

# Pay It Forward

*There's nothing worse than a rock star with a cause . . .  
But celebrity is currency and we want to spend it this way.*

— BONO

*What can I give back to God for the blessings he's poured  
out on me? I'll lift high the cup of salvation—a toast to  
God! I'll pray in the name of God; I'll complete what I  
promised God I'd do, and I'll do it together with his people.*

— PSALM 116:12

A half-dozen years ago, while backpacking around the world during his junior year at Rhode Island's Brown University, Scooter's younger brother, Adam Braun, had a chance encounter that changed his life—and eventually the lives of scores of children in the developing world—forever.

While traveling through India, Adam met a young boy begging for money on the street. As was his custom when approached by “street kids” in many of the desperately poor regions of the world his round-the-world journey led him to, Adam asked the boy what he wanted more than anything else.

He had asked the question many times before and figured the young Indian's answer would be similar to what he'd heard in the past. A cell phone or an X-Box, perhaps? Or maybe a sports car or a mansion or a million dollars?

The boy's surprising answer was what Oprah Winfrey might call an "Aha!" moment for Adam.

"A pencil."

Adam reached into his backpack, handed the child a pencil, and "watched as a wave of possibility washed over him," he recalled. "I saw the power and promise brought through something as small as giving a pencil to just one child."

"He has something none of us has. And that's really cool. It's a blessing from God, and I'm praying that he uses it for something good."

— Carl, 20, Chicago, IL

For the next five years, as he finished his studies at Brown, graduated in 2006, and launched a lucrative career at a top New York City consulting firm, Adam continued to "backpack relentlessly" across the globe, visiting fifty countries on six continents, handing out pencils and pens to children wherever he went.

"I'd come home, I'd work, finish up my classes, and then I would just book an open-ended ticket to a really poor part of the world," he said.

In a remote Guatemalan village, Adam met a father who asked him to read his Bible in English into a tape recorder. "He wanted to listen to my English so he could teach his children," Adam recalled. That encounter struck a chord deep in Adam's heart, reminding him of his own grandparents—Jewish refugees from Europe who came to America after surviving the Holocaust. "My grandfathers emigrated to this country so my mother and father could have a better education," he said. "Both

my parents worked really, really hard so my siblings and I could have a better education.”

Back in the States, Adam decided he needed to find a substantial way to give back, following his parents’ example of “paying it forward” in the world by helping others in need. “The biggest single way I could find to give back was to start Pencils of Promise, build a lot of schools, and inspire kids globally,” he said.

In October 2008, just before his twenty-fifth birthday, Adam opened a bank account in his hometown of Greenwich, Connecticut, with a \$25 deposit, created a Facebook page, and began hosting fundraising parties for his new charity. The following year, he took a nine-month leave of absence from his consulting job to open Pencils of Promise’s first school in Pha Theung, Laos, and shortly thereafter, quit his job at the consulting firm so he could focus entirely on PoP.

About the same time Adam was launching the PoP charity, his older brother, Scooter, was launching the career of his latest musical discovery, fourteen-year-old Justin Bieber. In fact, Justin was one of PoP’s earliest supporters, Adam says, long before the teen singing sensation was, well, a sensation. When Adam was contemplating leaving corporate America for his heart’s work among the poorest of the poor three years ago, Justin told him it was the right thing to do.

An estimated seventy-five million children worldwide have no access to education. And 98 percent of all illiterate people live in the developing world. Access to education doesn’t just make people smarter, it makes them healthier and their communities more stable and prosperous. For instance, in the developing world, a child born to a mother who has had even the most basic education—in other words, she can read and write and has some basic math skills—is 40 percent more likely to live past the

age of five. Making education accessible to the poorest among us will make the world a healthier, more just, and more peaceful place for all of us.

As of July 1, 2011, Pencils of Promise had built forty schools for children in Laos, Nicaragua, and Guatemala and was well on its way to reaching Adam’s goal of building one hundred new schools by 2012.

Justin is one of PoP’s biggest supporters. In mid-April 2011, he helped launch a special fundraising campaign (that he and Adam dreamed up during a vacation together in Africa) with a single tweet:

@justinbieber	Apr 15 2011, 19:56	shoutout to @pencilsofpromise and the new #schools4all campaign helping #makeachange
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The Schools4All campaign challenged people—friends, families, community groups, classmates—to get together to raise money for Pencils of Promise with the biggest fundraiser winning a visit from Adam and Justin to their school. Justin and Adam shot a video together and Justin continued to tweet about the campaign—more than two dozen times—to rally the troops in the Bieber Nation.

By the time the contest ended on July 1, 2011, it had raised more than \$285,000—enough to build fourteen more schools for Pencils of Promise and help provide education to thousands more children in the developing world.

“Justin is one of the most talented and special people I’ve ever met in my life,” Adam said. “What a lot of people don’t realize is he’s not a part of Pencils of Promise because he’s a celebrity. He’s part of Pencils of Promise because he believes in creating good.”

Belieber!

In addition to his online support for Pencils of Promise and its Schools4All campaign, Justin also donates \$1 from every concert ticket he sells to the charity. (That means for his two sold-out shows at Dublin's O2 Arena in the spring of 2011—28,000 seats each night—Justin donated \$56,000 to Pencils of Promise. And those were just two concerts out of more than a hundred he played in 2010 and 2011.)

“I just think that, for me, it just goes past, you know, money,” Justin said. “That can help out so much. It's just \$1 out of every ticket sold and it can go so, so far.”

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Beliebers who follow Justin on Twitter will be familiar with the tags #payitforward and #makeachange.

From the time he joined Twitter in early 2009 through July 1, 2011, Justin posted more than eighty tweets with those tags and a few hundred more tweets about gratitude, making a difference in the world, giving back to others for the blessings God has given him—and encouraging his fans to do the same.

“It's really easy to do something good, whether it's helping an old lady across the street or, you know, just doing something small for your city, helping out picking up garbage—whatever you can do. Little things make such a difference,” Justin said around the time he was named among the twelve “most charitable” celebrities of 2010 by DoSomething.org, an advocacy group that encourages charity and volunteerism among American young people. “I have such a big platform, it would be silly if I didn't do something good with it.”

Optimism and commitment to *doing* something (and not just hoping) to make the world a better place are qualities that

set Justin apart from many of his colleagues in the music industry. When you listen to Justin's song "Pray," he talks about seeing the world with open eyes—with all of its suffering, disease, wars, and injustice—and feeling powerless to do something to help. Rather than wallow in despair, however, Justin tells his fans, there *is* something they can do. They can always pray. Justin's "Pray" stands in sharp contrast to, for instance, John Mayer's hit single "Waiting on the World to Change," where the 33-year-old singer/songwriter bemoans his generation's lack of influence or power to make a change: "It's not that we don't care / We just know that the fight ain't fair."

"The way he lives life is really inspiring because he takes his fame and everything and turns it into good. Like for the song 'Pray'—in his music video he goes to Africa and talks about how he can pray for people who have less than him. At the Nashville concert he donated a portion of his proceeds to flood victims, which was really helpful to be a positive influence on other people." — Camille, 14, Nashville, TN

Rather than hopelessness and helplessness, Justin reminds his audience that they do have the power to change the world, whether it's by lifting a prayer, offering a helping hand, raising awareness, or even donating a few dollars. Since his earliest days in the global spotlight as an up-and-coming pop artist, charity has been a hallmark of Justin's career as well as how he sees his mission in the world. One of his earliest tweets, from October 2009, would seem to indicate he was already thinking about how to pay it forward for the amazing blessings and success he'd just begun to enjoy when he asked his Twitter followers, "If you could give to any charity, what would it be?"

Growing up, Justin said, "I didn't have a lot of money—and for me, it's about helping people out who haven't had opportunity." Charities that involve children are particularly close to his

heart because he's both inspired by children and is just at the tail end of his own childhood.

"I just love kids . . . In Romania, there are a lot of orphans. There are lots of babies. They're never touched," Justin said, referring to thousands of children in that eastern European nation who spend their childhood institutionalized in crowded orphanages. "They're never, you know, loved and they're never really held, and that's really sad to me. And, for me, I want to go over there and just hold them."

A portion of the proceeds from his album *My Worlds Acoustic* went to the Children's Miracle Network, which raises funds for children's hospitals. "I am in the position to give back thanks to my fans and God," he said at the time of the album's release. "I wrote 'Pray' thinking I wanted to help others and I feel like I have a responsibility to do so. What is the point of doing all this if you can't make a difference in others' lives? This album is a gift to my fans and the money raised from it allows us all to help out."

Justin makes a point of trying to visit patients in children's hospitals wherever he travels on tour, and regularly meets personally with a child from the Make-A-Wish foundation at his concerts. An encounter with one young girl from Make-A-Wish in particular moved him deeply.

"They flew from Australia to come over here," he recalled. "She came and she was so excited and all she wanted was a kiss. I gave her a kiss on the cheek. It makes you realize how much you have when you see people like that." What does he get out of those encounters? "For me, I just like making people smile."

Well, mission accomplished! Justin certainly makes millions of fans around the world smile, but he does more than that. Still in his teens and just a couple of years into his public career,

Justin is fast becoming a standard-bearer for how celebrities can use their influence wisely. The list of charitable organizations and projects that Justin has been involved with since 2009 is vast. His efforts range from the large-scale—such as his work with Pencils of Promise and the Children’s Miracle Network—to one-time events and simple, individual acts of kindness.

For example, in spring 2010, Scooter helped Justin launch a contest for schools to support the Women and Children’s Hospital in Buffalo, New York. The school that collected the most pennies would win a free concert by Justin himself. The contest ended up raising \$152,000—15.2 million pennies weighing more than forty tons!

In February 2011, he had his famous “swoosh” cut into a shorter, spiky do—much to the dismay of millions of Beliebers who expressed their outrage on Twitter for weeks. Afterward—at the request of talk-show host Ellen DeGeneres, with whom he’s been friendly for several years—Justin agreed to donate the hair clippings to charity. The remnants of his former “swoosh” eventually netted more than \$40,000 at an auction, which he then donated to The Gentle Barn, a rescue facility for severely abused animals that is a favorite of DeGeneres.

When Justin turned seventeen a few weeks later, he asked his fans to donate to the organization Charity: Water in lieu of sending him gifts. Through donations made to Charity: Water’s website on Justin’s behalf, Beliebers raised \$45,000 for the organization that works to make clean, safe drinking water available to the estimated 1.8 billion people worldwide who currently lack access to it. The funds raised for Justin’s birthday were enough to provide more than 2,300 people with a permanent source of clean drinking water.

In the fall of 2009, six weeks before his first album dropped,



Justin took time out from preparing for his world debut to record a public service announcement for People for the Ethical Treatment of Animals (PETA) urging people to adopt pets from shelters rather than buy them at pet shops. “My dad and I used to go and hang out . . . just go and visit the different animals and stuff. It’s really important that people adopt,” he said. “I really encourage going out to an animal shelter or a place where you can get a dog that has been abandoned or doesn’t have a home.”

“He really shows how he is a Christian through his singing. He really offers up to his fans and gives back. I think that’s cool of him. He’s a genuine, down-to-earth celebrity.”  
— Sarah, 14, Franklin, TN

Justin also contributed his own “It Gets Better” video to the anti-bullying campaign founded in the wake of a spate of suicides by teenagers who had been harassed and bullied because they were gay or thought to be gay. Bullying is something Justin has experienced personally, and he’s ever quick to speak out against it. In fact, while on tour in Australia in the spring of 2011, he brought Casey “The Bully Punisher” Heynes out on stage in Melbourne to thank him for standing up for himself. In March 2011, a cell phone video of Heynes body slamming a schoolyard bully who had tormented him for years went viral on YouTube, quickly becoming one of the most-watched videos of all time on the site.

Justin has lent his voice to various musical fundraising campaigns, including singing the opening line of the twenty-fifth anniversary remake of the famed “We Are the World” benefit single in 2010. Originally recorded in 1985 by stars including Justin’s musical idol, Michael Jackson (who died not long before the anniversary recording was made), to benefit famine relief

in Ethiopia, proceeds from the “We Are the World 25” single went toward earthquake relief in Haiti. A year later, when massive earthquakes devastated Japan, Justin donated the acoustic version of his song “Pray” to the *Songs for Japan* benefit album (alongside artists that included U2, Lady Gaga, Justin Timberlake, and Bruce Springsteen). The album raised more than \$5 million for Japanese disaster relief. And when Justin performed in Japan in April 2011, he donated the proceeds from his concert in Tokyo to the relief effort.

Scooter has famously said that every business arrangement Justin is involved with must have a charitable component built in “or else we don’t do the deal.” So all of those Justin Bieber singing dolls, scented dog tags, musical toothbrushes, purple headphones, and OPI nail varnishes benefit charitable causes. When Justin launched his Someday fragrance for women in June 2011, he also announced that every penny of the net proceeds would be given away—to Pencils of Promise and the Make-A-Wish Foundation. A month after its release on June 23, 2011, Justin’s fragrance, Someday, had generated more than \$30 million in retail sales and was poised to be the bestselling perfume of the year (and the most successful celebrity fragrance launch in history.)

“This isn’t just for me,” Justin said. “I want to be, you know, a role model, as well as someone that can make a difference.”

Brad Haugen, the marketing director for Pencils of Promise, which “wants to be this coming generation’s nonprofit,” said that’s exactly what Justin is doing.

“My feeling is that kids are looking for something to believe in,” Haugen said. “We’re trying to give that to them, and Justin is a way to open the door.”

@justinbieber	Sep 29 2009, 22:30	Check out the cool contest I am running with my friends at PETA <a href="http://bit.ly/969IX">http://bit.ly/969IX</a>
@justinbieber	Oct 3 2009, 22:08	if you could give to any charity what would it be?
@justinbieber	Oct 5 2009, 19:16	performed ONE TIME at We Day in Toronto 2day...great cause helping out kids around the world. everyone should get involved. MOD at 5p
@justinbieber	Apr 14 2010, 2:15	just thought about it...the fans in Buffalo raised \$200k in pennies for charity...that is 20 Million Pennies!!! WOW!! VERY PROUD!!
@justinbieber	Sep 24 2010, 14:51	it's a big big world...remember we are blessed and should be grateful for the gifts the lord gives us and the love of our friends and family
@justinbieber	Nov 24 2010, 22:45	I made a promise to you guys when I wrote #PRAY that I would use it to raise money for charity. Im keeping my promise - <a href="http://bit.ly/fvKUvo">http://bit.ly/fvKUvo</a>
@justinbieber	Dec 31 2010, 23:10	so my #newyearsresolution is to continue to give back for my blessings and do more than the year before. I wanna #makeachange
@justinbieber	Feb 21 2011, 23:35	yeah so it's true...i got a lil haircut...i like it...and we are giving all the hair cut to CHARITY to auction. Details coming soon.
@justinbieber	Mar 2 2011, 9:40	great bday. flew in grandma and got my cake. hung out with friends. got surprised. and you all helped #makeachange with @charitywater

@justinbieber	Mar 26 2011, 23:18	we can all help. #makeachange #JAPAN - <a href="http://www.itunes.com/songsfor-japan">www.itunes.com/songsfor-japan</a>
@justinbieber	May 12 2011, 16:23	I think you're wrong. pretty sure President @BarackObama will keep this promise. #payitforward - <a href="http://bit.ly/jocrJy">http://bit.ly/jocrJy</a>
@justinbieber	Jun 7 2011, 14:50	take your blessings and pay them forward. #makeachange
@justinbieber	Jun 18 2011, 2:47	being known isnt good enough. its what you are known for that matters. think positive live positive. #payitforward






# MAKE A CHANGE

*There are so many people in this world that go without, and there are so many people that are starving, and there are so many people that just need someone to just help them.*

— JUSTIN TO CNN, DECEMBER 2010

*Then the King will say, “I’m telling the solemn truth: Whenever you did one of these things to someone overlooked or ignored, that was me—you did it to me.”*

— MATTHEW 25:40



**G**ive back.  
Pay it forward.  
Be the change you want to see in the world.

Justin is forever encouraging his fans to do whatever they can to help make the world a better place, whether it is through volunteering, donating to charity, or as he urges in his song, “Pray,” lifting up those who need healing or a touch of kindness to God in prayer.

Listed on the following pages are a few of Justin’s favorite charities (and a couple of the author’s as well) and suggestions for how you can get involved—in big and small ways—in making the world a better place.



# JUSTIN'S CHARITIES

## CHARITY: WATER

[charitywater.org](http://charitywater.org)

[mycharitywater.org](http://mycharitywater.org)

Charity: water is a nonprofit organization based in New York City, with the goal of bringing clean, safe drinking water to people in developing nations. Founded in 2006 by Scott Harrison, a one-time New York City nightclub promoter, it has helped fund nearly 4,000 projects in 19 countries, benefiting almost 1.8 million people worldwide. As of February 2010, the charity had sent more than \$10 million to the developing world. When he turned thirty years old, Harrison began to feel unfulfilled with life, however successful he was by the world's standards. He wanted more—to be more, to *do* more. So in 2004, he left the Big Apple behind and became a volunteer in the African nation of Liberia with the organization Mercy Ships—a global charity that operates the largest nongovernmental hospital ship in the world where it provides free health care, including HIV/AIDS prevention and care to terminally ill patients in the developing world, with a particular focus on West Africa. While in Liberia, Harrison studied problems surrounding education, safety, and health and traced them back to a lack of clean water and basic sanitation systems. Harrison began to tap his extensive network of friends and colleagues to get as many people to support his cause as possible and has been tremendously successful. President Obama even mentioned his work with charity: water in his address to the 2011 National Prayer Breakfast in Washington, D.C.

## What you can do:

Through the mycharity: water website, you can create a fundraising campaign of your own (like Justin did for his seventeenth birthday, raising more than \$45,000—enough to provide more than 2,300 people with clean drinking water!) and collect donations. After eighteen months or so, you and your friends can see the global positioning satellite (GPS) location and pictures of the water projects you helped make possible.

You might also consider getting your school connected with a school in the developing world that needs help. Bring the charity: water project to your campus and help raise awareness about the water crisis facing kids all over the world.

## CHILDREN'S MIRACLE NETWORK

[Childrensmiraclenetwork.org](http://Childrensmiraclenetwork.org)

Cofounded by the singer/actor Marie Osmond and her family in 1983 as a small, televised fundraiser, today the Children's Miracle Network is one of the leading children's charities in North America. The network has two simple goals: help as many children as possible by raising funds for children's hospitals, and keep those funds in the community where they were raised to help local children. As of 2011, the Children's Miracle Network had raised more than \$4.3 billion for children's hospitals in the United States and Canada—most of it through donations of a dollar or two at a time.

One of the hospitals that receives funds from the Children's Miracle Network is the Children's Hospital of Orange County (choc.org), in Orange, California—about an hour south of Los Angeles. In 2011, fifteen-year-old Cody Day, a friend of author Cathleen's family and a lifelong member of the church they attend in Laguna Beach, California, died after a six-year battle with cancer. Cody received wonderful treatment, care, friendship, and support from CHOC throughout his courageous

struggle with cancer. When Cody died on May 28, 2011, his parents, Dave and Dallas Day, encouraged their friends and family to make donations to CHOC on Cody's behalf.

### What you can do:

Donations of any amount—even a single dollar—can be made online through the Children's Miracle Network website, [childrensmiracletnetwork.org](http://childrensmiracletnetwork.org). Parents can make a donation by credit card online or by sending a check, and they can even donate their frequent flyer miles or hotel rewards points to help families who must travel far from home so their children can get the medical treatment they need.


Every Children's Miracle Network Hospital has opportunities to volunteer on a local level that you can find on the network's website. They also host a number of fundraisers throughout the year, from dance marathons and radio-a-thons to National Pancake Day at International House of Pancakes (IHOPs) and the Dairy Queen Miracle Treat Day. Get involved in whatever way you can and please encourage your friends and family to do the same.

## MAKE-A-WISH FOUNDATION

### *Wish.org*

In 1980, seven-year-old Chris Grecius of Phoenix, Arizona, was fighting for his life with terminal leukemia. Chris had always dreamed of someday becoming a police officer. He would ride around his neighborhood on his battery-powered three-wheeled mini-motorcycle writing "tickets" and putting them on car windshields. On April 29, 1980, with the help of a U.S. Customs Officer and a number of other kind-hearted folks in the local police forces and hospital where Chris was being treated, his dream came true. Little Chris got his wish, going on a helicopter tour of Phoenix, visiting police headquarters, "driving" a patrol car (on the lap






of an officer), and even being sworn in as an honorary patrolman. On May 1, 1980, police presented him with his own official (specially made in his size) patrolman's uniform. Two days later, Chris died.

That's how the Make-a-Wish Foundation began. In the thirty-plus years since, the foundation has reached more than 250,000 children with life-threatening conditions around the world, making their dreams and wishes come true and has become one of the world's best-known charities. A network of nearly 25,000 volunteers enable the Make-A-Wish Foundation to do their extraordinary work. Today, a wish is granted every forty minutes.



### What you can do:

- Visit the Make-A-Wish website ([wish.org](http://wish.org)) to make a donation in honor of a loved one, become a monthly giver, volunteer at foundation events, offer your services as a language interpreter or translator, or find out how to organize an event at your school to raise funds for Make-A-Wish. Through its website, you can also learn how to donate your "treasures": supplies, computer equipment, hot tubs and spas, frequent flyer miles, hotel loyalty points, shopping sprees, and more.




You could also adopt a wish. For each child's wish, the Make-A-Wish Foundation covers all expenses associated with the experience for the entire family. The national Adopt-A-Wish program allows individual donors to fund the entire cost of a child's wish. Most wishes fall into one of four categories: *I wish to go . . .*, *I wish to have . . .*, *I wish to be . . .*, *I wish to meet . . .* But a wish can be as creative as a child can imagine. By funding a specific wish, you can create special memories for a child—and for yourself. For more information, please call (800) 722-9474 or email [AdoptAWish@wish.org](mailto:AdoptAWish@wish.org).



## PENCILS OF PROMISE

*[Pencilsofpromise.org](http://Pencilsofpromise.org)*

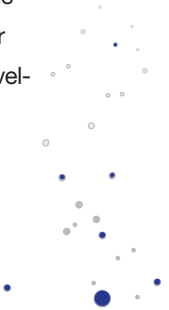


As a junior at Brown University in Rhode Island, Adam Braun (Scooter's younger brother) found himself backpacking through India. There he met a young boy begging on the street and asked the child what he wanted more than anything else in the world. "A pencil," the boy answered. "I reached into my backpack, handed him my pencil, and watched as a wave of possibility washed over him," Braun says. "I saw then the profound power and promise brought through something as small as giving a pencil to just one child." Adam spent the next five years traveling the world, handing out thousands of pens and pencils as a means to start conversations with the people he met on six continents. In 2008, he founded Pencils of Promise with a \$25 deposit, hoping to build just a single school. Happily, his project took off, and in three years Pencils of Promise has built forty schools in the developing world—where more than 75 million children live without access to education.

### What you can do:

Pencils of Promise has teamed with several apparel and accessories companies to make it easy—and fashionable—to help its cause. Visit [www.shoppop-now.com](http://www.shoppop-now.com) where you can purchase a package of POP stickers for \$5, a five-pack of pens for \$12, T-shirts, neckties, flip-flops, journals, bracelets, and other items for sale with the profits going to POP's building projects. At the [shoppop-now.com](http://www.shoppop-now.com) site, you can also sponsor a child for a year (\$120) or an entire school for a year (\$500).

At [www.pencilsofpromise.org](http://www.pencilsofpromise.org), you can learn how to organize a fundraiser at your school or house of worship, about volunteer opportunities, and about how you can make donations—and not just money. Follow the links on the POP website to donate your Twitter and Facebook statuses too. Use your voice and your social network to spread the word and help kids in the developing world learn, grow, and meet their unlimited potential and promise.



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## PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS (PETAKIDS)

[Petakids.com](http://Petakids.com)

People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, with more than two million members. Founded in 1980, PETA believes that all animals deserve the most basic rights—whether they are “cute” or “useful” to us humans or not. Animals can feel pain and are capable of suffering, just like we are. PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time—factory farms, laboratories, the fur trade, and the entertainment industry. PETA also works on a variety of other issues including the cruel killing of beavers, birds, and other “pests” and the abuse of backyard dogs. PETA accomplishes its goals through public education, cruelty investigations, research, animal rescues, legislation, special events, celebrity involvement, and direct action.

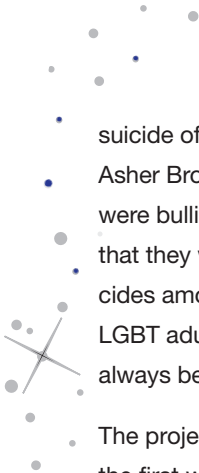
### What you can do:

PETAKids publishes a great magazine called *Kids' Guide to Helping Animals* that has everything you might need to start being a hero for animals. Inside, you'll get tips on everything from protecting wildlife to buying cruelty-free products to organizing animal-friendly field trips. You'll also get the scoop on why so many Hollywood celebs (like Justin!) are helping animals. Visit [petakids.com](http://petakids.com).

## IT GETS BETTER

[Itgetsbetter.org](http://Itgetsbetter.org)

It Gets Better is an Internet-based project founded by nationally syndicated columnist Dan Savage on September 21, 2010, in response to the



suicide of Billy Lucas, Raymond Chase, Tyler Clementi, Ryan Halligan, Asher Brown, and Seth Walsh and a number of other teenagers who were bullied because they were gay or because their peers suspected that they were homosexuals. The goal of It Gets Better is to prevent suicides among lesbian, gay, bisexual, and transgender youth by having LGBT adults spread the message that their lives will improve. They won't always be bullied, afraid, ashamed, or in despair. It does get better!

The project took off like wildfire with more than 200 videos uploaded in the first week. The project's YouTube channel maxed out its 650 video limit by the second week. The project has since launched its own website, the It Gets Better Project ([itgetsbetter.org](http://itgetsbetter.org)), which includes more than 10,000 posts and videos from people of all sexual orientations, all over the world.

To date, the project has received submissions from celebrities, organizations, activists, politicians, and media personalities, including President Barack Obama, U.S. Secretary of State Hillary Clinton, Matthew Morrison of *Glee*, Joe Jonas, Joel Madden, Ke\$ha, and actors Colin Farrell, Anne Hathaway, and Ellen Degeneres.

Justin recorded his own anti-bullying "It Gets Better" video in November 2010 after appearing on Degeneres' television talk show.

## What you can do:

Speak up! If you're being bullied, tell someone—a parent, teacher, adult friend, police officer, principal, pastor, rabbi, imam, older sibling. Don't suffer in silence.

And if you see someone being bullied, well, take a cue from Justin who in his "It Gets Better" video, says: "I just wanted to say there's nothing cool about being a bully. And if you're getting bullied, make sure to tell someone and, you know, it gets better. And if you're a bystander, make sure to step in and, you know, help out."

On March 22, 2011, six months following the launch of the campaign, the *It Gets Better Project* book was released. *It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living* includes essays and new material from more than a hundred contributors, including celebrities, religious leaders, politicians, parents, educators, young people just out of high school, and many more. All proceeds from the book will be donated to LGBT youth charities, including The Trevor Project, which runs a 24/7 toll-free hotline for youth who are considering suicide. If you need help or know someone who does, call the Trevor Project at 866-4-TREVOR (866-488-7386) or visit [www.thetrevorproject.org](http://www.thetrevorproject.org).

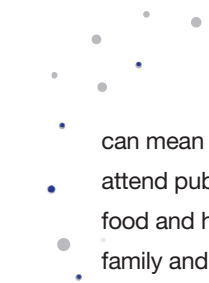
## CATHLEEN'S CHARITIES

### GLOBAL ALLIANCE FOR AFRICA


[Globalallianceafrica.org](http://Globalallianceafrica.org)

Back in 2005, when Cathleen was a reporter for the *Chicago Sun-Times* newspaper, one of her colleagues there climbed Mt. Kilimanjaro in Tanzania as a charity fundraiser for Global Alliance for Africa, an organization that works largely with women and children in AIDS-ravaged East Africa through micro-lending, education, and vocational training programs. The following year, Cathleen's colleague was selling raffle tickets for Global Alliance's annual fundraiser. The grand prize was a two-week trip for two people to visit some of the organization's projects in Tanzania, Kenya, and Zanzibar. To her great surprise, Cathleen won!

In the fall of 2007, Cathleen and her husband traveled to Africa. The experience was life changing in many ways. They met dozens of women and children (many of them HIV-positive widows and AIDS orphans) whose lives have taken a turn for the better in innumerable ways through the Global Alliance micro-lending programs. A \$75 loan to a single woman



can mean she is able to buy school uniforms for her children so they can attend public school, start a weaving or agriculture business, buy better food and health care, and even provide running water or electricity for her family and neighbors in some of the largest slums in the world.



It was on their trip to Africa in 2007 that Cathleen and her husband met the boy who is now their son. Vasco, who turns twelve in October 2011, was an AIDS orphan who had been born with a major heart defect and was dying when they met him by the side of a dusty road in Malawi. He eventually came to the United States for life-saving heart surgery—provided for free by the wonderful doctors at The Heart Institute for Children at Advocate Hope Children’s Hospital outside Chicago in June 2009—and in June 2010 became Cathleen’s forever son when the High Court of Malawi approved his adoption. He is now a healthy, happy and thriving, soccer-playing, surfing, snow-boarding sixth grader.

One person can make a difference. And a little money can go a long way in the developing world. Cathleen has seen this firsthand.

## What you can do:

Through the Global Alliance for Africa’s website ([www.globalallianceafrica.org](http://www.globalallianceafrica.org)) you can make a financial donation online to help support their programs, including the micro-lending efforts in Kenya and Tanzania. Even a small donation is helpful. Remember, \$75 is a nice dinner out in the United States, but it can mean that a mom in Africa can send her kids to school for the first time and start a business that makes their lives better in innumerable ways.

You might consider joining one of the GAA’s treks up Kilimanjaro or sponsoring a climber. Through the website you can even design your own personal fundraising campaign to help support one of the GAA’s specific projects—such as their brilliant job-training program in Arusha, Tanzania, for the local guides who take thousands of international travelers up the mountain each year—or provide support more broadly

for the Alliance's life-changing work in Africa. And don't forget to buy a raffle ticket. You never know where it might lead!

## THE ONE CAMPAIGN & PRODUCT(RED)

[ONE.org](http://ONE.org)

[Joinred.com](http://Joinred.com)

[Theglobalfund.org](http://Theglobalfund.org)

Cofounded by Bono of U2 and other campaigners, ONE is a grassroots advocacy organization that fights extreme poverty and preventable disease, particularly in Africa, by raising public awareness and pressuring political leaders to support smart and effective policies and programs that are saving lives, helping to put kids in school, and improving the futures of millions of people in the developing world. Backed by a movement of more than 2.5 million members, ONE holds world leaders to account for the commitments they've made to fight extreme poverty, and campaigns for better development policies, more effective aid, and trade reform. ONE also works to support better democracy, accountability, and transparency to ensure policies to beat poverty are able to work effectively. As a result of those programs and policies, today nearly 4 million Africans have access to life-saving AIDS medication, up from only 50,000 people in 2002. Malaria deaths have been cut in half in countries across Africa in less than two years and 42 million more children are now going to school.

### What you can do:

ONE is not a grant-making organization and does not accept financial donations from the general public. As Bono always says, at ONE, "We're not asking for your money, we're asking for your voice."

You can join the ONE campaign in less than a minute by visiting its website, [www.one.org](http://www.one.org). There you can read news and blog posts about

the latest ONE campaign projects and developments; sign various petitions supporting programs and legislation (in the United States and abroad) that seek to help those struggling with extreme poverty and diseases such as HIV/AIDS, malaria, and tuberculosis (TB) get the help they so desperately need; and fill out an online form to send a letter directly to your senator or congressman/congresswoman encouraging them to support foreign aid bills and other legislation meant to help the least of those among us.

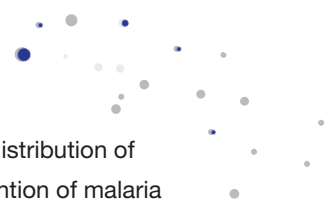
The ONE campaign recently introduced a new app for smartphones (iPhones, Droids, Blackberries, etc.) to help keep ONE members connected with what ONE is doing, including up-to-the-minute messages about how to get involved and what the most pressing issues of the day are. You can download it from the one.org site.

Through ONE's partner brand, (PRODUCT)RED, you can turn a shopping trip to the mall into a charitable act that will help suffering Africans. Founded in 2006 by Bono and Bobby Shriver (the older brother of Maria Shriver and nephew of the late U.S. President John F. Kennedy), (PRODUCT)RED works with companies such as Apple, Nike, The Gap, American Express, Converse, and Starbucks to brand everything from computers and sneakers to cappuccinos and credit cards with the RED logo. When you purchase one of the RED-branded items, a portion of the proceeds goes directly to the United Nation's Global Fund to Fight AIDS, Tuberculosis, and Malaria. By 2011, sales of RED merchandise had provided more than \$170 million to the Global Fund, investing 100 percent of its RED dollars into programs that fight HIV/AIDS in Africa, particularly among women and children.

Join RED and find out where you can purchase RED-branded items at [www.joinred.com](http://www.joinred.com).

Created in 2002, the Global Fund has committed \$21.7 billion to fund life-saving programs in 150 countries in the developing world. Today, programs supported by the Global Fund have prevented more than 6.5 million deaths by providing AIDS treatment for three million people,






TB treatment for nearly 8 million people, and by the distribution of 160 million insecticide-treated bed nets for the prevention of malaria worldwide. For more information about the Global Fund, visit [www.theglobalfund.org](http://www.theglobalfund.org).




## RONALD MCDONALD HOUSE CHARITIES

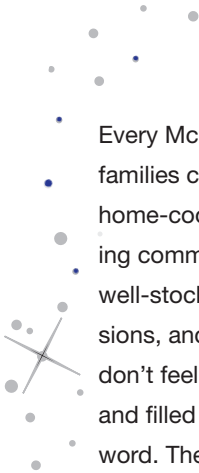
[rmhc.org](http://rmhc.org)



Many families travel far from home to get treatment for their seriously ill or injured children. Often, it can be a long time to be away from home, or it can divide a family. And for children facing a serious medical crisis, nothing seems scarier than not having their mom and dad close by for love and support. When Vasco was in the hospital undergoing surgery to correct his heart defect, Cathleen and her husband stayed at the beautiful Ronald McDonald House right across the street from Hope Children's Hospital/The Heart Institute for Children in Oak Lawn, Illinois. Vasco could see the McDonald house from his hospital room window, and it was a huge comfort to him (and his folks) to be able to be so close by in those difficult days.



The Ronald McDonald House program provides a “home away from home” for families so they can stay close by their hospitalized child at little or no cost. The McDonald houses are built on the simple idea that nothing else should matter when a family is focused on healing their child—not where they can afford to stay, where they will get their next meal, or where they will lay their head at night to rest. Families are stronger when they are together, which helps in the healing process. Cathleen and her husband only stayed at the Oak Lawn McDonald house for about a week while Vasco recovered from surgery, but while they were there, they met dozens of parents and families who had called the house their home for weeks and months at a time. It's a massive blessing for these families, and it was a huge grace to Vasco and his new parents even for the short time they stayed there.



Every McDonald house has a huge, fully equipped kitchen where families can cook their own meals or help themselves to trays of home-cooked meals provided daily by volunteers from the surrounding community. There are private bedrooms and playrooms for children well-stocked with brand-new toys, as well as laundry facilities, televisions, and libraries full of books, music, and DVD movies. The houses don't feel like hotels or sterile institutions. They are warm, welcoming, and filled with love and hope. They are homes in every sense of the word. The accommodations at McDonald houses cost about \$85 per family per night, but families are asked only to make a donation up to \$25 per day—and only if they can afford to do so. Many families are able to stay in the McDonald houses at no cost at all because of the generosity of thousands of donors around the world. No family is ever turned away because of money.

### What you can do:

There are tons of ways to get involved with supporting the Ronald McDonald Houses. (Visit <http://rmhc.org/how-you-can-help>) for a long list.) But perhaps the easiest way is to donate money to the homes through their website. According to 2009 figures for the Ronald McDonald Houses:

- Average cost to host a family for one night = \$85
- Daily electricity bill for an average House for one day = \$125
- Daily gas bill to keep appliances like a kitchen stove working = \$60
- 5 flu vaccinations on a Ronald McDonald Care Mobile = \$175
- Saving families from eating in the hospital cafeteria = \$25

On the [rmhc.org](http://rmhc.org) website, you can find the location of the McDonald houses near you and a list of their supply needs. The houses provide everything a family might need during their stay, so they are always

looking for donations of paper towels, toilet paper, and other household items. You might also consider getting together with your family or friends to make a meal for the McDonald house near you. There is nothing more comforting after a long day at the hospital than coming home to a delicious meal prepared with love and kindness.



