



FREE THE CHILDREN
children helping children through education

ANNUAL REPORT 2010

F R E E D O M

for all young people to achieve their fullest potential



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“*In April 1995, Free The Children was born from the vision of an impassioned group of elementary school kids who dreamed of a world where all children are free: free from poverty and exploitation, thirst and disease. The pursuit of these four freedoms, along with empowering young people with the freedom to act, remains at the core of Free The Children’s work.*

-Craig Kielburger, Founder

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A NOTE FROM OUR FOUNDERS



Dear friends,

Freedom is a word weighted in meaning and emotion. Slaves sang freedom from the galleys of ships as they crossed the Atlantic in chains. Activists use freedom as their rallying cry when they demand a more just society. Across nations, people still bound by poverty, and children still enslaved in factories dream of freedom every single day.

We realized early in our work that the absence of freedom causes the most intense hunger, the driest of thirst, the deepest longing. It's something that can't be understood until it's been taken away, or until it's been realized.

But it's not just physical chains that inhibit freedom. Self-doubt can be the most binding shackle on earth. We often hear the question: I'm only one person, what difference can I make? But 2010 was a remarkable year, which highlights our efforts in clearing away that doubt in today's generation of young people.

In the past year, Free The Children has seen a great deal of growth. We Day reached 36,000 people in three cities: Vancouver, Toronto, and Montreal. More than 285,000 young people participated in campaigns like the Vow of Silence and Halloween for Hunger. The organization officially launched an office in the United Kingdom. And, through the voices and actions of youth, more than 650 schools and school rooms have been built in our seven Adopt a Village countries.

From the entire Free The Children family, thank you for joining us in the relentless fight for freedom.

Sincerely,

Craig Kielburger
Co-Founder

Marc Kielburger
Co-Founder

A NOTE FROM OUR BOARD OF DIRECTORS



Dear friends and supporters,

Freedom is empowerment. It is the catalyst for both global change and personal journeys. How very apt that our name is Free The Children! Sixteen years ago, the name represented a road to education, a thirst for knowledge, freeing children from the bondage of slave labour, and the freedom to assume the human dignity to which we are all entitled.

In today's world, more than ever, we are aware of the need to assist children—and their families—to attain freedom through education, health care and a safe environment. For us, it also means freeing young people from the idea that they are

powerless to make a difference. In our 16 years, we have been consistent with our goals, never wavering, never changing the course laid out for us by our founders.

Our board has dedicated itself to supporting the ideals of Free The Children, and we are grateful to every member of the boards of directors from Canada, the United States and the United Kingdom. Our gratitude is also deeply felt towards the many communities where we work. Whether digging wells for clean water, laying the foundation of a school or building clinics for accessible health care, we are eternally grateful to the courage and persistence of our children and their families as they stand shoulder-to-shoulder with us to build our 650 schools for the 55,000 children who are attending them.

Our first 16 years passed by so very fast, and with so much joyous accomplishment. But we remind ourselves that until every child sits in a classroom and an entire generation is empowered to act on their compassion, our work is far from complete. Daunting as it may seem, we are forever optimistic about our future, and about the youth around the globe who not only embrace our labour, but share in it with commitment and passion.

With deep gratitude for embarking on this journey with us,

Eva Haller
Chair, Board of Directors USA

Michelle Douglas
Chair, Board of Directors Canada

A MISSION GROUNDED IN FREEDOM

A *by youth, for youth* organization, Free The Children is the world's largest network of children helping children through education, with more than one million young people involved in our innovative education and development programs in 45 countries.

Our primary goals are to free children from poverty and exploitation and free young people from the notion that they are powerless to effect positive change in the world. That's why we have a comprehensive approach to engaging and empowering youth, both at home and abroad.

A Model That Works



IT STARTS AT HOME

Our domestic programs and campaigns engage youth on global issues, empowering them to create awareness and funds for issues facing children in developing countries around the world.



IT THEN MOVES OVERSEAS

Funds raised support Free The Children's Adopt a Village model, which empowers developing communities to break free from poverty.



IT RESULTS IN TANGIBLE CHANGE

Together, we are improving the lives of children and families in need, while empowering young people to realize they can change the world.



WORKING TOWARD FREEDOM AROUND THE WORLD

In almost two decades, Free The Children has grown from a handful of 12-year-olds, huddled around a kitchen table, to a growing staff of over 200 young professionals working in five offices in Canada, the United States and the United Kingdom. We work with another few hundred staff in the local communities where we carry out our Adopt a Village development work.

INTERNATIONAL HEADQUARTERS: TORONTO, ONTARIO

This is the international hub for all that we do. From this bustling location in the heart of downtown Toronto, we keep in daily contact with our regional offices, our in-country development sites and our youth participants and donors worldwide.

WESTERN CANADA: VANCOUVER, BRITISH COLUMBIA

- Works directly with 800 schools in communities all over Western Canada.
- Youth participation in local campaigns is growing: over 48,000 students from almost 300 schools participated in Halloween for Hunger. In addition, more than 26,000 students from 283 schools took the Vow of Silence, spending a combined total of 20 years of silence and raising nearly \$75,000 for Free The Children.
- Hosted second annual We Day event, featuring Martin Sheen and Al Gore, and attended by 18,000 young people from 620 schools and 20 school district partners.

CALIFORNIA OFFICE: PALO ALTO, CALIFORNIA

- Reached more than 10,000 local young people with inspirational speeches, workshops and action-based campaigns.
- Over 100 active Youth in Action groups in independent and public schools.
- Hosted California's first-ever Youth in Action Summit and educator in-service.
- Established the Peninsula Change-Makers, a group of committed youth leaders from schools throughout the area who come together regularly to carry out Free The Children's mission.

UK OFFICE: LONDON, UNITED KINGDOM

- Free The Children's first office in the UK officially launched in July 2010.
- Reached youth in more than 25 boroughs throughout the UK.
- Through an exciting partnership with Virgin Atlantic Airways, Free The Children's Be The Change tour has reached over 5,000 youth and educators throughout the United Kingdom in its first six months.

FRENCH CANADA: MONTREAL, QUEBEC

- Reached more than 18,000 Quebec youth through outreach tours and workshops.
- Completed the development of French curriculum content for use in both elementary and secondary schools, helping to further engage the French school boards throughout Quebec.
- Held first bilingual Take Action Academy in Montreal, inspiring Quebec youth through a week of leadership workshops.
- Hosted first fully-bilingual Unis Pour L'Action/We Day event, welcoming over 2,000 youth and over 200 educators who heard from prominent speakers like Mia Farrow and Marc Garneau.
- With thanks to National Bank Financial Group, founding member of Free The Children's Quebec Office, and primary supporter of Enfants Entraide operations and youth programming.



Internationally, the Adopt a Village model is implemented in:

- Haiti
- Kenya
- rural China
- India
- Sierra Leone
- Ecuador
- Sri Lanka

“I’m glad we’ve been able to make a difference! I’m still amazed that our fundraisers continue to be so successful. I can attribute much of this to Free The Children’s fantastic communication, professionalism and ambition.”

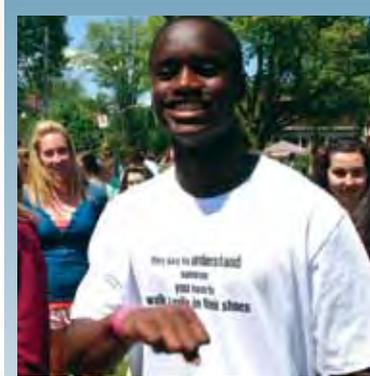
-Tim Trappoli, NJ, Campus in Action participant.



FREEDOM TO ACT: LOCAL PROGRAMS

Free The Children’s model of youth empowerment creates a holistic experience that supports young people in every step of their journey to social change. The model has proven effective in student engagement, which contributes to improving student achievement.

Our programs work to change the attitudes and priorities of young people, equipping them with the tools and issue-based learning they need to be young global change-makers and lifelong active citizens.



460,000

youth active in 3,580 groups in North America and the UK.



54%

of all donations made to Free The Children are funds raised by young people through bake sales, car washes and more.



1,635

university and college students in 125 groups on campuses around the world.

WE SCHOOLS IN ACTION

Launched by the energy of We Day, the 2009-2010 We Schools in Action program inspired a generation to care about social justice and provided the practical tools to turn that inspiration into actions—one local and one global.



105

school boards participated in the program.



1 million

hours volunteered in support of local and global causes.



\$4.5 million

raised by young people for local and global charities.

SPOTLIGHT

- Erma Stephenson Elementary School in Surrey, B.C. supported a number of local causes and raised \$8,200 by holding candy gram and cookie fundraisers, coin drives and recycled can collections.
- In March 2010, Lakeshore Collegiate Institute, Lester B. Pearson Collegiate and Western Technical-Commercial raised \$16,000 for Haiti relief and for a school in Ecuador. Three hundred students and teachers came together for a “Polar Bear Dip” in Lake Ontario to raise awareness.

“My class has begun to see themselves as a part of a greater whole! Subjects and lessons take on greater meaning and relevance for them . . . I have seen children become strong leaders showing maturity, initiative, confidence and compassion. They see they are not alone. And they see they are responsible for making the change!”

-Educator, Forestview Public School, ON



WE DAY

Free The Children's We Day is more than just a one day event. It is the celebration, the inspiration and the vehicle for young people to change the world.

In cities across Canada and through live webcasts, the event brings inspirational speeches and performances from global leaders, social activists, cultural icons and entertainers to people across the world.

In 2010, We Day events were held in Vancouver, Toronto, and the first-ever fully bilingual We Day/Unis Pour L'Action took place in Montreal.

“I can't even tell you in words how much we loved We Day. When we got back to school, we debriefed with the kids and they were BUZZING! They can't wait to do more to help.”

-Educator, Dorset School, QC

Made possible by



Broadcast partner



1,200

schools in attendance at three events across Canada.



5 million

viewers watched the CTV special presentation of the day.



36,000

people attended three events.

SCHOOL-BASED PROGRAMS

Free The Children's school-based programs bring specialized resources and educational opportunities to classrooms across North America and around the world.



GO LOCAL educates students in underserved communities about domestic social issues and mobilizes them to become agents of change within their local neighbourhoods. The program is generously supported by the Ron White Foundation and Aviva Insurance.

14,700 students from **43** schools in Toronto, Vancouver and Halifax impacted by GO Local speeches.



ADOBE YOUTH VOICES provides high school students in underserved communities the opportunity to use cutting-edge multimedia and digital tools to effect social change. The program is a unique collaboration between Free The Children and the Adobe Foundation.

2,300 youth and **92** educators in Toronto, Ottawa and northeastern United States participated in the program.



GLOBAL VOICES provides educators the opportunity to engage their students through issues-based activities and discussions based on Craig and Marc Kielburger's weekly column. The program is made possible by Educators Financial Group and delivered in partnership with the *Toronto Star*.

5,743 educators across North America subscribe to the column and classroom resources, and **89** Junior Journalists get published online at thestar.com.



LIFE IN ACTION educates elementary-aged youth about the importance of healthy daily choices, an active lifestyle and social responsibility. The program is delivered in partnership with the Dr. Robert C. and Veronica Atkins Foundation.

120 schools across North America participated in 2010.



MOTIVATIONAL SPEAKING TOURS engage and inspire audiences with incredible ways to get involved and create their ideal world through active global citizenship. Tours are made possible by Club Penguin, Investors Group, Royal Bank of Canada and National Bank Financial Group.

77,351 students reached at **333** schools across North America, Asia, Europe and Oceania.

“ I am able to relate the [Global Voices] column to just about anything that we are doing in the classroom. There is nothing better than connecting real world issues to the curriculum and following those teachable moments that arise from the column.”
-Stacey Ross, educator at Courtice Secondary School in Courtice, Ontario

CAMPAIGNS

Free The Children provides the framework and support to unlock youth creativity, intellect and passion, and also offers kits with step-by-step guides and posters for tracking fundraising. The work of every campaign participant directly affects their local community as well as Adopt a Village communities overseas.

SPOTLIGHT

Jack Grebenc, a 12-year-old from W.H. Morden Public School from the HDSB, gave up all of his Christmas presents in the hopes of raising enough money to build a well in Kenya. Jack challenged his classmates to also give up just one of their presents and together they raised \$10,000—enough to build not one, but two wells in Kenya.



285,210

youth in 60 countries took part in Halloween for Hunger, Vow of Silence, One Night Out and Thousand Mile Week.

VOW OF (SILENCE)



\$217,317

(and counting) raised by youth through Vow of Silence and Thousand Mile Week

FOR HALLOWEEN HUNGER



609,229 lbs.

food collected for food banks through Halloween for Hunger, and One Night Out raises awareness on homelessness

RESOURCES

Free The Children provides educators and youth with access to tools and resources that help to educate and engage our wide network of participants. These include:

- **Curriculum and Lesson Plans:** In partnership with school boards and education-based organizations, we create classroom-ready materials to help educators build compassion and global understanding in students.
- **Voices International Newsletter:** Written by the youth programming team and packed with articles for students and teachers, Voices International is a monthly newsletter featuring the latest on world issues, campaigns and events.
- **Social Media:** Our online social media provides our network with access to the most up-to-date news on projects, events, campaigns and more.



85

unique elementary and secondary lesson plans created for campaigns and programs.



68,000

people, on average, received the Voices International newsletter each month.

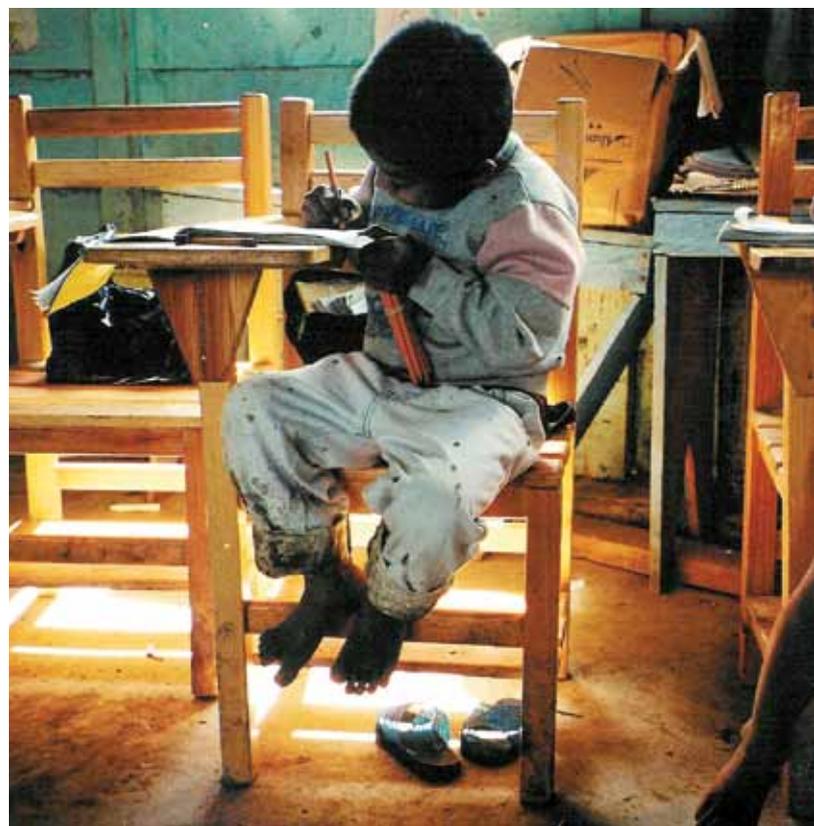


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- facebook.com/weday
- twitter.com/craigkielburger
- youtube.com/freethechildren

604,198

total “likes” on our Facebook pages.

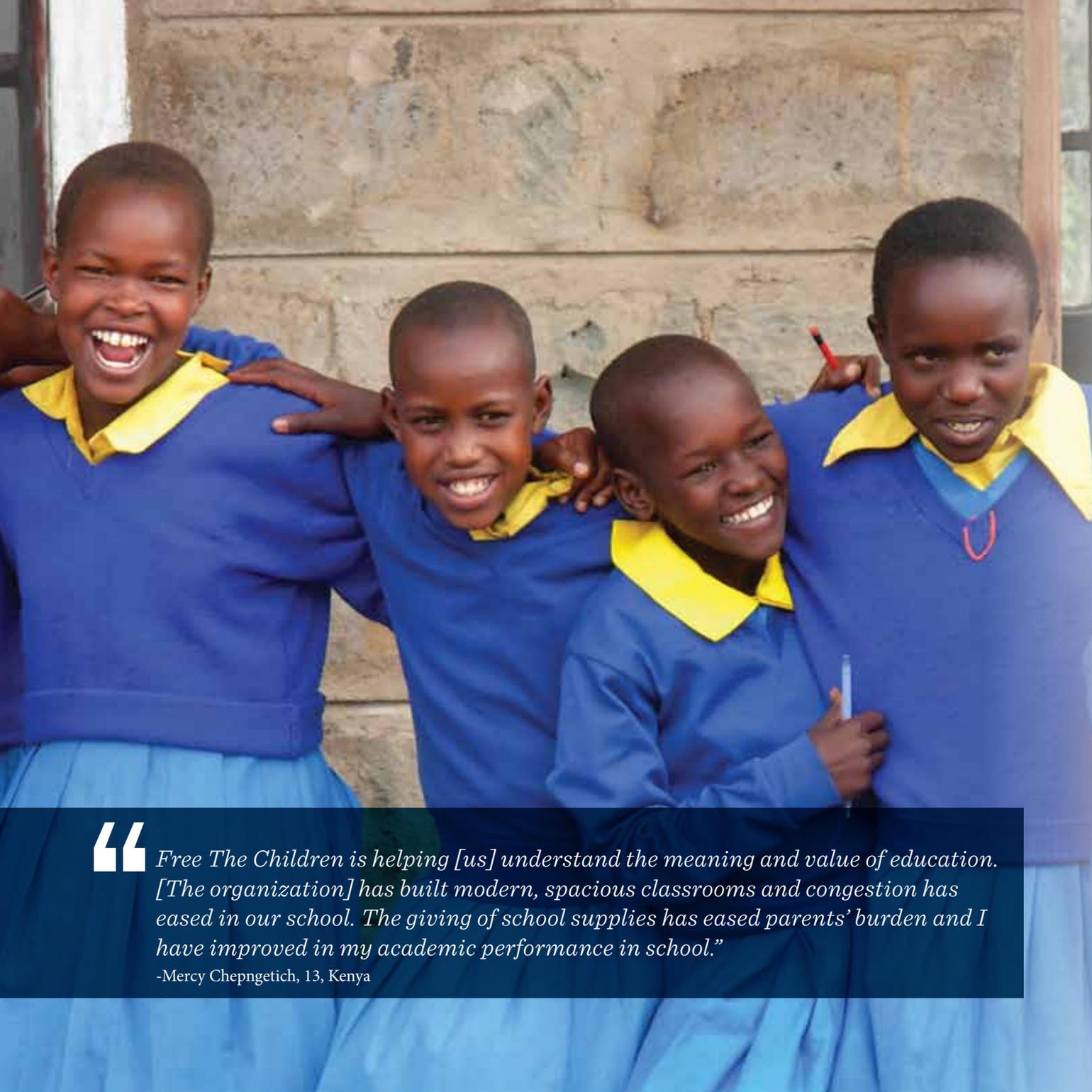


THE FOUR PILLARS OF FREEDOM: INTERNATIONAL PROGRAMS

In seven countries, we work alongside the men, women and children who every day strive to free themselves from poverty, exploitation, disease and thirst. This effort is not charity, it is sustainability. It is freedom in action. It is Free The Children's Adopt a Village development model.

Designed to meet the basic needs of developing communities and eliminate the obstacles preventing children from accessing education, Adopt a Village is made up of four pillars crucial to sustainable community development.





EDUCATION

Education provides the highest return of any social investment. This we know.

High school graduates are equipped to build strong livelihoods through better employment opportunities as a result of higher learning and computer literacy. And girls, especially, lead healthier lives and contribute to better life outcomes for their households and community as a whole. These girls are better prepared to protect their own rights, growth and self-sufficiency.

SPOTLIGHT

IN 2010, FREE THE CHILDREN'S FOCUS ON SECONDARY EDUCATION RESULTED IN COMPLETING CONSTRUCTION OF:



Kisaruni Girls Secondary School—our first high school in Kenya. The school includes three classrooms, a dormitory, science lab, kitchen, dining hall, library, administrative block and teacher accommodations.



The second block of the **Ecuador High School** in San Miguel, consisting of a new classroom, a library and an entire computer lab.



650+

schools and school rooms built to date.



55,000+

children provided with education every day.

“Free The Children is helping [us] understand the meaning and value of education. [The organization] has built modern, spacious classrooms and congestion has eased in our school. The giving of school supplies has eased parents' burden and I have improved in my academic performance in school.”

-Mercy Chepngetich, 13, Kenya



ALTERNATIVE INCOME

Our alternative income programs target marginalized parents, especially women, providing them with resources to generate a sustainable source of income, increase their savings and even start their own businesses. These resources include animals for breeding, financial literacy workshops, micro-credit loans, business training sessions and women's support groups. The skills, confidence and income gained from these sources empower mothers to invest in their household, and send their children to school.

SPOTLIGHT

IN 2010, FREE THE CHILDREN EFFECTIVELY SCALED ALTERNATIVE INCOME PROGRAMMING. HIGHLIGHTS INCLUDE:



Girls Clubs in Ecuador: Launched in the fall, girls clubs are providing young women a safe space for conversation on female rights, the importance of education, business training and more. Young women are empowered as future leaders and are supported as carriers of culture in the home and community.



Village Savings and Loan Associations: Launched at the end of the year amongst six groups in Kenya, VSLAs are giving community members—those without access to formal financial services—the opportunity to save, invest and grow their finances.



30,000

people have gained economic self sufficiency, to date, through alternative income programs.

“*The income from my business has allowed us to live a very good life. Before, it was a struggle to provide basic needs for all five family members. Now, we are able to live very well and most importantly to provide for my children, especially for their education needs.*”

-Mary Pushparani Fernando, Sri Lanka

HEALTH CARE

The health care pillar of Adopt a Village provides mobile health clinics and basic medical supplies; training for health care workers; student lunch programs; tree nurseries; kitchen and dining halls; and more. Our health care programs work to ensure that mothers have the knowledge they need to keep their families healthy, and that children have access to medical attention that ensures they don't miss school. After all, strong communities thrive when people are able to meet their basic health care needs.

SPOTLIGHT

IN 2010, FREE THE CHILDREN EXPANDED HEALTH CARE PROGRAMMING TO INCLUDE:



Baraka Medical Clinic: This new clinic in Kenya will provide health care for up to 40,000 individuals. In the first 30 days of operations alone, more than 500 patients were treated.



Anganwadi Health Centre: The new health centre in Gayriawas, India was undertaken in partnership with the government. The clinic focuses on mother-child health, and on empowering women by creating awareness on the importance of health education.



\$16 million

in medical supplies donated, to date, to developing communities.

“My sickness [epilepsy] started when I was very small. It was not easy for my mother to find medicine. Then [the Loreto Clinic supported by Free The Children] started bringing the medicine I needed. Now I don't miss out on my classes and can join my companions in all activities. Life is much better.”
-Rosaline Moody, 18, Sierra Leone



CLEAN WATER AND SANITATION

Household chores such as fetching water prevent girls from attending school. Waterborne diseases also take their toll on children's health. That's why we provide communities with localized clean water sources and sanitation facilities, with projects that include the construction of rain catchment systems, hand-washing stations, latrines and wells near schools, allowing girls to fulfill their responsibilities while also accessing a quality education. We also work with community members to promote local education in basic hygiene practices and waterborne disease prevention.

SPOTLIGHT

IN 2010, COMMUNITY-WIDE ACCESS TO CLEAN WATER WAS A MAJOR FOCUS. HIGHLIGHTS INCLUDE:



Borehole water projects: On August 13, five communities in Kenya celebrated the opening of new borehole water projects in their communities. Years in the making, the completion of these projects will impact five communities in Kenya, providing more than 15,000 people with access to clean water.



11 new water systems: During the civil war in Sierra Leone, most of the wells became inaccessible because of severe pollution and poisoning. The 11 new water systems involved drilling new wells and rehabilitating existing ones, providing access to clean water for more than 5,000 people.



1 million

to date provided with improved access to clean water, health care and sanitation.

“A year ago, Free The Children built a hand pump in our school. Now, we can get water at school, which saves my mother and I a lot of time. I don't have to take extra time getting water after school. Instead, I bring water back home from school. Now, my mother spends more time with me and she also comes to school to see me studying.”
-Pawam, Age 13, India

REBUILDING FREEDOM IN HAITI

Free The Children has a 10-year history of working in Haiti. When the 7.0 magnitude earthquake struck Haiti in January 2010, Free The Children immediately responded with a strategy focused on protecting children. A small convoy travelled to Haiti to assist with early response through delivery of basic supplies to Port-au-Prince, and to carry out rapid needs assessments in regions which were destined to become home to internally displaced persons (IDPs).

With a focus on health and education and by improving household and community livelihoods, Free The Children continues to provide long-term support for this resilient nation. In the year since the earthquake, Free The Children's impacts have included:

- **\$4.7 million** in medical and emergency supplies donated to Haiti after the January earthquake, including tents, clean water, baby food and more.
- **1,400 students** in Dos Palais and Terre Casse provided with safe access to education through **6 new classrooms** and **13 rehabilitated classrooms**.

SPOTLIGHT



- In December, CTV's W5 joined Mia Farrow and Craig Kielburger in Haiti to film a documentary marking the one-year anniversary of the quake and to highlight the inauguration of Free The Children's first six classrooms in Dos Palais.
- Free The Children continues to work with the Minister of Public Health and Population to ensure that supplies are delivered on time and to those who need them most.





FUTURE OF FREEDOM: AT HOME

A LOOK AHEAD

As we look ahead to 2011, the pursuit of freedom remains at the heart of all the work we do. After all, Free The Children believes in a world where all children will be free to achieve their potential as agents of change—at home and abroad.

WE DAY: With the overwhelming success of We Days and the We Schools in Action program, this incredible youth movement will continue to spread like wildfire. We are proud to announce that in 2011, We Days will be held in Toronto, Vancouver, Waterloo and Winnipeg, along with a We Day in Montreal in early 2012.

NEW CAMPAIGNS: To continue empowering and inspiring youth, we are launching new campaigns in 2011, including Local Spotlight: Aboriginal Education, Five Days for Freedom, the Power of a Girl Campaign and more. We will also provide more exciting ways to donate, such as through our Mamas to Mamas and holiday giving campaigns.

CLASSROOM RESOURCES: As an educational partner, Free The Children is proud to expand our curriculum offerings. 2011 will see the creation of more elementary and secondary lesson plans on topics ranging from Aboriginal education to poverty, from exploitation to thirst, and much more.

EXPANDING OUR REACH: We are also excited to continue to expand the reach of our programming all around the world, including a focused effort in the United States and overseas in the United Kingdom. As a truly bilingual organization, we will also continue to develop more resources for the French speaking market, ensuring that more resources are increasingly available in both English and French.





FUTURE OF FREEDOM: OVERSEAS

EDUCATION AND HEALTH IN KENYA: With the successful opening of the Kisaruni Girls Secondary School in Kenya, we are excited to look ahead at expansion, including additional programming and increased enrollment by the end of the 2011 academic year. Expansion of the Baraka Medical Clinic is also underway with plans to build a maternity wing and a program focused on mother-child health.

ADOPT A VILLAGE IN INDIA: Development on a new Agricultural Development Centre in the community of Udawad will begin in 2011 to hold agricultural technique trainings for farmers and awareness sessions on government plans and cash crops. The centre will also offer business and financial literacy training. In addition, we are working with a women's group on a new indigenous craft program in the Bagad community. Notebook manufacturing is the first project the women will undertake.

REBUILDING HAITI: With a continued focus on strengthening education infrastructure, Free The Children will implement the Adopt a Village model in its entirety with a stronger focus on water projects. In partnership with other organizations, Free The Children will drill for water, which will be piped through multiple communities, including Dos Palais and Terre Casse.



SUPPORTERS AND PARTNERS

We would like to thank the following individuals and organizations for their fantastic support in 2010.

60 million girls Foundation

Abtech Systems
 Adobe Foundation
 Adventure Learning
 Air Canada Kids' Horizons
 Aquilini Investment Group
 Ariad Custom Communications
 Artbound
 Aviva Canada Inc.

B.

Baby Girl Project Inc.
 Battat
 Beck Family
 Beedie Group
 Bell Media
 Bluewater District School Board
 Bretz Family
 Brooke N. Wade Charitable Foundation
 Cadbury
 Caldwell Family Foundation
 Canada For Haiti
 Canadian Food for Children
 Canadian Living
 Carnegie Family
 Catholic Curriculum Corporation
 Centennial College
 CHUM FM
 CHUM Radio Vancouver
 Church Family
 Claremont Retirement Residence
 Club Penguin
 CN
 Compassionate Eye Foundation
 Concord Adex Inc.
 Daniel et Daniel
 David Baum and Associates
 Degrassi/Epitome Pictures
 Dr. Robert C. & Veronica Atkins Foundation
 Durham Catholic District School Board
 ECHOage
 Educators Financial Group Inc.
 EF Educational Tours

Elizabeth Hoffman Community Centre Library
 Etalk
 Feltch Family
 Fischer Family
 Fondation René Malo
 Friends of Iqbal
 Gellert Family
 Gibson Foundation
 Government of Ontario, Ministry of Education
 Government of British Columbia,
 Ministry of Education
 Graham Munro Charitable Foundation
 Grouse Mountain Resort Ltd.
 Halton District School Board
 Hamilton Community Foundation
 Hamilton-Wentworth District School Board
 Heimark Family
 Holy Blossom Temple
 Hopper-Dean Family
 Howie Stillman Young Leadership Fund
 HMI
 HUB International Insurance Brokers
 Hugs for Humanity
 Independent Electrical Distributors
 Indigo Love of Reading Foundation
 Investors Group
 IQMetrix
 The Keg Spirit Foundation
 KPMG LLP
 Kurz Family Foundation
 L'actualité
 La Presse
 Le Centre Sheraton Montréal
 Lester B. Pearson School Board
 Lloyd A. Fry Foundation
 Longo's
 Longo's Family Charity Foundation
 Love Quotes and Phyllis Wiener
 Mad4maddie
 Martin Aboriginal Education Initiative
 Me to We Social Enterprises
 Me to We Style Inc.

Mentor Educational Inc.
 Metromedia Marketing
 Michael "Pinball" Clemons Foundation
 Michael and Karen Stone Family Foundation
 Miss Teen Canada-World
 Mission Measurement
 Morrison Family
 MTV
 Music for Change
 N.R. Harris Family Foundation
 Narayen Family
 National Bank Financial Group
 National Bank Financial
 National Speakers Bureau
 Nature's Path Foods Inc.
 Nelson Education Ltd.
 Neuchatel Junior College
 New Horizon Foundation
 Nika Water
 Northern Lights School Division No. 69
 OMERS Worldwide
 Onestop Media Group
 Ontario Secondary School Teachers' Federation
 Oprah's Angel Network
 Pareto
 Participant Media
 Partners In Health
 Phileona Foundation
 Pledge to Humanity
 Province of Ontario
 RBC Foundation
 Reuben Foundation
 Research In Motion
 Rogers Arena
 Ron White Foundation
 Samuel, Son & Co., Limited
 Sanam Vaziri Qurashi Foundation
 SanDisk Corporate Fund
 School Sisters of Notre Dame
 Segal Family
 Shapansky Family Foundation
 Sheraton Centre Toronto

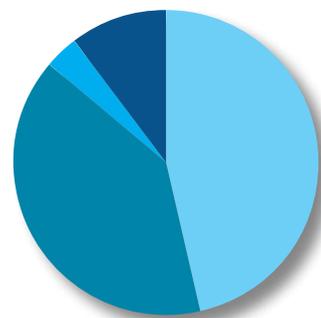
Sheraton Vancouver Wall Centre
 Slight Family Foundation
 Silicon Valley Community Foundation
 Sigma Systems
 Skoll Family
 Skoll Foundation
 Speakers' Spotlight
 Sprott Foundation
 St. John's Kilmarnock School
 Stella Johansson
 Student Hearts for Haiti
 Sudbury Minga for Maasai
 Sullivan Entertainment
 Sylvan Learning Centre
 Titan Century International
 TELUS
 THE One
 Think Human First
 Toronto Catholic District School Board
 Toronto District School Board
 Toronto Star
 Torys LLP
 Tory Family
 Toskan Casale Foundation
 Town of Markham
 Transcontinental Western Media Group Inc.
 Transcontinental PLM
 Universal McCann
 Universal Music Canada
 Unstoppable Foundation
 V. Tony Hauser Photography
 Vancouver Board of Trade
 Vancouver Sun
 Vervegirl
 Virgin Atlantic Airways
 Virgin Unite
 Whistler Water Co.
 World Medical Relief
 Wosk Family
 Young Artists For Haiti
 Young Family Foundation
 Young Presidents' Organization
 Youthink

**We Schools in Action
 Official School Board Partners**

Bluewater District School Board
 Burnaby School District
 Central Okanagan School District
 Chilliwack School District
 Coquitlam School District
 Delta School District
 Durham Catholic District School Board
 Fraser Cascade School District
 Greater Victoria School District
 Halton Catholic District School Board
 Halton District School Board
 Hamilton-Wentworth District School Board
 Kamloops/Thompson School District
 Langley School District
 Lester B. Pearson District School Board
 Maple Ridge-Pitt Meadows School District
 Mission School District
 Nanaimo-Ladysmith School District
 New Westminster School District
 North Okanagan-Shuswap School District
 Northern Lights School Division
 Ottawa-Carleton District School Board
 Peace River South School District
 Peel District School Board
 Quesnel School District
 Richmond School District
 Toronto District School Board
 Toronto Catholic District School Board
 Trillium Lakelands District School Board
 Vancouver School District
 West Vancouver School District



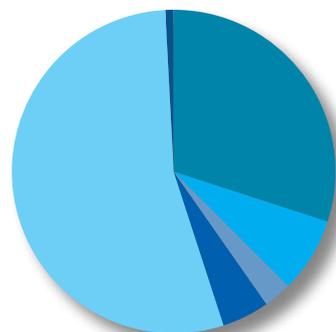
FINANCIAL OVERVIEW



EXPENDITURE 2010/2011

| | | |
|---------------------------------|--------|---------------|
| + International Programs | 46.5% | \$ 10,986,889 |
| + Domestic Programs | 39.67% | \$ 9,372,253 |
| + Leadership & Public Awareness | 3.64% | \$ 860,516 |
| + G & A | 10.18% | \$ 2,406,122 |

\$ 23,625,780



INVOLVEMENT OF FUNDING 2010/2011*

| | | |
|----------------|--------|---------------|
| + Youth | 54.05% | \$ 14,665,225 |
| + Corporations | 30.08% | \$ 8,162,212 |
| + Foundations | 7.64% | \$ 2,072,335 |
| + Adults | 4.74% | \$ 1,285,305 |
| + Government | 2.76% | \$ 750,000 |
| + Other | 0.74% | \$ 199,573 |

\$ 27,134,649

*Represents cash and in-kind contributions.

**Represents a consolidated financial overview from Free The Children Canada and Free The Children USA.

***Funding balance represents deferred donations for future projects.

Free The Children is annually audited by:

In Canada - Kestenberg Rabinowicz Partners LLP

In U.S.A. - Roy A. Pasieka, Certified Public Accountant

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Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries.



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