



WE, THE WORLD

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Maximizing Social Change – Globally

Until we have a world that works for *all*



Executive Summary

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TEACH THE CHILDREN

LIVE



LAUGH

LEARN

LOVE

Overview

The South Bronx has one of the highest high school dropout rates in the country. Drug abuse, teen pregnancy, families living below the poverty line and gang violence all contribute to keeping many of the children of the South Bronx from succeeding in school and in life.

Teach the Children is a comprehensive Program and Campaign of We, The World to serve children in the South Bronx and elsewhere. With the participation and support of parents, teachers, schools, community leaders, social service organizations, local performers, artists, visionary donors, investors and our precious young people, Teach the Children seeks to become a model of neighborhood transformation that all of New York City and other cities can replicate.

Teach The Children Program Summary

We reach out to Program Partners to contribute the following components for Teach The Children:

- Literacy and other academic peer-to-peer community support such as math tutoring, counseling, etc.
- After school programs
- Poverty eradication programs
- Bullying eradication programs
- End gun and gang violence programs
- Conflict prevention & resolution programs
- Music and other cultural arts activities
- Nutritious school lunches and promotion of healthy food choices
- Community interchange programs to exchange information and support with other successful cities
- Funding to reduce class size
- A building location where community and children's services can be provided such as tutoring, mentoring, job placement and training as well as information pertaining to how to receive financial & academic help.

Teach The Children Campaign Summary

The Teach The Children Campaign consists of the following Public Outreach and Action components:

- Public Forums & Events involving community leaders, parents & children
- Public Service Announcements for TV, radio, YouTube
- Internet outreach to volunteers and others encouraging them to be part of Teach The Children
- Festivals and other cultural arts events involving local artists and performers to inspire parents and children about the importance of staying in school, literacy, ending gun and gang violence, and coming together as a community

Teach The Children Program Director Willie Estrada



Willie Estrada is the Founder and Program Director of Teach The Children, CEO of Latin Empire Entertainment Group, and he is Co-Director of Sponsorships and Resource Development for We, The World.

Willie has been working with kids for over 30 years. He taught computer classes at St. Mary's Recreation Center as well as at Betances Community Center, and also served as a Boxing Coach at both facilities. He taught Dance Classes at both locations and was one of the original artists who painted the Superhero Mural in the game room of St. Mary's back in 1972, and in 1991 redid them again. His goal has always been to help keep kids off the streets and to mentor them, as well as inspire them to achieve academic excellence.

As a former gang member in the early 1970's Willie quickly learned that the mean streets would take his life unless he did the right thing and followed a positive path. In 1974 Willie joined the United States Marines. After the Marines, Willie came back home to find that while the gangs had dissipated, the mean streets were still full of trouble and relentlessly ruining young people's lives. Back on the path to self-destruction, Willie was rescued when his Mother intervened with the powerful message that he was breaking his Mother's and Father's heart by allowing the streets to get the best of him. That day Willie decided to heed his mother's plea. He went back to school to continue his education. It was the best decision he ever made. After two years Willie graduated with Honors at the top of his class with the computer skills he needed to secure a good job. He became a National IT Manager on Wall Street and made a great salary for the next 20 years.

Considering his past experiences on the streets growing up in a violent neighborhood, and all the obstacles he was confronted with throughout his life, this was just short of miraculous. "This is why I believe in the power of Education, and why I also believe that I can help these kids turn their lives around," says Willie Estrada. "Because I did it. And if I could do it, so can they! They just have to believe as I did. And our youth also need someone to believe in them. I will do that, along with several other people who believe, as I do, that our kids have the right to expect more in their lives, and achieve excellence - with our help!"

Teach the Children Festivals



For the past three years, Willie Estrada has been producing the Teach the Children Festivals in the South Bronx, which have been great successes. He always brings in several recording artists, who also made themselves available for photo opportunities with the youth in attendance and performed as well as advocated about the importance of education. The idea is to promote the importance of Education to the youth of the South Bronx, and hopefully inspire them to think about their academic future by having the artists who performed speak directly with the kids.

Our shows include plays based on real world experiences. One musical play tells the story of two childhood friends - one who continues his education and prospers, and one who follows the way of the streets, and is in and out of trouble. The two childhood friends meet again as young adults, and the successful young man helps his friend get his life together and go back to school. The story shows how it is never too late to do the right thing, and continue your education, along with why education is so important

Also included in this presentation will be several recording artists who will perform and help us promote this event, as well as the importance of education and eating the right foods. We will also be using the same kids we are trying to help in the shows and plays in order to get them committed to participating in something which can help raise interest levels as well as captivate their imaginations.

The goal is to create events with dialogue, sports and music along with longstanding thought-leaders, celebrities and community partners about new ways to address youth violence, poverty and achieve unity in the South Bronx our Model area. These events are beginning to influence and inform local public officials who can help bring much needed support for our children.

Teach the Children 2012 Festival



Max Agende from Aventura with MJQ performing with the kids



Recording Artist Frankie Negrón



Council Woman Maria Carmen Arroyo with Willie Estrada, sharing her story getting educated to make a better life for herself



Frankie Negrón & Max Agende sharing the stage and speaking with the kids about Education



Ahmad Quazi Jr, Max Agende gets award from We, The World Founder Rick Ulfik in recognition for giving back to the community, Willie Estrada CEO, Latin Empire Entertainment Group and the event producer



International Recording Artist Veronica Kole performing for the kids

About the Sponsoring Organization We, The World



Connect, Mobilize, Accelerate Global Social Change

WE - A global campaign of We, The World to unite and amplify the efforts of people, organizations and movements working for the common good
www.WE.net

We, The World is a global coalition-building 501 (c)(3) organization based in New York City. Founded in 1998 by Rick Ulfik, WTW has annually connected and promoted thousands of socially conscious organizations, businesses and individuals to amplify their efforts and generate public awareness and action.

Advisors and supporters include **Nobel Peace Laureate Archbishop Desmond Tutu, Dr. Jane Goodall, Deepak Chopra, Bill McKibben, Immaculee Ilibagiza, Daniel Ellsberg, Rabbi Michael Lerner, Hazel Henderson, Robert Thurman, Riane Eisler** and 70 other visionary leaders from around the world. An overview of our Global Partners, Advisors and Outreach can be found at www.WE.net/partners-outreach

We, The World has already impacted the lives of more than 5 million people through our Programs, Events, Websites, TV Shows, Newsletters, Video Festivals, Partner Collaborations, Tele-Forums, Broadcasts and Webcasts. We are reaching more than 850,000 people each year and our network of more than 44,000 leaders and members of socially conscious organizations and businesses represents millions of constituents.

In 2010 we launched the WE Campaign to unify our efforts under one message: ***Together WE will do what we cannot do on our own: create a world that works for all.***

11 Days of Global Unity - 11 Ways to Change the World

www.11DaysOfGlobalUnity.org

**11 Global Unity Campaign Themes Promoted Worldwide September 11 - 21
Culminating on Sept. 21st, the U.N. International Day of Peace**

From empowering students and teachers in Zambia to Interfaith Dialogues in San Francisco, thousands of organizations around the world have taken part in 11 Days of Global Unity, September 11 -21, a worldwide platform for the promotion of peace, justice, sustainability and transformation that annually includes as many as 700 associated events in over 60 countries around the world. It culminates on September 21st, the U.N. International Day of Peace.

Major participants in 11 Days have included: **Amnesty International, Oxfam America, Earthdance, FourYears.Go, Roots & Shoots, Pathways To Peace, World Peace Prayer Society, United Religions Initiative, The Interdependence Movement, Peace Day TV, Link TV, September 11th Families For Peaceful Tomorrows, Ecofest, The Shift Network** and many others.

Supporters have included **Nobel Peace Laureate Archbishop Desmond Tutu, Jane Goodall, Deepak Chopra, Irene Khan, Marianne Williamson, Hazel Henderson, Ervin Laszlo, Jonathan Granoff, Barbara Marx Hubbard, Robert Thurman, Sally Fisher, Riane Eisler, Paul Winter** and many others.

About the Founder of We, The World Rick Ulfik



Rick Ulfik is Founder and Board Chair of We, The World, Founder and a Principal Organizer of the WE Campaign at WE.net, UN Representative of Communications Coordination Committee for the UN, Co-Producer of Better World Forum 2012 and Co-Producer of Visual Voices TV Series which was featured on the Dish Network and available in 15 million homes.

Rick organizes and promotes scores of events and other activities to create a better world every year.

Rick is a **Nonviolent Communication (NVC)** workshop facilitator leading classes in Conflict Prevention & Resolution for parents, young people and other community members. He has been working with NVC since 2004 and has participated in many workshops led by internationally acclaimed mediator and creator of NVC Marshall Rosenberg, who is also an Advisory Board Member of We, The World.

Rick is also an award-winning composer and musician (keyboards) who has written, produced, arranged, conducted and performed music for ABC TV, NBC TV, CBS TV, the Olympics, radio, feature films, commercials, records, other media, and for major recording artists including Queen Latifah, Phoebe Snow, Carlos Santana, Bernadette Peters and Judy Collins.

Rick's Award recognition includes: Grammy Award nomination, Clio awards, and the Parents Choice, Kids First, and National Educational Media Network awards for excellence in musical educational materials.

Rick co-produced "Visual Voices" a 13-part TV Series that presents voices in media, politics, culture and the arts who are shaping our world. It was broadcast on the Dish Network, available in over 15 million homes, and is currently running in New York City. He has also written, produced and directed two short films.

Rick has served for many years and continues to serve as a judge for the Emmy Awards. He has also served as a judge for the Clio Awards and the NY Festivals Awards as well as the United Nations special UNESCO Award for excellence and social significance in documentary television.

Rick was a math teacher, math tutor, and music teacher in the New York City Public School System. He was also a Co-Leader of the Education Task Force of the Foundation for Ethics and Meaning.

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