

VOW OF (SILENCE)

HOW-TO GUIDE

NOVEMBER 30, 2011. GO SILENT AND STAND UP FOR CHILDREN'S RIGHTS

We won't stand by while children are subjected to exploitation, poverty and the denial of their basic rights. Every day, millions of children are silenced by these abuses. But we can take a stand for children everywhere.

LAST YEAR 102,493 YOUTH TOOK THE VOW OF SILENCE IN 57 COUNTRIES AROUND THE WORLD.

On November 30, stay silent in solidarity with children who are silenced by the denial of their rights.

Visit the Vow of Silence website at www.freethechildren.com/vow to learn more about how you can spread the silence and download more campaign resources.



HERE'S HOW TO TAKE THE VOW:

1. LEARN THE FACTS.

Why are so many children kept silent?

Around the world, children are silenced because they are denied the right to education, forced to work as child labourers, or made sick because the water they drink is contaminated with bacteria. Take the time to learn more about the lives behind these issues, and the facts become as real as they are unbelievable. Raise awareness about why children worldwide are silenced. Share the facts. Tell their stories. Use your voice to make a difference.

Check out the facts below, and then take some time to learn more about these issues and the people behind them. There are plenty of great resources online, including www.freethechildren.com.

101 MILLION children worldwide are not receiving a formal education. More than half of them are girls.

215 MILLION children are forced to work as child labourers.

53% of child labourers are involved in dangerous work, in risk of injury, illness or death.

300 MILLION children under the age of five are currently living in areas affected by armed conflict.

ONE BILLION children are deprived of one or more services essential to survival and development.

ONE IN EVERY THREE children in developing countries are malnourished, suffering up to 160 days of illness each year.

64% of deaths in children under five were caused by infectious diseases. Pneumonia and diarrhea, both preventable diseases, accounted for one-third of all deaths under five years old.

2. SIGN YOURSELF OR YOUR GROUP UP!

At www.freethechildren.com/vow, fill out the registration form to get access to resources and support from a Free The Children youth programming coordinator.

3. SPREAD THE SILENCE.

Tell your friends, and your friend's friends. Tell anyone who will listen, that on November 30, 2011 for 24 hours you will be silent for children's rights.

- Change your Facebook status.
- Change your Facebook profile picture to one of the badges from www.freethechildren.com/vow.
- Put an "I am Silent" banner on your webpage or a blog.
- Download posters and other media including a video from the www.freethechildren.com/vow.
- Share Free The Children's Vow of Silence video with your family and friends and talk about why you're taking the Vow.



Well before November 30, let everyone know that you're participating in the Vow of Silence. This way you can start spreading awareness and raising funds—not to mention, avoid getting your friends mad at you for not saying "Hi"!

4. TAKE THE VOW ON NOVEMBER 30.

What does it mean to be silent?

Being silent can simply mean refraining from speaking out loud. It can also mean cutting yourself off from e-mail, Facebook, Twitter and text messaging. Or you can take it to the extreme and ban hand gestures, note writing, miming and using sign language.

Determine your level of participation based on what you are comfortable with and collect pledges based on how many hours you will stay silent and how far you will take your silence, from simply no words to no signals or communication of any kind! This campaign can be done individually or as a group working together to collect pledges and raise awareness.

However you choose to take the Vow, your silence will speak to the world.

5. MAKE IT COUNT.

By collecting pledges for donations, you are helping to support Free The Children's development projects and giving marginalized children around the world hope for a better future. Ask sponsors to pledge a donation for each hour, minute or second you remain silent, or for the 24-hour period as a whole. Use the pledge form template included at the end of this package or set up a personal fundraising page online.

You might also decide to hold an additional fundraising event, like a raffle or a bake sale, to support your campaign. Donations can be made in the form of cheques payable to "Free The Children" and can be sent to:

Free The Children - Youth Programming Dept
Re: Vow of Silence campaign
233 Carlton Street
Toronto, ON
Canada M5A 2L2

Set-up a personal
fundraising page online:
www.freethechildren.com/vowofsilence

Make sure to include a copy of your pledge form so that donors who contribute over \$10 can get a tax receipt.

6. BREAK THE SILENCE.

Once the campaign is over, it's time to make your voice heard!

How you decide to break your silence is entirely up to you, but get creative. Plan a party. Post an online video where you tell the world why you took the Vow. Whatever you do, do it loud and do it proud. If you're planning something special, we'd love to hear about it. E-mail us at: youth@freethechildren.com

Continue to learn about children's rights and make it your goal to spread awareness to anyone who's willing to listen. Keep up your amazing efforts, energy and enthusiasm, and never stop believing in your own power to change the world.

HOW TO SET UP AN ONLINE FUNDRAISING PAGE:

1. Go to www.freethechildren.com/vow.
2. Click on the **Fundraise and raise awareness** button on the main page.
3. Select how you would like to register:



Option A: Individual

Create your very own personal fundraising page.



Option B: Group

Create a fundraising page for your group. The group can be for your school or a team. Anyone in your group can join and help reach a fundraising goal.



Option C: Existing group

Search and register yourself for an existing fundraising page for a group. Find a group for your school or team and help your team reach a fundraising goal. You can join an existing team by putting in the team's name or the team captain's name in the search bar.

OPTION A AND B: AS AN INDIVIDUAL OR AS A GROUP

- Complete the registration questions to start a fundraising page for you or your group.
- Customize how others will view the fundraising page. Write a message and upload videos and images to make your fundraising page unique.
- You are officially registered for Free The Children's Vow of Silence campaign.
- Start raising awareness and funds on your own or as a group.

OPTION C: JOIN AN EXISTING GROUP

- Search for the group you would like to join. You can search for your school or team.
- Select and join the group of your choice.
- Complete the registration questions.
- You are officially registered to be part of your group's fundraising efforts for Free The Children.
- Start raising awareness and funds with your group.

You can share your own and your group's fundraising page. You can also have your personal fundraising page and belong to a group. Donations made through your personal fundraising page will then be automatically updated on your group's page.

HOW TO FUNDRAISE ONLINE:

Receiving online credit card donations:

- Share your **personal page URL** with family and friends to receive online donations.
- Supporters can donate online on your fundraising page, and your fundraising thermometer will be updated automatically.
- To share your group's fundraising page, you can find the URL under the section **My Team**. The group page URL is found below your personal page URL.

Receiving cash or cheques:

1. Collect cash and cheques from your supporters and count this toward your online fundraising total.
2. To see how this works, and to update the page yourself, watch the **How-to video** to make every donation count! How-to video can be viewed on your fundraising page.

VOW OF (SILENCE) DONATION PLEDGE FORM

PARTICIPANT INFORMATION

Full Name	Tel
Full Address	
Name of school	Are you taking the Vow with your school? Yes / No

If you are fundraising with your school, please indicate the project and country your school is supporting.
If you are fundraising individually, please indicate the project and country you are supporting.

Adopt a Village project: Education Health Care Clean Water Alternative Income Greatest Need

Free The Children country: China Ecuador Haiti India Kenya Nicaragua Sierra Leone Greatest Need

DONOR INFORMATION

Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N
Full Name	Phone	Amount Pledged \$	Tax Receipt*
Full Address			Y N
Postal Code	Email		Paid?
			Y N

PLEASE RETURN THIS PLEDGE FORM WITH YOUR FUNDS COLLECTED TO FREE THE CHILDREN.

Free The Children - Re: Vow of Silence campaign
233 Carlton St. - Toronto, Ontario - Canada - M5A 2L2
416.925.5894 info@freethechildren.com freethechildren.com
Canada Tax ID: 88657 8095 RR0001 United States Tax ID: 501© (3)-16-1533544

TOTAL AMOUNT PLEDGED THIS PAGE \$

TOTAL PLEDGED ON PREVIOUS PAGE \$

TOTAL AMOUNT PLEDGED \$

Remember: Free The Children strongly discourages youth from going door-to-door to collect pledges unless accompanied by a parent or legal guardian.

*Free The Children can issue charitable tax receipts for all donations over \$10

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in our innovative programs in more than 45 countries. The organization believes in a world where all young people are free to achieve their fullest potential and works to engage and empower youth at the domestic level to become active global citizens. Internationally, Free The Children has built more than 650 schools and school rooms, providing education to over 55,000 children every day. Visit www.freethechildren.com to learn more.