

#ipromiseto SCHOOL ENGAGEMENT



Joe Roberts, former homeless youth turned successful entrepreneur made a promise to pay it forward by pushing a shopping cart 9,064 kms across Canada to support the end of youth homelessness. His promise created **The Push for Change, a national awareness campaign** inspiring and engaging Canadians to make personal promises that make a difference in the lives of youth at-risk, their peers, their mentors and their communities.

INVESTING IN CANADIAN YOUTH



Photo credit: Curtis McDonald...Banting Memorial High School, Alliston, ON

INSPIRE

Walk with Joe through the tough streets of East Vancouver in the 1980's and experience his life in the depths and degradation of a former hopeless, homeless drug addict. Joe's success as a school presenter is due to his honest and authentic message that educators are looking for and students relate to. Joe teaches us to see the power we all have within us to make a change in the world we live in. From a promise made on the streets 25 years ago, Joe was inspired to do something to "pay it forward", to help other young people avoid this fate. Students will be inspired to look within and see their own possibilities.



Craig Kielburger Secondary School, Oct 2016

EDUCATE

The Push for Change youth presentation is designed to educate students on the factors that contribute to youth homelessness and how family conflict, mental health concerns and substance abuse contributes to over 35,000 young Canadians experiencing street life each year. Marie Roberts, Campaign Director, who managed the logistics of the 17-month, 9064 kilometer walk across Canada will lead a facilitated discussion about youth homelessness and it's contributing factors that impact every young person. Raising awareness, collapsing stigma and supporting social justice are at the core of this exercise.



Brooks Junior High School, June 2017

EMPOWER

Students will be inspired to make change in their communities and will be encouraged to make their own commitments through the **iPromise** campaign. Sharing via social media, students will be fired up to get involved through volunteerism, fundraising and acts of social justice that impacts their peers, schools, and local community. More than ever today we see high levels of disengagement. When we connect young people to the service of others we tap into the deeper human longing to be needed. Young people are struggling to find their place in the world; **iPromise** will help each student find a deeper sense of purpose and meaning. We all have gifts to share with the world and we promise to help students discover them.

TO BOOK:
contact Marie Roberts
778-584-5202
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Schools who hosted The Push for Change:

Algonquin College
Banting Memorial High School
Barrie North Collegiate
Britannia Secondary School
Brooks Junior High School
Burnaby North Secondary School
Caledonia Secondary
Canadore College
Carlton Place High School
Centre Hastings Secondary School
Cornerbrook Regional High School
Echo Bay Public School
Elgin Park Secondary School
FH Collins Secondary School
Ginew School, Rosseau River
HD Stafford High School
Ignace Public School
Indian Head High School
John Oliver High School
Keith Lynn Alternative Secondary
Kelowna High School
King George Secondary School
Langley Secondary School
Lord Akins Junior High School
Maple Ridge Secondary School
Membertou School
Nanaimo Public School
Nicholson Catholic College
North Albion Collegiate Institute
North Hastings High School
Northern Lights High School
Pacific Academy
Pelican Falls First Nation High School
Pine Tree Secondary School
Port Colbourne High School
Port Moody Secondary
Prince Albert Collegiate Institute
Queen Elizabeth Secondary
Regent Christian Academy
Royal Roads University
Sardis Secondary School
Seycove Secondary
Sioux Valley High School
Stayner Collegiate
Strathroy District High School
St. Paul's High School
St. Teresa's Catholic High School
Stó:lō Nation – Chilliwack BC
Surrey School District
Thornhill Junior Secondary
Trenton High School
Tupper High School
Wesmor Public High School
Whitewood School

and countless others!

ENGAGE YOUR STUDENTS

Join the hundreds of schools across Canada
who were inspired into action by The Push for Change.

“The credibility of your message as a presenter was heightened by the fact that you had actually walked the path of which you spoke. It was great to see such a large student body provide their undivided attention to your message of hope and empowerment”

- Dana Barakauskas, Principal

“We may never know the real impact that this presentation had on our students, nor can we make their decision for them. However if we can show them the ugly side of poor decisions, lay before them choices and related consequences, continually reinforcing the positive choices, then perhaps we will be able to keep many from following the same path that Joe followed.” - Bill Gerber Fraser Valley Adventist Academy

“I believe that the presentation had a big impact on our school because of the responses we received after he left. I hope he continues to speak to other schools and youth and get this message across” – Student

“He speaks their language and having been right where some of them are at this moment.” - Mother

“Joe Roberts’ inspiring story is one of determination, courage and overcoming adversity that reminds us of the power of believing that anything is possible. It is testament to the strength of the human spirit and what you can achieve when you set your mind to it.”

- Rick Hansen, Canada’s Man in Motion

“My sincere congratulations and thanks upon the conclusion of your remarkable journey from Newfoundland to Vancouver with a shopping cart. Your work to raise awareness and advance the cause of youth homelessness is of great importance.”

- Justin Trudeau, Prime Minister



Lillian Berg Public School, Vermillion Bay, April 2017

www.thepushforchange.com



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THE PUSH FOR CHANGE iPromise CAMPAIGN School Resource

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1. Welcome

We are excited to inspire, educate and empower your school (teachers, staff and students!) to make a PROMISE that will directly impact YOUR community. Our goal is to inspire one million promises across Canada, making every street in our country a safe place for all our youth! Your promise can make the world of difference!

It isn't a secret that many youth are disengaged, feeling like they aren't included and have doubts about who they are and what they can become. The Push for Change **iPromise** campaign will serve the needs of EVERYONE by teaching that true happiness is found in helping others.

We've all heard; it's better to give than to receive.

Scientific research actually provides compelling data to support the questionable evidence that giving is a powerful pathway to personal growth and lasting happiness.

Giving of self and service to others is rewarding and long lasting only when our giving makes us feel good. This happens when we:

- give something we are passionate about
- give what we we can afford (sometimes it's our time, not money)

We never pressure people into giving, by inspiring them, they will find their way to give to others. The iPromise campaign will encourage youth to integrate their interest and skills with the needs of others.

2. Strategic Framework

The Push for Change team will be visiting schools delivering the **iPromise** presentation across Canada during school years 2018/2019 and 2019/2020. In the event we are unable to visit your school, we have created a downloadable tool (PFC Remote) for teachers to facilitate directly.

The **iPromise** campaign is grounded in a strategic framework with three subsections: to inspire, educate and empower Canadian youth.

a. Inspire:

Students will "Walk with Joe" through the tough streets of East Vancouver in the 1980's and experience his life in the depths and degradation of a former hopeless, homeless drug addict. Joe's success as a school presenter is due to his honest and authentic message that educators are looking for and students relate to. Joe teaches us to see the power we all have within us to make a change in the world we live in. From a promise made on the streets 25 years ago, Joe was inspired to do something to "pay it forward", to help other young people avoid this fate. Students will be inspired to look within and see their own possibilities.

b. Educate:

We will educate students on the factors that contribute to youth homelessness and how family conflict, mental health concerns and substance abuse contributes to over 35,000 young Canadians experiencing street life each year. Marie Roberts, Campaign Director, who managed the logistics of the 17-month, 9064 kilometer walk across Canada will lead a facilitated discussion about youth homelessness and it's contributing factors that impacts every young person. Raising awareness, collapsing stigma and supporting social justice are at the core of this exercise.

c. Empower:

Students will be inspired to make change in their communities and will be encouraged to make their own commitments. Sharing via social media, students will be fired up to get involved through volunteerism, fundraising and acts of social justice that impacts their peers, schools, and local community. More than ever today we see high levels of disengagement. When we connect young people to the service of others we tap into the deeper human longing to be needed. Young people are struggling to find their place in the world; iPromise will help each student find a deeper sense of purpose and meaning. We all have gifts to share with the world and we promise to help students discover them.

3. #iPromise Platform

a. iPromise Platform Functionality

The **iPromise** platform is a smooth and seamless experience which will inspire and encourage a visitor to make a promise, register it, and allow them to use a tool to track their updates on their promise as well as share it with the public, family, and friends. There are various kinds of promises that a user could make. Some of these promises may only require updates in the form of text and media, other types of promises may be fundraising related. Fundraising type promises will allow for a user to select a charity or organization that would be the ultimate recipient of the donations, whether it be “Push for Change” or any non-related PFC organization. Current promise categories enabled on the platform are: fundraising, volunteering, creative, and personal.

The Push for Change will manually verify fundraising promise creations to ensure that the recipient is a registered and applicable organization.

On the “I Promise” section of The Push for Change website, a user will be able to make a promise immediately from this page. Every promise made will receive its own unique page, with a unique URL that can be shared with anyone. The creation of a promise acts as the beginning of an account creation to the platform.

After capturing a promise, the platform will collect more detailed information such as:

- Type of promise (group or individual)
- Level of user, etc
- Promise category (eg. Fundraising, volunteering, creative, etc.)

The platform encourages users to register their promise by signing into a social media account, but it also allows for manual registry as well in case a user does not want to register with their Facebook, Twitter, etc.

b. Promise Categories

Individual Promises: a user types a promise they would like to commit to. The platform will continue to collect basic information and register them as a user. Once complete, a unique promise page will be created for the promise.

Group (/class) Promises: a user (/teacher) creates a promise similar to the “I Promise” functionality noted above. The platform will ask for a group name. After a group is created, individual users can join groups and take part in that promise. The unique page of a group promise will highlight all the users who have joined it.

c. Promise Book

This view acts as the registry of promises. It is automatic and dynamic. It constantly updates as new promises are created, and is totally public facing. The book has various sorting functions (types of promises, most activity, group size, etc). This is visible to all website visitors, and also acts as encouragement for new users to make promises. This page is the default view and displayed below the make a promise field entry.

d. Promise Updates

Individual Promises: Users carry out their promise and can update their own promise page with status updates on the progress and actions towards their promise. Text (blog-style) entry and media upload is allowed. Videos must be hosted on YouTube or Vimeo and videofile. Uploading is not allowed. Any media uploaded is subject to The Push for Change moderator approval.

Group (/class) promises: The original group creator can post updates to the page as normal, and also receive updates from group members who would like to post to the group progress page. For all user submitted content, the group admin must approve it before it is posted to the page. Text (blog-style) entry and media upload is allowed.

e. Social Sharing

All promise pages have social sharing options, which will allow them to easily share their promise (or group promise) to Facebook and Twitter. Instagram and Snapchat platforms do not allow this type of direct sharing; users are therefore encouraged to post directly into these platforms tagging #iPromise and #pushforchange.

f. Administration/Moderation

By default, all photo and video content that is posted in the form of promise updates will be manually approved by a moderator before it is displayed publicly on the promise book / promise journal page.

The moderator has the capability to “clear” users who are known to provide quality updates, and thus allow them to submit content without moderation.

The administration page allows for quick access and searching of all users and their promises as well as uploaded material. Data export into CSV format is also enabled.

4. For Students

Welcome to the #iPromise campaign. This is a digital place for you to learn more about homelessness in Canada, be inspired to make change in your community and empower yourself and your friends. Under “Canadian Issues” you will find quick statistics regarding homelessness in Canada. Check out the “I Promise” section to learn more about the type of promises you can make to help Canada become a better place for youth. Don’t forget to share your promise on social media using #iPromise.

5. For Educators

This is an extraordinary opportunity to tap into multiple curriculum areas from geography to social justice to personal development, goal setting and volunteerism. The #iPromise campaign empowers young people, encourages volunteerism, brings students together, raises self esteem and increases levels of engagement while impacting communities locally.

How educators can use this individually, in the classroom or as a group project is only limited to creativity and their possibility mind set.

6. Canadian Issues

“These facts and figures provide a snapshot of the issue of homelessness in Canada:

- The root causes of youth homelessness are family conflict, issues of mental health and addiction, and childhood trauma.
- An estimated 235,000 Canadians experience homelessness each year
- 35,000 Canadians experience homelessness on any given night
- 50,000+ Canadians experience hidden homelessness, such as couch-surfing, sleeping in a car, or other precarious housing
- 20% of the homeless population are young people aged 16-24
- Aboriginal peoples are over-represented in the homeless population – 1 in 4 people experiencing homelessness identify as Aboriginal or First Nations
- One of the fastest growing demographics of the homeless population is children & families
 - 10% of Canadian families live below low-income cut-off
 - 14% of Canadian children live in poverty”¹

¹(2017). Facts and figures: About homelessness. Raising The Roof.
<http://www.raisingtheroof.org/for-media/facts-figures/>

7. Thank You

Thank you to our amazing friends and presenting sponsor, UA Canada, for making the #iPromise campaign possible. Our goal at The Push for Change is to inspire, educate and empower young people to see that each and every one of us can make the world a better place. We will strive for one million promises Canada wide but want you to know your ONE promise can make the world of difference to someone and for your promise fulfilled, we sincerely thank you and value the opportunity to work with you.

8. Download (COMING SOON).

PFC Remote offers teachers the ability to facilitate the iPromise program directly to their students.

Click to download:

- a. Inspire your students
- b. Educate your students
- c. Empower your students

Click here to download all.

