

ME
TO
WE

FREE THE
CHILDREN

CHANGING THE WORLD
ONE ACTION AT A TIME | *at home and at work*

Dear Friend,

Changing the world sometimes sounds daunting. But we've learned over the years that change doesn't start with the big gestures. It starts with the little ones. It starts by giving one child access to education or building one school. It starts with a moment of inspiration, igniting your child's desire to make a difference in their own community. It starts with volunteering as a family. It starts with a corporate culture that cares.

If we come together, those small actions ripple across our local and global communities. They become the movement of *We*. Because *We* can change the world. As we launch a new year of exciting initiatives with domestic and international impact, we know that you are an integral part of it.

Join us! Together, anything is possible.



Marc
 Marc Kielburger
 Co-Founder of Free The Children
 Co-Founder and Co-CEO of Me to We

Craig
 Craig Kielburger
 Co-Founder of Free The Children
 Co-Founder of Me to We



ABOUT FREE THE CHILDREN

Founded in 1995 by human rights activist Craig Kielburger, Free The Children is an international charity and educational partner that believes in a world where all young people are free to achieve their fullest potential as agents of change. We work internationally to free children from poverty and exploitation through a holistic and sustainable development model called Adopt a Village. Domestically, we offer innovative programs that educate, engage and empower youth to become agents of change.

Learn more at freethechildren.com  facebook.com/freethechildren



ABOUT ME TO WE

Me to We is an innovative social enterprise that provides better choices for a better world. Offering socially conscious and environmentally friendly products and life-changing experiences, Me to We measures the bottom line not by dollars earned, but by the number of lives changed and the positive social and environmental impacts made. Half of Me to We's net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission.

Learn more at metowe.com  facebook.com/metowe

5 REASONS TO GET ENGAGED WITH FREE THE CHILDREN AND ME TO WE.

- **Make a meaningful difference**
 Use your time and money to make a tangible impact in your local and global communities, as a family or as an employee.
- **Strengthen your relationships**
 Build a stronger connection with friends, family and coworkers in meaningful ways through unique, shared experiences.
- **Empower the next generation**
 Encourage, educate and support youth in their efforts to make a difference, whether in your own home or as a socially conscious company.
- **Connect with like-minded people**
 Take part in team-building at the office and engage as a family with a common purpose to make a difference in the world.
- **Tangibly track the impacts your actions make**
 See the impact of your actions, whether through the socially conscious choices you make every day, or through your donations overseas.

Get involved
 and start *changing the world*

Every day, we make decisions that impact our family, our workplace, our community and our world. At Free The Children and Me to We, we believe that your everyday actions can and should make a difference.

Build schools and make education your cause

57 million children around the world are not in school.

Imagine a future where every child is free to go to school. Together, we can build that future—one brick, one school at a time.

Take part in Free The Children's year-long initiative to build 200 schools around the world. Every \$20 you raise will provide one brick—the cornerstone of a new school. Work together as coworkers or as a family and fundraise \$10,000 to build an entire school, giving a generation of learners the tools they need to become leaders.

Build a school by donating at freethechildren.com/schools.

“Education is the most powerful weapon we can use to change the world.”

NELSON MANDELA

HELP A GIRL ACHIEVE HER DREAMS

Send a girl to high school in Kenya at Kisaruni or Oleleshwa All Girls Secondary School and change her life forever. With \$2,500, you can support her for a year. Or, provide all four years of her high school education for \$10,000. Give the gift of education at freethechildren.com/donate.

MAKE YOUR CHANGE COUNT

For every \$20 in coins that you collect at the office or with your family, you will provide a brick for a new school overseas. You can change a child's world through education. Sign up at freethechildren.com/wecreatechange.

**WE
CREATE
CHANGE**

MADE POSSIBLE IN CANADA BY



Equip children overseas with school supplies

Fundraise with the ABC Education Rafiki Friend Chain.

Every unique, handmade ABC Education Rafiki Friend Chain equips a child overseas for school for one year—supporting the gift of education in Free The Children communities. Each purchase also empowers a Maasai mama who earns a fair wage to send her children to school, and helps an educated consumer make a socially conscious fashion statement.



Purchase rafikis in bulk for your fundraising efforts at metowe.com/abcbulk. Or, get your rafiki today at metowe.com/abc or 1.647.288.0104 ext. 1912.



DID YOU KNOW?

When you purchase an ABC Education Rafiki Friend Chain, you can track its impact with a special code to see where your life-changing gift was delivered. Look for this code on your rafiki's packaging.

TRACKYOURIMPACT.COM

Academy and GRAMMY award-winning actress and musician, Jennifer Hudson proudly wears her ABC Education Rafiki Friend Chain.



Volunteer overseas on an *unforgettable* adventure

The perfect adventure to connect with coworkers or family members.



Entrepreneur and philanthropist, W. Brett Wilson is also a former panelist on CBC's *Dragons' Den*.

At Me to We, we believe a trip should be life-changing. That's why we offer personalized volunteer adventures to Kenya, India and Ecuador for families, individuals and corporate teams, where you can learn first-hand about the joys and challenges of life in developing communities. (For our transformative youth volunteer trips, see page 8.)

Each Me to We Volunteer Adventure sends you on a journey of hands-on school-building, cultural education, community immersion, adventure and discovery in Free The Children's communities.

Find out more at metowe.com/trips.



bogani | KENYA

Immerse yourself in the culture of the Maasai and Kipsigis people. Reflect on your day's adventures at our Bogani Cottages and Tented Camp, set in the spectacular landscape of Kenya's Maasai Mara.

araveli | INDIA

Connect with community members and explore India's culture and tradition, while surrounded by the picturesque pink hills of Rajasthan. Recharge every night at our Araveli Cottages and Tented Camp.

MINGA LODGE | ECUADOR

Spend your days volunteering in an Ecuadorian community and contemplate each day's events at the Minga Lodge,* while watching the sun set behind the Amazon rainforest and on the river below.

*Our Minga Lodge is named after the Ecuadorian tradition of the minga, where the community gathers together to help each other.



BOOK YOUR TRIP TODAY!

Call 1.877.638.6931 ext. 540
or email us at
reservations@metowe.com.

THE FAMILY TRIP OF A LIFETIME

- Create life-long family memories
- Strengthen family bonds
- Build a lasting family legacy
- Make a tangible difference in a community overseas
- Increase your awareness of global issues

A TRANSFORMATIVE CORPORATE EXPERIENCE

- Foster camaraderie and friendship with colleagues
- Gain leadership skills and enhance team dynamics
- Create a corporate culture of global-mindedness
- Stand out from the crowd as a company that cares
- Make a tangible difference in a community overseas

Brendan & Sandra Caldwell and family on a Me to We Volunteer Adventure in the Maasai Mara.

Transformative experiences “ for your children

Encourage your child to embark on an adventure and make a tangible difference overseas. Your child will come back with a new perspective and a deep desire to continue making a difference, whether in their own community or overseas.

This will be my fifth summer with Me to We trips and I can honestly say that the experiences you get from all these trips will change your life! Whether it be the daily interactions with the kids in the community, meeting other world-changers like yourself, or helping lay the foundation for a new school, these different activities will definitely change the way you see the world!”

—BRENNAN WONG,
YOUTH TRIP PARTICIPANT

5 REASONS TO SEND YOUR CHILDREN ON A ME TO WE YOUTH VOLUNTEER TRIP

- 1 Community interaction.** Through meaningful interactions, they will get to know community members in Adopt a Village communities.
- 2 Cultural immersion.** They will experience local culture by taking part in the community's day-to-day activities.
- 3 Hands-on volunteering.** Working in partnership with the community, they will help build a school and make a real difference.
- 4 Leadership development.** They will be equipped with the skills to act on their new-found knowledge.
- 5 Connection with peers.** They will join a global network of like-minded youth who want to make a difference in the world.

CHOOSE FROM SEVEN LOCATIONS TO SEND YOUR CHILD TO CHANGE THE WORLD



Kenya

India

Ecuador

Nicaragua

Ghana

Rural China

The Amazon

Book a trip at metowe.com/trips or call 1.877.638.6931 ext. 510.

SEND YOUR CHILD TO TAKE ACTION CAMP

Not your typical summer camp

Send your child to Take Action Camp and give them the tools to stand up and make a difference. The week-long, social issues-themed summer camps are designed to give youth the skills, confidence and peer support to grow as leaders and improve their world. Returning participants are also offered the chance to register for advanced leadership training in specific streams—Arts and Activism, Journalism for Justice and Social Innovation!

Why our summer camp?

Your child will:

- Meet others who share their interests
- Learn to think critically about social issues and develop leadership skills
- Take part in hands-on volunteering in the local community
- Learn from facilitators who have travelled and volunteered around the world
- Find their passion and receive support to make a difference in their local and global communities after camp

Register now at takeactioncamp@metowe.com or call 1.877.638.6931 ext. 510. Find out more at metowe.com/camp.

Take Action Camps take place at the Me to We Leadership Centre in Bethany Hills, Ontario, and at the Windsong Peace & Leadership Center, Arizona, USA.



Donate and make a *tangible difference* in developing communities

Step by step we work with communities to empower them to break the cycle of poverty. Join us on this journey! Encourage family values and create a corporate culture that cares by supporting our holistic and sustainable development model, Adopt a Village, which provides Education, Clean Water and Sanitation, Health, Alternative Income and Livelihood, and Agriculture and Food Security to rural and marginalized communities. We work in eight countries: Kenya, India, Ghana, Nicaragua, Ecuador, Haiti, Sierra Leone and rural China.



Give *meaningful gifts*

Show you care. Share the special occasions by giving a gift that keeps on giving. For birthdays, holidays, retirement or office events, you can honour family, friends and coworkers by giving one of the gifts below. Buy a gift at freethechildren.com/donate.

<p>\$50</p> <p>THE GOAT THAT GIVES BACK</p>	<p>\$150</p> <p>CAPITAL FOR A WOMAN TO START A SMALL BUSINESS</p>	<p>\$500</p> <p>SIX-MONTH LUNCH PROGRAM FOR A SCHOOL</p>

WHERE YOUR MONEY GOES

90% OF DONATIONS SUPPORT OUR PROGRAMMING.

ONLY 10% GOES TOWARDS OUR ADMINISTRATIVE RATE.

WITH EVERY DONATION ITEM

You will receive a free printable card or ecard to give to your gift recipient.

BECOME A MONTHLY DONOR

Through reliable monthly donations, you can empower communities in a sustainable way, creating social change every month of the year. For more information, visit freethechildren.com/monthlygiving or email monthlygiving@freethechildren.com.

Shop *socially conscious* gifts for the office

Each Me to We product tells a story and leaves a lasting mark on the world. When you wear an accessory made by a Maasai mama in Kenya, you are helping her support her family and send her children to school. When you give a Me to We T-shirt to your son or daughter, you know it's not only stylish, it's made with sustainable materials and without child labour. Every Me to We product you buy makes the world a better place.



BUY IN BULK FOR ALL YOUR CORPORATE GIFTING NEEDS

Honour coworkers, employees and clients with a meaningful gift that reinforces your values, and helps build a culture of social responsibility. Ask about customizations and bulk discounts at corporategifts@metowe.com or 1.647.288.0104 ext. 1909.



- Model is shown wearing
- 1 | Teardrop Beaded Earrings in jewel
 - 2 | Tatu Brass Three Wrap Bracelet in raspberry
 - 3 | Rafiki Friend Chain in jewel
 - 4 | Tatu Brass Three Wrap Bracelet in navy and jade
 - 5 | Pamoja Unity Bracelet in matte mint

SHOP SOCIALLY CONSCIOUS STYLE ONLINE

Get started at metowe.com/shop.

World-Changers Birthday Collection
Pencil
\$4.95



Be The Change Collection
Blue with Green
\$4.95



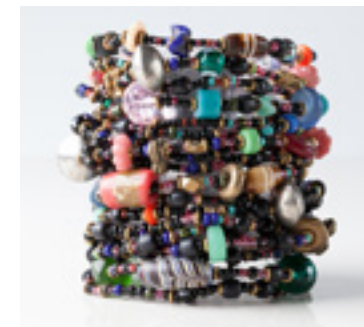
The Power of We Day
\$29.95



Be The Change Tee in blue
\$34.50



Turkana 19 Strand Pamoja in jewel
\$149.99



Tatu Brass Three Wrap Bracelet in black
\$34.99



Tassel Clutch in black
\$179.99



COLLECT ALL FIVE RAFIKI FRIEND CHAINS.

Proceeds from the sale of any of these impact Rafiki Friend Chains are directed toward the Adopt a Village pillar it supports.



Get all five at metowe.com/shop.

TRACK YOUR IMPACT!

Enter the unique code online from your special impact Rafiki Friend Chains and Me to We Cards to see where your life-changing gift was delivered.

WE GIVE **SCHOOL SUPPLIES** **YEAR**

ENTER YOUR CODE **1234 5678**

TRACKYOURIMPACT.COM



Inspire your organization and school and host a *dynamic speaker*

Spark your motivation to make a difference. Bring a Me to We speaker to your workplace or your child's school. Our speakers have touched the lives of more than one million people, and their stories and messages inspire, motivate and transform perspectives. Able to tailor their keynote for any event, including corporate conferences, general meetings, school assemblies, faith-based conferences or family gatherings, our speakers have also made appearances on *60 Minutes*, *Piers Morgan Live*, the *Oprah Winfrey Show* and CTV's *W5*.

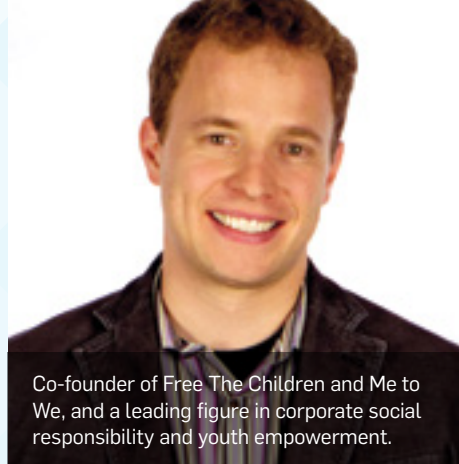
Learn more at metowe.com/speakers.
Or, book a speaker by calling **1.877.638.6931 ext. 551** or by emailing speakers@metowe.com.

CRAIG KIELBURGER



Humanitarian, social activist, bestselling author, and co-founder of Free The Children and Me to We.

MARC KIELBURGER



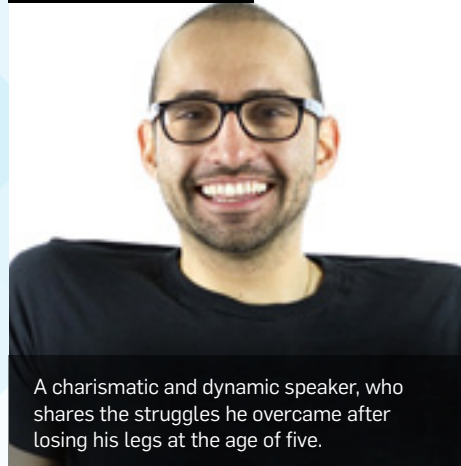
Co-founder of Free The Children and Me to We, and a leading figure in corporate social responsibility and youth empowerment.

ROXANNE JOYAL



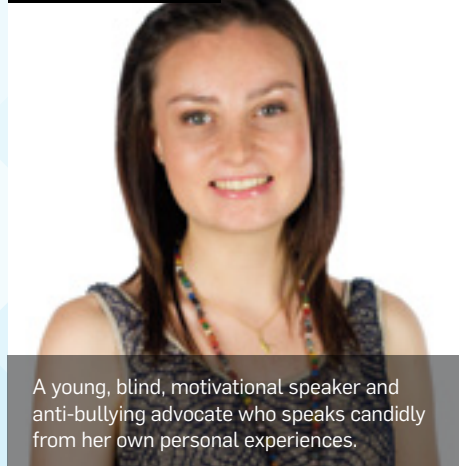
Co-CEO of Me to We and a founder of Me to We Artisans, Roxanne is an innovative business leader, activist and designer.

SPENCER WEST



A charismatic and dynamic speaker, who shares the struggles he overcame after losing his legs at the age of five.

MOLLY BURKE



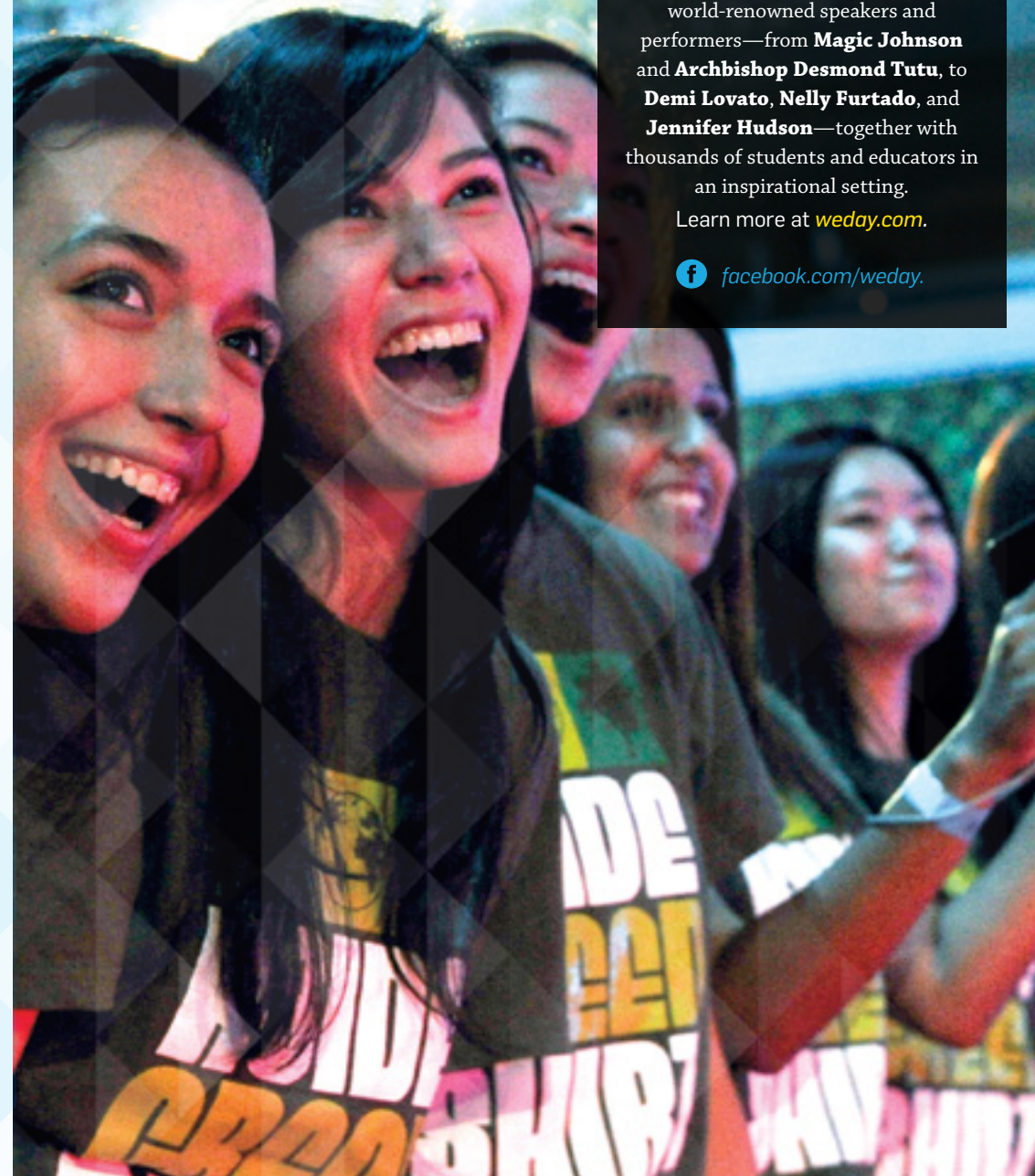
A young, blind, motivational speaker and anti-bullying advocate who speaks candidly from her own personal experiences.

CHRIS TSE



A poet, inspirational speaker and journalist who has travelled across South America, Europe, Asia and the U.S., using his spoken word as a channel for social justice issues.


Experience the movement of our time



We Day empowers a generation of young global citizens through an inspirational event and a year-long educational initiative called We Act.

This stadium-sized event connects world-renowned speakers and performers—from **Magic Johnson** and **Archbishop Desmond Tutu**, to **Demi Lovato**, **Nelly Furtado**, and **Jennifer Hudson**—together with thousands of students and educators in an inspirational setting.

Learn more at weday.com.

 facebook.com/weday.

Volunteer at We Day

Join us in inspiring a generation of youth to change the world. Volunteer at We Day with your family or your coworkers and experience a day you won't forget.

Sign up at weday.com/volunteer.

Help inspire your child's school

Getting your child's school involved is easy with We Act, a free, year-long program that offers educational resources, support staff and the tools to educate, engage and empower young people to take action on social issues. As part of the We Act program, schools earn their way to We Day by taking on a local and a global action.

Sign up at weday.com/weact.

Sponsor We Day

Encourage your company to become part of the We movement. By sponsoring We Day, your company can take a leading role in empowering youth, promoting volunteerism and building communities across North America. Be a brand that cares!

Learn more at weday.com/sponsorweday.

WE 365 GET YOUR KIDS CONNECTED.

WATCH THEM CHANGE THE WORLD, EVERY DAY.

Launching in Fall 2013.

App available for download on BB10, Android and iOS.

Sign up at We365.com.

For every sign up a child overseas will get inoculated.*



ON WE365, YOUR CHILD CAN:

- Track volunteer and fundraising activities
- Share how they're making a difference
- Find causes they're passionate about
- Win scholarships and grants by completing challenges

AN INITIATIVE OF

FREE THE CHILDREN

TELUS

*Valid for every We365 sign up until early 2014.

FREE THE CHILDREN

Free The Children International Office
233 Carlton Street
Toronto, ON
M5A 2L2
Tel: 1.416.925.5894
Fax: 1.416.925.8242

ME TO WE

Me to We Toronto
225 Carlton Street
Toronto, ON
M5A 2L2
Tel: 1.416.964.8942
Fax: 1.416.964.2199

Me to We Store
223 Carlton Street
Toronto, ON
M5A 2L2
Tel: 1.416.964.8942 x 601

Thank you to Scott Ramsay, V. Tony Hauser, Revival Arts and Michael Rajzman for photo contributions.

TICO # 50017614

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