

JAMBO FROM ROXANNE

DEAR FRIENDS,

I trust this finds you well during this holiday season.

I am thrilled to introduce our first-ever Bogani Newsletter, a way to keep you connected with Kenyan friends and access news of the latest happenings within the Me to We and Free The Children families.

There are some wonderful things happening at Bogani, including the recent visit of His Royal Highness Prince Edward, the journey of two Maasai warrior ambassadors to Canada and the launch of our newest alternative income initiative, Me to We Artisans—sustainable jewelry and accessories crafted by artisans in Free The Children communities—which is now reaching markets around the world.

It's such an exciting time for all of us in Kenya. Thank you for being part of it. For those who have travelled with us, and for those yet to embark on the adventure, Karibuni Kenya!



Roxanne Joyal
Co-CEO, Me to We



His Royal Highness Prince Edward Dedicates Baraka Health Clinic at Bogani

The visit of His Royal Highness Prince Edward, Earl of Wessex, to Bogani was an unforgettable moment of two worlds meeting. In the company of friends of Free The Children, including Kenya High Commissioner His Excellency David Collins and his wife, Jacquie Collins, we proudly hosted the Earl as he experienced Free The Children's work in action.

Prince Edward spent time meeting community members, participating in a Maasai mama's "water walk," and even had the opportunity to meet a group of young volunteers from Prince Edward Island, who toured him through the grounds of a new Free The Children school and presented him with a flag of P.E.I.

Presiding over the dedication of the new Baraka medical clinic, Prince Edward unveiled a plaque and gave an impromptu speech about the importance of child healthcare. The day ended in laughs and conversation over dinner with our Kenya-based leadership facilitators, and a performance by the talented Boys Choir of Kenya, who also performed at President Obama's inauguration. Honoured by the royal visit, the community presented Prince Edward with a goat as a gesture of blessing.

The Baraka medical clinic will serve 40,000 people and will specialize in antenatal care and preventative medicine. We also look forward to launching medical mission trips under the able supervision of Michelle Hambly, our Canadian-trained nurse and Free The Children's Assistant Country Director responsible for Free The Children's health care programming. For a community that has never had a health clinic before, let alone been visited by foreign royalty, this is the start of many blessings to come.





Bringing *My Maasai Life* Home: Robin Speaks to CNN on U.S. Book Tour

By: Robin Wiszowaty, Free The Children's Kenya Program Director and author of *My Maasai Life: From Suburbia to Savannah*, returned to her American home to share her story.

When the moment came to head to the airport in Nairobi, I asked my Maasai family what message I should pass on to our volunteer friends across the sea.

Uwasalimie wote sana! Uwambie tuko salama, tuko na furaha, na tunawangojea wakirudi, they said. "Greet all of them from us! Tell them we are peaceful, happy, and we are waiting for them to come back."

This is the message we've been sharing from New York to California, from Vancouver to Toronto, and in places in between in both the States and Canada. We've shared the story of Free The Children and Me To We on CNN—my parents were so proud!—National Public Radio, the *Financial Times* and more. I might be exhausted if it wasn't so invigorating.

Perhaps the most emotional moment for me was a signing in Schaumburg, Illinois—at the bookstore where my Dad brought me and my siblings as kids.

There was "standing room only" as the bookstore filled with family, colleagues, and old friends and teachers I hadn't seen for years. With some embarrassment, I began to cry while thanking loved ones for their support throughout the years, until I realized that most of us in the crowded room were crying together. It was one of the most beautiful feelings of *umoya*—unity—that I've ever felt in my life.

From schools to book clubs to family book parties, the *My Maasai Life* tour put me in contact with inspired kids, beaming Dads, dedicated Moms and some of the 3,500 youth groups from across North America who are contributing to Free The Children. I look forward to my North American speaking tour in February and will continue touring my book next fall.

It meant more to me than I can express to have honoured my Maasai family by sharing our story with all of you. Thank you to everyone who hosted a *My Maasai Life* event, attended or helped to share the message. I'm looking forward to seeing more of you in the future—maybe even at home here in Kenya.

/// It was one of the most beautiful feelings of *umoya*—unity—that I've ever felt in my life. /// - Robin.

Book all your travels with Me to We!

Me to We Travel is a full-service travel agency that meets all your travel needs. You can now make air, car and hotel bookings through Me to We travel agents, while supporting Free The Children.

Contact Diana Lo to book your travels today!
Email diana@metowe.com or call 416 964 8942 ext. 523.

We will also have an online booking engine to make travel as convenient as possible in the new year.

Just like everything Me to We, fifty per cent of Me to We's net profits support the work of the international charity Free The Children. The other half is reinvested to grow the enterprise and ensure its sustainability in providing you better choices for a better world.

Bring Me to We home for the holidays!

Shop metowe.com this holiday season and embrace the true spirit of giving. From books to DVDs to apparel to accessories, Me to We's selection of socially conscious gifts has something special for everyone on your list.

Buy a T-shirt, and we plant a tree. Buy a book, and we give a notebook to a child overseas. Best of all, with every Me to We purchase you are supporting our charity partner Free The Children.

Maasai Warriors in Canada: Wilson and Jackson Board a Plane for the First Time to Attend We Day

This We Day, Free The Children played host to two very special guests from Kenya: Maasai warriors Wilson and Jackson. The two warriors have been working with Free the Children since 2007 and it was their first time leaving their home country of Kenya. Watch the CTV documentary 'Welcome To My World' and share in their journey!

Maasai warriors Wilson and Jackson spend their days building Free The Children schools, sharing their culture and language with visiting volunteers and working as certified safari guides. Both got involved with Free The Children out of their vision to bring change to their community.

This fall, they journeyed to Canada to meet the other half of the Free The Children team, to speak at We Day—and to see North America for the first time.

From greeting colleagues at the Free The Children offices, to fearfully stepping on the glass floor of the CN Tower, to trying new foods like poutine and a “double double” coffee, every single day for them was the memory of a lifetime.

In the schools Wilson and Jackson work in, students often say they would love to travel to North America, but there is no one from their community who has. The pair's trip is a symbol of hope and possibility for all of their students back home, and Wilson and Jackson came to Canada eager “to share stories, share ideas and share happiness.”

Wilson and Jackson were excited to see what Canadian houses look like, as well as the trees, the lakes, the oceans and the “big towers” of our cities. Everywhere they went, friends of Free The Children stepped forward to give them wonderful memories. They watched a Toronto Leafs game in a box with the *Barenaked Ladies* and *The Big Bang Theory* cast, were presented with Leafs jerseys with the number of lions they killed, learned how to throw a football with Mike Pinball Clemons, tried ice skating for the first time, ran with the football team onto the field at a Toronto Argos game and played soccer with grade 7s at Toronto French School.

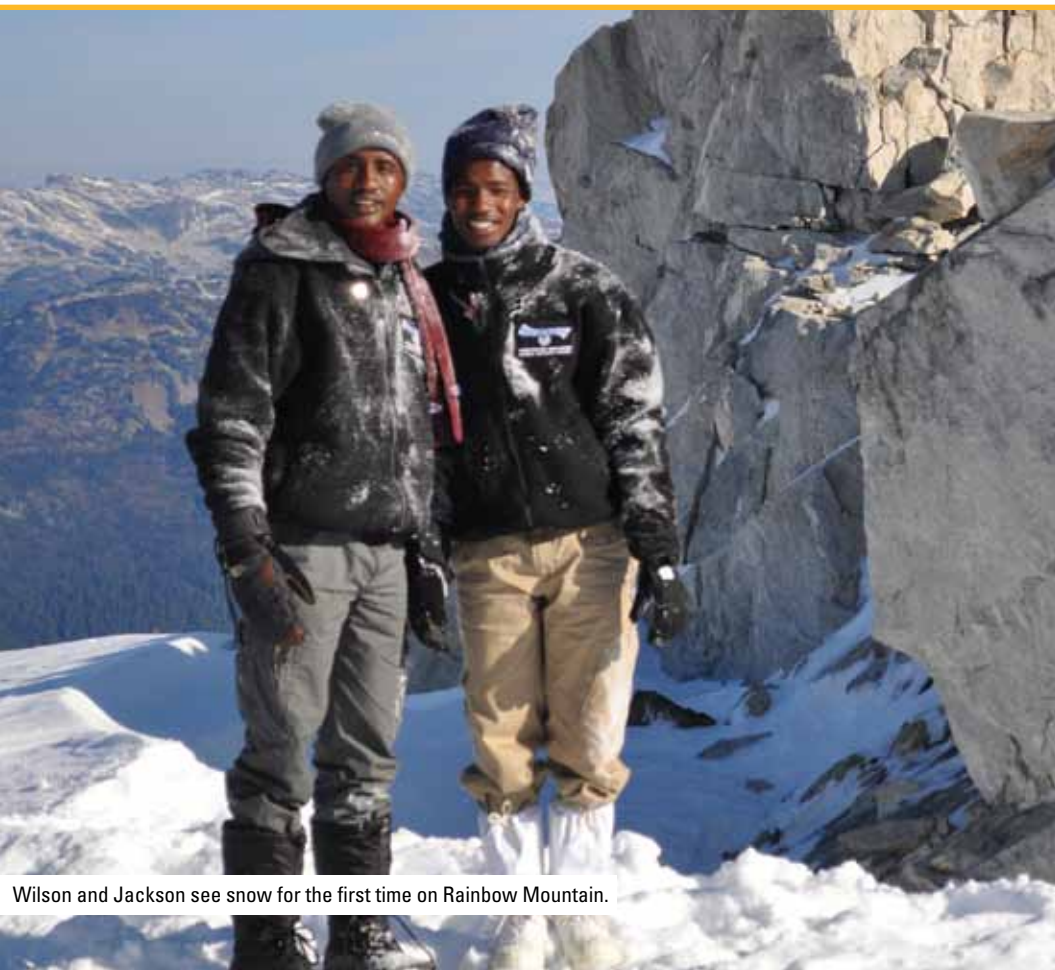
The Wade family, friends from this summer's Kenya volunteer trip, took them on an incredible West Coast adventure. At the Vancouver Aquarium they were able to touch and feed Beluga whales, and in Whistler they had the chance to try caribou, which they found tasted a bit like wildebeest! The Wades offered them a helicopter ride to the top of Rainbow Mountain to fulfill the warriors' dream of seeing snow. Having snowball fights, and looking out at the vastness of the mountain range, made this a very spiritual moment for both of them.

And then there was We Day.

Stepping in front of 20,000 cheering Free The Children supporters, hearing the applause and meeting the Reverend Jesse Jackson, Rick Hansen, Al Gore, Martin Sheen and K'naan, the day was a deeply meaningful and very treasured experience.

Wilson and Jackson have hosted and connected with thousands of volunteers over the years. The very best part of their trip? Seeing the homeland of those they consider family. At the many dinners, lunches, schools and offices that hosted them, they had the unforgettable experience of being with those “who are changing the lives of Kenyans.”

// Wilson and Jackson came to Canada eager to share stories, share ideas and share happiness. //



Wilson and Jackson see snow for the first time on Rainbow Mountain.



The warriors at We Day.



With Martin Sheen and Rev. Jesse Jackson.



Holly Branson visits Kenya, becomes ambassador for Free The Children and Me to We

Virgin Atlantic has made a three-year commitment to supporting Free The Children projects through on-board collections! Employees are also volunteering their time, and one Virgin team member in particular was excited to pay us a visit...

Holly Branson, daughter of Sir Richard Branson, spent her gap year volunteering in Nairobi. Along with volunteer cabin crew and pilots from Virgin Atlantic, Holly came to experience our work on the ground in the Maasai Mara. After helping to build a new Free The Children school and observing in the clinic (she is a qualified doctor!), she sat in a women's group to bead with the local Maasai mamas. At the end, the mamas presented her with the gift of a beautiful beaded belt, which takes a week to make. The gesture left Holly overwhelmed at their generosity. The artistry of the pieces, and the pride the mamas take in their self-sufficiency, was truly amazing to witness.

Pieces from the Maasai Collection by Me to We Artisans are now available at metowe.com. Me to We Artisans provide sustainable income to over 330 mamas in eight different communities in Kenya.



The Me to We store: Open for 2010 Holiday Season

Me to We is thrilled to share an exciting new development in our work in North America—the opening of the Me to We store!

Now open next door to the Me to We headquarters in Toronto, the new Me to We store offers better choices for a better world. The store is a new kind of socially responsible experience, home to everything Me to We. The store is grounded in the Me to We philosophy—even simple, everyday choices can making a big difference in changing the world.

Visit us at this exciting new international marketplace and gathering place, and join us in promoting business that is ethical, environmentally responsible and sustainable.

- Shop for sweatshop-free Me to We Style, inspiring books, CDs and DVDs, jewelry handmade by Me to We artisans and travel gear.
- Book a volunteer trip to Kenya, China, Ecuador, India or Arizona-Mexico at the "Be The Change" bar.
- Chat with Me to We team members, exchange travel stories and more!

Shop online at www.metowe.com/shop/store

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Fifty percent of profits from Me to We products and experiences go directly to our charity partner, Free The Children, with the other fifty percent reinvested to grow the enterprise and ensure its sustainability in providing better choices for a better world.



Experience a Me to We trip with your family and friends

From beginning to end, our trips team will help you plan your volunteer adventure, where you will experience and volunteer in a local community served by our charity partner, Free The Children. Visit metowe.com/trips/adult to embark on the trip of a lifetime.

To book your trip, please contact Cici Lam at cici@metowe.com or call 416-964-8942 ext 511.

"Our family trip to Kenya has truly changed our lives in the most positive way. Not a week goes by without one of us verbalizing a decision in our lives based on our experiences in Kenya. Most of these changes come from our children."
— Vera Rasmussen, parent

me to we
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225 Carlton St.
Toronto, Ontario,
M5A 2L2

www.metowe.com
1877-METOWE1
TICO Reg. #50017614

