UNICEF Canada Youth Programs

Your Guide to Getting Involved

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START HERE

1. Awareness & Entry

2. Sustained Engagement & Skills Building

3. Leadership & Advocacy

4. Alumni & Advocacy Sustainment

FINISH

Your Journey

Your Impact

CARE unicef HARD

PLAY. GROW. LEAD. CHANGE THE WORLD.

CONTEXT

Your voice matters. UNICEF Canada's youth programs help young people learn about their rights, share their views, and be heard on issues and decisions that affect them. This guide shows the different ways you can get involved, whether you are just curious, ready to build skills, or looking to lead and make change.

Meaningful youth participation is more than being invited into a space. It means having clear information, feeling respected and supported, being included in safe and accessible ways, and knowing your ideas can help shape what happens next. UNICEF Canada offers opportunities that match different interests, schedules, experience levels, and comfort levels.

How to Use This Guide.



You do not need to read this guide from start to finish. Skim the roadmap, compare the opportunities, or jump to the program that feels most relevant. There is no single "right" pathway. Choose the option that fits your interests, time, and comfort level.

CURRENT UNICEF CANADA YOUTH PROGRAMS

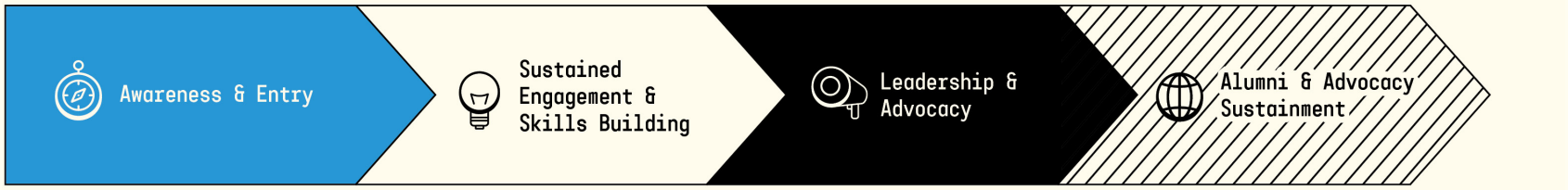
Not sure where to start? This section gives a quick overview of UNICEF Canada's youth programs and what each one offers. Use the table to explore ways to get involved, find what fits your interests and availability, and see how each opportunity connects to the wider youth journey.

Campus Clubs	Student-led groups for high school, college and university students in Canada. Campus Clubs advocate, educate and fundraise to support UNICEF's humanitarian work in over 190 countries. Clubs are volunteer-led, can operate online and in person, and help students build leadership, community engagement and global citizenship skills.
Youth Advocacy Program	A 10-month program for youth ages 13–24 living in Canada that supports young rights-holders to know their rights and build the skills, knowledge and confidence to become advocates and activists. Participants take part in interactive sessions, identify priority advocacy issues and co-develop the Reimagine Playbook, which informs engagement with decision-makers.
U-Report Canada	A free, confidential digital platform for youth ages 13–24 living in Canada to share their perspectives on issues and decisions that affect them. U-Report provides a quick, real-time pulse check of young people's views on Canadian policy issues and current events, with results shared through advocacy, reports, briefings, presentations and social media.

The roadmap below shows how these opportunities can fit into your journey with UNICEF Canada, from a first step to deeper engagement, leadership, and long-term connection.

At-A-Glance Youth Journey Roadmap

This roadmap gives a quick overview of four stages in UNICEF Canada's youth journey. Use it to see where you might fit, what programs connect to each stage, and what youth can gain.



The table below breaks down each stage so you can quickly see where you might fit and what each step can offer.

	STAGE	BEST FOR YOUTH WHO...	PROGRAMS/OPPORTUNITIES	CORE MESSAGE
1.	**Awareness & Entry**	Are new to UNICEF Canada and want easy, flexible ways to get involved.	U-Report Canada; Campus Clubs general membership.	Learn, connect, share your voice, and take a first step.
2.	**Sustained Engagement & Skills Building**	Want to participate more consistently and build advocacy or leadership skills.	Youth Advocacy Program; Campus Club executive roles; U-Report Ambassadors.	Build skills, confidence, and community.
3.	**Leadership & Advocacy**	Are ready to lead initiatives, support campaigns, or represent youth perspectives.	Youth Advocates, YAP graduates and program alumni; National Child Day activities; media/storytelling opportunities.	Lead, advocate, and help shape change.
4.	**Alumni & Advocacy Sustainment**	Have completed programs and want to stay connected or give back.	Alumni mentoring; content creation; future events and engagement opportunities.	Stay connected, mentor others, and continue your UNICEF journey.

Every journey starts somewhere. **Stage 1** is a good place to begin if you are new to UNICEF Canada, want to learn more, or are looking for flexible ways to share your voice.

Stage One:

AWARENESS & ENTRY

Stage One:

Awareness & Entry

Stage 1 is an easy, welcoming first step into UNICEF Canada's youth community. It is for youth who are exploring children's rights advocacy, looking for flexible ways to share their voice, or hoping to connect with other young people.

This Stage Is For Youth Who...

- Are new to UNICEF Canada or children's rights work.
- Want flexible and approachable ways to participate.
- Want to share their opinions, learn, and connect with others.
- May not be ready for a long-term commitment yet.

Current Opportunities To Feature

U-Report Canada	Youth voices help shape action on issues that matter to them. Text "Join" to 1-855-490-0099 or download the U-Report app on your mobile app store.
Campus Clubs	Student-led groups that raise awareness and funds for UNICEF's work, including general club members.

What Youth Can Gain

- A clearer understanding of UNICEF Canada's work.
- Awareness of children's rights and global issues.
- Opportunities to share voice and take simple action.
- A first connection point into the broader youth engagement ecosystem.

Ready to build skills, participate more consistently, or take on a role?

Move into Stage 2: Sustained Engagement & Skills Building.

Stage Two:

SUSTAINED ENGAGEMENT & SKILL BUILDING

Stage Two:

Sustained Engagement & Skills Building

Stage 2 is for youth who are ready to deepen their involvement, build practical skills, and participate more consistently in UNICEF Canada's youth community. It can help you strengthen your advocacy voice, take on a leadership role, and contribute to ongoing youth engagement activities.

This Stage Is For Youth Who...

- Want more structured learning and leadership development.
- Are interested in advocacy, peer engagement, or community action.
- Can commit to a program, role, or recurring participation.

What Youth Can Gain

- Advocacy, communication, and leadership skills.
- Confidence working with peers and UNICEF Canada staff.
- Practical experience contributing to youth engagement initiatives.

Current Opportunities To Feature

Youth Advocacy Program (YAP)	A 10-month virtual leadership program for Canadian youth aged 13–24.
Advanced Campus Clubs Roles	Executive team roles within Campus Clubs.
U-Report Ambassadors	Youth engagement roles connected to the U-Report Program

Ready to lead campaigns, contribute to public-facing work, or represent youth perspectives?

Move into Stage 3: Leadership & Advocacy

Stage Three:

LEADERSHIP & ADVOCACY

Stage Three:

Leadership & Advocacy

Stage 3 is for youth ready for more visible leadership and advocacy opportunities. This could include supporting campaigns, contributing to public-facing work, sharing perspectives through storytelling, or helping bring youth voices into meaningful spaces.

This Stage Is For Youth Who...

- Have completed or meaningfully participated in UNICEF Canada youth programs.
- Want to contribute to campaigns, policy conversations, media, storytelling, or events.
- Are ready for higher-responsibility opportunities with clear support and expectations.
- Want to help elevate youth perspectives in public or organizational spaces.

What Youth Can Gain

- Experience contributing to advocacy and public engagement.
- Opportunities to represent youth voice in meaningful spaces.
- Networking and professional development.
- Stronger leadership identity and connection to UNICEF Canada's mission.

Current Opportunities To Feature

Youth Advocates, YAP Graduates & UNICEF Alumni	Youth from across programming who can contribute to leadership and advocacy opportunities.
National Child Day & Related Media	Youth contributing to National Child Day activities and public engagement.
Future Leadership Opportunities	Additional youth voice opportunities may include advisory roles, storytelling, campaigns, and cross-team initiatives.

Want to continue contributing after a program ends?

Move into Stage 4: Alumni & Advocacy Sustainment.

Stage Four:

ALUMNI & ADVOCACY SUSTAINMENT

Stage Four:

Alumni & Advocacy Sustainment

Stage 4 is for youth who want to stay connected after completing a program or moving into a new stage of their advocacy journey. It supports continued learning, mentorship, community-building, and opportunities to give back over time.

This Stage Is For Youth Who...

- Have completed or aged out of a youth program but want to stay connected.
- Want to mentor or support emerging youth leaders.
- Want to contribute to future initiatives, events, content, or community-building.
- Are interested in remaining part of UNICEF Canada's youth network over time.

What Youth Can Gain

- Ongoing connection to UNICEF Canada and peers.
- Mentorship and community-building experience.
- Opportunities to contribute expertise after program completion.
- Lifelong advocacy and continued engagement.

Current Opportunities To Feature

YAP Alumni Involvement	Informal mentoring and content creation.
Alumni Engagement	Ongoing connection through future opportunities such as: Events, participating in government meetings, co-presenting, amplifying policy asks, mentorship, community-building and more!
Cross-Program Sustainment	A way to keep experienced youth connected to UNICEF Canada beyond individual programs.

Wherever you are starting from, there is a place for you in UNICEF Canada's youth community. You can learn, take action, build skills, lead, and stay connected in a way that works for you.

Current UNICEF Canada | Opportunities At A Glance

Use this table to compare each opportunity side by side and find a starting point that fits your interests, availability, and goals.

KEY DETAILS	CAMPUS CLUBS	U-REPORT CANADA	YOUTH ADVOCACY PROGRAM
Program Description	UNICEF Canada Campus Clubs empower students to take action through advocacy, education and fundraising to support UNICEF's work for every child.	Share your views through quick online polls on issues that affect young people in Canada and around the world. U-Report Canada is a free and confidential way to speak up, learn more, and be part of a youth voice community.	Join a 10-month program where you can learn about your rights, build advocacy skills, and explore issues that matter to young people in Canada and around the world. The Youth Advocacy Program includes interactive sessions, youth-centered learning, and opportunities to help shape advocacy messages and recommendations.
Who Can Participate	High school, college, and university students in Canada can participate through existing clubs or by helping start one at their school.	Youth ages 13–24 living in Canada can join. It is available online, has no application process, and is offered in English and French.	Youth ages 13–24 living in Canada can apply. Participants are selected through an application process, with a cohort of approximately 35 youth each year.
Time Commitment	**Flexible**. Participation can vary depending on your club, role, events, and school year.	**Very flexible**. You can respond to polls when they are sent and stay involved at your own pace.	**Structured**. The program runs from February to November, with monthly 2-hour sessions and additional advocacy planning activities.
What Youth Can Gain	A chance to connect with other students, learn about children's rights and global issues, build teamwork and leadership skills, and take action through education, advocacy, and fundraising.	A simple way to share your perspective, learn about issues affecting youth, see how young people across Canada are thinking, and contribute to insights that can support advocacy and public conversations.	A chance to learn more about children's rights, build confidence as an advocate, connect with other youth across Canada, explore issues you care about, and contribute ideas that can be shared with decision-makers.
Support Available	Clubs can receive guidance, resources, and support from UNICEF Canada to help plan activities, follow fundraising expectations, and create safe, respectful spaces.	U-Report is designed to be low-barrier, youth-friendly, and confidential. Young people can participate online without an application and access relevant information through the platform.	Participants are supported by UNICEF Canada staff, partners, subject matter experts, and youth facilitators through interactive, youth-centered sessions.
How To Get Started	Check if there is a Campus Club at your school or explore how to start one with support from UNICEF Canada. ***Link: https://www.unicef.ca/en/unicef-campus***	Sign up online to start receiving quick polls and sharing your views on issues that matter to young people. ***Link: https://www.unicef.ca/en/u-report***	Applications for the new cohort open on November 20th. Apply if you are ready for a more structured advocacy learning experience. ***Link: https://www.unicef.ca/en/youth-advocacy-program***

As you explore these opportunities, it is important to know how UNICEF Canada helps make youth participation safe, welcoming, respectful, and clear.

CHILD SAFEGUARDING & SUPPORT

UNICEF Canada is committed to safe, respectful, and supportive youth programming. Child safeguarding means taking steps to help protect children and youth from harm, set clear boundaries, and create spaces where young people feel respected, included, and able to speak up if something does not feel right. This can include thoughtful planning, consent and privacy practices, safe communication guidelines, trained staff, and clear ways to ask for help or raise a concern.
Put simply, safeguarding helps make sure your experience with UNICEF Canada feels safe, welcoming, and age-appropriate. You should know what to expect, who is supporting you, how your information may be used, and who you can talk to if you have a question or concern. Your voice matters, and so does your safety.

Next Steps

Not sure where you fit? That is completely okay. Start small, ask questions, or try one flexible opportunity before deciding what feels right. Your path does not have to look the same as anyone else's.

Your Next Steps Could Be

- Pick one program that interests you.
- Check the age range, time commitment, and how to get started.
- Talk to a teacher, club leader, trusted adult, or UNICEF Canada contact (youth@unicef.ca) if you have questions.
- Sign up, apply, join a club, or ask for more information when you feel ready.

Ready to get started? Review the opportunities above, think about what fits your interests and availability, and choose one first step that feels right. Whether you join U-Report, connect with a Campus Club, or apply to the Youth Advocacy Program, UNICEF Canada is here to support you as you learn, grow, and make your voice heard.

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