

ADOPT A VILLAGE: Clean Water Campaign



Dear Youth Leader,

On behalf of Free The Children, congratulations on taking part in the Adopt a Village: Clean Water 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.

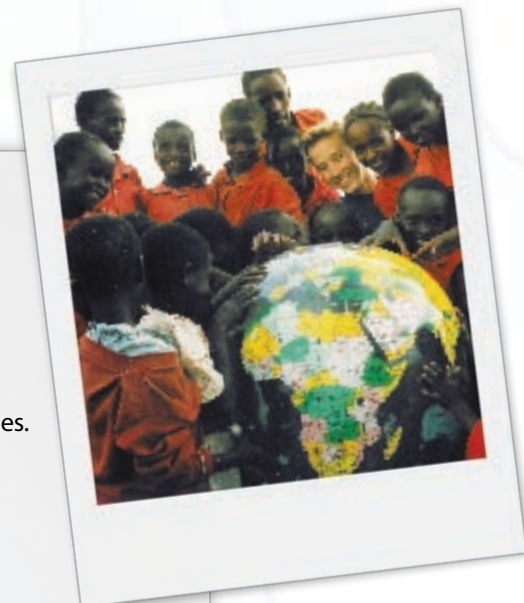
At Free The Children, we believe that education is the key to breaking the cycle of poverty and ending the exploitation of children. By participating in the Adopt a Village: Clean Water campaign, you will have the opportunity to improve the health of poor and marginalized children in developing countries, thereby enabling them to attend school and providing them with a chance for a brighter future. To date, we have provided over 125,000 people with access to clean water and sanitation. This campaign kit will help you get started on your Adopt a Village: Clean Water 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



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ADOPT A VILLAGE: Clean Water Campaign



Improving the lives of children through clean water

By providing clean water to villages, we are helping to improve the health of communities and allowing more children, especially girls, to attend school.

Did you know?

- Every year waterborne bacterial diseases kill an estimated 1.5 million people, the majority of whom are children.
- Approximately 1.1 billion people worldwide lack access to safe water and 2.6 billion lack access to basic sanitation.
- A lack of clean water and sanitation is responsible for 1.6 million preventable child deaths each year. Millions more children suffer from waterborne illnesses, such as typhoid, worms and diarrhea.
- The lack of access to safe water and sanitation denies children their right to basic education, especially girls, as they may be too busy fetching water and therefore cannot attend school.
- At a cost of \$11.3 billion US annually – less than 6 days of global military spending – we can provide clean water to more than 550 million people and basic sanitation to more than 1.3 billion people over the next decade.

Clean water and basic sanitation helps!

Empowering Women: Clean water sources in communities enable women to receive an education and develop the skills and capabilities to support their families and contribute to their communities.

Improving Health: Clean water and basic sanitation drastically reduce child mortality rates and improve the quality of life for children and adults.

Community Development: Clean water and adequate sanitation provide people the time and capability to become socially involved which leads to economic and social development in their communities.

Personal Development: Clean water and proper sanitation lead to a better quality of life, contributing to a person's sense of dignity and self-worth.



Adopt a Village: Clean Water Campaign Overview

By participating in the Adopt a Village: Clean Water campaign, you will raise awareness on the importance of clean water and sanitation as well as funds to implement clean water projects in developing countries. Free The Children implements water and sanitation projects in poor and marginalized communities in Kenya, Sierra Leone, China and Sri Lanka.

The Adopt a Village: Clean Water campaign is centered on the concept of raising funds for water and sanitation projects 'drop by drop.' In this kit you will receive a cool and colourful poster of a family collecting water. Display this poster in a central place to educate, motivate and inspire anyone who sees it. You will also receive stickers of the water drops needed to fill the family's bucket with clean water. As you reach your fundraising goals, you will add new water drops to the poster. Once your poster is filled, your group will have raised enough money to implement clean water and sanitation projects in Kenya, Sierra Leone, China or Sri Lanka.

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 water and sanitation projects, you can continue to support the same village through Free The Children's alternative income and schoolbuilding 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: Clean Water 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 Clean Water 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 water and sanitation 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

Cedar Park United Church
Pointe Claire, Québec



The youth of Cedar Park United Church are the epitome of Youth in Action. Cedar Park organized various fundraising activities to support Free The Children projects in Sierra Leone and China.

On May 28th, 2005 they organized a very successful "walk-a-thon." Through this fundraiser, they were able to raise money to build a water well in Sierra Leone. At the walk-a-thon, they had an African dance performance and a former child soldier from the Kono district of Sierra Leone as the guest speaker.

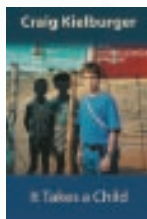
Cedar Park succeeded in raising \$7,500 CAD to build a community well in the Kono district of Sierra Leone through the Adopt a Village: Clean Water campaign!

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: Clean Water campaign.

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