

CARE CANADA ANNUAL REPORT 2010

CARE IN FOCUS



CARE CANADA IS A MEMBER OF CARE INTERNATIONAL, WHICH OPERATES IN OVER 70 COUNTRIES.



A Humanitarian Voice
in High Office
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Vision

We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security.

CARE Canada will be a global force and a partner of choice within a worldwide movement dedicated to ending poverty. We will be known everywhere for our unshakeable commitment to the dignity of people.

Mission

CARE Canada's mission is to serve individuals and families in the poorest communities of 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, and
- 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.

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CARE Canada is incorporated as a non-profit organization under Part II of the Canada Corporations Act and has been granted tax-exempt status by the Canada Revenue Agency.

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CARE IN FOCUS

Behind the headlines of effective emergency responses and community-led development projects is CARE Canada: the partner, the policy shaper, the advocate for disempowered people around the world.

At work in more than 70 countries, CARE Canada helps more than 59 million impoverished women, children and families fight poverty, overcome inequality and take control of their lives.



A COUNTRY IN CRISIS

HOW CARE CANADA IS HELPING THE PEOPLE OF HAITI

On January 12, 2010, the Earth in Haiti suddenly gave way.

A 7.0-magnitude quake killed more than 230,000 people and shattered the lives of countless more. Among the survivors, 1.6 million were left without homes, livelihoods or access to food, clean water and much-needed medical treatment.

Having lost thousands of vital people and key elements of national infrastructure, the government of Haiti appealed to the nations of the world for help. Canadians responded, opening their hearts to the people of Haiti and their wallets to the HUMANITARIAN COALITION—the unique partnership CARE Canada founded with Oxfam Canada, Oxfam-Québec and Save the Children Canada to respond to international humanitarian emergencies.

The power of partnership

As part of the coalition, CARE Canada joined forces with Oxfam Canada, Oxfam-Québec and Save the Children Canada to provide comprehensive coverage of the crisis and raise money for relief efforts at reduced cost.

Corporate allies such as eBay hosted banner advertisements for the HUMANITARIAN COALITION free of charge, and media partners such as CBC and CTV aired television spots and helped raise awareness through reports on the enormity of the emergency.

Canadians heard the HUMANITARIAN COALITION's message and embraced its cause. No longer required to choose between charity organizations with common goals, Canadians donated with confidence and generosity. Even people who had never made aid contributions previously were empowered to help.



Efficiency and experience

Strengthened by the support at home, CARE Canada deployed emergency experts to Port-au-Prince, as well as Léogâne and Carrefour, and began recruiting more than 230 local nurses, doctors, drivers, engineers, accountants, investigators, storekeepers, security guards, social workers and construction workers to give Haitians access to basic services and supplies.

Working tirelessly, the team provided more than 290,000 earthquake survivors with food, kitchen sets, water-purification packets and jerry cans for water, as well as blankets, mattresses and hygiene kits. The team built 140 showers, constructed 800 latrines and distributed 20,000 shelter-reinforcement kits.

The evolution of CARE's contribution

CARE Canada's immediate priority was to save lives. As the emergency response evolved into a recovery effort, however, the organization began to focus increasingly on improving people's quality of life—especially that of women and children.

Every night following the earthquake, dark streets, crowded camps and unprotected bathing and toilet areas left women and girls particularly vulnerable to harassment and sexual violence. CARE Canada built special shelters to give women and children a place to rebuild their lives, and established medical centres for pregnant women and others to receive psychosocial support and reproductive health services. CARE Canada also distributed spinach and okra seeds to more than 1,500 families, and helped nearly 1,000 women find financial security through cash-for-work programs.

Haiti now

CARE Canada continues to work helping Haiti's women and children regain hope for their future in a country still in crisis.

Open Text offers support to Haiti's earthquake survivors

With more than 3,800 employees in 113 countries, Open Text knows the impact of disasters firsthand.

"We work in communities around the world," says Tony Preston. "Just as importantly, we live in them, too. Whenever and wherever disaster strikes, it's always close to our home."

The earthquake in Haiti was no exception. In the days and weeks following the quake, Open Text employees sought a way to help the disaster's victims. They turned to CARE Canada to get their dollars where they needed to go.

"We looked for an organization we could trust," says Preston. "As a company, we want our employees to feel empowered to make a difference, not just at work, but in their communities and the wider world as well. We want to contribute as much as we can."

Open Text encourages workers to take time off to volunteer, and continues to raise money for disaster relief, as well for aid programs that focus on education and innovation, children and families, and the pressing needs of communities.



FOR THE SURVIVAL OF A SON

CARE CANADA PARTNERS WITH WOMEN IN AFGHANISTAN TO LOWER THE RATE OF MOTHER AND CHILD MORTALITY

Angela has borne 11 children. Yet only her six baby daughters have lived to be healthy, young children. Each of her five boys died within minutes of entering the world—a devastating recurrence that once confounded the family.

Now, Angela and her husband understand. They understand the need to allow time between pregnancies. They understand the value of proper nutrition and healthcare for childbearing women. They understand the importance of having a trained medical professional on hand in case of complications during birth.

The lessons of a community educator

Afghani, one of CARE Canada’s community-based educators, has taught Angela and her husband how to plan for—and raise—a healthy family. At first, the couple was skeptical of Afghani’s help. But Afghani was patient and perseverant. As a member of the family’s community, she understood Angela and Muhammad’s initial reluctance, and knew how to share vital healthcare information in a culturally appropriate way.

Afghani’s ‘magic book’—an electronic learning aid that encourages readers to touch on colourful pictures to hear information on specific topics—was the perfect tool. The book enabled Angela, though illiterate, to learn on her own and gain confidence with each new lesson explored.



The birth of a boy

Empowered and hopeful, Angela is now pregnant again—with a boy. Will this son survive? In a country with one of the world's highest mother-and-child mortality rates, nothing is guaranteed. Yet the family has every reason to be optimistic.

Angela had her family vaccinated and allowed herself time to rest and recover after her last pregnancy before trying to conceive again. She visits a medical centre for monthly checkups, trusts Afghani with her questions about the baby's development, and makes plans to deliver the boy in the hospital.

Angela is happy and healthy. With CARE Canada at her side, she senses her son will be too.

FACT FOR REFLECTION

More than three-quarters of maternal and infant deaths can be prevented by giving women access to proper health information and services.

In the 75 countries where 95 percent of maternal and child deaths occur, necessary health services can be provided for less than \$1.50 per person.

The trust of a nation. The ear of the world.

In June 2010, Prime Minister Stephen Harper acted on the trusted advice of CARE Canada and a partnership of recognized domestic and international organizations. He brought attention to the one in seven women who die in childbirth in impoverished nations, and called on fellow G8 countries to make firm monetary commitments to improve the health of mothers, newborns and infants around the world.

The leaders around the table applauded Mr. Harper's proposal. It was smart, strategic and achievable—the work of months of discussion between the Government of Canada and CARE Canada and the five other members of the Canadian Coalition for Maternal Newborn Child Health: Unicef, Plan, Save the Children, Results Canada and World Vision.

By the end of the summit, the G8 countries had committed \$5.3 billion in aid for maternal and child health services, and a new international priority was born.



A HUMANITARIAN VOICE IN HIGH OFFICE

**FORMER CARE CANADA WORKER
INSTALLED AS ALBERTA'S
LIEUTENANT GOVERNOR**

His Honour Colonel (Retired) The Honourable

Donald S. Ethell became Alberta's 17th Lieutenant Governor on May 11, 2010—roughly 15 years after he travelled to Kenya and Western Somalia with now-CARE Canada CEO, Kevin McCort. Chosen to be the Queen's representative for his service to Canada and commitment to the welfare of people in the world's most vulnerable nations, the former soldier was the example of honourable long before he was awarded the title.

Over the course of his 38-year career in the Canadian military, the Lieutenant Governor wore the blue beret of a peacekeeper in more than a dozen countries, including Cyprus, Egypt, Israel, Jordan, Lebanon, Syria, and the Balkans. While abroad, he negotiated the release and safe passage of prisoners of war in the Middle East, developed a deployment and operations plan for United Nations forces in Central America, and led a series of military missions that helped seal the sterling reputation of Canada's peacekeepers.

"My interest in international aid came part and parcel with my experience in the military," says His Honour Col. (Ret'd) the Hon. Donald Ethell. "I saw war. I saw suffering. I saw people who desperately needed help."



“People in war zones need organizations like CARE Canada. The world needs organizations like CARE Canada.”



Taking action

Following his retirement from the military in 1993, the Lieutenant Governor joined CARE Canada to help bring international attention to the humanitarian crisis in Somalia. Media opportunities in nearby Nairobi, however, were scarce. Not one to waste time, His Honour set about assessing and enhancing security at refugee camps in Dadaab, Kenya instead—safe havens that remain home to more than 160,000 men, women and children.

“I was impressed by what CARE Canada was able to do with so little,” says the Lieutenant Governor. “With the help of quick thinking and flexible decision-making, CARE secured food, stabilized camps and avoided interference by warlords. The organization was looked at with great admiration, and it was easy to see why.”

High praise

While Lieutenant Governor Ethell has stepped away from all of his volunteer commitments out of respect for the protocols of his new position, His Honour continues to speak of his experience in Africa and the importance of humanitarian aid. “People in war zones need organizations like CARE Canada. The world needs organizations like CARE Canada.”

Did you know...

...CARE Canada’s current Board of Directors includes seven recipients of the Order of Canada: Denis Desautels, Louise Fréchette, Paule Gauthier, the Hon. Aldéa Landry, the Hon. John Manley, Martha Piper, and Janice Gross Stein.



Message from the Chair

I am very pleased to report that 2009-2010 was yet another positive period of success for CARE Canada.

What I saw over this past year was a further strengthening of CARE Canada as an organization. I will leave it to others to cover the big program successes like the Haiti response and achievements on maternal health.

Financially CARE Canada has continued to grow and improve. New procedures and tools are aiding CARE's Corporate Services section in tracking expenditures, allowing for better and more precise budgeting and budget forecasting, making sure that all donor dollars are utilized in the most effective way possible for all our stakeholders. CARE Canada was able to further build its reserves, ensuring future fiscal stability.

CARE Canada continues to play a leadership role in the CARE International (CI) confederation. This past year I, President and CEO Kevin McCort, and other CARE Canada representatives attended CI meetings in Europe, Vietnam/Australia and Peru. Perhaps the most notable of these was that meeting in Europe where CI formally adopted the I Am Powerful campaign and its focus on women as the core focus of CARE's work around the world. Care Canada is committed to playing a major role within CI, and in furtherance of this objective I was fortunate to be unanimously elected by the CI Board as the Vice Chair of CI.

Of course one of the major contributors to CARE Canada's success is our Board of Directors. These individuals are themselves powerful agents of change who empower this organization to accomplish what it does. I want to thank all of our Board members for their hard work, and welcome the new members of our Board who joined during the year, Lorne Hepworth and Janet Yale. My deepest thanks goes to Patricia Close and Nizar Somji, who retired from CARE Canada's Board this year after committing years of invaluable service.

To give you a brief idea of how CARE Canada is governed: CARE Canada has a volunteer Board of Directors consisting of prominent and respected Canadians from a wide range of backgrounds. The full Board meets three times a year, and once in Executive Committee. Aligning with the key functions and priorities of the organization, the Board maintains five committees: International Programs, International Operations, Fundraising and Communications, Finance, Audit and Risk Management, and Governance, Nominations and Human Resources. These committees are very active, meeting at least quarterly (often by teleconference to remain cost-effective). Senior staff engage with Board and Committee members, greatly contributing to oversight and mutual accountability.

On behalf of the Board, I would like to recognize and offer our thanks for the tremendous efforts the staff of CARE Canada have made for the organization. From the senior management team to the field workers, the Board continues to be in awe at what they accomplish.

In conclusion, I would again invite you, whether through the Agent of Change Program, through legacy giving, or simply through a one-time donation, to become a partner with CARE Canada in fighting poverty and defending dignity by empowering those who are the most vulnerable, but also the most powerful agents of change: women and girls.

Paul Drager
Chair



Our Board of Directors

Chair

Paul Drager

Partner

*International Trade Law Department
Macleod Dixon LLP*

Co-Chair, International Programs Committee

Janice Gross Stein

Director

*Munk Centre for International Studies
University of Toronto*

Co-Chair, International Programs Committee

Louise Fréchette

Distinguished Fellow

*Centre for International Governance Innovation
Former Deputy Secretary General of the UN*

Chair, Finance, Audit and Risk Management Committee

Denis Durand

Senior Partner

Jarislowsky Fraser Ltd.

Chair, International Operations Committee

L. Denis Desautels

Corporate Director

Former Auditor General of Canada

Co-Chair, Fundraising and Communications Committee

Tony Miller

Managing Partner

ThunderHouse Canada

Co-Chair, Fundraising and Communications Committee

Laura A. Edwards

*Executive Director Advancement
York House School Vancouver*

Chair, Governance, Nominations and Human Resources Committee

Richard J. Mahoney

*Director, President and CEO
HousAll Systems Corp.*

Honourary Counsel

David W. Scott

Partner

Borden Ladner Gervais

Directors

Patricia Close

Distinguished Senior Fellow

Norman Paterson School

of International Affairs

Carleton University

Piers Cumberlege

Head of Partnership

World Economic Forum

Lorne Hepworth

President

CropLife Canada

Hon. Aldéa Landry

President

LANDAL Inc.

Former Deputy Premier

of New Brunswick

Hon. John P. Manley

President

Canadian Council of Chief Executives

Former Deputy Prime Minister

of Canada

Hon. Charles J. Mayer

Businessperson

Former Federal Minister of Agriculture

Dr. Martha C. Piper

Former President and Vice-Chancellor

University of British Columbia

Naju B. Shroff

Retired Partner

Arthur Anderson LLP

Susan Smith

Former Senior Vice President

RBC Royal Bank

Robert J. Tweedy

CEO

Useppa Holdings

Janet Yale

Executive Commissioner and CEO,

Scouts Canada

Executive Vice-President

and National Chair,

Telus Community Boards



Message from the President and CEO

It is quite often difficult to capture the essence of a whole year in just a few hundred words, or even in one Annual Report. As with every year, we try to capture in our report some of the highlights and events that made the year what it was. In this year's Report, with the theme "CARE in Focus", we want to show you a glimpse of those highlights and events, and of CARE's work in general, through photos and through the eyes of different people who have been a part of it all – our workers, beneficiaries, partners and donors.

There are a couple of key themes that emerge in looking back at this past year: increasing the accountability and transparency of our organization, and our ever-growing commitment to partnership, working with others to achieve our goals.

What I think most people will remember from this past year will be Haiti earthquake. Even the tsunami of 2004 could not compare for massive, concentrated destruction of a major population centre. CARE joined the world's humanitarian organizations in launching what will likely be one of history's largest relief and reconstruction efforts to date. The Haiti response is a prime example of CARE Canada's partnership efforts. Once again, CARE Canada joined forces with Oxfam Canada, Oxfam Quebec, PLAN and Save the Children Canada to launch a joint Humanitarian Coalition appeal. It has been far and away the most successful Coalition appeal to date, together raising over \$13 million and developing important new media partnerships such as CBC and eBay Canada. Throughout the response CARE has sought to keep our donors fully apprised on our work through newsletters, emails and web site updates, and consistent work with journalists to inform Canadians through the media.

This year saw a real testament to the value of partnership - the successful advocacy effort on maternal, newborn and child health leading up to and during the G8 Summit in June. CARE came together with other Canadian organizations—both international NGOs like Save the Children, World Vision and RESULTS, and domestic professional groups like the Society of Obstetricians and Gynecologists of Canada—to drive a carefully-coordinated advocacy strategy that not only convinced the Prime Minister of Canada to make maternal, newborn and child health the focus issue of the G8, but to back the words up with a solid commitment of \$2.85 billion over five years. It's proof that, working in partnership with others, CARE can positively influence policy in this country to more effectively fight poverty. Moving forward, as those funds are allocated we must now work together to ensure there is proper monitoring and reporting, both from government and from us NGOs, so Canadians know their tax dollars are being used in the best way possible to improve global maternal, newborn and child health.

International Women's Day has become the central event of CARE Canada's yearly calendar. This year saw our biggest effort yet for IWD. In cinemas across the country, thanks to our partnership with Empire Theatres, CARE screened the powerful and moving documentary film "Half the Sky Live", based on the book by renowned New York Times columnist Nicolas Kristof.

This year CARE Canada also launched its new monthly giving product "Agent of Change" (AoC). By its very name, AoC continues to advance our core belief that women are the key to fighting poverty—powerful agents of change within their families and communities. The Agent of Change program gives Canadians a chance to partner directly with these powerful women. The AoC program is off to a strong start and continues to grow with new Agents stepping up across the country. If you've joined already, thank you. If not, I strongly encourage you to look at what Agent of Change has to offer, and join us. You can find more information at the back of this report.



The 2009-2010 year was also one of forward thinking and goal setting. Together, senior management, the Board of Directors and other key stakeholders have been taking a 360 degree inventory of where we are, and where we need to be, to best meet our mandate in a changing world. The output will be a five-year strategic plan for fiscal years 2011-15, which will increase our focus on leveraging program impact, deepening engagements with beneficiary communities and building partnerships with Canadians in our work. There is an exciting road ahead, and I look forward to sharing details in next year's annual report.

As I've said, one of our goals at CARE Canada is to be a leader in accountability and transparency with our donors and partners. If you would like to know more about anything that appears in the Annual Report, or anything not covered here, do not hesitate to contact the staff at the CARE Canada office.

Here's looking forward to another great year fighting poverty and defending dignity by empowering women and girls, with you as our partner.

Kevin McCort
President and CEO

Our Partners

Globally, CARE Canada is a member of the CARE International federation, comprised of: CARE Australia, CARE Canada, CARE Denmark, CARE Germany-Luxembourg, CARE France, CARE Japan, CARE Netherlands, CARE Norway, CARE Austria, CARE Raks Thai, CARE UK and CARE USA. Affiliate members: CARE Peru, CARE India

CARE Canada is a major partner of the Canadian International Development Agency, receiving funding from its Canadian Partnership, Bilateral Programs and Multilateral Programs branches.

CARE Canada also partners with international donors including UN agencies such as the UNHCR, UNICEF and the World Food Program; and foreign aid agencies such as USAID, DFID (UK), ECHO (EU), and SIDA (Sweden).

Québec Corporate Council

The Québec Council is a group of dedicated professionals and businesspeople in Québec who support the activities and fundraising efforts of CARE Canada, with a particular goal of involving businesses and foundations.

President
Terry Soucy
*Investment Advisor
CIBC Wood Gundy*

Members
Amélie Cliche
*Director, media relations
TELUS*

Claude Duhamel
*President and CEO
Prospector Network Inc.*

Richard Giroux AdM.A, Pl.Fin
*Investment Advisor
Industrial Alliance Securities Inc.*

Jean Serge Grisé
*Director, Communications
and Public Affairs
Fondation Lucie et André Chagnon*

Marc Lachance
*Vice President
Adelson & Associés Inc. AAIC*

Jean Marcoux
*Executive Assistant to the President
Société des Casinos du Québec*



Our personnel

These are the people who worked for CARE Canada at any time during 2009-2010. Our thanks also go out to the many people, both in Canada and abroad, who have volunteered their time and abilities to support CARE.

OTTAWA

Executive Office

Belisle, Michel
Henri, Monique
Kaiman, Jennifer
McCort, Kevin
Smart, Pamela
Tavender, Tara

Fundraising & Communications

Armstrong, Erin
Backs, Gerald
Beavis, Todd
Bocking, Emily
Boubane, Marie-Hélène
Campbell, Amy
Chung, Edmund
Elie, Caroline
Green, Kieran
Gunn, Hana
Lanthier-Seymour, Andrea
Mutoni, Marcel
Nicol, Laura
Nicolini, Melissa
Rand, Jana
Scherling, Aline
Tassie, Rosemary

Thomas, Christopher
Trepanier Van Rens, Diane
Wilson, Sarah
Wong, Kathy

Corporate Services

Agharazi, Niloufar
Brunet, Christopher
Craig, Jamie
Dora, Priti
Gingras, Laura
Grenon, Suzanne
McCormick, Kimberly
McNeil, Dianne
Peake, Maria
Wolff, Brian

Human Resources & Knowledge Management

Ayre, Nick
Cornish, Madina
Fu, Tieming
Garcia, José
Gaumond, Jennifer
Guillaume, Yasmine
Kozub, Sylvia

O'Brien-James, Mara
Oram, John
Watkins, Melissa

International Operations

Barth, Gillian
Furany, Kadry
Ilieva, Emilia
Israel, Bedy
Kalumba, Fridah
Khalil, Muhammad
Kibui, Mwaura
Lataille, Susan
McRae, Alan

International Programs

Alba Corral, Santiago
Ambrose, Kaia
Bhuiyan, Jalal
Brochard, Patrick
Chiesa, Teresa
Cornish, Stephen
Correia, Nancy
Dazé, Angela
DeGuire, Lynda
Dumitru, Bogdan
Elmi, Mohamed

Iyengar, Ramanujam
Kifleyesus, Almaz
Lapierre, Alain
Machakaire, Victoria
Moyer, Nicolas
Nazaretyan, Aida
Nychyperovych, Tatyana
Ortega-Alarie, Gioconda
Paterson, Richard
Polzot, Christina Lynn
Rashid, Jawwad
Rost van Tonningen, Leslye
Saidou Kindo, Hadjia
Sandoval Rodriguez, Irene
Scharf, Tara
Saint-Mleux, Caroline
Tanner, Philip
Tremblay, Marie-Christine
Vijayasekaran, Kowshalya

MONTREAL

Bertrand, Marie-Eve
Yahchouchi, Joumana



OVERSEAS

More than 2500 people in the CARE Canada family work around the world to fight poverty and defend dignity. The majority of our staff are from the communities and countries in which they work, however these local staff are complemented by many international staff who are deployed to regions around the world. The following represents CARE Canada's international staff abroad during 2009-2010:

Afghanistan

Ahluwalia, Jasveen
Kiyonga, Peter

Chad

Attro, Kossia
Badaut, Laurent
Baron, Olivier
Bizimana, Richard
Bushiri Lukale, Adolf
Coulibaly, Jean-Paul
De Saba, Théophile
Diallo, Fily
Dupuis, Sylvie
Halassy, Andrew
Hammond, Francis
Harouna, Moustapha
Jaribu, Anastase
Kiboukiyoulou, Robert-
Morel
Kinyoma, Stéphanie
Lefcourt, Lucien
Nkurunziza, Prime
Nzau, Jean-José
Press, Sarah
Pugh, Daniel
Sautie Martinez, Ana
Sarr, Mohamed
Tabu, Gisèle
Uwumuremyi, Laurent
Zikahi, Charles

Cuba

Juneau, Marie-Caroline
Poussart, Caroline
Sullivan, John

Haiti

Larrass, Anne
Montpetit, Audrée

Honduras

Charpentier, Patrice
Lantagne, Serge

Indonesia

Bayombong, Teresa
Gurung, Yam
Khantadze, Mamuka

Kenya

Adams, Michael
Chang, Claudia May Lin
Feldmann, Juergen
Gwynne-Vaughan,
Stephen
McGurk, Gary
Stockman, Jane

Mozambique

Dufresne, Eve
Gardiner, Thomas
Mispelaar, Michael
Peham, Andreas

Nicaragua

Tremblay, Claude Joseph

Pakistan

Helal, Ahsan-ul-Haque

Rwanda

Aguga Acon, Judith

Senegal

Flament, Sandrine

Sri Lanka

Evans, Darren
Knoll, Nathan

Sudan

Matheka, Francis

Zambia

Fuhrer, Michael
O'Brien, Kathleen
Power, Steve
Schroll, Michael
Vander Vort, Mark

Zimbabwe

Al-Alawi, Nadia
Hoque, Mohammad
Enamul
Hunt, Mary
Ndungu, Patrick
Mathew, Brian George
Mirasano, Joseph
Ngai, Eliphaz Sekere
Owuor, Nicholas
Sanchez, Walter
Sherman, Carol Jane
Sibajene, Susan
Van Sice, Heather



Our Projects

CARE Canada partners with vulnerable communities around the world on local projects that meet the critical needs of impoverished men, women and children. While these projects are as diverse as the communities themselves, they can be grouped under five broad categories. Below are descriptions of these five categories, alongside examples of projects that were underway in 2009–2010.

Environment and Natural Resources

A community's livelihood and sustainability depend on the environment around it. For this reason, CARE runs projects that empower people to manage their natural resources, preserve and adapt to their local environment, and—ultimately—lift themselves out of poverty. Often, these projects include activities such as teaching sustainable agriculture, minimizing environmentally damaging practices, helping communities adapt to the effects of climate change, and managing and improving access to clean water and sanitation,

Integrated Management of Watersheds, Water Supply and Sanitation (PIMCHAS) — Nicaragua (photo 1)

In Nicaragua, 23 percent of people do not have reliable access to clean water. Fifteen percent do not have access to proper sanitation. The PIMCHAS project enhances the quality of life and economic wellbeing of people in the northern highlands the country by improving the management and use of water. Project activities to date include: the construction of water and sanitation systems; the development of a diploma degree that studies watershed management, water supplies and sanitation systems; the improvement of land-management practices and forest protection; the recovery of more than 1300 hectares of land; the construction of traditional ventilated latrines and ecological toilets; and the improvement of watersheds that support small and mid-sized farms.

Enterprise Development

Power over one's own financial resources and economic situation is the power to escape poverty—especially for women. CARE helps vulnerable communities gain that power by providing:

access to financial resources from small group savings and loans to microfinance options for small businesses; vocational and skills training to create opportunities; and support for budding entrepreneurs ready to start or expand their businesses.

Sustainable Access to Financial Services (SAFI) — Rwanda (photo 2)

Using CARE's pioneering Village Savings & Loans (VSL) method, the SAFI project aims to enhance the livelihood security and financial literacy of more than 100,000 Rwandans, 70 percent of whom are women. By 2012, CARE hopes that at least 30 percent of SAFI participants will graduate to relationships with formal micro-finance institutions that offer savings, credit, and insurance services. In addition to increasing economic security, these savings groups help women gain confidence and earn greater respect in their communities and households.

Health and HIV

Poor health conditions are both a cause and a symptom of poverty. Around the world, CARE works to: disseminate information on good health and hygiene practices, and refute misinformation and myths; increase access to health-care services; end dangerous traditional practices such as female genital mutilation; ensure families get proper nutrition; and fight the spread of diseases like HIV. CARE is especially focused on meeting the unique health needs of women, and places a growing emphasis on maternal and newborn health.

Moyo Wa Bana — Zambia (photo 3)

In Zambia, an estimated 119 out of every 1,000 children under the age of five years will die. The Moyo Wa Bana project aims to



strengthen the Zambian health system by building the capacity of local and regional health-management teams to identify, plan and manage child-health services; train health-care workers in the essential skills necessary to reduce deaths among children under five from malaria, diarrhea and pneumonia; and acquire the tools and medicines needed to treat children promptly and correctly. The project trains hundreds of people in rural and urban areas to act as Community Child Health Promoters and share knowledge about good health practices with their neighbours.

Humanitarian and Emergency Assistance

With a permanent presence in more than 70 countries, CARE is always one of the first on the ground after, and even during, major emergencies such as earthquakes, floods, droughts and conflicts. Common immediate relief activities include providing clean water, food, shelter and non-food relief supplies such as hygiene kits. When the immediate needs are met, CARE stays to help people rebuild their lives and livelihoods. Equally important, CARE helps communities become more resilient and prepared so they are able to weather future emergencies.

West Sumatran Earthquake — Indonesia (photo 4)

On September 30, 2009, a 7.9-magnitude earthquake struck just off the western shore of the Indonesian island of Sumatra. The quake caused massive devastation in the city of Padang and throughout the rural Periaman district, affecting more than 1.2 million people. Entire villages were wiped out by landslides. CARE began response activities immediately, reaching more than 40,000 people with relief supplies, including hygiene kits, shelter kits, safe-water systems and jerry cans for carrying clean water. CARE was the first agency to reach the most remote areas, some of which could only be accessed by motorcycle, or on foot.

Multi-sectoral Programs

The underlying causes of poverty are not simple, and they are always interlinked. Sometimes the best way to address those root causes is a holistic program that takes on many issues at once. These projects pull together issues of health, education, community-resource building, and women's empowerment into an overarching program that helps build the overall capacity of the community.

Local Initiatives for Tomorrow II (LIFT II) — Sri Lanka (photo 5)

Two decades of civil war have devastated impoverished communities in Sri Lanka. The LIFT II program works in three districts in North and East Sri Lanka to help community organizations advocate for poor and marginalized households, address discrimination and rights barriers, resolve conflict, improve livelihoods, strengthen local economies, and prepare for future emergencies. The project has been successful in establishing village-level Peace Building and Reconciliation Committees; as well as Village Emergency Preparedness Groups – who will implement emergency response actions in the event of a natural disaster or conflict. Savings groups have been organized and have received grants for poultry rearing, farming activities, or the purchase of livelihood tools (fishing nets, masonry tools, etc). A value Chain and Marketing strategy is being developed to link smallholder producers to markets. Most participants—in some areas more than 80 percent—are women.



Our Donors

We are grateful to all our donors for their commitment to CARE Canada and their support for the work we do around the world. Although we do not have the space to individually recognize every donor, the following people made a significant contribution (over \$1000) to help us fight poverty and defend dignity in 2009-2010. We would also like to thank the many people who organized their own events to raise money for CARE, and those who helped support our emergency relief work through the Humanitarian Coalition.

Mahmood Abbas
 Ian Affleck
 Grant Ailles
 Antoine Albert
 Laurette Angers
 Nancy L. Armstrong
 Louise Armstrong
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 Verna Aziz
 Sophie Babeux
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 Roslyn Home and School Association
 Sommerfeld Mennonite Church
 St-Laurent Academy
 United Way of Calgary and Area

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 United Way of Ottawa Carleton
 United Way of the Lower Mainland
 University of Saskatchewan

CARE Canada would also like to thank those who are helping us spread our message of hope and empowerment:

Astral Media
 Corus Entertainment Inc.
 CTVglobemedia
 Empire Theatres
 Heart and Business Journal for Women
 Hot 89.9 (NewCap Radio)

House and Home Media
 Metro Canada
 Moncton International Airport
 Outpost Magazine
 Reader's Digest Magazines Canada
 Rogers Publishing
 Sparks Production
 St. Joseph Media
 Transcontinental

Legacy Giving

Legacy giving is a meaningful way to support CARE's work whether through a bequest, a gift of life insurance, a charitable remainder trust, or a charitable gift annuity. By making a legacy gift to CARE, you help those in need around the world.

In 2009-2010, CARE Canada generously received bequests from the following estates:

The Estate of Kenneth Ian Birt
 The Estate of Albert Brown
 The Estate of Thomas Bocking
 The Estate of Klaus Buehrer
 The Estate of Barbara Cassidy
 The Estate of Antonio Courtemanche
 The Estate of Mary Wylie Cooke
 The Estate of Doreen Crook
 The Estate of Ruth Cruikshank
 The Estate of Charles Bernard Freyseng
 The Estate of Robert Dods
 The Estate of Mary Dillon
 The Estate of Marion Rose Duncanson
 The Estate of Lorna Irene Eggerston
 The Estate of Laurence Neal Gilbert
 The Estate of Samuel Reason Goodson

The Estate of Violetta Halpert
 The Estate of Lewis Wilkinson Hunter
 The Estate of Mary Christina Eileen Johnston
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 The Estate of Anne Hewitt Torrance
 The Estate of Helen Pauline Wattie
 The Estate of Lillian E. White

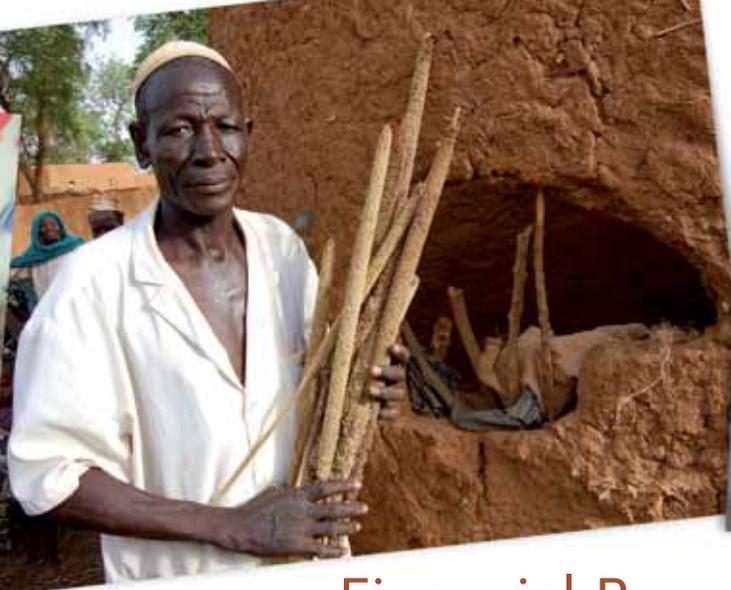
For more information about Leaving a Legacy please contact Jana L. Rand at 613. 228.5654 or jana.lee.rand@care.ca

Giving back

Freda von Gernet is giving back to CARE—literally. As a young girl in post-WWII Germany, she eagerly awaited the CARE packages her mother received to feed her family of seven children.

Now, Freda helps ensure that other hungry children have food, and that other scared women have support by making monthly donations to CARE Canada. "I send what I can share," she says. "So many people need the money more than I do, and CARE Canada is always the first ones there—just like it was for me."

With the inclusion of CARE Canada in her will, Freda will continue to give back long after she's gone.



Financial Reporting Responsibility

The accompanying financial statements of CARE Canada have been prepared by management in accordance with Canadian generally accepted accounting principles and contain certain items that reflect best estimates and judgment of management. The integrity and reliability of the data in these financial statements are management's responsibility. Management is responsible for ensuring that all information in the Annual Report is consistent with the financial statements.

In support of its responsibility for the integrity and reliability of these financial statements, and the accounting system from which they are derived, management has developed and maintains a system of internal controls to provide reasonable assurance that: transactions are properly authorized and recorded, financial information is reliable, assets are safeguarded, liabilities recognized, and operations are carried out effectively.

The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and internal controls and exercises this responsibility through the Finance, Audit and Risk Management Committee of the Board. The Finance, Audit and Risk Management Committee is composed of members who are neither officers nor employees of CARE Canada, and who are financially literate. The Finance, Audit and Risk Management Committee is therefore qualified to review CARE Canada's annual financial statements and recommend their approval by the Directors of the Organization. The Finance, Audit and Risk Management Committee meets with management and CARE Canada's external auditors, and recommends to the Directors of the Organization the appointment or reappointment of external auditors. The Finance, Audit and Risk Management Committee has established processes to evaluate the independence of CARE Canada's external auditors and reviews all services provided by these professionals. The Finance, Audit and Risk Management Committee has a duty to review the adoption of, and changes in, accounting principles and procedures that have a material effect on the financial statements, and assess key management judgments and estimates material to the reported financial information.

These financial statements have been audited by CARE Canada's external auditors, Deloitte & Touche LLP, and their report is presented herein. The external auditors have full and unrestricted access to the Finance, Audit and Risk Management Committee to discuss their audit and related findings. The full financial statements can be found on CARE Canada's web site: www.care.ca

Kevin McCort
President and CEO

Jamie Craig
*VP Corporate Services
and Chief Financial Officer*



Auditors' Report on Summarized Financial Statements

To the Directors of
CARE Canada

The accompanying summarized statement of financial position and summarized statement of operations and changes in fund balances are derived from the complete financial statements of CARE Canada as at June 30, 2010 and for the year then ended on which we expressed an opinion without reservation in our report dated September 3, 2010. The fair summarization of the complete financial statements is the responsibility of the management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Deloitte & Touche LLP

*Chartered Accountants
Licensed Public Accountants*

Ottawa, Ontario
September 3, 2010

Statement of Financial Position

as at June 30, 2010

	Venture and Emergency Fund	Annual Fund	Total 2010	Total 2009
CURRENT ASSETS				
Cash and cash equivalents	\$ -	\$ 22,622,708	\$ 22,622,708	\$ 26,110,775
Amounts receivable	-	7,085,431	7,085,431	6,550,373
Contributions receivable from donors	-	6,476,874	6,476,874	10,104,120
Prepaid expenses	-	440,772	440,772	406,065
	-	36,625,785	36,625,785	43,171,333
RESTRICTED INVESTMENTS	-	229,794	229,794	229,794
LONG-TERM INVESTMENTS	652,944	28,282	681,226	678,387
CAPITAL ASSETS	-	4,061,477	4,061,477	4,358,570
	\$ 652,944	\$ 40,945,338	\$ 41,598,282	\$ 48,438,084
CURRENT LIABILITIES				
Inter-fund balance	\$ 46,088	\$ (46,088)	\$ -	\$ -
Accounts payable and accrued liabilities	-	8,291,804	8,291,804	11,820,195
Deferred contributions	-	25,471,211	25,471,211	29,713,898
Current portion of long-term debt	-	173,507	173,507	164,584
	46,088	33,890,434	33,936,522	41,698,677
LONG-TERM DEBT	-	1,595,206	1,595,206	1,768,713
DEFERRED CONTRIBUTIONS	-	229,794	229,794	229,794
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS	-	247,940	247,940	293,020
	46,088	35,963,374	36,009,462	43,990,204
FUND BALANCES				
Annual fund - Unrestricted	-	2,937,140	2,937,140	1,813,235
Annual Fund - Invested in capital assets	-	2,044,824	2,044,824	2,132,253
Externally Restricted - Venture and Emergency Fund	606,856	-	606,856	502,392
	606,856	4,981,964	5,588,820	4,447,880
	\$ 652,944	\$ 40,945,338	\$ 41,598,282	\$ 48,438,084

Notes to the financial statements are available on CARE Canada website at www.care.ca

On behalf of the board

Paul Drager
Chair

Denis Durand
Chair, Finance, Audit and
Risk Management Committee

Statement of Operations and Changes in Fund Balances

year ended June 30, 2010

	Venture and Emergency Fund	Annual Fund	Total 2010	Total 2009
Support and revenue				
Donations				
Unrestricted	\$ -	\$ 5,366,902	\$ 5,366,902	\$ 5,838,890
Restricted	349,747	2,185,362	2,535,109	1,638,472
Canadian Funded	-	30,120,006	30,120,006	25,924,825
Globally Funded	-	50,589,643	50,589,643	66,839,684
CARE International Members	-	49,125,465	49,125,465	73,586,889
Interest and investment income	51,591	96,456	148,047	226,291
Amortization of deferred contributions related to capital assets	-	45,080	45,080	45,080
Miscellaneous	-	1,737,652	1,737,652	1,348,613
	401,338	139,266,566	139,667,904	175,448,744
Expenses				
Programme activities (Schedule)				
Humanitarian and Emergency Assistance	1,114	74,715,255	74,716,369	116,084,926
Environment and Natural Resource Management	-	16,036,491	16,036,491	13,847,455
Health and HIV	-	17,019,456	17,019,456	13,056,402
Multi- sectoral Integrated Programs	-	11,573,724	11,573,724	14,126,986
Enterprise Development	-	9,598,044	9,598,044	8,877,791
Country Office Management	-	997,810	997,810	722,352
International Programmes	-	851,569	851,569	821,031
Care Enterprise Partners	-	-	-	38,503
Foreign exchange losses	-	247,094	247,094	112,278
	1,114	131,039,443	131,040,557	167,687,724
Support services				
Management and general	-	2,989,209	2,989,209	2,787,912
Fundraising, public and donor relations	-	4,024,177	4,024,177	3,536,792
Membership in CARE International	295,760	177,261	473,021	502,609
	295,760	7,190,647	7,486,407	6,827,313
Total expenses	296,874	138,230,090	138,526,964	174,515,037
EXCESS OF REVENUE OVER EXPENSES	104,464	1,036,476	1,140,940	933,707
FUND BALANCE, BEGINNING OF YEAR	502,392	3,945,488	4,447,880	3,514,173
FUND BALANCE, END OF YEAR	\$ 606,856	\$ 4,981,964	\$ 5,588,820	\$ 4,447,880

Notes to the financial statements are available on CARE Canada website at www.care.ca

Program Activities According to Sectors

year ended June 30, 2010

	Humanitarian and Emergency Assistance	Environment and Natural Resource Management	Health and HIV	Multi-Sectoral Integrated Programs	Enterprise Development	Total 2010	Total 2009
Advocacy	\$ 153,138	\$ –	\$ –	\$ 217,992	\$ 983,004	\$ 1,354,134	\$ 1,694,308
Agriculture and Natural Resources	2,389,359	5,927,687	142,692	156,596	1,069,756	9,686,090	6,781,442
Child Health	21,739	–	3,309,744	–	–	3,331,483	3,737,931
Education	159,062	–	102,015	1,490,778	2,011,719	3,763,574	5,523,213
Infrastructure	7,170,096	–	–	26,404	–	7,196,500	9,065,754
Integrated and Other Health	2,084,436	–	5,226,976	103,698	–	7,415,110	7,239,556
Multi-Sector projects	81,444	–	–	613,760	1,120,669	1,815,873	5,328,344
Nutritional Support	48,127,814	947,076	185,954	153,588	535	49,414,967	83,335,115
Other	10,637,384	1,083,379	906,010	8,412,217	942,812	21,981,802	22,403,656
Program Management	–	–	–	313,983	35,502	349,485	921,173
Reproductive Health	139,911	–	3,312,050	–	–	3,451,961	2,219,960
Small Economic Activity Development	5,146	2,535,865	140,938	65,976	3,434,047	6,181,972	5,328,515
Support	–	–	–	18,732	–	18,732	–
Water Supply and Sanitation	3,746,840	5,542,484	3,693,077	–	–	12,982,401	12,414,593
	\$ 74,716,369	\$ 16,036,491	\$ 17,019,456	\$ 11,573,724	\$ 9,598,044	\$ 128,944,084	\$ 165,993,560

Notes to the financial statements are available on CARE Canada website at www.care.ca



HASIN JEHAN'S STORY

MORE THAN 550 MILLION WOMEN AROUND

the world cannot read or write. Ten-year-old Hasin Jehan is not one of them—not any more. She excitedly started school this year at the encouragement of a teacher at CARE Canada's UDAAN Accelerated Learning Camp, an alternative learning centre for girls who were unable to attend school at an early age.

With the teacher's support, Hasin has mastered reading and arithmetic, along with several other skills that will help her raise the income of her family, and think critically about social issues in her community.

Hasin's father, once skeptical about the importance of girls' education, visits his daughter proudly at school every Sunday. He relishes Hasin's accomplishments, encourages her studies, and is as excited as she is about her future.

**IMPOVERISHED WOMEN CONFRONT
HUMANITY'S MOST SEVERE HARDSHIPS,
DAY IN AND DAY OUT.
STAND WITH THEM.**

BE AN AGENT OF CHANGE

IMPOVERISHED WOMEN ARE CARE CANADA'S STRONGEST ALLIES IN THE FIGHT TO END POVERTY. Their dreams of brighter futures for themselves and their families are the foundations for health, peace and prosperity not only in the home, but also in the larger community. Indeed, these are the people leading the charge for change.

Yet the obstacles impoverished women face seem almost insurmountable at times. Discrimination and suppression, indifference and ignorance—these women confront humanity's most severe hardships, day in and day out.

Stand with them. For only \$1 a day, you can empower a woman to succeed. You can provide food, shelter, clean water, education and healthcare—everything she needs to live, learn, earn and battle injustice.

Equally important, you can provide moral support. As an Agent of Change, you will have the opportunity to sign a partnership message card for her to keep as a constant reminder of the champion who is rallying for her thousands of miles away.

Join the partnership. Help empower women around the world. Become an Agent of Change. Visit www.care.ca to learn how

Become an Agent of Change today and receive:

- A welcome kit that includes an introduction to a woman benefiting from your support and a postcard you can use to write a message of encouragement and send to a woman you have empowered with your donations.
- A twice-yearly empowerment progress report that updates you on the ways in which your ongoing compassion is making a positive difference.
- Opportunities throughout the year to send messages to women, girls and their families around the world that you have helped empower.
- First access to special offers from CARE's supporting partners.

Are you interested in supporting CARE?

CARE is committed to being accountable and transparent to our supporters. We are effective and successful because our efforts ensure our work in every neighbourhood addresses the most critical needs of each community.

How to Support CARE

There are several ways to support CARE. You can donate by cheque or money order, or make a credit-card donation using your VISA, American Express or MasterCard. You can also support our work through convenient, automatic monthly withdrawals from your bank account or credit card, bequests, gifts of stock, life-insurance donations and annuities. Donations can also be made securely over the Internet at www.care.ca.

You can hold your own fundraising event for CARE. For more details visit care.ca/events

Support CARE and have the adventure of a lifetime. Participate in our annual Kilimanjaro climb: www.climbforcare.ca

For more details on any of these options, contact CARE Canada's donor relations team at 1-800-267-5232.

Cash donations can also be made to CARE Canada through the online and telephone systems of Canada's major banks: Bank of Montreal, Caisse Populaire, CIBC, National Bank of Canada, Royal Bank of Canada, Scotiabank and TD Canada Trust.

All donations to CARE Canada are eligible for tax credit under the registration number I1883 8333 RR0001.



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