

# Brick by Brick: Education for All Campaign



**Dear Youth Leader,**

On behalf of Free The Children, congratulations on taking part in the Brick by Brick: Education for All 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.

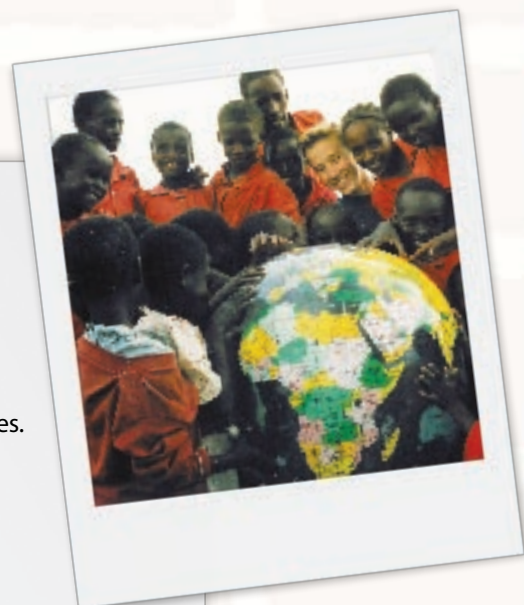
At Free The Children, we believe that education is the key to breaking the cycle of poverty and ending the exploitation of children. To date, we have built and outfitted more than 400 schools, providing education to more than 35,000 children every day. By participating in the Brick by Brick: Education for All campaign, you will have the opportunity to provide poor children in developing countries with an education and the chance for a brighter future. This campaign kit will help you get started on your Brick by Brick: Education for All campaign. For a more detailed "how-to" guide, please visit the "Campaigns" section of the Youth Zone at [www.freethechildren.com/youthzone](http://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](mailto: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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[www.freethechildren.com](http://www.freethechildren.com)

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## Breaking the cycle of poverty and ending exploitation through education

Education is the key to breaking the cycle of poverty and ending the exploitation of children. It allows children to lead independent and healthy lives, empowering them with the knowledge that will enable them to reach their full potential.

### Did you know?

- Nearly 100 million children around the world between the ages of six and eleven are denied the opportunity to attend school. These numbers are equivalent to every child in North America and Europe being denied schooling.
  - The majority of children not attending school are girls.
  - More than 90% of disabled children do not attend school.
- 20% of primary school children in developing countries drop out before completing five years of education – the minimum required for basic literacy.
- 771 million adults worldwide cannot read or write, two-thirds of which are women.
- The goal of Education for All is achievable! To provide every child in the world with a primary education will cost an additional \$9 billion annually – the same as four days of global military spending.

### Education helps!

**Improving Health Education:** Education reduces the number of infant and maternal deaths and the incidence of HIV/AIDS and other diseases.

**Personal Development:** Education empowers people and gives them a sense of dignity and self-worth.

**Community Development:** Education leads people to become socially involved, promoting economic and social development in their communities. Education also fosters democracy, equality, justice, dignity and respect for human rights.

**Human Capacity Development:** Education enables people to develop the necessary skills that they need to contribute to their communities.

**Environmental Sustainability:** Education promotes sustainable development, as it allows people to better understand the environment and their place within it.



## Brick by Brick: Education for All Campaign Overview

By participating in the Brick by Brick: Education for All campaign, you will raise both awareness on the importance of education as well as the necessary funds to build schools in developing countries. Free The Children builds schools in poor and marginalized regions in Kenya, Sierra Leone, China and Sri Lanka.

The Brick by Brick campaign is centered on the concept of building a school “brick by brick.” In this kit you will receive a cool and colourful poster of a school which you can display in a central place to educate, motivate and inspire everyone who sees it. You will also receive the paper bricks to “build” your school from the ground up. As you reach your fundraising goals, you will add new bricks to the poster of the school. Once your poster is filled, your group will have raised enough money to build a school 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](http://www.freethechildren.com/youthzone).

Once you have built your school, you can continue to support the same village through Free The Children’s alternative income 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 Brick by Brick: Education for All 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](http://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 Brick by Brick 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 schoolbuilding project!

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



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## Making a Difference: Youth in Action

St. Francis Preparatory School  
Fresh Meadows, New York



The Free The Children Youth in Action group from St. Francis Preparatory School in Fresh Meadows, New York was able to raise \$7,900 US to help build a primary school in the Fengshan Li community in China. This community is located in the Gansu Province, where the average annual income per family is less than \$92 US. The new school provides education to more than 350 students between the ages of eight and twelve.

To reach their goals, the group sought sponsorship from their peers, community members and local businesses for paper "bricks," selling the bricks for between \$5 and \$100 US, depending on their size. At the end of the fundraiser, all the paper bricks were put together and displayed at their school. In addition, the group organized a volleyball tournament among different grades where they sold raffle tickets for donated prizes.

All funds raised from the "bricks" and the raffle were donated to Free The Children's schoolbuilding program in China.

## 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  
Brick by Brick: Education for All campaign.

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