

An Overview to

# Me to We: Turning Self Help on Its Head



In *Me to We: Turning Self-Help on Its Head*, the authors of the best-selling *Take Action!* series invite you to transform your own life and the lives of the people around you. Craig and Marc Kielburger have written an innovative book that outlines a philosophy of living that challenges the way we look at the world. It requires energy, ideas and maybe even courage, but the payoff is huge: a longer and healthier life, personal growth, gratification, and happiness.

In *Me to We* you will discover stories about people whose passion is infectious and whose life lessons are profound. You will learn that the self-help culture that has shaped so much of modern life has led us up the wrong path with its focus on "me" and not "we". As the many people who have contributed to this book can attest to, the road to happiness and fulfillment is a much different road.

Best of all, *Me to We* is relevant to all readers including parents, young people, seniors and business leaders, and provides practical ways on how to incorporate this philosophy into your life. Be inspired and share the feeling with your neighbours, friends, and family. Your life will never be the same!

**Looking for a good cause?** *Leaders Today* has compiled a list of 10 great ways to make a difference! What ideas can you add to the list?

1. **School Building Campaign or Hire a Teacher Campaign:** Fundraise with your class to build a school or hire a teacher for less fortunate children in the developing world.
2. **The Hunger Site:** Have your homeroom computer set to the Internet home page 'The Hunger Site' and simply click to donate to alleviate world hunger, fight breast cancer and save the rainforest, for free!
3. **AIDS Awareness Day:** Have students wear red ribbons and distribute information to educate people about AIDS prevention, research and realities.
4. **Halloween for Hunger:** Inspire your class to 'Trick-or-Treat' for cans instead of candy and support a local food bank or shelter.
5. **Alternative Incomes Program:** Allow child labourers to go to school by offering families an alternate source of income. Organize fundraisers with your class to raise money to purchase a cow or a sewing machine.
6. **Buy Back the Rainforest:** Gather change and buy back acres of the rainforest.
7. **Stop the Death Penalty:** Have students run an education campaign and write letters to help put a moratorium on the death penalty.
8. **War is Not a Game:** Have young people turn in war toys for change and run an awareness campaign about the plight of child soldiers.
9. **Collect Cans for Cancer:** Collect empty bottles and cans and return them to recycling for change to contribute to cancer research. Help the environment too!
10. **Basic Needs Health and School Kits:** Have students assemble Health and School Kits for underprivileged children in developing countries.