

unique and united

LEADER GUIDE



contents

Welcome from the Students Rebuild Team.....	1
The Big Idea: Youth Creativity Funds Real Impact.....	2
What is Students Rebuild?.....	3
About the Unique & United Project.....	4
Youth Learning Outcomes.....	5
Who is Receiving Funding?.....	6
How Do I Get Started?.....	7
How to Register: Team vs. Individual.....	8
Creative Expression Mediums.....	9
During the Project.....	10
Completing the Project.....	11
Beyond the Project.....	12
Contact Us.....	13

WELCOME FROM THE STUDENTS REBUILD team

Dear Project Leader,

Unique. Individual. One of a kind. Every young person has a story worth telling, traits that make them special, and experiences that shape who they are. And when we come together to share these stories, something extraordinary happens: we discover our shared humanity.

This year, we are inviting students from around the world to join us on a journey to explore identity, celebrate differences, and use creative expression as a force for empathy, unity, and bold ideas capable of making a positive impact on our communities and the world.

We know that young people today face a world of division, uncertainty, and rapid change. Yet they are seeking ways to understand themselves and connect with others. The Unique & United Project gives students the tools to do just that through the power of creative expression. This guide will introduce you to everything you need to know about the Unique & United Project. We are excited to take this journey with you and our incredible Impact Partners.

We are all unique; together we are united.

The Students Rebuild Team
Creative Visions



THE BIG IDEA

Youth Creativity Funds Real-World Impact

Students Rebuild is more than an arts project—it's a movement that transforms youth creativity into tangible change. When young people create art exploring this year's theme of identity, empathy, and unity, they don't just express themselves—they spark real donations that fund organizations making a difference around the world.

For every creative work submitted or student engaged, Creative Visions, with support from the Bezos Family Foundation, donates \$5 to 11 organizations empowering youth and building bridges across differences - up to \$1 million this year.

This means a classroom of 25 students, each creating one piece of art, generates \$125 in donations. A school-wide project with 500 participants? That's \$2,500 going directly to communities in need.

Where the Funds Go

Your students' creativity supports 11 Impact Partners working across the globe—from Honduras to Kenya, Rwanda to Los Angeles, Ukraine to rural America. These organizations empower young people, foster connection, and build bridges across differences.

Meet our Impact Partners: studentsrebuild.org/partners

Why This Matters

Students Rebuild gives young people something rare: the experience of seeing their creativity directly translated into meaningful action. They're not just learning about global issues—they're actively contributing to solutions.

- Students see the real-world impact of their creative expression
- Young people develop agency and understand they can make a difference
- Communities worldwide benefit from youth-driven philanthropy

WHAT IS STUDENTS REBUILD?

Students Rebuild, a Creative Visions program founded by the Bezos Family Foundation, is a free, ready-made adventure in global learning that engages the whole student and helps change the whole world.

The way it works is simple:

- We issue an annual project that invites students to respond to a specific issue affecting young people somewhere in the world.
- Each Students Rebuild Project gives young people ages 5–25 the opportunity to explore an issue alongside fellow creative changemakers from around the globe and create art based on what they learn.
- For every piece of creative expression or youth engaged, Creative Visions, with support from the Bezos Family Foundation, makes a \$5 donation to support respected community-based organizations serving youth.

Since 2010, over 1.4 million young people from 102 countries and all 50 U.S. states have participated in the Projects. They have created 7 million works of creative expression and raised \$16.6 million to benefit communities across the globe.

15 Years of Global Impact

Over 1.4M
Youth Engaged

7M
Works of Art

\$16.6M
Raised

102
Countries

All 50
U.S. States

15
Years of Impact

ABOUT THE UNIQUE & UNITED PROJECT

This year, we are inviting students from around the world to join us on a journey to explore identity, celebrate differences, and build unity through creative expression. In a world where division can seem overwhelming, the Unique & United Project empowers young people to understand our shared humanity, foster dialogue, and collaborate to spark positive change.

Celebrating What Makes Us Unique & United

Take three simple-but-powerful steps to help your students deepen their connection to themselves and others:

- 1. Learn** about identity, empathy, and unity. We provide the lessons, content guides, and other website resources to help students explore who they are, their traits, experiences, and stories, and reflect on the shared humanity between individuals, cultures, and communities.
- 2. Create** creative expressions in any medium: visual arts, writing, performing arts, video/film, or digital design. Students can explore themes of identity, what makes them unique, and how understanding different perspectives can positively impact the world.
- 3. Share** your creative expression with us. For each piece of creative expression received or student engaged, Creative Visions, with support from the Bezos Family Foundation, will make a \$5 donation to organizations fostering connection and championing collaborative change worldwide.

The Unique & United Project runs through June 1, 2026. You can join the Project and submit creative work anytime during this period. Get started by registering at studentsrebuild.org



YOUTH LEARNING OUTCOMES

Through participation in the Unique & United Project, young people develop essential skills and mindsets that prepare them to be engaged, empathetic citizens of the world. Our project is designed to foster the following outcomes:

Creative Self-Efficacy Students develop confidence in their ability to express themselves creatively and believe in the power of their ideas to make a difference. They learn that creativity is not a talent reserved for a few, but a skill everyone can develop and use to communicate, problem-solve, and inspire change.

Social Responsibility Students recognize their role in contributing to the well-being of their communities and the world. They understand that their actions, however small, can have a meaningful impact on others and feel motivated to use their talents for the greater good.

Global Mindedness Students develop awareness of and curiosity about the wider world. They learn about different cultures, communities, and perspectives, and begin to see themselves as part of a global community with shared challenges and aspirations.

Perspective Taking Students build empathy by learning to see the world through the eyes of others. They practice understanding experiences, feelings, and viewpoints different from their own, which strengthens their ability to connect across differences and resolve conflicts constructively.

Collaboration & Creativity Students learn to work together toward shared goals, combining their unique strengths and ideas. They discover that collaboration amplifies creativity and that working with others can produce results greater than what any individual could achieve alone.



WHO IS RECEIVING FUNDING?

The funds students raise through their creative work will support 11 global Impact Partners working to foster connection, celebrate uniqueness, and build unity. These organizations span Honduras, Ukraine, Greece, Kenya, Rwanda, Los Angeles, and communities across the United States.

Learn more at studentsrebuild.org/partners

CARE - *Honduras*: CARE will empower young people in Honduras, especially girls, facing poverty, violence, and migration by fostering solidarity and equipping youth as community advocates.

Choose Love - *Ukraine & Greece*: Choose Love is partnering with organizations in Ukraine and Greece to provide youth with safe spaces for art-based healing from war trauma.

Kids for Peace - *50 U.S. States & 10 Countries*: Kids for Peace will engage 1,000 youth across 50 states and 10 countries in inclusion activities like affirmation card creation and trust-building exercises.

Narrative 4 - *Kenya*: Narrative 4 is expanding its Cities School Challenge to 40 schools in Kenya through story exchanges and creative projects that strengthen empathy and leadership.

Green Horizon Ventures - *Rwanda*: Green Horizon Ventures will combine classroom participation with public awareness campaigns to engage 12,000 youth across Rwanda's five provinces in arts-based education.

TREEAMS - *Los Angeles, USA*: TREEAMS will empower students across Los Angeles to plant trees, restore optimism, and reimagine the city as greener and more resilient in partnership with the Jane Goodall Foundation.

Open Roads - *United States*: Open Roads will support program alumni in leading discussions about individuality, unity, and the importance of nature with youth across the U.S.

Welcoming America - *Rural United States*: Welcoming America will provide support to rural U.S. leaders to increase their capacity and confidence for advancing inclusion efforts in their communities.

Homeboy Industries - *Los Angeles, USA*: Homeboy Industries works to provide hope, training, and support to formerly gang-involved and previously incarcerated people, helping them redirect their lives and become contributing members of their communities.

Ripples of Hope - *Global*: Ripples of Hope will expand its International Fellowship, supporting South Africa-based fellows in using creative activities, such as dance and spoken word, to promote cultural exchange and strengthen community bonds.

Search for Common Ground - *Global*: Search for Common Ground will transform the way the world deals with conflict, away from adversarial approaches toward cooperative solutions.

HOW DO I GET STARTED?

Everything you need to participate in the Project can be found online at studentsrebuild.org.

This includes up-to-date information on the Project, an interactive map featuring this year's teams and creative work that's been submitted, educational resources to support student learning, and instructions for participating.

- 1. Register Your Team or as an Individual:** Registration is simple, free, and takes less than two minutes. Once registered, your team will be displayed on our interactive map. See the next section for guidance on whether to register as a team or individual.
- 2. Check Out Your Dashboard:** Registration unlocks your Dashboard, an online feature that lets you track your progress, save materials and lessons for quick reference, upload photos, and provides you with a personal link to your shareable Team Page.
- 3. Choose Your Learning and Support Resources:** The Unique & United Project can be scaled from a single lesson to a full course on global activism. You can customize your participation to meet your team's needs and time constraints.
- 4. Connect, Learn, and Create:** Using the resources and templates found on our website, have your students create expressive work that fits into your schedule and teaching requirements.
- 5. Submit Creative Work:** Go to studentsrebuild.org/submit and make sure you're logged in. Enter the number of creative pieces and participants from your team.
- 6. Share on Social:** Post your creative work on social media, tagging @studentsrebuild and using #UniqueAndUnited.
- 7. Keep Creating:** Your team is not limited to one piece of creative work. You can continue to submit work all year long through June 1, 2026!

HOW TO REGISTER: team vs. INDIVIDUAL

Your registration type depends on whether you have a consistent group of youth you'll be working with throughout the project.

Register as a Team

Register as a team if you're an adult or youth leader (13+) working with a consistent group of young people on arts activities. Teams can be:

- A classroom of students working with their teacher
- An art club, drama club, or after-school program
- A scout troop, youth group, or community organization
- A family with multiple young people participating together
- A group of friends from the same school collaborating on projects

Example: Ms. Johnson registers her 25-student art class as a team. Her core team creates paintings together, but they also organize a school-wide mural project that involves 100 additional students.

Register as an Individual

Register as an individual if you:

- Are a teen participating on your own
- Are an adult who plans to work with different groups of youth rather than one consistent team
- Are organizing one-time workshops or events with different participants each time
- Are planning to engage your whole school or community without a specific organizing group

Example: Sarah, a 16-year-old, registers as an individual and creates her own photography series. Or Mr. Davis, a district arts coordinator, registers individually because he rotates between five different schools.

CREATIVE EXPRESSION MEDIUMS

Creativity has the power to change the world, and it's something that all of us can do. Explore the 5 mediums you can use for your Students Rebuild project

Writing: Short stories, essays, poetry, and spoken word

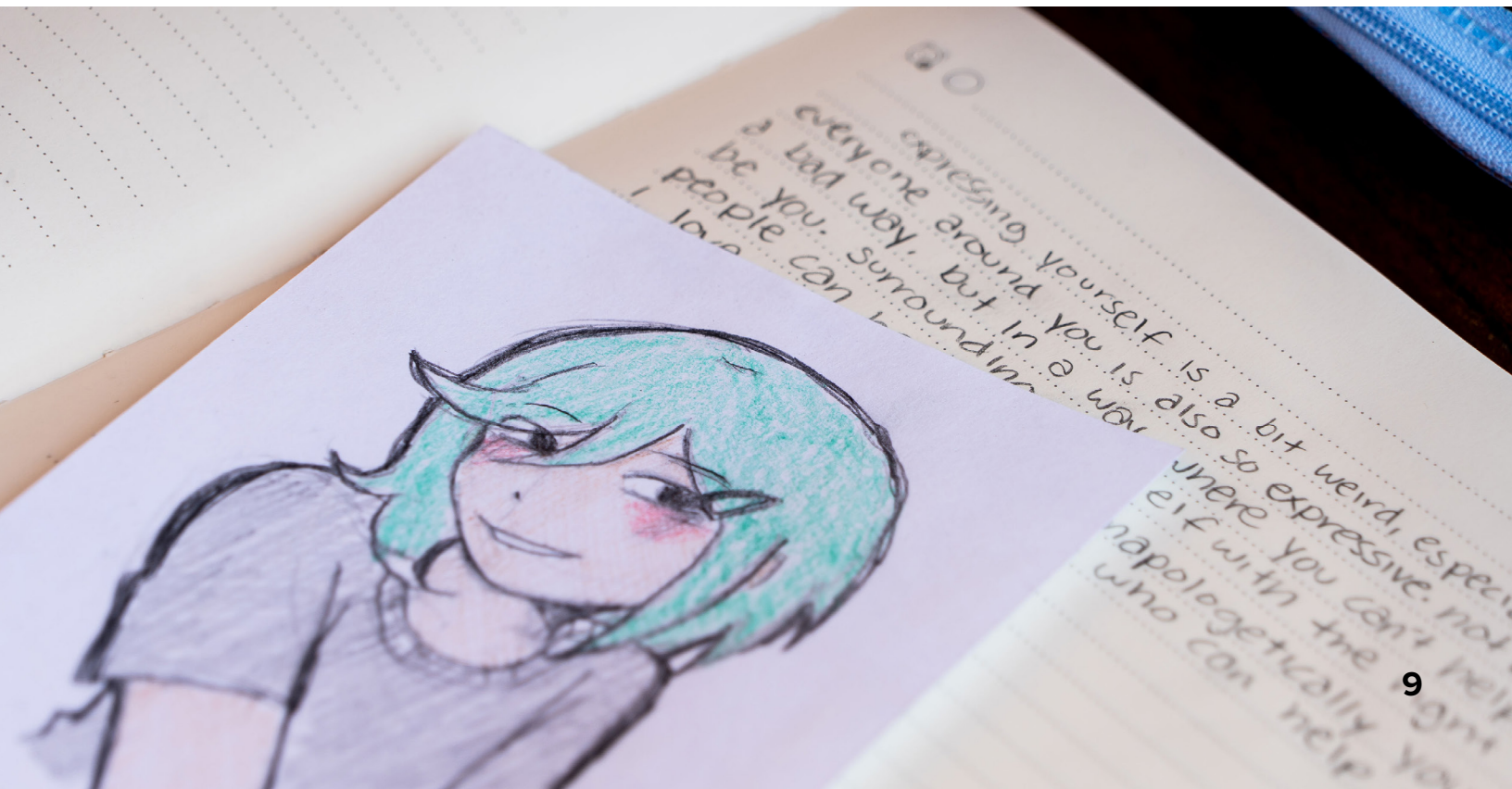
Performing Arts: Dance, theater, music, and live performance

Video & Film: PSAs, documentaries, films, and video essays

Visual Arts: Graphic design, drawings, paintings, photography, sculptures, and memes

Digital Design & Technology: Robotics, digital design, games, apps, and interactive media

Any medium of creative expression is welcome! Need inspiration? Browse the gallery at studentsrebuild.org/explore#gallery



DURING THE PROJECT

Throughout the Unique & United Project, there are numerous engagement opportunities and tools available to enhance your team's experience.

Materials and Teaching Guides

In addition to this Leader Guide, here are other quick reference tools on our Resources page:

- **Introductory Project Video:** A short video that provides inspiration and information about the Unique & United Project.
- **Recommended Curricula Resources:** Lesson plans and curricula to deepen learning throughout the Project.

Connecting with Our Global Community

- **Stories:** Read posts from partners, features on students and teams, and updates from the Students Rebuild team.
- **Social Media:** Share your team's work. Tag @studentsrebuild and use #UniqueAndUnited.
- **Newsletters:** Monthly updates and highlights from the Students Rebuild community.



COMPLETING THE PROJECT

Congratulations, you're almost done! You must submit your creative work to generate the donation for our Impact Partners.

Before You Submit

- Have your email address on hand to login.
- Know how many people contributed to your team.
- Know how many pieces of creative work were made.

Submitting Your Creative Work

- **Start online at studentsrebuild.org/submit** - log in and follow the instructions.
- **You don't need individual photos** - group shots and displays work great. Up to 12 photos per submission.
- **Submit multiple times** - if your team creates more, come back and add your numbers.

Important: We cannot accept photos with recognizable faces. Creative work held in front of faces is a great solution!



BEYOND THE PROJECT

You did it! While you and your students have now finished the Unique & United Project, here's what comes next:

Celebrate Your Team's Efforts

Your team's hard work helped generate funding to support our Impact Partners. Download and share the participation certificate to continue the celebration!

Share Your Creative Work

Display your students' creative work in local community hubs like libraries, city hall, or schools. Consider hosting an exhibition or community celebration!

Raise Awareness

Spread the word! Word-of-mouth is the best way new educators and students learn about the program. Your Team Page gives you a personal way to share.

Continue the Journey

While the project ends June 1, 2026, we hope you continue by:

- Using our learning resources to dig deeper on identity, empathy, and unity
- Thinking about everyday actions to help build a more united world
- Sharing your team's experience with your community and with us!

Give Us Feedback

After the Project ends, we'll send all registrants an online survey. Your honest feedback helps us improve.

contact us

On the Web

studentsrebuild.org

Email

info@studentsrebuild.org

Project Hashtag

[#UniqueAndUnited](https://twitter.com/UniqueAndUnited)

Social Media

Facebook: facebook.com/studentsrebuild

Instagram: instagram.com/studentsrebuild

Twitter/X: twitter.com/studentsrebuild

YouTube: youtube.com/studentsrebuild

Pinterest: pinterest.com/studentsrebuild

Thank you for joining us in celebrating what makes each of us unique and building a more united world.

