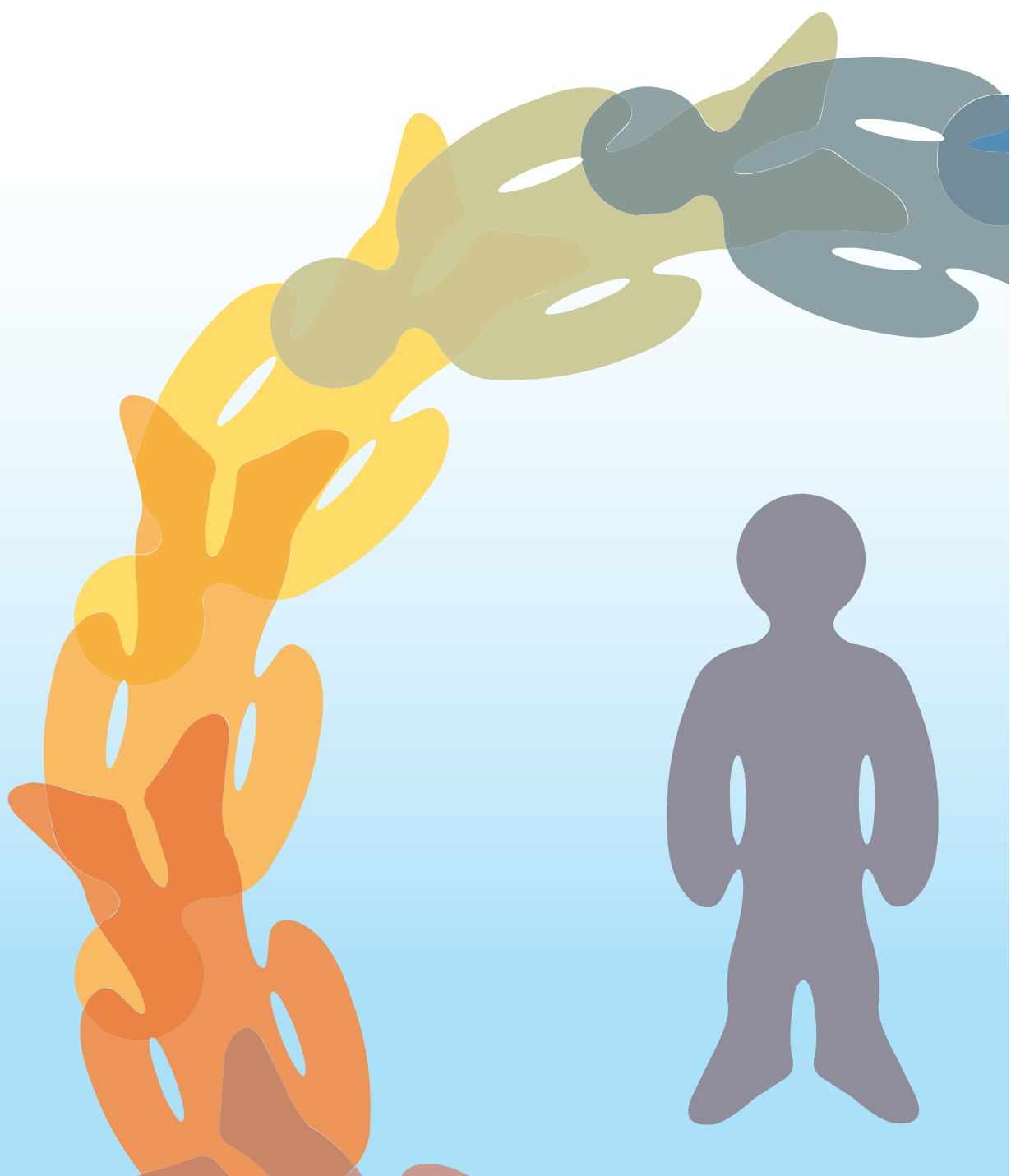




Who Is NOBODY?™

Program Information



“All kids, regardless of their background gain hope and confidence through their own actions, interests and abilities. The Who Is NOBODY? Program helps kids do this. It teaches young people to discover the talents that make them somebody.”

~ Ajike Akande, Teacher,
Upper Canada College, Toronto
& Nelson Mandela PS, TDSB



www.whoisnobody.com

Executive Summary

What is the *Who Is NOBODY?* Literacy Program?

Who Is NOBODY? is a group-based program, developed by a teacher named Kelly Clark, that applies all four strands of literacy to real-life experiences. Individuals build self-esteem by discovering their strengths and using them to help the community in a personal way.

Reflecting, documenting, sharing and celebrating each participant and the group as a whole are built right into this self-running program via *NOBODY*, a class scrapbook and weekly presentations.

It is easy to set up with any age or ability level, the materials are reusable and the impact is tangible.

How does it work?

The program begins when a mysterious package arrives in the post that says:

To: EVERYBODY
From: NOBODY

Inside is 'NOBODY', a blue denim doll that has no interests, abilities, age, gender, ethnic or cultural identity, friends or character.

Students find out that: **EVERYBODY will help NOBODY become SOMEBODY**

by following the 5 *Who Is NOBODY?* Choose-Your-Own-Adventure Steps that support students in discovering their interests and abilities and using them to help a person, animal or the environment by creating awareness and/or donating time, materials or funds.



35 000 Recorded Literacy Projects (to date), range from:

- Planting an apple seed for a neighbour
- Researching and designing pamphlets against animal testing
- Creating awareness against drinking and driving

What is the result?

Each participant develops literacy skills, character and self-esteem by reflecting, documenting, sharing and celebrating their experience by:

1. **NOBODY becoming SOMEBODY!** (Media Literacy)
Adding 3D attachments to 'NOBODY' who becomes SOMEBODY that reflect the unique strengths of EVERYBODY in the group
2. **Class Scrapbook** (Writing and Media Literacy)
Writing a story and drawing a picture that goes in the class Scrapbook
3. **Class Presentation** (Oral Communication and Reading)
Speaking about their *Who Is NOBODY?* Experience – how they put their interests and abilities into action and reading their story to the class
4. **"I'M SOMEBODY" Bracelets**
Each participant receives an "I'M SOMEBODY" Bracelet that is a tangible reminder of the amazing project he or she did to help the community by putting his/her interests and abilities into action!



Program Impact

Impact over first 9.5 Years

ORGANIZATIONS

WWF (World Wildlife Foundation)
Oxfam
World Vision (glasses & child sponsor)
Heart & Stroke Foundation
Humane Society
Anti-Bullying Hotline
Food Bank
Council of Jewish Women (Kosher Food Bank)
RAFT (Resource Association for Teens)
Lady Bug Foundation (for the homeless)
Goodwill
Salvation Army
JDRF (Junior Diabetes Research Fund)
Interplast
Women's Place
St. Vincent De Paul
Niagara Peninsula Children's Centre
Red Cross Association
United Way
Scott Mission
Bloorview McMillan Centre (donated books)
CNIB (Canadian National Institute for the Blind)
Canadian Diabetes Association
James Birrell Fund (Neuroblastoma)
Sick Kids Hospital
Canadian Cystic Fibrosis Foundation
Oasis Clothing Bank
MS Read-a-thon
thINK FOOD
Cell Phone Collection
Misiones Salesianas
Green Peace
Children's Foundation
Play it Again Sports
Aga Khan Foundation
Canadian Cancer Society
Angel Hair For Kids Foundation
Canadian Breast Cancer Foundation
Bay Crest Centre
Toronto District School Board
Toronto Zoo (Endangered Species)
Sir Adam Beck Daycare
Free The Children
Earth Rangers
SPCA
POGO (Pediatric Oncology of Ontario)
Humber River Hospital Foundation
Tender Care (Nursing Home)
Blind Research Center (TO Gen. Hosp.)
Autism Society Canada
York Region Children's Centre
Kidney Foundation
Value Village
Mavis Road Homeless Shelter
Interval House
Cross Zone Youth Hostel (Homeless Youth)
Zack's Walk For Comfort (founded by student)
Raising The Roof (Homeless Organization)
Smith Integrative Brain Tumour Research Centre
Botanical Gardens Conservation Program
Guatemala Stove Project
Gulu Charity Walk
Grenada Relief Fund
Guangzhou Zoo (Endangered Panda Bears)
PETA (People for the Ethical Treatment of Animals)
Ronald McDonald Charity
New Orleans Hurricane Relief
Eglinton Centre
Canadian International Hearing Services
Mayor Miller's Community Clean Up Day
Lieutenant Governor's Book Drive
Christie-Ossington Homeless Shelter
Bloor Gladstone Library
Liver Disease Foundation
OFOCP (Ontario Federation of Cerebral Palsy)
Walmart Glasses Collection for developing world
KARE (Cancer Research)
Jane Goodall Organization
Children's Wish Foundation
Peregrine Falcon Foundation
Blythwood Charity
Elija's Kite Organization (Bullying)

CAUSES

Drinking & Driving
Child Labour
Recycling
Multiculturalism
Physical, Sexual & Drug Abuse
Anti-Smoking
Endangered & Extinct Animals (clean beaches, stamp series, etc.)
Pet Therapy at Nursing Homes
Help & Visit Nursing Home
Preserving Habitats (Wetlands, Penguin, etc.)
Pesticides
School/Neighbourhood/Park Clean Up
Neighbours (walking dogs, baking cookies, old clothes, etc.)
Tutoring a Younger Student (school work/sports)
Planting Flowers/Trees
Pop tabs for wheelchairs
Greenhouse Effect
Global Warming
Composting
Pollution (garbage in water, driving cars, battery disposal, etc.)
Forest & Nature Preservation
Animal Rights (puppy mills, de-clawing cats, seal hunting, etc.)
Shoveling Snow/Raking Leaves/Mowing Lawn, etc. for others (Seniors, Blind)
Helping Others (elderly, blind, disabled, children, etc.)
Visiting/Making Gifts for Seniors at Nursing Home
Toys for Tsunami Orphans
Environment (Hybrid Cars/Front Load Washers)
Responsibilities at Home
Children in Dominican Republic, Peru, Iraq
Orphans in (Bangladesh, Ukraine)
Walk/Bike to School (Environment & Health)
Health (Exercise & Nutrition)
Missionary in Africa
Homeless
Library (local, church daycare, etc.)
Responsibilities at School
Understanding a spectrum of abilities (Spina Bifida)
Clothes & Toy Collection for a Local Family at Xmas
Blind Awareness
People (Ikaluit, Darfur, Armenian, Africa, Sri Lanka)
Education is important
Recycled Art Supplies for Street Kids
Cancer (Skin, Breast, Leukemia)
Hospital
Safety (Fire, Bike, etc.)
Responsibilities at Home
Peace Effort
Petition Against Immigration Fees
Stereotypes & Racism in Sports
Education is a Human Right
HIV/AIDS
World Poverty
Appreciation (Police, Fire Fighters)
Over Fishing
Information About Animals (zebras, etc.)
Drug Store Containers Add Pennies - every little bit helps
Inclusiveness (not excluding & bullying)
Non-Violence
Sportsmanship
Rabbis Awareness
Citizenship
Organic Foods
Bullying
Fair Trade
Healthy lifestyle
Premature babies
Learning sign language
Handicapped children
Importance of friends
Celebrating diversity
Post hurricane relief
Citizenship
Assisting the elderly
Importance of Remembrance Day
Sporting spirit
Integraton (rejection and intimidation)
Puppy mills
Celebrating music
Supporting young mothers
Rabies
Book drive
Homophobia



Over 700 Different Organizations and Causes Helped Between January 2002 – June 2010
As many as 800 initiatives have been completed per Organization or Cause.
Visit www.whoisnobody.com/studentimpact for the most updated list.

localnews

■ EDUCATION

Students turn Nobody into a real Somebody

MICHELLE RUBY
Expositor staff

Hailey Garvey and Julia Hughes knew their good work had paid off when they handed a worker at the local food bank an envelope bulging with \$302.10 in cash.

Hailey and Julia, Grade 7 students at Holy Cross School, organized a concert - Julia's dad played bass guitar - to bring in money and groceries for the food bank.

"When we went in we saw some of the racks with the dentured cans," says Hailey. (When we gave her the envelope) she looked like she had a sigh of relief on her face."

That's not the only good deed achieved in Tina Noble's Grade 6/7 class this year. Students organized silent auctions, clothing and bottle drives, cookies sales and flower plantings in front of the Marlborough Street school.

The philanthropy is part of a character-building program called Who Is Nobody? It started when a suitcase arrived in the classroom in March. Inside was a two-foot-sized doll called Nobody, an ethnic- and gender-neutral figure made of cloth, without a single adornment.

The idea is that children, working alone or in pairs, come up with a way to help living things, including people, animals or the environment. When students have completed a project, they attach a symbol of their work to the doll. Hailey and Julia hung pictures of food fastened to string around the doll's neck. The goal is to make Nobody a Somebody.

It's a simple idea that is

It's just the beginning for these kids. Now they know they can achieve just about anything."

Arden Smelser, a social worker for the Brant Haldimand Norfolk Catholic District School Board

Our main focus throughout the year has been respect. This is a way to enhance respect for themselves and for the community."

Tina Noble, Grade 6-7 teacher at Holy Cross School

who loves it," says Gage. Austin Glover and Brenden MacKinnon chose to donate their time running obstacle courses and soccer games for the Grades 1-3 students at Holy Cross.

A couple of other boys decided to write to local politicians urging them to start a green box program in the city.

Bev Hamm, a youth worker

with the Brant Haldimand Norfolk Catholic District School Board, says she had been searching for a way to boost self-esteem and respect in this Grade 6-7 classroom when she came upon the Who Is Nobody? program.

"Some of these kids didn't believe in themselves," she says. "The class was very challenging. They were used to hearing, 'You're in trouble.'"

"I'm completely blown away by the changes in these kids,"

Arden Smelser, a social worker for the Catholic board, says the program has created ripple effects in the students' homes where parents often became involved in projects.

"It's just the beginning for these kids," says Smelser. "Now they know they can achieve just about anything."



BRIAN THOMPSON. The Expositor
Holy Cross students Brook Gage (left), Julia Hughes and Hailey Garvey pose with a doll named Nobody. The doll is part of a character-building program.

A name customers have been trusting for over 30 years.

IT'S BACK, OUR ANNUAL SUMMER SALE

Don't Pay GST or PST*

SALE FROM JUNE 15TH UNTIL JULY 31ST

WHY NOW...

- ✓ Metal expands in warmer weather providing better exposure to the Rust Check process
- ✓ Nice weather for washing your vehicle afterwards
- ✓ A less busy time of year providing you with more convenient appointment times.
- ✓ Neutralizes any salt build-up from previous winter.
- ✓ Product effective 13 Full Months so it doesn't affect your warranty. No need to wait for fall.

BIGGEST REASON... SAVE \$\$\$\$\$\$\$\$

*On Any Complete Rust Check Application. No other discounts apply.

519-756-3730 • 42 Easton Rd., Brantford

TELEPHONE CITY CAR SHOW

Brantford's 5th Annual Downtown Car Show

'In Memory of Brian Heap'

Sunday, July 26

9am to 4:30pm

Hosted by Brant Street Rods and Friends of Brian Heap

All proceeds to:

Canadian Diabetes Association - Youth Division

Participation House Brantford

Registration Closes 12:30

Trophy Presentations 3:15 pm

Antiques, Rods, Customs, Rods, Classics, Trucks, Lowriders, Muscle, Sports, Racing, Foreign

Here!

Quick Facts

Programs:

Who Is NOBODY?

Qui est PERSONNE? (French Version)

Who Is GREEN? (EcoVersion)



Program Goals:

1. EVERYBODY's good at something:

Who Is NOBODY? creates a chance for participants to identify, share & celebrate their strengths

2. We all have obstacles in our lives but there is still lots of good in the world:

Who Is NOBODY? reminds participants, through their personal outreach projects of helping people, animals or the environment that there is so much to be thankful for: fresh water, democracy and education - despite personal challenges

3. Change starts with kids:

Global warming, Child Labour, Animal Testing... how do you stop that?

Who Is NOBODY? empowers youth to make change by experiencing how easy and fun it is to help others

Who Participates?

Anybody!

Gr. 1 – 12

Special Education to Gifted

Inner-city to Rural

ESL & French Classes (*Qui est PERSONNE?*)

Adults for team building, women's shelters, etc.

...To date over 35 000 students have participated



Curriculum Supported:

Character Education

Literacy

Safe Schools

Guidance

The Arts

ESL

French

Health & PE

& a subject of each student's choice

Teacher Commitment:

Playing a 25 minute DVD Directly to students (can play in parts for younger students)

In Class Commitment:

5 minutes per week with optional extension lessons

Quick Facts

Start Time:

Anytime before April

Provinces Participating:

Ontario (primarily)
Nova Scotia
Newfoundland
New Brunswick
Nunavut
Quebec
Alberta
British Columbia

Program Highlighted:

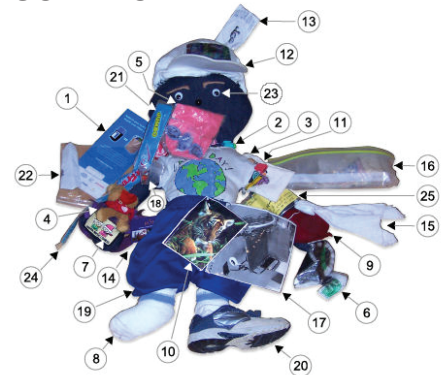
Radio: CBC, BBC

Television: Global News, Ottawa A Channel, Daytime TV

Magazines: Professionally Speaking, Autism Matters
OSCA Today, Canadian Living (April 2011)



Example of how EVERYBODY helped NOBODY become SOMEBODY



- ① School-wide collection of empty ink jet cartridges sold to recycling company, giving proceeds to food bank
- ② Donated toys to children who don't have any
- ③ Picked up litter at neighbourhood park
- ④ School-wide collection of used toys sent home with a relative from the Dominican Republic to give to children who don't have any
- ⑤ Made video about wetlands explaining importance of preservation
- ⑥ Took responsibility for watering garden
- ⑦ Played piano at benefit concert collecting food for food bank
- ⑧ Explained poverty experienced by homeland, Peru to classmates
- ⑨ Had lemonade stand to raise money for heart and stroke after grandfather had a stroke
- ⑩ Family put 25 cents in a jar every time a book was read until they collected \$40, then adopted a tiger
- ⑪ Bought food for the food bank by saving allowance
- ⑫ School-wide bake sale to raise money for WWF
- ⑬ Encouraged class to walk to school to get exercise and help the environment
- ⑭ Explained dinosaur extinction to class
- ⑮ Organized class-effort to clean school walls
- ⑯ Cleaned local park with sister, cousin & mom
- ⑰ Collected pop tabs to give to organization that sells them to a recycling company and proceeds buy wheelchairs
- ⑱ Told class about homeland, Japan
- ⑲ Donated clothes to Goodwill
- ⑳ Raised awareness about child labour by making pamphlets
- ㉑ Sold frozen treats during recess and raised money for children's operations in the developing world
- ㉒ Baked cookies for neighbours
- ㉓ Discussed C.N.I.B. and explained how father is blind
- ㉔ Planted flowers at front of apartment building for all to enjoy
- ㉕ Organized whole-class garbage collection at recess

Three Example Projects



A 17 year old helped People by:

Running an after-school basketball program for students in Grade 9.

Her volunteer time was put towards her Mandatory Community Involvement Hours, and she added this experience to her resume to support her future goal: to be a teacher!



An 8 year old helped People and the Environment by:

Collecting pop tabs at recess and lunch hour to donate to an organization that recycles them to make more affordable wheelchairs.

He has continued this initiative over the last 6 years.



A 13 year old helped People by:

Asking local stores for t-shirt donations to redesign and auction-off to raise funds for an Anti-Tobacco Awareness Campaign.

Her choices were based on her love for fashion and because her grandfather has lung cancer.