



**SATYARTHI**

KAILASH SATYARTHI CHILDREN'S FOUNDATION

# **US ANNUAL REVIEW 2018**

## **CREATING A WORLD WHERE EVERY CHILD IS FREE TO BE A CHILD**





*A terrible fire had broken out. All the animals were running away, including the lion, the king of the forest. Suddenly, the lion saw a tiny hummingbird rushing toward the fire. He asked the bird, “What are you doing?” To the lion's surprise, the bird replied, “I'm on my way to extinguish the fire.” The lion laughed and said, “How can you kill the fire with just one drop of water in your beak?” The bird was adamant and said: “I am doing my bit.”*

**An Indian folktale retold during  
Kailash Satyarthi's 2014 Nobel Peace Prize acceptance speech**



# A MESSAGE FROM OUR FOUNDER



**Kailash Satyarthi**

Dear Friends,

Every child has a fundamental right to be free, educated, and healthy. Yet, globally, millions of children are trapped in modern day slavery. Currently, there are 152 million child laborers worldwide, and 263 million children who do not attend school. It's an injustice that robs innocent children of their childhood and denies them hope for the future. However, these numbers only tell part of the story. This year we have sought to bring these numbers to life by sharing stories of just some of the young people impacted by child labor, and how they continue to persevere to overcome those challenges.

We're proud to share that 2018 was a landmark year for the Kailash Satyarthi Children's Foundation US. In January, a documentary, entitled *The Price of Free*, which profiles a slice of my work to free children from slavery, won the prestigious **Grand Jury Prize for Best US Documentary** at the Sundance Film Festival. When the film debuted on YouTube in November, it quickly drew the attention of millions of people across the world. The response we have seen to the film reminds me of the story of the hummingbird from my childhood, as people across the world come together to "do their bit." The film set the stage for our year of storytelling.

We have much to be grateful for in 2018 but we must never lose sight of the one in ten children who work as child laborers at the expense of their education, freedom and childhood. We have built a strong foundation of activism, our voices are being heard, and people across many countries are slowly opening their eyes to the dire need for social change at all levels. It is critical that we place our focus on children, who are the generations to come that own the future, wherever they may be in the world.

We can present the compelling facts, of which there are many, but without creating a human connection, sharing the stories of the victims, the survivors, the activists, and the advocates, we cannot drive the change needed to end child exploitation. Throughout our Annual Review, you will find stories that will stay with you forever, and we hope, will inspire you to join us in our mission.

On behalf of everyone at KSCF US, I sincerely thank those who have supported our work in 2018. Every positive action you take will help move us closer to the end of child labor, slavery and trafficking, to the end of child exploitation, and to a world that is child friendly. Let's continue to unite the world through the globalization of compassion for our children.

In Solidarity,

**Kailash Satyarthi**  
2014 Nobel Peace Laureate



## OUR VISION

The Kailash Satyarthi Children's Foundation US envisions a world where all children are free to be children.

To make this a reality, we scale Nobel Peace Laureate Kailash Satyarthi's almost four decades of work at both the grassroots and global policy level. His lessons learned guide us to engage children and young people as part of the solution, build greater collaboration between governments, business and communities, ensure effective national and international laws, scale know-how and successful practice, and create partnerships.

## OUR MISSION

We are dedicated to eradicating child labor and child exploitation by educating and mobilizing the public, engaging the private sector to prioritize children in their business models, building capacity of partners on the ground and advocating for the protection of children in national and international policies.

## OUR FOUNDER

Kailash Satyarthi has been a tireless advocate of children's rights for nearly 40 years. In 2014, he was jointly awarded the Nobel Peace Prize for the *“struggle against the suppression of children and young people and for the right of all children to education.”*

Mr. Satyarthi and the grassroots movement founded by him, Bachpan Bachao Andolan (BBA, Save the Childhood Movement), have liberated more than 88,000 children from exploitation and have developed a successful model for their education and rehabilitation. He has been at the forefront of driving child-related agendas into the United Nations Sustainable Development Goals (SDGs).

As a global campaigner for children's rights, Kailash Satyarthi founded the Global March Against Child Labor, the largest civil society network for the most exploited children. The 1998 march covered 80,000 kms across 103 countries and culminated in the unanimous adoption of the ILO Convention 182 on the Worst Forms of Child Labor.

He is also the founding president of the Global Campaign for Education, an exemplar civil society movement working to end the global education crisis, and GoodWeave International, which raises consumer awareness and positive action in the carpet industry.

To fulfil his vision of a world free of violence against children, where all children are free to be children, Mr. Satyarthi established the Kailash Satyarthi Children's Foundation US in 2015.

Mr. Satyarthi also spearheads the 100 Million campaign which aims to create the world's biggest youth movement to end violence against children, eradicate child labor, and ensure education.

# A PORTRAIT OF KAILASH SATYARTHI'S WORK IN THE PRICE OF FREE

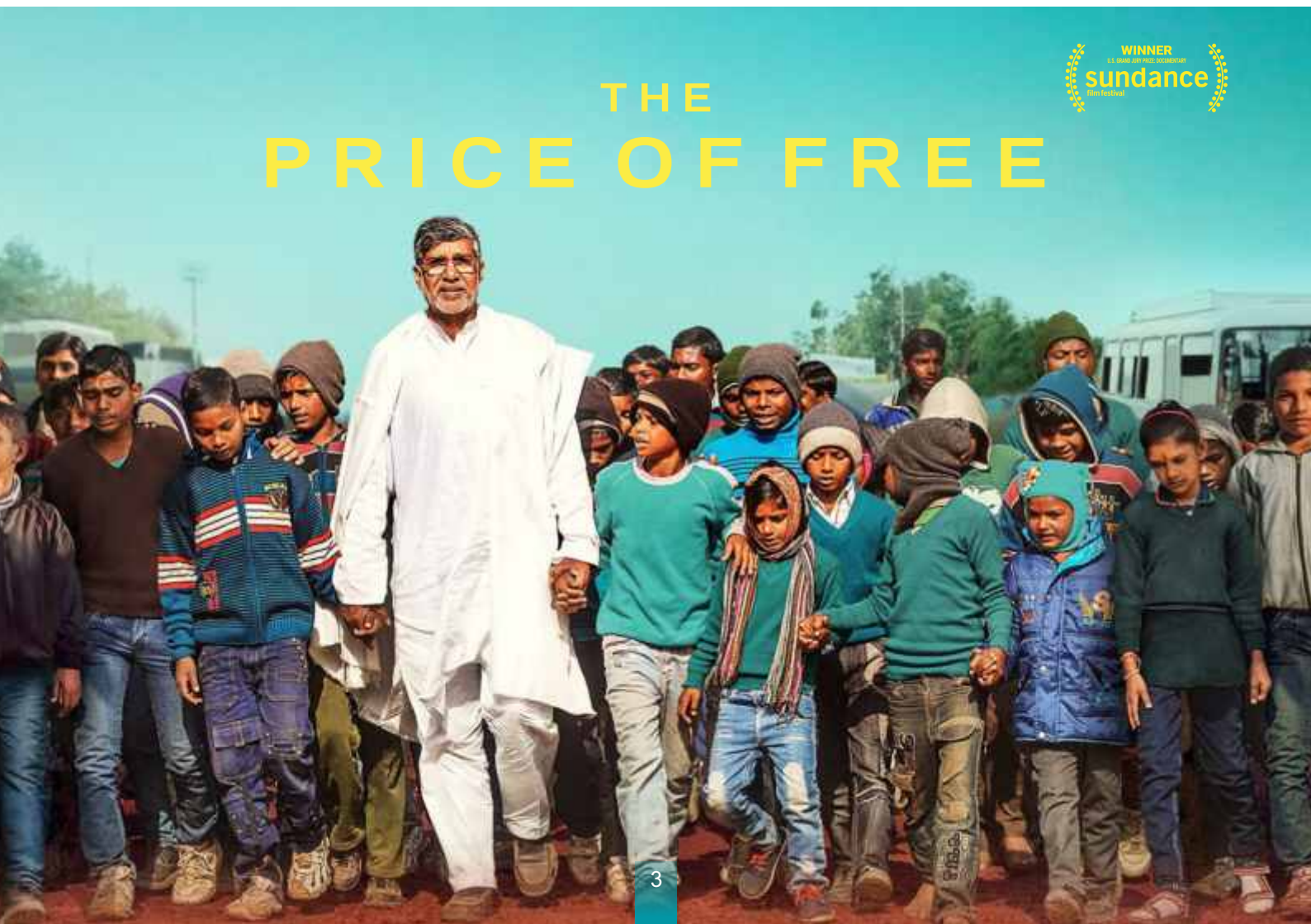
Documentaries have long had the power to change opinions and lives through powerful storytelling. So, we embraced the opportunity when Oscar®-winning filmmaker, Davis Guggenheim (*An Inconvenient Truth*, *He Named Me Malala*) approached Mr. Satyarthi soon after he became a Nobel Peace Laureate in 2014, with the idea of making a documentary about his almost four-decade struggle to liberate every child possible from slavery. It would be a high-impact vehicle to help us share the mission of KSCF globally to audiences, some of whom had never imagined child labor still existed.

“This movie makes a kid think, and if you can make a kid really think, you might change everything.”

- Agnes, 12 years old

The documentary, co-produced by Participant Media and Concordia Studio, debuted at the Sundance Film Festival in 2018, and won the **Grand Jury Prize for Best US Documentary**. Within five weeks of airing on YouTube, the film had been viewed by more than 5.6 million people. Participant Media, Concordia Studio, and YouTube have been extraordinary partners in creating awareness and driving fundraising efforts to support our work. With the co-creation of both consumer and corporate programs, nearly one million letters calling for an end to child labor have been sent to brands by consumers, and more than 45 companies have engaged with KSCF as a result of the film. At a policy level, 60 national politicians have taken action, so far, in countries including Australia, Germany, Japan, Kenya, Burkina Faso, and Chile.

## THE PRICE OF FREE





“**The participants shed tears on seeing the effort and sacrifice that Kailash and his team have made for freedom and free education for children.**”

- 100 Million campaign student activist in Chad

By the end of 2018, 23 national school unions had hosted screenings of the film, including in Austria, Romania, Denmark, Norway, Ireland, Italy, Chad, Nigeria, Rwanda, and more. The documentary has also been screened for the US Department of Labor, the International Finance Corporation, UN Forum on Business and Human Rights, UBS Global Philanthropy Forum, Sustainable Brands Summit, as well as at other important policy organizations.

Our goal throughout 2019 is to continue leveraging this important and powerful documentary to bring child labor and child exploitation to the forefront of the social and political discourse.

**5.6+** million views on YouTube in less than five weeks

Nearly **one million** letters sent to brands by consumers, calling for an end to child labor

Nearly **10,000 new supporters** joined our movement

**45+** businesses committed to screening **The Price of Free**



# LAUREATES AND LEADERS FOR CHILDREN: CALL FOR INCREASED FOCUS ON CHILD PROTECTION

Envisioned by Kailash Satyarthi in 2014, Laureates and Leaders for Children was established to address the most pressing needs of all children and develop strategies to put their well-being on the global forefront. Nobel Laureates, world leaders across sectors, and youth activists work together to accelerate progress against child exploitation, build a global action plan, and invest in innovation for children.

The first Laureates and Leaders for Children Summit, hosted by the President of India in December 2016, concluded with a charter for children called the *Will for Children*.

On March 26, 2018, His Majesty King Abdullah II ibn Al Hussein of Jordan hosted the second Summit by personally welcoming 20 Nobel Laureates and World Leaders to the Dead Sea, in Jordan. The Summit's focus included the 152 million child laborers, the 263 million children who are not in school, and the millions of trafficked and enslaved children, with a special focus on the rapidly growing number of at-risk refugee children.

The Summit brought together Laureates and Leaders with nearly 200 youth activists from the Middle East, the Indian sub-continent, Asia, Africa, the Americas, and Europe.





At the culmination of the Summit, the Laureates and Leaders for Children issued the *Dead Sea Declaration* which called for:

- The scaling of efforts to address the elimination of child labor and traffic tied to UN SDG goal 8.7
- A minimum 10% reduction in global arms spending and investment to achieve all child-related UN Sustainable Development Goals, focused on freedom, safety, and education for every child. Also, an end to child labor, trafficking, and modern-day slavery, and ensuring the mental health, physical health, and nutrition of every child.
- An inclusion of child rights education in national curricula
- An innovative binding convention against online child

sexual abuse, backed by a Global Task Force, that addresses online child pornography, child sexual abuse, and child trafficking, while providing holistic support to victims

Laureates and Leaders for Children is led by a Steering Committee that includes HRH Prince Ali bin Al Hussein of Jordan, HE First Lady of Panama Lorena Castillo de Varela, HE President of Timor Leste (2007-2012), Nobel Laureate Jose Ramos Horta, President of the Robert F Kennedy Center for Human Rights Kerry Kennedy, and Nobel Peace Laureate Kailash Satyarthi.

The next Laureates and Leaders Summit for Children will be held in 2020.

Youth activists at the Summit, united by a commitment to be leaders for change, shared their stories and insights.

### A call for youth empowerment

*"It is time for us to understand that young people do not need us to show them dreams, they need us to tell them the truth. They need us to help them understand the reality so that they can themselves decide the path for action."* Shubham, aged 21, New Delhi. A youth activist who was rescued from child labor by KSCF.

### A 17-year-old with a vision

*"The Syrian children need the support of the international community...The only way to improve their future and to create a peaceful future for their country, is to invest in education. I am calling out to you to make quality education a top priority in support for the people of Syria, so we can together start rebuilding our future."* Mohamad Al Joundi, aged 17, Syria. Winner of the International Children's Peace Prize 2017 who built a school in Lebanon for Syrian refugee children.

### The power of empathy

*"I was inspired by his (Kailash Satyarthi) bravery in standing up for others, especially children facing child labor, child trafficking and other types of violence, even when that meant risking his own life. Once I knew about him I couldn't be happier to be nominated as the National Youth Coordinator for the 100 Million campaign in Peru. I've never doubted the power of youth to lead social movement and achieve political change. Khiabet Salazar, Youth activist and 100 Million campaign National Youth Coordinator for Peru."*



# THE HOLLYWOOD FOREIGN PRESS ASSOCIATION HONORS KSCF US AT 2018 FESTIVAL DE CANNES

In May 2018, after being nominated by Participant Media, the HFPA awarded KSCF US a \$500,000 grant at the Festival de Cannes, during their annual philanthropic celebration. HFPA plays a significant role in sharing important stories to a global audience. By awarding this grant, they amplified the Foundation's story and work within Hollywood.

For HFPA President Meher Tatna, having grown up in India, child labor was an issue close to her heart. At the ceremony, she said: *"Giving this recognition to my fellow countryman is serendipitous for me. We are extremely honored to award this grant to Nobel Peace Laureate, Kailash Satyarthi and his children's foundation. He is not only a great visionary but also a great human being. The work he is doing to rescue children from slavery inspires all of us."*

The grant supports the Foundation's youth empowerment work through the 100 Million Campaign and the Child Friendly Village model in India, a village development model which ensures children's rights.



from left to right - David Linde (CEO of Participant Media), John Travolta (Actor), Sumedha Kailash, Kailash Satyarthi, Cate Blanchett (Actor), Meher Tatna (HFPA President) and Lorenzo Soria (Chair of HFPA's Board of Directors)

# 100 MILLION: YOUTH ACTIVISTS RISING ON EVERY CONTINENT

At the heart of the 100 Million campaign is the knowledge that the strongest advocates for the rights of children and young people are children and young people themselves.

We saw a huge growth in the number of countries joining the 100 Million campaign during 2018. With Africa being home to the youngest population of any continent in the world, it was a priority for the 100 Million campaign to establish an African regional steering committee, with representatives from 11 countries. In September, Chile became the latest country in Latin America to officially launch their national 100 Million campaign, joining their partners in the region, Brazil and Peru. The campaign is now active in 35 countries and on every continent.

“*Children are not only the leaders of tomorrow, they are the leaders of today*”

- Kailash Satyarthi





# YOUTH ACTIVISTS UNITE ACROSS COUNTRIES

Young people across the world mobilized for the rights to freedom, safety, and education under the 100 Million campaign banner throughout 2018. Their stories are inspiring, and their actions are impactful.

100 Million youth activists in Liberia and Uganda, who regularly travel across the country to communities where children face multiple forms of exclusion, ran creative outreach sessions and set up child rights clubs with marginalized children, empowering their members with the awareness of their right to freedom, safety and education.

In Peru, the 100 Million national youth committee has successfully established regional youth committees in different areas of the country, which have already hosted community workshops for parents and their children.

In April, 100 Million youth activists from India, Pakistan, Syria, Chile, Brazil, Peru, the UK, and the US demonstrated solidarity with two Syrian members' demand for safe spaces during the chemical attack in Douma, Syria, by urging their respective governments to act and raising awareness on social media.

Community violence was the focus for a day of action in May when 100 Million youth activists around the world used street art to ask their communities to recognize the ways vulnerable young people's safety is at risk locally.

During the 100 Million campaign's Week of Global Action in November, youth activists focused on hosting screenings of *The Price of Free* to raise awareness of the deep injustices faced by millions of children around the world. Screenings of the film took place in 44 countries, on every continent, and in parliaments, schools, universities, and communities. From Chad to Chile, Fiji to France, the week was full of activities demonstrating the crucial role young people can play in ending child labor. We are grateful for the support of global and regional partners including Education International (international teachers' union), the Inter-Parliamentary Union, and student-led bodies such as the All Africa Students' Union.



## 100 Million campaign activist leads the way in the US

Grace Rubin, a junior at Carleton College in Minnesota, demonstrated how every individual can help create global change. While studying international affairs, she took a course on the global supply chain and fast fashion. What she learned inspired her to become involved in human rights-related work, and she connected with KSCF US and the 100 Million US campaign to find out how she could help. This led her to volunteer to support the campaign's Week of Global Action focused on uniting young people and policymakers to work to end child marginalization.

By bringing together young people and policy-makers, Grace saw that it could create breakthroughs for both groups. It helped young people understand that their voices count, while policy-makers were inspired by the energy of the young activists to effect change. She said, "*It shows children from a young age that politicians aren't untouchable.*"

*The Price of Free* screened in **44 countries**

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There are now 100 Million youth activist groups in **35 countries** across the world

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The 100 Million campaign is now active on **every continent**





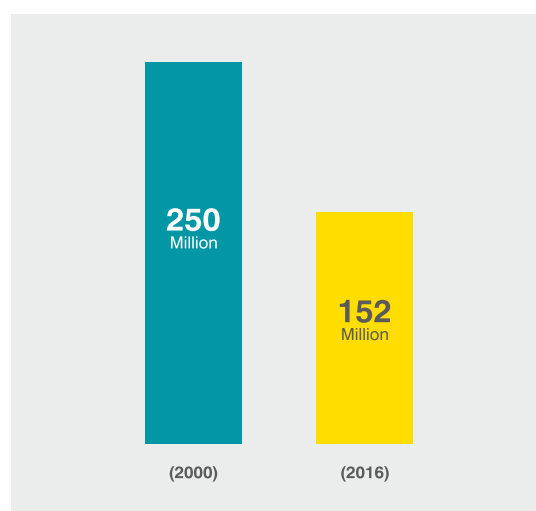
# HONORING 20 YEARS OF THE GLOBAL MARCH AGAINST CHILD LABOR



In 1998, Kailash Satyarthi created and led the Global March Against Child Labor, which called for an international law on the Worst Forms of Child Labor. It was the first major initiative to bring the issue of child exploitation, and the stories of those impacted, to global policymakers, and it has continued to share those stories ever since. 15 million people joined the March, which travelled to 103 countries and covered a monumental 80,000 km. It eventually led to the adoption of ILO Convention 182 on the worst forms of child labor, which was formally accepted in 1999 and became the fastest ratified convention in the history of the ILO.

Over the years, the Global March, along with its worldwide network of partners, has played a major role in protecting children from exploitation, ensuring they are enrolled in schools, so they can attain a good quality education. It was fitting, therefore, that Mr. Satyarthi was invited to the ILO in Geneva to commemorate the 20<sup>th</sup> Anniversary of the March in June 2018. The extraordinary efforts of the Global March and its partners have, without doubt, paid off. From 2000 to 2016, the number of children involved in child labor has decreased from 250 million to 152 million.

At the 20<sup>th</sup> Anniversary event, Mr. Satyarthi drew the attendees' attention to the Sustainable Development Goals to end all forms of child labor by 2025 and called on world leaders to integrate policy responses to child labor taking into consideration broader national development efforts that are calibrated to local circumstances and on-the-ground realities. He particularly emphasized cross-linking broader policies in the areas of education, social protection, labor markets, labor standards, cross-border partnerships and collaboration for a comprehensive response against child labor, exploitation, and violence against children.



# HIGHLIGHTS FROM INDIA

KSCF India's work ensures children who have been exploited write new, hopeful chapters to their stories.

**88,000 children**

*rescued to date from child labor and slavery with more than 4,000 rescued in 2018 alone*

**89,000 children**

*protected every day through Child Friendly Villages and Communities*

**11,093 missing children** *reunited with families through facial recognition software in India*

**5400 traffickers** *identified with 946 traffickers arrested*

(Jan. 2017 - Dec. 2018)

## The power of a Child Friendly Village

Started in the early 2000s, the Bal Mitra Gram (BMG) or Child Friendly Village model, is a unique youth empowerment and village development model. It protects and prevents children from trafficking, child labor, and other exploitation by ensuring their rights and voices are central to the village community. Success is achieved by involving the local community and enabling the participation of children through the creation of a children's council (Bal Panchayat) which is recognized by the Village Council (Gram Panchayat).



The story of 15-year-old Leela Kumari, from Panderiya village in Jharkhand, exemplifies the power of a Child Friendly Village. When Leela's parents decided that she was to marry an 18-year-old boy from a nearby village, she was reluctant to comply and sought counsel from the child activists of the village's Bal Panchayat. The children intervened to influence the parents of both children, as well as to seek support from prominent villagers. Together, they convinced the families that the marriage would have serious implications for the girl and would also have been illegal under the laws of the country. With a successful outcome, Leela was able to return to school and continue her education. On a wider scale, it brought together the community to challenge and reverse the practice of child marriage.

KSCF and some of its NGO partners held an exploratory meeting to develop a customer-focused strategy combating the commercial exploitation of children (CSEoC) in India, with the goal of finalizing a plan in 2020.



## Progress in 2018: Moving one step closer to the elimination of child labor in mica-mining

In October 2018, the Government of Jharkhand signed a memorandum of understanding (MoU) with KSCF India to scale and replicate the Bal Mitra Gram model as a way to address poverty and eliminate child labor from mica mining. Signing the MoU means KSCF India will be the lead partner for the government at the state and district level to implement innovative programs designed to eliminate child labor not only from mica mining, but across the entire state.

“People in my village would tell my father that his daughter has gotten out of hand, but when they started seeing me in the newspaper, I became a role model for young girls who weren't allowed to study.”

- Champa Kumari, 14 years old, a leader of the national Bal Panchayat

## Supporting urban communities

In early 2018, KSCF India launched a pilot program based on the lessons learned of the Child Friendly Village model called the Bal Mitra Mandal (Child Friendly Urban Communities), in four low-income urban communities in Delhi. In October 2018, the Bal Mitra Mandal (BMM) team, organized an event in one community, Sanjay Camp, in which volunteers painted and beautified the houses. More than 1600 volunteers joined the Paint the Change (Rang Badlav Ke) initiative. Students from 80 academic institutions, employees from 30 companies, citizens of 20



countries came together to paint over 3,000 walls and 700 murals over the course of three days in Sanjay Camp.

## A grassroots child trafficking campaign embarks on a nationwide tour

First created by Kailash Satyarthi in 1997, the Mukti Caravan's (Freedom Caravan) grassroots awareness campaign against child trafficking launched in September 2018. Starting in Jharkhand, the Mukti Caravan has so far covered 4 states, 40 districts, 352 villages and has reached 142,133 people through street theatre, the sharing of stories from trafficked children and the creation of village registries. The Mukti Caravan, to date, has resulted in the arrest of child traffickers and the rescue/reunification of 142 children.

## A dream realized

At 22 years old, Amar Lal is the first member of his family to receive an education. He was also a victim of child labor, rescued by Mr. Satyarthi's BBA when he was just five- years-old. He stayed at Mr. Satyarthi's Bal Ashram until he completed his education. When Amar stood in court to represent a 17-year-old rape survivor, Mr. Satyarthi described it as: " ... our proudest moment as parents of this bright young lawyer who we rescued from intergenerational slavery at the age of five."

Originally from Rajasthan, Amar plans to use his law degree to fight for justice for rape survivors.

# FINANCIAL

<b>Revenue and Support</b>	
Foundation grants	\$1,278,380
Corporate contributions	\$855,610
Individual contributions	\$397,771
Government	\$35,000
Other support	\$70,561
Total Revenue and Support	\$2,637,322
<b>Expenses</b>	
Grants Awarded	\$1,278,892
Other program expenses	\$1,073,070
Total Program	\$2,351,962
General & Administrative	\$460,967
Fundraising	\$24,491
Total Expenses	\$2,837,420
<b>Change in Net Assets</b>	
	(\$200,098)
<b>Beginning Net Assets</b>	<b>\$809,142</b>
<b>End Net Assets</b>	<b>\$609,044</b>





# GET INVOLVED

## Four ways you can help

Our goal to end child slavery, child labor, and exploitation is achievable in our lifetimes if governments, business leaders, community leaders, and consumers join forces to address the change needed. Just as the hummingbird felt she had the power and responsibility to help, each and every one of us has the power to “do our bit.” Join us in the fight to bring freedom to every child.

Here's how you can help:



**Take the 100 Million campaign pledge** to help end child labor and exploitation. By doing so, we can keep you informed on ways you can help ([www.100million.org](http://www.100million.org))



**Write to your favorite retailers** to ask if their products are child labor-free and ask them to share their policies relating to child labor. Visit [www.priceoffree.com](http://www.priceoffree.com)



If you are in the US, **write to your senator** to ask them why the US is the only country that has not yet ratified the UN Convention on the Rights of a Child. Ask them to support it.



**Donate to the KSCF US** and help us continue our vital work. ([www.satyarthi-us.org](http://www.satyarthi-us.org))



# THANK YOU

We are forever grateful to all our supporters and partners who have walked side-by-side with us in our work during 2018.

Thanks to our foundation, organization and corporate partners: Bachpan Bachao Andolan, Children's Investment Fund Foundation, Concordia Studio, DOT, Dr. Dash Foundation, Emirates Foundation, Estée Lauder Companies, GEP, Global March Against Child Labor, Google, Government of Panama, Hollywood Foreign Press Association, Humanity United, Kailash Satyarthi Children's Foundation India, Nippon Foundation, Participant Media, YouTube, Zalando

Thank you to everyone who made a 100 Million Campaign pledge, to everyone who emailed brands asking that they help end child labor, and to everyone who donated to support our work. We couldn't do it without you!

## WHO WE ARE

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***“Today, beyond the darkness, I see the smiling faces of our children in the blinking stars. Today, in every wave of every ocean, I see our children playing and dancing... I want you to see and feel this today inside you.”***

**Kailash Satyarthi, 2014 Nobel Peace  
Prize acceptance speech**



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