



WHAT DOES IT MEAN TO BE ME?

“Be Me” empowers ALL to explore who they are as individuals and gives them the boost they need to express themselves with confidence.

The Be Me Movement gives us all the power to confidently say:

I am perfect the way I am.

I love everything about myself.

I can use my abilities to change the world for the better.

THE BE ME PROJECT

DESIGN

Using digital art and graphic design, create a visual answering the question, "WHAT DOES IT MEAN TO BE ME?". It could be about what individuals in your company enjoy or how they define their authenticity. Images can be used on social media or put together into a reel.

BLOG

Be a featured article on our blog with your company's story answering the question: "WHAT DOES IT MEAN TO BE ME?". You can interview different employees to learn more about their "Be Me" story, showcasing the unique individuals that make up your company. What are you proud of? What do you like to do? What are your aspirations?

RECORD

Individually or as a group, create a 30 second video about "WHAT DOES IT MEAN TO BE ME?". Visit www.catiescloset.org/be-me-initiative and view 3 recent featured students for ideas. Please include a headline and your name with the video.

Your art, writing and videos, will be featured on our digital platforms, with your approval. Videos require a signed release form.

WHAT IS BE ME?



SETTING THE FOUNDATION

We've heard time and time again our students express the words, "Catie's Closet lets me be me".

"Be Me" is such a simple phrase, but it holds so much power.

Over the last 11 years, we've heard first-hand stories and witnessed incredible student transformations that continue to alter the way we view our work.

If there's one lesson we've come to learn after serving 70,000 students in 100 schools, it's this:

Our work goes so much farther than clothes and toiletries. Kids and teens who visit Catie's Closet do so because they desperately need help.

We've also witnessed trends among ALL children in our communities that demonstrate the deep societal and peer pressure kids experience. They are caught up in a chaotic world of which they have little control, and often feel completely alone in their circumstances.

Students of all ages experience a wide range of difficulties, including poverty, homelessness, exploitation, substance abuse, mental illness, bullying, loneliness, rejection, and so much more.

Underneath it all, they are children who want to be seen, heard and loved, just like all of us.

They want to feel worthy.

They want to feel free from the stresses of today and worries for tomorrow.

They want to be appreciated for who they are.

They wish to not be defined by their appearance, interests, opinions, economic status, family life, or any stereotypes they fall under.

In learning all of these critical characteristics about the children around us, we decided to take that "simple" phrase, "Catie's Closet lets me be me", and turn it into a **MOVEMENT**.

WHAT IS BE ME?



“BE ME” DEFINED

“Be Me” empowers kids to explore who they are as individuals and gives them the boost they need to express themselves with unapologetic confidence.

Our free, in-school closets give students resources that meet their most basic needs, but it’s the “Be Me” factor that truly gives them the freedom to love who they are and share themselves with the world.

Especially in these times, there is so much division between people in our communities, countries and world.

“Be Me” paves the way to create a world of tolerance and understanding.

It allows students to break free from their struggles and the opinions of others.

“Be Me” encourages all of us to accept who we are as individuals. It tells our students they are PERFECT the way they are, and when all of us adopt this message, we provide more confidence and courage to Be Me.

“Be Me” creates an environment built on complete inclusivity, where all voices are heard and respected.

It sets the foundation needed for each one of us to make our own difference in the world.

That foundation begins with this young generation and the Catie’s Closet mission of providing children with free access to their most basic necessities, which are absolutely essential to their mental, emotional and physical health, as well as their chances to obtain a strong education and achieve a successful future.



**VISIT OUR BE ME WEBSITE AT:
WWW.CATIESCLOSET.ORG/BE-ME**