

ADOPT A VILLAGE: Alternative Income Campaign



Dear Youth Leader,

On behalf of Free The Children, congratulations on taking part in the Adopt a Village: Alternative Income campaign. This is a wonderful and exciting opportunity for you to play an important role as a global citizen.

It seems like yesterday that Free The Children was founded by a group of 12-year-old children dreaming of changing the world. Through the hard work and dedication of young people, and with the help of our remarkable adult supporters, the organization has grown into the world's largest network of children helping children through education.

At Free The Children, we believe that education is the key to breaking the cycle of poverty and ending the exploitation of children. To date, Free The Children's alternative income projects have directly benefited more than 20,000 people in Asia, Africa and Latin America. By participating in the Adopt a Village: Alternative Income campaign, you will have the opportunity to provide marginalized families with a sustainable source of income, supplying them with productive resources such as milking animals and sewing machines. These projects enable parents to earn a sustainable income, thereby allowing them to remove their children from dangerous working conditions and send them to school. This campaign kit will help you get started on your Adopt a Village: Alternative Income campaign. For a more detailed "how-to" guide, please visit the "Campaigns" section of the Youth Zone at www.freethechildren.com/youthzone.

We strongly recommend that you share this campaign kit and the enclosed letter with your adult mentor(s). By keeping them informed, they will be able to provide you with any support and advice you may need along the way.

We are always here to work with you, so please do not hesitate to contact us by email at youth@freethechildren.com or by phone at 416.925.5894.

Keep changing the world,
The Youth Programming Team

Free The Children at a glance

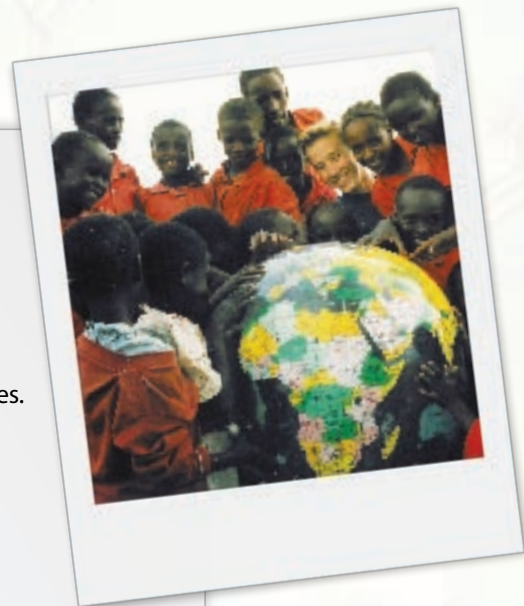
Did you know?

- Free The Children was founded in 1995 by international child rights activist Craig Kielburger at the age of 12.
- We have Youth in Action groups on every continent.
- More than 65% of all our donations received are from youth around the world.
- More than one million youth have been impacted by our programs in 45 countries.

Achievements

Through the voices and actions of young people, Free The Children has:

- Built and furnished more than 400 primary schools in Asia, Africa and Latin America, providing education to 35,000 children every day
- Shipped \$9 million US in essential medical supplies and built primary health centers directly impacting the lives of over 500,000 people in 40 countries
- Implemented alternative income projects for marginalized women and their families, helping more than 20,000 people
- Provided 125,000 people with access to quality sanitation and water
- Been nominated three times for the Nobel Peace Prize
- Formed partnerships with the United Nations and Oprah's Angel Network



FREE THE CHILDREN

www.freethechildren.com

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End the exploitation of children, and share the gift of education through alternative income projects

Around the world, many young children cannot go to school because they are forced to work to help support their families. In areas of low employment, poverty is the normal state of affairs, and parents do not have the skills or the money to provide for their children.

Recognizing that parents want to provide for their children, Free The Children implements alternative income projects that give impoverished families a sustainable source of income. When parents can meet their basic income needs, they are able to remove their children from dangerous working conditions and send them to school.

Did you know?

- 246 million of the world's children work as child labourers.
- Almost three-quarters of these child labourers (171 million) work in hazardous conditions: with dangerous machinery, with chemicals and pesticides or in mines.
- Every year, 22,000 children die in work-related accidents worldwide.
- Alternative income projects work to achieve the development goals of reducing child labour, increasing school attendance rates and improving literacy rates.

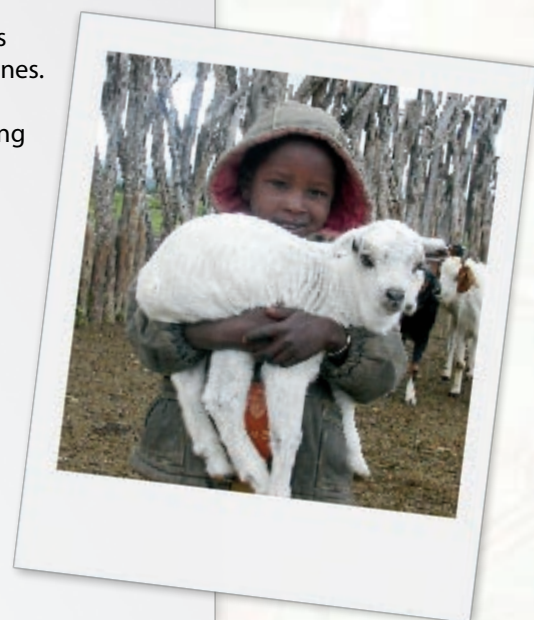
Alternative income projects help!

Empowering Women: Alternative income projects empower women by supplying them with productive resources such as milking animals and sewing machines to support their families and increase their savings rates.

Personal Development: Alternative income projects enable parents to earn a sustainable income, providing them with a sense of dignity and self-worth.

Community Development: Alternative income projects encourage people to become involved as active village members, promoting economic and social development in their communities.

Human Capacity Development: Alternative income projects enable people to develop the necessary skills they need to support their families and contribute to their communities.



Adopt a Village: Alternative Income Campaign Overview

By participating in the Adopt a Village: Alternative Income campaign, you will raise awareness on children's rights issues and raise money to implement alternative income projects in developing countries. Free The Children implements alternative income projects in poor and marginalized communities in Kenya, Sierra Leone, China and Sri Lanka.

In this kit, you will receive a very cool and colourful poster of a village which you can display in a central place to educate, motivate and inspire everyone who sees it. You will also receive stickers of cows, goats, pigs and sewing machines. Each sticker has a printed dollar value, ranging from \$50 for a goat, to \$250 for a sewing machine. As you reach your fundraising goals, you will add new stickers to the poster of the village. Once your poster is filled, your group will have raised enough money to provide a community with sources of alternative income that will allow them to send their children to school.

Make sure to familiarize yourself with this kit: the more you know and understand, the more prepared and passionate you will be when working with donors and volunteers. For a more detailed "how-to" guide, please visit the "Campaigns" section of the Youth Zone at www.freethechildren.com/youthzone. Once you have implemented alternative income projects, you can continue to support the same village through Free The Children's schoolbuilding and water and sanitation projects – just ask us how!



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Get involved, get set, go!

Step 1: Build your team



Build a team of enthusiastic and energetic volunteers! In organizing your team, consider classmates who might already be involved in social justice issues and teachers/adults who are prepared to lend a helping hand.

An organized and motivated team will be essential to making your Adopt a Village: Alternative Income campaign successful. Depending on the size of your school and your goals, we recommend that you establish a core planning committee of five to ten people, including at least one adult or teacher mentor to support you. In addition to your core planning committee, you will need lots of volunteers to help implement the campaign – this larger group of volunteers is your “Minga Team”!

Minga: A term used by the indigenous societies of Central and South America, meaning “the coming together of people for the betterment of all.” It refers to a group of occasional volunteers who contribute their talents and efforts towards the goals of the team.

Step 2: Set your goals



Clearly establish your goals and objectives as soon as your core planning committee has been formed. In setting your goals, you may wish to read more about Free The Children’s overseas projects at www.freethechildren.com/programs. Your group can decide which country and project to support – more information is available in this campaign kit.

Step 3: Fundraise



After setting your goals, it’s time to TAKE ACTION!

As you plan your actions, make sure that your events are scheduled appropriately so that you have time to publicize, gather volunteers and book the spaces you will need. Throughout your campaign, consider organizing a variety of events – simple as well as complex ones – to help you reach your goals and beyond!

Remember to take advantage of your Alternative Income poster by hanging it in a visible place, such as the cafeteria, classroom or hallway. It is a great tool to track your progress, and it will help you to keep your entire school or organization up-to-date and excited about your alternative income project!

For a list of incredible fundraisers, please visit the “Make It Happen” section of the Youth Zone at www.freethechildren.com/youthzone. You can also send us an email at youth@freethechildren.com – we’d love to work with you!



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Making a Difference: Youth in Action

Nechako Valley Secondary School
Vanderhoof, British Columbia



In a small town in British Columbia, half a world away from the areas of Southeast Asia that were destroyed by the Tsunami, a dedicated group of young people were on a mission.

Shocked by the Tsunami's devastation, the youth of Nechako Valley were determined to help those living on the hard-hit East coast of Sri Lanka.

They held various fundraisers including a student-teacher benefit hockey game and a "Celebration of Music" concert featuring students of all ages. Both events were extremely successful, and, in addition to being exceptionally fun, they enabled Nechako Valley to raise over \$1,600 CAD to help Tsunami victims through the Adopt a Village: Alternative Income campaign and other Free The Children projects.

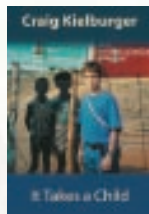
Through their hard work, the students were able to purchase goats, pigs and sewing machines to provide sustainable sources of income for a Tsunami-affected community in Sri Lanka.

Books and Resources



Free The Children

Written by Craig Kielburger on his return from Asia at age 13, the book *Free The Children* tells the remarkable story of his encounters with some of the most disadvantaged children on Earth.



It Takes a Child

It Takes a Child is an inspirational and educational video about Craig Kielburger, founder of Free The Children, and the work he does at an international level. *It Takes a Child* was a gold medal winner at the New York City Film Festival.



Take Action! A Guide to Active Citizenship

Written by Marc Kielburger and Craig Kielburger, *Take Action!* is a step-by-step guide to active citizenship that equips young people with the tools they need to make a difference.



Me to We: Turning Self-Help on its Head

Written by Craig and Marc Kielburger, *Me to We* sheds light on the remarkable personal and community benefits of the Me to We philosophy, including the redefinition of success, happiness and community.

Contact Us

Please feel free to contact us with any questions and comments, or for more information.
We also encourage you to send us updates and pictures of your
Adopt a Village: Alternative Income campaign.

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