



**THEN PROVIDING, NOW EMPOWERING:**  
**70 YEARS OF DEFENDING DIGNITY**  
**AND FIGHTING POVERTY**

CARE CANADA ANNUAL REPORT 2014-2015

We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security. CARE will be a global force and partner of choice within a worldwide movement dedicated to ending poverty. We will be known everywhere for our unshakable commitment to the dignity of people.

CARE Canada’s mission is to serve individuals and families in the poorest communities in the world.

Drawing strength from our global diversity, resources and experience, we promote innovative solutions and are advocates for global responsibility. We facilitate lasting change by:

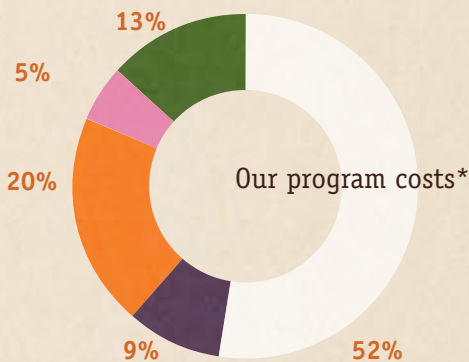
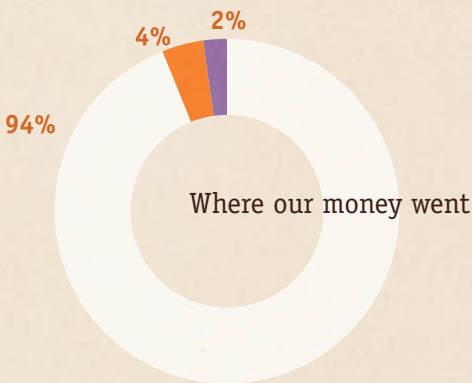
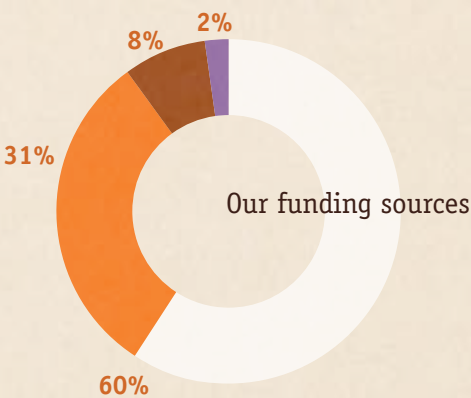
- **Strengthening capacity for self-help**
- **Providing economic opportunity**
- **Delivering relief in emergencies**
- **Influencing policy decisions at all levels**
- **Addressing discrimination in all its forms**

Guided by the aspirations of local communities, we pursue our mission with both excellence and compassion; the people whom we serve deserve nothing less.

**OUR IMPACT**

In 2015, CARE worked in 95 countries, supporting 890 poverty-fighting development and humanitarian projects, reaching more than 65 million people.

**ABOUT CARE CANADA**



60%	Global Institutional Donors
31%	Canadian Institutional Donors
8%	Public Donations
2%	Other

94%	Programs
4%	Administration
2%	Fundraising

52%	Humanitarian Action
9%	Food, Nutrition & Resilience to Climate Change
20%	Global Health
5%	Women's Economic Empowerment
13%	Other Sectors

*\*These results are approximate as program areas may overlap (i.e. many projects have a women's economic empowerment component included). For full details on financial results readers can visit [care.ca/annualreports](http://care.ca/annualreports).*

# Thank you for helping us fight poverty and social injustice

CARE was founded in 1945 as families in Europe struggled to recover from a devastating war. Over the next two decades, CARE delivered some 100 million CARE Packages of life-saving food and aid supplies to people in need. “My mother wept with joy when the first one arrived,” says one of so many CARE Package recipients, Isabelle Robinson. While “sending a CARE Package” is still a fondly used term, CARE’s programs, partnerships and projects no longer fit inside a single box.

Today, our work focuses on tackling the underlying causes of poverty and social injustice in three key areas - strengthening gender equality and women’s voice, promoting inclusive governance, and increasing resilience.

Our goal is ambitious but reachable: By 2020, CARE and our partners will support 150 million people from the most vulnerable and excluded communities to overcome poverty and social injustice.

We work with local partners delivering programs that help farmers grow healthy food to sell at market rates so women and men can earn more money. We work with local communities delivering education about good nutrition that helps mothers make more informed choices about breastfeeding, pre-natal care and food preparation.

In response to crises, CARE Canada coordinates global life-saving humanitarian aid for families facing the most difficult circumstances imaginable. And we promote the empowerment of women and girls because experience has shown that if poverty is the problem – women are a key solution. When half of society is lacking a voice, power and position in their homes and communities, the path to a world free from poverty and injustice is impossible. We work with women, men, girls and boys to transform inequality.

This report captures a few of the many wonderful stories of the past year. Together with your commitment, generous support and interest, we were able to help the people of Nepal survive a major earthquake with crippling aftershocks. We also helped families fleeing conflict in Syria find safety, food and shelter.

Your support is the reason CARE is able to bring positive change to the lives of millions of people, and for that you can be very proud.

Thank you.



Gillian Barth  
President and CEO



Louise Fréchette  
Board Chair





## CARE 2020: Looking Forward

The nature of poverty is rapidly changing. Today, upwards of 1.2 billion people live in absolute poverty, the majority being women and girls.

More than a quarter of a million women die each year from largely preventable causes related to pregnancy and childbirth. On average, greater numbers of women and girls die during and after natural disasters than men, and in situations of conflict or political unrest, they are extremely vulnerable to sexual violence.

Women play critical roles in food production and preparation, but in many cultures they consume the poorest quality food and are the first to face hunger when food is scarce.

Further, among the greatest inequalities of our time is reflected in the causes and consequences of climate change, which threaten the livelihoods of billions of people and poses major new challenges for feeding a growing world population.

Based on CARE's depth of experience from 70 years of poverty-fighting and humanitarian action, in 2014 we released our CARE 2020 Program Strategy.

This underlines our approach to tackle the causes of poverty and social injustice and bring lasting change to the lives of poor and vulnerable people. In so doing, CARE is committed to achieving these four goals:

- **20 million people affected by humanitarian crises receive quality life-saving humanitarian assistance**
- **100 million women and girls exercise their rights to sexual, reproductive and maternal health and a life free from violence**
- **50 million poor and vulnerable people increase their food and nutrition security and their resilience to climate change**
- **30 million women have greater access to and control over economic resources.**

In 2015, the CARE 2020 global strategy made significant gains in the lives of people with whom we work.

### **HUMANITARIAN ASSISTANCE**

CARE reached more than **10 million people** through its humanitarian response programs.

### **LONG-TERM DEVELOPMENT**

CARE directly reached more than **58 million people** through its development projects. A further **209 million people** are estimated to have indirectly benefitted from these programs.

### **INNOVATING**

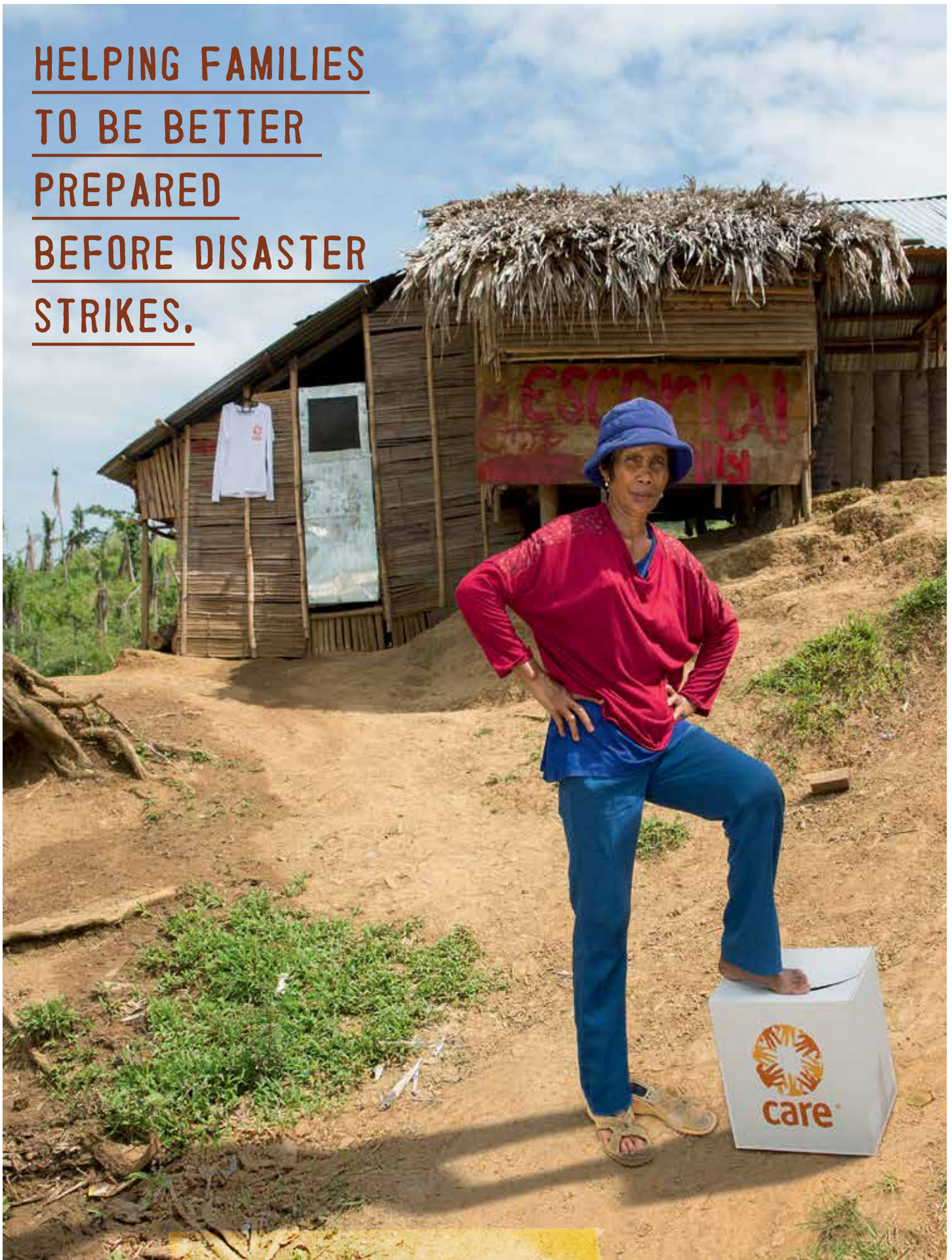
About one-quarter of CARE's projects tested new models, methods or action for fighting poverty and inequality and measured the results of those innovations. Another third of all projects tested new ways to deliver lasting change.

### **INCLUSIVE GOVERNANCE**

73 per cent of CARE's projects incorporated strategies to promote inclusive governance, empowering people living in poverty to know and act upon their rights and represent their interests.



HELPING FAMILIES  
TO BE BETTER  
PREPARED  
BEFORE DISASTER  
STRIKES.



# Humanitarian Action

## **EARTHQUAKES HIT NEPAL: CARE CANADA RESPONDS**

For Sukuma Tamang, 38, it came just as she was sitting down for a meal: “I was inside my house eating lunch with my children when the earthquake hit. The house fell down and I had to dig myself and my two children out.”

The 7.8 magnitude earthquake was one of the worst to hit Nepal in more than 80 years.

Nearly 9,000 people died and more than 2.8 million were affected. Upwards of 600,000 homes were destroyed as a result of the April 25th earthquake followed by another 7.3 quake that hit on May 12.

CARE has been active in Nepal since 1978. Local staff immediately responded, helping neighbours clear rubble while CARE’s global emergency team coordinated our response. Six members of CARE’s rapid response team, managed by CARE Canada, immediately deployed to Nepal to assist in responding to the disaster.

CARE was able to distribute emergency shelter and hygiene kits less than a week after the earthquake. Over the following month, we delivered life-saving aid in some of the hardest hit areas.

Thankfully, the Canadian public and Government of Canada generously provided more than \$2.5 million towards CARE’s emergency efforts.

Together, with our colleagues at the Humanitarian Coalition, we raised a total of \$8 million.

CARE is committed to helping the people of Nepal recover by providing skills and materials to build safer homes, improve water supply systems, and offer training and jobs to clear rubble and rebuild key infrastructure.

These permanent solutions will ensure families and communities are more prepared for the next natural disaster.

We thank Canadians for supporting our efforts.

## **CANADIAN-LED RAPID RESPONSE**

Since 2013, CARE Canada has hosted the CARE International rapid response team, a group of highly-trained specialists ready to respond within 72 hours to emergencies worldwide.

Together with local teams, rapid response members quickly assess an emergency, support the start-up of response operations immediately following a disaster, and ensure CARE’s response is effective, high-quality and appropriate to the needs on the ground.

In 2015, rapid response team members were deployed to 15 countries on 45 deployments. This includes responding to the Nepal earthquake, Ebola outbreak in West Africa, and Syria refugee crisis.

## **SYRIAN REFUGEES: #NOTTHATDIFFERENT**

A pharmacist. A teacher. A student finishing her university degree. It’s the profile of a population not that different from what could be found in Canada. This is also a snapshot of those forced to flee the conflict in Syria.

CARE has been supporting Syrian families affected by the crisis since July 2012.

As of 2015, we reached well over one million people in Jordan, Lebanon, Turkey, Egypt, and inside Syria with food, shelter, clean water, hygiene items, blankets, mattresses and heaters along with cash assistance to pay for essentials like rent or medication.

Due to the immensity of the crisis, we felt it was important to help Canadians better relate to those Syrians whose lives had been upended by conflict.

Working with CARE colleagues in Jordan and thanks to the generous support of Sparks Productions in Toronto, CARE Canada interviewed both Canadians and Syrian refugees to highlight the similarities between the two (you can view at [care.ca/refugees](http://care.ca/refugees)). Thousands of people viewed the video and shared the hashtag #NotThatDifferent to help spread the word and build a community of solidarity.



TODAY, CARE'S APPROACH TO FOOD AND  
NUTRITION GOES WELL BEYOND AID  
FOR THOSE IN NEED.





# Food and Nutrition

## FROM AID TO SUSTAINABLE SOLUTIONS

They were displaced by war and torn of everything they once had. After the Second World War, Anneliese Wendt and her family were refugees. Eventually settling in West Berlin, they struggled in extreme poverty.

“One day this box of supplies arrived,” says Anneliese, “and it was a CARE Package.”

More than half a century later, her eyes light up as she remembers the food and goods that came inside.

“There was this orange, American cheese; something we had never seen or tasted before,” she says.

Anneliese and her family also received egg and milk powder, toothbrushes and toothpaste.

Eventually, Anneliese moved to Canada to marry her husband Heinz, after a month-long whirlwind

romance. They now call Calgary home many years later.

Receiving those goods “sure made a difference in our lives at that time,” she says.

Today, CARE’s approach to food and nutrition goes well beyond aid for those in need. We are committed to developing a just and sustainable food system and building resilient households and communities.

Broken food systems have led to nearly 800 million people going hungry today. It is feared this number could creep up to 1.4 billion by 2050. To fix this, we need to address inequality and create systems that serve the needs of the entire global population.

CARE focuses on building what we call SuPER food systems, which are Sustainable, Productive, Equitable

and Resilient to the impact of climate change or drought. It is a comprehensive approach that incorporates agriculture, women’s economic empowerment, nutrition and humanitarian action to save lives and safeguard the gains we have made.

Our vision is to create a system that guarantees a right to food for all. Through our programs and influencing power-holders, we believe we can build food systems that respond to inequality, a changing climate and a growing global population.

**Last year, CARE improved food and nutrition conditions of more than 2.5 million people, helping them produce and access quality food and promoting sustainable ways to improve nutrition.**

## BUILDING COMMUNITY RESILIENCE IN HONDURAS

*PROSADE (Spanish for - Promotion of Food Security and Economic Development in the basins of the Black and Choluteca rivers) – a joint project between CARE Honduras, Government of Honduras, CARE Canada and Government of Canada 2010 – 2016.*

More than 21,000 women, men, girls and boys in Honduras are now better able to resist the destructive effects of harsh weather due to their adoption of new farming methods.

While the Chorotega region was severely hit in 2014 and 2015 by El Niño effects, PROSADE-supported farmers, living in 10 rural municipalities in this Central American drought-prone corridor, were less impacted due to their use of best agricultural practices.

Indeed, farmers were able to increase their maize production by more than 93 per cent, and their red bean production by 120 per cent.

Another impressive PROSADE achievement is the creation of an innovative, affordable and user friendly rain water harvesting system.

Now, more than 200 rain water harvesting units have been installed in households, health centres and schools to improve access to sanitation and drinking water.

# Maternal and Child Health

## LIVES SAVED, HEALTH IMPROVED, A FUTURE GAINED

Seven decades of history at CARE are marked with pivotal moments where we have had the opportunity to make a significant impact on the lives of thousands of people. Such is the proud feeling we had as our maternal and child health projects came to a close in 2015.

Thanks to substantial investments by the Government of Canada through the 2010 Muskoka Initiative coupled with the generous support of our donors, CARE Canada was able to make a real difference for women, children and entire communities in Ethiopia, Malawi, Tanzania and Zimbabwe.

The bullets below provide a snapshot of our success, but what we're really

proud of is the way we achieved these results.

Malnutrition among women and children commonly results from women being denied social and economic equality. At the same time, limited support for women's specific health needs have caused too many needless deaths.

We believe focusing on the health of women and girls leads to healthy mothers who raise healthy children. CARE Canada's maternal and child health projects were a success thanks to this approach.

We worked to create supportive environments that empower women to take control of their own health

and that of their families. We also relied on fathers to ensure vital health and nutrition information was shared across families, and ingrained and accepted by communities. CARE worked as well with local partners and regional governments to ensure this progress would last beyond the completion of these projects.

Of course, the end of these projects does not mean the end of CARE Canada's work to improve maternal and child health. We look forward to sharing with you our exciting new initiatives in future reports.

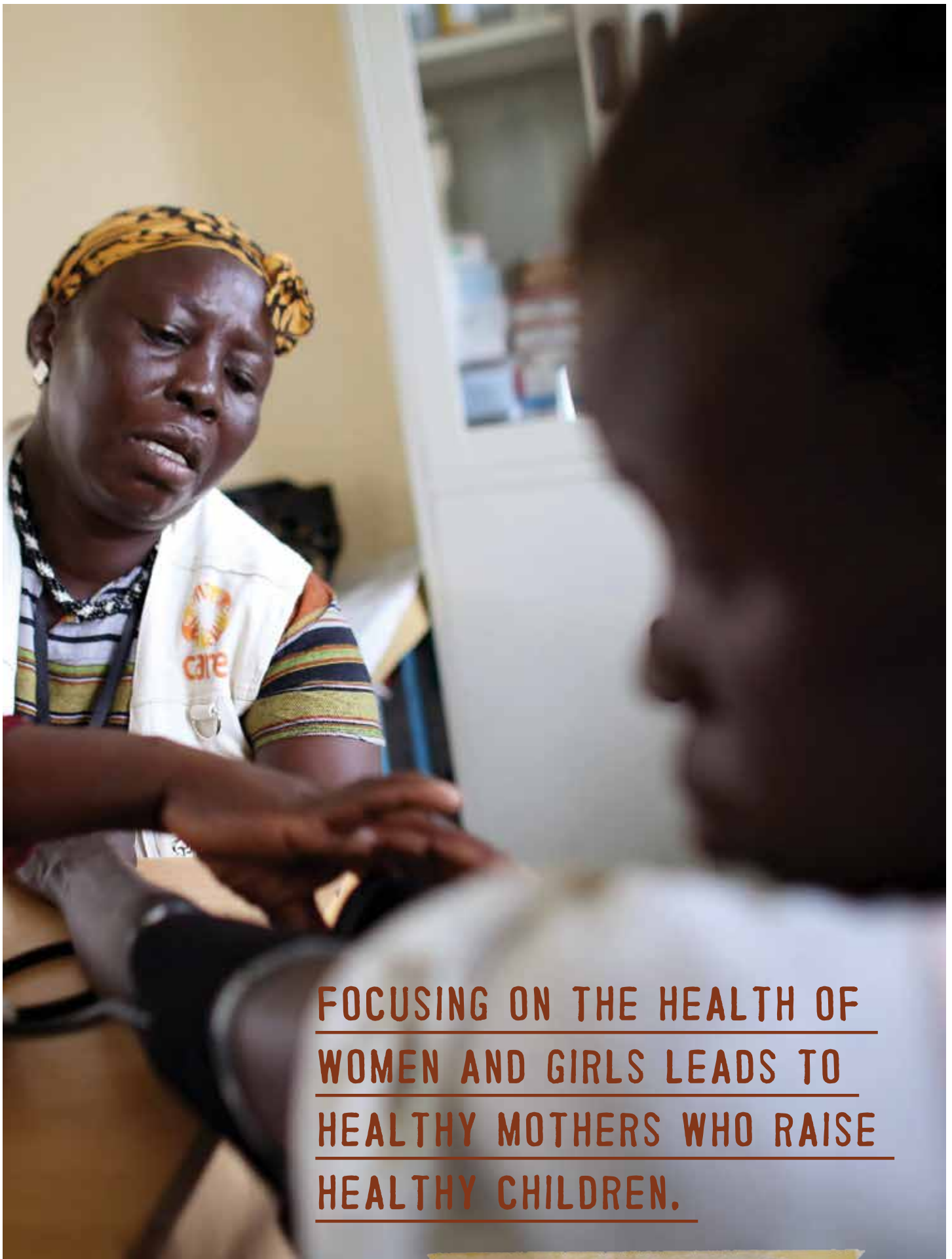
### WHAT WE ACHIEVED:

- Fewer cases of child wasting in Ethiopia and Malawi through nutrition programming.
- Increased number of women who had safe deliveries in Tanzania through improved quality of health care services.
- Increased number of women in Ethiopia and Zimbabwe that have decision-making authority in their day-to-day domestic lives, such as what food to buy or how food is distributed in their households.
- Improved breastfeeding practices in Ethiopia, Malawi and Zimbabwe through education and counselling.
- Water, sanitation and hygiene programs in Ethiopia and Malawi reduced the number of cases of diarrhea in children under five.
- Increased number of women and men who attended four prenatal care visits in Ethiopia, Malawi, Tanzania and Zimbabwe through community health education and counselling.

### KEY STATS

- In Tanzania, CARE increased the number of women whose births were attended by skilled birth attendants by 32 percentage points. This upswing represents safe deliveries for 43,679 women.
- In Ethiopia, our project increased the number of children aged six to 23 months who eat from at least four different food groups by 38 percentage points.





FOCUSING ON THE HEALTH OF  
WOMEN AND GIRLS LEADS TO  
HEALTHY MOTHERS WHO RAISE  
HEALTHY CHILDREN.





# Gender Equality

## FOCUS ON WOMEN LIGHTS THE WAY FORWARD

If you were to open a CARE Package from the 1940s it might contain milk powder, cheese, rice and beans. But emergencies and poverty in general affect family members differently and CARE has adapted our programs since then to better meet the specific needs of women, men, boys and girls.

For example, following the April 25 earthquake in Nepal, alongside our distribution of jerry cans, tarps and blankets, we provided “dignity kits” containing hygiene items specifically for women.

Furthermore, CARE’s emergency teams undertake rigorous gender analysis to ensure we deliver a response that promotes dignity and equality for all.

Such thinking is also critical to CARE’s long-term development work. We know women and girls are disproportionately affected by poverty.

Based on CARE’s own experience and global evidence, we recognize addressing gender inequality and women’s empowerment is an effective strategy for tackling social injustice.

This isn’t just about improving the lot of women. It’s about improving relations between men and women so both sides benefit.

As part of a project in Ghana, CARE works to develop male gender champions to promote gender equality. We asked a woman who is part of a CARE savings group her opinion on this approach: “You can tell the difference between a male gender champion household and a regular household. Women are better dressed and less stressed. Women are also better able to contribute to the household and men are less stressed because the two are working together.”

These are important lessons learned over our 70-year history that will light our approach for the years ahead.

## WOMEN’S ECONOMIC EMPOWERMENT

Last year, CARE supported 1.7 million people in 57 countries, promoting favourable conditions for women to participate in economic activities, access and control economic resources, have a voice in equitable decision-making around livelihood opportunities, access employment and equitable wages, participate in savings and loans associations or financial services, and benefit equitably from economic growth.

Overall, 92 per cent of CARE’s projects promoted women’s empowerment and gender equality.

## WOMEN AND MEN WORKING TOGETHER TO TACKLE INJUSTICE.



# Summary of Unaudited Statement of Financial Position\* as at June 30, 2015 and 2014 (in thousands of dollars)

	June 30, 2015 \$	June 30, 2014 \$
<b>Assets</b>		
Current Assets		
Cash and Cash Equivalents	35,157	39,084
Other Current Assets	9,449	8,553
	44,606	47,637
Capital and Other Long-Term Assets	4,442	5,160
<b>Total Assets</b>	<b>49,048</b>	<b>52,797</b>
<b>Liabilities</b>		
Current Liabilities		
Accounts Payable and Other Current Liabilities	5,875	5,953
Deferred Contributions	36,143	40,013
	42,018	45,966
<b>Long-Term Liabilities</b>	<b>818</b>	<b>1,089</b>
<b>Total Liabilities</b>	<b>42,836</b>	<b>47,055</b>
Fund Balances, End of Year		
Annual Fund		
Unrestricted	2,248	1,634
Invested in Capital Assets	3,050	3,194
Externally Restricted - Venture and Emergency Fund	914	914
<b>Total Fund Balances</b>	<b>6,212</b>	<b>5,742</b>
<b>Total Liabilities and Fund Balances</b>	<b>49,048</b>	<b>52,797</b>
<hr/>		
<b>Revenue</b>		
Donations		
Unrestricted	4,369	3,648
Restricted	5,287	2,294
Canadian Funded	37,170	34,758
Globally Funded	38,022	34,425
CARE International Members	34,755	34,009
Interest and Other Income	2,020	2,896
<b>Total Revenue</b>	<b>121,623</b>	<b>112,030</b>
Program Expenses	113,910	105,837
Support Services	7,243	7,322
<b>Total Expenses</b>	<b>121,153</b>	<b>113,159</b>
Excess (Deficiency) of Revenue Over Expenses	470	(1,129)
Fund Balances, Beginning of Year	5,742	6,871
<b>Fund Balances, End of Year</b>	<b>6,212</b>	<b>5,742</b>

\* This is an unaudited summary of the Statement of Operations. Please refer to [care.ca/annualreports](http://care.ca/annualreports) for our complete set of Audited Financial Statements, inclusive of Notes.



## Canadians Care

The Canadians Care campaign is a national volunteer-driven program that raises critical funds and support for CARE Canada's international development and humanitarian initiatives.

Co-chaired by the Honourable John P. Manley and Douglas Stollery (below) and with the commitment of other community leaders, CARE Canada has raised more than \$2 million for our maternal and child

health programming, helping improve the lives of thousands of mothers and their children.

"We are excited to have met our first commitment," says Sylvie Madely, vice president of fundraising, marketing and communications at CARE Canada. The next phase is to raise \$1.5 million for nutrition and economic opportunities and \$500,000 towards the Emergency Response Fund in support of

life-saving emergency assistance activities.

CARE Canada is grateful to all our donors for helping us deliver lasting change and high-calibre programming. The Canadians Care campaign is an opportunity for Canadians to help create a hopeful world, where people live in dignity and have the chance to build a better life for their families and create stronger, empowered communities.



## Powerful Partnerships

In 2015, the majority of our projects were undertaken with trusted, talented partners at the local level, including regional governments, and grassroots organizations. Each of these sectors has a critical and complementary role to play in addressing the underlying causes of poverty.

In Canada, CARE partnered with more than 50 different Canadian organizations in the private, public and non-profit sectors. For example, CARE struck a new partnership with

McGill University's Institute for Food Security to better understand our impact in reducing maternal and newborn mortality in Ethiopia, Mozambique, Zambia, and Malawi.

CARE Canada also partners with York University's Centre for Refugee Studies and Carleton University to advance policy and research on the challenges presented by refugee flows. As part of this partnership, the universities send graduate students to study CARE's work to support refugees and host communities in order to

broaden knowledge of how agencies can better meet the needs of these vulnerable populations.

CARE Canada's trusted information management partner OpenText launched Content Suite to allow us to centralize our information and work in new ways. It has strengthened our capabilities and allows us to easily collaborate with our partners and users around the globe. The results include greater productivity, increased collaboration and a significant reduction in operational costs.



## Our People

To mark 70 years means reflecting on accomplishments, but also to recognize the people who made them so. There is no way we would be able to do our work without highly-skilled, professional staff committed to deliver lasting change. In 2015 we employed 78 passionate women and men and dozens of volunteers in Canada.

We also employed an additional 25 expatriate staff who work overseas and 2,686 national staff and incentive workers in our country offices. Together, we truly are a CARE Package with all the ingredients for fighting poverty and social injustice.

## Country Office Profile: CARE Chad

CARE Canada's International Operations team supports country offices, like CARE Chad, to ensure they offer CARE's highest standards in program quality and management, financial accountability, human resource management and development, as well as staff safety and security.

In 2015, the CARE Chad team focused on delivering emergency assistance to the influx of displaced persons from neighbouring Central African Republic, Niger, Nigeria, Cameroon and Sudan. CARE Chad also managed

comprehensive development programs in such areas as water, sanitation and hygiene; economic empowerment; psychosocial support; agriculture and natural resource management; gender-based violence; and urban-specific programming.

As a lead member of CARE International, CARE Canada manages six country offices – Chad, Cuba, Indonesia, Kenya, Zambia and Zimbabwe. The majority of country office staff members are local and well-connected in the communities in which they work.



## SPOTLIGHT: FATOUMA ZARA SOUMANA

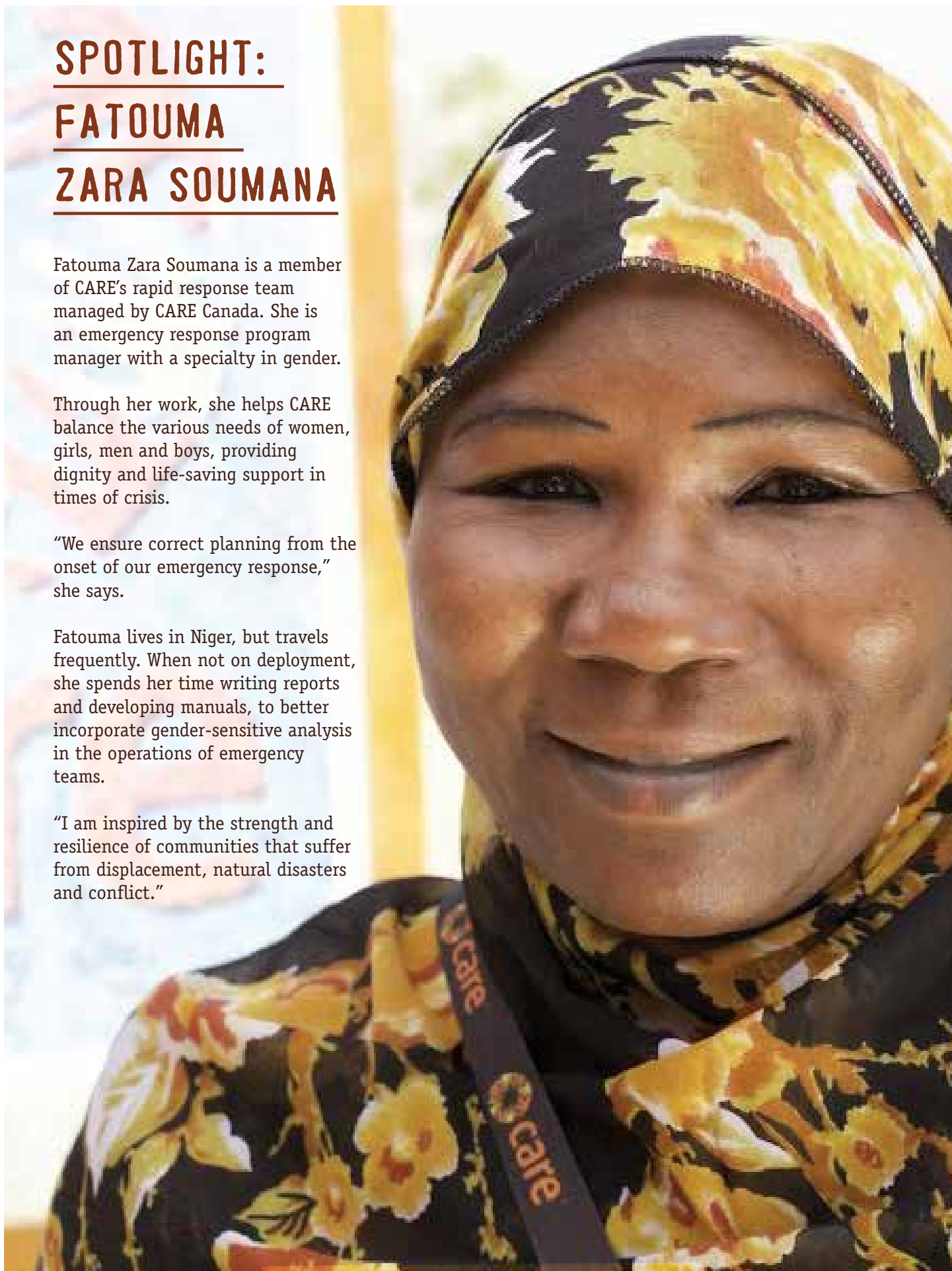
Fatouma Zara Soumana is a member of CARE's rapid response team managed by CARE Canada. She is an emergency response program manager with a specialty in gender.

Through her work, she helps CARE balance the various needs of women, girls, men and boys, providing dignity and life-saving support in times of crisis.

"We ensure correct planning from the onset of our emergency response," she says.

Fatouma lives in Niger, but travels frequently. When not on deployment, she spends her time writing reports and developing manuals, to better incorporate gender-sensitive analysis in the operations of emergency teams.

"I am inspired by the strength and resilience of communities that suffer from displacement, natural disasters and conflict."



## Senior Leadership Team

Gillian Barth - President and CEO

Kadry Furany - Vice President, International Operations

Edward Grasmeyer - Vice President, Financial Services and Chief Financial Officer

Sylvie Madely - Vice President, Fundraising, Marketing and Communications

Mara O'Brien James - Vice President, Organizational Effectiveness

Jacquelyn Wright - Vice President, International Programs

## Board of Directors

*For the period of July 2014 until June 2015*

Louise Fréchette – Chair

Ken Sunquist – Vice Chair and Co-Chair, International Operations and Programs Committee

Clarence Cheng

Piers Cumberlege

Denis Durand – Chair, Finance, Audit and Risk Management Committee

Lorne Hepworth

Doug Horswill

Diane Joly

Aldéa Landry – Chair, Governance, Nominations and Human Resources Committee

Hon. John P. Manley

Shahid Minto – Co-Chair, International Operations and Programs Committee

Hilary Pearson

Martha Piper – Co-Chair, Fundraising and Communications Committee

Susan Smith

Douglas R. Stollery

Victor Thomas

Helen Wesley

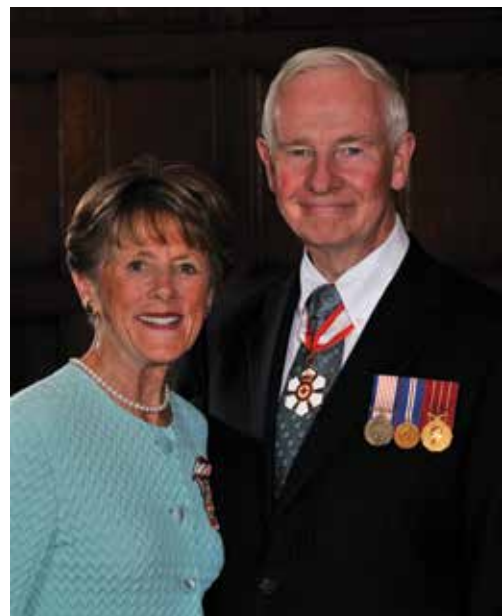
Janet Yale – Co-Chair, Fundraising and Communications Committee

## Patrons

Their Excellencies the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D., Governor General of Canada, and Mrs. Sharon Johnston, C.C.

Their Excellencies play a key role in promoting national identity by supporting and promoting Canadian values, diversity, inclusion, culture and heritage. As such, Their Excellencies are patrons of many community, charitable, military and cultural associations, as well as public service organizations, lending them vital support and recognition for their outstanding contributions to society.

*Photo: Sgt Serge Gouin, Rideau Hall © Her Majesty The Queen in Right of Canada represented by the Office of the Secretary to the Governor General, 2010.*





Photos: Zak Bennett, Ana Castañeda Cano, Frederic Courbet, Josh Estey, Josh Javellana, Maxime Michel, Michael Tsegaye, Christine Parsons, Tom Platzer





**care**®

Defending Dignity. Fighting Poverty.

**CARE Canada**

Suite 100  
9 Gurdwara Road  
Ottawa, ON, K2E 7X6 Canada

1-800-267-5232

[info@care.ca](mailto:info@care.ca)

[care.ca](http://care.ca)

[@carecanada](https://www.instagram.com/carecanada)

CARE Canada is a registered non-profit organization as per the Canada Corporations Act. Our Charity registration number: 11883 8333 RR0001