

**PROMOTING YOUTH CIVIC ENGAGEMENT**

[www.freethechildren.com/directorsofchange/](http://www.freethechildren.com/directorsofchange/)



The Directors of Change program is offered by Free The Children and the Nokia International Youth Foundation's global youth development initiative.



**DIRECTORS  
OF CHANGE**

P R O M O T I N G  
Y O U T H  
C I V I C  
E N G A G E M E N T



# Free The Children

Free The Children is the world's largest network of children helping children through education. Our primary goals are to free children from poverty and exploitation, and free young people from the idea that they are powerless to effect positive change in the lives of their peers overseas.



## OVERVIEW

Free The Children was founded in 1995 by international child rights activist Craig Kielburger when he was only 12 years old. Free The Children continues to be a youth-driven organization.

Our innovative programs have impacted the lives of more than one million young people in 45 countries. Free The Children has built more than 500 schools, educating more than 50,000 children every day.



Free The Children has a proven track record of success. The organization has received many international honours, including the World's Children Prize for the Rights of the Child (also known as the Children's Nobel Prize) and the Human Rights Award from the World Association of Non-Governmental Organizations. We are proud to have established partnerships with leading school boards, the Nokia-International Youth Foundation and Oprah's Angel Network.

Free The Children was founded by Craig Kielburger when he was only 12 years old.



## Foreward

Free The Children has sent thousands of students on life-changing volunteer trips all over the world. Recently, we began inviting students to use the latest digital technology to document their journeys. As Directors of Change, students now take the footage they shoot and produce short documentary films to share their experiences and express their unique views of the world. These documentaries will be used in classrooms across North America to educate and empower youth as global citizens.

Global togetherness is what drives this generation of young social activists. We meet remarkable youth every day who are devoted to issues like ending poverty, fighting inequality and protecting the environment. Their idealism is grounded in a new reality, where national boundaries are destroyed with the click of a mouse and where information is king.

Today's young people are using mobile phones, webcams and online communities as powerful tools for social change.

- Text messages enabled hundreds of thousands of Filipinos to demonstrate and peacefully oust corrupt leader, Joseph Estrada.
- YouTube videos on human rights reach millions.
- One activist community website, boasting 3.2 million members, has become a major player in Washington, DC.

Channelled through the idealism of young people, these new communication technologies can motivate millions to help lift the world's people out of poverty. They can open our eyes and help us to better understand our world, its people and the critical socio-political challenges we face together. Directors of Change is a new and innovative program that gives youth the tools to bring the world into the classroom through new forms of media. The program aims to create a generation of globally aware and socially engaged youth who are equipped to take action in their own communities and overseas.

We are excited to work with you to foster global citizenship in today's generation of youth.

Be the Change,

Craig Kielburger  
Founder and Chair

Marc Kielburger  
Chief Executive Director

# Program overview

Directors of Change combines youth-made documentary films and a resource guide to help educators bring social issues alive in the classroom and create a generation of globally aware, socially engaged youth. The Directors of Change program is offered by Free The Children and the Nokia International Youth Foundation's global youth development initiative.



## THE FILMMAKERS

Each year, a dedicated team of high school students travels to Kenya, India or Mexico to volunteer and explore critical global issues. Guided by an experienced filmmaker, the students shoot a documentary film about their journey. They will return home with footage of their discoveries to share with their North American peers. See page eight for more details.

## THE EDUCATOR RESOURCE GUIDE

For each film produced, a corresponding country-specific resource guide will be provided by Free The Children as an educational tool to be used in North American schools. The guide includes teaching strategies, lesson plans and group activities to prompt discussion, foster critical thinking and help students apply their learning by getting involved in their local and global communities. See page six for more details.

## THE WEBSITE - [www.freethechildren.com/directorsofchange/](http://www.freethechildren.com/directorsofchange/)

The Directors of Change website is the program hub, featuring interactive online resources, multimedia blogs from youth taking action and a space for exchanging ideas on how to use technology for social change.

## THE CLASSROOM COMPONENT

In North America, the student-produced documentaries will be shown in classrooms to educate young people on social issues and inspire them to take action. The classroom component is the most important and wide-reaching part of the Directors of Change program, impacting an estimated 10,000 students. The films will also be posted on the Directors of Change website and entered in film festivals across the United States and Canada. See page eight for more details.

## Student Filmmaker

### Vanika Chawla



On a Directors of Change trip to Kenya's Maasai Mara, an area where Free The Children works, 16-year-old Vanika from Peterborough, Ontario, helped local girls collect water from the river.

"It made me sad to see our friends drinking brown water I would be afraid to touch, let alone drink," says Vanika. She knew that community members often die from illnesses caused by this water.

Travelling to Kenya gave Vanika a new perspective on her own life, and made global issues tangible:

*"The billions of people that couldn't access clean water were no longer numbers. They were our friends."*

Images captured by Vanika and her fellow student filmmakers in Kenya illustrate how water is fundamental to addressing issues of poverty, access to education for girls, health and sanitation.





## Educator Resource

“For me, the most original aspect of Directors of Change is that it can be multidisciplinary—it’s an opportunity for students to pull in perspectives from civics, English and technology courses to action plan for social change.”

—Catherine McCauley, M.Ed.

The Directors of Change Resource Guide is your comprehensive tool for implementing the program in your classroom. Written by educator Catherine McCauley, M.Ed and Professor Todd A. Horton, Faculty of Education, Nipissing University, it is filled with lesson plans and worksheets that maximize the educational impact of the documentary film. Infused throughout is a strong call to action supported by an examination of human rights issues and optional technological enrichment opportunities, such as student-produced videos.

The guide complements existing curriculum and clearly outlines how the program meets the curricular expectations of social studies, civics, language arts and technology courses. The guide outlines two different ways to use the program: a single educator can tie the program to the subject matter of his or her own classes, or several educators of different subjects can collaborate for an interdisciplinary approach. Educators can choose to use the program in its entirety or make adaptations based on timelines and school resources.

The resource guide is only one example of Free The Children’s commitment to educators. We offer in-service workshops to introduce the program and explore ways to make Directors of Change appropriate for every school. On our website you will find downloadable resources and a message board for educators. Our team is available to answer questions and provide guidance on how the program can work for your school.



# The Educator Experience

## Meet Brent Hurley



A team of 12 Canadian youth boarded the plane for Kenya, ready to produce a documentary film. But were they ready to be changed as individuals? Brent Hurley, their teacher, wasn't so sure.

The students quickly crushed Brent's skepticism, working to build a new school for children in need. They dug through blisters to make the foundation, worked through rainstorms to build the walls and formed friendships with the Maasai children manning the wheelbarrows. They captured it all on film, from a child wielding a wheelbarrow twice his size to the mama driving her cattle home during an afternoon rainstorm.

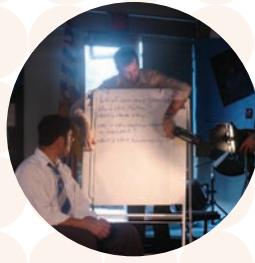
Brent and his students became especially good friends with four of the Maasai boys.

"Normal for these four boys was using the paper from their notebooks as toilet paper," remembers Brent. "Normal was walking an hour home for lunch to eat a bowl of maize, and then walking an hour back to school in the blazing afternoon heat. Normal for these young men was being carefree and optimistic each day [even when] their material lives told us they had no reason to be."

They had volunteered in Kenya to give of themselves but thanks to their Maasai friends they gained perspective, knowledge and optimism. They left Kenya determined to give back to their Maasai friends by sharing their stories in North America through the Directors of Change documentary film.

Brent urges all students to start making a difference.

**"[It will be] a life-changing experience that will make you a more responsible, empathetic human being," says Brent.**



## The Documentaries

Each year, the Directors of Change program trains and empowers a team of Canadian youth to travel to Kenya, India or Mexico and film a short documentary of their journey. Trip participants jump right into grassroots community development work, meeting with village elders, teaching schoolchildren and even building a school.

Directors of Change student filmmakers jump right into grassroots community development work.

Free The Children will provide guidance on film topics to trip participants, but the focus and angle of the film will be determined by the young filmmakers themselves. The central thread running through all films is the role youth can play in affecting positive change on the world stage.

The films will explore a variety of critical issues facing the developing world, including poverty, HIV/AIDS and child labour. Participants will be guided by an expert documentary filmmaker before, during and after the trip. The filmmaker will provide specialized training in a variety of areas, including basic filming techniques, storyboarding, interviewing and audio production.

Each participant is trained to use Nokia mobile phone devices and video cameras to record video blogs, testimonials, digital images and candid footage to capture the emotions, challenges and successes going on behind the scenes.

In the program's first year, a team of 12 youth travelled to Kenya's beautiful but impoverished Maasai Mara. Between laying bricks and mixing concrete, students conducted interviews and captured images to effectively portray the realities of daily life for the Kipsigis and Maasai people. The trip produced remarkable results, both in the local communities and in the lives of the participants themselves.

The film will be used as a catalyst for discussion and action in the classroom, on the Directors of Change website and at film festivals across North America.

Between laying bricks and mixing concrete, the students conducted interviews and captured images of daily life in Kenya.

# Student Filmmaker

## Lara Hintlemann



Massa, an eight-year-old Maasai girl, pointed to the Canadian flag pin on her little collar.

She was showing it to Lara Hintlemann, 17, from Lakefield, Ontario. But when Massa found out that Lara was from Canada, her face lit up and she stopped pointing. With a huge smile, she took off her pin and stuck it on Lara's shirt.

"There were so many things I loved about Kenya," recalls Lara. "But there is one thing that stuck out to me in particular; the friendliness and generosity of the people."

Everywhere Lara went, she found people smiling and waving. "Everyone seemed to be so happy, even though they didn't have much," she says. Thinking back to her home in Canada, Lara was shocked by the materialism of her culture, especially compared to the generosity of Massa and her pin.

**"She had nothing and she wanted to give me something she loved in return for me spending some time with her."**

Now at home in Canada, Lara is determined to live her life exemplifying the generosity she was shown in Kenya. By sharing watershed experiences like Lara's with North American youth, the Directors of Change program is able to encourage empathy, interpersonal skills and community contribution.





## Learning Life Skills

As easy as 1, 2, 3 ... 4, 5

In order to make a positive impact on their world, youth need to develop the skills to analyze problems, create a plan of action and set their plan in motion. With educational resources and technological tools, Directors of Change cultivates five life skills essential for young people taking social action.



### CREATIVE THINKING

Explorations of distinct cultures push students to think from new perspectives.



### CRITICAL THINKING

Participants analyze global social issues, brainstorm potential solutions and craft plans of action.



### COMMUNICATION, INTERPERSONAL SKILLS

Collaborative projects, awareness-raising speeches and media strategies—it is go time for budding young communicators.



### EMPATHY

Powerful footage depicting the challenges faced by impoverished communities around the world will inspire students with empathy.



### CONTRIBUTION

World-changing examples on screen and in-classroom discussions will motivate young people to plan action at the local and global levels.

# NOKIA AND THE INTERNATIONAL YOUTH FOUNDATION

The Directors of Change program is part of a global youth development initiative of Nokia and IYF. Since 2000, nearly 400,000 young people from 26 countries have participated in programs that equip young people with the knowledge and skills to participate as active citizens and contribute to their communities.

## ABOUT NOKIA

Nokia is committed to having a positive impact on society that extends beyond the advanced technology, products, and services it creates. It has invested in community projects supporting young people and education in 30 countries, benefiting more than one million young people. The company has an active employee volunteering program, which last year saw its employees give more than 18,000 hours to local community projects. Nokia is also supporting innovative technology projects designed to bridge the digital divide and bring the benefits of mobile technology to communities around the world. Further information is available at:

[www.nokia.com](http://www.nokia.com)

**NOKIA**  
Connecting People

## ABOUT THE INTERNATIONAL YOUTH FOUNDATION

The International Youth Foundation (IYF) is a global non-profit organization uniquely dedicated to preparing young people to be healthy, productive, and engaged citizens. Founded in 1990, IYF's worldwide network of partner organizations has grown to 70 countries, helping young people to shape their futures through proven programs that tie education to work, improve employability, and enable and inspire them to play a positive role in their communities. IYF collaborates with businesses, governments and civil society organizations to build effective, sustainable and scalable programs that positively impact the lives of young people worldwide. To learn more about IYF, please visit:

[www.iyfnet.org](http://www.iyfnet.org)

international  
**youth**  
foundation® 

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**FREE THE CHILDREN**

*children helping children through education*



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