

A DOLLAR A DAY



**BUY
LIFE**

keep a child
alive

BUYS



AIDS DRUGS, ORPHAN CARE, FOOD, A FUTURE



BUY LIFE:

WHAT YOUR DOLLARS CAN DO

\$20

Buys one hot nutritious meal for 50 patients at our Blue Roof Wellness Center in Durban, South Africa.

\$30

Buys the essential AIDS care necessary to keep a child or adult with AIDS alive for one month.

\$50

Buys food to feed a family at our Alive Medical Services Clinic in Kampala, Uganda for one month.

\$75

Buys a place to live including care for a child orphaned by AIDS in Soweto, South Africa for one month.

\$100

Buys the support of a housemother who cares for children living in Child Headed Households in her community for one month.

\$500

Buys a month's protection and legal support to a child who has been raped in South Africa.

\$250

Buys a month's supply of education materials for 50 children abandoned and living with HIV in India.

\$1,000

Buys transportation essential for patients to come to the Centreville Clinic for treatment each month and for outreach to impoverished communities in Kigali, Rwanda.

\$5,000

Buys food, clothing, shelter, education and loving care for 5 households of children living on their own right now, for one year.

TREATMENT

Anti-retroviral therapy (ART) has transformed the lives of people with AIDS in the West, returning them from sickness to health. Only 5 million people are on treatment, leaving 10 million still desperately in need. When children are infected, 50% die before the age of 2 and 80% die before the age of 5.

CARE

Keep a Child Alive provides first class AIDS care through doctors, nutrition, testing, transportation, and treatment for opportunistic infections, which are all necessary for anti-retroviral treatment to be successful. KCA also provides the care and support to keep orphaned and abandoned children safe.

ORPHANS

16.6 million children have lost their parents to AIDS. These children will face enormous risks in their struggle to stay alive. They will often be forced into sexual exploitation or enrolled as child soldiers. Keep a Child Alive supports the children's extended family caregivers, and builds and sustains orphanages to keep the most vulnerable children out of harm's way.

AWARENESS

Through documentary films and ground-breaking media campaigns, Keep a Child Alive directly engages the global public in the fight against AIDS. We actively work to educate people about the emergency issues of AIDS in Africa and India in an effort to engage them to become a part of the solution.



There is a profound difference between living and life.

Living may extend time for another day.

But life is far more than sleeping and waking.

Life is more than merely existing.

And, although it would be easier, life cannot be bought in a pill.

That is why Keep a Child Alive buys more than just the pills needed to fight HIV/AIDS in Africa and India.

It buys the essential nutrition, shelter, support and education to help ensure those pills are taken properly and effectively.

It buys the things we all take for granted, but that make all the difference. A bed. A roof. A ride. A book. A smile.

KCA offers children, their families and entire communities a shoulder to lean on and a heart that beats for them.

Because KCA believes we can do something far bigger and better than buy the ability to live.

We can buy the dignity that is life.

We can buy compassion.

Buy love.

Buy the cure.

Buy life.

Because the more you buy, the more you save.

KEEP A CHILD ALIVE.

OUR WORDS

**"WE BELIEVE IN SOMETHING REALLY IMPORTANT AT THE
CENTER OF ALL OF OUR WORK, WHICH IS HUMAN DIGNITY"**

Well who knew? The Buddha perhaps? He knew. Jesus Christ? He seemed to know too. Krishna, Mohammed, all the Saints, Mother Teresa? They were on one track their whole lives. COMPASSION. It's the guts of their teachings. It keeps everyone focused and clear. Because it's the answer to fulfillment and it's the answer to rebirth, if you believe in that kind of thing. But there is a major benefit. Once you start, you just can't stop. The beauty of the feeling that you are living your message, seeing people light up with joy, you suddenly find that there is really not much to be mad about except injustice.

And so we live, day to day in the field of materialism. What does it get us? BIG STUFF. Big stuff for our family to clean out when we are gone. Lets drop it. Lets start right now to rid ourselves of the Big Stuff and focus on the REAL STUFF. What are our lives for? I say purpose is the new black. When you have

purpose, stick to it. Expand it. Love the power you have to create change in the world around you. Start here.

You are part of a movement for change: YOU ARE.

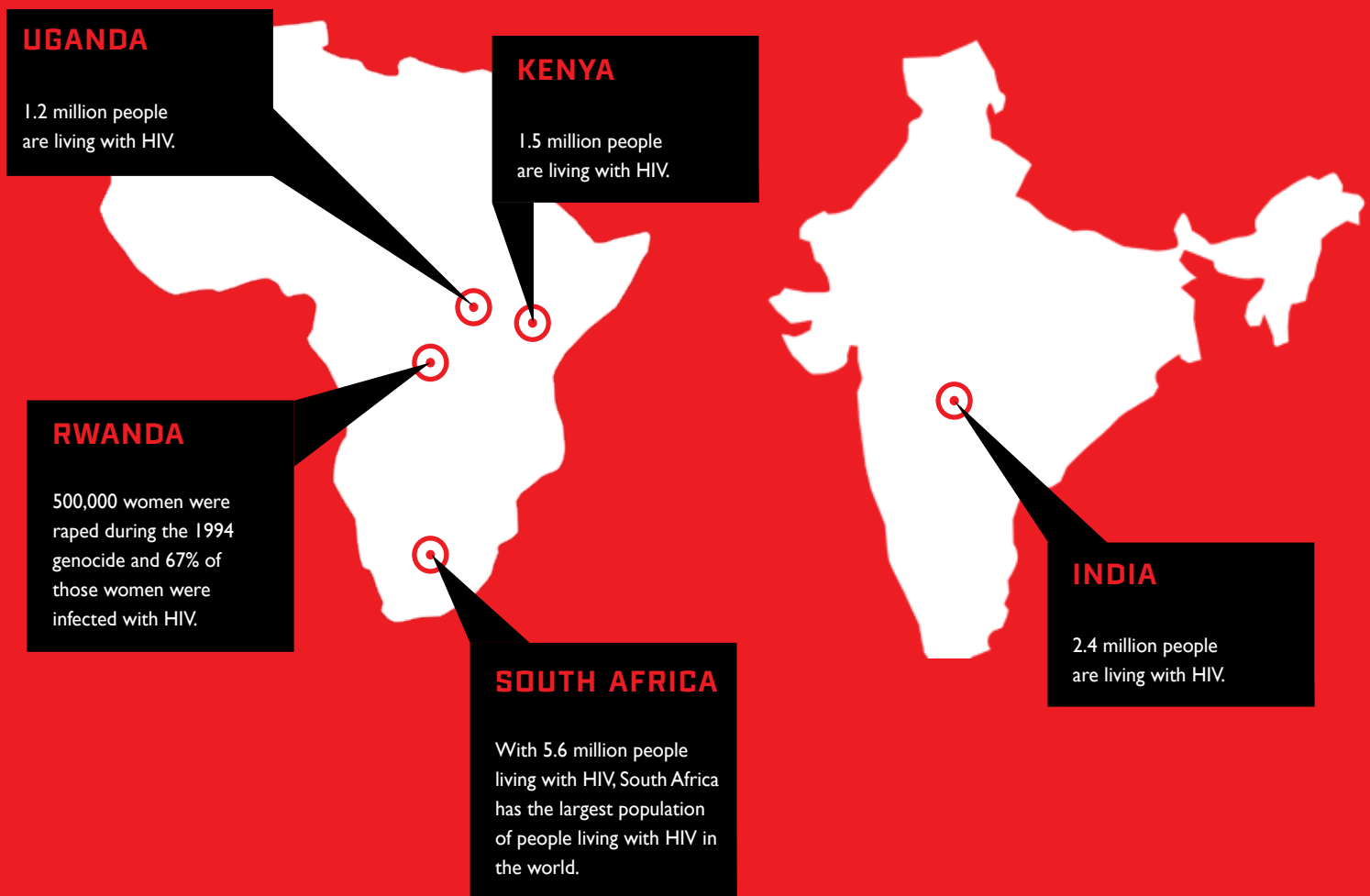
You feel that you are a part of something bigger than yourself: YOU ARE.

You feel that you would want the same done by you in tragedy, people coming together: WILL THEY? If we show them what can be done: they will. Because who you are today depended on who you were yesterday and who you will be tomorrow depends on who you are today.

Breathe into the new you. The new compassionate you. And ask what is your role? And play with it until you get it right but you will CHANGE THE WORLD.

LEIGH BLAKE
PRESIDENT, KEEP A CHILD ALIVE





ALIVE
MEDICAL SERVICES



2,769
PATIENTS ON ARVs

TODAY, ALIVE MEDICAL SERVICES IS A CLINIC OF EXCELLENCE WITH ITS DOORS ALWAYS OPEN TO ANYONE IN NEED - 24 HOURS A DAY, 7 DAYS A WEEK.

When KCA first began supporting this small clinic in 2004, no one could have anticipated that it would grow in just six years to serve 400 patients a day. Today, Alive Medical Services (AMS) is a clinic of excellence with its doors always open to anyone in need - 24 hours a day, 7 days a week. In the last year alone, AMS has seen an increase of 1,000 patients, all of whom learned about the clinic through word of mouth in the community. 1 in every 4 people who come to the clinic for testing are found to be HIV positive, and they have immediate access to comprehensive care.

In addition to serving the immediate urban community in Namuwongo, people travel for hours from the most rural villages in Uganda to reach the clinic, because it is known as a place that transforms the lives of patients with HIV/AIDS every day. AMS operates on the belief that

treatment is about transformation, and its services approach AIDS on all fronts. From treatment for opportunistic infections and nutritional support, to early infant diagnosis and family planning, every point of service at AMS is an opportunity to prevent the spread of HIV.

Situated in one of the poorest urban areas in Uganda, Alive Medical Services is witness to the extreme poverty that many of its patients live in, where people go days - even weeks - without food and basic nutrition, and whose well-being hinges on often unreliable work for little income. One of the most essential, yet often overlooked components of successful HIV/AIDS treatment that Alive Medical Services provides is nutritional support. AIDS treatment cannot succeed in the absence of proper nutrition, and a majority of the clinic's patients need nutritional support to feed themselves and their families.

In partnership with the Stephen Lewis Foundation (SLF), KCA sustains the Nutrition Program at Alive Medical Services. The program currently provides monthly food parcels to 1,000 of the clinic's poorest patients, whose families would otherwise go hungry. Each parcel consists of rice, beans, sugar and cooking oil. In 2010, Procter & Gamble (P&G) partnered with KCA by supplementing each food parcel with PUR packets to purify our patients' drinking water.

The clinic hosts two "Food Days" every month to distribute all the food parcels to AMS patients. "Food Days" are serious business at Alive Medical Services, where we know ARVs + Food = Life. Together with SLF and P&G, KCA provides the resources that allow Alive Medical Services to continue its innovative patient food program, the only one of its kind in Uganda.



THE NUTRITION PROGRAM AT ALIVE CURRENTLY PROVIDES MONTHLY FOOD PARCELS TO 1,000 OF THE CLINIC'S POOREST PATIENTS, WHOSE FAMILIES WOULD OTHERWISE GO HUNGRY.



33.3

MILLION WORLDWIDE INFECTED WITH HIV/AIDS

CENTREVILLE
CLINIC



3,323
PATIENTS SERVED

KCA'S COMMITMENT TO THE PATIENTS AT CENTREVILLE GOES BEYOND THE MEDICAL CARE THEY NEED TO SURVIVE.

The scars of the 1994 genocide are still present in Rwanda, including the devastation of wide-spread HIV/AIDS and an orphan population growing into adulthood. But through Keep a Child Alive's partnership with WE-ACTx (Women's Equity in Access to Care and Treatment) at the Centreville Clinic in Kigali, more than 3,300 people have access to comprehensive HIV care that includes medicine, food, mental health services and skills training.

KCA's commitment to the patients at Centreville goes beyond the medical care they need to survive. We are dedicated to life beyond the pill - to helping our patients attain self-sufficiency and the ability to care for their families that they

all desire. KCA is proud to support the women of the Ineza Women's Cooperative, a group started by Centreville Clinic's patients as a source of personal empowerment and economic development.

Many of Ineza's members are survivors of the genocide and the cooperative serves as a space for continued emotional healing from the trauma of mass murder and rape, physical injuries, loss of family members and domestic violence.

These women, once among the most sick and impoverished in our care, can now earn a living wage and support themselves and their families. Through education programs in design, sewing, management, computer skills and marketing, the

Ineza women are always increasing their productive capacity and business savvy. These women, who were once struggling for basic necessities, are now at the helm of an expanding business that is an innovator in Rwanda's cooperative industry.

Every product that the Ineza women create is one-of-a-kind, and represents the strength and renewal of female survivors of the 1994 genocide. The women of Ineza are building the future of Rwanda, and KCA is working to help expand the initiative to benefit many more women in need.



CENTREVILLE WOMEN, WHO WERE ONCE STRUGGLING FOR BASIC NECESSITIES, ARE NOW AT THE HELM OF AN EXPANDING BUSINESS THAT IS AN INNOVATOR IN RWANDA'S COOPERATIVE INDUSTRY.



170,000

**PEOPLE ARE LIVING WITH HIV
IN RWANDA.**

KENYA

THE FAMILY CARE CLINIC, MOMBASA

While a rich history and beautiful beaches drive Mombasa's tourism industry, the majority of its citizens live in abject poverty. Ten years ago, the vision for Keep a Child Alive was born here at the Family Care Clinic (FCC) as a pilot program to provide 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 is entirely feasible. KCA continues to fund the FCC, which today serves 1,285 patients - 565 of whom are children receiving pediatric AIDS treatment (as of Dec 2010). Our collaboration with the Family Care Clinic will remain an important and enduring part of our ongoing story.

7,500+

**KCA SUPPORTS OVER 7, 500 CHILDREN
AND FAMILY MEMBERS ON ARV TREATMENT
THROUGH ALL OF OUR SITES.**

INDIA

RNP+ AANCHAL CARE HOME, JALORE

As one of our key implementing partners for KCA's Clinton Global Initiative Commitment, the Rajasthan Network of People Living with HIV/AIDS (RNP+) concentrates on integrating HIV+ people, their children and family members in society by providing them with counseling, AIDS treatment & follow up, basic and emergency medical care, training, capacity building, employment, health and other support services. RNP+'s work brought to the forefront the urgent need for quality orphan care for children affected by HIV/AIDS in Rajasthan. This necessity led RNP+ to establish an orphan care home in rural Jalore that KCA began supporting in 2010. With 29 children currently in their care, the spirit of the RNP+ Aanchal Care Home is one of love, providing them with all of these services and more, the support of a family.

RNP+ AANGAN CARE HOME, JAIPUR

Since KCA started funding RNP+ in 2010, the organization opened a second orphan care home in Jaipur. With KCA's support, RNP+ provides 17 children in this home with shelter, access to education, proper nutrition and medical care. Many of these children have lost their parents to AIDS and are without family members willing or able to care for them. In addition to creating a new home for these most vulnerable children, RNP+ is working to strengthen the capacities of the remaining family members, so that one day the children can return and live with their own extended families. KCA continues to also support the organization's efforts to de-stigmatize the communities in which they work, to ensure that these children have a positive environment to grow up in.

SAHARA AALHAD CARE HOME, PUNE

The Sahara Centre for Residential Care and Rehabilitation, started more than thirty years ago, works today to counter the debilitating stigma that surrounds both substance abuse and AIDS in India. The underserved HIV+ population in Pune relies on Sahara for medicine, surrounding care, HIV/AIDS education, advocacy and vocational training. Since KCA began supporting Sahara in 2010, nearly 1500 people have directly benefited from their comprehensive HIV/AIDS care services, including access to ARVs, nutrition, counseling and psycho-social support, outpatient and residential care. With KCA's support, Sahara was also able to start a community-based healthcare program that provides nutrition to its neediest beneficiaries in addition to upgrading their facilities and equipment to improve the quality of care available.



15

**MILLION CHILDREN ORPHANED
BY AIDS IN AFRICA**

SOUTH AFRICA

IKAGENG ITIRELENG AIDS MINISTRY, SOWETO

Set against the backdrop of the shiny, new World Cup stadium, the contrast of children living in tin shacks, without parents, let alone electricity and running water, does not make sense. Mum Carol Dyantyi, the Founder and Director of Ikageng, has to make sense of it every day. Her team works tirelessly to support these children living in child-headed households, providing them with the skills and resources they need to help themselves. It is an uphill battle. For every family that Ikageng enables to become sustainable, there is a new one that needs love and support. Ikageng is committed to helping these children overcome the tragedy they've experienced while protecting the family unit by ensuring that siblings continue to live together in their homes. Through the provision of basic needs such as food, clothing, water, electricity, school fees, healthcare and transport, KCA helps Ikageng serve more than 1,500 children affected by AIDS.

OPERATION BOBBI BEAR, AMANZIMTOTI, DURBAN

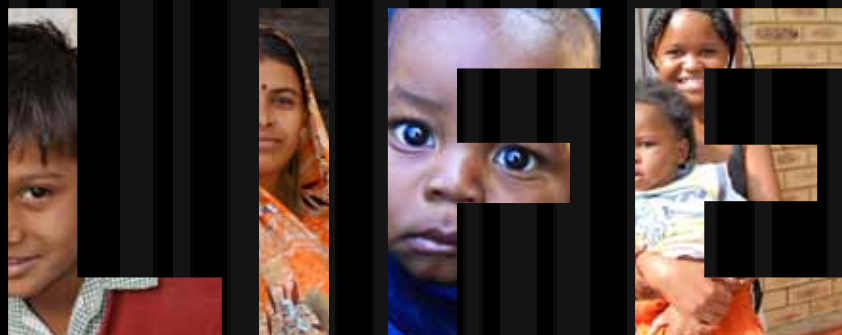
In a country where 50 rapes are reported every day, Bobbi Bear works on behalf of child victims of sexual abuse by helping to minimize their risk of HIV infection at the point of rescue, ensuring their health and well being, and bringing their perpetrators to justice. Their court-approved approach, which uses a teddy bear for children to describe their abuse, has helped save thousands of children from being victimized again through retelling their stories. KCA entirely funds the costs for Bobbi Bear to operate and our support made it possible for them to expand to seven different locations throughout Durban in 2010. Our support has also created their Honor Program that follows up on children who are placed in foster care and government-run "Places of Safety," in order to ensure that they are being properly cared for and loved. Currently, Bobbi Bear serves an average of 4,000 children a month through rescue, outreach and awareness. KCA is committed to further scale-up of their programs and services and to help sustain their recent expansion.

BLUE ROOF WELLNESS CENTRE, WENTWORTH, DURBAN

Through the visionary support of KCA Co-Founder Alicia Keys and the Stephen Lewis Foundation (SLF), KCA continued to scale-up the comprehensive HIV/AIDS care services at the Blue Roof in 2010. Among its services, the Blue Roof provides free anti-retroviral medication to nearly 1,400 patients, home-based care services to patients too sick to come to the clinic, nutritional support for 250 families a month, psycho-social support and alcohol and drug abuse counseling. The clinic prepares free nutritious meals every day for patients and their families who visit the clinic, ensuring that every patient that walks through our clinic's doors can take their medication with a hot, nutritious meal. The Blue Roof has also become an integral part of the South African government's HIV/AIDS efforts, and is impacting the lives of thousands. In addition to comprehensive care for HIV/AIDS, the Blue Roof is working with the Department of Health to provide medical services and interventions, including treatment for TB, screening for cervical cancer and male circumcision, all of which affect people living with HIV/AIDS.



HOW WE BUY



Keep a Child Alive prides itself on our innovation, creativity, and public recognition of our media campaigns and documentaries. In an effort to provide a solution for the HIV/AIDS pandemic of Africa and India, our use of multimedia platforms engage the global public by instilling awareness of the related emergency issues and galvanizing action.

AFRICA VS. AIDS

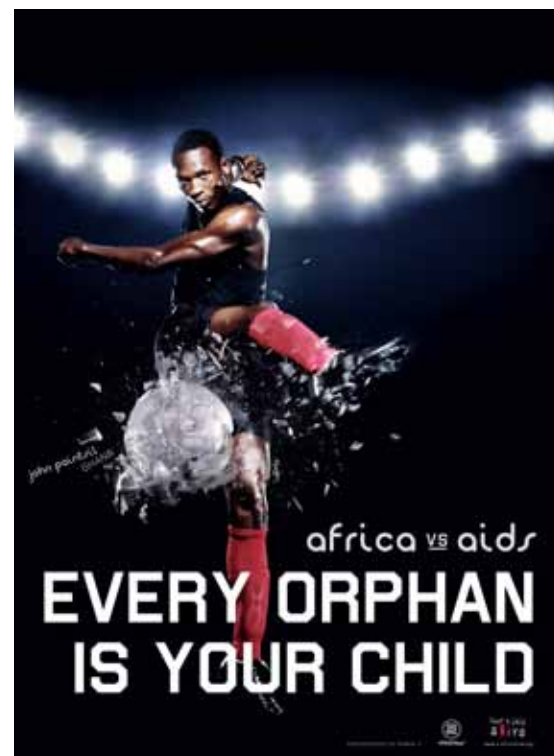


As a global spectacle with over 26 billion viewers worldwide and 32 teams involved, the 2010 World Cup games stimulated both awareness of South Africa's plights as well as the cultural beauty of its diverse peoples.

Keep a Child Alive was one of many organizations to recognize the media impact of the World Cup, having created an AIDS awareness campaign in partnership with Glaceau Vitamin Water; and in connection with South Africa's immense pride and spirit for football entitled: Africa vs. AIDS.

Visuals of Premier League footballers Salomon Kalou, Aaron Mokoena, Benik Afobe, Carlton Cole, Djibril Cisse, Jermain Defoe, and John Paintsil, shot by acclaimed photographer RANKIN, revealed each athlete kicking, heading, chesting, or throwing a dynamic transparent football. Aimed at the male audience, each image was accompanied by a message supporting specific behaviors that can positively change the spread of HIV: Get Tested Get Drugs, Don't Bring AIDS Home, Virgins Can't Cure AIDS, Every Orphan Is Your Child, AIDS Drugs Work, Don't Let AIDS Beat Africa, and Don't Cheat. The iconic and powerful visuals were exhibited at the Glaceau pop-up gallery in Johannesburg and on billboards throughout South Africa for the thirty-day duration of the games.

Utilizing the media influence of both the players and the World Cup games, Keep a Child Alive's long established presence in South Africa, through our orphan care homes and clinical sites, became even more prevalent through this country-wide innovative messaging campaign.



ALMOST TWO DECADES AFTER THE ERADICATION OF APARTHEID, A COUNTRY WHOSE HISTORY HAS BEEN FILLED WITH YEARS OF RACIAL DIVISION, STRICKEN WITH POVERTY AND THE WORLD'S HIGHEST PREVALENCE OF HIV/AIDS, SOUTH AFRICA BECAME THE FIRST AFRICAN NATION TO HOST THE FIFA WORLD CUP.



The BUY LIFE campaign, created with TBWA\Chiat\Day, repositions consumerism and the act of buying. Keep a Child Alive has asked people to buy life and turn a selfish act into a selfless one in the midst of our consumer driven society. We believe that the fight against HIV/AIDS has changed and successful treatment requires more than just anti-retroviral treatment alone. Keep a Child Alive believes that together we can positively impact the lives of millions by evoking worldwide awareness and supporting our sustainable program services, such as nutrition supplementation, counseling, education, and medical care access. KCA is not just about helping people merely to exist, it is about giving people the true joy of LIFE.

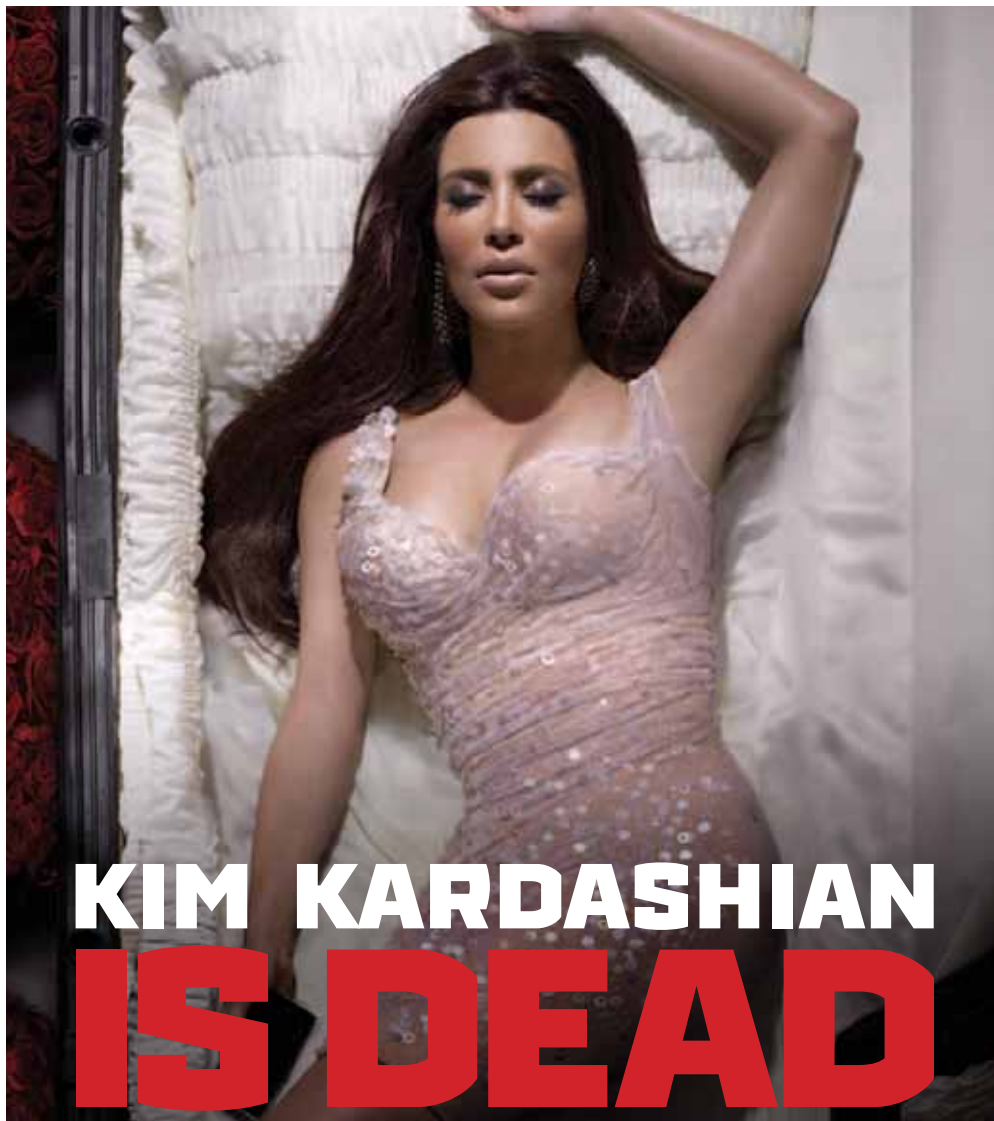
Why a Barcode? The symbol for BUY LIFE is a real working barcode because it is the ultimate symbol of consumerism. Keep a Child Alive is the first charity to leverage barcode technology on Smartphone devices to engage the public and encourage the purchase of life. This is about changing consumer behavior in the nonprofit environment through social media.

Advertisements shot by photography experts Markus Klinko & Indrani, reveal our celebrity BUY LIFE ambassadors wearing a scan-able BUY LIFE t-shirt. Each celebrity's barcode is linked to a donation page, and an accompanying thank you video.

Celebrities involved in this campaign are: Katie Holmes, Usher, Alicia Keys, Jay Sean, Swizz Beatz, Ryan Seacrest, Serena Williams, Kim Kardashian, Jaden/Willow Smith, The Buried Life, Khloe Kardashian, Bronson Pelletier, Daphne Guinness, David LaChapelle, Elijah Wood, Janelle Monae, Jennifer Hudson, Kimberly Cole, and Pink.

66 MILLION

PRESS IMPRESSIONS RECEIVED FROM BUY LIFE.

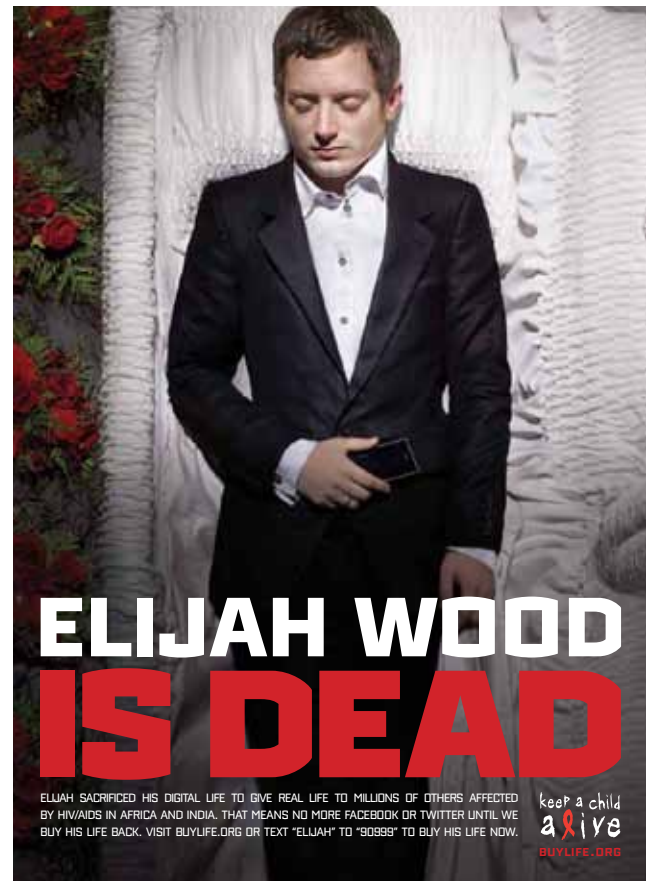


KIM KARDASHIAN IS DEAD

December 1st, 2010 marked International World AIDS Day, an annual day of awareness, and the unveiling of KCA's Digital Death campaign, also created by TBWA\Chiat\Day. Digital Death involved highly active digital celebrities (on twitter and facebook) who went digitally silent in solidarity for those affected by HIV/AIDS in Africa and India. The artists and celebrities involved in the campaign represented over 33 million Twitter followers – ironically, the same number of people currently living with HIV in the world.

Until \$1 million was raised for Keep a Child Alive, all artists' digital lives were dead. Followers/ fans could "buy" their lives back by texting the artists' name to 90999 to donate \$10 to Keep a Child Alive (ie. ALICIA to 90999). KCA followers and celebrity fans could join the movement by pledging their own digital sacrifice, and encourage friends and family to buy their digital life back. After six days of silence the celebrities themselves, their fans, and KCA supporters raised \$500,000 with the pharma-billionaire turned philanthropist Stewart Rahr matching that amount to reach our goal of \$1 million.

DIGITAL DEATH



ELIJAH WOOD IS DEAD

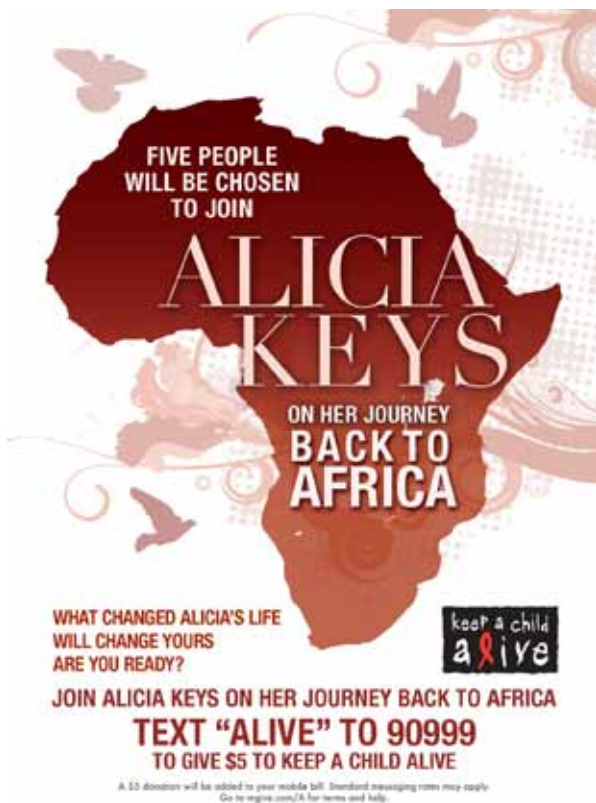
ELIJAH SACRIFICED HIS DIGITAL LIFE TO GIVE REAL LIFE TO MILLIONS OF OTHERS AFFECTED BY HIV/AIDS IN AFRICA AND INDIA. THAT MEANS NO MORE FACEBOOK OR TWITTER UNTIL WE BUY HIS LIFE BACK. VISIT BUYLIFE.ORG OR TEXT "ELIJAH" TO "305995" TO BUY HIS LIFE NOW.

keep a child
alive
BUYLIFE.ORG

Artists involved in this campaign were: Lady Gaga, Justin Timberlake, Ryan Seacrest, Alicia Keys, Kim Kardashian, Khloe Kardashian, Swizz Beatz, Serena Williams, The Buried Life, Jay Sean, Elijah Wood, Usher, Jennifer Hudson, Janelle Monae, Bronson Pelletier, Kimberly Cole, Daphne Guinness, David LaChapelle and Lenny Kravitz.

1.6 BILLION

PRESS IMPRESSIONS RECEIVED FROM DIGITAL DEATH.



TEXT ALIVE

\$120,000 RAISED AND 24,000 ENTRIES LATER, 5 LUCKY WINNERS WERE CHOSEN TO JOURNEY WITH ALICIA KEYS BACK TO SOUTH AFRICA IN JUNE 2010 AND VISIT 3 KCA FUNDED PROGRAMS: IKAGENG ITIRELENG, BOBBI BEAR, AND THE BLUE ROOF WELLNESS CENTRE!



5 PEOPLE.

5 EXTRAORDINARY DAYS.

5 LIFE-CHANGING EXPERIENCES.

“In the midst of squalor, there was community and love. The youth we spoke with at Ikageng Ministries shared their experiences with us. These young people have endured more than any young person should ever have to. Despite all that, the first thing you will notice about them is the radiance in their eyes, emanating hope, joy, faith, and love that comes from having known true sadness, but choosing to embrace goodness instead.”

– AARON MCCOY

OUR INCREDIBLE WINNERS

In photo above, from left to right: Sonya Soni, Aaron McCoy, Talaina Brown, Alicia Keys, Kristen Dyer and Rachel Hathaway. The winners were selected after donating through text, submitting one word that best described Africa to them, and creating personal pages on the KCA Community website sharing their passion for our work.

VISITING OUR AMAZING PROGRAMS IN SOUTH AFRICA WAS AN EMOTIONAL, LIFE-CHANGING EXPERIENCE FOR THE WINNERS. ALONG WITH ALICIA, THE WINNERS SHARED THEIR RAW FEELINGS ON A LIVE BLOG. EACH WINNER TOOK HOME A NEWFOUND SENSE OF COMPASSION, WORLDLINESS, AND AN UNDERSTANDING OF KCA'S REASON FOR EXISTENCE: TO SAVE AND EMPOWER LIVES.



THE DOCUMENTARY

Keep a Child Alive's second documentary for broadcast featuring Alicia Keys' return to South Africa with the five American winners of our Text Alive for 5 contest. Together they witness the devastating effects of the AIDS pandemic, experiencing first-hand the work sustained by KCA in Johannesburg and Durban.

This emotion-provoking documentary starts with a visit to the slums of Soweto, where the five winners join Mum Carol's mentoring programs at Ikageng Itireleng. Alongside Alicia, the winners open their hearts and listen to the painful stories of children orphaned by AIDS. Continuing their journey, they venture near the coastal city of Durban to discover the comprehensive model of HIV/AIDS care developed by The Blue Roof Wellness Center in Wentworth; a community plagued by a staggering 40% HIV infection rate. The life-changing journey ends with a visit to Bobbi Bear to meet a group of courageous women who rescue and fight tirelessly for the rights of sexually abused children in the rural areas of Amanzimtoti, Durban.

This documentary was made possible by the genius of film director Earle Sebastian and our corporate sponsor, Procter & Gamble. Many thanks to all who have helped out with this film, it would not have been made possible without your incredible efforts.



THOSE WHO BOUGHT



Keep a Child Alive would like to graciously thank the following people and companies whose generous support and services has helped us continue our mission to save lives.

\$5,300,000

DOLLARS RAISED IN 2010

**MAJOR
DONORS**

Keep a Child Alive wishes to acknowledge the incredible support from our Global Ambassador, Alicia Keys, whose many contributions to our work are priceless.

**\$500,000
AND OVER**

P&G
Stewart Rahr
UN Foundation

**\$100,000-
\$499,999**

BING
James & Kimberly Pallotta
Nizan Guanaes
Sony Music
Stephen Lewis Foundation

**\$50,000-
\$99,999**

American Express
BET
Bloomberg L.P.
EMI Music Publishing
GLACEAU
Hearst Corporation
Philip & Lisa Marie Falcone

Red Light Management
Sean & Robin Fahey
Steven and Alexandra Cohen Foundation
The Ryan Seacrest Foundation

**\$25,000-
\$49,999**

AEG
Armani
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Loren Ridinger
Marc & Elizabeth Pritchard
Maxwell
MTV Networks
Paradigm
Platinum Equity
The Gores Group
The Michael & Susan Dell Foundation
Tom Gores
William Morris Endeavor Entertainment

**\$10,000-
\$24,999**

I9 Entertainment
Aids Global Action
Barry Weiss
Cecelia Kurzman
Dalio Family Foundation
David Lande
Dezer, Gil & Lorena
Disney
Donna Lacey
Dror Soref
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Huggy Bear Inc.
John Gates
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Krucial Noise
Kuldeep Malkani
Louis Vuitton - US
Luca Formilli & Claudia Aros
Natasha and Tom Silver
Night Agency
Omores, Eric & Angelique

Russell Simmons
Ruth & Stephen Hendel Foundation
Samsung
Sky's the Limit Youth Organization
St. Joseph's College
Tamara Robinson
Terrence Howard
Tommy Hilfiger
Tony Bennett
WEN Chaz Dean Inc.

**\$5,000-
\$9,999**

Afren
Alexandre Robein
Community Fundraiser
Beyonce Knowles
David Saltz
Deborah J. Delareguera
Hugh Atkins
Jonathan & Lizzie Tisch
Leslee and David Rogath
Tal Pritzker
Thara Prashad
Tracey Watson

MAJOR DONORS

**\$1,000-
\$4,999**

4Playbk Inc.
ABC Appliance, Inc
Alec Gores
Alexander Egan
Alice Ericsson
Amanda Cameron
Amber Ridinger
Amiel Romain
Bishop Pinkham School
Brian Monaco
Brooke Hamerling
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Miguel Duran
National Tool Supply
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Nicole David
Northeastern University
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Rebecca Artmonsky
Rebecca Watson
Richard Chun
Richard Reilly
Richard Song
Richard Weinstein
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Simon Burch
Simon Kneen
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St.Paul's R.C.S.S.D #20
Stephanie Singleton
Stephen Canna
Stephen Hill
Stephen Stoule
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Thomas Silver

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KCA is thankful to have a large following of monthly donors who are committed to our cause.

\$1 a day monthly giving provides a steady and predictable source of income to KCA, allowing us to fund more programs and save more lives!

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BECOME A PART OF OUR KCA COMMUNITY

Our online social network, "KCA Community," has continued to grow as supporters from all over the world have continued to express their concern of the HIV/AIDS pandemic. With just under 3,000 registered members, our community volunteers inspire us as they create new ways of fund raising and spreading awareness. These amazing volunteers range from a group of women in Brazil sponsoring events, to young children who host a KCA inspired birthday party, to college students standing up for what they believe in.

Collaborating with our community volunteers, our KCA College program has taken a twist as new chapters continue to develop, including a Lady Gaga Fan Club who has chosen to support Keep a Child Alive.

Joseph Clark	James DeReamer	Selena Forster
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\$48,394

RAISED BY TEAM KCA FOR THE 2010 AIDS WALK NEW YORK



JOIN KCA AT THE AIDS WALK

On May 16th, 2010 thousands of people gathered in Central Park to walk the streets of New York City, having raised money for organizations dedicated to the continuation of the fight against HIV/AIDS. Team KCA raised a total of \$48,394, ranking us the 11th highest fundraising team of the 3,100 participating teams. Our star fundraiser, Ian Jopson, raised well over \$10,000 for our team placing him in the top 20 walkers of the entire walk entailing 45,000 individuals! It was a memorable experience for our KCA college members, donors, and supporters to walk with us in support of all that we do.

BLACK BALL



Keep a Child Alive's Black Ball™ is the highly anticipated fundraising event of the year, occurring in both London and New York City. The gala is a memorable evening of musical entertainment, artistic inspiration and global awareness, attended by both celebrities and philanthropists alike. Funds raised throughout the evening directly support our programs in Africa and India helping children and families affected by HIV/AIDS.

UK 2010

**OVER \$700,000 US DOLLARS
RAISED (434,000 GBP)**

**PERFORMANCES BY: ALICIA KEYS,
BRYAN FERRY & KASABIAN**

HOSTED BY: THANDIE NEWTON

NY 2010

\$2.2 MILLION RAISED

**PERFORMANCES BY: ALICIA KEYS,
JAY-Z, SADE & JANELLE MONAE**

**GUEST SPEAKERS: DEEPAK CHOPRA
AND TALAINA BROWN,
TEXT ALIVE FOR 5 CONTEST WINNER**

WHERE OUR REVENUES GO:

87%

PROGRAM SERVICES THAT BUY LIFE



7.4%
FUNDRAISING

5.6%
MANAGEMENT

STATEMENTS OF FINANCIAL POSITION

DECEMBER 31,	2010	2009
ASSETS		
Current assets		
Cash and cash equivalents	\$ 1,224,285	\$ 1,293,417
Accounts receivable	275,733	282,638
Unconditional promises to give	100,000	100,000
Prepaid expenses	29,029	66,950
Total current assets	1,629,047	1,743,005
Property and equipment - at cost, less accumulated depreciation	34,548	46,677
Long-term unconditional promises to give	400,000	200,000
Other assets	67,291	82,044
	\$ 2,130,886	\$ 2,071,726
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued expenses	\$ 55,642	\$ 13,587
Grants payable	5,631	47,874
Total current liabilities	61,273	61,461
Commitments		
NET ASSETS		
Unrestricted	555,273	898,823
Board designated	620,652	596,206
	1,175,925	1,495,029
Temporarily restricted	893,688	515,236
	2,069,613	2,010,265
	\$ 2,130,886	\$ 2,071,726

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31,

2010

2009

	Unrestricted	Temporarily Restricted	Total	Total
SUPPORTS AND REVENUES				
Special event	\$ 2,141,400	\$ —	\$ 2,141,400	\$ 2,412,717
Less: direct cost of event	(625,768)	—	(625,768)	(557,184)
	1,515,632	—	1,515,632	1,855,533
Contributions	1,874,418	1,534,596	3,409,014	2,222,933
In-kind donations	356,352	—	356,352	687,435
Merchandise sales	43,145	—	43,145	11,045
Interest income	1,390	—	1,390	981
	3,790,937	1,534,596	5,325,533	4,777,927
NET ASSETS RELEASED FROM RESTRICTION				
Satisfaction of program restrictions	1,156,144	(1,156,144)	—	—
	4,947,081	378,452	5,325,533	4,777,927
EXPENSES				
Program services	4,552,644	—	4,552,644	3,604,913
Management and general	295,763	—	295,763	188,788
Fundraising costs	387,288	—	387,288	440,804
	5,235,695	—	5,235,695	4,234,505
Cost of merchandise sales	30,490	—	30,490	11,083
	5,266,185	—	5,266,185	4,245,588
CHANGE IN NET ASSETS	(319,104)	378,452	59,348	532,339
Net assets, beginning of year	1,495,029	515,236	2,010,265	1,477,926
NET ASSETS, END OF YEAR	\$ 1,175,925	\$ 893,688	\$ 2,069,613	\$ 2,010,265



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THANK YOU TO THE MANY PHOTOGRAPHERS:

**KRISTEN DYER, BRIAN BRAFF, LAURA KLEINMAN,
AND STEPHANIE PISTEL.**

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...the study of the processes of information creation, organisation, storage, retrieval, dissemination and use, and the study of the social, cultural, economic and political contexts in which these processes take place. (p. 10)

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