



Youth Ambassador Program

Session 1: Eradicate Poverty and Hunger (part 1)

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SDG 1: End poverty in all its forms everywhere.

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Inspirational Quote:



“Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes—the ones who see things differently— they're not fond of rules. You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things...they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do.”

~Steve Jobs

“You may be 38 years old, as I happen to be. And one day, some great opportunity stands before you and calls you to stand up for some great principle, some great issue, some great cause. And you refuse to do it because you are afraid.... You refuse to do it because you want to live longer.... You're afraid that you will lose your job, or you are afraid that you will be criticized or that you will lose your popularity, or you're afraid that somebody will stab you, or shoot at you or bomb your house; so, you refuse to take the stand.



Well, you may go on and live until you are 90, but you're just as dead at 38 as you would be at 90. And the cessation of breathing in your life is but the belated announcement of an earlier death of the spirit.”

~ Martin Luther King Jr.

Session One Overview (Purpose, Payoff, and Process)



Purpose: Our first session is intended to create a strong foundation for the journey we're embarking upon. We'll learn about what the SDGs are (SDG 1 in particular), become familiar with the Hero's Journey, and we will discover a powerful vision to brighten and inform our journey.

Payoff: We will experience a boost of energy; an alignment with the purpose; a feeling of joy for being a part of this program; and clarity to move forward.

Process: To set this foundation this session will cover the following:

- Introductions (meeting all the ambassadors, especially the Youth Ambassador of the Month, and primary teammates)
- Structure of the program
- Expectations and commitments of our ambassadors (as well as the other teammates joining us in our virtual CHIME IN that proceeds the actual one)
- Signing and dating the contract
- Overview of the SDGs
- Report on SDG 1: Eradicate Poverty in all its forms (report on the past and present)
- Introduce the Hero's Journey and how the 12 stages will relate to the 12 months of the year, including the stage we are on ("Ordinary World")
- Leadership activity: Visioning exercise to see the vision/goal/dream of our program, and discussion of it
- Homework Resources

SDG Overview:



The Sustainable Development Goals are **action oriented**, **global** in nature and **universally applicable**.

They take into account different **national realities** capacities and levels of development and **respect national policies** and priorities.

They build on the **foundation laid by the MDGs**, seek to complete the unfinished business of the MDGs and respond to new challenges.

These goals constitute an integrated, indivisible set of **global priorities** for sustainable development. Targets are defined as **aspirational global targets**,

with **each government setting its own national targets** guided by the global level of ambition but taking into account national circumstances.

The goals and targets integrate **economic, social and environmental** aspects and recognize their interlinkages in achieving **sustainable development** in all its dimensions.

The Sustainable Development Goals:

Goal 1. End **poverty** in all its forms everywhere.

Goal 2. End **hunger**, achieve food security and improved nutrition, and promote sustainable agriculture.

Goal 3. Ensure **healthy lives** and promote well-being for all at all ages.

Goal 4. Ensure inclusive and equitable quality **education** and promote **life-long learning** opportunities for all.

Goal 5. Achieve **gender equality** and empower all women and girls.

Goal 6. Ensure availability and sustainable management of **water and sanitation** for all.

Goal 7. Ensure access to affordable, reliable, sustainable, and modern **energy** for all.

Goal 8. Promote sustained, inclusive and sustainable **economic growth**, full and productive employment and decent work for all.

Goal 9. Build resilient infrastructure, promote inclusive and **sustainable industrialization** and foster innovation.

Goal 10. Reduce inequality within and among countries.

Goal 11. Make cities and human **settlements inclusive, safe**, resilient and sustainable.

Goal 12. Ensure sustainable **consumption and production** patterns.

Goal 13. Take urgent action to combat **climate change** and its impacts.

Goal 14. Conserve and sustainably use the **oceans, seas and marine resources** for sustainable development.

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage **forests**, combat desertification, and halt and reverse **land degradation** and halt **biodiversity** loss.

Goal 16. Promote **peaceful and inclusive societies** for sustainable development, provide access to **justice** for all and build effective, accountable and inclusive institutions at all levels.

Goal 17. Strengthen the means of implementation and revitalize the **global partnership for sustainable development**.

SDG 1 Overview: End poverty in all its forms everywhere



The following are some basic statistics regarding the status of poverty in the world:

- More than one billion people in the world live on less than one dollar a day.
- 2.7 billion people struggle to survive on less than two dollars per day.
- Poverty in the developing world, however, goes far beyond income poverty. It means having to walk more than one-mile everyday simply to collect water and firewood; it means suffering diseases that were eradicated from rich countries decades ago.

SDG 1 Targets:

SDG 1: End poverty in all its forms everywhere



1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

1.4 By 2030 ensure that all men and women, particularly the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership, and control over land and other forms of property, inheritance, natural resources, appropriate new technology, and financial services including microfinance.

1.5 By 2030 build the resilience of the poor and those in vulnerable situations, and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

1a. Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation to provide adequate and predictable means for developing countries, in particular LDCs (least developed countries (LDCs) are a group of countries that have been classified by the UN as "least developed" in terms of their low gross national income (GNI), their weak human assets and their high degree of economic vulnerability), to implement programs and policies to end poverty in all its dimensions.

1b. Create sound policy frameworks, at national, regional and international levels, based on pro-poor and gender-sensitive development strategies to support accelerated investments in poverty eradication actions.

Inquiry into SDG 1

End poverty in all its forms everywhere:

The following are questions to research and be prepared to present during our live session. For those following along, these are the questions for the students to answer for their written and oral reports:

Part 1: The Past (aka: The Problem)

Describe the history of poverty.

Report about the background of poverty that includes:

- What is the **history** (background) of poverty?
- What are the **factors** that contribute to this issue?
- What are the **geographic region(s)** most affected by poverty?
- What are your **personal thoughts**, feelings, and/or experiences with this issue?

Part 2: The Present (aka: The Progress)

Describe what is currently being done to end poverty.

Report about who is making the greatest strides to end poverty that includes:

- Who are the **individuals or organizations** contributing the most?
- What **work** are they doing that has made the biggest impact?
- What **geographic region(s)** are the most affected by their philanthropy, innovation, or support?
- What are some of the **statistics** that show the difference they are making?
- Why are you **inspired** by their work?
- **What do YOU think it would take to resolve this issue?**

SDG Hero: Craig Kielburger

Founder of Free the Children



Free the Children's mission is to create a world where all young people are free to achieve their fullest potential as agents of change.

Free the Children was founded by Craig Kielburger in 1995 when he gathered 11 school friends to begin fighting child labor. He was 12.

The morning it all began, Craig flipped through the *Toronto Star* in search of the comics when he was struck by a story: A raw and

courageous story of a boy his age named Iqbal.

Iqbal Masih was born in South Asia and sold into slavery at the age of four. In his short life, he had spent six years chained to a carpet-weaving loom. Iqbal captured the world's attention by speaking out for children's rights.

Eventually, Iqbal's wide media coverage caught the attention of those who wished to silence him. At 12, Iqbal lost his life defending the rights of children.

What Craig learned from Iqbal's story was that the bravest voice can live in the smallest body.

Craig had to do something.

Craig gathered together a small group of his Grade 7 classmates from his Thornhill, Ontario, school and Free the Children was born with a mission to:

- Free the children from poverty.
- Free the children from exploitation.
- Free the children from the notion that they are powerless to effect change.

Those are the messages that sparked Craig's passion, and continue to fuel the mission of the organization today. Every day the movement grows and every day younger people are free to achieve their fullest potential.

A network of young people grows into a movement.

Today, Free the Children is an international charity and educational partner, with more than 2.3 million youth involved in their innovative education and development programs. Since its inception, Free the Children has worked in more than 45 countries. Free the Children currently works in eight developing countries with its Adopt a Village program.



Must See Videos:



➤ Free the Children Trailer

<https://www.youtube.com/watch?v=afCIM91uQFU> Free the Children believes in a world where all young people are free to achieve their fullest potential as agents of change.

➤ Free the Children Documentary <https://www.youtube.com/watch?v=Fx88LEhNneM>

Craig Kielburger created an international human rights movement called Free the Children.

➤ Here's to the Crazy Ones (01:01)

<https://www.youtube.com/watch?v=8rwsuXHA7RA>

A documentary excerpted from In Search of Character, a ten-part video series from Live Wire Media, produced in association with Character Counts. Steve Jobs narrates the first *Think Different* commercial "Here's to the Crazy Ones". It never aired (1997). Richard Dreyfuss did the voiceover for the original spot that aired. However Steve's is much better. Albert Einstein, Bob Dylan, Martin Luther King, Jr., Richard Branson, John Lennon (with Yoko Ono), Buckminster Fuller, Thomas Edison, Muhammad Ali, Ted Turner, Maria Callas, Mahatma Gandhi, Amelia Earhart, Alfred Hitchcock, Martha Graham, Jim Henson (with Kermit the Frog), Frank Lloyd Wright and Pablo Picasso.

The Power of WHY (18:00) aka "How Great Leaders Inspire Action" by Simon Sinek

<http://tinyurl.com/powerofWHYyap>

Simon Sinek has a simple but powerful model for inspirational leadership all starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers ... (Filmed at TEDxPugetSound.)

Hero's Journey



The Hero's Journey model is an empowerment tool to assist people in understanding the terrain of a noble path. The Hero's Journey, was made famous by Joseph Campbell in his book, *The Hero with A Thousand Faces*. The Hero's Journey, referred to by Campbell as a

“Monomyth” is known as a model outlining the predictable stages a hero typically encounters on a transformational quest from ordinary person to extraordinary hero. The Hero's Journey is commonly referred to in screenwriting courses as a template for an inspirational story (i.e. *Star Wars*, *The Matrix*, even *Groundhog's Day*). In fact, I challenge you to find a movie which *moves* you that *doesn't* follow this template.

Here's what Joseph Campbell says about the Hero's Journey:

"The Hero's Journey takes place in a forest, a kingdom underground, beneath the waves, or above the sky, a secret island, lofty mountaintop, or profound dream state; but it is always a place of strangely fluid and polymorphous beings, unimaginable torments, super human deeds, and impossible delight. The hero can go forth of his own volition to accomplish the adventure, as did Theseus when he arrived in his father's city, Athens, and heard the horrible history of the Minotaur; or he may be carried or sent abroad by some benign or malignant agent as was Odysseus, driven about the Mediterranean by the winds of the angered god, Poseidon. The adventure may begin as a mere blunder... or still again, one may be only casually strolling when some passing phenomenon catches the wandering eye and lures one away from the frequented paths of man. Examples might be multiplied from every corner of the world."

I believe the reason this model has become so popular is because Joseph Campbell hit a vein of gold—a core truth—in his ability to layout the soulful way we are fundamentally wired that there is a hero in all of us waiting to emerge. When we

hear about an underdog who breaks through into great success, something deep within us stirs, tears form in the corners of our eyes, and we can barely refrain from standing to cheer. We do this because unconsciously we relate to this archetypal journey on a *soul-ular* level.

We can relate it to the way we use a GPS. When we're traveling to a place we've never been, the fact that we can see a route to get us there helps to reduce stress and prepare us for the windy roads when they come up. The Hero's Journey is a GPS of our *inner* CHIME IN and it connects us to our soul's map by helping us navigate the path of awakening.

By the way, this is a journey you are already on. Whether you know it, by virtue of the fact that you are part of the CHIME IN and the Youth Ambassador Program—your hero's journey has already begun!

The Ultimate Reframe:

One of the benefits of knowing the Hero's Journey is a context that reframes what might be perceived as pointless struggles and challenges into something more dignified. When you remember you're a *Hero on a Hero's Journey*, you remember there's a higher purpose unfolding even in the difficulties. With this perspective, even the most heartbreaking situations have meaning and can propel you forward. Each month (for 12 months) we'll work with one stage of the Hero's Journey. They are as follows:

Hero's Journey Stages:

1. Ordinary World
2. Call to Adventure
3. Refusal of the Call
4. Meet the Mentor
5. Crossing the Threshold
6. Tests/Allies/Enemies
7. Belly of the Whale
8. Ordeal
9. Reward
10. Journey Back
11. Resurrection
12. Return with the Elixir

Hero's Journey Stage 1: Ordinary World & How it relates to the Youth Ambassador Program:

The hero's journey begins with the hero in the ordinary world, going about business as usual...except they are unsettled...they know that the winds of change are about to blow.

If the hero is wise, he or she will prepare (at least inwardly-psychologically and spiritually) for what's about to come (i.e. pack their bags, make room in their schedule, say good bye to unhealthy relationships, and say hello to new, interesting and synchronistic connections).

How well can you prepare for the journey of a lifetime? Contemplate the following:

- What loose ends need to be tied so that you can begin your journey with integrity (and bandwidth)?
- What are some changes you'd like to make in your daily routine to prepare for this adventure (i.e. space in your calendar and/or desk)?
- What needs to be released or forgiven to ensure your ordinary life is supportive of you being a vital part of this project?
- How can you manage your life in such a way as to get better sleep and improve your nutritional intake?
- What is your intentional/declaration regarding what you'd like to get from being on this journey?
- How can you set yourself up to pay attention to your nighttime dreams while on this journey (do you need to clear off your nightstand, get a dream journal; set your alarm a few minutes earlier in the morning)?

Leadership Modality: Visioning

Our first Leadership modality/activity is a “**Visioning**” exercise, whereby we do what Martin Luther King advised, “*Keep your eyes on the prize*” (aka your goal for being a part of the Youth Ambassador Program).

Inspired by and
loosely based on
Michael Beckwith's

“**Life Visioning**”, visioning is a meditative tool to assist people in stepping out of the confines of their predictable, logical, rational thinking, to open to a higher vision, and perhaps a solution or a road map that has not yet occurred to them (or perhaps anyone). When we share our visions with one another, we add fuel to them...we become accountable to them...and they begin to manifest (or at least are more likely to manifest than they would be otherwise).



Acronym for Visioning Process, MS. BEAR:

M (Mountain top perspective)

S (Six senses)

B (Big picture overview)

E (Embodiment)

A (Action)

R (Release)



MS. BEAR

Mountain Top: Imagine that you've been climbing a mountain all day. As you climb you deliberately release and let go of heavy baggage that weighs you down. Every step of the way, you become lighter and lighter until you finally reach the summit. From here you can look out from this mountaintop and see above the limitation and myopia of ordinary life. On the mountaintop is a feeling of "Ahhhh...I've arrived!" The purpose of starting at the mountain top is to get a sense of your "Why". As you look out from your lofty perch, take a deep breath and ask the questions:

"What is the highest perspective and possibility regarding eradicating poverty in the world, and becoming the most empowering leader I can be?"

Six Senses: To get a deeper sense of this vision you see, begin to access the rest of your senses (hearing, tasting, touching, smelling, and intuition). Ask the questions, with regards to the eradication of poverty in the world):

What is the vision I see? What do I hear? What do I taste? What do I touch/feel physically? What do I smell? What do I feel (emotionally, energetically, psychically)?

Big Picture: Ask the questions: **What is the big picture ripple effect of this vision?** As I look into the future, one year, ten years, to the end of my life-time and beyond, **how does this effect my life as a whole, and the whole of life that I impact?**

Embody: Spend time marinating in the feeling tone of this vision, as if it is already fulfilled in present-tense reality. Feel your cells, bones, breath, and heartbeat acclimating and organizing comfortably around this vision. Ask the questions: **Where do I feel the strongest concentration of energy flowing in my body when I contemplate this vision?**

Activation: Ask the questions: **What action can I take in my physical reality to honor this vision and make it real?** What action can I take to align myself with the vision?

Release: Ask the questions: **What can I let go of** in order to be aligned with the vision? What patterns, habits, relationships, activities, or ways of thinking/being need to be dropped away in order that I be aligned with this vision?

Action Plan/Homework:

Identify what your “project” will be:

Inspired by the vision exercise, start join an action group in your geographic/virtual area to raise awareness and implement solutions based on your respective SDG.

For example:

- Contribute to a community garden that feeds the residents healthy food.
- Rally a fundraiser to buy seeds to grow grain to send to a developing area.
- Create (or join) an awareness raising group to work with children in your area.
- Write a song, create a mural; participate in a “flash mob” that sends a message for peace.
- What could you do to make a difference to a family in need?



- **Vlog** (video blog) your experience with the program. Upload a minimum of one post per week to our **Facebook** group (<https://www.facebook.com/Chime-In-The-Change-Is-Me-International-757333957689198/>)
- and our **YouTube** channel (<https://www.youtube.com/channel/UChCYgjseWkm9nzJ10DceYPw>)

In your vlog you might share...

- Your challenges, ahas, breakdowns, breakthroughs, insights triggered by getting started with your project
- Something you “saw” in your visioning experience
- How you are inspired by Craig Kielburger (this month’s hero)
- Someone inspiring from your group (and what they did)
- A noteworthy experience from the community you are serving

Alternative posts:

- Photos
- Blogs

- Relevant links
- Commenting on other Ambassador's posts
- *Remember, you are sharing your story with the world. Your engagement encourages other to get involved.*

CHIME IN Youth Ambassador Program-Session 1-Created by Kelly Sullivan Walden

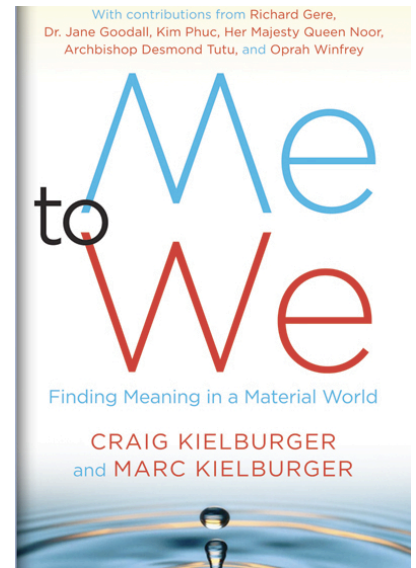
Resources:

By next month's session identify:

- What will your "PROJECT" be?
- What SDG you will impact?
- Who will your group affect?
- Who will partner with you in your project?
- What are the specific, measurable results you envision attaining?

Resource section:

- Watch the videos
- Scan the websites
- Read the books

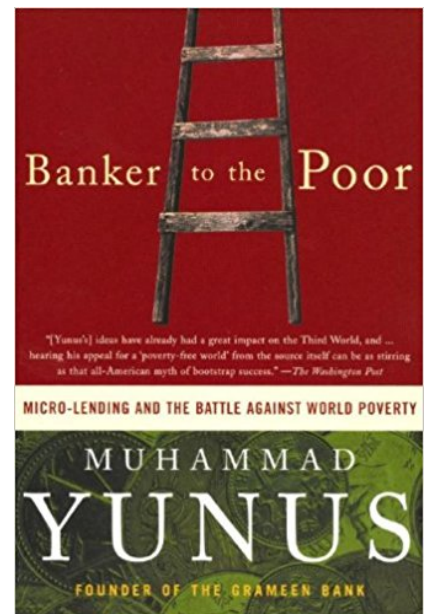


Books:

- **Me to We**
by Craig Kielburger <http://tinyurl.com/metoweYAP>
- **Banker to the Poor**
by Muhammad Yunus
<http://tinyurl.com/MuhummadYunusYAP>
- **Life Visioning**
by Michael Beckwith: <http://tinyurl.com/lifevisioningYAP>

Websites:

- **Habitat for Humanity** <http://www.habitat.org/>
- **Heifer International** <http://www.heifer.org/>
- **Micro-Credit** <http://www.kiva.org/>
- **Muhammad Yunus** <http://www.muhammadyunus.org/>
- **Indicators for Sustainable Development Goals**
<http://unsdsn.org/wp-content/uploads/2014/02/140214-SDSN-indicator-report- DRAFT-for-consultation.pdf>
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Videos:

- Here's to the Crazy Ones <https://www.youtube.com/watch?v=8rwsuXHA7RA>
- The Power of WHY aka "How Great Leaders Inspire Action" by Simon Sinek
<http://tinyurl.com/powerofWHYyap>
- Statistics re: Poverty & Hunger
https://www.youtube.com/watch?v=nRxy3m_7QRQ
- Free the Children Trailer <https://www.youtube.com/watch?v=afCIM91uQFU>
- Free the Children Documentary
<https://www.youtube.com/watch?v=Fx88LEhNneM>
- Poor Us: An Animated History Why Poverty
<https://www.youtube.com/watch?v=P6lwcLbgN-g>



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