



FREE THE CHILDREN
children helping children through education

Fact sheet



'Adopt a village', change the world

Did you know that half of the world—that's three billion people—lives on less than \$2 US a day? And about 121 million children around the world between the ages of six and 11 are denied the chance to go to school, many of them because they have to work to help support their families?

But there's something you can do to help and make a lasting difference!

Free The Children's Adopt a Village program is an exciting learning opportunity for youth to discover the power of good global citizenship.

Creating solutions and partnerships that benefit all

With a broad and sustainable approach to community development, the Adopt a Village program provides youth with the chance to make a significant and positive impact in the lives of children. By supporting rural communities in Kenya, Sierra Leone, China and Sri Lanka, students will help children and their families meet their basic human needs. This includes providing access to:

- education
- alternative income
- health care
- water and sanitation

Youth as leaders of positive change

Since 1995, Free The Children has worked in partnership with school boards and youth groups on many successful education and leadership projects. The Adopt a Village program is the latest collaboration that provides students with the learning opportunity of a lifetime.

The program is a fantastic way to learn about development and child rights issues in the developing world, while also giving students the means through which they can turn their desire for change into action. Students will have the

opportunity to connect and interact with the students in the partner school and, in certain cases, even visit overseas with their new friends.

Youth participating in this exciting opportunity will learn about different cultures and social issues like education, poverty, health and sustainable development. They will also take part in interactive fundraising activities to support development projects in the rural communities of Kenya, Sierra Leone, China or Sri Lanka. Projects can include:

- building a school
- generating alternative sources of income through resources like goats, cows, pigs and sewing machines, and training programs in raising livestock, tailoring and other small businesses
- providing children and their families with basic health care and nutrition
- supporting clean water and sanitation projects

Program focuses on four components

The Adopt a Village program supports community development in areas where there exists a high incidence of child labour, exploitation of children and minimal opportunities for the girl child. The campaign is a true partnership with local communities as they are actively consulted and involved throughout the development process including the design and implementation of all program components.

Youth supporting a community in the developing world will provide children with access to the following:

I. Education

Free The Children's primary focus is to make the goal of "education for all children" a living reality. Free The Children believes that education provides the highest return of any social investment in the developing world. Education is the best way to empower people with the tools, knowledge, strength and confidence they need to promote and protect

their own rights, growth and self-sufficiency. Education helps families, communities, and even entire nations, break the cycle of poverty.

The Adopt a Village: Brick by Brick fundraising campaign supports education programs in developing communities. Through Free The Children's education packages, your students can help to build a school, build a library and provide the tools and opportunities required by children to receive a quality primary education. This includes supporting teacher salaries and the purchase of school furniture, uniforms and basic school supplies.

II. Alternative income projects

The Adopt a Village: Alternative Income campaign specifically targets marginalized women, providing them with productive resources such as milking/breeding animals, sewing machines for tailoring or business and financial literacy workshops. These resources enable women to generate a sustainable source of income to increase their savings and even start their own businesses.

Free The Children's country case studies show that these types of projects make it possible for parents to remove their children from dangerous working conditions and send them to school. Evidence shows that women invest their earned income back into their families, resulting in an improvement in the health and welfare of the entire family and community.

In addition, the benefits of alternative income programs are directly related to an increase in girls attending school and a decline in the incidence of child labour.

III. Health care services

The Adopt a Village program recognizes the link between helping disadvantaged communities meet their basic health care needs and building strong communities. Students fundraising to help develop local health services can support the planting of community gardens, basic medical supplies for health clinics, healthcare and awareness workshops and sports equipment to promote physical fitness.

IV. Water and sanitation projects

The Adopt a Village: Clean Water campaign supports the construction of wells and clean water and sanitation systems in local communities. Many diseases and illnesses common to developing countries are transmitted through contaminated water and inadequate sanitation systems. As a

result, children suffering from these illnesses become too sick to attend school.

In response, Free The Children is addressing these needs by providing communities with clean water sources, building latrines in schools, and improving practices around basic sanitation. The campaign's water and sanitation projects also promote effective hygiene practices through locally based education and awareness initiatives.

Fun fundraising techniques get results

Free The Children provides participating schools and students with all the tools they need to achieve their fundraising goals. They include:

- Free The Children's handy *Seven Steps to Social Action* guide
- unique awareness and fundraising tips and ideas
- campaign kits
- online resources at the We Generation, Free The Children's youth hub for global change, at www.freethechildren.com/we
- ongoing support from Free The Children's Youth Programming Team

Need more information?

To find out how your school can get involved in this exciting campaign, contact:

Youth Programming Team

Tel: 416.925.5894

E-mail: youth@freethechildren.com

Web: www.freethechildren.com/we