



Perseverance

CARE Canada Annual Report

2021



From the CEO

This has been a year of challenge and change—for CARE Canada, for CARE as a confederation, for our country, and for the world. We all faced, grappled with, addressed, and worked to mitigate the impacts of the COVID-19 pandemic, as both a health crisis and a socioeconomic one.



Barbara Grantham
President and CEO

COVID-19 impacted our work at CARE Canada in every way—in how we work together, how we make decisions, how we plan and execute our programs, and in how we engage with our partners and our stakeholders. It has affected and challenged each of us—as individuals, as teams, as a community of staff and volunteers who believe in a better world.

As the President and CEO of CARE Canada, the past year has been a call to action. A cause to challenge the status quo. It was a moment of purpose and passion. One of conviction and community. One of questioning and of renewing our collective quest to do better—by CARE and our mission, by this team, and by our role as citizens.

2021 is leaving us in a more unequal and politically unstable world. Gender inequality and injustice are a profound consequence of this global crisis. With this in mind, we consulted at length to arrive at a focused and ambitious

strategic plan to unlock women's leadership for a gender-just future. Our roadmap will help us support women, girls, and non-binary individuals who have been disproportionately impacted by the pandemic. We are bringing a bolder voice to the Canadian public discourse and finding new ways for Canadians to invest in our mission and our work.

CARE is transforming into a diverse, equitable, and inclusive organization that is digitally optimized and attracts skilled talent to unlock her leadership for a gender-just recovery because the world is better when she leads too.

Over the past year, we have been so fortunate to have this important work supported by a new generation of governance leadership at CARE Canada as well as many new Directors have joined with energy, innovative ideas, and passion for our mission. Their confidence in our work and the team inspires us all.

I am particularly grateful to Victor Thomas, our Board Chair, for serving as 'captain' of this organization. As CEO, I appreciate Victor's leadership, generosity, and guidance through our organizational evolution.

To all our supporters who have stood by us and joined us through this time when the world called us to act, we are eternally grateful and inspired by your generosity.

Thank you for your belief in our mission and purpose. We are living through the challenge of our generation—maybe of this century. This moment calls on all of us to act.

We are so fortunate that you, along with thousands of others, are answering that call.

From the Chair

Today, we are reflecting upon the year that concluded in June 2021—just after CARE celebrated its 75th anniversary.

The pandemic may have prevented us from marking the occasion properly, but it gave us the opportunity to pause and reflect on our accomplishments to date and on the organization we want to be—and what the world needs us to be—for the next 75 years.



Victor Thomas
Chair of the Board of Directors

Considering the magnitude of the COVID-19 pandemic, the climate crisis, and growing inequalities in the world, our work has never been more important. CARE responds quickly to crises around the globe—working to reduce further marginalization of vulnerable communities and to retain decades of gains in women's rights and empowerment. We owe it to women and girls everywhere to uphold this mission and persevere.

It has been an honour and a privilege to assume the role of Board Chair at such an important time. I want to offer my deepest thanks to our Board of Directors, both present and past, for your remarkable contributions; to donors, funders, and supporters, for your steady, loyal, and generous willingness to invest in our mission; and to our staff, here in Canada and around the globe, for your passion and resilience.

Our remarkable team makes CARE one of Canada's foremost and trusted humanitarian organizations and programmatic partners, known for its commitment to excellence and accountability. We intend to leverage that success for more profound and far-ranging impact in the years to come.

This ambition led us to our exemplary leader Barbara Grantham, our new President and Chief Executive Officer who joined in April 2020, just as the pandemic took hold. With her vision and steadfast guidance, we started building new, comprehensive processes including a new strategic plan that will drive transformational change, focusing our work on the most vulnerable populations around the world.

In December 2020 CARE Canada's strategic plan, *From Caring Comes Courage* was approved by the Board.

Our overarching goal: To unlock her leadership for a gender-just recovery around the world by investing Canadian resources in her safety, her leadership, and her livelihood. This new direction sets our course—our goals, priorities, and actions—for the coming years.

To work collaboratively with communities around the world and to create a meaningful and sustainable difference, we are embracing change in the way we work. We know we cannot achieve these strategic objectives alone. We will look to all supporters, decision-makers, advocates, and partners to help guide us on this journey.

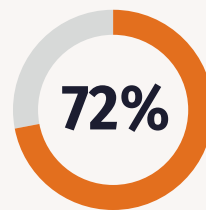
The time for change is now.

CARE Canada by the numbers

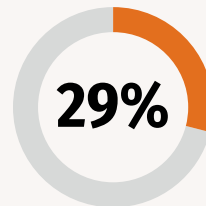
1,367,748

direct participants

project participants who are directly involved in project activities and receive support and resources from CARE Canada



are women and girls



are men and boys

456,475

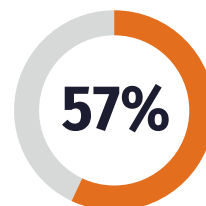
people reached through tailored programming, to enhance gender equality by working towards eliminating gender-based violence, and increased women and girls' voice, leadership, and education

463,480

disaster or crisis-affected people supported through humanitarian response projects

Top 3 countries

These countries account for more than 57% of direct participants reached in FY21 (Financial Year 2021)



CARE Canada by the numbers

650,186

people reached to support women's right to health, including women's right to sexual, reproductive, maternal, and nutritional health through both development and humanitarian programming



86% were women



92

staff



43

projects and initiatives



30

countries around the world



Countries around the world contributing to saving lives, defeating poverty, and achieving social justice



New Direction

COVID-19 continues to have profound and wide-reaching implications around the world. At the end of 2021, injustice and inequality remain as prevalent as ever, and in many cases have worsened. Women, girls, and non-binary individuals have been disproportionately affected by the convergence of the pandemic, global conflict, and the impacts of climate change. Steps forward in the name of gender equality have even been reversed in some cases. It is within this context that

CARE Canada's goal of unlocking her leadership for a gender-just recovery is more crucial than ever. We will combine all our resources, talent, and commitment to invest in women's leadership and build a better world for us all.

CARE Canada's new Strategic Plan (2021-2024) focuses our programming efforts under the umbrella of women's leadership in three key areas: women's health, safety, and livelihoods.

*Women's group leading change in the Omugo refugee settlement in Uganda, supported through CARE's Women Lead in Emergencies initiative.
Ekinu Robert/CARE*

Her Safety

THE PROJECT

Addressing Gender-Based Violence (GBV) and Sexual and Reproductive Health and Rights (SRHR) Challenges in Northeast Nigeria in West Africa

Overview:

The project focused on strengthening the local health system. Services like mobile clinics, house visits, and training supported internally displaced populations and local communities in the Nigerian cities of Bama and Dikwa in receiving more equitable access to Sexual and Reproductive Health and Rights (SRHR) and Gender-Based Violence (GBV) services. The project reached a total of 51,501 individuals over two years.

Goals:

The main goals of 'Addressing GBV & SRHR Challenges in Northeast Nigeria' are to increase active participation by community members and to provide access to critical protection services, including GBV and SRHR services.



Activities:

Training: Health service providers were coached on SRHR services and GBV response and equipped with lifesaving equipment for existing local health facilities. Training topics included family planning and post-abortion care, clinical management of rape, basic emergency obstetrics, and newborn care. Additionally, 60 community volunteers were trained on SRHR and GBV services.

Community Services: Over the course of the project, eight mobile health clinics were established to provide broader access to health services. To ensure a mobile service that is safe and secure for vulnerable women and girls, functional safe spaces were established to provide targeted psychosocial support for GBV survivors. More than 5,000 dignity kits were also distributed to provide essential products like bathing soap, sponges, dental supplies, sanitary packages, clothing, and cooking utensils.

Awareness: To raise awareness and reach local communities on a wide range of topics around SRHR and COVID-19 prevention, CARE staff used local radio stations to broadcast jingles and question and answer sessions.

51,501
individuals supported

19,937 women | 12,002 men
11,256 girls | 8,306 boys

2,851

women and girls have experienced, or are at risk of, any form of Sexual Gender-Based Violence (SGBV) and received related services in the last 12 months

5,610

dignity kits were distributed to vulnerable women and girls.

60% over the target

Her Health

THE PROJECT

SANI (Southern African Nutrition Initiative) Malawi, Mozambique, and Zambia

Overview:

In its fifth year, the Southern African Nutrition Initiative (SANI) addressed undernutrition in women of reproductive age (15-49), and children under 5 in the three southeastern African countries of Malawi, Mozambique, and Zambia. SANI received further funding to ensure positive gains in nutrition status, food security, and gender equality, pre-COVID-19 were not lost and that it could address the profound implications of the pandemic.

Goals:

The added funding aimed to address the impact of COVID-19 on project participants and ensured the continued progress of the project activities. The main outcome of the SANI extension centred around the improved capacity of health centres and health care workers to prevent and respond to COVID-19 by providing communities with evidence-based information on the virus and training in safe hygiene and sanitation practices.



Activities across countries:

Training: Training was provided to health care staff and influential community leaders to address malnutrition. Services to respond and prevent gender-based violence were established or strengthened, and education on nutrition was provided. Health centres received lifesaving hygiene and sanitation supplies and protective equipment where possible. The project saw a significant increase in women breastfeeding exclusively and improved malnutrition. There was also an increase of women decision-makers on a governmental level surrounding policies around nutrition strategies and action plans.

COVID-19 Response: SANI's COVID-19 response focused on increasing the capacity of health care centres, health workers, and communities to prevent and respond to the pandemic. Preventative protocols were put in place, isolation centres were supplied, and project activities adjusted to adhere to government public health restrictions, allowing project activities to continue and minimizing risk to staff and program participants.

Community Awareness: An important component of the SANI project was to raise public awareness of COVID-19 and its prevention. Locally, loudspeakers mounted on cars were used to distribute messages to communities and hold awareness sessions. Prevention sessions also took place regarding proper mask use, washing with soap, nutrition, gender equality, and prevention of gender-based violence. Additionally, mobile messaging and print materials helped improve access to essential hygiene and sanitation supplies and informed community members about COVID-19 and how it affects women and girls disproportionately.

83,062
individuals
supported in
Financial Year 2021

46,498 women | 36,564 men

82%
of women exclusively
breastfed

10% over the target

351
Community-based
Health Workers were
trained on COVID-19
prevention

Her Health

THE PROJECT

ENSEMBLE (Partnership for Her Voice, Her Choice), Côte d'Ivoire

Overview:

ENSEMBLE is an ongoing project improving access to sexual and reproductive health and rights (SRHR) and services for women and adolescent girls, including those with disabilities, in Côte d'Ivoire, which is in French-speaking West Africa. In this region, every day about 460 women die because of complications related to pregnancy or childbirth.

Goals:

The project provides training and empowers women and adolescent girls to counteract health risks, social norms, and stigmatization. ENSEMBLE is using the Social Analysis and Action (SAA) approach, CARE's signature approach that allows individuals to challenge existing gender norms and encourages them to occupy positions of political or social power. Through this approach, individuals explore and challenge the social norms, beliefs, and practices that shape their lives and health.



Activities:

Training: The ENSEMBLE project provides comprehensive sexuality education to adolescents focusing on their specific needs. Some youth participated in an extensive sexuality and SRHR education program covering consent, mutual understanding, and respect. The program also reviewed puberty and reproduction, family planning and contraception for adolescents, sexual violence, early and forced marriage, and beliefs and attitudes supporting traditional practices against SRHR. Additionally, ENSEMBLE prioritized the SRHR training of community health workers.

Community: ENSEMBLE is committed to empowering project participants to be involved in the changes they would like to see. Women, girls, men, boys, community leaders, and local authorities participate in workshops to challenge social norms, beliefs, and practices that shape their lives. During workshops, a behaviour change strategy was developed by participants to help guide actions and activities. Community agents were mobilized and received work kits with training materials to facilitate similar workshops with their peers.

Illustrator: My Tien Pham



40

peer-educators were trained to facilitate SRHR educational talks with adolescents

50

health workers were trained on sexual and reproductive health and rights for adolescents

19 women | 31 men

20 female and 20 male community health workers participating in community activities

Her Livelihood

THE PROJECT

OBADER (Women and Youth Entrepreneurs Leading Change), West Bank and Gaza

Overview:

This ongoing project enhances and increases the economic prosperity and empowerment of low-income women, youth entrepreneurs, and employees living in the central and south regions of West Bank and Gaza. OBADER was partially affected by COVID-19 as in-person contact was limited, government guidelines had to be followed, and many businesses lacked essential materials and tools.

Goals:

The goals of OBADER centre around gender-specific barriers to economic empowerment and prosperity, including structural and social barriers to entrepreneurship for women and youth. Additionally, the project worked with women entrepreneurs so they could successfully establish, sustain, and grow green (environmentally sustainable) businesses in embroidery/handicrafts, food processing/agribusiness, or other enterprises women in this area are not traditionally part of (e.g. car mechanic).

Activities:

Training: Partnering with local educational institutions helped project participants overcome barriers like access to market information and product design and development services. Dar AlKalima college, for example, established a program tailored to suit women entrepreneurs' training needs. Participants showed improved marketing and selling strategies which supported their overall success. It also provided women and youth entrepreneurs with better access to services addressing the unique needs of women and youth and further increased their business opportunities.

Training also focused on enhancing environmentally friendly business practices. Women entrepreneurs reported reduced consumption of power, water, and paper. This in turn reduced businesses' operational expenditures and emissions that are harmful to the environment. Mentoring and coaching services for project participants also contributed to a significant increase in household income.

COVID-19: The project provided raw materials for women and youth small businesses, as well as tools to help their businesses survive during COVID-19 and accelerated their recovery process.

Community: An essential component of the project was to increase public awareness of women's economic rights and access to resources. Through several awareness sessions, the project engaged influential youth and women's rights allies, targeting mainly university students as agents of social change.

80,993
individuals
supported in
Financial Year 2021

47,091 women | 33,902 men

87%
of targeted women in West Bank and Gaza reported that they have been able to improve their communication skills, enabling them to establish business relations with suppliers and market their products

1,883 NIS
(Israeli New Shekel)
average increase
in monthly sales
by women



Inas Shik / CARE West Bank and Gaza

IN HER WORDS

"The training I received through OBADER made me question and face a lot of negative social norms around me that hindered the development of my business. Through OBADER capacity-building training sessions and business development packages, I learned from fellow [women] entrepreneurs and was able to grow my business. I have succeeded in expanding my business by displaying and marketing my products in my own store and at other selling points that increase my income and customers."

- Hadeel Izaiza

Her Livelihood

THE PROJECT

WESE (Women's Empowerment through Sustainable Entrepreneurship), Morocco

Overview:

Now in its third year, WESE works with marginalized low-income rural women and their existing small businesses, and already established rural women's cooperatives in Morocco. Based on surveys from previous CARE projects in the area, women seem interested in starting businesses or strengthening their existing businesses or cooperatives, but they face challenges getting started. Women often have little or no access to the formal financial or business sector, and lack technical and business capacity and market-oriented skills, which are hard to overcome. These barriers to women's economic empowerment stem from broad and deep-rooted cultural norms that restrict their power to act and make decisions independently.

Goals:

WESE is increasing rural women's full participation and autonomy in the economy by improving their agency, technical, and business management skills. The project works to increase and improve access to existing businesses and cooperatives, like Village Savings and Loans Associations (VSLAs) run by women to local, national, and/or international markets, provide financial services, and business development support.

Activities:

WESE focuses on filling the knowledge and skills gaps that women and actors in the entrepreneurial ecosystem in rural Morocco are facing. The project addresses social norms and perceptions in rural communities by promoting collective actions by women and men, and by encouraging them to rethink gender stereotypes. Working with men to break out of their traditional societal roles and actively engaging men and community members are key to achieving greater gender equality. WESE works in partnership with public officials at the regional level and certain civil society organizations to raise awareness of the specific needs of women to achieve greater impact. A large component of the project centres around the creation of well-known Village Savings and Loans Associations (VSLAs) which work with women so they can increase their financial independence.



Amina Oubelqass, with Titrit group, in the village of Taddart Kik, municipality of Moulay Brahim, Province AL Haouz.
CARE Morocco

1,107
individuals
supported in FY21

1046 women | 61 men

803
new VSLA members

64.7%
of women are illiterate
compared to

37.1%
of men in rural Morocco

Program participants of the Empowerment of Women through Sustainable Entrepreneurship program which aims at increasing the empowerment of rural women in the Marrakech-Safi region.

CARE Morocco



Emergency Response

THE EMERGENCY

Explosions in Beirut, Lebanon, and country-wide socio-economic health crisis

Overview:

On August 4th, 2020, the double explosion in the port of Beirut left dozens of dead, thousands injured, and more than 300,000 people homeless. Already in the grip of a terrible economic crisis aggravated by the global COVID-19 pandemic, the double explosion is yet another tragedy that the people of Lebanon were forced to deal with. As a member of the Humanitarian Coalition, CARE Canada was part of a multi-agency joint appeal for donations for Lebanon that was matched by the Government of Canada.

Goals:

The Lebanon appeal aimed to save lives, alleviate suffering, and maintain dignity by providing essential protection and livelihood support to everyone affected by the Beirut blast. It provided more equitable access to holistic protection services including cash assistance and business support for over 6,000 individuals. CARE and our local partner organizations provided psychosocial support to affected individuals and provided mental health assistance.



CARE Lebanon

Activities:

Training: During the Lebanon response, CARE conducted refresher training for CARE Lebanon and local partner staff on emergency management. The sessions were designed to help social workers and case workers improve their ability to provide psychosocial support and awareness sessions on health, Gender-Based Violence (GBV), housing, land and property rights, and child protection services. Other training sessions focused on supporting affected business owners by providing training on business development and crisis management. The sessions also covered marketing strategies and events for investors and buyers.

Support: To support vulnerable women, girls, men, and boys affected by the Beirut blast, one-off or multiple cash transfers were provided to vulnerable populations.



Milad Ayoub/CARE

7,565
individuals supported

5,866 women | 1,035 men
267 boys | 397 girls

249
households provided with cash for protection assistance

219 female | 30 male

156
business owners and employees were reached, impacting 54 businesses who received livelihood assistance

Financial Statement

Statement of operations

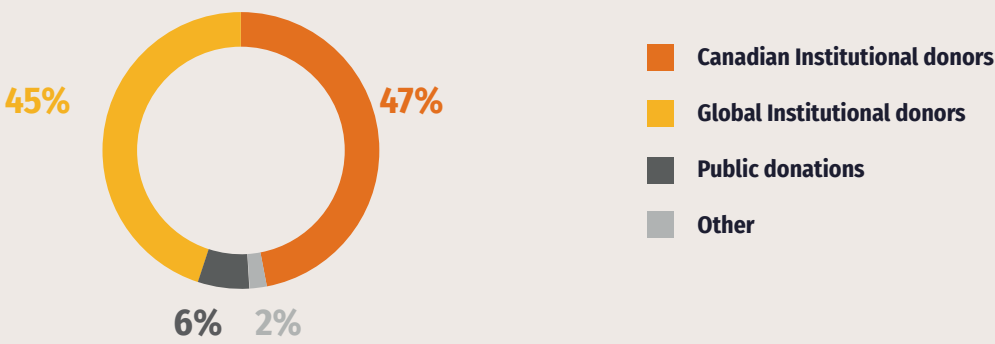
Year ended June 30, 2021

(in thousands of dollars)

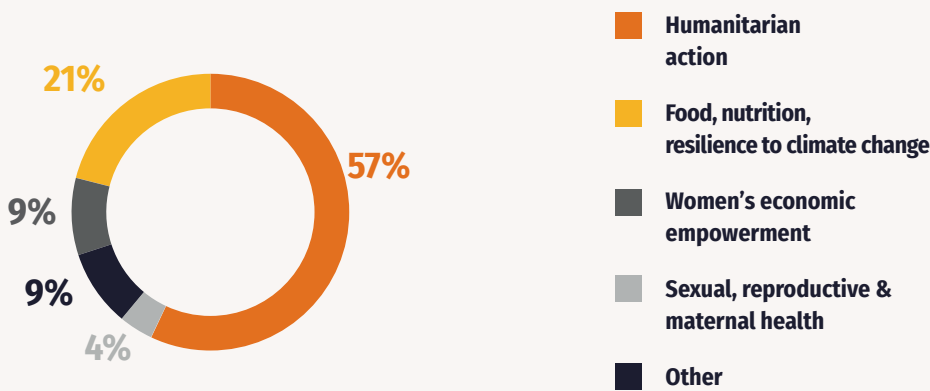
	2021	2020
	\$	\$
Support and revenue		
Fundraising	5,505	5,534
Unrestricted	4,632	4,939
Restricted	873	594
Canadian funded	41,326	45,162
Globally funded	10,910	18,656
CARE International Members	22,402	28,376
Interest and investment income (Note 11)	29	244
Amortization of deferred contributions related to capital assets (Note 8)		
Miscellaneous	2,419	1,460
Foreign exchange gains (losses)	(283)	371
Miscellaneous and investment revenue	2,165	2,075
Total support and revenue	82,308	99,802
Expenses		
Program activities		
Humanitarian Programs	42,995	52,858
Development Programs		
Food & Nutrition Security and Resilience to Climate Change	12,965	19,045
A Life Free From Violence	18	44
Sexual, Reproductive, and Maternal Health	3,554	4,111
Women's Economic Empowerment	9,789	8,144
Other	2,096	4,980
Country office management and International Programming	3,683	3,415
	75,099	92,596
Support services		
Management and general	5,349	5,649
Fundraising, public, and donor relations	1,184	1,163
Membership in CARE International	598	718
	7,131	7,530
Total expenses	82,231	100,126
Excess of revenue over expenses	77	(324)

Financial Distribution

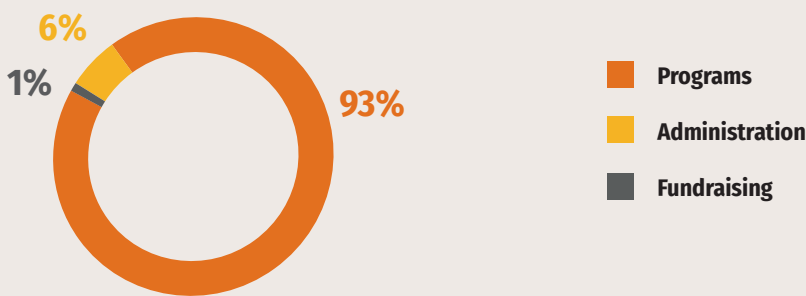
Sources of funds



What we work on



Use of funds



Thank you to our donors

In 2021, we decided to make a meaningful contribution in support of CARE's response efforts to the COVID-19 crisis in India. It was important to us to stand with those affected by the emergency through a contribution to CARE's humanitarian interventions. This year we renewed our support by donating to CARE's emergency response to the Ukraine conflict and refugee crisis. We are proud to continue to stand with those impacted by disaster through our partnership with CARE.

Karen Somerville
The Bill and Jean Somerville Foundation

As a proud supporter of CARE Canada, both personally and through my work with the Stollery Charitable Foundation, I am constantly inspired by the impact CARE Canada has in the communities it works in and by the lives it touches. Collaborating with local partners, CARE ensures the right support reaches women, children, and families to meet their basic needs, protect their safety, and foster their dignity during these uncertain times. All of us at the Stollery Charitable Foundation are proud to partner with CARE Canada and contribute to saving lives all over the world.

Douglas Stollery
The Stollery Charitable Foundation

At EDC [Export Development Canada], we are so grateful for our partnership with CARE Canada. With CARE being on the frontlines of humanitarian crises, our partnership allows EDC to complement our trade impact by extending our support to focus internationally on women's empowerment, disaster relief and post-crisis recovery, climate change preparedness, COVID-19 response efforts, food security, and beyond. In addition to this, CARE gives EDC employees the opportunity to work directly with the CARE International offices, expanding their international knowledge and allowing them to make a powerful impact around the world.

Todd Winterhalt
SVP Communications, Marketing & Corp. Strategy, EDC

The Peter Gilgan Foundation supported CARE in 2021 through a grant in support of CARE's PROLEMPA project. We were motivated to support an organization that is championing education and economic opportunities for girls and women—and through a project with a specific focus on smallholder farmers. Seeing the deep impact we have had in partnering with CARE has been inspiring for all of us at the Peter Gilgan Foundation, and we are delighted to support such an important project.

Stephanie Trussler
The Peter Gilgan Foundation

Mother Parkers is proud to support CARE Canada's PROLEMPA project, empowering women, youth, and indigenous people in Honduras to start and build their own businesses to earn a fair, equal income. As a lead supporter of PROLEMPA, we are continuously inspired by the impact of CARE's work in Honduras. All of us here at Mother Parkers are committed to doing good for the planet, its people, and its communities, and we are delighted to extend this commitment through the work CARE does.

Mother Parkers

Board of Directors

Board of Directors

(as of July 1, 2021)

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Douglas Stollery
Dr. David Turpin

Barbara Grantham, President and CEO and Secretary to the Board of Directors

Our Commitments



Safety



Livelihoods



Health



Accredited by

IMAGINE
CANADA

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