



Creators for Change

Yearly Report
2016-2017

“

IN A MOMENT OF COMPETING HEADLINES AND HARMFUL MISREPRESENTATION OF PEOPLE DIFFERENT THAN US, THE PROGRAM IS A REMINDER THAT NONE OF US ARE VOICELESS, OUR STORIES DESERVE TO BE TOLD, AND ANYONE HAS THE POWER TO HIT RECORD.

”

Amani
Fellow, USA



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Foreword

We are proud to have created a platform that empowers anyone to have a voice and see the world. Our reach – over 1 billion hours of content watched per day – creates tremendous potential for YouTube creators to be a force for good in the world. We have seen how online video can be used as a way to build empathy and create positive connections between new people and groups. YouTube creators demonstrate this every single day. And we can think of no better way to drive positive social change than by amplifying these talented, passionate voices.

YouTube Creators for Change launched in 2016, and since then we've partnered with creators all over the world to help them reach new audiences. Armed with \$1 million in production grants and support, these amazing role models have sparked conversations around xenophobia, bullying and extremism while promoting a sense of inclusion and belonging with their audience.

Take L-FRESH the LION, a Sikh hip-hop artist from Australia, who created a two-part track about his family's experiences with racism – calling for everyone to understand each other's past. Or Humza Arshad, who used his comedic gift for tackling difficult issues to educate young people in 60 UK schools about the dangers of online extremism and radicalization. And Rosianna Halse Rojas, who taught dozens of refugees in Colombia how to take control of their own story by vlogging and sharing their experiences with a worldwide audience.

The support provided by YouTube Creators for Change ranges in scope from educating creators on tools they have to facilitate positive dialogue to seeding local grassroots activities that address specific regional challenges. In fact, eight local initiatives of the program have now been established in Germany, France, Belgium, Israel, Spain, the UK, Australia, Turkey and Indonesia. Year 1 has led to videos that have been viewed over 60 million times worldwide and made viewers feel positively about YouTube's facilitation of conversations about social issues*.

60M 
total views of YouTube
Creators for Change videos

In 2018, we will increase our investment in YouTube Creators for Change. We will scale programming opportunities to more countries, engage more creators to produce content that counters hate and extremism, and empower more young people to use their voice on YouTube to create and encourage positive messages of social change.



Juniper Downs
Global Head of Public Policy and
Government Relations, YouTube

*Millward Brown Study, October 2017



Sam Saffold-Geri, Tazzy Phe and L-FRESH the LION at Tribeca TV Festival
September 2017



YouTube Creators for Change Social Impact Camp
June 2017

Introducing YouTube Creators for Change

A global program of positive action

At YouTube, we believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories. YouTube Creators for Change is a critical part of our mission to facilitate understanding and empathy by combating messages of hate, xenophobia and extremism online.

The program was formally launched in September 2016 at the YouTube Summit for Social Change in London. With multiple NGOs at the event, the ambition for global collaboration and impact was clear from the outset.

At the event, we presented the first YouTube Creators for Change Ambassadors – established creators with a track record of using their channels to drive social change in global communities. In April 2017, they were joined by the Fellows – emerging creators mentored by the Ambassadors who have a passion for fostering dialogue around social issues with their communities.

Each creator was given a financial grant to empower them to create thought-provoking personal 'social impact project' videos, and share their voices at global events and local workshops. We brought this diverse group together at the first-ever Social Impact Camp at YouTube Space London in June 2017. Over two days, these creators were trained to hone their production skills and craft messages for their social impact projects.

731K 

total hours watched of all YouTube Creators for Change videos

Meanwhile, through our local initiatives, we worked with grassroots organizations and experts to reach out to young people and inspire a new generation of creators across Europe, the Middle East and the Asia-Pacific region. Through workshops and social media campaigns, we empowered young people with the tools and confidence to defy hate online,

resulting in thousands of videos and social messages that promote tolerance. To enable even more voices to engage with the YouTube Creators for Change message, we created our brand moments. By igniting conversation around internationally significant moments that celebrate equality and inclusion, including World Refugee Day, Pride and International Day of the Girl, we gave people across the world an easy way to participate and show solidarity.

Just one year in and already YouTube Creators for Change videos have been seen by millions worldwide. Through their videos, both new and established creators are celebrating differences, inspiring empathy, and countering fear and division with understanding and unity.

**They're creating a new narrative.
And this is just the start.**

Year One

Activating YouTube community voices in three powerful ways

Chapter 1 Engaging through Grassroots Programs

Grassroots programs were created to address specific local issues and give a new generation of internet users the tools and confidence to speak out against online hate.

8 

local initiatives

204 

locations (cities, universities, schools)

14.7K 

young people trained so far



Chapter 2

Creator Role Models

We are investing in these inspiring creators through financial grants and promotional support so they can do what they do best: educate and empower their communities through video to drive positive social change.

39 

YouTube Creators for Change

12M 

total creator channel subscriptions

2B 

lifetime views of creator
videos to date

Chapter 3

Rallying a Global Audience

We created campaigns around key socially-significant global events to empower people everywhere to participate and amplify messages of positivity.

53 

creators involved

77 

videos created

26.7M 

total video views

Program Timeline

France/Belgium Launch

Toi-Même Tu Filmes
7 July



YouTube Summit for Social Change

London, UK
YouTube Creators for Change launch event
22 September

First Ambassadors announced

Worldwide
22 September

Australia Launch

Share Some Good
2 November



Indonesia Launch

Indonesia
21 April

Tribeca Film Festival

New York City, USA
Amani gives a powerful speech
22 April

2016

→ 2017



Germany Launch

Nicht Egal
1 August



Turkey Launch

Sen Kimsin
1 October



UK Launch

Internet Citizens
21 April

Second wave of Ambassadors announced

Worldwide
12 December

First Fellows announced

Worldwide
20 April

Webby Awards

New York City, USA
YouTube Creators for Change wins 'Website: Corporate Social Responsibility' category
15 May

EU Sustainable Development Conference

Brussels, Belgium
Fellow Nadir Nahdi hosts talks on owning your own narrative
7 June

#MoreThanARefugee

Global Activation for World Refugee Day
20 June



Israel Launch

Ovdim Al Ze
7 September



Mashable Social Good Summit

New York City, USA
Ambassador Humza Arshad gives talk
17 September

#GirlsCount

Global Activation for International Day of the Girl
11 October

Women Political Leaders Global Forum

#Girl2Leader campaign
Brussels, Belgium
Fellow Swann Périssé speaks to female students on how to lead like a girl
11 October

Spain Launch

Somos Más
24 October

→ 2018 →



Australia Screening Event

Share Some Good screening
15 YouTube Creators for Change videos premiered
31 May

Social Impact Camp

London, UK
YouTube Creators for Change Fellows and Ambassadors conference
28-29 June

#ProudToBe

Global Activation celebrating Pride
27 June

VidCon panel

Anaheim, USA
John Green and four other creators participate
23 June

Cannes Lions 2017

Cannes, France
Panels feature AsapSCIENCE and Gigi Gorgeous
20, 23 June

She's the First Summit

New York City, USA
Fellow Amani speaks at educational non-profit conference
August 5

Summer in the City

London, UK
Creators participate in the UK's largest YouTube festival
August 4



Tribeca TV Festival

New York City, USA
L-FRESH the LION, Tazzy Phe & SuperSamStuff YouTube Creators for Change videos premiere
22 September

Google | YouTube APAC Regional Summit

Jakarta, Indonesia
Conference on countering violent extremism
19-20 September

YouTube Creators for Change Summit

London, UK
Year Two announced
January

Chapter 1

Engaging through Grassroots Programs

Country-specific grassroots programs designed to give young people the tools to tackle hate online

We set up **eight YouTube Creators for Change programs across nine countries to train young people with the skills to take a stand against hate online.**

In the classroom and on the road, these programs have been designed to address specific issues in each market, and give everyone the knowledge and confidence they need to make a difference in their community.



YouTube Creators for Change France, Toi-Même Tu Filmes workshop in Chalon-sur-Saône



local initiatives

We rolled out local initiatives in countries across Europe, the Middle East and the Asia-Pacific region.



people trained

The local initiatives empowered young people in cities and towns across the world – online and offline – in schools, universities and youth clubs.



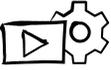
video views

The large number of videos made by creators and program participants for our local initiatives amplified our message of positive social change globally.

France and Belgium

Toi-Même Tu Filmes

yt.be/cfc/CFCFR

450 
videos created by young people

1.7M 
video views

100 
media stories



YouTube Creators for Change France,
Toi-Même Tu Filmes workshop in Sarcelles

Using 2017's training kit and digital resources, Toi-Même Tu Filmes aims to train 10,000 young people across France by the end of season two (end Q1 2018)

YouTube Creators for Change France,
Toi-Même Tu Filmes workshop in Sarcelles



Fraternité. The value of togetherness that defines France. This is what the YouTube Creators for Change program, Toi-Même Tu Filmes, #TMTF ('Broadcast Yourself') aims to share as far and wide as possible.

Considering recent attacks on the country's values, it's no surprise that many young French people consider protecting these an essential mission. So YouTube Creators for Change went big and bold to empower French teens to take action.

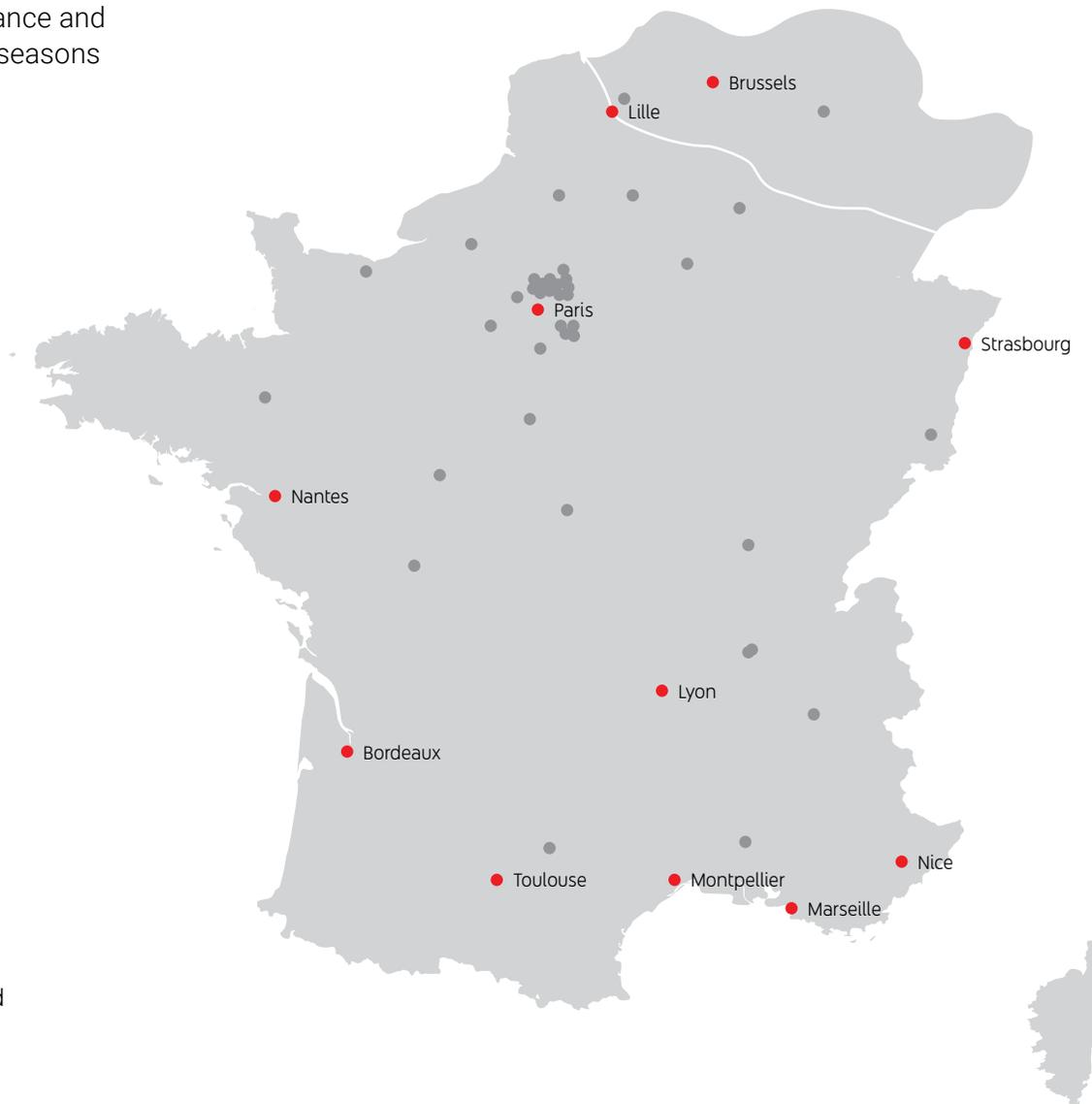
The first season launched in July 2016. Led by creators and professional filmmakers, it resulted in the co-creation of more than 200 videos and a web documentary.

This was made possible by a 100-date #TMTF workshop tour across France and French-speaking Belgium involving creators and NGOs – teaching critical thought and creativity to 800 young people. On day one, teens learned how to safely navigate online content and better resist hate speech. On day two, creators helped them hone their short-film-making skills and learn how to express and share their messages on video.

Comedian Jamel Debbouze was part of the jury panel who helped judge the 2016 grand finale, sending the winning team, from Grigny, to LA to visit the city's YouTube Space and get advice from creators, filmmakers and writers.

In 2017, four creators, 10 film directors, new partners and an open-source training kit allowed #TMTF to share its message of positive change even further. It is on course to train 5,000 teens by the end of the year.

Young people were trained
in cities across France and
Belgium over two seasons



46 

cities in France and
Belgium - 2016

88 

cities in France and
Belgium - 2017

5K 

students to be trained
by the end of 2017



YouTube Creators for Change France,
Toi-Même Tu Filmes workshop
in Vaulx-en-Velin

“
**I KNOW THE WORK OF
ASSOCIATIONS AND
YOUTH CLUBS WELL AND
IT IS AMAZING TO SEE
THIS MATCH BETWEEN
YOUTUBE AND THEM.
YOU’VE BROUGHT THIS
AMAZING WORK TO
LIGHT AND YOU GAVE
THEM MORE HELP THAN
YOU CAN EVER IMAGINE.**

”

Najat Vallaud-Belkacem

Minister of Education, France, 2014-2017

UK

Internet Citizens

yt.be/cfc/CFCUK

502



students trained

17



workshops

British people now spend more time on their digital devices than sleeping*, but there's little to no guidance in schools on how to navigate the digital world responsibly.

Launched in April 2017, the YouTube Creators for Change UK chapter is teaching 13-18 year olds from vulnerable backgrounds how to use the internet in a positive way. Their program, Internet Citizens, partners with pioneering think-and-do-tank the Institute for Strategic Dialogue, UK Youth, and Livity, to host workshops that are more memes and high-energy than charts and classroom silence.

How do you know if a piece of content is real?
When should you flag hate speech?
These are some of the challenges more than

500 teens tackled in a series of workshops hosted by youth mentors Efe Ezekiel, Alain 'Fusion' Clapham and YouTube Creators for Change Fellow, Nadir Nahdi, who also documented the journey on the Internet Citizens website and his channel BENI.

The program – which the Institute for Strategic Dialogue says is UK's most rigorously evaluated digital citizenship program ever – aims to train 20,000 more socially-conscious, positive voices by the end of July 2018.

*Ofcom annual study 2016





YouTube Creators for Change UK,
Internet Citizens workshop,
April 2017

97%

of participants felt they had gained new knowledge or skills**

83%

of participants felt that their online behavior would change**

84%

of participants left the workshop confident that they would know what to do if they came across hate speech online**

82%

of participants left the workshops feeling that they could identify fake news**

**Internet Citizens: Impact Report, September 2017, produced by the Institute for Strategic Dialogue

Germany

Nicht Egal

yt.be/cfc/CFCDE

5.3K 

students trained

130 

360° YouTube Challenge videos

6.5M 

total video views

22 

creators involved



YouTube Creators for Change Germany, Nicht Egal launch event at Gymnasium Buckhorn, Hamburg. Guests included YouTube creator Klein aber Hannah and the Federal Government Commissioner for Migration, Refugees and Integration, Aydan Özoğuz August 2016

Following the school workshops, 94% of the younger students felt confident about dealing with hate speech

From the impact analysis conducted by Digitale Helden via Betterplace Lab



More than 1 million* asylum seekers were registered in Germany in 2015, with more arriving in 2016. Their arrival is accelerating the shift towards a culturally richer and more diverse society – a shift that can lead to increased societal tensions.

So in September 2016, YouTube Creators for Change in Germany launched #NichtEgal ('It Matters'), a unifying expression of tolerance and diversity. This empowering campaign gave the silent masses the tools to find their voice and speak up against hate.

22 top creators including Klein aber Hannah, JerriesBlog, MrWissen2go and Diana zur Löwen joined forces to create a thought-provoking YouTube series, debunking prejudices and calling for more respect online. With one epic manifesto video they

asked their combined subscriber base of more than 10 million to take action against intolerance instead of ignoring it. Using the hashtag #NichtEgal they asked fans to stand up to hate speech, or create their own content to drown it out.

Workshops were run in schools in every federal state in Germany. Older students were trained to become experts on hate speech. Then, as peer mentors, they conducted workshops for younger students to help them be responsible digital citizens and react appropriately. The aim was to lay the foundations for the next generation of tolerant internet users and creators.

The last piece of the puzzle was the #NichtEgal 360° YouTube Challenge, a competition that asked entrants to pitch ideas for videos using 360° technology that would create empathy for refugees. Three ideas were chosen for their immersive, emotional takes on the idea of 'escape'. This holistic campaign won three German Brand Awards: two for Best Content Marketing and one for Online Communication.

The overall result? A new community of internet users empowered, and 6.5 million video views of #NichtEgal's message of empathy.

*2016 study by WZB Berlin Social Science Center



JerriesBlog, Klein aber Hannah, and Diana zur Löwen at the Federal President of Germany Palace Open Day August 2017

Demokratic



For Nicht Egal, young people were trained in schools across every one of Germany's federal states

39  **32** 
schools cities

16 
federal states

“
**TO COUNTER HATE ONLINE
 WE NEED A CULTURE OF
 COMMON RESPONSIBILITY OF
 POLICY-MAKERS, CIVIL SOCIETY
 AND COMPANIES. WE ALL HAVE
 TO FOSTER ENGAGEMENT AND
 COUNTER SPEECH AGAINST HATE
 AND DISCRIMINATION ONLINE,
 AS WELL AS TAKE RIGOROUS LEGAL
 STEPS AGAINST HATE SPEECH.**

”

Manuela Schwesig

Minister-President of Mecklenburg-Vorpommern, Germany,
 and former Federal Minister for Family Affairs,
 Senior Citizens, Women and Youth

Turkey

Turkey

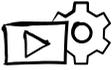
Sen Kimsin

yt.be/cfc/CFCTU

Chapter 1

3.5K 

students trained

1.7K 

user generated campaign videos

7.4M 

total video views



YouTube Creators for Change Turkey, Sen Kimsin event

Seven NGOs supported the program, including Tohum Otizm, CSR Turkey and İhtiyaç Haritası

Mert Fırat, Turkish film star and member of volunteering platform İhtiyaç Haritası, created his own Sen Kimsin video to support the project



Turkey is one of the most diverse countries in the world, yet issues of race, ethnicity and belonging have always been sensitive.

The YouTube Creators for Change project, #SenKimsin ('Tell Us Who You Are'), addresses these issues with the clear message that there is a place for everyone to belong in Turkish society.

Beauty vloggers Rimel Askina and Beyza Yaman, and 13 other Turkish creators, launched the movement in October 2016.

Workshops at 12 universities across the country encouraged students to speak openly about their lives and identities. These inspired a series of personal videos by local creators, NGOs and journalists, which in turn created an international dialogue with communities on YouTube.

As momentum grew, a truth emerged: young people in Turkey want a more inclusive and accepting society. In celebrating each other's differences, Sen Kimsin is helping to make this goal a reality.

Israel

Ovdim Al Ze

yt.be/cfc/CFCL

18 
videos created

3.5M 
total video views

380 people attended the series premiere, including Minister of Communications Ayoub Kara and the Director General of the Ministry of Justice

The Ministry of Education made changes to the Israeli curriculum based on Ovdim Al Ze, which launched on the International Day for Tolerance, 16 November 2017



Sometimes it takes unlikely partners to break down barriers. That's why YouTube Creators for Change in Israel collaborated with 'Other Speech', a counter-hate-speech initiative created by Google and two top NGOs, to create Ovdim Al Ze ('Work in Progress'). In an eight-part video series, the program documented conversations between people who would not normally cross paths.

Each episode sees top Israeli YouTube creators including Noa Filter, GuyTV, and Sugar Zaza meet social activists representing Israel's diverse and complex communities, including its immigrant, LGBT, Israeli-Arab and ultra-Orthodox Jewish communities. Filmed by award-winning documentarians the Heymann Brothers, the videos **explore ethnic, cultural, sexual, religious and even dietary differences to find common ground.** English and Arabic subtitles make them more widely accessible.

Launched in September 2017, these personal and heartwarming stories reveal the change that can be achieved simply by meeting and creating together.

Spain

Somos Más

somos-mas.es

28K 

goal: to train young people by 2018

High-level partners include five NGOs and several Spanish Government ministries

Somos Más is set to run in 1,800 schools

The launch event at Spain's Ministry of Justice was chaired by the Minister of Justice, the Minister of Interior and Google VP of Communications EMEA Peter Barron

For Somos Más ('We Are More'), YouTube Creators for Change Spain is joining forces with the Spanish Government to promote tolerance and integration among school students in early 2018.

In a country becoming more culturally diverse, Somos Más encourages curiosity and empathy with a proactive, positive narrative. With the support of different ministries of the Spanish Government, young people will be trained by NGOs including FeSP-UGT and Jóvenes y Desarrollo to celebrate the belief that we are stronger when we work together to combat hate and radicalism.



The goal is to create a social movement young people can feel part of. An educational program is being rolled out to help teens feel safer and act smarter online. 28,000 students will be trained to develop critical judgment and tackle social issues including homophobia, xenophobia, radicalism, sexism and racism. All the educational materials are available on the project's website, allowing anyone to learn and apply this knowledge.

“
**WELL-EDUCATED YOUNG
PEOPLE ARE THE
SPEARHEAD OF UNITY;
POSITIVE MESSAGES
WHICH THEY CREATE
CAN DEFINITELY UNIFY
OUR NATION.**

”

Ridwan Kamil

Mayor of Bandung

Participants at YouTube Creators for Change
Indonesia event held at offices at Bandung
Mayor Office, July 2017

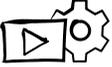


Indonesia

InDONEesia

yt.be/cfc/CFCID



38 

videos by first-time creators
(as of November 2017)

1.3M 

total video views

151 

media stories

In Indonesia, ethnic diversity is woven into the fabric of the nation, with more than 300 different ethnicities. The country's shared identity is built on it. In fact, its motto translates as 'Unity in Diversity'.

This unity has recently been tested by increasing political and religious tensions, resulting in rising intolerance and divisiveness. In response, YouTube Creators for Change Ambassadors Cameo Project teamed up with NGO the Maarif Institute and other creators to launch InDONEsia.

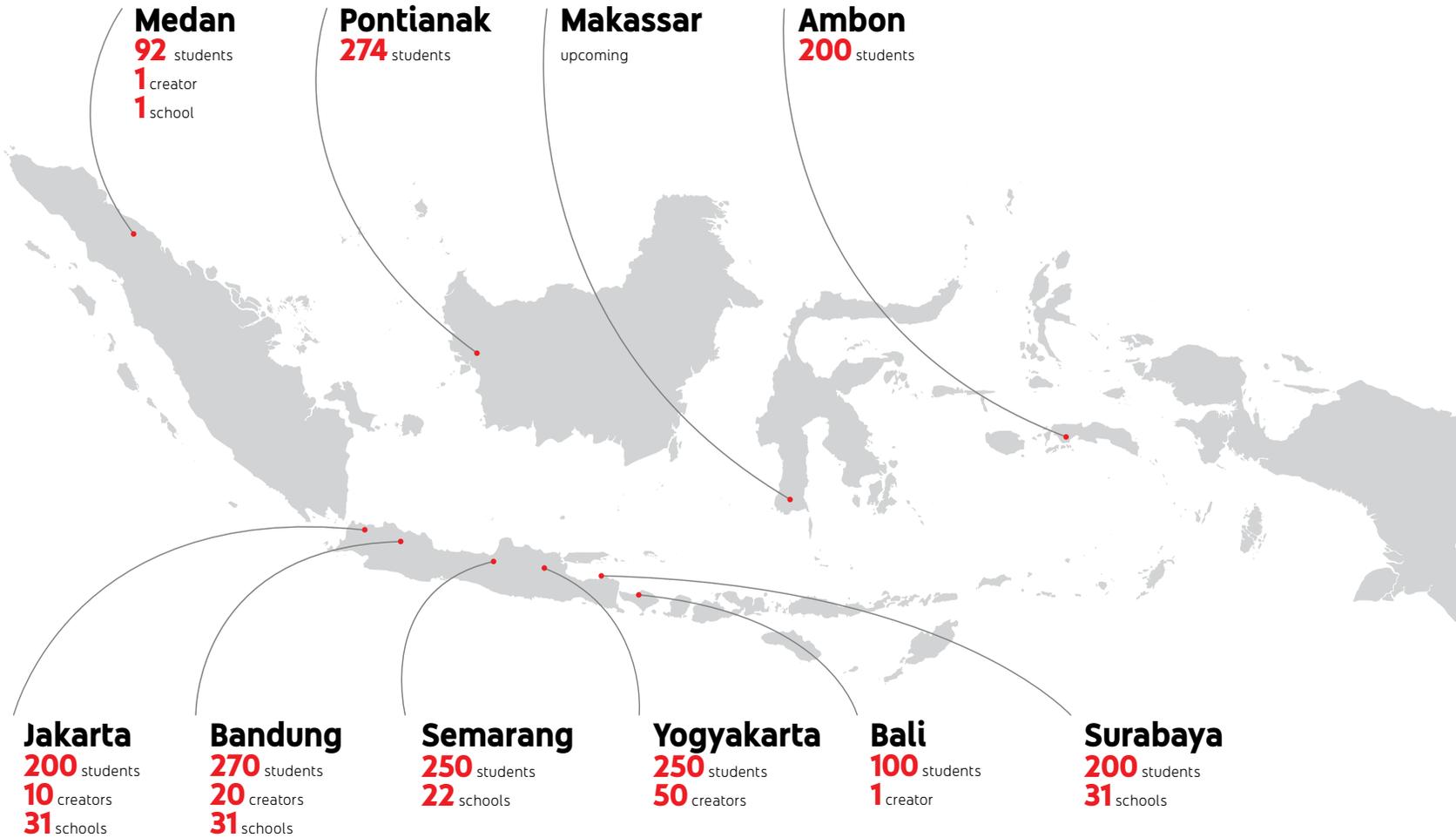
This seven month, cross-country program encouraged students to create videos for positive change, fully supported by Indonesia's Ministry of Education and Culture.

At the inaugural event in Jakarta in April 2017, high-ranking officials from the Ministry of Education and Culture joined hundreds of students, creators and NGOs for a day of talks, Q&As and passionate discussions about the role of youth in creating unity in a multicultural society.

Workshops were led by creators including Ria Ricis and Gamel Awan, who use their YouTube channels to tackle social issues such as hate speech and extremism, and taught teens to make their own positive video content.

Through this project, thousands of students across ten cities were equipped with the skills to drive change through video, and a raft of user-generated InDONEesia videos was inspired by their work.

Students across Indonesia were trained on how to be positive forces online



Following the workshops, the percentage of participating students feeling confident about speaking up against intolerance rose from 78% to 92%

KAP survey conducted by Love Frankie agency

1.8K 
students trained
(as of November 2017)

10 
cities

90 
creators involved

“
THE CHALLENGE TODAY IS HOW THE YOUNGER GENERATION CAN TAKE CARE OF UNITY. THE SPIRIT OF UNITY IN THE MIDST OF DIVERSITY CAN BE DISSEMINATED THROUGH DISCUSSION, WRITING AND VIDEO. THE GOVERNMENT IS VERY CONCERNED WITH THE GROWING OF RADICALISM IN HIGH SCHOOLS AND INTOLERANCE ONLINE AND HOPES THAT THROUGH THIS EVENT ALL STUDENTS CAN PRODUCE MORE POSITIVE CONTENT ON THE INTERNET.
”

Dr. Hamid Muhammad

Director General of Basic and Secondary Education,
Ministry of Education and Culture Indonesia,
on INdONESia

Australia

Share Some Good

sharesomegood.org

120 
young people trained

128K 
total video views

Australians are spending an increasing amount of time online and many of them have experienced some form of online abuse*. The YouTube Creators for Change program Share Some Good taps into the latent power in us all to change this, by empowering the silent majority to take a stand against hate speech.

In collaboration with social change creative agency Love Frankie and the NGO Foundation for Young Australians, **Share Some Good is encouraging the nation's youth to drown out online negativity by providing them with the tools to speak up and speak out.**

Both established and first-time creators from across the country attended the program's video production boot camp in Sydney in November 2016, learning how to harness the power of video to tell positive stories. Later, they created a series of 15 videos that represent the diversity of Australian voices, screened to 100 journalists, influencers and government representatives in May 2017.

By giving young people the know-how to create their own content, those who want to speak up in the name of positivity can have more confidence to do so – and in turn became advocates for Share Some Good.

A full counter-speech toolkit is available for free from the Share Some Good site, with tips on how to get creative with video

17 YouTube creators were involved, including YouTube Creators for Change Ambassador Natalie Tran and Fellow L-FRESH the LION



YouTube Creators for Change Australia, Share Some Good premiere event, May 2017

*sharesomegood.org/about/



“
**THIS CAMPAIGN SHOWS THE POWER OF WHAT
IS POSSIBLE WHEN YOU PROVIDE PEOPLE
WITH THE SKILLS, TOOLS AND INSPIRATION
TO SHARE THEIR STORIES.**

”

Michael Keenan MP

The Australian Minister assisting the Prime Minister
on counter terrorism

YouTube Creators for Change Australia,
Share Some Good premiere event, May 2017

Chapter 2

Creator Role Models: Ambassadors and Fellows

YouTube creators who are communicating messages of positivity in and beyond their communities

Established and emerging creator role models – Ambassadors and Fellows – are at the heart of YouTube Creators for Change. Each of these inspiring creators explored social issues important to them in their social impact project videos for the program. Highly personal but reaching beyond borders, their stories have the power to change hearts and minds for their highly engaged audience.



Dina Torkia at the YouTube Creators for Change Social Impact Camp June 2017

39

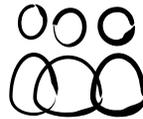
creator role models



To lead YouTube Creators for Change we named 11 Ambassadors – established creators with a global fan base – and 28 Fellows, emerging creators with a drive to create social change.

12M

total subscribers



Representing 13 countries, these inspiring voices reached millions of viewers from all over the world with their messages of positivity.

2B

lifetime views of creator videos to date



Collectively, the videos created by Ambassadors and Fellows have the power to amplify the program's message of positive change far beyond their communities.

Meet the Global Ambassadors

Fostering productive dialogue through content creation, speaking engagements and workshops





Franchesca Ramsey, Juelzy, John Green, Humza Arshad, and Sam Saffold-Geri speak on stage during the YouTube Creators for Change Panel at Vidcon at the Anaheim Convention Center June 2017

Humza Arshad UK

yt.be/cfc/Humza

85.3M 

lifetime video views to date

385K 

subscribers



“

MY MAIN GOAL IS JUST TO MAKE A POSITIVE CHANGE AND A DIFFERENCE TO PEOPLE'S LIVES. I TRY MY BEST TO CHANGE THE PERCEPTION THAT PEOPLE HAVE OF MUSLIMS. WE'RE JUST NORMAL PEOPLE. WE EAT, WE BREATHE, WE SLEEP JUST LIKE EVERYONE ELSE.

”

Humza Arshad is a British Pakistani comedian known for using his self-deprecating style to take on difficult issues, including extremism, mental illness and Islamophobia.

After leaving drama school in 2011, and realizing there were few roles for him in mainstream media, Humza turned to YouTube to get creative. His defining 'Diary of a Bad Man' series, which tells funny, insightful, relatable stories about a young Pakistani Muslim growing up in South London, was a hit from the outset.

The series on his Humza Productions channel made Humza a role model for UK youth. He was invited to work with the UK police in 2014 to fight radicalization in schoolchildren, creating a video called 'I'm a Muslim, Not a Terrorist', and addressing more than 3,000 pupils on a school tour.

In 2015, Humza experienced a turning point: three radicalized London schoolgirls ran away to Syria to become jihadi brides. Humza knew one of their cousins and was motivated to help. He has since talked to children in 60 schools about the dangers of online extremism and radicalization.

London's Metropolitan Police gave him an award for his work in 2017 and told him that the number of children going to Syria had dropped to almost zero.

For YouTube Creators for Change, Humza has spoken at major global events, mentored Fellows and created a series of four powerful, thought-provoking videos. Highlighting bullying, gang violence, mental health and Islamophobia, they encourage viewers to reach out with empathy and to identify and call out personal abuse. His videos for YouTube Creators for Change have been viewed over 1.7 million times.

Dina Torkia UK

yt.be/cfc/dinatokio

96.1M 

lifetime video views to date

683K 

subscribers

Dina started her YouTube channel, Dina Tokio, instead of studying fashion at university, where she felt she might be limited as a hijab-wearing Muslim woman. Now she is a YouTube style icon, loved for her modest fashion vlogs and the warm, funny and bluntly honest videos about her personal life.

In her four-part series #YourAverageMuslim, she sparks a conversation on social media by challenging perceptions about Muslim women, meeting a powerlifter, a hip-hop dancer and a community development worker who works with other Muslim women in prison.

Stereotype-busting Dina wants to inspire Muslim women to know that they can define their own narratives and do whatever they want to do.

What does YouTube mean to you?

"YouTube is what allows me to connect with all of these other Muslim women and get my message across. For me, YouTube is the platform that allows me to do what I want to do without somebody higher telling me 'no!'"





**“
YOUTUBE CREATORS
FOR CHANGE IS
A PROGRAM THAT
ENABLES CREATORS
TO MAKE A BIGGER
SOCIAL IMPACT THAN
THEY ALREADY ARE.**

”

Abdel En Vrai at the YouTube Creators for Change Social Impact Camp June 2017

Abdel En Vrai

Belgium

yt.be/cfc/abdelenvrai

18M 

lifetime video views to date

200K 

subscribers

A native Belgian stand-up comedian of Moroccan descent, Abdel En Vrai says he's seen by some as an immigrant, simply because he's Muslim. He took to YouTube to **deconstruct misguided generalizations about Muslims and Arabs**, with observant sketches that challenge preconceptions.

A big believer in the power of humor to connect, he digests current affairs and takes down racist, xenophobic and Islamophobic stereotypes to promote tolerance and

empathy. He won the Brussels Citizen of the Year Award in 2013 for his work as a social justice and equality activist.

Abdel joined the YouTube Creators for Change local initiative in France and Belgium, Toi-Même Tu Filmes, leading workshops to get young Belgians excited about creating positive video content. He has also created a thought-provoking video that counters misinformation about women's role in Islam.

What does it mean to you to be on YouTube?

"I really like making people smile, making them laugh. YouTube helped me distribute my message by allowing me to express myself. I became interested in taking existing prejudices and deconstructing them."

What do you want to achieve with YouTube Creators for Change?

"I would like to hear someone at the workshop say 'I'd like to do this too.' Just to tell themselves, 'If he did it, so can I.' That's my dream."



Cameo Project

Indonesia

yt.be/cfc/CameoProject

52.8M 
lifetime video views to date

284K 
subscribers

Cameo Project use comedy to raise awareness around difficult social issues in Indonesia, which is home to hundreds of different ethnicities and languages. In one of the most diverse nations in the world, their energetic, relatable videos challenge taboos, invite dialogue and promote a message of unity to counter intolerance and hate.

For YouTube Creators for Change, they toured schools and universities in 10 cities with the #1nDONESia project, with local creators joining them for educational workshops. Their sessions equipped 1,400 students with the confidence and skills to create and share videos to encourage understanding and harmony in their multicultural society.

What sort of messages do you aim to share on YouTube?

"Freedom of speech is important to promote tolerance, to accept others. We are here to set an example that it is okay to be different. It's okay to make a choice and be proud about it."

What do you want to achieve with YouTube Creators for Change?

"We want to share this spirit with people in small towns."



All India Bakchod India

yt.be/cfc/allindiabakchod

316.3M 

lifetime video views to date

These Indian comics use edgy humor to get people thinking. Their 2013 'Rape – It's Your Fault' video, satirizing the practice of victim-blaming in cases of sexual assault, went viral and hit the national news. For YouTube Creators for Change, they created a podcast about **online harassment to spark conversation about online misogyny and create a safer digital environment for women in India.**

Omar Hussein Saudi Arabia

yt.be/cfc/OmarHussein

25.4M 

lifetime video views to date

Comedian Omar Hussein takes complex political issues, breaks them down and seasons them with humor, all in about three minutes. For YouTube Creators for Change, he created a parody rap video. Featuring three other rappers – two from Saudi Arabia and one from Morocco – it plays on the East-West Arab split, with Omar's comic performance reinforcing the track's message that it's okay to be different.



Natalie Tran

Australia

yt.be/cfc/NatalieTran

599.3M 

lifetime video views to date

This Vietnamese-Australian creator bases her sketches and monologues on awkward everyday scenarios as well as more serious issues including gender roles and asylum seekers. Her 2016 video blasting the Australian Government's offshore immigration centers attracted more than 500,000 views. For her social impact project, Natalie explores the racism and sexism directed at people in interracial relationships.



John Green

USA

yt.be/cfc/vlogbrothers

717.6M 

lifetime video views to date

New York Times bestselling author John is co-founder of the successful Vlogbrothers and Crash Course YouTube series. He mentors new YouTube creators and speaks at events worldwide for YouTube Creators for Change. John donated his financial grant from YouTube Creators for Change to his annual 'Project for Awesome' 48-hour livestream fundraiser, which raised \$2 million for charities working to "decrease world suck".



Franchesca Ramsey

USA

yt.be/cfc/chescaleigh

30.2M 

lifetime video views to date

MTV host Franchesca is not afraid of awkward topics. Her thought-provoking videos are designed to encourage marginalized people who aren't fully represented in mainstream media to find their voice. Franchesca tackles police violence with her animation 'Can You Help End Police Violence?'. Focusing on the lack of police training in de-escalation, she hopes to inspire US citizens to get involved in their communities.

Meet the Fellows

The next generation of emerging creators who are using their voice for good

Fellows

Chapter 2

Swann Périssé at the YouTube Creators for Change Social Impact Camp
June 2017





Nadir Nahdi at European
Development Days
June 2017



BENI UK

yt.be/cfc/BENI

2.5M 

lifetime video views to date

12K 

subscribers

If you don't define yourself, someone else will. This is the motto at the heart of BENI, Nadir Nahdi's channel. Online, and offline at events including this year's European Development Days, **he's on a mission to promote tolerance to create a better, more empathetic world.**

A key player in Internet Citizens, the UK YouTube Creators for Change local initiative, he led video creation sessions showing young people how to be creative, express themselves and belong – in a safe and positive way.

For his YouTube Creators for Change social impact project, 'BENI x SAWA', Nadir traveled to Lebanon to explore the work being done by SAWA, an NGO founded to raise the living standards of Syrian refugees in the country. Staying in a refugee camp, he met with both volunteers and refugees to highlight people's resilience and ability to find joy in even the harshest of environments.



Subhi Taha

USA
yt.be/cfc/SubhiTaha

9M 👁️ video views

Muslim-American vlogger Subhi explores issues linked to his experiences of being Arab, Muslim and an immigrant in the USA in his social impact project.



Myles Dyer

UK
yt.be/cfc/mylesdyer

10.1M 👁️ video views

Myles suggests we reject simplified labels and think for ourselves, to build bridges with those who don't agree with us, in his social impact project.



Jovi Adhiguna Hunter

Indonesia
yt.be/cfc/JoviHunter

10.5M 👁️ video views

Influencers encourage victims of bullying to be – and love – themselves in fashion and beauty vlogger Jovi's moving social impact project.



I'mJette

Germany
yt.be/cfc/ImJette

12.8M 👁️ video views

In her social impact project examining the sources of hate speech, fashion and beauty vlogger Jette Lübbehüsen wants to make it a trend of the past.



Zukar

Germany
yt.be/cfc/zukar

1.8M 👁️ video views

Berlin-based comedian and refugee Firas Alshater uses comedy to counter xenophobia, giving an 'outsider's view' of society in his humorous social impact project.



Niharika Nm

India
yt.be/cfc/NiharikaNm

7.1M 👁️ video views

Niharika uses her style of observational comedy to tackle everyday sexism with her social impact project 'Things People Should Stop Saying to Women'.



KhanStopMe

UK
yt.be/cfc/khanstopme

136K 👁️ video views

Comedian and social commentator Taha Khan uses provocative humor to spark positive discussions about race.



Evelyn from the Internets

USA yyt.be/cfc/EvelynFromTheInternets

10.7M 👁️ video views

Evelyn Ngugi uses humor to explore racism in her social impact project, talking about "Black stuff, African stuff and first-generation American stuff".



ItsRadishTime

USA
yt.be/cfc/ItsRadishTime

865K 👁️ video views

Taylor Behnke is a champion of civic engagement. Her social impact project features practical guides helping people mobilize their communities.



ArthurPrsl

France
yt.be/cfc/ArthurPrsl

936K 👁️ video views

Arthur Pires challenges media narratives by presenting truths – focusing on refugees in his social impact project.



Datteläter

Germany
yt.be/cfc/Dattelater

5.8M 👁️ video views

For their social impact project, these provocative comedians – four Muslims and one Christian – target misunderstandings about Muslim culture in a satirical detective show.

All video views refer to lifetime video views to date



Shog Al Maskery

Oman

yt.be/cfc/ShogALMaskery

2.6M 👁 video views

In her social impact project, Shog targets hate speech, showing that it is just as hurtful online as in the real world.



Them Boxer Shorts

India

yt.be/cfc/themboxershorts

4.7M 👁 video views

This comedy collective breaks down stereotypes one joke at a time, though their social impact project takes xenophobia very seriously.



Gita Savitri Devi

Indonesia

yt.be/cfc/GitaSavitriDevi

28.1M 👁 video views

A Muslim in Germany, Gita uses her social impact project to explain that for a peaceful society it's our responsibility to understand people different from ourselves.



EmotionalFulls

India

yt.be/cfc/EmotionalFulls

15.1M 👁 video views

Feel-good short-film makers EmotionalFulls tell moving stories about human relationships to encourage viewers to open their hearts and minds.



Maha AJ

UAE

yt.be/cfc/MahaAJ

9.1M 👁 video views

Maha Abdelghaffar, a comedian and dentist, explores her background in her social impact project to show that diversity makes the world stronger.



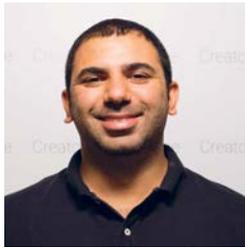
JustKissMyFrog

UK

yt.be/cfc/justkissmyfrog

3.3M 👁 video views

In her social impact project, 'Go Back to Where You Came From', poet Leena Normington looks at immigration and notions of nationhood.



İlker Gümüşluk

Turkey

yt.be/cfc/Ilker

5.8M 👁 video views

Comedian İlker vlogs about human values. In his social impact project, he interviews Turkish stars, showing that we all face hate in different ways.



Film Maker Muslim

Indonesia

yt.be/cfc/FilmMakerMuslim

24M 👁 video views

This team aims to inspire peace and unity through short films, and explores inter-ethnic friendship after the 1998 race riots in their social impact project.



Kamusal Mizah

Turkey

yt.be/cfc/kamusal

8.6M 👁 video views

For their social impact project, Özgür Turhan and Deniz Bağdaş satirize prejudice in a mock News24 debate show about *Game of Thrones*.



Ezaldeen Aref

Yemen

yt.be/cfc/EzaldeenAref

950K 👁 video views

Knowing that hate is often caused by unfamiliarity, Ezaldeen gets to know families different from his own for his social impact project.

All video views refer to lifetime video views to date



Amani USA

yt.be/cfc/Amani

881K  **18K** 

lifetime video views to date subscribers

Founder and editor-in-chief of MuslimGirl Amani Al-Khatahtbeh is a rising voice on social, religious and political issues. She was invited by Michelle Obama to speak at the 2016 United State of Women Summit.

Amani meets some of the most exciting creative minds of her generation, who have faced adversity in pursuit of their art. She wants to inspire a new generation of creators by showing them that **they can use creativity to express their voice, no matter what challenges they face.**



Swann Périssé France

yt.be/cfc/swannperisse

11.2M 

lifetime video views to date

136K 

subscribers

Feminist and acclaimed stand-up Swann breaks down barriers by wringing awkwardness out of women's everyday experiences. Swann recently joined politicians for International Day of the Girl celebrations at the European Parliament in Brussels. There she gave a speech for the launch of 'Girl2Leader', a global campaign established by the Women Political Leaders Global Forum to encourage girls to get into politics and leadership.

By talking to some of the world's wittiest ladies, Swann hopes to inspire other female stand-ups by showing that women can rule comedy.



SuperSamStuff UK

yt.be/cfc/SuperSamStuff

1.4M 

lifetime video views to date

23K 

subscribers

Film student Sam Saffold-Geri's vlogs look at identity, mental health and growing up in the digital age. He was a panelist at VidCon 2017 and has appeared at UK YouTube festival Summer in the City. His Lovie Award-winning thriller 'A Welcoming Place' premiered at the 2017 Tribeca TV Festival. **It's a powerful meditation on xenophobia that explores the idea of 'the other'.**

Rosianna Halse Rojas UK

yt.be/cfc/RosiannaRojas

6.3M 

lifetime video views to date

56.7K 

subscribers

Rosianna tackles online harassment, mental health, feminism and global economic inequality and has presented an inspiring TEDx talk on the power of online communities to change lives. For her social impact project, she **teaches women in a Colombian refugee camp how to use video to tell their stories**, empowering them to express themselves online.





L-FRESH the LION Australia

yt.be/cfc/LFRESHTheLION

905K 
lifetime video views to date

5K 
subscribers

A Sikh hip-hop artist from Western Sydney, L-FRESH the LION uses his rhymes to challenge the daily struggles of life for 'outsiders', breaking down cultural barriers to give everyone the freedom to belong. For his social impact project, L-FRESH created a provocative two-part track. 'RACIST' is a visual and lyrical unpacking of systemic racism, which is followed by 'OUR WORLD' – an uplifting reflection of his own family's migration story.

Tazzy Phe USA

yt.be/cfc/TazzyPhe

5.7M 
lifetime video views to date

54K 
subscribers

With her satirical sketches, Tasneem Afridi aims to challenge one-dimensional portrayals of Muslims in the media. For her social impact project, she explores what it means to 'belong' in a short documentary about the experience of emigrating to Colorado, and through her stop-frame animation 'I Wanted Nothing to Do with This Country', where she goes 'back home' and feels alien in the country that she's meant to be from.



Inspired Communities

Comments on creators' social impact project videos

“

THIS IS A POWERFUL MESSAGE TO THOSE WHO THINK WE'RE TERRORISTS.

”

Humza Arshad's 'Islamophobia – A Walk in the Park'

“

SAM, THIS IS AN INCREDIBLE WORK OF ART. THE SCRIPT IS AMAZING, AND THE THEMES ARE EXACTLY WHAT OUR WORLD NEEDS TO HEAR RIGHT NOW.

”

SuperSamStuff's 'A Welcoming Place'

“

BRAVO! I LOVE YOUR CHANNEL AND ESPECIALLY THIS VIDEO! WE ARE FED UP WITH PREJUDICES!

”

Abdel En Vrai's 'Women in Islam'

“

THIS WAS SO INSPIRING. THANK YOU FOR THE MOTIVATION AND THE KICK IN THE BUTT THAT I (AND PROBABLY SO MANY OTHERS) REALLY NEED.

”

ItsRadishTime's 'How to Organize'



YouTube Creators for Change Israel,
Ovdim Al Ze event, September 2017

“

THIS SERIES WAS BEAUTIFUL. BUT MORE THAN ANYTHING, IT WAS NEEDED. THE CHANGE YOU'RE REPRESENTING ISN'T LAID OUT. IT'S FOR EVERYONE TO INTERPRET FOR THEMSELVES AND APPLY TO THEIR OWN CIRCUMSTANCES. IT HAS MOTIVATED ME TO CHANGE. AND I BELIEVE THAT DINA IS THE BEST PERSON TO BRING THIS IDEA TO THE WORLD BECAUSE SHE SHOWS HOW LAID BACK, CHILL & NORMAL IT IS TO THINK THIS WAY. SHE'S AN AVERAGE MUSLIM WOMAN SHOWING THAT YOU DON'T NEED ANYTHING BUT YOU YOURSELF & YOUR FAITH TO CHANGE THE WHOLE WORLD. THANK YOU FOR YOU THIS DINA.

”

Dina Torkia's '#YourAverageMuslim –
Episode 2 (The Big Debate)'

Chapter 3

Rallying a Global Audience



We use our global reach to raise awareness of key cultural moments that celebrate unity and tolerance. Everyone has the power to use their voice to create positive change and together we can make a positive difference on a global scale.

Vlogger Jouelzy meets
Congoese refugees in
Boise, Idaho





creators involved

YouTube creators from around the world took part, using their voices to amplify campaign messages in their communities and far beyond.



total videos created

We shared powerful and engaging personal stories to promote understanding around global issues and drive social change.



total video views

Through the videos created for brand moments we were able to champion tolerance and understanding on a huge scale.

Meet the person behind the label

World Refugee Day

#MoreThanARefugee

yt.be/cfc/WRD

19.2M 

total views of
#MoreThanARefugee videos

9 

videos created

Seven creators were involved in the campaign: Mama Bee from Eh Bee Family, Tyler Oakley, Jouelzy, Fly with Haifa, Francis Maxwell of The Young Turks, Suli Breaks, and Greg and Mitch from AsapSCIENCE

The current refugee crisis is one of the most serious humanitarian crises of our time, with more than 65 million people* around the world forcibly displaced from their homes.

The refugee experience is widely misunderstood and individuals are often unfairly stigmatized. News reports and media coverage tend to reduce refugees to statistics, so we lose sense of who these people are: people like us, who have friends, families, careers, and a lifetime of experiences.

For World Refugee Day in June 2017, YouTube Creators for Change teamed up with the International Rescue Committee to create a campaign that aims to help people see beyond the misperceptions and labels – to humanize the refugee experience and see #MorethanARefugee.

YouTube creators traveled to Jordan, Serbia, Uganda, Greece and the USA to meet with scientists, business people, students, athletes, professors, children, foodies, artists, football fans and dreamers who also happen to be refugees. Collaborative videos shared their unique experiences, and paint a picture of who they really are.



*ec.europa.eu/echo/files/aid/countries/factsheets/thematic/refugees_en.pdf

Haifa meets with Maryam, a 17-year-old who made a dangerous journey from Iraq



“

WHEN WE SEE REFUGEES AS PEOPLE FIRST, WE ARE ABLE TO REPLACE FEAR WITH RECOGNITION AND HOPE. OUR YOUTUBE PARTNERSHIP ALLOWS US TO INTRODUCE REFUGEES IN A DISTINCTLY DEEPER AND PERSONAL WAY WHILE REACHING MILLIONS OF PEOPLE WHO OTHERWISE MAY HAVE REMAINED UNENGAGED.

”

David Miliband

International Rescue Committee President
and CEO on YouTube global initiative
[#MoreThanARefugee](#)



Patrick Starr, Tyler Oakley and Julie Vu

Celebrating brave LGBTQ+ voices worldwide

Pride

#ProudToBe

yt.be/cfc/pride

6.2M 

video views to date

34 

countries supported the campaign

As part of Google.org's commitment to inclusion, it granted \$1 million to New York City's LGBT Community Center to support the Stonewall National Monument, the first LGBTQ-dedicated landmark in the US

To support the needs of at-risk LGBTQ+ youths, we partnered with US crisis intervention service The Trevor Project, and worked with 25 global suicide prevention organizations to support their provision of text and phone helplines

Creators including Patrick Starr, Gigi Gorgeous, Miles McKenna, Team2Moms and Shannon Beveridge led the rallying cry.

Social campaigns were activated in 34 countries worldwide, encouraging creators and consumers everywhere to share their #ProudToBe stories.

Our support is not only for Pride though. We are committed to LGBTQ+ support services such as New York City's LGBT Community Center, and commemorate LGBT History Month and International Transgender Day of Visibility. A permanent shelf on our US YouTube Spotlight channel showcases LGBTQ+ videos throughout the year.

The YouTube community stands up to be counted

International Day of the Girl

#GirlsCount

yt.be/cfc/IDG

1.3M+ 

video views to date

46 

creators involved

7 

celebrity partners

In the first 24 hours ONE.org's hero video generated more than 394K views, 10.5K comments and 3K mentions

Creators uploaded 67 videos

There are 130 million school-age girls in the world who don't have access to education.

YouTube believes in freedom of opportunity for everyone and wanted to help shine a light on this shocking statistic. On International Day of the Girl in October, YouTube Creators for Change partnered with international

NGO ONE.org to amplify their ongoing #GirlsCount campaign. This initiative is designed to remind the world that behind each number is a real girl. It's a campaign to give every girl the education they deserve – which in turn benefits the whole world.

Through #GirlsCount, we rallied the YouTube community, calling on some of the world's most talented musicians, influential activists, renowned athletes and YouTube creators. They each picked a number from 1 to 130 million, each representing one girl not in school, and created a video message on girls' education to mobilize their fans to follow suit.

Seven celebrity partners including Elizabeth Banks, Felicity Huffman, Kate Walsh and Michelle Monaghan, 46 YouTube creators and 13 international leaders took part in the movement, urging world leaders to get more girls into education.



Taken from #GirlsCount - Every Girl Has The Right To An Education
October 2017

Find Out More

Here's where to discover the inspiring ways in which YouTube Creators for Change has been amplifying positive voices over the first year of the program.

With every video created through our local initiatives, creator role models and brand moments we're approaching our goal – using the power of video to counter hate and replace negativity with empathy in communities worldwide.

Local Initiatives

Australia

sharesomegood.org

France/Belgium

yt.be/cfc/CFCFR

Germany

yt.be/cfc/CFCDE

Indonesia

yt.be/cfc/CFCID

Israel

yt.be/cfc/CFCIL

Spain

somos-mas.es

Turkey

yt.be/cfc/CFCTU

UK

yt.be/cfc/CFCUK

Brand Moments

#MoreThanARefugee

yt.be/cfc/WRD

#ProudToBe

yt.be/cfc/pride

#GirlsCount

yt.be/cfc/IDG

Ambassadors

Abdel En Vrai

yt.be/cfc/abdelenvrai

All India Bakchod

yt.be/cfc/allindiabakchod

Cameo Project

yt.be/cfc/CameoProject

Dina Torkia

yt.be/cfc/dinatokio

Francesca Ramsey

yt.be/cfc/chescaleigh

Humza Arshad

yt.be/cfc/Humza

John Green

yt.be/cfc/vlogbrothers

Natalie Tran

yt.be/cfc/NatalieTran

Omar Hussein

yt.be/cfc/OmarHussein

Fellows

Amani

yt.be/cfc/Amani

ArthurPrsl

yt.be/cfc/ArthurPrsl

BENI

yt.be/cfc/BENI

Datteltäter

yt.be/cfc/Datteltater

EmotionalFulls

yt.be/cfc/EmotionalFulls

Evelyn from the Internets

yt.be/cfc/EvelynFromTheInternets

Ezaldeen Aref

yt.be/cfc/EzaldeenAref

Film Maker Muslim

yt.be/cfc/FilmMakerMuslim

Gita Savitri Devi

yt.be/cfc/GitaSavitriDevi

I'mJette

yt.be/cfc/ImJette

İlker Gümüçoluk

yt.be/cfc/Ilker

ItsRadishTime

yt.be/cfc/ItsRadishTime

Jovi Adhiguna Hunter

yt.be/cfc/JoviHunter

JustKissMyFrog

yt.be/cfc/justkissmyfrog

Kamusal Mizah

yt.be/cfc/kamusal

KhanStopMe

yt.be/cfc/khanstopme

L-FRESH the LION

yt.be/cfc/LFRESHTheLION

Maha AJ

yt.be/cfc/MahaAJ

Myles Dyer

yt.be/cfc/mylesdyer

Niharika Nm

yt.be/cfc/NiharikaNm

Rosianna Halse Rojas

yt.be/cfc/RosiannaRojas

Shog AL Maskery

yt.be/cfc/ShogALMaskery

Subhi Taha

yt.be/cfc/SubhiTaha

SuperSamStuff

yt.be/cfc/SuperSamStuff

Swann Périssé

yt.be/cfc/swannperisse

Tazzy Phe

yt.be/cfc/TazzyPhe

Them Boxer Shorts

yt.be/cfc/themboxershorts

Zukar

yt.be/cfc/zukar

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pg 44

**Taken from '#GirlsCount — Every Girl Has The Right
To An Education'** pg 61

Tomer Foltyn pg 11, 26, 55

“

**MY HOPE IS TO GET MY VIEWERS
TO DO MORE THAN JUST SHARE
MY CONTENT ADDRESSING
SOCIAL ISSUES. I WANT THEM
TO FEEL MOTIVATED AND
EMPOWERED TO ACTUALLY GO OUT
AND DO SOMETHING ABOUT IT.**

”

Subhi Taha
Fellow, USA



“
USE YOUR VOICE
—
CREATE CHANGE
”