

A young boy with dark hair and a serious expression is leaning against a wall. He is wearing a striped shirt. To his right is a blue door with a metal lock and a padlock. The background is a weathered wall.

*touch
— the —
invisible*

**A story worth telling...
a life worth changing!**

There are over 60 million child laborers in India...

India has millions of children **under 14** years of age, some as young as **4 or 5**, all toiling hard just to get a square meal.

The country is known for being home to the largest child labor force in the world, with an estimated **30 percent** of the world's working kids.

February 2013

World Vision invites you to...

touch
~the~
invisible

A story worth telling...
a **life** worth changing!

Talking Point

A large number of children subject to child labor (especially little boys) are required to work in high hazard jobs such as gemstone quarries, the glass industry, and leather factories.

These children typically work 10 to 12 hour days, 7 days a week - and are victims of various types of abuse.

Due to the often dangerous working conditions, they suffer from things like bronchitis, eye problems, liver ailments, skin burns, and skin infections.

World Vision has identified roughly **7,000 little boys** in India that need a sponsor. In February, Family Christian and World Vision hope to see **3,000** of these children gain a sponsor.

These little boys are extremely vulnerable to child labor, and sponsorship offers them hope.

Please review the tools available to you and your store - to help bring these children hope of a brighter future.



In this kit you will find...

- **10** kid packets for little boys in India
- **300** bookmarks - with individual child stories (*quantities are limited to 300 per store*)
If your store runs out of bookmarks before the end of the campaign, utilize your prayers cards
- **1** business card holder that can be used to display the bookmarks
- **10** partner campaign buttons to wear on your apron
(supplies are limited, so please keep them at the store and share them among your staff)

You will receive an **11 x 17 poster** in your **February sign kit**, please place it in the World Vision display stand on February 1st.

World Vision is developing a webpage (touchtheinvisible.org) that will provide the rest of the individual child stories featured on the bookmarks and a video about child labor in India; and in addition, a sponsorship "ask". It will be available on February 1st.

IF a customer does not choose to sponsor a child in the store...

- present them with a **bookmark**
- invite them to **pray** for children like (child's name) that are vulnerable to child labor
- ask them to go to "**touchtheinvisible.org**" to read the rest of (child's name's) story
- ask them to consider **sharing** (child's story) with others in their network via facebook, etc.

The website will capture the customer's Family Christian store via a map tool which will ensure that your individual store receives credit for any sponsorships that occur via the site.

- every person that reads a child's story or watches the video on the webpage will be **asked** to sponsor a child in India
- every time the webpage is shared (via facebook, twitter, etc.), your store has a **chance** of gaining even more sponsorships
- consider sharing this via your personal network to help make a **huge dent** in this NEED!

World Vision Children Available for Sponsorship

