

# World Needs Challenge

Leader Guide

What does  
the world  
need now?



Sparking global change  
through **art-ivism**

students  
r\_build

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# Welcome from the Students Rebuild Team

Dear Leader,

Let's co-create the new normal. Following all of what was paused, shut down and reimaged through 2020 and early 2021 in response to the pandemic, the overwhelming sentiment is that things shouldn't just get "back to normal." Like many of you, we're thinking through what a "new normal" might look like and how we will emerge from this collective experience. Our team is asking questions like:

*Who will define this 'new normal' and when will we know we've gotten there?  
What will it take to reach it? What is needed and how can we rebuild better?*

Young people are often the right answer for us here at Students Rebuild. Young people have always played a key role in imagining, advocating and creating new realities and paradigms. Unperturbed by the defeats and setbacks of the past, they are inherently asset-based and positive. Their optimism and ability to see a future better than our present has always been our inspiration.

This year, in a time like no other in our generation, we are taking on the biggest set of issues and asking questions that young people are uniquely positioned to answer: What does the world need now? What should be done to meet this moment and opportunity to 'rebuild' better and more equitably than what existed before?

If you're from the generation that I'm from, your answer to this question may come in the form of a soft melody responding, "love, sweet love". I think that still rings true today in 2021. But we also know love is a verb. How do we love our neighbors, love our communities and love our planet? And driven by love, what changes would we want to see in this world?

This year's World Needs Challenge was created with the breadth of possibilities to these inquiries in mind. Young people all around the world will engage in the art-ivism (art-based activism) that they usually do through our challenges, but will have the choice this year to focus on what issues matter most to them and on what they feel is most needed. We have selected five major issues that we will highlight and support—but truly, students and educators can also forge their own path.

We are excited for you to learn what is new this year and for you to participate in this one-of-a-kind Challenge. We're so grateful in advance for all the art-ivism your team will take on, and all the 'love, sweet love' for humanity that they will share.



Leonetta Elaiho  
Senior Manager, Students Rebuild

## What is Students Rebuild?

Students Rebuild, a program of the [Bezos Family Foundation](#), is a free, ready-made adventure in global learning that asks students to put their creativity and compassion to work in support of other young people in need.

The way it works is simple: We issue an annual Challenge that invites students to respond to a specific problem affecting young people somewhere in the world. Educators and students explore the issue and, in the process, join with students from around the globe. Then students create art based on what they learn and share it with us. For every piece of art they submit, we make a financial donation to a respected community-based organization serving youth. Since 2010, more than one million participants in 83 countries have created over five million works of art and raised more than \$8 million to benefit tens of thousands of young people around the world. Watch an overview video about Students Rebuild [here](#).



# About the World Needs Challenge

It's our biggest, broadest, and most audacious Students Rebuild Challenge yet. This year, we're inviting students around the world to join us in a choose-your-own-adventure-style Challenge. We're asking young people to create art to support some of the greatest needs in our global community today. Instead of focusing on a single issue, we're tackling five big, global issues. After moving through a worldwide pandemic, each has surfaced as more relevant and resonant than ever.

This Challenge, students can become "art-ivists," designing posters to amplify the messages they care about, expressing themselves with colors, images and words. By bringing together art and activism, students will create to donate up to \$2.5M—our largest contribution yet!—to this year's roster of partners working in the U.S. and abroad.

## What does the world need now?

Following a global pandemic, we believe now is the time for young people to lead and rebuild a better future. Inspired by many of our most impactful past Challenges, we've identified five world needs to engage and inspire students around as they learn and create:

**The World Needs...**  
**Clean Oceans**

with partner  
The Nature Conservancy

**The World Needs...**  
**Humanitarian Aid**

with partner  
International Rescue Committee

**The World Needs...**  
**Hunger Relief**

with partner  
No Kid Hungry

**The World Needs...**  
**To Overcome Bias**

with partners  
CARE USA and The King Center

**The World Needs...**  
**Art Activism**

with partner  
Creative Reaction Lab

And more than anything, the world needs: YOU! Now more than ever, young people are coming together to create change. And the world is listening.

# Moving art into action.

We're inviting students to deepen their understanding of some of the world's greatest needs—and use it as a catalyst for action—by taking three simple-but-powerful steps:



**1. Students can choose one of five causes to support**, like hunger or ocean conservation. Next, students learn more about their issue and find inspiration for their art. We provide **free lessons and content**, or you can use your own.

**2. Create an artfully illustrated poster, button, or pennant**—that reflects why your cause matters.



**3. Submit digital photos of your art online.** For each piece of art we receive, the Bezos Family Foundation will make a \$5 donation—up to \$2,500,000—to organizations addressing some of our world's biggest needs.

To learn full details and register for the World Needs Challenge, visit [studentsrebuild.org](https://studentsrebuild.org).

# When is the World Needs Challenge?

The World Needs Challenge begins on September 14, 2021, and ends on June 3, 2022. You can register for the Challenge and submit art anytime throughout this period.

# What will student actions fund?

Funding that students generate will support multiple organizations and programs addressing some of the world's biggest needs, including The Nature Conservancy's efforts to address rising ocean climate; No Kid Hungry's global hunger relief work; International Rescue Committee's human rights work serving refugees; CARE USA and The King Center's education efforts towards peacemaking and anti-racism; and Creative Reaction Lab's programs to put art into action. See a snapshot of their projects below, and find a full description of the organizations and projects on the Partner tab on the Challenge page at [studentsrebuild.org/worldneeds](https://studentsrebuild.org/worldneeds).



## *Clean Oceans*

### **THE NATURE CONSERVANCY**

#### *Location and Project(s) Funded:*

- Arlington County, VA
- Students' efforts through the World Needs Challenge will support the creation of virtual field trips that will engage at least 300,000 youth. In addition, through the Emerging Leaders program at least 400 youth will experience immersive, on-the-ground and virtual education enrichment opportunities.



## *Humanitarian Aid*

### **INTERNATIONAL RESCUE COMMITTEE**

#### *Location and Project(s) Funded:*

- Bangladesh
- Students' efforts through the World Needs Challenge will support educational experiences and curriculum to reach 800 children in Bangladesh that are Rohingya refugees fleeing Myanmar.



### *To Overcome Bias*

#### **CARE USA**

##### *Location and Project(s) Funded:*

- Atlanta, GA, and Tblisi, Georgia
- Students’ efforts through the World Needs Challenge will support two of CARE’s initiatives, both focused on youth peacebuilding and engaging across lines of difference: “Youth Act for the Future” in the Caucasus Region and the “Social Justice Experience” across the U.S. Between both initiatives, 700 youth will be directly engaged in programming and another 3,500 individuals are estimated to be impacted as indirect beneficiaries.



### *Hunger Relief*

#### **NO KID HUNGRY**

##### *Location and Project(s) Funded:*

- National
- Students’ efforts through the World Needs Challenge will support an estimated 3,750,000 meals for children and their families globally. In addition, 30 to 50 Youth Ambassadors will be supported to serve community organizations increasing their capacity to serve children and families.



### THE KING CENTER

### *To Overcome Bias*

#### **THE KING CENTER**

##### *Location and Project(s) Funded:*

- Atlanta, GA
- Students’ efforts through the World Needs Challenge will support reaching more than 20,000 youth over two years through “Youth Against Racism,” an initiative including two key youth development programs: Students with King and The Leadership Academy.



### *Art Activism*

#### **CREATIVE REACTION LAB**

##### *Location and Project(s) Funded:*

- Atlanta, GA
- Students’ efforts through the World Needs Challenge will reach at least 5,000 young people through Creative Reaction Lab’s grant distribution to arts organizations. In addition, an estimated sixty young artists and designers will be supported as program participants in the Artwork for Equity Program.



Altogether, the World Needs Challenge will help make a difference for more than one million young people worldwide.

In addition to projects that are receiving funding, we're excited to collaborate again with content and experience partner Global Nomads Group.



**Global Nomads Group (GNG)** will provide youth-developed content to deepen into each of the World Needs issue areas. In addition, they will host interactive student dialogues that participating classrooms can attend. Learn more about this opportunity in the “During the Challenge” section on page 11.

## How Do I Get Started?

Everything you need to participate in the Challenge can be found online at [studentsrebuild.org/worldneeds](https://studentsrebuild.org/worldneeds). This includes up-to-date information on the Challenge including a live countdown, an interactive map featuring participating teams, lesson plans and worksheets, video content, additional tools to support student learning and instructions for making this year's art. We recommend you bookmark the Challenge webpage on your computer and come back to it often.



Here's how to maximize your experience and get started:

### 1. Register your team

Registration is simple, free and takes less than two minutes. Once registered, your team will be displayed on our interactive map (unless you opt out.) Teams can be any size—from one person to thousands! [Register now.](#)

### 2. Check out your Dashboard

Registration also unlocks your Dashboard—an online feature that lets you track your progress, save materials and lessons for quick reference, and upload photos. The Dashboard also provides you with a personal link to your shareable Team Page. Your Team Page allows you to share progress, photos and any materials you choose with students, families and colleagues.

### 3. Choose your learning and support resources

You can choose from a number of resources to customize your participation to meet your team’s needs and time constraints. There are also support materials such as overview sheets, participation certificates, customizable posters and more to make your Challenge experience personal. Find all these free resources at [studentsrebuild.org/WorldNeeds/resources](https://studentsrebuild.org/WorldNeeds/resources).

### 4. Connect, learn and make art

After using the resources that best fit your needs, have your students make artfully illustrated posters, buttons, pennants—any artwork that helps raise awareness about the cause they choose. For examples and more instructions on art, check out our World Needs Challenge Art Guide and our inspirational artmaking video! Both can be found on our Resources Page at [studentsrebuild.org/WorldNeeds/resources](https://studentsrebuild.org/WorldNeeds/resources).

### 5. Submit artwork to Students Rebuild

There are two ways to submit your art to Students Rebuild: Mail us your art pieces or digitally submit them online. Whichever you choose, the first step is always to go to [studentsrebuild.org/submit](https://studentsrebuild.org/submit) or click any “submit” link on our website. Once there, you’ll be able to enter the number of art pieces and the number of participants from your team. Your donation amount will immediately calculate and display on your private dashboard, the team map and your shareable Team Page. More details on submission are included in the Completing the Challenge section of this document.



**Have you participated in a Students Rebuild Challenge in the past?** If so, welcome back! You will still need to register your team again for the World Needs Challenge but if you are using the same email as you registered with in the past, your impact data from your past Challenge participation will still be viewable to you on your personal dashboard. If you uploaded photos or saved resources on your dashboard during the Changemaker Challenge, you will still be able to access those as well through your Team Page link.

## During the Challenge

Throughout the World Needs Challenge, there are numerous engagement opportunities and tools available for you to enhance your team's experience. Use these as they make sense for your team and, as always, feel free to adapt or create your own resources to fit the learning goals of your classroom or program.

### Overview Materials

In addition to this Leader Guide, there are other quick reference tools designed to help you structure your Challenge experience. They can all be found on the [Challenge Resource Page](#) and include:

- **Introductory Challenge Video:** A short, two-minute video that provides inspiration and information on the Changemaker Challenge. This year's video was envisioned and produced by the creative agency, NOVAC: New Orleans Video Access Center.
- **Art Making Guide:** Detailed information and instructions on how to make this year's creative call-to-action—artful posters. Each poster will generate a \$5 donation from the Bezos Family Foundation to support programs creating change locally and globally.



## Lesson Plans and Videos

Each year we curate and create resources to boost student learning and reflection. You can find all materials on the Challenge page under the Resources section.



- **Issue-based videos with downloadable worksheets for students:** Our partner Global Nomads Group will help us offer five student-produced videos on each of the world needs areas. These short (average five minute) videos are also accompanied with worksheets that are student facing and cover the 3-12 grade range.
- **Other recommended curricula (generally focused):** Every year, our team identifies lesson plans and curricula that can be used to deepen learning throughout the Challenge. This year there are recommended lessons from Learning Justice TEDEd, PBS and more. These resources sheets are offered by grade and age range.
- **Other available curricula (by each issue area):** This year with more issue areas than ever before, in addition to the general art-ivism learning resources mentioned above, you can find other issue-specific resources and videos in our resources library.

Find general art-activism teaching resources and video on the World Needs Challenge resources tab: [studentsrebuild.org/worldneeds/resources](https://studentsrebuild.org/worldneeds/resources)

Find issue specific (oceans, hunger, facing difference, refugee crisis) teaching resources and videos in the Resources library: [studentsrebuild.org/resources](https://studentsrebuild.org/resources)





## Connecting with our Global Community

To foster connections and learning across your teams—which last year spanned 53 countries—we’re hosting virtual student discussions and posting stories about our partners and young art-ivists throughout the Challenge. Here are some things to look out for this year:

- **Live Discussion Events:** Want to connect with other teams in real time? We will be offering five opportunities throughout the Challenge to connect through hosted virtual team exchange. Each conversation will focus on one of the world needs issue areas. This videoconferencing opportunity will be available for up to 100 students that will be put into smaller cross-team groups to engage through facilitated conversations. To learn more about this opportunity and register your classroom, visit [www.gng.org/studentsrebuild](http://www.gng.org/studentsrebuild).
- **Stories:** Read blog posts throughout the Challenge from partners on project progress, features on students and teams, and updates from the Students Rebuild team. Stories can be read at [www.studentsrebuild.org/stories](http://www.studentsrebuild.org/stories).
- **Social Media:** Share your team’s photos, videos and highlights on social media. Tag @studentsrebuild on Facebook, Instagram or Twitter and use the hashtag #WorldNeedsChallenge so we can see what you share!
- **Newsletters:** Each month we send out a newsletter sharing the latest updates and highlights from the Students Rebuild community. We always feature a “team of the month” to celebrate a team participating in the Challenge and new this year, by-educator-for-educator pro tips! You can sign up for our newsletter online or when registering for the Challenge.

## Materials to Raise Awareness & Celebrate

YOU have single-handedly contributed the most to the growth of Students Rebuild over the last 10 years! Word-of-mouth is consistently the best way that new educators and students learn about the program. We try to make it easy for you to spread the word about the Challenge with your students, their families and the community. We offer tools that can be downloaded and shared to boost awareness and engagement!



- **Your Personal Team Page:** Your Team Page gives you a personal way to share the Challenge with your students, their families and colleagues. The shareable link to your Team Page can be found on your Dashboard, accessible after your registration is complete.
- **Flyers and Customizable Posters:** Choose from our print-ready flyers and customizable posters (including a student-facing overview) to help introduce the Challenge to potential participants.
- **Digital Promotion Kit:** This resource offers sample social language and photos for Facebook, Instagram and Twitter to share about your participation and engage others.
- **Participation Certificate:** Celebrate student contributions by sharing our customizable participation certificate.

## Display your Art

Given the nature of this year’s art project, we encourage you to place and display your student’s work in public (with permission) to allow it to communicate with and inspire your community! This could be in the local library, in the school building, or somewhere in your neighborhood. If you do share your student’s art publicly, please let us know at [info@studentsrebuild.org](mailto:info@studentsrebuild.org).

## Consider Engaging Local Media

There are often many opportunities to garner media support for the creative work your team is doing to impact global change. We encourage you to contact your local media and share about their efforts. Are there local newspapers, radio stations or television networks that you can reach out to? Does your school or organization have a communications department that might be able to support you? We are also here to help! Email us at [info@studentsrebuild.org](mailto:info@studentsrebuild.org) if you have media support needs we can assist with.



# Completing the Challenge

## Submit Your Art to Students Rebuild

Submitting your art is required to ensure your contribution results in a financial donation. It's simple and your art can be submitted two ways: by mail or digital photo submission. Whichever you choose, submission always starts online at [studentsrebuild.org/submit](https://studentsrebuild.org/submit).

Before getting started with the submission process, here are few important things to note:

- You'll need access to the email address you used for registration to verify your email before completing the submission process.
- Know how many people contributed to your art making. This could be one person or thousands!
- Know how many individual pieces of art were made. This will calculate how much of a donation will be made on your team's behalf.
- Know if you'd like to submit digitally by uploading photos or by mailing us a package of your art. Either option is great, however, we encourage you to consider displaying your team's art if at all possible. You can still share it with us by photo but then hang, highlight or display the artwork in your school or in the community.
- If choosing digital, have up to 24 photos of your art ready to upload in order to complete submission.
- You can submit art multiple times throughout the Challenge. Come back to the submission process and add your numbers at any time.
- If submitting multiple times, all your numbers will be cumulative. If you're returning, only add the numbers of NEW art items and ADDITIONAL participants that may not have already been counted. For example, if the same group of students makes 15 additional awards, on the submission form you would enter # of art pieces: 15 and # of participants: 0.



Here are a few specific things to note about each way you can submit:

### Uploading your Art

- After entering your numbers online, you'll be able to select "Upload Art."
- You don't need to take a photo of each piece of art. You can submit group shots of art, create an art display or choose a representation of your team's artwork.
- You can upload only 24 photos with each submission instance. If you have more images, you are welcome to upload the rest to your personal gallery—a feature of your Dashboard.
- We cannot accept photos with recognizable faces. If these are submitted we'll need to reject the photo, but your submission will still count. Tip: Art held in front of faces is a great blocker!
- Please make sure images are in PNG or JPG format and are less than 10MB each. Uploading may take up to three minutes so please be patient. Hitting "Upload and Submit" multiple times may cause duplicate submissions.



### Mailing your Art

- After entering your numbers online, you'll be able to select "Mail Art."
- This will generate a mailing slip that will provide both the mailing address and details of your submission. Unable to print right now? Write down the provided details on a slip of paper and include it in your package. This enables us to easily identify your package and let you know when we receive it!
- Your numbers will be counted as soon as you hit "complete submission" online, not when we receive your package. This means your dashboard display will immediately reflect your impact.
- When we receive your package, we'll send you a notification email within four weeks.
- We try our best to include at least one piece of art from each physical package received in a final culmination project.



Do you have other submission related questions? Check our [FAQ section](#) online for answers! If you can't find the answer there, reach out to us at [info@studentsrebuild.org](mailto:info@studentsrebuild.org).



## Celebrate Your Team's Efforts

It's time to celebrate! Your team's hard work helped generate funding to support multiple organizations and programs addressing major global needs and making a difference for over one million young people worldwide. Download and share the participation certificate from our Challenge Page Resource Tab to continue the celebration with your team members.

## Give Us Feedback

After the Changemaker Challenge ends on June 3, 2022, we'll send an online survey. Your prompt and honest feedback will help us improve our program to better serve you and our community.

# Beyond the Challenge

## Featuring Your Art

When the Challenge ends, Students Rebuild will work with an artist, organization and/or venue to creatively showcase your submitted awareness raising art pieces. Check the [World Needs Challenge homepage](#) and our social media accounts in Spring of 2022 for updated information on the culmination.



## Continue Serving Hope

While our World Needs Challenge will end on June 3, 2022, we hope you continue the journey by:

- Using our learning resources to dig deeper into each of the World Needs issue areas.
  - Thinking about everyday actions, big and small, that your team can engage in to create change in your local community.
- Sharing your team's experience and photos with your local community and with us! Featuring stories of how our Challenges impact students and their communities is one of the things we love most.

# Contact Us

**Challenge Hashtag:** #WorldNeedsChallenge

**On the Web:** [studentsrebuild.org](http://studentsrebuild.org)

 [facebook.com/studentsrebuild](https://facebook.com/studentsrebuild)

 [twitter.com/studentsrebuild](https://twitter.com/studentsrebuild)

 [instagram.com/studentsrebuild](https://instagram.com/studentsrebuild)

 [youtube.com/studentsrebuild](https://youtube.com/studentsrebuild)

 [pinterest.com/studentsrebuild](https://pinterest.com/studentsrebuild)

 [info@studentsrebuild.org](mailto:info@studentsrebuild.org)

Photos courtesy of: Creative Reaction Lab (page 11), The Nature Conservancy (page 12), International Rescue Committee (page 13, top), The King Center (page 13, bottom), CARE (page 15), No Kid Hungry (page 17).

