Project Based Learning: NGO Fundraising Artefact:

According to the website [ngosource.org](http://www.ngosource.org/what-is-an-ngo), an NGO, or non-government organization, refers to “a voluntary group or institution with a social mission, which operates independently from government”.

Below is a partial list of NGOs. You are welcome to choose one from this list, and repetition between students or pairs of students is okay. If you are choosing from beyond this list, please let me know so that I can verify/approve your choice. There are definitely lots of other good choice out there.

Here is the list:

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| Amnesty International | World Vision | World Wildlife Fund |
| Greenpeace | Save the Children | Habitat for Humanity |
| Oxfam Canada | Free the Children | Canadian Red Cross |
| Sierra Club of Canada | Human Rights Watch | David Suzuki Foundation |
| PETA | Physicians for Human Rights | Care Canada |
| UNICEF | Doctors without Borders | CARE |

To finalize your choice, use a minimum of three websites to answer the following comprehension questions. Your answers will be handed in:

* What is the full name of the organization?
* When was it formed?
* Where was it formed?
* What caused (i.e. event, issue, crisis) the organization to be created?
* What are the main goals or mission statements of the organization?
* Where in the world does this organization operate today?
* What actions does the organization take to achieve its goals?
* How can people get involved?
* A minimum of two vital statistics to demonstrate the extent of the problem

At this point, with an NGO chosen and some background knowledge in place, your project-based task is to conceive and create an *artefact* that could be used by the NGO as they continue to raise funds.

Your artefact should be small, light, and relatively easy to reproduce. It must be consistent with the branding and mission of your NGO. Your artefact should also photograph well.

Once your artefact is created, you will present it to the class as a whole. Your presentation will be around five minutes in length, and it must include the following elements:

* An introduction explaining the essential nature of your NGO being presented
* An explanation of what your artefact is
* A statement as to how your artefact was made
* A comment as to how/why your artefact is consistent with the brand of your NGO
* A conclusion as to how this artefact can be used to generate funds for your NGO

Finally, as this project concludes, you will post your artefact to social media, tagging the NGO. You will also use the hashtags #BantingCivics and #TVDSBGlobal to see what kind of reach your artefact will have.

This project-based learning, with a weight factor of two, will be marked based on the following criteria:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Level I | Level II | Level III | Level IV |
| Critical Thinking: Does the artefact show careful understanding of the nature of the NGO? | The artefact does not show carful understanding of the nature of the NGO | The artefact shows limited, careful understanding of the needs of the nature of the NGO | The artefact shows strong, careful understanding of the needs of modern developers | The artefact shows outstanding, careful understanding of the nature of the NGO |
| Global Citizenship: Does the artefact have potential to assist with fundraising for the NGO? | The artefact does not have potential to help with fundraising for the NGO | The artefact has limited potential to help with fundraising for the NGO | The artefact has strong potential to help with fundraising for the NGO | The artefact has excellent potential to help with fundraising for the NGO |
| Communication: Does the artefact presentation express its ideas clearly and confidently? | The artefact presentation does not express its ideas clearly and confidently | The artefact presentation expresses its ideas with limited clarity and confidence | The artefact presentation expresses its ideas with good clarity and confidence | The artefact presentation expresses its ideas with excellent clarity and confidence |
| Creativity: Does the artefact offer unique ideas and solutions to fundraising? | The artefact does not offer unique ideas and solutions to fundraising | The artefact offers unique, creative solutions to a limited extent to fundraising | The artefact offers some unique, creative solutions to fundraising | The artefact offers a wide range of unique, creative solutions to fundraising |
| Self-Directed Learning: Does the artefact demonstrate ability to acquire knowledge or skills as needed? | The artefact does not demonstrate ability to acquire knowledge or skills as needed | The artefact demonstrates ability to acquire knowledge or skills to a limited extent | The artefact demonstrates ability to acquire knowledge or skills well | The artefact demonstrates ability to acquire knowledge or skills excellently |

Following your presentation and social media posting, you will write an individual reflection journal. It will be two pages, double spaced in length. It will be structured as follows:

* A statement as to why you chose the NGO that you chose
* A brief description of the object you produced
* A statement on some challenge you overcame during this project
* A comment as to how, upon reflection, you realize you could have made your artefact more effective

Journals, which have a weight factor of one, will be marked based on the following criteria:

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| --- | --- | --- | --- | --- |
|  | Level I | Level II | Level III | Level IV |
| Communication: Does the journal express ideas in a mechanically sound manner? | The journal does not express ideas in a mechanically sound manner | The journal expresses ideas to a somewhat in a mechanically sound manner | The journal expresses ideas in a very mechanically sound manner | The journal expresses ideas in a perfectly mechanically sound manner |
| Critical Thinking: Does the journal demonstrate quality, thoughtful reflection? | The journal does not demonstrate quality, thoughtful reflection | The journal demonstrates limited quality, thoughtful reflection | The journal demonstrates quality, thoughtful reflection | The journal demonstrates excellent quality, thoughtful reflection |