

A photograph of two women working in a field of green plants. The woman in the foreground is wearing a light blue shirt and a purple headwrap, smiling as she works. The woman in the background is wearing a dark brown headwrap and a dark shirt, also working. The field is filled with green plants, and there are trees in the background.

Spark potential

CARE CANADA ANNUAL REPORT 2018

A photograph of three women in traditional African clothing. The woman on the left wears a green headscarf and a patterned dress, smiling at the camera. The woman on the right wears a red headscarf and a red patterned dress, looking off to the side with a serious expression. A third woman in a purple patterned dress is partially visible in the background. Overlaid on the image is a graphic consisting of three concentric, hand-drawn style orange circles. Inside these circles, the text 'Bringing us together to end inequality' is written in a dark blue, serif font.

Bringing us
together to end
inequality

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Ripples of change

A LETTER FROM THE CEO AND BOARD CHAIR

Reflecting on the achievements of CARE in the last year is impossible without acknowledging all of you who came together to end inequality.

As individuals, we each possess the potential to do great things in the world. But as a collective, as a movement gathered together for the common purpose of ending inequality, the change we unleash ripples so much further.

Our report back to you this year follows the theme of potential - both our potential as individuals to create change, as well as our potential to come together and create waves of change that are impossible to stop.

For partnering with us, we are grateful

for efforts of the Government of Canada and UN agencies; we are thankful for the financial support and expertise of foundations, academic institutions and corporate partners; and we are inspired by contributions of our passionate donors, advocates, volunteers and staff, without whom our work simply would not be possible.

For women like Rana, who you'll read about later in this report, our collective effort underpins her tireless determination to lead a better life. We put women and girls in the centre because we know that we cannot overcome poverty until all people have equal rights and opportunities.

For those that we are partnering with for the first time - a new government

or a new organization - our collective efforts will expand the scale of learning about how to end inequality for good.

But as we seek to create change in the communities that we help, we know that we too must embrace changes in the way we work.

In 2017, CARE Canada launched its new strategic plan looking ahead to 2020. Our ambitions for greater organizational visibility, capacity and, ultimately, impact are outlined later in this report.

We will continue work that we know ends inequality: helping the most vulnerable prepare for and recover from emergencies; ensuring that women, girls and their communities can achieve their rights to earn and save, to access nutritious food and health; and by influencing those in power to reflect these changes in laws, policies and systems.

But we know we can't achieve these strategic objectives alone. We will look to you, our partners, to help guide us on this journey.

We are more committed than ever in engaging you in all that we do as Canadians - and as experts from around the world, in ending inequality.

Together, we are an unyielding ripple of change.

Thank you.



Gillian Barth

*President
and CEO*



Ken Sunkuist

*Chair of the
Board of Directors*

OUR IMPACT IN 2017-2018

CARE CANADA IS A PROUD MEMBER OF THE CARE INTERNATIONAL CONFEDERATION.

55

LAST YEAR, CARE HELPED 55.8 MILLION PEOPLE WITH PROJECTS AIMED AT ENDING INEQUALITY.

74% OF THESE PEOPLE WERE WOMEN AND GIRLS.

74

95

CARE WAS ACTIVE IN 95 COUNTRIES AROUND THE WORLD.

Map legend: Orange represents CARE member countries. Yellow represents countries where CARE runs poverty-fighting projects.

CARE CANADA LED PROJECTS



HUMANITARIAN ASSISTANCE

WE REACHED
1.1 MILLION PEOPLE
WITH LIFE-SAVING
HUMANITARIAN
ASSISTANCE.



GLOBAL HEALTH

WE REACHED 334,000
PEOPLE WITH SUPPORT
FOR WOMEN'S
RIGHTS TO SEXUAL,
REPRODUCTIVE AND
MATERNAL HEALTH.

WE REACHED 257,000
PEOPLE WITH SUPPORT
FOR WOMEN AND
GIRLS' RIGHTS TO A LIFE
FREE FROM VIOLENCE



FOOD AND NUTRITION

WE REACHED
1.9 MILLION PEOPLE
WITH BETTER ACCESS TO
FOOD AND NUTRITION,
AND WAYS TO COPE
WITH CLIMATE CHANGE.



ECONOMIC EMPOWERMENT

WE HELPED
624,000 WOMEN
AND GIRLS TO GAIN
BETTER ACCESS TO
AND CONTROL OF
ECONOMIC
RESOURCES.

In Syria, my husband and I were both lawyers.

We came to Jordan around four years ago, thinking we would stay for a month or two until things settled down.

The first year went by, so did the second and the third. Our savings were running low and I was afraid to face the community. I had never in my life received money without working hard to earn it.

One day my friend told me to come with her. CARE was selecting women to become part of a Women Leadership Council.

When we were interviewed at CARE, I remember I was so excited to have my voice go somewhere.

Now, I'm part of CARE's Women Leadership Councils. We work closely with women on things from literacy courses, gender-based violence awareness, to legal advice.

We also work with teenage girls to raise awareness on issues like early and forced child marriage. Right after the first meeting, girls started asking us for more sessions, more information, and more reasons why they shouldn't get married at an early age.

I felt I was able to make a change and was reminded of what I'm capable of. I'm still the lawyer that had an impact back in Syria.

Feeling helpless is a horrid feeling. I reached a point where I was about to give up, but coming to CARE has helped me get rid of all the negative feelings and start over as a strong woman.

Thanks to the support of the Government of Canada and our donors, CARE works in Jordan helping Syrian refugees to move forward with their lives, despite the challenges they face.



A new way of leading

RANA'S JOURNEY FROM CRISIS
BACK TO LEADERSHIP

Advocating for change

The women and girls we work with every day are changing their own futures.

*And your support helps remove barriers that stand in their way. **But how do we ensure those changes last?***

CARE creates lasting change by bringing people together to influence the systems that women, girls and their families live in - including the laws, policies and governments that affect their lives.

*Our policy and influence lead, **Shaughn McArthur**, highlights how CARE successfully advocated for women and girls in the last year.*



CHANGE 1: RECOGNIZING THE RIGHTS OF WOMEN IN CRISIS

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After CARE Canada and civil society partners advocated on this issue for several years, G7 development ministers adopted what came to be known as *the Whistler Declaration* in June 2018.

The statement outlines Canada's commitment to ensuring women and girls' rights and needs are no longer overlooked within the humanitarian system.

CHANGE 2: INCREASED PROTECTION FOR REFUGEES

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As hundreds of thousands fled violence in Myanmar in late 2017, CARE staff from Bangladesh and Myanmar met with government representatives, Canadian journalists, and UN Security Council officials to advocate for the rights of those seeking relief.

CARE Canada also held a roundtable discussion with advocates, civil society organizations and influential Canadians. Potential initiatives were shared through a CARE Canada press conference featuring, among others, Rohingya community members, Lloyd Axworthy and Canada's Special Envoy to Myanmar Bob Rae.

CHANGE 3: PROTECTING WOMEN IN THE WORKPLACE

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CARE Canada joined other CARE global members in calling for greater protections for workers and advocating for an International Labour Organization convention to end harassment and violence in the workplace.

As a result of CARE's advocacy work, G7 employment ministers agreed to promote tools to address violence and harassment in the workplace through the development of international standards under the International Labour Organization's leadership.



Growth through savings

HOW WOMEN COME
TOGETHER TO EARN
AND SAVE FOR A
BRIGHTER FUTURE

IN HER WORDS

My name is Ouattara Mariam. I am a mother of two girls and two boys. I live in Ivory Coast.

I used to sell vegetables, which didn't bring me much money. My husband has been sick for nine years now, leaving me alone to earn for the family.

One day, I spoke with a supervisor of a CARE-run village savings and loan group. He encouraged me to join, saying, "You will not regret this at all." And so I did.

After a few months, I got my first loan of 15,000 CFA (approximately \$34) with which I used to grow cassava.

Three months after the sale of my crop, I was able to repay the loan and started a second business selling wood, which now allows me to better meet the needs of my family.

All of CARE's projects unleash the power and potential of the women and girls that we work with.

In this instance, the POWER Africa project (otherwise known as *Promoting Economic Opportunities for Women's Empowerment in Rural Africa*) reached an astounding 750,000 people - mostly women and girls - in Ivory Coast, Burundi and Rwanda.

With the support of the MasterCard Foundation, the women and girls who participated in POWER Africa, joined savings groups that allowed them to save and pool their money, which they lent out to expand a business or buy needed food. Members also helped each other with business and marketing skills.

The Ivory Coast government is now working with CARE to study these results so that these ripples of change continue to grow.



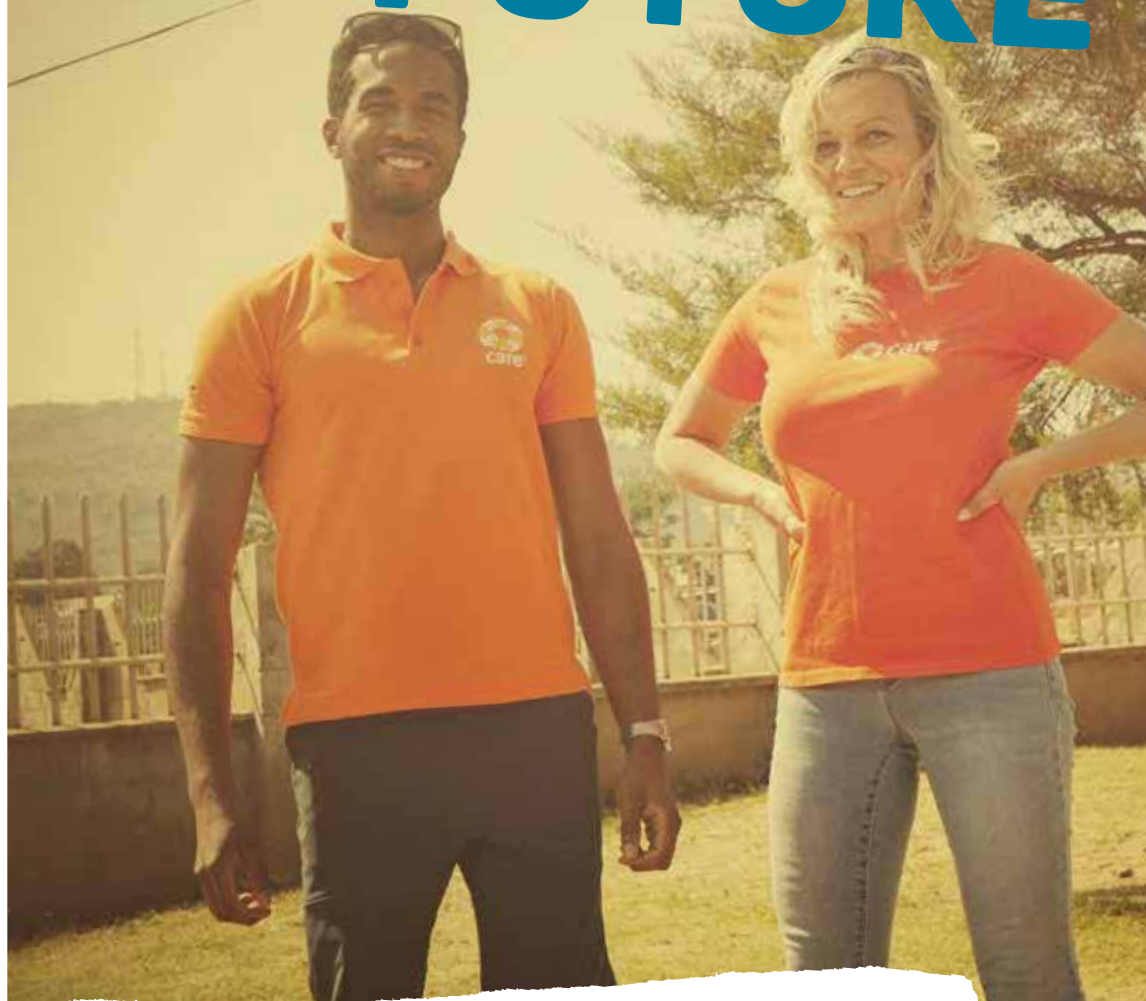
CARE Canada manages CARE's International's rapid emergency response team. This group of humanitarians lead aid efforts in a crisis, and help prepare for future disasters.

Last year, the 15-member team was deployed 35 times, supporting emergency responses in 17 countries.





FEED HER FUTURE



"I'm so excited to engage with Canadians about how nutrition affects women and girls here and in developing countries."

- Tanja Kisslinger, *Feed Her Future* campaign

#FEEDHERFUTURE: CARE CANADA'S EXCITING NEW PUBLIC ENGAGEMENT CAMPAIGN

How important is nutritious food to a woman or girl? Does it fill her belly? Does it fuel her children's growth? Or is it even more important than that?

In June 2018, CARE Canada launched *Feed Her Future*, a campaign to raise awareness and engage with Canadians about the importance of giving women and girls access to nutrition. [Nutrition programs based on women's rights can power progress for women and girls around the world.](#)

Feed Her Future highlights the work of the *Southern African Nutrition Initiative* - a partnership and project funded



by the Government of Canada and CARE. Over the past two years, CARE Canada and its project partners – Cuso International, the Interagency Coalition on AIDS and Development, and McGill University – have been working directly with communities in Malawi, Mozambique and Zambia to improve the nutrition of women and children.

The project is:

- Training and equipping community health workers
- Demonstrating healthy cooking and nutrition practices
- Improving water, hygiene and sanitation
- Promoting gender equality

Ending inequality requires recognition and respect for the rights of women and girls to access food.

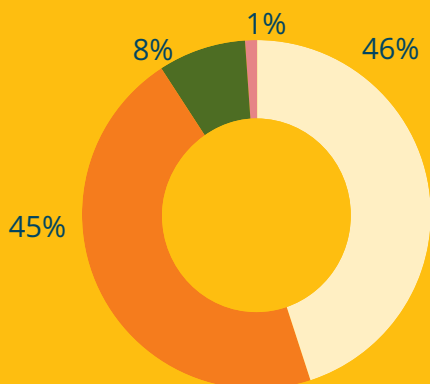
To find out all the ways you can get involved, check us out online:

 **Feed Her Future**
 **@FeedHerFuture**
feedherfuture.ca



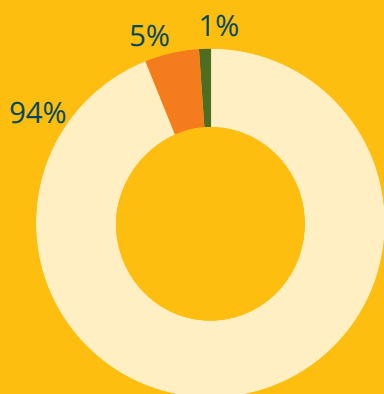
Finances

As of June 30, 2018



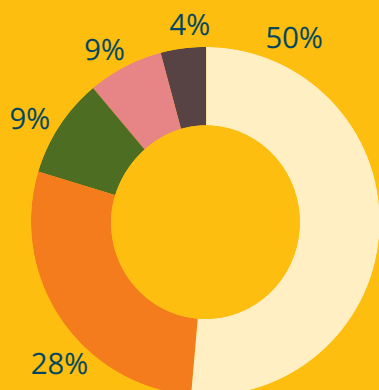
Where our money comes from

Canadian institutional donors **46%**
Global institutional donors **45%**
Public donations **8%**
Other **1%**



How our money is spent

Programs **94%**
Administration **5%**
Fundraising **1%**



How our international program dollars were spent

Humanitarian action **50%**
Food, nutrition & resilience to climate change **28%**
Women's economic empowerment **9%**
Sexual, reproductive & maternal health **4%**
Other **9%**

Summary of Audited Statement of Financial Position**(in thousands of dollars)*

	JUNE 30, 2018	JUNE 30, 2017
ASSETS		
Current Assets		
Cash and Cash Equivalents	36,480	42,514
Other Current Assets	9,642	10,387
	46,122	52,901
Capital and Other Long-Term Assets	4,047	4,144
Total Assets	50,169	57,045
LIABILITIES		
Current Liabilities		
Accounts Payable and Other Current Liabilities	8,860	7,574
Deferred Contributions	34,371	42,662
	43,231	50,236
Long-Term Liabilities	230	314
Total Liabilities	43,461	50,550
FUND BALANCES, END OF YEAR		
Annual Fund (Unrestricted)	3,075	2,825
Annual Fund (Invested in Capital Assets)	3,389	3,261
Externally Restricted - Venture and Emergency Fund	244	409
Total Fund Balances	6,708	6,495
Total Liabilities and Fund Balances	50,169	57,045

Summary of Audited Statement of Operations*

	2018	2017
REVENUE		
Fundraising	9,484	10,108
Canadian Funded	56,710	37,459
Globally Funded	24,039	30,831
CARE International Members	31,939	94,371
Interest and Other Income	1,489	2,062
Total Revenue	123,661	174,831
PROGRAM EXPENSES	115,897	167,403
SUPPORT SERVICES	7,551	7,248
Total Expenses	123,448	174,651
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	213	180
FUND BALANCES, BEGINNING OF YEAR	6,495	6,315
Fund Balances, End of Year	6,708	6,495

* This is a summary of the audited financial statements. Please refer to our website at www.care.ca for our complete set of audited financial statements, inclusive of notes.

Board of Directors

FOR THE PERIOD OF FISCAL YEAR 2018
(JULY 2017 UNTIL JUNE 2018)

Chair of the
Board of Directors
Ken Sunquist

Clarence Cheng
Catherine Clark
Paul Drager
Amy Jarek
Diane Joly *
Michael Kontak
Roger Larson
Susan MacLaurin
Shahid Minto
Sarosh Nanavati
Hilary Pearson
Douglas Stollery
Victor Thomas

** Retired from the Board in 2018*

Photos: Cover: Cynthia R Matonhodze/CARE; Inside cover: Ollivier Girard/CARE; Page 7: Sara Rashdan/CARE; Page 10: CARE Ivory Coast; Page 12: Kathleen Prior/CARE; Page 14 and 15: Joseph Truong/CARE; Page 19: Kathleen Prior/CARE; Page 21: EU/ECHO/Edward Echwalu



Where we're headed

FROM 2017 TO 2020

As our world changes, CARE continues to respond. And so, in 2017 we began heading down a new path, known internally as our new strategic plan.

Some things stay the same. We continue our ardent commitment to spearhead opportunities for Canadians of all walks of life - politicians, donors, advocates - to work together to end inequality.

Because we challenge inequality all over the world by listening to and working with local staff and communities, our global network of partners remains a vital strength.

Armed with a movement of supporters, our journey from 2017 to 2020 is driven by the following strategies:

Our impact – We will run programs that provide equal access to food and nutrition to men and women; help increase resilience to climate change for both men and women; consider how men and women experience a crisis differently.

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Our visibility – We will invite and engage more Canadians to join us in ending inequality.

.....

Our capacity – We will continue to draw and retain skilled, dedicated and highly-accountable staff.

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Our financial strength – We will strengthen our financial systems to be more robust, improve our risk management practices, and increase and expand our resource base so we can help more people.

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CARE CANADA

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CARE Canada charity registration number: 11883 8333 RR0001



**HUMANITARIAN
COALITION** 