



# THE PETER F. DRUCKER AWARD

FOR CANADIAN  
NONPROFIT INNOVATION

CELEBRATING INNOVATIONS IN NONPROFIT ORGANIZATIONS

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## Karate Kids

Street Kids International

**Elements:** Strategy, Systems  
**Year:** 1993

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WINNER FOR 1993

There's an animated kid's adventure video called Karate Kids that's seen around the world in over 100 countries. At last count it was playing in 17 languages.

If you are reading this, your lucky children may never need to see the video. But to millions of poor street kids in the developing world, the animated antics they'll see can make a difference between life and death.

This Canadian created animated action-adventure video is part of a cross-cultural HIV/AIDS education program for street children. Created to fulfill the need for simple, explicit AIDS health education for street youth in the developing world, the package includes a 22 minute karate adventure cartoon on video, a training book for educators, and a pocket comic book. The adventure story deals with day-to-day survival, and the drama focusses on the threat of sexual exploitation that many poor kids, not just street kids, must face everyday.

Since its inception in 1988, Street Kids International has been working with community-based organizations pioneering new ways to help destitute children. The Karate Kids program is one that is reaching, teaching and touching young children around the world in community centres, in theatres, in hospitals, schools and in prisons today.

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