

hosting a mixer.



On a Friday evening in mid-March, two Street Kids board members put a new spin on the Kitchen Party concept. Prea Grover and Ganendra Nikhil hosted a happy hour fundraiser at McKinsey & Company to help raise money for our programs in Africa, Asia, and South America. It was a fun start to the weekend and a chance to meet others who believe in the work we do around the world.

Support Street Kids by throwing a happy hour mixer for friends, family, or co-workers. With summer just around the corner, the potential for a good party is endless!



Prea (third from left)

Visit www.streetkids.org/kitchen_party to register your event, receive fundraising tips, discover new international recipes, and download your host kit.

"The kitchen party was a fantastic way to have a get-together with our friends and help a cause I really believe in. I think the awareness we built was just as beneficial as the money we raised!" Prea Grover

For more information, contact Aruna Aysola at aruna@streetkids.org or 416.504.8994 ext. 32.

Have you visited our social media pages? Stay updated on our work around the world!



new board member.

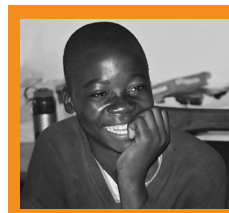
Ula Ubani joins Street Kids International.

I first heard about Street Kids International a decade ago through a friend that was involved in fundraising for the organization. Recently, I was reintroduced to their work, and it was clear to me that this was an organization that was contributing to long-term fundamental change in developing nations. The notion of teaching young people how to be self-sufficient and have control over their futures resonated with me. The organization's work goes beyond a simple handout to provide concrete skills and tools that young people can take advantage of for the rest of their lives. I was further impressed with staff and board members' level of engagement; these passionate individuals are committed to ensuring that the organization continues to make a difference in the lives of street youth around the world. I am honoured to be a part of this organization and excited to be part of the change.



Street Kids newest board member, Ula Ubani

Canadians championing our training model.



Street Kids' success starts at home in Canada. Since its inception in 2009, the Catalyst Circle program has grown by 88 percent with support from our Canadian donors. Their gift of \$100 a month or \$1,200 over the course of a year finances the training of a local youth worker, who will train 50 youth in their first year alone.

Throughout their careers, these youth workers will train countless youth and fellow youth workers, exponentially building the capacities of those within their communities and countries.

It costs \$1,200 to train one youth worker. To find out more about the Catalyst Circle program please contact Aruna Aysola.



street scenes spring 2011



David Pell, CEO
Street Kids International

thank you from our CEO.

Successful organizations have champions. Street Kids International is fortunate to work with leaders like Alex Tilley of Tilley Endurables, whose dedication and vision has helped us expand our programming. By donating a portion of the proceeds from each sale of the famous Hemp Hat, Tilley has been a loyal supporter of Street Kids since 2004. More than 100 youth workers have received Street Business training

thanks to their support. The catalytic effect of our training has allowed these youth workers to train more than 9,500 youth, who have started an estimated 5,500 businesses. During the month of April, Tilley will once again demonstrate their active support for street youth with a month-long campaign to promote the Tilley Hemp Hat and Street Kids International.

The stories throughout our spring newsletter demonstrate that Tilley is not alone in championing the work of Street Kids. The success of our programs rests on the shoulders of our visionary leaders and donors, in Canada and around the world, whose efforts you will read about in these pages. In India we have completed the Street Source pilot thanks to David Grant's vision for the project and the enduring support of the Cummins Foundation and local partner, Project Concern International. You'll also read about the Sprott Family Foundation,

whose generous support for the Microfranchise project in Tanzania is helping local youth launch bottled water or computer repair businesses. These innovative business plans are taking root all over the world, as you'll hear from Aruna Aysola in her Postcard from the Field.

Yet our innovations, fuelled by our champions, are only made possible when they are partnered with your continued donations. It is with our most heartfelt gratitude that we recognize the support of individuals like yourself. All youth, including street youth, deserve a chance at employment that earns fair wages or a healthy, financially independent livelihood that will support their families. Your investment in our work provides these opportunities by allowing us to expand our reach through our programs and new initiatives. Thank you for understanding the need for our work and for your generous charitable investment in Street Kids International.

Sincerely,

David Pell
CEO, Street Kids International

If you have made a donation in our recent spring appeal, thank you very much for supporting our work!
If you have not already done so, we ask that you please make a donation this season.

Yes! I believe in the resiliency and potential of street kids around the world!

I would like to support a **one-time** donation of: \$50 \$75 \$100 \$250 Other \$ _____

I would like to make a **monthly** donation (enclosed void cheque) of: \$5 \$25 \$50 \$100* Other \$ _____

Please find my gift enclosed by: Cheque Money order OR Please charge my

Credit card number: _____ Expiry date: _____ Name as it appears on the card: _____

Cardholder's signature: _____

A receipt for your tax deductible donation will be issued to the address below:

Address: _____ City: _____ Prov.: _____ Postal code: _____

Tel. number: () _____ Email: _____

on behalf of the youth we help, thank you very much for supporting Street Kids International!

*Catalyst Circle members provide training for one youth worker, who goes on to train countless street youth each year.

Street Kids International respects your privacy and adheres to the Personal Information Protection and Electronic Documents act. If at any time you wish to discontinue receiving regular updates from us, please call us at 416.504.8994 x. 28 / 1.800.387.5326. We will not trade your name with other organizations. Registered Charity No. 12890 7870 RR0001

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thank you.



homegrown initiatives reaching Canadian youth.

Street Kids International recognizes there are too many young Canadians who aren't in school or employed. Most are at risk of not attaining their full potential. Building on the success of our 2009 Street Jibe program in York Region, this initiative will reach at-risk youth by involving more than 20 youth-serving organizations and shelters from across the GTA. Thank you CIBC for championing this important new project.

In another part of the country, an innovative new project proposed by Steve Yuzpe, Street Kids treasurer, will provide a unique employment opportunity to Aboriginal youth who experience the highest levels of unemployment in Canada. We will prepare these youth for work with One Earth Farms Corporation, an innovative agriculture business in Saskatchewan, through a culturally relevant, Aboriginal-focussed version of the Street Business and Street Banking programs.

Tilley Endurables: a Street Kids champion.

Tilley Endurables continues to donate a portion of the proceeds from the sale of every Tilley Hemp Hat to Street Kids International. Alex Tilley has been a strong supporter of our work since travelling to Bolivia to meet the graduates of the Street Business Toolkit training.

An entrepreneur himself, he was drawn to the youth's resourcefulness and likeminded eye for business, and the dignity that our programs offer to youth. This spring when you buy yourself a Tilley Hemp Hat, you'll not only look great but you'll be helping a great cause.



Alex Tilley, wearing his signature Hemp Hat

a message from our interns around the world.

by Kristy Vanderplas, program manager

Thanks to the generous support of CIDA, for the last 10 months we have been fortunate to have seven highly capable young people working with our local partners. The interns returned this spring, and we asked them to reflect on their work with Street Kids International.

“What I enjoyed the most was interacting with the beneficiaries at Make a Better World Kenya (MABWOK). I gained practical experience in implementing community-based programs in the urban slums of Nairobi, Kenya.” **Virginia Kanyogonya**

“The best part of the experience was being able to interact with the youth in Nepal and India who had benefited from Street Kids’ trainings. Living in Nepal allowed me to reach new heights in the Himalayas and make lifelong friends.” **James Achoneftos**

“What I have enjoyed most is working with other like-minded people. Along with our amazing colleagues at Mkombozi, we successfully launched the Microfranchise project for marginalized youth and built partnerships for future projects in Tanzania.” **Adam Camenzuli**

“I supported the growth of our partner organization Hands Empowering the Less Privileged in Sierra Leone. This experience has given me the confidence, skills, and support that I need to achieve my professional goals. I have also built strong and lasting friendships.” **Sagal Abdulle**

To hear more from our interns in a presentation for your workplace, school, or Kitchen Party, please contact kristy@streetkids.org.

microfranchise takes off in Tanzania.

by Karimah Hudda, director of programs and partnerships

Microfranchise is found in many of the countries where Street Kids operates. Companies distribute their goods to small-scale vendors (called microfranchisees) and help them get started with product on credit and materials such as uniforms, kiosks to display their wares, or bicycles for mobile business. This mutually beneficial model allows the companies to expand their distribution and the microfranchisees to receive the training, support, and promotion of recognized products that are researched and in demand.

Microfranchise is important in the Street Kids context. Youth often face difficulty in borrowing enough capital to start their businesses. This innovative approach to franchising enables a greater chance of success and a lowered investment barrier for young entrepreneurs. Street Kids and Mkombozi—our partner in Tanzania—are working with two local companies: Just Water, a bottled water company in Arusha, and Affordable Computers and Technology for Tanzania (ACTT), a computer sales and repair business in Moshi. Our collaborative efforts will help prepare street youth to launch bottled water or computer businesses.



“I’ve gained invaluable on-the-ground experience in project management and some pretty stellar

Swahili skills! With the youth livelihoods team at Mkombozi in Tanzania, we made huge strides this year, training 90 youth in small business development and starting the innovative Microfranchise project for 30 youth.” **Dianne Denton**

“I learned about the needs, opportunities, and challenges for young people in Manila, the Philippines, and the complexity of corporate social responsibility. I also learned how to build strong relationships with donors, partner organization Virlian, and companies to prepare disadvantaged youth for secure employment.” **Sarah Bleiwas**

“Our main accomplishments were strengthening the network of youth-serving organizations in Ethiopia and building our Master Trainers’ capacities. And we provided trainings, support, and follow-up to thousands of youth over the last year!” **Alex Jameson**

The next cohort of interns will travel to their placements in May 2011. Follow their experiences at www.whatsupstreetkids.org.

The Microfranchise toolkit was developed from Street Kids’ highly acclaimed training program: Street Business Toolkit. Thirty youth have completed the Microfranchise training. Ten have started computer equipment/repair franchises through ACTT and 18 have launched Just Water franchises. One youth has been hired by Just Water as a salaried full-time salesperson. The launch and operations of their new franchises has been supported by Street Kids, Mkombozi, and the franchisors.

The Microfranchise project has become a reality thanks to a generous contribution from the Sprott Family Foundation. The Foundation’s forward-looking approach has laid the groundwork for the program to expand in 2012 pending further funding from CIDA. Thank you, Sprott, for your spirit of partnership and for your investment in the futures of street-involved youth.

growing with CIDA’s support.

Encouraged by a very supportive third-party evaluation funded by CIDA, Street Kids was invited to submit a plan for a five-year program. The success of this plan will provide our partners in Africa and South America with the capacity to operate independently of our assistance with new youth employment initiatives. We look forward to keeping you updated on this exciting development!



Sarah Bleiwas (third from left) in the Philippines

Street Source: bridging the unemployment gap in India.

Several million “slum youth” in India live in extreme poverty, while local and international companies struggle to find suitable employees. To bridge this gap, Street Kids International has partnered with local NGO Project Concern International and the Cummins Foundation (Cummins Engines). Together we launched the Street Source program, which prepares teens for employment through training in communications, money management, problem solving, and team work.

The training is the first exposure to workplace etiquette and

“The communication sessions were the most important part, because in the slum area, language and mannerism are not emphasized, but through the session the youth have managed to improve on these soft skills.” **Youth worker**

“I used to become angry with my family members, and now this has decreased. I learned how to behave with others in the workplace and I have used this to know how I behaved with my parents. My parents have noticed this too.” **Youth**

expectations for many of these youth. Upon graduation, a mentor helps them transition to a new life of financial independence. Once employed, they make small monthly payments to cover the costs of training. This sustainable revenue model will enable PCI to conduct the training

of a new group of youth without external grants and subsidies. At the end of the pilot year, all participants completed the program and received work placements that often doubled their household income.

The Cummins Foundation has played an integral role in funding the pilot project in 2010. This year, thanks to their continued support, we will expand the program to reach 80 to 100 youth. Our goal is to develop a toolkit that can be delivered in other communities across India and other developing countries.

“I also come from a similar background and had an opportunity to work with small companies, and the program provides (youth) with a chance to get work experience and learn.” **Employer**

our interactive map is going live!



Want to know more about our on-the-ground work around the world? Visit www.streetkids.org and follow the link to our newly launched **interactive map!** You’ll find information about the countries that we operate in, as well as regional issues, program statistics, personal stories, pictures, and even some videos!

postcard from the field.

by Aruna Aysola, director of fund development and communications

Thanks to Air Canada Kids Horizons, my trip to India, Kenya, and Ethiopia has given me the opportunity to see firsthand our operations in three different countries within a month. I visited the kids we help, most of whom are living on less than \$1.25 CAD a day in slums where alcoholism and high crime rates prevail. I also witnessed the great impact

that our programs can make on these youth, and met with our youth workers who provided invaluable insight into the daily operations of our programming.

Janta Vasahat is the largest slum in Pune, India. This is where we completed the first year of Street Source, an employment preparation program. Life is difficult here; like other slum communities the residents live in one-room houses with no running water or shared public toilets. However, as a result of the training, most participants have doubled their family income, and the youth trainees are very excited about their new jobs and their futures.

In Kenya I travelled to the Dandora dumpsite, which spans 40 acres. I was heartened by the stories of the youth I met there, especially their successes to date and determination to make an even better life for themselves and their families. This determination was also mirrored in the youth in Akaki, Ethiopia. It was there that I witnessed our tried and tested Street Business Toolkit in action. The participant’s engaging response to the material was amazing—it was very apparent that our training approach of integrating their opinions, goals, and vision into the curriculum was unlike anything they had ever experienced.

What touched me the most were the common themes of selflessness among these highly marginalized youth. When asked about their goals and aspirations, these kids replied that they want to help their parents and siblings. And many talked about their friends, who also wanted to receive our trainings after seeing the impact of our work.

vlog coming soon.

Aruna documented her trip from start to finish with videos that we will launch in our forthcoming **vlog** (video blog)!

Here you will be able to watch interviews with youth and youth workers.