I’ve learned to continue to build on my toolbox and class activities.”

- Shaun Kruger, Educator



EXPERT FACILITATORS

GET TO KNOW OUR FRIENDLY AND KNOWLEDGEABLE YOUTH MENTORS

Me to We Leadership Facilitators are young, dynamic, talented and engaging individuals who are inspiring and relatable to youth. They are internationally experienced teachers, mentors, coaches and volunteers, and they all have one thing in common: a passion for positive social change and a belief in the power and potential of young people.



“I was impressed with the way your crew were able to jump right into the Student Leadership Conference almost from the moment of your arrival.”

-Dr. Paul Beaudette, Program Leader for Religion and Family Life, Hamilton-Wentworth Catholic District School Board

ME TO WE LEADERSHIP FACILITATORS...

- Have each worked with an average of 3,400 youth exploring such issues as international development, environmental issues, human rights, hunger and clean water issues, access to education, Aboriginal issues, bullying and stereotyping
- Include graduates of Harvard, Stanford, Oxford, University of Toronto, Queens and McGill, as well as a number of Rhodes Scholars
- Have worked with the United Nations, the State of the World Forum, as well as with top high schools, colleges and at-risk communities across North America and Europe
- Have travelled to 70 different countries, gaining on-the-ground development experience and first-hand understanding of global issues
- Are speakers of ten different languages
- Have led trainings and academies on public speaking, communication skills, group management, effective meeting practices, effective leadership, leadership styles, conflict resolution and more

FACILITATOR SPOTLIGHT

FOSTERING TANGIBLE, MEASURABLE AND LONG-TERM PARTICIPANT ENGAGEMENT

MEET DANNY CONNELLY

After studying Recreation and Leisure Services at Humber College and attending Ryerson University for Nonprofit Management, Danny Connelly became a Me to We leadership facilitator to empower youth to “be the change they wish to see in the world.” He has since lead four Me to We trips to Kenya, India, Ecuador and Mexico as well as facilitating at Me to We’s Take Action Academy. Danny brings to his role six years of experience at Olympia Sports Camp, a six-month exchange with Canada World Youth, and a three-month immersion living with a Kikuyu family in Kenya, where he held school workshops on environmentally friendly living, planted over 500 trees and volunteered at a local health centre.



Danny Connelly, Me to We leadership facilitator



EXPOSURE TO FREE THE CHILDREN

OUR CHARITY PARTNER AND BEST FRIEND

By taking part in Me to We Customized Leadership Training, young leaders have unique exposure to global issues education and social action opportunities through our charity partner, Free The Children.

Free The Children believes in a world where all young people are free to achieve their fullest potential as agents of change. As both a charity and educational partner, Free The Children empowers youth to remove barriers that prevent them from being active local and global citizens.

Founded in 1995 by then 12-year-old children’s rights activist Craig Kielburger, the organization’s domestic programs educate, engage and empower hundreds of thousands of youth in North America and the United Kingdom. Its international projects, led by the holistic and sustainable Adopt a Village model, have brought over 650 schools and school rooms to youth and provided clean water, health care and sanitation to one million people around the world, freeing children and their families from the cycle of poverty.



Photo courtesy of V. Tony Hauser

PLANNING YOUR CUSTOMIZED LEADERSHIP PROGRAM

“Working with the staff has been outstanding! I’m very proud to say I was a part of this great weekend! This weekend has been about moving the students in a positive direction as far as we can!”

- David Golden, Principal

Organizing Customized Leadership Training with Me to We is simple. You provide the details and we take care of everything else.

Your first step is to contact us by e-mail at clt@metowe.com or phone at **416.964.8942**. In our initial conversations, we’ll discuss details such as your objectives, the length of training you wish to hold and the age and number of participants who will attend.

Next, we will create a personalized program outline, tailored to meet your specific needs. After you have reviewed it, we will work with you to make any alterations or additions.

We look forward to hearing from you!



ABOUT ME TO WE

Better choices for a better world

An innovative social enterprise, Me to We provides people with better choices for a better world, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We’s net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission.

Visit www.metowe.com to learn more.





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Better choices for a better world

Me to We Intl. Office
225 Carlton Street
Toronto, ON
M5A 2L2 Canada

Tel: 416.964.8942
Fax: 1.416.925.8242
E-mail: info@metowe.com
Web: www.metowe.com

Me to We Western Canada Office
300-291 East 2nd Avenue
Vancouver, B.C.
V5T 1B8 Canada

Tel: 604.875.8791
Fax: 1.604.875.8033
E-mail: info@metowe.com
Web: www.metowe.com

Me to We Store
223 Carlton Street
Toronto, ON
M5A 2L2 Canada

Tel: 416.964.8942 x 601
E-mail: store@metowe.com
Web: www.metowe.com/store