



## PRESS RELEASE

**Change Heroes and Free The Children partner to create a movement, raising money to holistically develop sustainable communities in Mondaña, Ecuador**

*-- Change Heroes online fundraising platform enables people to raise thousands of dollars for Free The Children through unique \$3.33/day model --*

**-- Watch the video and join the movement here: [www.changeheroes.com/minga](http://www.changeheroes.com/minga) --**

**Toronto, ON (October 6, 2014)** – International charity and educational partner, Free The Children and Vancouver-based tech start-up and social enterprise, Change Heroes, have partnered in an effort to create change in a revolutionary way, with an unprecedented online fundraising platform.

It's simple – individuals are encouraged to sign up at [www.changeheroes.com/minga](http://www.changeheroes.com/minga) and then through the creation of their own personalized, inspiring video, rally 33 people in their network through email and social media to donate \$3.33 daily for 3 months - to reach the goal of \$10,000.

Deep in the Amazon jungle of Ecuador, there is a small, remote, indigenous community called Mondaña, which is among the most vulnerable in Latin America. The families in this community face significant barriers to education, clean water and sanitation, healthcare, alternative income and food security.

A Minga is a way of life in Ecuador. When a Minga is called, men, women, children and elders, all drop what they're doing and rally together to complete a project for the benefit of their community. It's about building a better future. It's about teamwork. Change Heroes is helping to introduce an act of collaborative giving by combining this ancient Ecuadorian tradition with Change Heroes' accessible technology, with the goal of turning Mondaña into a sustainable community.

Together, Free The Children and Change Heroes are encouraging individuals to sign up at [www.changeheroes.com/minga](http://www.changeheroes.com/minga) and help raise money that will go directly towards providing education, clean water and sanitation, healthcare initiatives, alternative income programs and food security to the children and families in Mondaña, Ecuador, helping to break the cycle of poverty forever.

"We're doing our part by pioneering a friend-funding movement with a platform that allows anyone to easily raise \$10,000 with the help of their social network," says Taylor Conroy, Change Heroes' Founder and CEO. "Our formula is simple - 33 friends give \$3.33/day for 3 months, which totals \$10,000 raised."

"Change Heroes is a fantastic platform to further our fundraising efforts," says Co-Founder of Free Children, Craig Kielburger. "Together we can take action to transform the lives of thousands of people living in Mondaña, Ecuador and provide families with holistic development and sustainable resources – the key to ensuring that they never need charity again."

Join the movement and start your own MINGA today to help transform the village of Mondaña.  
[www.changeheroes.com/minga](http://www.changeheroes.com/minga)



### **About Change Heroes**

Change Heroes is an online fundraising platform that is changing the way we approach giving, making it easy for individuals to combine friendship, technology, and altruism to make massive impact. Founded by disruptive social entrepreneur, Taylor Conroy, the Change Heroes model is built around a simple formula: a group of 33 friends rallies to give \$3.33 for 3 months, which amounts to \$10,000 – enough to fully fund the development of projects such as schools, libraries, and healthcare initiatives, in some of the world’s most vulnerable communities. Individuals from around the world have realized the power they have to make change, funding 147 projects to create sustainable impact and carry out their role as global citizens.

### **About Free The Children**

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization’s domestic programs – which include We Day, Free The Children’s signature youth empowerment event – educate, engage and empower 2.3 million youth across North America and United Kingdom to become engaged global citizens. Its international projects are implemented through a holistic and sustainable development model called Adopt a Village. Currently, Adopt a Village supports community development in eight countries; Kenya, Sierra Leone, Ghana, Ecuador, Haiti, Nicaragua, rural China and India. Through its international programming, Free The Children has brought more than 650 schools and school rooms to youth and provided clean water, health care and sanitation to 1 million people around the world, freeing children and their families from the cycle of poverty.

The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit [www.freethechildren.com](http://www.freethechildren.com)

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