

ABOUT FREE THE CHILDREN

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in its innovative education and development programs in 45 countries. It was founded in 1995 by 12-year-old international child rights activist Craig Kielburger.

Since inception the organization has received the World's Children's Prize for the Rights of the Child (also known as the Children's Nobel Prize), the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network.

The primary goals of the organization are to free children from poverty and exploitation and free young people from the notion that they are powerless to affect positive change in the world. Through domestic empowerment programs and leadership training, Free The Children inspires young people to develop as socially conscious global citizens and become agents of change for their peers around the world.

Free The Children has built more than 500 schools around the world and has reached more than one million young people through outreach in North America.

EMPOWERING YOUTH AT THE LOCAL LEVEL

Free The Children's youth programming helps young people engage with social issues and realize they can make real contributions in their communities and in developing countries around the world. Through their participation, young people develop into socially conscious global citizens. Our youth programming includes:

- Fundraising and awareness campaigns
- Programs to educate and engage youth in global issues
- Inspirational and motivational speaking tours
- Summer camp leadership academies

EMPOWERING INTERNATIONAL COMMUNITIES

Free The Children's holistic development model, Adopt a Village, works in collaboration with communities to develop local capacity in the area of education and other basic needs. The Adopt a Village model is comprised of four program areas, which ensure that all community needs are met equally: education, alternative income, clean water and health care. All the components are dedicated towards achieving long-term sustainability of the community. Free The Children's development work is focused in the rural communities of Kenya, Sierra Leone, China, Sri Lanka, Ecuador, India and Haiti.



FAQs

1. What makes Free The Children so unique?

Unlike any other children's organization, Free The Children is both funded and driven by youth. Approximately 60 per cent of all its funding comes from youth-driven fundraising.

2. What percentage of donations is used for administrative cost and how much reaches children directly?

On average, nine cents of every dollar donated goes toward the organization's administrative costs, and ninety-one per cent of all donations go directly to helping children. Free The Children's annual report can be viewed at www.freethechildren.com.

3. How does Free The Children choose its areas of operation?

Free The Children has a history of working in the world's most remote and isolated areas. After conducting a thorough needs-based assessment with local community members and Free The Children staff, an area of operation is finalized.

4. How do people get involved with Free The Children?

Youth

By starting a Youth in Action Group, youth can get involved in their communities, raise awareness, and fundraise towards Free The Children's development work overseas. Youth coordinators and regional representatives provide regular leadership workshops, seminars and volunteer opportunities for young people to remain engaged.

Educators

Free The Children provides several curriculum and classroom activities designed for educators at the elementary and secondary levels. These resources enable educators to teach social issues and develop socially conscious global communities across the world.

General Public

By providing donations, the general public can help Free The Children raise awareness and fundraise for Adopt a Village. For tangible actions and fundraising ideas on how families and workplaces can get involved, they can visit the "Get Involved" section at www.freethechildren.com where they can find a downloadable family and office kit.



5. How do Free The Children and Me to We work together?

Me to We is a social enterprise. Volunteers on a Me to We trip help build schools. Speakers carry a message of action and hope. Leadership facilitators teach about youth leadership for global change. Me to We is designed to help support the work of Free The Children. Half of Me to We's annual profits on an annual basis are given to Free The Children with the other half reinvested to sustain the growth of the enterprise. The goal is to bring Free The Children's already low administrative rate down to zero in the next five years.

6. What is Free The Children's We Day?

Free The Children's We Day is an annual signature event featuring inspirational and motivational speeches and performances by leading activists, speakers and entertainers. It is a celebration of the power of young people to change the world. It's also the official kick-off to youth-led world-changing actions through the Adopt a Village program.

Two We Days are scheduled for 2010:

Toronto • September 30th • Air Canada Centre
Vancouver • October 15th • General Motors Place

For more information please visit:

www.freethechildren.com

For media inquiries please contact:

Lindsey Coulter, Director of PR & Publicity
647.259.3469 • lindsey@freethechildren.com