

IN THE TIME
IT TAKES
YOU TO READ
THIS REPORT
ONE MORE
CHILD IN
AFRICA...



A photograph of four children standing in front of a mud-brick building in a village setting. The child on the far left is a boy wearing a white short-sleeved shirt and yellow shorts, smiling at the camera. Behind him are two younger children: a girl in a blue and green patterned dress and a boy in a yellow shirt and blue patterned skirt holding a green parrot. To the right is another child, a girl in a purple long-sleeved shirt and a long olive-green skirt, looking towards the camera. The ground is dry and dusty, and laundry is hanging on a line in the background.

WILL LIVE.

Over the next 24 hours **715** children
living in Sub-Saharan Africa will die from HIV/AIDS.*

A woman with dark skin is shown from the chest up, wearing a vibrant, multi-colored patterned headwrap and a matching shawl. She is looking back over her right shoulder with a serious expression. The background is a blurred outdoor setting with a corrugated metal fence and trees.

A HELPLESS
MOTHER WILL
FIND HOPE.

Every day more than **2,000**
babies are infected with HIV during pregnancy.²



AN ORPHANED CHILD WILL BE CARED FOR.

12.1 million children under 18 in
sub-Saharan Africa have been orphaned by AIDS.³

ONE DOLLAR,
ONE DAY,
ONE PERSON
AT A TIME,

YOU ARE THE
DIFFERENCE
BETWEEN LIFE
AND DEATH.

Keep a Child Alive is dedicated to providing life-saving anti-retroviral treatment, care and support services to children and their families with HIV/AIDS in Africa and India by directly engaging the global public in the fight against AIDS.

noah



NOAH'S STORY

As one of millions of children living with HIV, Noah Mushimiyimana's story seemed, at first, hauntingly commonplace.

When Leigh Blake met him in June 2008 on her visit to KCA's Icyuzuzo Clinic in Kigali, Rwanda, Noah was surviving on one bowl of porridge a day. While only 15, as the eldest of the six AIDS orphans living in his one-room home, Noah was already struggling to help provide his family with the basic necessities.

Noah, like so many HIV-positive children, saw his HIV-positive status as a death sentence. Even the idea of finishing school seemed impossible.

Despite the constraints of his situation and beyond the appearance of his emaciated frame, Leigh saw in Noah a vibrant determination. When asked about his biggest dream, Noah told Leigh, "I want to record an album of my music."

"Here he was in the slums of Kigali dreaming such an enormous dream," Leigh recalls, "but as soon as he started rapping I knew I had to find a way to make his dream come true." And she did.

Leigh invited Noah to perform at KCA's Black Ball. Three months later, Noah arrived in the U.S. He visited producer Swizz Beatz's studio and met with KCA co-founder and one of Noah's favorite artists, Alicia Keys. As he recounts, "the whole thing was like a dream."

As Noah performed his rap "Brothers," what had once seemed like an impossible dream became an incredible reality, and the Black Ball's A-list audience of Alicia Keys, Padma Lakshmi, Tyra Banks, John Mayer, and Queen Latifah, among others, erupted in applause.

This May, the dream reached new heights when Noah performed on American Idol for 22 million viewers worldwide. His performance inspired the audience to text ALIVE to 90999, raising over \$500,000.

With KCA's life-saving care and the power of his own music, Noah has transformed his future and given hope to millions of people living with HIV. His story is extraordinary, but its message resounds universally: Noah is proof that HIV does not have to be a death sentence for the millions of children infected by the disease – not unless we allow it to be.

"I like to sing rap songs,
to help teach my friends
about HIV."

"The love the doctors showed me, I can't believe."

ELIZABETH'S STORY IN HER OWN WORDS

My name is Elizabeth and I care for my son Francis. My relationship with Alive Medical Services is really fantastic because I came here when I was really sick. I was not beautiful the way I look now. I used to cover my head because my hair was looking funny. I had a terrible skin disease. I was rejected even by my friends, even relatives.

The doctor, she told me if I was willing to take an HIV test. The test came out as positive. Then a month after I had got treatment, my son would also get malaria every now and then, so I decided to bring him for the test also and it also turned out to be positive. I didn't get shocked because by then, all I was testing for was life. I couldn't imagine leaving my three children because I'm a widow, no one would look after them. But I was given very good counseling, love, care and hospitality.

The love the doctors showed me, I can't believe. I really wonder how some people are created because you find people who are not even your relatives showing you a lot of love. I really wonder and I really thank God for that. We are both on ARVs. We get free food every month from this hospital. The food they provide really assists me and my family because I don't live with only these three children of mine. So, that food really helps.

But the love, care, hospitality I've got from this place, has really given me... I really thank God. I really thank the donors of this place because without them I don't think I'd be living.

**Elizabeth receives treatment from Alive Medical Services, a KCA funded site in Kampala, Uganda.
See Elizabeth tell her story at <http://keepachildalive.org/our-work/alive-medical-services>**

Elinabeth



Kampala, Uganda

CECY

CECY'S STORY

When I was five, my father died from malaria, or so we were told. My mother, illiterate and pregnant with twins, was forced to beg and borrow to support us. She washed taxis until she was brutally raped by one of the drivers. It took many years before she confided in my sister, who in turn shared the horrific tale with me.

My mother instilled in me an unquenchable thirst for education. I worked hard in school and she would walk very long distances to see me receive awards. Then she fell ill, and I had to skip school to take her to the clinic. We waited in the cold for three hours before being seen. She taught me that unconditional love means putting another person's needs ahead of your own, at any cost.

Her health worsened and one night she was in so much pain that with each sound she made I felt like my insides would rip open. She died three days later. My legs felt like they were glued to the floor, a sharp pain consumed me, but I was grateful for the last night I had spent with her.

One of the twins, Brian, was also HIV positive, and he and my mother were often hospitalized together. I remember him lying in the same bed that my mother had laid in less than three years earlier, asking me to make him some porridge. Little did I know it would be his last meal.

Brian's death felt like the last nail in my own coffin. I felt so betrayed, that something so precious and priceless had been stolen from me. I hated the world and everyone in it for not stopping such obvious injustice from occurring in the first place.

With the loss of both parents and 2 siblings to care for, I was broken. When I was 15, I swallowed a bottle of painkillers and hoped like hell for death to take me next. I survived, and was told of a woman that not only helps children with no family but gives them the love they need. All the lessons I learned from my mother give me the courage to carry on but it is the love of Mama Carol at Ikageng Itireleng AIDS Ministry and Keep a Child Alive that enables me to pursue a brighter future and chase the dreams that HIV/AIDS tried to steal from me.

Cecy receives care and support from Ikageng Itireleng Ministries, a KCA funded site in Soweto, South Africa. To read Cecy's full story go to <http://keepachildalive.org/category/site-updates>

"I cannot believe how far I have come, not only myself but my whole family too."



TREATMENT

Keep a Child Alive provides the medical services needed to make treatment possible. Doctors, nutrition, testing, transportation, and treatment for opportunistic infections are all necessary for anti-retroviral treatment to be successful.



CARE

Anti-retroviral (ARV) treatment has transformed the lives of people with AIDS in the West, returning them from sickness to health. 100% of the public's donations go directly to life-saving AIDS drugs and surrounding care.



ORPHANS

Keep a Child Alive builds and sustains orphanages to keep the most vulnerable children out of harm's way. Orphanages are a last resort, but necessary when children have no extended family to turn to for support.

KCA HAS FUNDED 18 SITES IN 8 COUNTRIES





1,715

orphans are cared for by the
Ikageng Itireleng AIDS Ministry.



700

children and parents
receive treatment at the
Icyuzuzo Clinic.



521

children receive life-saving
treatment, nutrition and
care at the Family Care Clinic.



KCA funds visionary leaders of community based organizations that need our help. Though these leaders have the skills to provide HIV/AIDS care they are often impeded by lack of access to medicines, healthcare professionals, and funding. KCA funds these leaders to provide life saving medical care and scale up of their services.

Here is a list of those we continue to support, and those we have supported in the past.

KENYA

The Family Care Clinic; Mombasa

The town of Mombasa is a major port for Eastern Africa and home to the first Keep a Child Alive site! While a rich history and beautiful beaches drive Mombasa's tourism industry, the majority of its citizens live in abject poverty. Here is not a place one would expect to find a center of medical excellence for pediatric AIDS treatment. Yet through the vision and determination of Leigh Blake and Dr. Shaffiq Essajee of NYU Medical Center, a pilot program was established in 2001 at Mombasa's largest government hospital, which today provides state-of-the-art medical and support services to children and families living with HIV. Known as the "Mombasa Model", the success of the program at the Family Care Clinic demonstrates that keeping a child alive is not only a moral imperative, but entirely feasible. KCA continues to fund life-saving treatment and nutrition for 521 children, as well as general expansion at the Family Care Clinic including a lovely waiting room full of toys to help make the experience less agonizing for children.

Patients at the Blue Roof Clinic are planting a community garden that will be used to prepare nutritious meals for clinic patients everyday.



3,000

women and children receive medical care at the Icyuzuzo Clinic in Rwanda.

INDIA

Chandrakal Orphanage; Chandrakal

Current estimates in India state that over 1 million children under age 15 have lost one or more parents to AIDS. In response to this urgent and growing need, Keep a Child Alive is working in partnership with Living India on an orphanage in the rural Chandrakal area, beyond the capital city of Hyderabad in Andhra Pradesh. The orphanage sits on 10 acres of land near the Chandrakal Hospital, which today provides the only health care available to people living in more than 45 surrounding villages. 35 children are currently being loved, cared for, and given education opportunities at the orphanage, with room for 25 more to be filled in the months ahead.

RWANDA

WE-ACTx Icyuzuzo Clinic; Kigali

The horrific consequences of the 1994 genocide have led to the further impoverishment of its already poor people, the massive loss of health professionals, and the collapse of health infrastructure. In 2005 there were only 2 doctors per every 100,000 people in this country. Meanwhile, many of those infected during the 1994 genocide, especially women who were the victims of rape, are now suffering from AIDS. Keep a Child Alive, in partnership with WE-ACTx, (the Women's Equity in Access to Care and Treatment) is determined to confront the obstacles preventing women and children from receiving ART by funding the scale-up of the Icyuzuzo Clinic. The Icyuzuzo Clinic now provides medical care to over 3,000 women and children, most of whom are victims of the genocide.

SOUTH AFRICA

Bobbi Bear; Amanzimtoti, Durban

Bobbi Bear provides a non-threatening way for child victims of sexual abuse to quickly communicate the nature of their abuse and have a chance at bringing their violators to justice. The regional HIV infection rate stands at 40%, so application of AIDS medications within 72 hours of HIV exposure can be life-saving. The staff of Bobbi Bear provides this care, gives talks on sexual abuse and its consequences to schools and officials throughout the province, and prepares the child victims for court cases. Bobbi Bear has trained a staff of twelve Child Safety Officers, and lobbies for better laws for protect children and provide HIV drugs for child rape victims.

35 children are currently being loved, cared for, and given education opportunities at the Chandrakal Orphanage.

Ikageng Itireleng AIDS Ministry; Soweto

In 2002, the magnificent Carol Dyantyti founded Ikageng Itireleng AIDS Ministry oversees the care of over 1,715 children in 330 homes throughout Soweto, South Africa. Ikageng provides mentoring, life skills, and counseling to help children in these child-headed households grow into well-developed adults who can contribute to their communities. Siblings continue to live together in their homes, creating strong sibling solidarity and promoting the family structure. Through the provision of basic needs such as food, clothing, transportation, water, electricity, school fees, healthcare and transport, KCA helps Ikageng relieve some of the pressure and despair faced by these young children, who, having lost their parents, must take on adult roles.

The Agape Child Care Center: Valley of a Thousand Hills, Durban

The children of the Agape Child Care Center know hardship. After having lost their parents to AIDS or other issues exacerbated by the disease, they were rescued by founder Zodwa Mqadi. Yet in a devastating matter of months, an electrical fire destroyed the Center, leaving the children homeless. With the support of Keep a Child Alive and the Simunye Project, a new Agape Child Care Center was built. Agape is now home to 50 orphans, ages 1 to 17 years. Agape has developed many self-sustaining fundraising schemes, including a day care center for children in the surrounding area. Now famous as the subject of the film "We are Together," the Agape children have traveled the world sharing their powerful voices and are proof of the resilience of youth in the face of adversity.

1 The success of the program at the Family Care Clinic – the first KCA site – helped demonstrate to the world that keeping a child alive is not only a moral imperative, but entirely feasible.

The Blue Roof: Wentworth, Durban

The Blue Roof is the first clinic wholly owned and operated by KCA. Through the determined support of Alicia Keys and The Stephen Lewis Foundation, KCA has built this clinic from scratch, creating a soul-soothing environment that is very unique in AIDS clinic care. At the Blue Roof, patients receive full AIDS treatment and care along with a panoply of non-medical services they need to survive including legal advice, alcohol and drug abuse counseling, child care, nutritional services, and physical fitness initiatives. KCA ensures that the whole person is cared for both emotionally and physically.

Our partnership with the Kwa-Zulu Natal Department of Health means all medications and laboratory tests are provided in a sustainable manner. By December 2008, there were over 1,000 patients receiving life-saving treatment, including 25 children. We are proud of the Blue Roof Clinic, and hope the concept will be successfully copied across Africa.

Boikarabelo; Johannesburg

Boikarabelo is an eco-village, school, HIV/AIDS counseling center, ambulance, trauma counseling center and food pantry, all in one. Since 1990, Boikarabelo has been a safe haven for South Africa's AIDS orphans and abused children. Modeled after the traditional African village and its inherent Ubuntu values of cooperation and joint responsibility, the community works together to break the cycle of poverty and bring hope, safety, education and sustainable growth to all Boikarabelo residents. KCA funds Boikarabelo to provide AIDS treatment and care for 250 infants and children, including food and transport to the local hospital for medical care.

UGANDA

Alive Medical Services; Kampala

Alive Medical Services has experienced phenomenal growth since December 2004, thanks to the leadership of medical director Dr. Pasquine Ogunsanya. KCA funding has enabled a clinic expansion, and allowed clinic staff to scale up their services. Since 2004 Dr. Ogunsanya has helped 5,148 HIV positive patients to full health with KCA funding. At the end of 2008, Alive Medical Services had 3,576 individuals on comprehensive HIV care, with 1,417 patients on AIDS



**THE AGAPE CHILD CARE CENTER
IS NOW HOME TO 50 ORPHANS,
AGES 1-17 YEARS.**

treatment. On average, 320 people are voluntarily tested and counseled every month, and Alive takes another 100 new HIV patients into their care every month. KCA also provides nutritional support for 900 patients, and funds all laboratory services, opportunistic infection treatment, transport and general overall care to patients.

PREVIOUS GRANTS

Ethiopia

- AHOPE Orphanage and Barlow House Clinic; Addis Ababa

Kenya

- Bomu Medical Center; Mombasa
- Nyamila Community Care Center; Siaya

Mali

- Hope Clinic; Sikoro

South Africa

- AIDS Healthcare Foundation (AHF)
- Ithembalabantu Clinic; Umlazi Township
- The Perinatal HIV Research Unit (PHRU) at Chris Hani Baragwaneth Hospital; Soweto
- Gogo Grannies Outreach Project; Alexandria Township

Zimbabwe

- Mashambanzou Care Trust; Harare

**THE 50,000+ LIVES SAVED AT OUR CLINICAL SITES
IS BRINGING US A STEP CLOSER TO REVERSING THE PANDEMIC.**



250

infants and children
receive care and support
at Boikarabelo.



5,148

HIV positive patients have been
helped by Alive Medical Services
since 2004.



1,000+

patients have received life-saving
treatment at the Blue Roof Clinic.





\$120,000

The KCA College program has raised over \$120,000 through innovative events, concerts, and campaigns.



THE KCA COLLEGE PROGRAM

Keep a Child Alive believes, as history has proven, that student movements will change the world. Today, students are taking action to fight the injustice and destruction of the global AIDS pandemic. Keep a Child Alive offers students the opportunity for immediate action. In order to raise broader awareness of our work and raise more funds for the life-saving medical services our sites provide, KCA has enlisted the energy of students worldwide in the KCA College Program.

In just two years, the KCA College Program has grown from one KCA Chapter at NYU to a network of over 300 student-run KCA Chapters around the world. KCA College leaders – high school and college students – have raised over \$120,000 through innovative events, concerts, and campaigns.

CURRENT CHAPTERS

Our current Chapters exist on college and high school campuses worldwide, concentrated in the U.S. and Canada but with representation in Australia, the Bahamas, Cameroon, Croatia, France, Germany, Ghana, Israel, Malaysia, the Netherlands, Nigeria, Scotland, South Africa, South Korea, Turkey, the United Arab Emirates, the United Kingdom, and Venezuela.

Within the United States and Canada, KCA has instituted a student leadership infrastructure known as our Executive Board of Regional Leaders. These are hand-selected students who had already proven their enormous talents in activism and fundraising. We are so appreciative of their tireless work to build our student constituency up and out.

REGIONAL LEADERSHIP

Carmella Christensen

Montclair State University,
Mid-Atlantic

Melissa Furtado

Johnson & Wales University,
New England

Joyce Gaylor

Virginia Tech,
South-Atlantic

Billy Gonyou

St. Joseph's College,
Mid-Atlantic

Tiffany Johnson

Washington University
in St. Louis, Mid-West

Hannah McConn

University of Houston,
South-West

Jennifer Mejia

Northern Illinois University,
Great Lakes

Dita Patel

Queen Mary University
of London (Alum),
United Kingdom

Jessica Rebeiro

Queens University,
Canada

Jade Wagner

Hilltop High School,
Pacific Northwest

Tiffany Walls

Arkansas State University,
South



CARMELLA CHRISTENSEN Montclair State University; KCA College

"I launched into action when I heard the \$1 a day fact. I knew I had to get involved. The first thing I did was become a monthly Life Donor. Even a college student can afford \$1 a day! The next thing I moved on to was to start a KCA College chapter (then in its infancy) at Savannah College of Art and Design. I then transferred to Montclair State University and started a chapter there, as well. I built a chapter of 5 dedicated members and we have raised over \$3,000 in two years, with more to come!"

DEAR ALL,

I would like to thank all of you who have helped us in our fight to keep families alive and together. 2008 was a wonderful year for Keep a Child Alive and the people we serve.

In 2008 we held a very successful Black Ball where we had the pleasure of honoring the creator of American Idol, Simon Fuller, for mobilizing millions of Americans to give to those in need. When he saw our patient Noah perform at the Black Ball he was determined to make his dream come true. For those of you who do not know Noah's story, it is in this report and is such a phenomenal story that shows that dreams can come true, no matter what your circumstances. We also honored Queen Latifah, an amazing woman, who helps us to fund the organization that breaks our hearts, Bobbi Bear, in South Africa. And we honored Jackie Branfield herself, the power behind Bobbi Bear. The night was a great success, and as a result we are able to continue our work on the ground without taking a penny from our public donors or our patients.

Keep a Child Alive visited Africa in the summer of 2008 when we had the great pleasure to hear new stories of children and families with a new lease on life due to the success of our clinical and orphan care facilities. We were able to see the heart-warming success of the Family Care Clinic in Mombasa, Kenya, where I first met Anne and her son Brine who inspired me to create Keep a Child Alive. We saw the amazing work being done at the Icyuzuzo Clinic in Rwanda, and at Alive Medical Services in Uganda. We saw the miracle of the Blue Roof Clinic taking off in Durban, South Africa. We saw orphaned children and youth striving for a brighter future at our orphan-care sites in India and South Africa. We continue to see our friends and their families across Africa and India becoming healthy, happy and thriving.



We must take this opportunity to thank Alicia Keys, who has continued to be her stellar self, using her talent, power and credibility to help make things happen along the road. Alicia took our Text ALIVE campaign on tour with her in 2008, and works diligently on our behalf around the world. We must also thank the amazing Padma Lakshmi and Iman who are dedicated Ambassadors in the struggle to save lives.

Though this report relates to 2008 – which was a great year for us, little did we know what was about to hit us in 2009 (I write this letter to you in May 09). We were about to enter the year of global uncertainty. In this time of economic hardship, corporate budgets are getting slashed and non-profits are collapsing in their wake. Of course, the poor have been the first to suffer. It has been heartbreaking to see the global community respond with such urgency to the plight of the rich, while leaving the poor to fend for themselves. That said, amazingly, those among us who live more modestly are still ready to give. A recent survey pointed out that the poor give more per their income than the rich (US Bureau of Labor Statistics). It was also recently studied as to how Americans feel about aid, global health in particular. 64% of them feel that we should continue giving for global health, because it's good for all of us in this global family to prevent suffering and poverty (Kaiser Network). It is always wonderful to be reminded that our message is getting across to the people at large; that the AIDS pandemic is an emergency. Even in the face of a global disaster, people remain compassionate and are still prepared to give.

Now in 2009 we really need your help in recruiting people to our cause. Wherever you come from, whatever you do, you can help. You can help a father provide for his family, you can give a teenager a future. You can hand a mother her life back. You can keep a child alive.

Please remember giving feels really good. Better than anything. Especially when you know that YOU can be the difference between life and death.

Yours in the fight,

A handwritten signature in black ink that reads "Leigh Blake". The signature is fluid and cursive.

Leigh Blake
Co-Founder & President

TO EACH OF
OUR DONORS:
THANK YOU
FOR SAVING
A LIFE.

GLOBAL AMBASSADORS

Keep a Child Alive wishes to acknowledge the extraordinary support of its Global Ambassadors Alicia Keys, Iman and Padma Lakshmi, whose many contributions to our work are priceless.

THANK YOU

Keep a Child Alive would like to humbly thank the following people and companies for their support and service which have helped us in our mission to save lives.

19 Entertainment Ltd.
401 Gallery
Afriyka Goods
Alexander Amosu
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\$100,000 - \$499,999

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\$10,000 - \$24,999

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PETER FELBER Monthly Donor, La Mesa, CA

"I learned about KCA from Jacob Glass, a teacher who has a link to your website on his site. I was curious, and checked it out. It seemed a convenient way to help out, with something important... saving a child's life! Or at least giving them a healthier life. A young life in a culture much below our standard of living here in the USA. Also, this child had nothing to do willingly with his/her condition... they were born into it. I figure, if I do nothing else on any given day, I am at least saving, prolonging, making healthier... a child's life. That child has the potential to grow up, be a responsible, contributing human being... creating good on the planet. That is something I would like to be (partly) responsible for. Right now, I contribute enough for one child. I plan to increase that, as my income allows."

SOPHIE GUZMAN Santa Rosa, CA

Meet one of Keep a Child Alive's youngest donors, 5 year old Sophia Guzman. Sophia fundraises for KCA every year by collecting donations in lieu of Christmas, Easter and Birthday presents! Sophia raised \$418.00 on her 5th birthday this year, and guests at her birthday party signed up as monthly donors! Sophia also featured KCA on her "Life String" at her birthday party, which she hung to showcase her artwork and other important things in her life, including Keep a Child Alive!



\$5,000 - \$9,999

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\$1,000 - \$4,999

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PAULA AMENTA Monthly Donor, West Dundee, IL

"I became involved with Keep a Child Alive several years ago after learning of this important organization on The Oprah Winfrey Show. I believe children are our future, and what future do they have if we do not help? It shouldn't matter if a child lives around the corner or around the world. The children of today will be the leaders of tomorrow, and we must help them to live full, healthy lives. Keep a Child Alive understands this."

\$50,825

has been raised from KCA Kid Power initiatives since 2008.

KCA KID POWER

Some of Keep a Child Alive's best donors are children the same age as the children cared for at KCA sponsored clinics and orphanages! Kids have generous, open hearts and are eager to help their peers when given the opportunity. Everyone can join in the fight against AIDS, and it's especially important for young people to get involved!

Keep a Child Alive is proud to announce the partnership of KCA Kid Power and Children for Children in working together in the effort to engage young people from all backgrounds and ages to raise awareness about HIV/AIDS.

The KCA Kid Power Service Learning Organizing Guide and Toolkit makes it easy for youth groups, schools, individuals and families to get active in the fight against AIDS and become agents of positive change at home and around the world! The Organizing Guide comes complete with a grade specific curriculum from Kindergarten through 12th grade with tools and tips for fundraising activities.

Successful fundraisers have included 'Change for a Change' Collection Jars, KCA Birthday & Graduation parties, LemonAID Stands, garage sales, and bake sales.

WESTERN CHRISTIAN JUNIOR HIGH SCHOOL Claremont, CA

145 students from Western Christian Junior High School in Claremont, California were inspired by stories told by their Bible teacher, Mr. Letherer. He traveled to Africa to help children and families in need. Each day Mr. Letherer shared stories about his life-changing trip. The students collected change in their classes for 2 weeks and raised \$4,364.47 for Keep a Child Alive!



THRYERIS MASON Monthly Donor, Los Angeles, CA

"Through KCA God has allowed me to journey across land and sea to reach into someone's world to ease their pain. I don't miss the money and every time I read about the impact that KCA is making I am reassured that I have done the right thing. Africa is the mother of all humanity and how do we not take care of our mother? I never thought that I'd be proud to be a drug dealer, but you know what? I really am! Thirty Dollars. One Life. Here's to Keep a Child Alive!"

Ashley Early	Andria Fontenot	Richard Graham	Danielle HeRnandez	Andrea Jones	William Kreutzmann
Hilary Easton	Alicia Ford	Brandy Grajeda	Konrad Hernblad	Camtu Jones	Callie Krzyzaniak
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		Peggy Henderson	Daniel Jonas	Anne-Marie Kraus	ZaChary Lind

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Ana Martins			Lydia Perry		Kristin Ross

JESSICA REBEIRO Queen's University; KCA College

"I became involved with KCA two and a half years ago because its goals are focused and attainable, and ones that I whole-heartedly would like to see achieved. Over the past years, I have grown from a member, to the Queen's University Chapter Leader and now the Canadian Regional Leader, and couldn't picture my university experience without KCA."



BILLY GONYOU St. Joseph's College; KCA College

"If one dollar a day can save the life of a child, how can I not want to Keep a Child Alive? Within two years and with the help of many, I have successfully turned St. Joseph's College into one of the leading groups in the fight against HIV/AIDS. With two of my campaigns developing into national fundraisers for KCA Chapters, I have inspired thousands of college students to make a difference in the lives of many innocent children. With our "Red Parties," memorial services, Murder Mystery Dinner Theaters, paper doll sales, and Chinese food box money collections, my chapter and I have raised close to \$20,000 since April 2007. My greatest accomplishment? Giving thousands of children a second chance at life."



Valentino Rossetti	Carole Sharp	Joyce Soso	Christine Tester	Saman Waquad	Cindy Wong
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Shannon Shaffer		Gary Tenace	Pathom Wanichkunwiriya	Katherine Wolfgang	
Meghan Shannon		Rosie & Renee Tenison			
Jacob Shapira		Damon Terrell			
Matthew Share					

IN 2008, WE
GENERATED
\$4,639,161 IN
REVENUES.

91% OF THIS
WENT TOWARD
PROGRAM
SERVICES.

4%

management
and general

5%

fundraising costs



91%

program services

STATEMENTS OF FINANCIAL POSITION

December 31,	2008	2007
Assets		
Current assets		
Cash and cash equivalents	\$ 658,161	\$ 1,009,425
Accounts receivable	516,399	309,126
Unconditional promises to give	100,000	100,000
Prepaid expenses	8,125	126,005
Total current assets	1,282,685	1,544,556
Property and equipment - at cost, less accumulated depreciation	75,981	89,572
Long-term unconditional promises to give	300,000	400,000
Other assets	17,244	19,902
	\$ 1,675,910	\$ 2,054,030
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued expenses	\$ 27,472	\$ 13,118
Grants payable	170,512	-
Total current liabilities	197,984	13,118
Commitments		
Net Assets		
Unrestricted	921,402	1,487,240
Board designated	367,816	463,736
	1,289,218	1,950,976
Temporarily restricted	188,708	89,936
	1,477,926	2,040,912
	\$ 1,675,910	\$ 2,054,030

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

Year Ended December 31,	2008			2007
	Unrestricted	Temporarily Restricted	Total	Total
Supports and revenues				
Special event	\$ 2,426,493	\$ -	\$ 2,426,493	\$ 2,485,650
Less: direct cost of events	(658,401)	-	(658,401)	(576,084)
	1,768,092	-	1,768,092	1,909,566
Contributions	1,779,603	333,624	2,113,227	2,240,071
In-kind donations	403,105	-	403,105	1,146,199
Merchandise sales	14,808	-	14,808	6,178
Interest income	5,033	-	5,033	5,693
	3,970,641	333,624	4,304,265	5,307,707
Net assets released from restriction				
Satisfaction of program restrictions	234,852	(234,852)	-	-
	4,205,493	98,772	4,304,265	5,307,707
Expenses				
Program services	4,422,581	-	4,422,581	3,368,121
Management and general	167,397	-	167,397	137,506
Fundraising costs	251,506	-	251,506	554,111
	4,841,484	-	4,841,484	4,059,738
Cost of merchandise sales	25,767	-	25,767	2,674
	4,867,251	-	4,867,251	4,062,412
Change in net assets	(661,758)	98,772	(562,986)	1,245,295
Net assets, beginning of year	1,950,976	89,936	2,040,912	795,617
Net assets, end of year	\$ 1,289,218	\$ 188,708	\$ 1,477,926	\$ 2,040,912

FOUNDERS



Leigh Blake
Co-Founder & President

Alicia Keys
Co-Founder & Global Ambassador



GLOBAL AMBASSADORS



Padma Lakshmi
Iman



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Noelle Esquire

Communications Manager

Louise O'Shea

Grassroots Outreach

Rhona Buckley

Director of KCA South Africa

(Not Pictured)

BLACK BALL 2008

Keep a Child Alive's fifth annual Black Ball Gala, hosted by Ambassadors Alicia Keys and Iman, honored the global AIDS work of three remarkable humanitarians. This legendary evening took place at The Hammerstein Ballroom in New York City on Thursday, November 13th 2008.

Our humanitarian honorees are an incredible group of people who have used their will, fame, and courage to change the lives devastated by this pandemic. Guest presenters pay tribute to the work of our honorees through powerful moving footage. This year we were thrilled to honor Simon Fuller, Creator/ Executive Producer of *Idol* & *Idol Gives Back*, CEO & founder of 19 Entertainment Limited, for spearheading the *Idol Gives Back* phenomenon and mobilizing Americans to take action, Queen Latifah, for being one of the incredible pioneers in the fight against AIDS and Jackie Branfield, founder of Operation Bobbi Bear for being a true hero in the lives of children in South Africa.

\$2.4 Million was raised, a record amount for Keep a Child Alive. This was helped by a dramatic live auction spearheaded by Christie's auctioneers Hugh Edmeades and Tash Perrin.

Previously we have honored Bono, rock star and campaigner for Africa, Dr. Stephen Lewis of The Stephen Lewis Foundation and author of *Race Against Time*, Richard Beckman of Condé Nast Media Group, Nick Reding of Sponsored Arts for Education and Dr. Shaffiq Essajee of Pediatric Advisor on AIDS for the Clinton Foundation.



KCA UK

Keep a Child Alive UK was launched in spectacular style on July 10th 2008. The gala took place at the prestigious concert venue, St. John's, Smith Square in Westminster, a stone's throw away from the Houses of Parliament and Westminster Abbey, which provided a historical and spiritual setting for the remarkable event.

The Black Ball U.K. featured incredible performances by Alicia Keys, Annie Lennox, Adele, Jennifer Hudson, Damian and Stephen Marley and Emmanuel Jal. The night was highlighted by two beautiful duets performed by Alicia and Annie to "Everybody Hurts" and "Sweet Dreams."

Attendees were also privileged to hear the inspirational words of KCA President Leigh Blake, Global Ambassadors Alicia Keys and Padma Lakshmi, and KCA enthusiast Chiwetel Ejiofor.

Another unique element of the night was the Black Ball auction. Thanks to the support of Christie's auctioneer Hugh Edmeades, generous donations from Alexander Amosu, Stella Vine, the Jumeirah Beach Hotel, Toy Watch, and Krug Champagne, among others, the event raised more than 150,000 pounds.

Since its launch in July, KCA U.K. successfully implemented the Text "ALIVE" campaign in conjunction with the London leg of Alicia Keys world concert tour.

THE KEY TO LIFE

The cost: \$5,000. The value: Priceless. When you buy this key you give 18 children and families the gift of life. Providing one year of essential medical care in a Keep a Child Alive HIV / AIDS treatment center. Designed by Alexander Amosu and manufactured by Simmons Jewelry Co., as a special unlimited edition. To purchase call Keep a Child Alive on 718 965 1111. www.keepachildalive.org

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DONATE \$5 TEXT 'ALIVE' TO 90999

A one time charge of \$5.00 will be added to your mobile phone bill when you text the word "ALIVE" to the number 90999. Standard messaging rates and additional fees may apply. All charges are billed by and payable to your mobile service provider.

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