

ME  
TO  
WE

FREE THE  
CHILDREN



---

BE A TEACHER

*who changes the world*

---

Dear Educator,

We know from experience how much of an impact a teacher can have. It was a teacher who saw Craig and his classmates—just 12 years old at the time—raising awareness about the issue of child labour and looking for more ways to take action. This educator gave guidance and support to our small band of shameless idealists when we needed it most.

Eighteen years later, teachers still help drive our movement as our network expands to include 2.3 million youth around the world.

With a comprehensive series of campaigns, programs and experiences, Free The Children and Me to We provide you with the tools to engage your students in issues-based learning and active citizenship—in and outside the classroom.

It starts with a spark that inspires one student to try and change the world. But it doesn't end there. If we come together, those actions will carry across our local and global communities. They become the movement of We. Because We can change the world.

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, through the We Act program, students are given practical tools that empower them to turn their inspiration into local and global action. Schools earn their way to We Day, Free The Children's signature youth empowerment event, with the support of We Act.

Learn more at [freethechildren.com](http://freethechildren.com)  [facebook.com/freethechildren](https://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](http://metowe.com)  [facebook.com/metowe](https://facebook.com/metowe)



97%

of educators agree that their students now believe they can make a difference in the world as a result of the We Act program.

## Bring out your best as an educator

#### BENEFITS OF FREE THE CHILDREN AND ME TO WE PROGRAMMING

Through Free The Children's We Act program and Me to We's life-changing experiences, students are more engaged in their school and community. From transforming student behaviour to building leaders, our programs:

- Increase student engagement in the classroom
- Create a more caring school culture
- Deepen connections between students and teachers
- Increase lifelong commitment to philanthropy among students
- Develop students' sense of responsibility toward local and global communities
- Educate, engage and empower your students

#### THE WE ACT ADVANTAGE

As part of We Act, educator lesson plans and resources, including backgrounders, classroom activities, tip sheets, awareness guides, blackline masters and assessment rubrics, are at your fingertips. We provide everything you need to seamlessly implement issue-based education and service learning into the classroom.

#### HOW YOU CAN GET INVOLVED

Gain easy access to Free The Children's campaigns, initiatives, and curriculum resources by signing up for We Act. As an extension of the program, Me to We offers leadership opportunities and volunteer trips, making it easy for students to start making a difference at home or in our communities overseas. Join a network of young people changing the world!

Sign up for We Act at [freethechildren.com/weact](http://freethechildren.com/weact).

# Support the Year of Education by *building a 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 a classroom or as a school 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](http://freethechildren.com/schools).

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

NELSON MANDELA

**WE  
CREATE  
CHANGE**

MADE POSSIBLE IN CANADA BY



## BUILD A SCHOOL THROUGH WE CREATE CHANGE

For every \$20 in coins that your students collect, you will provide a brick overseas—the cornerstone of a new school that will empower generations.

Sign up at [freethechildren.com/wecreatechange](http://freethechildren.com/wecreatechange).

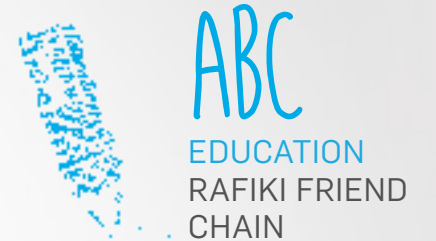
## TRACK YOUR PROGRESS: BRICK BY BRICK

What does a new school mean to a developing community? It means education for generations to come! Fundraise for bricks and use the Brick by Brick poster to keep track of your fundraising goal. It's a great way to get your students involved.

Download Brick by Brick poster [freethechildren.com/brick-by-brick](http://freethechildren.com/brick-by-brick).

# Equip children overseas with *school supplies*

Every 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.



## Fundraise with the ABC Education Rafiki Friend Chain

Purchase rafikis in bulk for your fundraising cause at [metowe.com/abcbulk](http://metowe.com/abcbulk). Or, get your rafiki today at [metowe.com/abc](http://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](http://TRACKYOURIMPACT.COM)

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



## Make *local* and *global* impact

### PROGRAMMING THAT SUPPORTS INTERNATIONAL AND DOMESTIC MANDATES

Our domestic programs empower youth to build confidence and become leaders within their own communities. Through We Act's tools, resources and campaigns, students learn about social issues such as hunger, child labour and access to clean water, empowering them to make a difference, both in their own backyard and overseas. Through dedicated students and teachers like you, our international work and Adopt a Village programming is possible.

### THE ADOPT A VILLAGE MODEL

Adopt a Village is Free The Children's holistic and sustainable international development model, which your class can learn about and support through specialized campaigns and initiatives. Composed of five pillars—Education, Clean Water and Sanitation, Health, Alternative Income and Livelihood, and Agriculture and Food Security (made possible by PotashCorp)—Adopt a Village enables a community to break the cycle of poverty through solutions that are holistic, sustainable and maintained by the community itself.

To learn more about Adopt a Village go to [freethechildren.com/adoptavillage](http://freethechildren.com/adoptavillage).

## Campaigns for your class and *the world*

Not only does Free The Children programming foster student engagement, but our innovative programs also help teachers feel more connected to their passion. Get re-inspired to teach by engaging in unique programs that will change your classroom. Our fund and awareness-raising campaigns are a great way to start. Check out our year-long campaign calendar below.



### WE CREATE CHANGE

Collect \$20 in coins, and your change will provide a brick for a new school overseas. Together, we can open school doors for children around the world. How many bricks will *your* school fundraise for? Roll your coins and drop them off at a local RBC branch. Use account #1001437 and branch #01265 when depositing your coins.

Sign up at [freethechildren.com/wecreatechange](http://freethechildren.com/wecreatechange).

MADE POSSIBLE IN CANADA BY



### GET YOUR CLASS INVOLVED IN OUR YEAR-LONG CAMPAIGNS

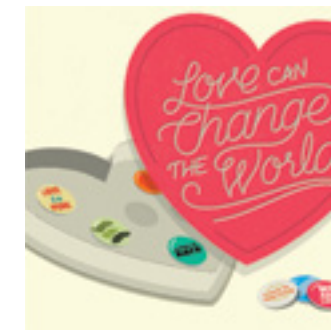


### WE SCARE HUNGER

[freethechildren.com/wescarehunger](http://freethechildren.com/wescarehunger)

Be a hero! Stop hunger in its tracks this Halloween by collecting canned goods for your local food bank.

MADE POSSIBLE IN CANADA BY



### WE ARE LOVE

[freethechildren.com/wearelove](http://freethechildren.com/wearelove)

Show the world what love can do. Order Love is... buttons and cards, and sell them in time for Valentine's Day to support Free The Children's Adopt a Village communities.



### WE STAND TOGETHER

[freethechildren.com/westandtogether](http://freethechildren.com/westandtogether)

Be part of the conversation. Join us from February 24 to March 7 as we learn about Aboriginal culture, rights and history.

IN PARTNERSHIP WITH



### WE ARE SILENT

[freethechildren.com/wearesilent](http://freethechildren.com/wearesilent)

Sometimes speaking out means using no words at all. On April 17, take a silent stand, both internationally and domestically, for everyone who is bullied, exploited or denied their rights.

# Inspire a generation

## THE POWER OF WE DAY

We Day, Free The Children's signature youth empowerment event, brings together world-renowned speakers and performers to inspire a generation of youth to make positive change in their local and global communities. Schools earn their way to We Day by taking on one local and one global action, supported by the year-long We Act program.

## EARN YOUR WAY TO WE DAY: SIGN UP FOR WE ACT!

Call [1.800.203.9091](tel:1.800.203.9091) or email [youth@freethechildren.com](mailto:youth@freethechildren.com).

### WHY WE DAY

98%

of youth are empowered to make a meaningful difference.

75%

of educators say We Day educated their students on important issues.

71%

of educators report We Day provided them with renewed inspiration for teaching.

### WHY WE ACT

97%

of educators say their students now believe they can make a difference in the world.

96%

of educators report their students now see themselves as part of a broader community.

91%

of educators confirm their students have demonstrated increased leadership among their peers.

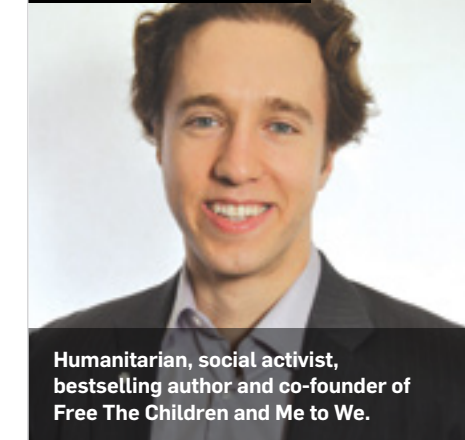
# Bring a *We Day speaker* to your school

BOOK A SPEAKER FOR YOUR SCHOOL!  
call [1.877.638.6931](tel:1.877.638.6931)  
ext. 551 or email  
[speakers@metowe.com](mailto:speakers@metowe.com).

## ENHANCE YOUR WE ACT EXPERIENCE BY BOOKING A ME TO WE SPEAKER

Book one of our Me to We motivational speakers and inspire your students to take action about local and global issues. After a speaker's visit we provide teacher resources, curriculum enhancement and ongoing support from the Me to We team. What speaker will you bring to your school?

CRAIG KIELBURGER



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

MARC KIELBURGER



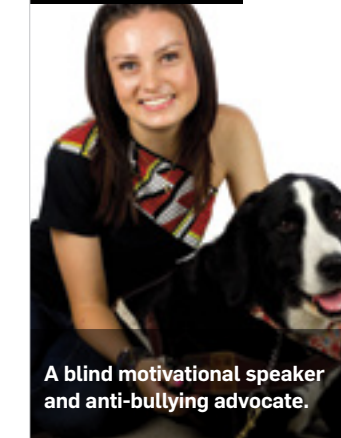
Co-founder of Free The Children and Me to We, and a leading figure in youth empowerment.

SPENCER WEST



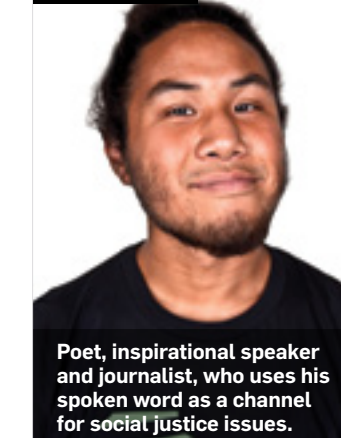
Motivational speaker and author who redefined possible by climbing Mt. Kilimanjaro.

MOLLY BURKE



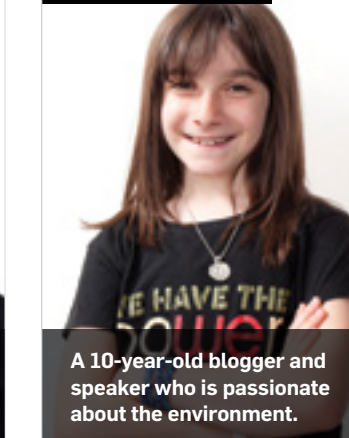
A blind motivational speaker and anti-bullying advocate.

CHRIS TSE



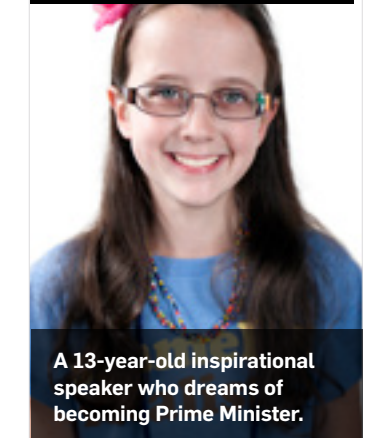
Poet, inspirational speaker and journalist, who uses his spoken word as a channel for social justice issues.

HANNAH ALPER



A 10-year-old blogger and speaker who is passionate about the environment.

SYDNEY BROUILLARD-COYLE



A 13-year-old inspirational speaker who dreams of becoming Prime Minister.

# Make the world *your classroom*

## Change the world on a school volunteer trip

Me to We school volunteer trips are unparalleled travel experiences to Free The Children's Adopt a Village communities. Each trip is built around community interaction, cultural immersion, leadership development and meaningful volunteerism that makes a real difference.

### JOIN YOUR STUDENTS ON A TRIP TO CHANGE THE WORLD



Kenya

India

Ecuador

Nicaragua

Ghana

Rural China

The Amazon

Book your school volunteer trip now at [metowe.com/trips](http://metowe.com/trips).

Call 1.877.638.6931 ext. 524, or email [trips@metowe.com](mailto:trips@metowe.com) to sign up and customize your trip to complement your curriculum.

### ME TO WE SCHOOL VOLUNTEER TRIPS OFFER:

- A flexible schedule and customized itinerary that makes curriculum connections easy
- Meaningful volunteer opportunities in Free The Children communities
- Authentic cultural immersion to build relationships abroad by taking part in the community's daily activities
- A safe and supportive learning environment for students to explore social issues and develop their leadership skills
- A community of like-minded youth around the world who want to make a difference

"Participating in Me to We trips has been by far the most rewarding experience of my teaching career. Combining leadership skills, group dynamics, cultural awareness and service learning, I see these trips as an essential part of any student's education."

- VANESSA TAYLOR, Educator, Huntsville High School

### WHY ME TO WE SCHOOL VOLUNTEER TRIPS?\*

95%

report feeling a strong sense of responsibility for the well-being of people in developing countries

85%

are involved in volunteering in their communities after returning from a Me to We trip

66%

felt they had experienced "transformative" growth in their development as a leader

\*All statistics from a 2012 study by Mission Measurement, LLC.

## Equip your students to be leaders today

Me to We's dynamic leadership training programs focus on issues and topics that are priorities in today's school climate.

Supported by our highly-trained leadership facilitators, students are given the training and support needed to lead initiatives for social change and inspire their peers.

93%

of participants from our leadership programs are committed to making a positive difference in the world.

### BOOK YOUR TRAINING PROGRAMS!

Call [1.877.638.6931 ext. 717](tel:1.877.638.6931) or email [leadership@metowe.com](mailto:leadership@metowe.com).

#### CHOOSE A SIGNATURE PROGRAM FOR YOUR CLASSROOM:

##### BULLYING PROGRAMS STAND UP!

With themes of inclusivity and bullying prevention, this program promotes a collaborative approach to creating change in school culture.

##### POWER TO CHANGE

An intensive leadership retreat, this program is for students with a history of relational aggressive behaviour.

##### ABORIGINAL PROGRAMS SACRED CIRCLE

Focusing on the capabilities and strengths of individuals and communities, this leadership program encourages Aboriginal students to explore their identity.

##### SPIRIT OF CANADA

Educating youth on the history, culture and perspectives of Canada's Aboriginal Peoples, this program encourages students to take action on issues faced by these communities.

##### SOCIAL ACTION TAKE ACTION

Offering social issues-based education and leadership skill development, this program encourages social action and volunteering.

##### CUSTOMIZED LEADERSHIP TRAINING

Flexible and customized, this training can be used to deliver programs that meet the specific needs and goals of your school.

## Send your students to *Take Action Camp*

At Take Action Camp, students receive the tools to stand up and make a difference. The week-long, social issues-themed summer camps are designed to teach them 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 students 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

Your students can register now at [metowe.com/camp](http://metowe.com/camp) or email [takeactioncamp@metowe.com](mailto:takeactioncamp@metowe.com) or call [1.877.638.6931 ext. 510](tel:1.877.638.6931).

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



# Change the world with every *classroom purchase*



**WHY BOOKS?**  
Buy a Book, Give a Book

When you purchase one of our inspirational books, you are not only empowering your own students, you are also providing a notebook for a student in a developing country.



**WHY ARTISANS?**  
Handmade by Masaai mamas

Me to We Artisans accessories are ethically sourced and sustainably made by mamas in Kenya. Every lovingly handcrafted piece reflects the beauty and traditions of the artisans themselves.

## PRODUCTS FOR THE CLASSROOM

With Me to We, you and your students can change the world with the choices you make every day. Shop online at [metowe.com/shop](http://metowe.com/shop).

*Me to We*  
Pencil  
\$16.95



*Living Me to We*  
\$19.95



*Standing Tall*  
\$19.95



*The World Needs Your Kid*  
\$19.95



Model is shown wearing

- 1 | Teardrop Beaded Earrings in jewel (\$19.99)
- 2 | Tatu Brass Three Wrap Bracelet in raspberry (\$34.99)
- 3 | Rafiki Friend Chain in jewel (\$9.99)
- 4 | Tatu Brass Three Wrap Bracelet in navy and jade (\$34.99)
- 5 | Pamoja Unity Bracelet in matte mint (\$49.99)

# Sell Me to We products to raise funds for *your cause*

Sell Me to We products to raise funds for the cause of your choice. Order online at [metowe.com/fundraisingproducts](http://metowe.com/fundraisingproducts) or call 1.647.288.0104 ext. 1907.

*World-Changers Birthday Collection*  
Pencil  
\$4.95



*Be The Change Collection*  
Blue with Green  
\$4.95



*Africa Continent Tee*  
\$34.50



*Be The Change Tee*  
\$34.50



**WHY ME TO WE CARDS?**  
Every Me to We Card gives a gift that you can track

With every card purchased, a gift is given to a community overseas in honour of the recipient. Every greeting card has a unique code on the back to show you where your life-changing gift was delivered.



**WHY STYLE?**  
Buy a Tee, Plant a Tree

When you buy one of our domestically produced, sweatshop-free T-shirts, you are also planting a tree. Made with certified organic cotton and viscose, our style looks as good as you feel about wearing it.

## COLLECT ALL FIVE RAFIKI FRIEND CHAINS

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



Get all five at [metowe.com/shop](http://metowe.com/shop).

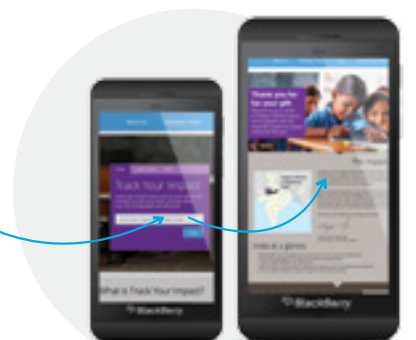
### TRACK YOUR IMPACT!

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

**WE GIVE** **1** **SCHOOL SUPPLIES** **YEAR**

**ENTER YOUR CODE** **1234 5678**

**TRACKYOURIMPACT.COM**





**WE  
365**

# GET YOUR STUDENTS CONNECTED.

ENCOURAGE THEM TO CHANGE  
THE WORLD, EVERY DAY.

Launching in Fall 2013.

App available for download on BB10, Android  
and iOS. Join the community at [We365.com](http://We365.com).

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



*\*Valid for every We365 sign up until early 2014.*

**ON WE365, YOUR STUDENTS 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®**

**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