

# Meet Our Centennial Ambassador!

by Susie Mackie

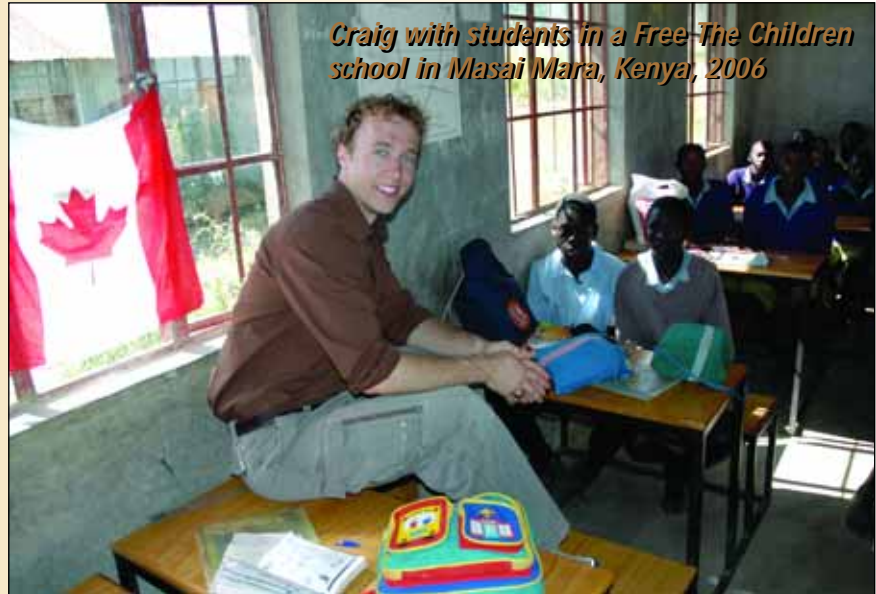
Once upon a time... there was a 12 year old boy named Craig Kielburger. He lived with his family in suburban Toronto. He was a Cub and Scout; and enjoyed many happy times in Scouting.

On a sunny morning in 1995, Craig was flipping through the comics at his family's kitchen table. A story caught his eye: he was shocked to learn about the murder of another boy his age: a former child carpet worker who had spoken out against child labour. He was outraged and wanted to do something about it. With a small group of school friends setting up shop at Craig's parents' home, *Kids Can Free the Children* was born. The organization quickly evolved into an international phenomenon to help free children from poverty, exploitation and powerlessness.

Craig is now 24 years old and a dynamic international presence. He has been featured in many international magazines, met almost every key leader in the world, been nominated for the Nobel Peace Prize, and appointed to the Order of Canada. He credits the leadership training and skills he received in Scouting with helping to shape the person he has become. How cool is that!

And speaking of cool: Craig Kielburger has joined with Scouts Canada to promote Scouting around the world as Scouts Canada's first and only Centennial Ambassador.

*What Craig says about Scouting:* "I had the greatest time all through Scouts. The camping, the camaraderie, the outdoors — they were all terrific. It turned out to be one of the best times of my life. I got to go fishing and hang out with my dad —



Craig with students in a Free The Children school in Masai Mara, Kenya, 2006

Photos: Courtesy of Free The Children, www.freeethechildren.com.

it was the greatest father/son bonding time I'd ever had.

I have to say Scouting really was my life. I got all the badges, and I think I still have the sash! The outdoor training was the best I could have ever received for my human rights work. The camping skills I was taught were incredibly useful to me, as I travelled through developing worlds. We camped everywhere, sometimes under very difficult conditions. We had to know how to start our own fires (particularly in Nicaragua and Ecuador). It was my first experience with leadership where I was in charge of my friends — I learned what it's like to be a leader, and how to manage groups."

Look for Craig's adventures around the world on our National Web Site Centennial Ambassador Section: <http://www.scouts.ca/inside.asp?cmPageID=747>

#### On the Web:

Craig's Blog - find out what's up with Craig.

Ask Craig - all your questions.

Craig's Work - Free the Children and Leaders Today.

Ambassador Gallery - pix of Craig and kids around the world.

#### Change the World For Good You Can Do It!

"It does not matter how small the 'Good Turn' may be — even if it is only to help an old woman across the street, or to say a good word for somebody who is being badly spoke of. The great thing is to do something."

— Lord Robert Baden-Powell

Scouts Canada and Craig will be teaming up this year for some amazing projects. The first one starts right now: every single member of Scouts Canada is invited to do **one Good Turn** this year! This means Beavers, Cubs, Scouts, Venturers, Rovers and leaders.

This Centennial year, our Centennial Ambassador is asking youth across Canada to Change the World For Good. Youth and/or groups may submit their Good Turns to the national web site for posting — at the end of the year we will have a grand tally of every single nice thing Scouting members have done across Canada. You can also send in a Good Turn you know someone else has done...it's a great way to recognize them.

Just imagine...if every single member of Scouting did one Good Turn this year! That could mean 100,000

acts of kindness across Canada; small gifts to remind everyone of the power of goodness and the spirit of Scouting.

It's simple. Beavers, Cubs, Scouts, Venturers, Rovers and leaders enjoy Scout meetings, and all the adventures and fun that go with them. You are also in Scouting because you like to do helpful things for others and good for your environment and your community.

### What is a Good Turn?

A Good Turn may be any simple act of kindness. A Cub could mow the lawn; a Scout could shovel the driveway on a cold afternoon. Even the smallest Beaver could do something nice for Mom and Dad. Groups can even think up Good Turns for the neighborhood. There is never any limit to kindness.

### From "Me to We"

The "Good Turn" has been a fundamental part of Scouting since Baden-Powell started it all a century ago. Likewise, Craig Kielburger promotes

*Craig Kielburger promotes "Me to We" Action – in which one person joins with many others to make the world better.*



"Me to We" Action — in which one person joins with many others to make the world better. When you do a Good Turn, you join the "Me To We" Team!

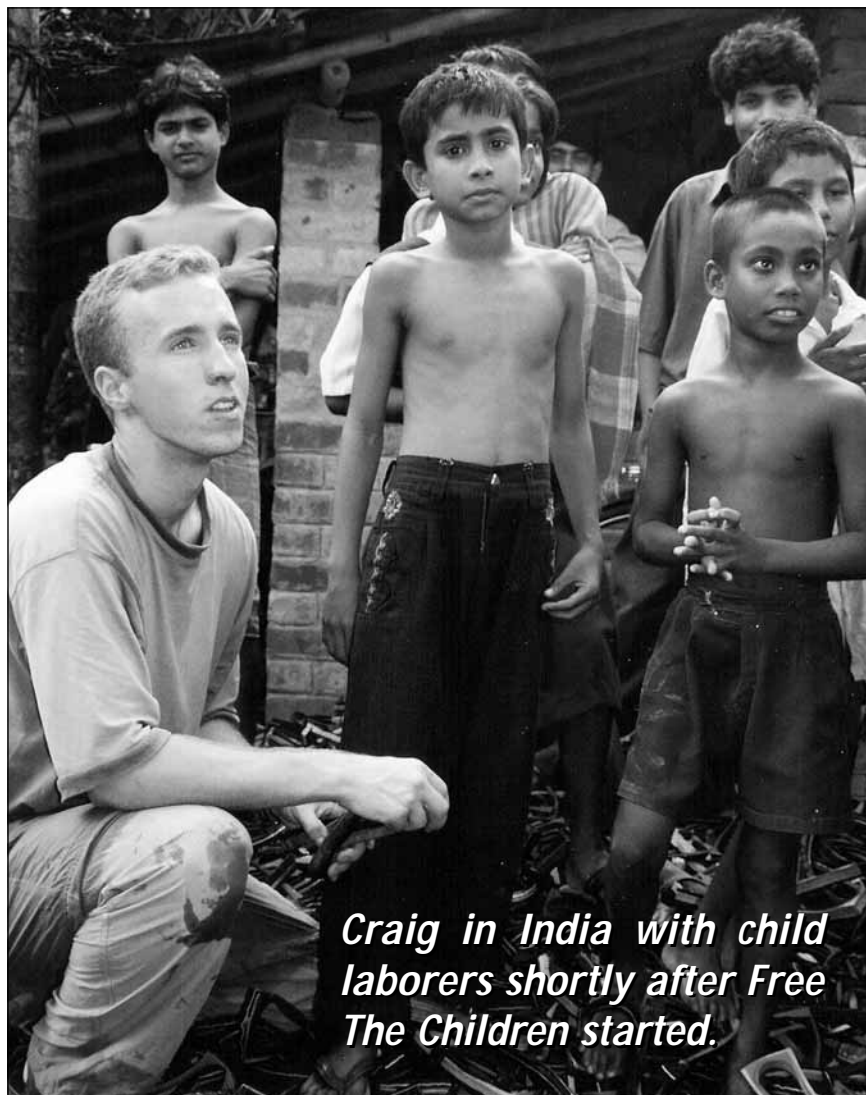
### Certificates and Coupons

Check out the web site — when you do your Good Turn, you can personalize a certificate just for you! There is

also a coupon you can give to someone entitling them to "One Good Turn"!

Join the Me to We Team: send in your Good Turns to: [smackie@scouts.ca](mailto:smackie@scouts.ca)

— Susie Mackie is Executive Editor of the Leader Magazine, Internal Communications Specialist and Special Assistant to Toucs, the CJ07 Mascot.



*Craig in India with child laborers shortly after Free The Children started.*

## Good Turn Ideas to Get You Started

Brainstorm with your youth on ways to do a Good Turn for the community too. Watch for spontaneous chances to help someone.

- Bake cookies for firefighters.
- Call a lonely person on the phone.
- Visit a senior or watch a video with them.
- Pick up litter on the street.
- Listen with your heart, not your head.
- Help carry another student's books.
- Mow a neighbour's lawn.
- Drive courteously.
- Forgive mistakes willingly.
- Become a serial smiler.
- Offer at least one compliment every hour.
- Tip generously.
- Make your Scouter a cup of tea after supper.
- Tell your Mother or Father, "I really love you."
- Go to the donut shop and buy coffees for the next five people in line.