

+\$16,000,000+
WORTH OF MEDICAL SUPPLIES
AROUND THE WORLD



COUNTRIES WITH
PROGRAMMING
& BUILDING
PROJECTS

45+



UNITED ESTAND

650
SCHOOLS & SCHOOL
ROOMS BUILT

DAILY EDUCATION TO MORE
THAN 55,000 CHILDREN.



30,000
WOMEN WITH ECONOMIC
SELF-SUFFICIENCY

FREE THE CHILDREN FOUNDERS
CRAIG & MARC KIELBURGER
WANTED TO HELP GIVE CHILDREN A VOICE.
THEY NOW LEAD A CHOIR OF MILLIONS.

BY EMER SCHLOSSER

1,700,000



**YOUTH
INVOLVED**



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CRAIG AND MARC KIELBURGER ARE QUINTESSENTIAL CANADIAN LADS. THEY ARE NICE, POLITE AND AIM TO DO GOOD.

But what makes them special is their unique ability to put good intentions into motion. In fact, for nearly 20 years, the brothers have eschewed the comforts of their Canadian home to bring aid to some of the world's most impoverished corners, war-torn areas and sites of natural disasters, where people struggle with basic survival.

And their journey partially began by chance.

While looking for comics in the newspaper, 12-year-old Craig was drawn to a story reporting the death of a child labourer in Pakistan. Iqbal

Masih had been sold into slavery at the age of four. In his short life, he spent six years chained to a carpet-weaving loom, and had died fighting for the rights of fellow children.

His story struck a chord with Craig. But what could a young kid do? Disheartened by other charities that said the way he could help most was through his parents' credit card, he became determined to take a more active role.

In 1995, Craig and Marc joined together to become a force for change. They founded an international charitable organization known as



Free The Children, aiming to empower youth and, according to Craig, "get kids to become aware, informed, passionate and fired up about a cause." What began with bake sales and car washes has since grown to become the world's largest network of children helping children.

Now active in more than 45 countries, the charity has built 650 schools and provides daily education to more than 55,000 children. It has sent \$16 million in medical supplies to parts of the world where they're needed most. It has helped 30,000 women become economically self-sufficient and created clean water, health care and sanitation for over a million people.

Free The Children now draws on the strength of more than 1.7 million youth in an effort to change the world for the better.

The charity has also given birth to We Day—an event headlined by musical performances and inspirational speakers that has attracted over a quarter of a million attendees. It's an uplifting and motivational experience for kids by kids, and the Kielburger brothers have the same rock star status there as Justin Bieber and K'naan.

Whether speaking with the Kielburgers in person or seeing them address a crowd of thousands, it's impossible to not get caught up in their enthusiasm. Their passion radiates. It's contagious. But while much of their appeal comes from their natural charisma, it has been complimented by their considerable education. Craig was the youngest-ever graduate of the Kellogg-Schulich Executive MBA program, and Marc graduated magna cum laude from Harvard before winning a Rhodes Scholarship and

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completing a law degree at Oxford. The brothers are also *New York Times* bestselling authors, and both have been awarded the Order of Canada.

Though no longer children, the brothers continue to be a force behind empowering youth, and they see their induction into Canada's Walk of Fame as a quintessentially Canadian thing.

"We do a very good job of celebrating the good that exists in our country," says Craig. "We create a culture that believes in doing good and making a difference as much as it does in hockey and Timbits."