



2011 ANNUAL IMPACTS REPORT

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DEAR FRIEND



Tough times call for innovative thinking.

Driving social change is a monumental task at the best of times. In a climate of economic turbulence and uncertainty, it becomes even harder. But those who were already in need during better times are still in need. In fact, many are in even greater need.

How, then, can the work of a non-profit organization be sustained, let alone succeed in reaching its goals? The answer is innovative thinking. And that is the philosophy behind the social enterprise, Me to We.

Me to We transforms ordinary citizens into world changers, one action and experience at a time. Purchasing a Me to We Artisans product adds a stylish accessory to your wardrobe, while empowering a woman to lift her family out of poverty in Africa. Choosing socially conscious travel means you can explore the world and give back to the global community. Living Me to We means making small changes to your daily choices to transform the world for the better.

With the help of friends like you, Me to We has become a family of socially conscious people, products and experiences, all helping to support the work of our best friend and charity partner, Free The Children.

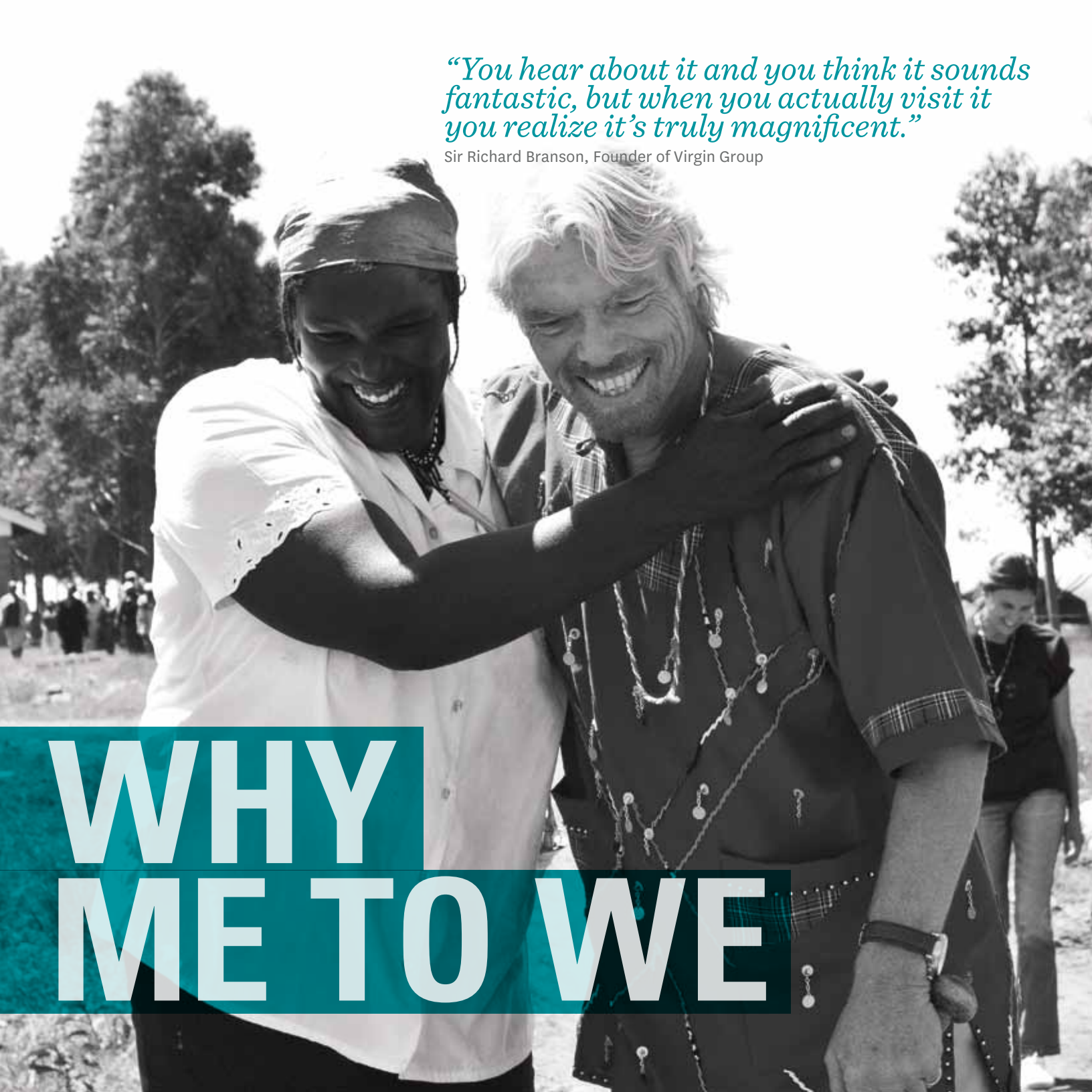
In the following pages, we invite you to read about the impacts your actions have made, and to explore just how innovative thinking is helping advance social change.

Thank you for being a part of the Me to We movement.

Craig Kielburger
Co-Founder

Marc Kielburger
Co-Founder and Co-CEO

Roxanne Joyal
Co-CEO



“You hear about it and you think it sounds fantastic, but when you actually visit it you realize it’s truly magnificent.”

Sir Richard Branson, Founder of Virgin Group

WHY ME TO WE

THE MOVEMENT CONTINUES

Me to We transforms people into world changers, one action and experience at a time. Here is how the Me to We movement is good for you, good for Free The Children and good for our world.

ME TO WE IS GOOD FOR:



THE WORLD	FREE THE CHILDREN	YOU
<ul style="list-style-type: none">✓ Me to We offsets the carbon emissions of travel, shipping and international volunteer trips✓ We always print on post-consumer waste recycled paper and never use pesticides in the production of clothing✓ We only develop products that are ethically produced, child labour-free and made from sustainably sourced materials	<ul style="list-style-type: none">✓ Half of Me to We’s annual net profits support the work of Free The Children. The other half is reinvested to grow our social enterprise✓ We are helping to support Free The Children and continue to lower its already low administrative rate✓ We provide in-kind services such as donated products, time and professional expertise to help strengthen the work of Free The Children	<ul style="list-style-type: none">✓ Me to We helps you live a socially responsible life where style meets sustainability✓ Me to We volunteer adventures, motivational speakers and leadership training help you engage in the world around you✓ By sharing stories, transformational experiences and spotlighting social issues, we connect and inspire people who believe in changing the world

A LOOK BACK AT 2011

What a year of impact Me to We had in 2011! Here's a year-in-review snapshot of some of the exciting milestones Me to We reached, and a look at some new projects and product launches.

IMPACTS

- social
- environmental
- financial



The Degrassi cast visits the Me to We store to release their MTV documentary, *Degrassi Goes to India*.



Virgin Atlantic starts to carry Me to We Artisans on flights in their *Retail Therapy* magazine.

The boys in Canadian rock band Hedley travel with Me to We to India.



Mia Farrow travels with Me to We to Kenya.



Me to We hosts a record number of Take Action Academies across North America, in cities like Montreal, Vancouver, Palo Alto and Sackville, New Brunswick.



Me to We Artisans launches its Trunk Show program where anyone can support the cause with family and friends at home.



Me to We launches its innovative fundraising kit to help youth fundraise for their trip or academy experience by selling Me to We Artisans products.

JANUARY



The Me to We store opens its doors!



MuchMusic VJ Jesse Giddings launches his Freedom T-shirt.



Craig Kielburger releases his new children's book, *Lessons From a Street Kid*.



Robin Wiszowaty releases her new children's book, *My Maasai Life: A Child's Adventure in Africa*.

Youth from across North America spend their March break on a Me to We trip, volunteering in India, Kenya, Ecuador, Arizona-Mexico and China.



Noah Kaplan, the spoken word artist, is added to the Me to We Speakers roster!



Me to We adds Nicaragua as a trip location available for summer 2012.



The Me to We leadership team delivers the innovative "Power to Change" leadership retreat to support relationally aggressive youth.



Me to We's own Roxanne Joyal is named Ms. Chatelaine!

Me to We Artisans launches its Turkana Earth fall collection.



Jessi Cruickshank launches her new and improved Africa Tee at the Me to We store.



Spencer West releases his candid memoir, *Standing Tall: My Journey*.

DECEMBER



Vampire Diaries star Nina Dobrev launches her Hunger Bites T-shirt.

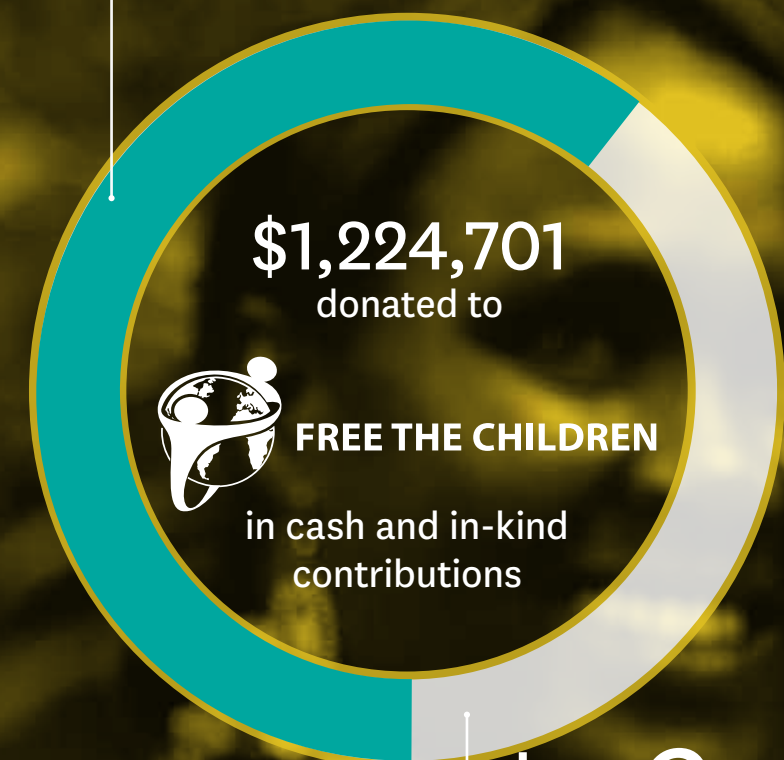
FINANCIAL IMPACTS

Me to We continues to live up to its mission to support the work of Free The Children. In addition to in-kind donations, half of all net profits from Me to We is donated directly to Free The Children.

453 MAMAS EMPLOYED
FULL-TIME IN
COMMUNITIES SERVED
BY FREE THE CHILDREN

\$757,600

in-kind donations to Free The Children, including donated products and services as well as professional staffing support.



\$1,224,701
donated to



FREE THE CHILDREN
in cash and in-kind
contributions

\$467,101

in cash donated to Free The Children*, in part to help lower the charity's already low administration rate.

*Me to We has a formal donation agreement with Free The Children. Drafted by Torys LLP, the agreement ensures that all cash and in-kind donations are being met. Cash donations and net income are independently evaluated by auditors Kestenberg Rabinowicz Partners LLP on an annual basis.

THE GROWTH OF FINANCIAL DONATIONS TO FREE THE CHILDREN:



SINCE 2009, MORE THAN

\$3.25 MILLION

donated to Free The Children through cash and in-kind donations

ENVIRONMENTAL IMPACTS

From carbon offsetting all of our international volunteer trips, shipping and domestic travel, to printing on recycled paper and avoiding all pesticides in the production of our products, Me to We is committed to leaving a light footprint on the earth.

NUMBER OF SEEDLINGS PLANTED



TO DATE, ME TO WE HAS HELPED PLANT MORE THAN
310,000 TREES

BY PRINTING ON POST-CONSUMER WASTE RECYCLED PAPER, WE SAVED:





SOCIAL IMPACTS

In every decision we make, Me to We strives to set an example of the highest social standards in business. By offering ethically manufactured products and inspiring leadership experiences, and by financially supporting the work of Free The Children with every purchase made, we strive to build a world where corporate thinking meets social awareness.

PEOPLE INSPIRED:



395,600

through speeches, books and leadership programs

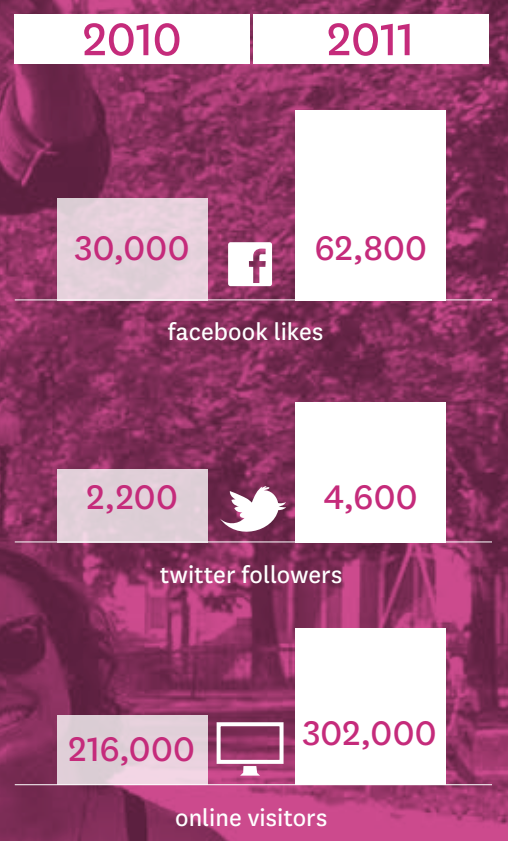


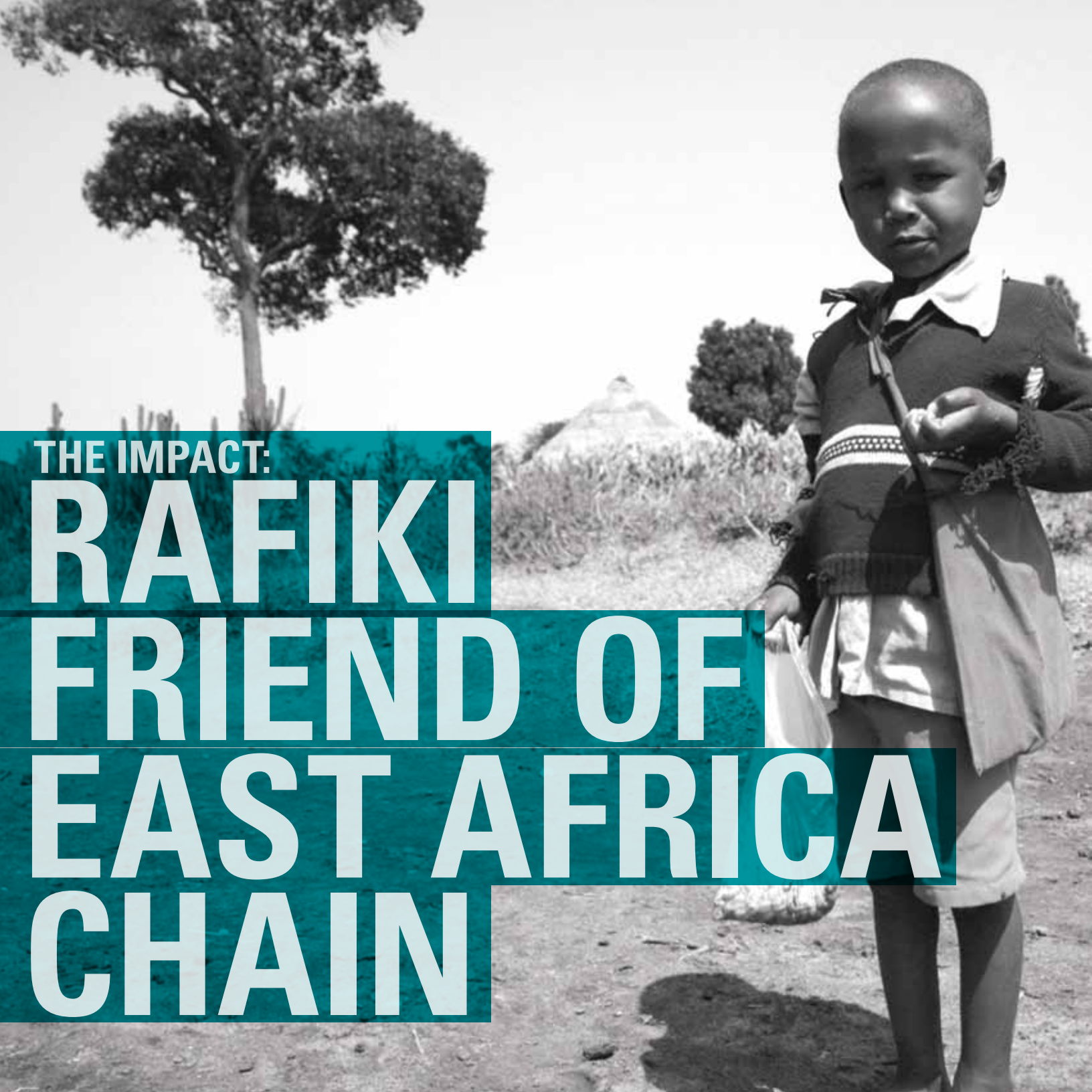
YOUTH LEADERS TRAINED TO BECOME LEADERSHIP EXPERTS AT ME TO WE'S LEADERSHIP ACADEMY



220,528
VOLUNTEER HOURS
served by participants on Me to We trips

OUR ONLINE PRESENCE THROUGH FACEBOOK, TWITTER AND METOWE.COM:





THE IMPACT: RAFIKI FRIEND OF EAST AFRICA CHAIN

THE CHAIN THAT MADE A DIFFERENCE

This past year, East Africa faced the worst drought in 60 years. Millions of people were left vulnerable by poverty and suffering through famine.

In support of the East African drought, Me to We developed the Rafiki Friend of East Africa Chain which was sold for \$10. The full proceeds from each purchase of a Rafiki Friend of East Africa Chain supported Free The Children's short- and long-term efforts for drought relief. Furthermore, the women employed by Me to We Artisans who beaded the chains in Kenya receive a fair wage year-round, ensuring they are able to purchase food and other necessities for their families, even in this time of crisis.

THE IMPACT:

IN FIVE MONTHS, 11,900
RAFIKI FRIEND OF EAST
AFRICA CHAINS WERE
PURCHASED.



FACT:

Hundreds of women in drought plagued communities maintained their livelihoods and supported their families through the making of the Rafiki Friend of East Africa Chains.

FACT:

The purchase of one Rafiki Friend of East Africa Chain feeds one person for a month.

Nelly Furtado

Shawn Desman

Nikki Yanofsky





THE IMPACT:
**THE
ME TO WE
STORE**

LOCAL STORE WITH GLOBAL CHANGE

We opened the Me to We store, located next to Me to We’s headquarters in Toronto, in late November of 2010. The Me to We store offers high-quality apparel, accessories, books and travel for the socially conscious consumer. More than this, the Me to We store isn’t just a retail space, but an inviting environment to chat with Me to We members, exchange travel stories and meet like-minded individuals. After being open for more than a year now, here is a look at the local and international impact that the Me to We store is having.

STORE OFFERINGS

- Handcrafted jewellery and accessories by Me to We Artisans
- Inspiring books, CDs and DVDs
- Sustainably produced, sweatshop-free Me to We Style
- Socially and environmentally responsible travel gear
- Volunteer travel and leadership academy bookings at the “Be The Change” bar



THE IMPACT:

NEW PRODUCT LAUNCHES IN STORE:



Spencer West’s
*Standing Tall:
My Journey*



Craig Kielburger’s
*Lessons From a
Street Kid*



Jessi Cruickshank’s
new Africa Tee



Jesse Giddings’
Freedom Tee



THE IMPACT:
**LIFE
CHANGING
TRAVEL**

WHY OUR TRIPS ARE DIFFERENT

Me to We trips are driven first and foremost by the needs of the local communities we visit. Our trips allow youth, families and adults to explore new cultures, discover the beauty of the land, learn about international development first-hand and give back through meaningful volunteer opportunities. Me to We trips are unique in that each trip works in collaboration with our charitable partner, Free The Children. The strong partnerships that Free The Children has with local communities and governments allow Me to We trips' participants the chance to truly interact and engage with developing communities overseas.



"The number one concern of every parent on any overseas program is 'Will my child be safe?' The standards of safety that Me to We subscribes to are the highest of any service program I am aware of. Me to We takes all the precautions necessary to make this a safe and healthy trip for all the participants."

Greg Rogers
Student Leadership/Staff Development,
Toronto Catholic District School Board



"Me to We trips are truly life-changing. Our staff forged strong connections with each other and to the global community. They've developed an awareness of the impact of their everyday actions and returned home feeling inspired to create a personal legacy that matters."

Tania Carnegie
Executive Director,
Community Leadership
KPMG Canada





V. Tony Hauser

THE IMPACT: ME TO WE ARTISANS

ACCESSORIES WITH PURPOSE

Me to We Artisans is a line of original accessories, handcrafted by artisans in Free The Children countries across the globe. Each unique piece is a connection between you and a working artisan, sustainably produced and using as much local supply as possible.

Having launched Me to We Artisans just over a year ago now—what a year it has been. Here are some highlights and impacts from the past year:



Turkana Earth
Pamoja Bracelet



Turkana Earth
Tote Bag



Unity
Pamoja Bracelet

THE HIGHLIGHTS

- Virgin Atlantic continues to carry Artisans in their *Retail Therapy* magazine, ranking within the top 10 in jewellery sales
- Artisans has now been worn by celebrities, including, Nelly Furtado, Joe Jonas, Nina Dobrev and Holly Branson
- Launched the well-received Turkana Earth collection in the fall of 2011
- Launched the innovative initiative of Artisans Trunk Shows sharing the story of the mamas with friends and family with at-home trunk shows
- Teamed up with Serena & Lily's online bazaar to create an original line of products inspired by the Maasai mamas

For Narripol, Artisans means “savior from poverty.” Since starting the Me to We Artisans program, Narripol feels empowered. “Life will change and it is already changing,” she says. And it shows. With the money she has earned from Me to We Artisans, Narripol has purchased two goats, new clothing and supplies for her family, and, most importantly, is able to send both of her children to school.

THE IMPACT:



V. Tony Hauser

- Mamas now earn over two to three times what they were earning before working with Me to We Artisans
- Mamas are now able to pay school fees for their children, improve their homes with tin roofs and can buy food, clothing and medicine for their families.
- The mamas take part in financial literacy and leadership trainings throughout the year.
- The mamas are now in a position to contribute to community-wide initiatives like construction of classrooms and community gardens.

453 MAMAS
are now employed full-time in Kenya.



IN THE NEWS

PEOPLE ARE TALKING

From our innovative social enterprise model to our unique volunteer trip offerings, Me to We is making headlines. Me to We has been recognized in the following media outlets:

Fashionmagazine.com, people.com, Vervegirl.ca, BlogTO.com, InsideToronto.com, Shedoesthcity.com, Toronto Shopoholic Online Newsletter, Youthink.ca, Janegoodall.ca, YummyMummyClub.ca, Financial Post Magazine, Chatelaine, Reader's Digest, Family Time Magazine, Seventeen, Outpost Magazine, Citytv

“Vowing to share their stunning creations with the rest of the world, Roxanne Joyal, who now splits her time between Kenya and Toronto, co-founded Me to We, a fair-trade program that allows the mamas to earn money by selling their pieces.”

Fashion Magazine

THE IMPACT: OUR FRIENDS WHO HELPED SPREAD THE WORD:

Nina Dobrev	Jessi Cruickshank
Nelly Furtado	Holly Branson
Degrassi	Hedley
Mia Farrow	Shawn Desman

ME TO WE IS...



...efficient

Me to We keeps its costs as low as possible. All salaries of Me to We employees in North America are in line with Imagine Canada results of the Canadian charitable sector compensation study as well as that of Charity Navigator in the United States.



...independently reviewed and evaluated

Me to We and Free The Children asked a retired Canadian Supreme Court justice in 2011 to independently review the organizations and the relationship between them, the role of their founders and governance model. Both organizations were issued an unqualified laudatory report. Me to We has formed a senior management advisory committee to help ensure the organization lives true to its mission of supporting Free The Children and becomes a model for social entrepreneurship. Me to We would like to thank the following committee members for their wisdom and assistance:

- Bill Thomas, CEO and Senior Partner, KPMG Canada
- Jacki Kelley, Global CEO, Universal McCann and Free The Children United States Board of Directors
- Graham Moysey, General Manager, AOL Canada
- Jim Berk, CEO, Participant Media
- Hartley Richardson, President and CEO, James Richardson & Sons
- Dr. John Gaither, Retired Educator and Free The Children Canadian Board of Directors



...accountable

Me to We is independently reviewed each year by Kestenberg Rabinowicz Partners LLP to ensure annual donation amounts are met. All practices and transactions are independently reviewed on a regular basis. Me to We has a donation agreement prepared by Torys LLP and agreed to by respective boards of directors. Both boards of directors ensure that Me to We is living up to its mission to help Free The Children achieve its goals.



...celebrated for its model

Me to We has been recognized by many prestigious awards for its model of social entrepreneurship. One of the most notable honours is the national Ernst & Young Social Entrepreneur of the Year Award, which recognizes how Me to We has been able to use business practices to redefine a triple bottom line.



...doing what Free The Children cannot

Free The Children faces varying restrictions on how it can operate as a registered charity in Canada, the United States and other countries, limiting its scope and scale to sell products, provide advocacy or empowerment programs, or offer services like international volunteer travel. Me to We, as a separate and distinct social enterprise, is able to do all of this and more.

REDEFINING SOCIAL ENTREPRENEURSHIP



What I found most impressive is the Me to We business model: the organization is designed to be financially self-sufficient by using market-based strategies to advance important social outcomes. I think that Me to We should serve as an exemplar for how to generate economic value by advancing a social mission.



Jason Saul, CEO of Mission Measurement and lecturer on social enterprise as faculty at Northwestern University's Kellogg School of Management, writes in his findings during an independent eight-month review of Me to We's business model.



A LOOK AHEAD

HERE'S TO THE FUTURE IMPACT

We're excited to share Me to We offerings with new audiences, to bring leadership opportunities to more youth, to engage more families and to develop new partnerships in the world of socially responsible business. Most of all, we are thrilled to continue supporting the work of our charity partner, Free The Children. Through in-kind and financial donations, Me to We is playing an integral role in helping to free children from poverty, exploitation and the notion that young people are powerless to change the world.

HERE'S A GLIMPSE OF WHAT WE HAVE IN STORE FOR 2012 AND BEYOND:



Launching Craig and Marc Kielburger's new book, *Living Me to We: The Guide for Socially Conscious Canadians*



Sending our first youth trips to Nicaragua and Ghana



Spencer West launching his Redefine Possible T-shirt in support of his climb of Mount Kilimanjaro



Launching Marc Kielburger's *Everyone's Birthday* children's book



Launching the new spring line from Me to We Artisans



Getting ready to launch our Araveli centre for family trips to India for 2013



me to we

Better choices for a better world

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