



**STAND UP  
FOR SOMEONE'S  
RIGHTS TODAY**



**UNITED NATIONS  
HUMAN RIGHTS  
OFFICE OF THE HIGH COMMISSIONER**

## **UNA-USA & UN Human Rights Office “Stand Up for Someone’s Rights” Partnership A Backgrounder for Community and College Chapters**

**Overview:** UNA-USA and the UN Human Rights Office (OHCHR) have partnered to promote the new “Stand Up for Someone’s Rights” campaign in 2017-2018. The goal of the partnership is to empower a new generation of people in the U.S. to creatively amplify what they do in their daily lives to defend human rights as well engage their decision makers on human rights.

**What is “Stand Up?”:** The “Stand Up for Someone’s Rights” campaign is inspired by former First Lady and UNA-USA trailblazer Eleanor Roosevelt and her famous observation: “Where, after all, do universal human rights begin? In small places, close to home.” Launched by the UN Human Rights Office, the campaign is a reminder that human rights “start with each of us” and our communities standing together against intolerance, injustice, and discrimination. At its heart “Stand Up” seeks to raise awareness about the essential role of human rights in people’s everyday lives, and encourages people to support the human rights of others, in their communities and with their decision makers. In doing so, says the UN Human Rights Office, “local actions can add up to a global movement.” Please visit [www.standup4humanrights.org](http://www.standup4humanrights.org) to learn more.

### **Partnership Goals**

- 1. Amplify “Stand up for Someone’s Rights” campaign while recognizing leadership of the UN Human Rights Office and UN High Commissioner for Human Rights.**
- 2. Engage non-traditional actors and audiences in human rights programming emphasizing principles of tolerance, compassion, and respect; empower youth and others to play an active role in promoting human rights with others, including their decision makers.**
- 3. Cultivate a new generation of human rights activists among youth and others in the U.S. that creatively recognize the role of defending human rights in their everyday lives.**

### **The Opportunity for UNA-USA Members and Chapters**

- UNA-USA is issuing a call to engage in the campaign and will provide grants to its community and campus chapters across for “Stand Up” events with a focus on human rights.
- UNA-USA members can join an ongoing global social media campaign conversation using #Standup4humanrights and integrate the campaign in annual programming.
- UNA-USA will recognize the efforts of UNA-USA members and chapters participating in the “Stand Up” partnership

## What Issues Fall Under the “Stand Up” Campaign?

The UN Universal Declaration of Human Rights inspired the development of the international human rights system. Its 30 articles can provide inspiration for chapters thinking about what issues impact their community or school, and the wider world. Potential themes could include:

- ✓ Gender Equality
- ✓ Refugees
- ✓ Migrants
- ✓ LGBTI equality
- ✓ SDGs and Human Rights
- ✓ Climate Change
- ✓ Human Rights Treaties
- ✓ Sports and Human Rights
- ✓ Racial Inequality
- ✓ Rights of Persons with Disabilities
- ✓ Water Rights
- ✓ Right to Housing
- ✓ Human Trafficking
- ✓ Rights of Indigenous Persons
- ✓ Poverty
- ✓ Internet Freedom
- ✓ Youth Rights
- ✓ Labor
- ✓ Religion and Human Rights

## Partnership Timeline

- Kickoff of “Stand Up for Someone’s Rights” UNA-USA & UN Human Rights Office Partnership: June 2017
- “Stand Up for Someone’s Rights” Chapter Launches: June 2017-December 2018
- 70<sup>th</sup> Anniversary of the Universal Declaration of Human Rights “Stand Up” event with UN Human Rights Office (2018)



## How Can I Apply for a “Stand Up” Partnership Grant?

An online application on the UNA-USA website will accept applications for “Stand Up” grants (maximum \$1,000) from UNA-USA community and campus chapters. Special consideration will be given to applications that seek to engage other external organizations in their planning, especially partners new to engaging UN issues or the “human rights” space per se. Planners should be able to articulate how the event promotes the “Stand Up” theme, a communications plan, and partners they hope to engage. UNA-USA staff are available to assist chapters on event concepts and speaker engagement, etc. To view the application or visit: <http://genun.unausa.org/standup4humanrights>. For other ideas to promote “Stand Up,” visit: <http://genun.unausa.org/unastandup>.

## Questions

For more information, please contact Senior Program Manager for Human Rights Ryan Kaminski [rkaminski@unausa.org](mailto:rkaminski@unausa.org) and Youth Engagement Manager, Anna Mahalak, [amahalak@unausa.org](mailto:amahalak@unausa.org).