Campaign Information Letter

To Whom It May Concern,

OneChild is the premier organization dedicated to inspiring a movement of children and youth leading the struggle against child sex slavery. Founded by international children's rights advocate Cheryl Perera, OneChild believes that all children - the world's largest voiceless minority, deserve to enjoy their fundamental rights - to be free from all forms of exploitation and to be free to participate meaningfully as well as to contribute positively to matters that affect them. To this end, OneChild uses the peer-to-peer leadership model to engage young people, including child survivors of commercial sexual exploitation, through public education and advocacy efforts as well as through survivor service provision.

The PIMP campaign is one way that OneChild empowers young people through awareness and fundraising. The PIMP campaign is designed to deglorify the common Hollywood image of the suave, cool pimp. The PIMP campaign aims to provide young people with the necessary skills to critically analyse the media's portrayal of pimps, and expose them for what they are: abusive creatures who prey on the vulnerable.

As a supervisor of young persons, OneChild asks for your approval and support for the duration of the PIMP campaign. This campaign is a great way for young people to learn leadership skills, enhance self-esteem, and understand the importance of teamwork. Not only that, youth also will learn about global citizenship, children's rights as well as a pressing global issue faced by many of their peers around the world. With that in mind, the PIMP campaign also is a great way for youth to fulfill their community service requirements. OneChild will support these youth every step of the way, from the planning stages to the finishing touches of the campaign.

If you have any questions or concerns, please email us at worldshakers@onechild.ca or phone us at 1-905-886-2222. To learn more about OneChild, visit our website www.onechild.ca.

In peace,

The OneChild Team