

Brands with Purpose

Meet Katrine and Corinne, the 16-year-old founders of Warm Winters: an organization that distributes warm winter clothing to the homeless.

When they were 11 years old, the girls saw a homeless man in a T-shirt and jeans in sub-zero weather. They immediately wanted to help him, but weren't sure how. One day during their downhill ski practice, they noticed loads of unclaimed winter clothes in the lost and found. The girls contacted the ski resort and asked if they would donate the clothes to their cause.

As of now, the girls have partnered with 30 ski resorts in 12 states, bringing warm clothing to more than 10,000 homeless people. They have also engaged 500 volunteers and have expanded the program to include personal care items. In the next five years, Katrine and Corinne hope to train 5,000 youth volunteers and extend their reach to help more than 50,000 homeless people across the United States.

Unilever, maker of iconic household brands like Dove and Vaseline, is passionate about brands with a purpose. Unilever is excited to support Katrine and Corinne, two young people who are making a positive impact through their actions and creating a brighter future for everyone.



PRESENTED BY



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ACTIVITY

Images With Purpose

COURSES: English Language Arts, Media Arts,
Business Studies



The following activity will help students explore how their reaction to the images they're exposed to helps identify their purpose and how they might take charge of their world.

STEP 1: RECORD

Using cell phones or cameras, or by writing in a journal, ask students to dedicate one day to recording 10 images they see throughout the course of a day. (Examples: advertisements on their way to school, a library overflowing with books, flowers in a garden—anything that strikes them visually.)

STEP 2: REFLECT

After the day of recording is over, provide students with time to look back on the images they've recorded, answering the following questions:

1. Did you notice any themes in the images you recorded?
2. What image struck you the most out of all of the images you recorded?
3. Why did this image have the greatest impact on you?
4. What does recording this image say about you and what you value?

STEP 3: WATCH

Watch the Warm Winters [WE Day](#) vignette as a group.

STEP 4: DISCUSS

As a group, discuss the following:

1. Katrine and Corinne established Warm Winters in response to the image of a man in sub-zero temperatures, wearing only jeans and a T-shirt. What does this say about what they might value?
2. Who else's values do we see present in this video? (E.g., the 30 ski resorts, the community members, etc.) What do they value?
3. As an employee of Unilever, Lauren represents her company's purpose through her actions. Can you guess what the purpose was?
4. Our actions are evidence of what we value. Katrine and Corinne chose to take charge by starting Warm Winters but we don't all have to start a charity to have an impact—every choice we make gives us a chance to shape our world for tomorrow. What are some examples of ways that we can take charge of our world starting right now?

EXTENSION ACTIVITY

Have students connect with an organization or charity that helps the homeless or those in need. Then, ask students to put together care packages to donate. Be sure to get advice from the charity you're working with, as they'll have recommendations on what people can use most. You could get items donated for your kits or fundraise to buy new things. Either way, it's important to give items that are new or only lightly used. Connect with the organization once you've put the kits together and have them distribute them to people in need.

NOTE: Students in your class may be eligible for the Unilever brightFuture Award. The award honors youth who are committed to making a positive difference in the world and have shown this through their efforts to live sustainably. Go to WE.org/wetakecharge for details on how to apply.