Doing Good Together

Your guide to creating positive social change in your community and around the world

Explore
issues and organizations that need your help

Choose
a cause that you are passionate about

See how
you can contribute to driving real change
Discover ideas, inspiration and activities to help you—together with your family, friends or coworkers—create positive change in your community and around the world.

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Our Collective Action for Greater Impact
Changing the world for the better, together

At Unilever, we have a long history of doing the right thing. But to deliver real, lasting and wide-reaching change in the world, we need you and millions of others to come together—right here, right now.

Working together to make a positive impact on the world around us—no matter how small—will make a difference. A difference that will bring us closer to achieving all 17 of the UN Sustainable Development Goals. A difference that will help sustainable businesses like ours to achieve the targets we’ve set for responsible, business growth. And, above all, a difference that will result in a fairer, safer, more prosperous world for future generations.

Whatever cause you’re passionate about, we want to help you bring out the good. We encourage you to join with your family and friends at home, or your colleagues at work, to make giving back a meaningful part of your daily lives, which is why we offer three days of paid time off per calendar year to volunteer.

To help you get started, Unilever has teamed up with our charity partner, WE, to create this customized how-to guide. We’ve pulled together a selection of ways you can take personal actions, or join with other change-makers all over the world, to have a real impact on issues you care about. And it all adds up.

WE is an organization that brings people together and gives them the tools to change the world. Our WE partnership gives you access to a wide range of unique programs and resources—like this guide—designed to engage Unilever employees and their families in working together for a brighter future.

Read on to discover tips, resources and step-by-step advice on how you and your family can make a difference in your community. We hope it will inspire you to help and serve others—and become an unstoppable force for good.

Amanda Sourry
President, North America
Unilever

Ignite Your Passion for Making a Difference
Not sure where to begin? We’ve created this guide to help you get started.

Through your everyday actions, big or small, you can make a world of difference in the lives of others.

By joining together at home and at work to support causes that you care about, you not only create positive social change, you inspire others to get involved too.

There are so many benefits to giving back. When you combine social action with socializing, you connect with others in a whole new way. You have the opportunity to spend quality time with the people in your life, growing closer to each other by working together to achieve a shared goal. You’ll feel more connected to your community and personally invested in helping it thrive. And when you see the results of your efforts, you’ll experience a greater sense of satisfaction and purpose.

It’s easy to get started when you follow the four simple steps outlined in this guide. The process begins with figuring out the cause you’re most passionate about, followed by identifying the ways you can meaningfully contribute to achieve your goal. We’ve added ideas and activities to inspire your thinking and kick-start your efforts.

Together, let’s foster hope, build community and contribute to a better world, today and for the next generation.

Craig Kielburger Co-Founder, WE
Marc Kielburger Co-Founder, WE

WE makes doing good, doable.

WE is a movement that believes when we come together we can create an even better world. WE makes it easy for you to get involved—whether at home, school or work—by offering resources to help you create positive social change in your community and around the world.

WE.org
Together We Can Change how the World Does Business

For over 120 years we’ve been pioneers, innovators and change-makers. From one life-saving soap to many world-changing brands. But the world moves fast, and every day we learn how much more we can—and must—do.

Eight years ago, we created the Unilever Sustainable Living Plan (USLP) to build a business that the world could be proud of. The USLP sets out to decouple our growth from our environmental footprint, while increasing our positive social impact. Our Plan has three big goals to achieve, underpinned by nine commitments and targets spanning our social, environmental and economic performance across the value chain. We will continue to work with others to focus on those areas where we can drive the biggest change and support the UN Sustainable Development Goals.

Beyond the targets, our purpose “to make sustainable living commonplace” has inspired innovation, new ways of doing business and purposeful brands.

As a business, we keep one eye on the future, adapting and evolving to stay one step ahead. Taking what we’ve learned to be the change we want to see.

We know that we don’t have all the answers and we know we’ll only achieve our ambition through trust and partnership. These partnerships will stretch us to do more good and create more positive impact—working to help our communities prosper and our planet flourish. Together, we will reinvent how business is done.
Unilever Role Models

Meet Unilever people and their families working to create a healthier, safer and cleaner world.

ROBERT BELLEZZA
Factory Director, Vermont Manufacturing
In 2016, Robert created a platform, called Purpose Driven Communities, where Unilever employees share stories about initiatives they want to start in the community. This has enabled hundreds of “change-makers and do-gooders” across the country to make an impact with the support of Unilever, inspire others and recognize these amazing acts of giving back. From community gardens to building learning centers, this platform has sparked incredible projects for a better future.
“What inspires me is my kids. As they get older, they understand that they have a responsibility as human beings to leave the world a better place.”

KAMILLAH KNIGHT
Associate Diversity and Inclusion Manager
Kamillah has big dreams of making Unilever’s community garden both a place for employees to enjoy and a place to do good. She plans to use the garden to promote and educate others on environmental sustainability and well-being, and to donate all the produce that’s harvested to local food banks. With Kamillah’s commitment to making a difference, the garden will soon bloom into a positive change for the community.
“Some people say you can’t make a big change with one person, but I think you can. And that’s what I’m trying to do.”

LISA WYWODA, REWARDS DIRECTOR
Rewards Director
Lisa had the most amazing experience on her ME to WE volunteer trip to Kenya, and she loved being able to contribute to the growth of the community there by working on the construction of a college dormitory. Lisa also volunteers as a member of the Parent-Teacher Associations at her children’s schools and the parish council at her church. She’s making a difference locally and globally, and she finds inspiration to take action in giving back and helping others.
“I am so blessed and fortunate in my life, and it’s only right that I help others along the way. However, my impact isn’t enough. We can always do more.”
Take It to the Next Level

Follow these four steps to reach your goal.

You’ve decided to make a difference in your community. Why not invite others—your family, circle of friends, coworkers—to contribute their unique talents to help make your community a better place? By working together as a team, you can unleash the power of your collective energy, skills, enthusiasm and drive. And it’s a great way to spend time together in a meaningful way.

Step 1
Find your passion and purpose

It all starts with exploring the issues that are most important to you, and learning more about root causes and how to tackle them. Then set a specific, measurable goal that you can work toward. In this section (starting on page 12), we’ll give you some ideas to kick-start this discussion to decide on your mission as a team.

Step 2
Create an action plan

In this section (starting on page 14), you’ll learn how to identify the steps you need to take in order to reach your goals, and how to put those steps into a concrete action plan. You’ll also find five ready-made campaigns you can follow to make an impact.

Step 3
Take action

It’s time to get out there and make it happen! Even small actions can make a difference. Starting on page 18, you’ll discover tips on how to amplify your cause (and make even bigger impact) along with easy ways to help your campaign stay on track.

Step 4
Celebrate and share your impact

It’s important to look back at your goals to evaluate and celebrate the impact you’ve made individually or as a group. Wrap up your campaign by sharing your results and thanking everyone who contributed. Ready to get started? Read on to begin your step-by-step journey to making a difference.
**Step 1 | Finding your passion and purpose**

We are all energized by our passions—and when we apply them to an issue in order to create change, the impact is truly extraordinary.

You have so much to offer: your time, energy, expertise, compassion. As you rally together with family and friends to help others, you’ll also discover a renewed sense of purpose. If you’re eager to make a difference but aren’t sure where to begin, start with these ideas to help you identify a cause that’s important to you.

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1. **Make it personal**
   A personal connection to a cause can supercharge your commitment and fuel your desire to make things better. Start by thinking about issues affecting those around you—family, friends, neighbors or colleagues—and what you can do to help. There are so many ways to contribute and any number of local organizations looking for donors and volunteers. You may be passionate about fundraising for medical research, taking a stand against bullying, coaching a kids’ soccer team ... it all starts with identifying what matters most to you.

2. **Explore your neighborhood**
   With friends or family, take a walk around your neighborhood to look for issues close to home. You may notice something that’s present, like litter, or something that is missing, like wheelchair accessibility or a safe place for kids to play. Are there people who are homeless or in need? Reach out to community resources to find out how you can help.

3. **See the bigger picture**
   Beyond our own small circle, we’re all connected through our shared humanity. Each day, the headlines shine a light on some of the world’s most challenging issues: human rights, sustainability, natural disasters, poverty, access to education, food insecurity. It’s through empathy and compassion—by putting ourselves in another’s shoes—that we feel compelled to help. Have a discussion with your crew—you may find that your passions and interests lead you to look far beyond your local community.

**Learn more** from WE about specific local issues.
Step 2 | Create an action plan

What steps can you take to tackle the issues you care about?

Community building comes in many forms—you can volunteer your time, offer your skills and professional experience, donate money or much-needed items, or simply be there for someone in need. Discuss with your team how best to move forward to achieve your goals and then decide on a course of action. Here are five different ways to make an impact.

1. **Volunteering**
   By giving your time and talent to an organization, you’ll help them carry out their mission while becoming part of the solution.

2. **Fundraising**
   Collect donations of money from individuals, businesses, charitable foundations or government agencies in support of a special campaign or a charity’s ongoing operations.

3. **Awareness-raising**
   Speak up, reach out and garner attention for a cause or issue in order to increase others’ understanding of its urgency and importance. Share your knowledge about an issue by posting to your social media network, writing for local websites or newspapers, or giving a talk at your neighborhood community center or library.

4. **Material support**
   Collect donations of items like canned food, gently used clothing or books for a charitable cause.

5. **Advocacy**
   Support a cause or push for change by taking a stand on an issue. Collect signatures for a petition, call or write elected officials in your city or province, cast your ballot—whatever action you choose, let your voice be heard!

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Action Plan Checklist

- Decide on your cause.
- Pick a charity or non-profit and let them know you want to help.
- Decide on the type of action—is it a single event or longer-term campaign?
- Set an exact timeline and a S.M.A.R.T. goal (specific, measurable, achievable, relevant, time-bound).
- Organize your group with specific roles, including a leader, a treasurer and a group secretary to manage communications.
- Create an engaging web or social media page that tells people why you’re taking action and how people can contribute.
- Reach out to your community and wider network to join you in your campaign.
- Track your progress and watch as you reach your goal.
- Share updates with your team and supporters.
- Tally your fundraising proceeds or donated goods and deliver them to your chosen charity.
- Celebrate your success with your team and thank everyone who made it possible.
Looking for Ideas and Resources?

Here are five ready-made WE action campaigns to help you make an impact.

**WE Won’t Rest**  
Highlighted Issue: Homelessness

Everyone should have a place to call home. Come together with your friends, family, and community to help break the stereotypes surrounding homelessness. Share daily facts to bust myths and shed light on the realities of homelessness.

[Learn more](#)

**WE Walk For Water**  
Highlighted Issue: Clean Water

Every day around the world, girls and women walk hours just to get clean water, often from unsafe sources. Rally your family together and help us reach our goal of providing clean water for 50,000 people. Because when communities have access to clean water, girls can attend school, parents can run sustainable farms and families can break the cycle of poverty.

[Learn more](#)

**WE Are Love**  
Highlighted Issue: Kindness

There’s always room for more love. Make a positive impact with handwritten cards to share love with your family, friends, neighbors and peers.

[Learn more](#)

**WE Give Health**  
Highlighted Issue: Health Care

Organize a healthy-living event and raise funds for WE Villages to help youth in developing communities gain access to health care.

[Learn more](#)

**D.I.Y. Campaign**  
Highlighted Issue: Your Choice

Blaze your own trail! The D.I.Y. Campaign walks you through the process of planning your own customized campaign from start to finish by covering all the basic steps of taking action.

[Learn more](#)

Find more ideas and resources, including articles and newsletters, at [WE.org](https://WE.org).
Step 3 | Take Action

It can be a challenge to find the time and energy to volunteer. Here are some tips to help you stay on top of your social action plan and see your campaign through to your goal.

1. **Team up**
Many hands make light work! Recruit as many volunteers as possible to help you successfully execute your group action plan. Assign specific roles so that everyone has defined responsibilities and deliverables and knows exactly what to do to contribute. If you’ve taken on the role of group leader, it’s important to delegate to others so that it’s truly a team effort from beginning to end.

2. **Be accountable**
For complete transparency, create a fundraising or campaign page to track progress and update your volunteers and supporters with regular reports. Be sure to assign a treasurer to take responsibility for any money raised.

3. **Educate and inspire**
Share impact stories, photos, activity updates and campaign results through social media. Consider bringing in a guest speaker—a community leader or someone from your chosen charity—to share their knowledge and success stories with your group.

### Tips on Getting the Word Out

- **Choose a catchy campaign slogan or tagline.** (Think #icebucketchallenge.)
- **Create pages or group chats on social media** to generate excitement, provide updates and promote upcoming events.
- **Make it easy for people to take part** by setting up an online fundraising page on a crowdfunding platform. For a food or clothing drive, designate a clear time and place for people to drop off their items.
- **Help people feel like they’re part of something meaningful** by sharing stories about the individuals or communities that you’ll be helping.
- **Extend your campaign reach** by encouraging your social media network to share your campaign through their personal pages.
- **Take advantage of existing information hubs** in your community, workplace or kids’ schools to promote your campaign through bulletin boards, newsletters or local websites.
Step 4 | Celebrate your impact

It’s time to share that “feel good” glow from making a difference in your community.

You did it! Congratulations on completing your successful campaign and becoming a force for good in your community. As a final wrap up, throw a party to acknowledge your group’s hard work and celebrate the difference you’ve made through your actions. At the event, let everyone know the results in a concrete way (dollars raised, volunteer hours donated, canned goods collected, people helped—however you’ve decided to measure your impact). Thank all those who participated and let donors and other supporters know how their efforts have made a difference.

Building a Brighter Tomorrow

Our partnership with WE.

Unilever has a simple but clear purpose—to make sustainable living commonplace. Since William Hesketh Lever’s founding of Lever Brothers in 1885, and his revolutionary development of Sunlight Soap, Lever’s vision was to make cleanliness commonplace. That sense of purpose and mission has always been part of Unilever’s culture.

WE is an organization and a movement that brings people together and empowers them to change the world. The WE Schools service-learning program is transforming students in over 16,000 schools and groups across the United States and Canada, and each year, across North America, WE Day inspires and celebrates more than 170,000 young people and families who are making a difference. WE is a strategic partner with Unilever, helping bring to life Unilever’s vision of inspiring collective action amongst youth and families through WE Schools and WE Day, as well as through innovative retail campaigns with brands like Lipton and Seventh Generation.