A DOLLAR A DAY
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.
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.

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.

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 build and sustain orphanages to keep the most vulnerable children out of harm’s way.

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.
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
RWANDA
500,000 women were raped during the 1994 genocide and 67% of those women were infected with HIV.

UGANDA
1.2 million people are living with HIV.

KENYA
1.5 million people are living with HIV.

SOUTH AFRICA
With 5.6 million people living with HIV, South Africa has the largest population of people living with HIV in the world.

INDIA
2.4 million people are living with HIV.
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.

**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.**
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
The scars of the 1994 genocide are still present in Rwanda, including the devastation of widespread 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.
**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.
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.
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.
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.


66 MILLION
PRESS IMPRESSIONS RECEIVED FROM BUY LIFE.
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.

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.
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.”

– AARON MCCOY
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.
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.
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
- Arpad Busson
- Clive J Davis Foundation
- David Wirtschafter
- Desiree Rogers
- Diageo
- 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**

- 19 Entertainment
- AIDS Global Action
- Barry Weiss
- Cecelia Kurzman
- Daio Family Foundation
- David Lande
- Dezer, Gil & Lorena
- Disney
- Donna Lacey
- Dror Soref
- Edward T. Nahem
- Estee Lauder
- Gelfand, Rennart & Feldman
- Hadi Partovi
- Hasbro Children’s Fund
- Huggie Bear Inc.
- John Gates
- Katia Peneva
- Krucial Noise
- Kuldeep Malkani
- Louis Vuitton - US
- Luca Formilli & Claudia Aros
- Natasha and Tom Silver
- Night Agency
- Omores, Eric & Angelique

**$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

---

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

---

**OUR DONORS**

$5,300,000

Dollars Raised in 2010
OUR DONORS

MAJOR DONORS

$1,000-$4,999

4Playbk Inc.
ABC Appliance, Inc.
Alec Gores
Alexander Egan
Alice Ericsson
Amanda Cameron
Amber Rider
Amiel Romain
Bishop Pinkham School
Brian Monaco
Brooke Hamerling
Bruce Smith
Cablevision
Carla Ruben
Carla Truss
Carrie Green
Carroll, Guido & Groffman, LLP
Central High School
Charles Joseph
Christopher Reardon
Claudia Aros
Congregation Shomrei Torah
Coral Bourgeois
Coran Capshaw
Cynthia Aaserod
Damien Smith
Daniel Flores
Daniel McCarroll
Darren Paul
David Kutch
David Rosenberg
David Turk
Debra Lee
Degan Leopold
Desiree Perez
Dessilav Popov
Diamond in the Rough
Diocese of Florida
Dominick Maggio
Dominique Troy
Doreen Gelfand
Douglas Davis
Elenor Roosevelt
High School
Erana Stennett
Esi Bracey
Evan Vogel
Evan Vogel
Farzad Khosrowshahi
Flavio Pinheiro
Getty Images
Graciela Gilmer
Gregory Schriever
Guy Vickers
Hod David
Holly Gores
Jackie Nichols
Jane Krakowski
Jarrod Moses
Jason Kerber
Jeff Sharp
Jesika Contepomi
Jody Gerson
Joe Killian
John Ryan
Jon Platt
Jonathan VanMeter
Julia Sanchez
Julia Stringer
Keith Lorizio
Keith Sarkisian
Kelly Fulton
Kelly Novak
Kevin Liles
Kris Green
Lara Tavares
Laura Kleinman
Lightspeed Express
Linda Perry and Katrina Sirdofsky
Lisa Topol
Louis Carr
Marc Fonzetti
Mark Figiulo
Marlena & David Russell
Marquita Smith
Mclarty Associates
Melissa Blount
Michael Rowe
Michele & Stuart Matthewson
Miguel Duran
National Tool Supply
Neysi Camacho
Nicole David
Northeastern University
NYS Office of Parks, Division of Historic Preservation
Oberlin College
Palm Beach Gardens
Community High School
Paul Morrison
Peggy Ang
Peter Edge
R.P.M. Music Productions
Randy Simmons
Rebecca Artmonsky
Rebecca Watson
Richard Chun
Richard Reilly
Richard Song
Richard Weinstein
Robert Stringer
Roberta Armani
Robin Luce
Rochester Fundraising
Ryan Leslie
Sam Gores
Samantha Kirby
Samira Gores
Schultz Family Foundation
St. Paul’s R.C.S.S.D #20
Stephanie Singleton
Stephen Canna
Stephen Hill
Stephen Stoule
Stuart Yingst
The Barber’s Daughters
Think PR
Thomas Foran
Thomas James
Thomas Silver
Tom Corson
Toyin Adeleye
University of Central Arkansas
Usher Raymond
Victor Shargai
Vince Hudson
William Botwin
Miquel Duran
MVNT
Network for Good
Night Agency
Northeastern University
Oberlin College
Palm Beach Gardens
Community High School
Sam Gores
R. Guy Vickers
R.P.M. Music Productions, Inc.
Richard Weinstein
Rochester Fundraising
Steve Hendel
Sabrina Chong
Schultz Family Foundation
Spyderco Inc.
St. Paul’s R.C.S.S.D. #20
Stuart Yingst
Think PR
Tides Foundation
Torah Congregation
Shomrei Torah
University of Central Arkansas
Workplace Benefits LLC
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!

Marwa Abdellall
Dana Abraham
Norma Adams
Ayodimeji Adeshina
Jess Adiletto
Angela Allen
Alicia Amezcu-Rodriguez
Hafeez Anchrum
Elvis Andrade
Christine Andress
Lil Anguilm
Anonymous
Theano Apostolou
Aisha Arnold
Ronney Ascher
Bonnie Bachman
Tamara Bader
Isabelle Badillo
Venetia Bailey
Jeffery Bankhead
Jeffrey Bankhead
Roberta Barnett
Tim Baros
James Barrett
Melissa Barrow
Kimberly Barton
Stéphane Bazabas
Kathleen Becker
Jessica Beecher
Colin Beime
Joerg Bieberbaum
Tricia Bisoux
Beverly Blang
Charles Bolard
Jade Boneila
Jazmine Borella
Jack Bouchon
Sophie Bover
Gerard Braceland
Keisha Braithwaite
Michael Bridges
Mallory Brock
Nikky Brooks
Justin Brown
Latonya Brown
Natalie Brown
Catherine Brown-Riegel
Jennifer Bryan
pearl bryant
Jason Buell
Robin Bullock
David Bunch
Christine Burger
Vanessa Butcher Hopkins
Talitha Byarse
Jenise Calhoun
Jennifer Castillo
Kay Chen
Jean Chiffriller
Scott Chisim
Carmella Christensen
Wayne Christie
Alicia Chua
Jamila Churchville
Monica Clancy
Joseph Clark
Linda Clark
April Clarke
Tamaqua Clarke
Brianna Cobbins
Randy Coburn
Lionell Coleman
Sean Conway
Christie Lyn Costanza
Margaret Costanzo
Marylyn Costen
Cynthia Crossman
Eva Crowder
Alex Cummings
Shani Curry
Thomas Curzio
Rachel Cuschier-Murray
Enka Cusimano
Ria D
Tiago Da Silva
Steve Damiano
Jamie Damico
Mary Danenberg
Pamela David
Michael Davis
Stephen Davis
Nancy Decker
James DeReamer
Titiksha Dikshit
Alex Dingle
Furat Dinkha
Kristi Dixon
Patricia Dixon
Michael Dorsett
Lisa Dunlap
Wendy Dutwin
William Dyke
Ronald & Marietta Elliott
Aisha Ellis
Harry Ellis
Michelle Ellis
Patrick Ellis
Alan Epstein
Sarah Escosa
Emily Etienne
Cynthia Evans
Brenda Farthing
Meyer Fedida
Peter Felber
Tanya Feli
Stephanie Figueroa
Robert Flower
Alicia Ford
Rob Ford
Selena Forster
James Forsyth
Michael Foskin
James Fox
Jerica Franks
Susan Fried
Molly Fritz
Craig Gallet
Dawn Garcia
michele Garcia
B Randi Garman
Susan Gasparrino
John Gates
Rita Ghazarian
Samia Ghedhah
Kristin Gilbert
Hollis Glaser
Leroy Goff
Steven Goldfarb
Gloria Gradasar
Jacob Gray
Marilse Grey
Caroline Griff
Colleen Grimes
Joan Gudall
Joel Guzman
Marya Gwadz
James Hagearty
Tina Hagemann
Matthew Hanna
Crystal Harris
Vera Hartmann
Andy Haslem
Cynthia Hayes
Darren Hayes
Michelle Hazel
Felipe Helo
Hilda Hernandez
Letty Hernandez
Natalie Hess
Bionne Hill
Catherine Hodges
Jeanie Hoffman
Brian Horne
Jacquelyn Howze
James Huff
Katie Hull
Roxyan Humes
IBM Employee Service Center
Alan Irgang
Leah Jackson
Theresa Jackson
D. Jacobs
Josee Jacques
Ariel James
Delphine Jean-gilles
Kristin Jeppesen
Selamawit Jimenez
Christopher Johnson
Edena Johnson
Marcia Johnson
Hilary Johnson-Lutz
Andrea Jones
Enid Jones
Euraina Jones
Mark Jones
Melanie Joyner
Clare Kanter
Tamara Kapelewski
Bobby Kennedy
Amanda Kerwin Dyer
Schehrezade Khan
Vivian Kigozi
Angel King
Karla Kirkening
Glenn Knowles
Paridee Kostichiranan
Suzana Kotsonas
Callie Krzyzaniak
William Kuehl
Estefania Laboy
Dianna Lafranca
Kathleen LaFrank
Jose Lago
Michelle laird
Adam Landau
Karen Lawson
chienia leak
Linda Lerose
Dean Lewis
Josh Lewis
Sophia Lewis
Theodore Life
Oliver Link
Becky Lloyd
Kenneth Lloyd
Ashlesha Lokhande
Betsy Loomer
JoAnn Loos
Rui Oliveira Lopes
Shawn Luther
Nico Lynch
Jaime Macias
Patrick Magiri
Jasbindra Mahal
Nikki W. Maizel
Julie Majette
Giovanni & Maria Maletti
Tolu Malik
Jamie Malloy
Laura Maloof
Margo Mango
Christopher Margolis
John Marsh
Angela Marshall
Ashley Martabano
Monica Martino
Patricia Maslar
Kimberly Mason
Thryeris Mason
Natalie Matos
Jessica McAdoo
Sherise Mcbean
Kenneth McDaniel
Debra McDowell
Shannon McFall
Melony Mcgant
Diana Mcgarvin
Doris McGrath
Belinda McLaughlin
Alison McQueen
Megan McWethy
Navid Mehranpour
Brandie Melendez-Pinti
Erin Melendy
Victoria Meng
Robert Metcalf
Stephanie Milczarek
Ingrid Milkes
Ryan Minor
Thomas Mohan
Ellen Moncrief
Mikki Monroe-Ward
Monique Montano
Ashley Moore
Dominique Moore
Sonja Muckle
Faye Mulas
Kensuke Nabana
National Tool Supply Inc.
Susan Netherton, ARNP
Morten Nielsen
Nicole Noble
Evangeline Nomura
Linda Noonan
Jeffrey Norwood
Ann Novick
Astrid Nyman
Glenn Okoro
Ian Olgeirson
Danette O’Neill
Steve Palmer
Debra Parker
John Parker
Rachel Pasternak
Lashunda Patrick
Larissa Paulig
Mahdi Pessarakli
Geri Phillips
Rosalyn Pillow
Sabrina Pinkney-Garcia
Maria Poliseno
Bianca Poole
Sue Poole
Shivastik Prasad
Josh Rabinowitz
$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.
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 & JANELL 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

OUR
REVENUES
**STATEMENTS OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,224,285</td>
<td>$1,293,417</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>275,733</td>
<td>282,638</td>
</tr>
<tr>
<td>Unconditional promises to give</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>29,029</td>
<td>66,950</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>1,629,047</td>
<td>1,743,005</td>
</tr>
<tr>
<td>Property and equipment - at cost, less accumulated depreciation</td>
<td>34,548</td>
<td>46,677</td>
</tr>
<tr>
<td>Long-term unconditional promises to give</td>
<td>400,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Other assets</td>
<td>67,291</td>
<td>82,044</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$2,130,886</td>
<td>$2,071,726</td>
</tr>
</tbody>
</table>

| 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 |

| NET ASSETS | | |
| **Unrestricted** | 555,273 | 898,823 |
| **Board designated** | 620,652 | 596,206 |
| **Temporarily restricted** | 1,175,925 | 1,495,029 |
| **Temporary restricted** | 893,688 | 515,236 |
| **Total temporary restricted** | 2,069,613 | 2,010,265 |
| **Total net assets** | $2,130,886 | $2,071,726 |
## STATEMENTS OF ACTIVITIES
### AND CHANGES IN NET ASSETS

**YEAR ENDED DECEMBER 31, 2010, 2009**

<table>
<thead>
<tr>
<th></th>
<th>2010 Unrestricted</th>
<th>2010 Temporarily Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUPPORTS AND REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special event</td>
<td>$ 2,141,400</td>
<td>–</td>
<td>$ 2,141,400</td>
<td>$ 2,412,717</td>
</tr>
<tr>
<td>Less: direct cost of event</td>
<td>(625,768)</td>
<td>–</td>
<td>(625,768)</td>
<td>(557,184)</td>
</tr>
<tr>
<td>Contributions</td>
<td>1,874,418</td>
<td>1,534,596</td>
<td>3,409,014</td>
<td>2,222,933</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>356,352</td>
<td>–</td>
<td>356,352</td>
<td>687,435</td>
</tr>
<tr>
<td>Merchandise sales</td>
<td>43,145</td>
<td>–</td>
<td>43,145</td>
<td>11,045</td>
</tr>
<tr>
<td>Interest income</td>
<td>1,390</td>
<td>–</td>
<td>1,390</td>
<td>981</td>
</tr>
<tr>
<td><strong>3,790,937</strong></td>
<td></td>
<td></td>
<td>5,325,533</td>
<td>4,777,927</td>
</tr>
<tr>
<td><strong>NET ASSETS RELEASED</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FROM RESTRICTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of program restrictions</td>
<td>1,156,144</td>
<td>(1,156,144)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>4,947,081</strong></td>
<td></td>
<td></td>
<td>5,325,533</td>
<td>4,777,927</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>4,552,644</td>
<td>–</td>
<td>4,552,644</td>
<td>3,604,913</td>
</tr>
<tr>
<td>Management and general</td>
<td>295,763</td>
<td>–</td>
<td>295,763</td>
<td>188,788</td>
</tr>
<tr>
<td>Fundraising costs</td>
<td>387,288</td>
<td>–</td>
<td>387,288</td>
<td>440,804</td>
</tr>
<tr>
<td><strong>5,235,695</strong></td>
<td></td>
<td></td>
<td>5,235,695</td>
<td>4,234,505</td>
</tr>
<tr>
<td>Cost of merchandise sales</td>
<td>30,490</td>
<td>–</td>
<td>30,490</td>
<td>11,083</td>
</tr>
<tr>
<td><strong>5,266,185</strong></td>
<td></td>
<td></td>
<td>5,266,185</td>
<td>4,245,588</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>1,495,029</td>
<td>515,236</td>
<td>2,010,265</td>
<td>1,477,926</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>$ 1,175,925</td>
<td>$ 893,688</td>
<td>$ 2,069,613</td>
<td>$ 2,010,265</td>
</tr>
</tbody>
</table>
BOARD OF DIRECTORS

OFFICERS:
DAVID WIRTSCHAFTER, BOARD CHAIR
President, William Morris Endeavor Entertainment

WENDY LAISTER, TREASURER
President, Magus Entertainment

SUSAN WILLIS, SECRETARY
President & CEO, The Cutting Room

MEMBERS:
MICHAEL GUIDO
Managing Partner, Carroll, Guido & Groffman, LLP

ERIKA ROSE
Managing Director, AK Worldwide

EVAN VOGEL
Founding Partner, Night Agency

NICOLE DAVID
William Morris Endeavor Entertainment

DESIREE ROGERS
CEO, Johnson Publishing

ELLEN HEALY
Director, Sports and Entertainment, PepsiCo International

LISA HERNANDEZ GIOIA
Founder, Esler Group

NICOLE RHODES
Managing Director, The Rhodes Global Group

STAFF

ELIZABETH SANTISO
COO & Vice President

ELLIE MILNER
Executive Director, KCA UK

RHONA BUCKLEY
Director of KCA South Africa

JENNIFER SINGLETON
Director of Programs/Business Development

EARLE SEBASTIAN
Creative Director

DANIELLE SPITZER
Director of Special Events

ANDRES LIBREROS
Director of Production

NOELLE ESQUIRE
Program Manager

LOUISE O’SHEA
Communications Manager

FELICIA EVE
Director of Donor Relations

SHOBI VARGHESE
Webmaster

WIOLETTA PULCHALSKI
Accountant

NICOLE BOONE
Assistant to Leigh Blake

DIANNA SINNI
Executive Assistant

JASMINE CINTRON
Administrative Assistant

THANK YOU TO THE MANY PHOTOGRAPHERS:
KRISTEN DYER, BRIAN BRAFF, LAURA KLEINMAN,
AND STEPHANIE PISTEL.