



ANNUAL IMPACTS REPORT 2013

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▶ DEAR FRIEND



All it takes is one spark to start a movement.

In the four years since Me to We began, that movement hasn't stopped growing—and it's all thanks to you. In the past year alone, the tangible impacts you've helped us make are changing more lives than ever before, as we continue to inspire more and more people to find their spark and join a growing community of global citizens committed to building a better world.

As always, we define success and the bottom line not by dollars earned, but by lives changed. More than ever this year, we're taking action to show you the exact impact your actions are having, all around the world, and being transparent in all that we do as a social enterprise.

Our new Track Your Impact tool on Me to We Cards and select Me to We Artisans accessories—like the Rafiki Friend Chain set of five—gives you a close-up look at the lives you changed overseas. And our ever-growing list of volunteer trip destinations gives you the unique opportunity to visit the communities you're helping us transform.

In the following pages, we invite you to read about the incredible milestones you helped us achieve in 2013, and take a look at what's in store for this year.

Thank you for helping us change the world—today and every day of the year.

			
Roxanne Joyal CEO	Russ McLeod Chief Operations Director	Craig Kielburger Co-Founder	Marc Kielburger Co-Founder

*WHETHER YOU'RE A CELEBRITY OR NOT,
GIVING BACK TO PEOPLE WHO NEED
IT MOST IS AN INCREDIBLE FEELING—
EVERYONE HAS AN OPPORTUNITY TO MAKE A
DIFFERENCE AND GET INVOLVED.*

—MARC KIELBURGER

THE MOVEMENT

Me to We is innovative. It's inspirational. And it's changing the way we live.

WHY ME TO WE?

Living Me to We starts with you. It starts with the choices we make. It starts with our purchases, our actions, the way we travel and the way we live. And it starts with being inspired to make a difference. Because we all want to live better and make the world a better place.

Since 2009, more than
\$6.5 MILLION
has been donated to
FREE THE CHILDREN.



GOOD FOR FREE THE CHILDREN

We support our charity partner and best friend.

- We support Free The Children projects
- We give notebooks
- We empower mamas

Since 2008, we have planted
666,900 TREES
in Free The Children
COMMUNITIES.



GOOD FOR THE WORLD

We work toward making our planet a greener place.

- We plant trees and offset carbon outputs
- We reduce our pesticide outputs
- We use environmentally friendly paper

In 2013, more than
1.7 MILLION
people were inspired by
ME TO WE.



GOOD FOR YOU

We give you the tools to live a socially responsible lifestyle.

- We connect you with the world
- We create leaders
- We offer socially conscious products and experiences

2013

AN INCREDIBLE YEAR OF IMPACT

IMPACTS:

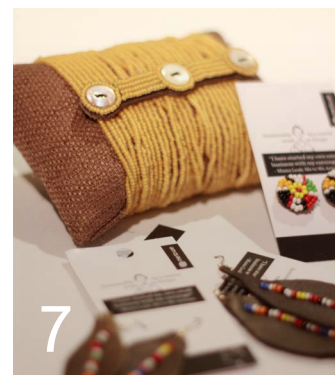
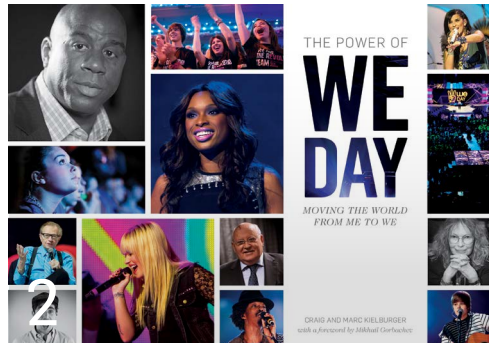
● Financial ● Environmental ● Social

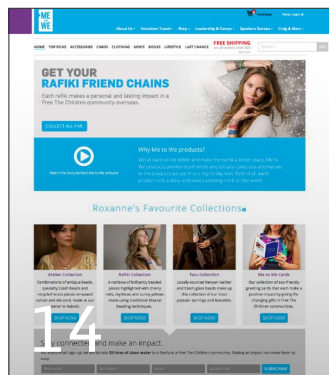
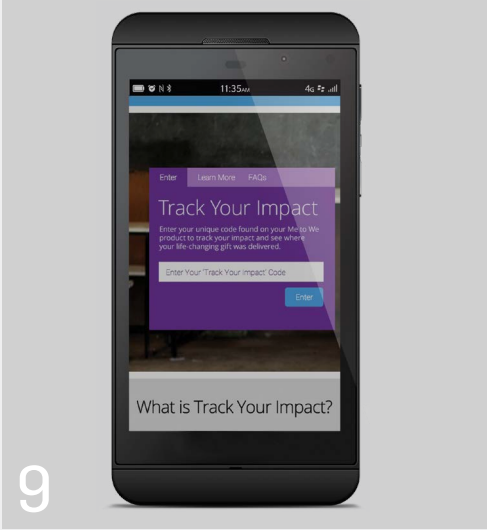
1. Introduced the ABC Education Rafiki Friend Chain ● ●
2. *The Power of We Day* book hits stores ● ● ●
3. Exclusive Me to We Cards released at Chapters/Indigo locations across Canada ● ● ●
4. Me to We Artisans develops Rafiki Friend Chain set ● ●
5. Me to We Artisans Spring Collection launched ● ●
6. Creation of new Me to We brand logo ● ●
7. Launch of Me to We Artisans Summer Collection ● ●
8. New Me to We Fundraising Program started ● ●
9. Launch of TrackYourImpact.com ● ● ●
10. Me to We starts partnership with Nordstrom ● ●
11. Me to We Artisans hires 200 additional mamas in Kenya ● ●
12. Demi Lovato travels with Me to We to Kenya ● ●
13. Me to We Artisans Fall Collection launched ● ●
14. New Me to We online shop unveiled ● ●
15. The cast of *Degrassi* travels with Me to We to Nicaragua ● ●
16. Launch of 2013 Gifts of Impact campaign and Me to We Giving Tree ● ● ●
17. Hannah Alper and Sydney Brouillard-Coyle join Me to We Speakers ● ●
18. Joe Jonas travels with Me to We to Kenya ● ●



ABC
EDUCATION
RAFIKI
FRIEND
CHAIN

Give one year of school supplies to one child.







FINANCIAL IMPACTS

Supporting Free The Children—our charity partner and best friend—has always been at the heart of Me to We's mission. From in-kind contributions to donating half our net profit to Free The Children, we are committed to building a better world by redefining business and the bottom line—and living up to our mission, every day of the year.

\$1.7 MILLION

donated to Free The Children in 2013 through cash and in-kind donations

\$1,073,790

through in-kind donations in 2013

\$1.63 MILLION

donated to Free The Children in 2012

Since 2009, more than
\$6.5 MILLION
has been donated to
FREE THE CHILDREN.

\$617,000

in cash donations in 2013

\$1.22 MILLION

donated to Free The Children in 2011

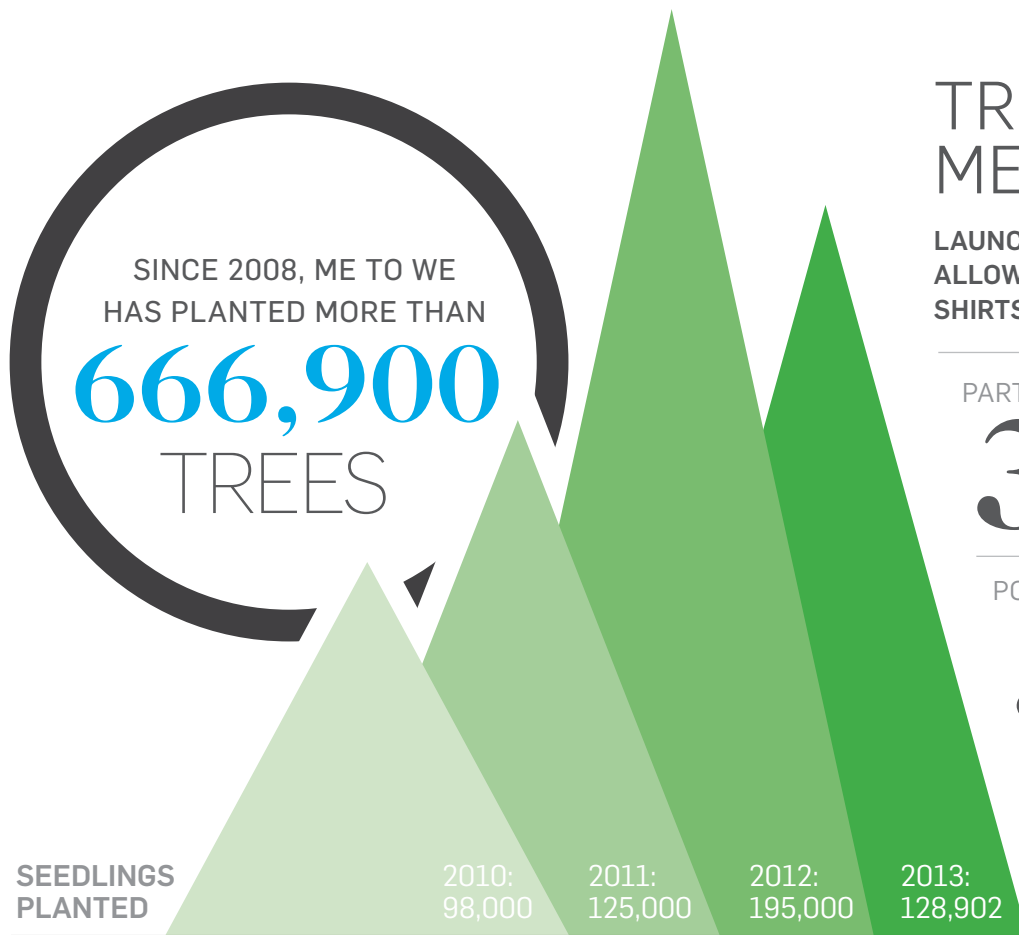
*Me to We has a formal donation agreement with Free The Children. Drafted by Torys LLP, the agreement ensures that all cash and in-kind donations are being met. Cash donations and net income are independently evaluated by auditors Kestenberg Rabinowicz Partners LLP on an annual basis.



35,390
POUNDS OF
PESTICIDES SAVED

ENVIRONMENTAL IMPACTS

We're into being green, and we take it seriously. By printing our books and greeting cards on recycled paper, using organic cotton in the production of our clothing, planting a tree for each T-shirt sold and partnering with companies who care, Me to We is committed to leaving a light footprint on the earth—and helping you do the same. Because a greener world is a better world.



TRANSFORMATIVE ME TO WE TEES

LAUNCHED THIS YEAR, THIS INNOVATIVE NEW CAMPAIGN ALLOWS SCHOOL GROUPS TO ORDER ME TO WE STYLE SHIRTS CUSTOMIZED WITH THEIR SCHOOL NAME.

PARTICIPATING SCHOOLS

300

POUNDS OF PESTICIDES SAVED

3,000

TREES PLANTED

10,000

COMPANIES THAT CARE:

NUMBER OF TREES PLANTED



19,010

TELUS®



13,735

PotashCorp



10,207



5,394

Longo's
a fresh tradition™



6,273

TELUS®



4,120

PotashCorp



3,368



440

Longo's
a fresh tradition™



79,346
hours
VOLUNTEERED
BY YOUTH

SOCIAL IMPACTS

Me to We is about inspiration. Innovation. Ideas. And transforming the world. By producing ethically manufactured products, offering leadership experiences and volunteer opportunities, and engaging hundreds of thousands online, we continue to strive to set an example of the highest social standards in business. We are changing the world—one person, one day at a time.

WEBSITE
VISITS

64%

ME TO WE
SPEAKERS
BUREAU

6%

- 54% Adults
- 32% Youth
- 14% University

FREE THE CHILDREN
SPEAKING TOURS

4%

EMAIL
CAMPAIGNS

12%

SIGNATURE
LEADERSHIP
PROGRAMS


2%

SOCIAL MEDIA
CONNECTIONS

12%



12,036

NOTEBOOKS GIVEN IN
2013 THROUGH OUR
BUY A BOOK, GIVE A
BOOK PROMISE 

CONNECTIONS MADE ONLINE IN 2013:



15,615
TWITTER
FOLLOWERS



79,306
FACEBOOK
LIKES



5,700
INSTAGRAM
FOLLOWERS



111,393
YOUTUBE
VIEWS



1,102,716
UNIQUE VISITORS
TO METOWE.COM



ABC

EDUCATION RAFIKI
FRIEND CHAIN

**gives one year of school
supplies to one child.**

▶ RAFIKI FRIEND CHAINS

FIVE CHAINS. FIVE WORLD-CHANGING IMPACTS.

It takes a strong foundation to create powerful change. Each \$10 chain in our Rafiki Friend Chain Set gives a life-changing gift to a child or family overseas in connection with Free The Children's Adopt a Village development model. This year's featured ABC Education Rafiki Chain supported Free The Children's Year of Education, giving one year of school supplies for each chain sold.

94,212 IMPACTS

HAVE BEEN MADE IN FREE THE CHILDREN
COMMUNITIES WITH RAFIKI FRIEND CHAINS

FOOD
INCOME
HEALTH
WATER
EDUCATION

BREAKDOWN BY
RAFIKI FRIEND CHAIN

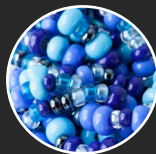


ABC EDUCATION RAFIKI
FRIEND CHAIN



42,780
children
equipped
for school
for one
year

WATER RAFIKI
FRIEND CHAIN



26,332
people
given
one year
of clean
water

HEALTH RAFIKI
FRIEND CHAIN



8,722
children
given one
year of
health
care

INCOME RAFIKI
FRIEND CHAIN



8,352
women
given
sustainable
financial
tools

FOOD RAFIKI
FRIEND CHAIN



8,026
children
given one
month of
healthy
meals

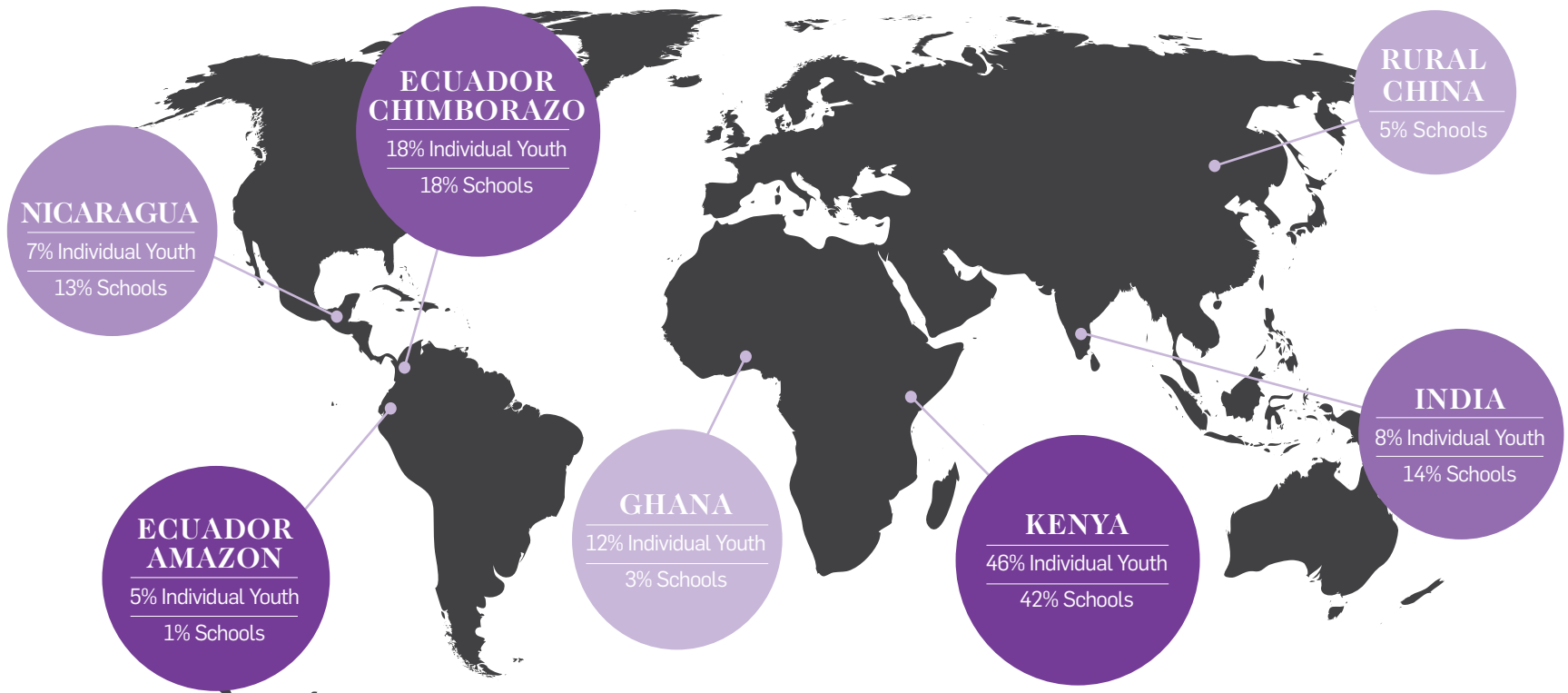


76,435
hours
VOLUNTEERED
BY YOUTH ON TRIPS

YOUTH VOLUNTEER TRIPS

Me to We Trips are the start of something bigger. They're about creating incredible and lasting change—through both the on-the-ground impact of participants' volunteer work and the transformation in perspective. They're about nurturing a generation of leaders who will change our world.

WHERE YOUTH AND SCHOOLS TRAVELLED IN 2013



92%

OF PARTICIPANTS
FELT THEY MADE A
DIFFERENCE IN THE
COMMUNITY THEY
VOLUNTEERED IN.

**All stats from a 2012 survey by Me to We.*

IN 2013, TRAVELLERS ON ME TO WE YOUTH AND SCHOOL TRIPS WORKED ON:



52

CLASSROOMS



11

LATRINES



33

MURALS



8

DORMITORIES
& TEACHERS'
HOUSING



2

SCHOOL
KITCHENS



24,000
hours
VOLUNTEERED
BY ADULTS ON
VOLUNTEER
ADVENTURES

ADULT VOLUNTEER TRIPS

From the vast plains of Kenya's Maasai Mara, to the picturesque foothills of India's Aravalli mountain range, to the untouched beauty of Ecuador's Amazon rainforest, Me to We Volunteer Adventures in 2013 offered travellers more opportunities than ever to see the world and make a difference.

IN 2013, ADULT TRAVELLERS VISITED:



“IT’S NOT ONLY ADULTS THAT CAN MAKE A DIFFERENCE IN THE WORLD. WE WANTED OUR KIDS TO SEE WHAT’S BEYOND OUR BACKYARD AND WHAT LIFE IS LIKE IN OTHER PARTS OF THE WORLD.” —KRISTA BARBAN, ME TO WE VOLUNTEER ADVENTURE PARTICIPANT

705 L

OF WATER USED FOR
HOUSEHOLD CHORES
IN INDIA WAS CARRIED
BY ME TO WE TRIP
PARTICIPANTS.

IN 2013, TRAVELLERS ON FAMILY AND CORPORATE VOLUNTEER ADVENTURES WORKED ON:



19

CLASSROOMS



1

X-RAY ROOM



2

DORMITORIES



1

LIBRARY



1

TEACHERS'
HOUSING



[TRACKYOURIMPACT.COM](https://trackyourimpact.com)

Launched in 2013—
letting you see the story
behind every impact.

ME TO WE PRODUCTS

Creating a more sustainable future starts with our everyday choices as consumers. That's why all Me to We products are environmentally friendly, ethically manufactured and connected to Free The Children communities overseas—empowering you to make a lasting impact.

CONNECT TO A CAUSE: TRACK YOUR IMPACT

EVERY ME TO WE PURCHASE SUPPORTS FREE THE CHILDREN COMMUNITIES OVERSEAS

With a unique eight-digit code on every Me to We Card and now on an increasing number of Me to We products, TrackYourImpact.com lets you see where your purchase delivered a gift to change a life—from school supplies, to clean water, to financial tools.

And from birthdays, to holidays, to “just because” occasions, this year’s expanded line of Me to We Cards helped you give more greetings that give back, making more positive impacts than ever before. Me to We Cards are also now sold in Chapters/Indigo locations across Canada.



57,509

CARDS WERE SOLD
IN 2013, MAKING
AN INCREDIBLE
IMPACT OVERSEAS.

IN 2013, THE PURCHASE OF ME TO WE CARDS MADE THE FOLLOWING IMPACTS:



12,116
SCHOOL
SUPPLIES
PROVIDED



5,565
CHILDREN
GIVEN
MEDICINE



907,453
LITRES OF
CLEAN WATER
PROVIDED




7,964
TREES
PLANTED



2,396
FARMERS
PROVIDED WITH
SEEDS



13,321
SCHOOL
LUNCHES
PROVIDED



*“IT WAS SO MUCH MORE THAN JUST
A VACATION. IT WAS FIVE DAYS
IN SOMEONE ELSE’S COMMUNITY
LEARNING ABOUT THEIR CULTURE.
IT WAS THE MOST LIFE-CHANGING
EXPERIENCE I’VE EVER HAD.”*

—DEMI LOVATO ON LIVE! WITH KELLY AND MICHAEL

HOT OFF THE PRESS

Every day, the Me to We movement is growing, inspiring more and more people to change the world. And it wouldn't be possible without the amazing support we receive along the way from international media and our celebrity ambassadors. Here's a look at who helped us make headlines in 2013!

CELEBRITY AMBASSADORS SPREADING THE WORD

TYLER SHAW



JOE JONAS



NELLY FURTADO



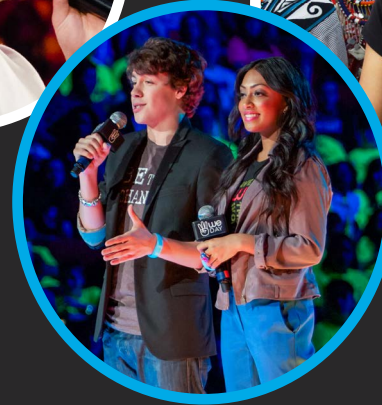
SHAWN DESMAN



DEMI LOVATO



KARDINAL OFFISHALL



DEGRASSI



NINA DOBREV

MEDIA OUTLETS THAT FEATURED ME TO WE IN 2013

live
kelly &
michael

ellen
the ellen degeneres show

CBS

CTV

CNN

etalk

the marilyn denis show
MARILYN

THE TORONTO STAR

The Seattle Times

NATIONAL POST

THE
HUFFINGTON
POST

CHATELAINE
EVERYDAY. EXTRAORDINARY.

TORONTO
LIFE

FLARE

teenVOGUE

Canadian
Living

A background image showing several pairs of hands, some wearing blue sleeves, holding a large quantity of bright green lentils. The hands are cupped together, and the lentils are piled high, filling the lower half of the frame. The overall tone is warm and humanistic.

LIVING ME TO WE

WE INSPIRE

We are a social enterprise that provides better choices for a better world.

WE CHANGE LIVES

We measure the bottom line not by dollars earned, but by the number of lives we change and the social and environmental impacts we make.

WE INNOVATE

We are innovative, inspirational and intent on changing the world.

WE GIVE BACK

We give half of our net profits to our charity partner, Free The Children; the other half is reinvested to grow the enterprise and its social mission.

WE MAKE AN IMPACT

We transform consumers into socially conscious world-changers, one transaction at a time.

WE ARE A WAY OF LIFE

We are thought leaders that blend the best of business and charitable practices.

WE ARE ME TO WE.

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's results of the Canadian charitable sector compensation study, as well as that of Charity Navigator in the United States.



ACCOUNTABLE

Me to We is independently reviewed each year by Kestenberg Rabinowicz Partners LLP to ensure annual donation commitments 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.



LIMITLESS

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.



CELEBRATED

Me to We has been recognized with 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.



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 their 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 Advisory Board Member | Graham Moysey, Senior Vice President, AOL Global and Free The Children UK Board of Directors | 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

A LOOK FORWARD

Thank you for joining us this year on an incredible journey of change. We couldn't have done it without you! Here's a look at what's coming up in 2014.



1

1. LAUNCHING OCCASION RAFIKI FRIEND CHAIN SET



2

2. RELEASE OF MOLLY BURKE'S NEW BOOK, *THROUGH MY EYES: BLIND AND BULLIED, BUT NOT BROKEN*



3. PACSUN PARTNERING WITH ME TO WE TO SELL ME TO WE ARTISANS PRODUCTS ACROSS THE U.S.



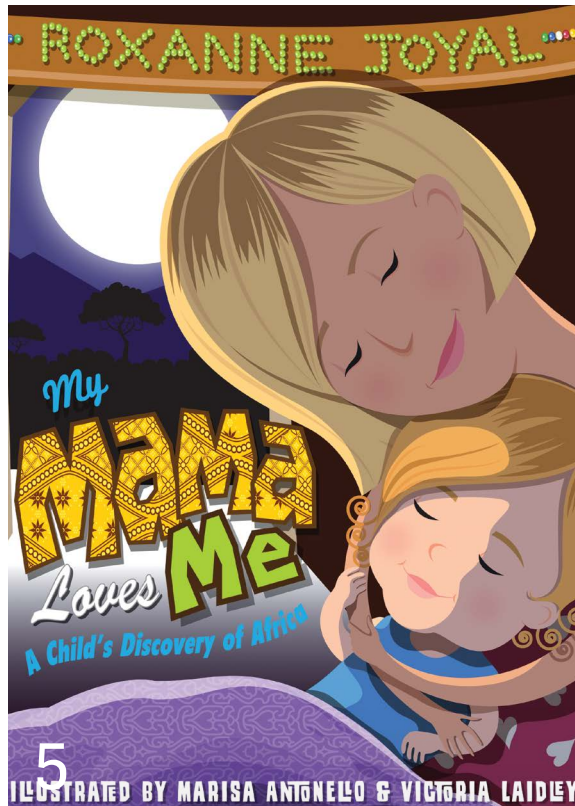
4. CELEBRATING THE 10TH ANNIVERSARY OF TAKE ACTION CAMP

PACSUN
3



4

- ● ●
5. ROXANNE JOYAL'S NEW BOOK, MY MAMA LOVES ME: A CHILD'S DISCOVERY OF AFRICA HITS STORES



5

- ●
6. INTRODUCING TRACK YOUR IMPACT ON EVEN MORE ME TO WE PRODUCTS



6



7

- ●
7. LAUNCH OF A BACK-TO-SCHOOL SUPPLIES COLLECTION IN PARTNERSHIP WITH STAPLES



METOWE.COM