WE’RE JUST GETTING STARTED.

2009 ANNUAL REPORT
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 AIDS/HIV 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.
ALICIA KEYS AND LEIGH BLAKE
CO-FOUNDERS, KEEP A CHILD ALIVE
Anti-retroviral therapy (ART) has transformed the lives of people with AIDS in the West, returning them from sickness to health. Globally, 5 million people are on ART but there are 9.8 million people still desperately in need of treatment. When children are infected, 50% die before the age of 2 and 80% die before the age of 5. When a member of the public signs up to become a monthly donor, 100% of their monthly donation goes directly to life-saving AIDS drugs and surrounding 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 children safe.

Currently 15 million children worldwide have lost one or both parents to AIDS. 14.1 million of these children are in Sub-Saharan Africa. 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, this after the terrible trauma of losing their parents.

Keep a Child Alive supports the children’s extended family caregivers, and builds and sustains orphan care centers to keep the most vulnerable children out of harm’s way.
8 YEARS AGO, KEEP A CHILD ALIVE WAS FOUNDED WITH THE BELIEF THAT WE CAN AND MUST JOIN IN THE FIGHT AGAINST AIDS.

WE ARE HAPPY TO SHARE WITH YOU THE PROGRESS WE’VE MADE IN THE PAST YEAR.

WE’VE ONLY JUST BEGUN.
FROM AFRICA TO INDIA
Keep a Child Alive is thrilled to share the success of its recent expansion into India. KCA announced its commitment to care for the vulnerable women and children in India infected and affected by HIV/AIDS at the 5th Annual Clinton Global Initiative Meeting in September.

Over the next five years, Keep a Child Alive commits to establishing a series of safe-houses to protect HIV+ women and children, and children orphaned by AIDS. These safe-house structures will foster an environment where vulnerable women and children can feel safe and supported with the medical treatment and care that they need, educational opportunities they would otherwise not have access to, and programs that will help them build skills they can use to sustain their daily lives.

Keep a Child Alive will focus on the states of Andhra Pradesh, Delhi, Maharashtra State, Rajasthan and Tamil Nadu where we will provide to those in the most desperate need of medical, nutritional and psycho-social support to fight the effects of HIV/AIDS.

SAHARA AALHAD CARE HOME
PUNE, INDIA

Since 1978, the Sahara Centre for Residential Care and Rehabilitation has worked with marginalized populations throughout India. They continue to empower people, strengthen the community, and educate society.

The Sahara Aalhad Care Home cares for HIV-infected people who have little to no access to treatment and social support. Most Sahara clients face poverty and HIV/AIDS-related stigma and discrimination, and have nowhere else to turn. Many come to Sahara at a moment of desperation, facing the latest stages of AIDS, without any prior attempt to disclose their status to their family or community. At Sahara Aalhad, they empower their HIV+ clients to live “positively,” manage their condition, and return home with a newfound hope for the future.

Keep a Child Alive is working with Sahara to better equip and enhance its comprehensive care model for vulnerable men, women and children in Pune.

CLINTON GLOBAL INITIATIVE 2009

President Bill Clinton hosted the Fifth Annual Meeting of the Clinton Global Initiative (CGI), an event that brought together global leaders from business, government, academia, science, religion, and non-governmental organizations, including numerous heads of state, former heads of state, CEO’s of multinational corporations, and prominent philanthropists. CGI is a forum for participants to develop and implement workable solutions to some of the world’s most pressing issues. At this year’s Clinton Global Initiative, Keep a Child Alive presented our commitment to expand our work further into India.
YOUR SUPPORT PROVIDES:
- Health care
- Nutritional support
- Education
- Advocacy & sensitization
- Staff salaries & administrative costs

30 CHILDREN ARE RECEIVING CARE AT THE CENTER
RNP+ AANCHAL CARE HOME
JALORE, RAJASTHAN, INDIA

RNP+ works to improve the quality of life of people living with HIV/AIDS in Rajasthan. The organization concentrates on integrating people living with HIV, as well as their children and family members, into mainstream society by providing them with counseling, AIDS treatment and surrounding medical care, education, capacity building, and employment.

RNP+’s work brought to the forefront the urgent need for quality orphan care for children affected by HIV/AIDS in Rajasthan.

Keep a Child Alive joins RNP+ now in the scaling up of their new “Aanchal” Care Home in rural Jalore. Aanchal aims to provide comprehensive, holistic care for abandoned children living with HIV. Many of these children have lost their parents to AIDS, and their remaining family members are too poor or unwilling to care for them. In addition to providing a home for these children, RNP+ will work to strengthen the capacities of their remaining family members, so that one day the children can return and live with their own families.
SAVING LIVES IN SOUTH AFRICA
OPERATION BOBBI BEAR
AMANZIMTOTI, DURBAN

In the province of Kwa-Zulu Natal, one in every four girls faces the prospect of being raped by her sixteenth birthday. Operation Bobbi Bear works on behalf of South Africa’s child victims of sexual abuse. They help to minimize their risk of HIV-infection at point of rescue and ensure their health and well-being in places of safety and bringing their perpetrators to justice.

Bobbi Bear has made tremendous inroads in their community, visiting schools and holding outreach programs to educate children, caregivers and officials about the reality of child rape and HIV transmission.

Bobbi Bear has helped influence the dialogue about the rights of children in the courts like no other organization. Their court-approved approach, the use of a teddy bear for victims to relate the stories of their abuse, has helped save thousands of children from being victimized again by retelling their stories in court in the presence of their perpetrator.

KCA funds entirely the costs for Bobbi Bear to operate. KCA’s support has served 4,000 children a month through rescue, outreach and awareness.

BLUE ROOF WELLNESS CENTRE
WENTWORTH, DURBAN

The Blue Roof Wellness Centre, once just a dream for a community plagued by alcohol, drugs, crime and staggering rates of HIV, has become a powerful symbol of hope and all that is possible for the people of Wentworth and its surrounding community. Through the support of Alicia Keys and the Stephen Lewis Foundation, Keep a Child Alive transformed the Blue Roof into a state-of-the-art continuum of care center for the treatment of HIV/AIDS.

At the heart of this beautiful centre is a flourishing garden where patients and staff alike come together to plant and harvest vegetables that are used to create healthy meals at the Blue Roof. Working in the garden helps patients feel that they are contributing to their own self-sufficiency, giving them a purpose and a sense of being more than just a patient.

The Blue Roof continues to scale up its programs and services, providing free anti-retroviral treatment, nutritional support, home based care, psychosocial support and alcohol/drug abuse counseling to nearly 1,000 patients.
Imagine being a mother to nearly 1,000 children. Carol Dyanti is exactly that. She has created a new model for family for orphans living in child-headed households in Soweto, South Africa. These children have experienced first-hand the true devastation of losing their parents and guardians to AIDS.

“Ikageng Itireleng” means “help them help themselves,” and the program is unprecedented in the way it helps these children overcome the tragedy they’ve experienced while protecting the remaining family unit. At Ikageng, siblings continue to live together in their homes. AIDS has forced these children to grow up too quickly, and the Ikageng team continues to work hard to help them grow to adulthood, which is frequently not possible for children as vulnerable as these living in often dire circumstances.

Ikageng provides for all the basic needs of the children, relieving the pressure on older children who, having lost their parents to AIDS, are forced to take on adult roles. Through its ongoing support of the project, Keep a Child Alive is committed to helping ensure these children continue to thrive.
CHILDREN SERVED: 1,094

YOUR SUPPORT PROVIDES:
- Health care
- Nutritional support
- Transportation
- Staff salaries & administrative costs

CHILDREN SERVED:
CONTINUING WHAT WE STARTED
UGANDA

ALIVE MEDICAL SERVICES
KAMPALA, UGANDA

Keep a Child Alive (KCA) has supported Alive Medical Services (AMS) since 2004, when it began as a small project to provide free HIV/AIDS treatment and care within the framework of a medical center. Our work helped scale up the project to become a multi-faceted independent medical clinic.

Today, KCA fully funds the work of Alive Medical Services, in a continual effort to capacitate its programs and services to manage its increasing patient numbers. Alive Medical Services is known as a place that transforms the lives of patients with HIV/AIDS every day. It provides free comprehensive HIV/AIDS treatment, nutritional support, prevention of mother-to-child transmission services, family planning and urgently-needed volunteer counseling and testing (VCT) to a community that would otherwise have no access to care. AMS currently provides services to 5,574 patients, and our Medical Director, Dr. Pasquine Ogunsanya, receives an average of 100 new patients at the clinic every month.

RWANDA

CENTREVILLE CLINIC
(FORMERLY ICYUZUZO)
KIGALI, RWANDA

In partnership with We-Actx (Women’s Equity in Access to Care and Treatment), Keep a Child Alive funded the scale-up of the Centreville Clinic. The clinic fulfills the needs of children and families requiring medical care, most of whom are genocide survivors located at the center of Kigali. Keep a Child Alive works with the clinic to provide comprehensive HIV/AIDS clinical services, urgently needed psychosocial support, nutrition and microfinance opportunities to more than 1,000 patients.

As a nation that continues to advance on all levels, the scars of the genocide are still present in Rwanda, including the devastation of widespread HIV/AIDS. KCA is committed to working with the Centreville Clinic and is committed to helping renew these patients’ lives by returning them to health and by providing small funds to begin their own enterprises, be it goat farming or textiles. With their health restored, the patients at Centreville are empowered to begin taking care of themselves and their families again, and the clinic is fostering their ability to do so.

KENYA

FAMILY CARE CLINIC
MOMBASA, KENYA

As the place where the vision for Keep a Child Alive was born, the Family Care Clinic in Mombasa holds a special place in our hearts. In 2001, Leigh Blake and Dr. Shaffiq Essajee of NYU Medical Center, created a pilot program in the city’s largest government hospital that is now responsible for providing state-of-the-art medical and support services to children and families living with HIV.

As Keep a Child Alive continues to evolve its efforts into other areas where support is urgently needed, our work with the Family Care Clinic will remain an important and enduring part of our on-going story. The Family Care Clinic is doing today exactly what Leigh intended to do in Africa from the very beginning: keep children alive. The vision for Keep a Child Alive is realized every day at the Family Care Clinic, where 611 patients currently receive pediatric AIDS treatment and 1,270 patients are receiving surrounding care as a result of our work.
OVER 60 MILLION SOULS HAVE BEEN INFECTED WITH THE HIV VIRUS SINCE IT WAS IDENTIFIED IN THE EARLY EIGHTIES.

“WHATEVER JOY THERE IS IN THIS WORLD ALL COMES FROM DESIRING OTHERS TO BE HAPPY, AND WHATEVER SUFFERING THERE IS IN THIS WORLD, ALL COMES FROM DESIRING MYSELF TO BE HAPPY.”
- 2ND CENTURY BC SHANTIDEVA

WORDS FROM THE FRONT
AIDS - AN EVERYDAY DISASTER

OVER 60 million souls have been infected with the HIV virus since it was identified in the early eighties. That’s the population of California and New York combined.

28 million have already died of AIDS. That’s the entire population of Canada. Gone.

33 million are infected with HIV today, most will live meal to meal, very impoverished and forced to die in front of their children. That is over half of the population of the UK.

17.1 million orphans are living in the world, suffering post-traumatic stress disorder from the experience. That is the entire number of all the children in England or Germany.

This is unacceptable in a civilized world.
AIDS is hell. Painful, cruel, non-discriminating and yet it is connected to the most natural thing of all — lovemaking, sex, something so natural and necessary to continue to create our world.

We can fix this. We can take the pain away but it’s all about MONEY. Instead of using MONEY to buy things we don’t really need, cluttering up our homes and brains, let’s buy LIFE for those who are hanging on by a thread.

Today we are here ready to help and ready to be counted. Let’s provide housing, drugs, love, hope, and our commitment to children and families just like ours, who want what we want but most of all they need our compassion and concrete action.

We are forever blessed when we give. In every religion, charity is most important. Giving is a feeling that is better than anything. And a constant commitment to something you believe in changes the importance of everything around you… and you are freed in the process.

Your light can shine.

ALICIA KEYS AND LEIGH BLAKE
CO-FOUNDERS, KEEP A CHILD ALIVE
We Fund Community Based Organizations Whose Amazing Work on the Ground Is Often Overlooked.

We trust that the local people in the countries we serve are extremely capable of responding to this pandemic, but are often impeded by lack of access to medicines, health care professionals, and funding. Our work helps them scale up their services and we find when given the chance, people always rise to the challenge.

All of our grantees are community based organizations run by women who have been enlightened to the HIV/AIDS issue via personal experience and who cannot and will not turn away.

We believe that, with AIDS treatment, anything is possible.

We watch people become reborn with treatment. Their children watch in wonder as their parents come back to life. It is thrilling to see, but no matter how many players are working to make treatment possible, it is still only a fraction of what is needed.

We recognize how multi-faceted the AIDS pandemic really is, and address it with our model of comprehensive HIV care for people infected and affected by AIDS.

We pride ourselves on being an organization that is not afraid to push the limits.

A pioneer in most of our endeavors, Keep a Child Alive is and will always be an organization that cannot be ignored.

We are...

Fearless

We move boldly and purposefully with urgency in our work every day.

We are people of action, doing what we can to make life better for others, because it is within all of our abilities to do so.

Committed

We believe that, with AIDS treatment, anything is possible.

We watch people become reborn with treatment. Their children watch in wonder as their parents come back to life. It is thrilling to see, but no matter how many players are working to make treatment possible, it is still only a fraction of what is needed.

We recognize how multi-faceted the AIDS pandemic really is, and address it with our model of comprehensive HIV care for people infected and affected by AIDS.

Trusting

We fund community based organizations whose amazing work on the ground is often overlooked.

We trust that the local people in the countries we serve are extremely capable of responding to this pandemic, but are often impeded by lack of access to medicines, health care professionals, and funding. Our work helps them scale up their services and we find when given the chance, people always rise to the challenge.

All of our grantees are community based organizations run by women who have been enlightened to the HIV/AIDS issue via personal experience and who cannot and will not turn away.

Compassionate

The key difference at Keep a Child Alive is love.

The whole team feels genuine love, compassion and deep respect for each other, which we bring to our patients and to our purpose. We are a family at KCA and we care about keeping families alive and together.
We remain in personal contact and constant communication with our sites on the ground. We respect them as fellow activists and valued partners in the fight against AIDS. They are more than just grantees to us – they are our extended family.

We have thrived on being different. We were the first NGO to offer a feature length documentary *Alicia in Africa: Journey to the Motherland* for free on the Internet to generate awareness. We were the first charity to successfully use texting as a fundraising tool and are pioneers in this easy and instant way of donating, right from your cell phone. To date we have raised $800,000. And our Black Ball, our annual fundraisier, is an amazing night filled with love and inspiration.

This means our speed of response is never hampered. There is no hierarchy here, only a shared passion for moving our agenda forward to save as many lives as possible.

We communicate our message in schools, colleges, communities, homes, concerts, documentaries, reality shows, music, blogs, Twitter, and Facebook. Like pop culture, we are constantly changing. We create hip, direct, often outrageous ways to communicate about our issue – the most important issue of our time.
IT IS ONLY THROUGH THE UNWAVERING SUPPORT OF OUR DONORS AND THE FORTITUDE OF ALICIA KEYS THAT WE CAN CONTINUE FUNDING THE LIFE-SAVING WORK OF COMMUNITY-BASED ORGANIZATIONS IN AFRICA AND INDIA.

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.

**$100,000-$499,999**
- James and Kimberly Pallotta
- P&G
- Philip & Lisa Marie Falcone
- Tyler Perry Studios, LLC
- Viacom MTN Networks
- Arise
- Sony
- Tyler Perry Household
- Queen Latifah
- Stephen Lewis Foundation
- Google
- Huggy Bear Inc

**$50,000-$99,999**
- Al Roker
- Elephant Talk Communications Inc
- EMI Music Publishing
- Hearst Service Center
- Steven & Alexandra Cohen Fund
- Olivia Gaynor-Long
- AEG Live, LLC
- David Wirtschafter
- Kids Believe Foundation
- The Charles Engelhard Foundation
- Theodore Forstmann
- Moet
- Bloomberg L.P.
- Clarins Group USA
- Clive Davis Jr
- Disney
- Sony/ATV
- WEN by Chaz Dean Inc.
- HRH Najlaa Ahmad
- David Saltz
- Marc & Elizabeth Pritchard
- Estee Lauder
- Chris Martin
- Guy Berryman
- Jonny Buckland
- Wil Champion
- Halle Berry
- Loyl Foundation
- Richard & Susan Willis
- Steven Van Der Veldon
- William Morris Endeavor Entertainment
- Michael & Susan Dell Foundation

**$10,000-$24,999**
- Alexis Bittar
- Bandier Family Foundation
- BET
- C/O R.C. Baral & Co., INC
- Christy & John Mack Foundation
- David McCabe
- David Schoonmaker
- Francine Lefrak
- Gefland, Rennart & Feldman
- Gucci
- Hadi Partovi
- Barry & Randi Weiss
- Family Foundation
- Krucial Noise
- Loren Ridinger
- Louis Vuitton
- MDC Partners
- Michael Brewster
- St. Joseph’s College Student Activities Fund
- The Toney Bennett 1984 Family Trust
- Thomas Silver

**$1,000-$4,999**
- Amiel Romain
- Carolyn Ghazal
- Carrie Glista
- Christine Sagan
- Community College of Philadelphia
- Daniel Ekapu
- David Walsh
- Desiree Rogers
- Frances Ezrin
- Howell Rosenberg
- Hugh Jackman Foundation
- Jackie Nichols
- Jason Wildman
- Jessica Diehl
- Kevin Wall
- Kristen Greer
- Lauren Bias
- LOH, Inc
- Marc Rosen
- Mario Santuca
- Megan Gallery
- Michael Guido
- Michael Rowe
- Roland Martin
- Shandon Pres Church
- Tanya Andino
- Terrence Baker Jr.
- Tramell Caldeyro
- William Hardie
- Toywatch USA LLC
- Rachina Kapur
- University of Ottawa
- Middle School 391
- Corinne Vowels
- Darren Hayes
- Om Patel
- Westfield State College
- American International School
- Ismail Chbihi
- Ali Zentner
- Jessica McAdoo
- Karin Wiseman
- Sambasva Sukhavasi
- Warren Willis
- University of Victoria
- Credit Suisse
- J. David & Adrea Tracy Quest Diagnostics
- Lauren Staebell
- Festival Five Records, LLC
- MontClair State University
- Hilltop High School
- Sweetwater Union High School
- Spyderco Inc.

**An estimated 150,000 children under age 15 are living with HIV in India.**

*5.7 million people are living with HIV in South Africa, the country with the highest prevalence rate in the world.*
For just $1 a day. You can help provide a steady source of income to KCA, which allows us to fund more programs and help more children.

Keep a Child Alive + Annual Report 2009: Donors

50 child rapes are reported in South Africa every day, and only 7% of rapes reported lead to conviction.
I don’t really know how I got this sick. I know I should have gotten medicine sooner. I can’t eat or walk, or even sit down now. It took me two hours to come all the way to Kampala to see the doctors at Alive Medical Services. As the nurses carry me to ward, I feel certain I will not make it through the night. And what will Farida, my dear wife, do when I am gone? What will become of my children? With a new baby on the way, I worry that I will never get to meet her.

I have AIDS, but the medicine I’ve been given is already working. I am gaining weight and feeling stronger every day. Dr. Pasquine told me that Farida should be tested for HIV too, as well as our new baby. Farida has since started treatment, and is doing well, and I hope she never gets as sick as I was. I see the face of my beautiful new baby girl, and I am so thankful that she does not have HIV. I’m in the battle for my life, but everyone around me tells me I can win. My will to live is strong.

After weeks of seeing my health improve, I’ve had a terrible setback. First, tuberculosis, then cancer…both common in people who have extreme AIDS like I do. My liver and kidneys are failing, and I’ve lost some of the weight that I fought to gain. But I’ve seen the miraculous change that treatment makes possible, and I know that with the love and support from Alive Medical Services, I can get there again.

Today I purchased spare parts for my small boda-boda shop. A year ago, I didn’t think I would be alive, and today I am a business man again! My health is restored, my wife continues to thrive, and all of our children are back in school. I owe everything I have today to Alive Medical Services and Big Mama Leigh - who gave me the hope and ability, not just to live, but to have a life.

MY NAME IS BASHIR AND THIS IS MY STORY.
Before AIDS, there was no word for orphan in South Africa.
MONTHLY DONORS (CONT.)

Connie Recob
Krystal Reddick
Rhonda Reece
Brenda Reed
Marnie Reed
Marcel Regensburg
Nicole Reid
Berta Reis
Francesco Rengifo
Orlando Reyes
Vanessa Reyes
Michelle Rhodes
Lynn Rice
Shannon Rice-Muruli
Sarah Richardson
Kelli Rieger
Emily Rieger
Mary Riker
Jennifer Rivet
Nisha Robbins
Kelly Roberts
Patricia Roberts
Ashley Robertson
Candace Robertson
Ashley Robinson
Tonda Robinson
Nate Robinson
Jacob Rodda
Jesse Rodgers
Irma Rodriguez
Daniel Rodriguez
Denise Rodriguez
Casey Rodusek
Annel Romain
Luis Romero
Tom and Dillon Root
Yolanda Rose
David Rose
Linda Rosenthal
Theresa Ross
Amy Rosychuk
Jean Rouse
Kathryn Rozen
Winsome Ruddock
Nick Rudisill
Joanna Runear
Gordon Russell
Kibibi Rwanyire
Tamara Sackett
Timothy Salser
Alexandra Saltman
Lani Simmons
Pavitar Samai
Jamila Sama
Sematra Samuel
Tanya Sanchez
Yara Sanchez De La Barquera Vidal
Magan Sanders
Cara Sandweiss
Dorothy Santos
Erika Santos
Krista Santos
Evelyn Saungikar
David Savard
Emest Savoie
Jamie Schaefer
John H Schaub
Sarah Schepner
Eric Schepner
Paul Schlaud
Paul Schofield
Shawna Schofield
Janet Schulze
Vickie Scoma
Frank Scott
Lois Scott
Trevor Scott
Sara Segedin
Shannon Shaller
Jacob Shapira
Matthew Share
Carole Sharp
David Shaul
Okawa Shaznay
Christi Sheehy
Melissa Sherman
Anjai Shields
Damon Shivers
Katie Shockey
Marie Sican
Evelyne Siloe
Cesar Silva
Maxwell Simel
Channon Simmons
Robin Simpson
Tricia Simpson
Hajar Sims-Childs
Shaquana Singh
Joseph Singleton-Hauser
Shaista Siraj
Amy Siroth
Mary Sisung
Gary Siwicki
Johnnie Szemore
Cheryl Skene
Ivonia Slade
Mark Smallwood
Alexander Smit
Frederick Smith
Gregory Smith
Halina Smith
Jamal Smith
Nicole Smith
Rosemary Smith
Yashica Smith
Chrys Smith
Haley Smith
Marisol Solis
Jennifer Solomon
Marsha Solomon
Teresa Soskin
Joyce Soso
Anna Spence
Tilo Springs
Juan A. Staggers
Roger Stanley
Gina Stein
Bridget Stenger
Jeanne Stevens
Shawntell Stinson
Elsie Stone
Tanya Straker
Petecia Streeter
Diane Streu
Shannon Suddath
Marcia Sugue
Jay Suherwanto
Kathleen Sullivan
Mary Sullivan
Casandra Surma
Deborah Swann
Erie Swift
Andrea Swistak
Wanda Sykes
Renee Sylvester
Oyewole Talabi
Matthew Talarico
Melvin Talifero
Britany Talley
Ming Li Tan
Vanessa Tapia
Alfredo Taveras Jr
Danielle Taylor
Tammye Taylor
Danielle Taylor
Gary Tenace
Rosi & Renee Tenison
Damon Terrell
Christine Tester
Katie Thee
Jennifer Thermezy
David Thieren
AG Thomas
Al Thomas
Albert Thomas
Natasha Thomas
Deilso Thomas
Cynthia Thompson
Beth Thompson
Dexter Thompson
Kelly Thompson
Naya Tidball
Rebecca Timlin-Scalera
Claudia Tirado
Caitlin Topham
Malia Torgersen
Joana Torre do Valle
Leoraul Torres
Marina Torres
Ortuno
Lisa Tritremmel
Sharise Truesdell
Eduquana Turner
Sandrine Urbin
Maria Valencia
Roberto Vallarino
Theresa Van Vliet
Teresa Van Dyne
Jil VanTine
Fernanda Varas
Edward Vargas
Andrea Vassell
Amy Vermeer
Karen Vitali
Connie Vowsels
Kristin Vu
Johnny Vulcan
Nicole Walker
Hugh Walker
Tamaara Wall
David Walsh
Janet Walters
Debbie Wandler
Robert Wardlaw
Shini Wark
Bill Watson
Matt Weaver
Rosemary Weber
RichardWelland
Deena Weinberg
Jordan Weltz
John Wedt
Debra Wellendorf
Natalie Wellendorf
Nathan Wellendorf
Timothy Wellendorf
Amie Weller
Gregory Wells
Kayla Wells
Dylan Westfall
Huey-Meei Wey
Greta Wick
Natalie Widrose
Conrad Wiederhold
Lori Wilcock
Sarah Wilkinson
Mark Williams
Yolanda Williams
Warren Willis
Anthony Wilson
Nollie Wilson
Kelly Winjum
Karin Wiseman
Kris Witters
Clifford Wofford
Katherine Wolfgang
Cindy Wong
Andrew Woodhouse
Peggy Womley
Linlin Xing
Henchong Yang
Muczet Yasa
Juliane Yi
Aviance Young
Jody Young
Marcus Young
Will Yu
Ron Yutesler
Jeffrey Zakem
Nancy Zala
Christian Zambrano
Gina Zappala
Ivana Zazzera
Audra Zellner
Jennifer Zielovitzky
Ali Zenner
Cynthia Zesch
Lincoln Child Center
Word of God Ministry
National Tool Company
Life Leadership
89% of KCA’s revenues this year went directly to funding our programs.

- 89% Programs
- 6% Fundraising
- 5% Management
## Statements of Financial Position

### Assets

<table>
<thead>
<tr>
<th>Current assets</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 1,293,417</td>
<td>$ 658,161</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>282,638</td>
<td>516,399</td>
</tr>
<tr>
<td>Unconditional promises to give</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>66,950</td>
<td>8,125</td>
</tr>
<tr>
<td>Total current assets</td>
<td>1,743,005</td>
<td>1,282,685</td>
</tr>
<tr>
<td>Property and equipment - at cost, less accumulated depreciation</td>
<td>46,877</td>
<td>75,981</td>
</tr>
<tr>
<td>Long-term unconditional promises to give</td>
<td>200,000</td>
<td>300,000</td>
</tr>
<tr>
<td>Other assets</td>
<td>82,044</td>
<td>17,244</td>
</tr>
<tr>
<td></td>
<td><strong>$ 2,071,726</strong></td>
<td><strong>$1,675,910</strong></td>
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</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Current liabilities</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 13,587</td>
<td>$ 27,472</td>
</tr>
<tr>
<td>Grants payable</td>
<td>47,874</td>
<td>170,512</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>61,461</td>
<td>197,984</td>
</tr>
</tbody>
</table>

### Commitments

### Net Assets

| Unrestricted                       | 1,198,823    | 921,402      |
| Board designated                   | 596,206      | 367,816      |
| Temporary restricted               | 1,795,029    | 1,289,218    |
| Total temporary restricted         | 215,236      | 188,708      |
| Temporary restricted                | **$ 2,010,265** | **1,477,926** |

### Total Net Assets

|                               | **$ 2,071,726** | **$ 1,675,910** |
## STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

### YEAR ENDED DECEMBER 31,

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Temporarily Restricted</td>
</tr>
<tr>
<td><strong>Supports and Revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special event</td>
<td>$2,412,717</td>
<td>$</td>
</tr>
<tr>
<td>Less: direct costs of event</td>
<td>(557,184)</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>1,855,533</td>
<td>$</td>
</tr>
<tr>
<td>Contributions</td>
<td>1,820,635</td>
<td>402,298</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>687,435</td>
<td>$</td>
</tr>
<tr>
<td>Merchandise sales</td>
<td>11,045</td>
<td>$</td>
</tr>
<tr>
<td>Interest income</td>
<td>981</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>4,375,629</td>
<td>402,298</td>
</tr>
<tr>
<td><strong>Net Assets Released from Restriction</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of program restrictions</td>
<td>375,770</td>
<td>(375,770)</td>
</tr>
<tr>
<td></td>
<td>4,751,399</td>
<td>26,528</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>3,604,913</td>
<td>$</td>
</tr>
<tr>
<td>Management and general</td>
<td>188,788</td>
<td>$</td>
</tr>
<tr>
<td>Fundraising costs</td>
<td>440,804</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>4,234,505</td>
<td>$</td>
</tr>
<tr>
<td>Cost of merchandise sales</td>
<td>11,083</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>4,245,588</td>
<td>$</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>505,811</td>
<td>26,528</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>1,289,218</td>
<td>188,708</td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td>$1,795,029</td>
<td>$215,236</td>
</tr>
</tbody>
</table>
BOARD OF DIRECTORS

Michael Guido
Managing Partner,
Carroll, Guido & Groffman, LLP

Wendy Laister
President,
Magus Entertainment

Erika Rose
Managing Director,
AK Worldwide

Evan Vogel
Founding Partner,
Night Agency

David Wirtschafter
President,
William Morris
Endeavor Entertainment

Nicole David
William Morris
Endeavor Entertainment

Jody Gerson
Co-President,
Sony/ATV Music Publishing

Jon Baker
CEO,
GeeJam

Peter Edge
President
A&R RCA/J Records

Susan Willis
President & CEO,
The Cutting Room

Michael Kemper
President & CEO,
MWW Group

Brooke Hammerling
Founder,
Brew Media Relations

ELIZABETH SANTISO
Vice President

JENNIFER SINGLETON
Director of Development

EARLE SEBASTIAN
Creative Director

RHONA BUCKLEY
Director of
Keep A Child Alive,
Blue Roof

DANIELLE SPITZER
Event Coordinator

CHERYL KELLER
Director of Donor Relations

NOELLE ESQUIRE
Programs Manager

ANDRES LIBREROS
Director of Productions

WIOTEILLA PUCHALSKI
Accountant

LOUISE O’SHEA
Communications Manager

ELLIE MILNER
Executive Director,
KCA UK

FELICIA EVE
Project Manager

SHOBI VARGHESE
Webmaster

JASMINE CINTRON
Administrative Assistant

THANK YOU
To the many Photographers – Chad Murray, Stephanie Pistel, Kristen Dyer, Mike Corrado, Anna Campanelli
BLACK BALL NY 2009

The Black Ball is New York City’s most highly anticipated fund-raising event of the fall season. Hosted by KCA Co-Founder Alicia Keys, the Black Ball is an event where celebrity and philanthropy walk hand in hand, fulfilling hopes, dreams and raising funds for children and families with HIV/AIDS in Africa and India. Attended and sponsored by the leaders in advertising, entertainment, finance, fashion and publishing, it features once-in-a-lifetime performances that generate worldwide press.

Performances by: Alicia Keys, Chris Martin, John Mayer and Youssou N’Dour.

Honouring: President Bill Clinton, Founder, William J. Clinton Foundation; Sir Richard Branson, Founder & President, Virgin Group/Founder, Virgin Unite; Youssou N’Sour.
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info@keepachildalive.org

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Austerville, Wentworth, Durban 4052
Phone: +27 31 461 3101
Fax: +27 31 461 1713
Director: Rhona Buckley

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26 York Street
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W1U 6PZ
Phone: 0845 0949491
Executive Director: Ellie Milner