TOGETHER WE CHANGE THE WORLD
Battled child labor, boy, 12, murdered

Defied members of ‘carpet mafia’

ISLAMABAD. Pakistan (AP) — When Iqbal Masih was 4 years old, his parents sold him into slavery for less than $14.

For the next six years, he remained shackled to a carpet-weaving loom most of the time, tying tiny knots hour after hour.

By age 12, he was free and travelling the world in his crusade against the horrors of child labor.

On Sunday, Iqbal was shot dead while he and two friends were riding their bikes in their village of Muridke, 32 kilometers outside the eastern city of Lahore. Some believe his murder was carried out by angry members of the carpet industry who had made repeated threats to silence the young activist.

“We know his death was a conspiracy by the carpet mafia,” said Ehsan Ullah Khan, chairman of the Bonded Labor Liberation Front (BLLF), a private group.

In Pakistan, Iqbal, a Christian, was born from school in Lahore for the Easter holiday.

A man known only as Ashraf, a laborer in Muridke, was arrested in connection with the shooting, but has been released, Khan said.

Rana Iqbal, deputy superintendent of police for the district, said yesterday he was investigating details of the shooting but had no details of the shooting but had no
A GLOBAL MOVEMENT
EMPOWERING ‘WE VILLAGES’ IN ASIA, AFRICA & LATIN AMERICA

Together, our 5 pillars empower communities to break the cycle of poverty forever

- **1,000 school rooms** have been built, providing 200,000 students with quality education
- **1 Million+ people** with improved access to clean water, health and sanitation
- **$25 million donated** in medical supplies, strengthening communities across Asia, Africa and Latin America
- **15 Million healthy meals** enabled through Agriculture and Food Security programming
- **30,000 women** have gained self sufficiency through Alternative Income Programming

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**WE.org**
EMPOWERING COMMUNITIES

85% increase in the number of female graduates who are now able to attend secondary school

40% increase in the number of community members engaged in safe water usage

Baraka Maternity Ward in Kenya was voted the best maternity wing in all of Narok County

26% increase in the number of children with regular access to well-prepared, nutritious food

20% increase in the number of households now earning a sustainable income

EDUCATION
CLEAN WATER & SANITATION
HEALTH
AGRICULTURE & FOOD SECURITY
ALTERNATIVE INCOME & LIVELIHOOD

Mission Measurement, LLC
THE NEXT GENERATION

DOMESTIC PROGRAMMING

Over 2 million students involved from more than 10,000 schools

14 annual We Day events with 200,000 attendees

60+ million annually in social value created by students
WE SCHOOLS & WE DAY

Over 2 million students from approximately 10,000 schools

14 We Day events across North America and over 200,000 students and supporters in attendance

Over 3.6 billion media impressions earned last year

5+ million followers on Social Media

20 front page newspaper articles last year

5.7 million watching We Day primetime special broadcasts

WE Schools Framework

Through WE School’s service-based learning, students achieve the skills to succeed academically, in the workforce, and as active citizens.
WE KNOW YOU’VE GOT MOVES. WORLD-CHANGING MOVES. MOVES THAT GET PEOPLE ON THEIR FEET.

GET YOUR GROUP TOGETHER AND GET ACTIVE WITH A BIG EVENT LIKE A DANCEATHON, WALKATHON OR SPORTS TOURNAMENT TO FUNDRAISE FOR FAMILIES IN DEVELOPING COMMUNITIES. STEP UP AND SHOW THE WORLD HOW YOUR MOVES CAN START A MOVEMENT.

NO ONE SHOULD EVER HAVE TO GO HUNGRY. BUT HUNGER IS A SUPERVILLAIN WHO MAKES LIFE HARDER FOR NUMBERS MILLION AMERICAN FAMILIES. FOR A KID STRUGGLING WITH HUNGER, ONE MEAL COULD MEAN THE DIFFERENCE BETWEEN HAVING THE ENERGY TO SUCCEED IN SCHOOL AND SURVIVE A TEST, OR BETWEEN STAYING HEALTHY AND GETTING SICK.

FOOD BANKS ARE THE HEROES THAT KEEP THE CITY SAFE FROM HUNGER. LET’S STAND UP AND COLLECT ENOUGH FOOD TO FIGHT POVERTY. WE CAN WIN EVERYDAY.
Everyone deserves to have their voice heard, but issues like poverty, hunger, disease, access to water and barriers to education drown out the voices of kids around the world. Let's take a vow of silence to crank up the volume on the struggles of kids fighting for their basic human rights. Together we can make our silence heard.

WE ARE SILENT

WE ORG

WE DAY

12/9/2015
WE Schools Transformations

72% of educators state that their students have experienced transformational growth in their ability to act as leaders.
**WE Schools Transformations**

Youth in the WE Schools program are *7x more likely* to see themselves as agents of change.

**WE Schools Transformations**

89% of disconnected youth who participate in WE Schools report being motivated to go to college or university.
CAUSE INCLUSIVE

WE WILL CHANGE THE WORLD
CALL A MINGA
Also called *minka* or *mingaco*, a *minga* is a Pre-Columbian tradition in Latin America of community work with the purpose of social benefit.
POVERTY IS HISTORY

GRADUATION RATES SOAR
100 MILLION HEALTHIER LIVES