



PLAN INTERNATIONAL CANADA 2019 ANNUAL REVIEW

A YEAR OF DEFYING NORMAL

Plan International Canada's purpose is to advance the rights of children and equality for girls around the world – with children at the centre of everything we do. This year, we called on Canadians to Defy Normal, to believe in the power of every child and take a stand for children, especially girls, who are often left behind. Guided by our five-year strategy, 20 Million Reasons, we're disrupting the status quo to unleash the multiplying power of girls and end inequality for all children.

Join us – it's time for a new normal.

LETTER FROM THE CHAIR OF THE BOARD, PATSY ANDERSON

Over three years ago, I was honoured to take up the position of Chair of Plan International Canada's Board of Directors at a pivotal moment in time for the organization. Reflecting on what has been achieved since then, I continue to be inspired by Plan International Canada's commitment to children, especially girls, and our ability to deliver above our impact and revenue targets year after year. By consistently exceeding our goals, Plan's clear vision for the future is igniting a movement in Canada to end inequality for all children.

Thanks to the generous support of our donors and partners, we've made significant strides in advancing gender equality, championing a youth-led movement, engaging boys and men in solutions for equality and ensuring girls and young women have the resources they need to learn, lead and unleash their power. Through our ambitious 20 Million Reasons Campaign, we've reached 12.4 million children around the world – over halfway to our target of improving the lives of 20 million children by 2022. This would not have been possible without individuals all over Canada answering our call to Defy Normal and taking a bold stance for children, especially girls, around the world.

As you read through the Annual Review, you will notice youth voices at the forefront. I encourage you to read their stories and commit to listening to the youth voices in your own spheres of influence. Together, we can continue to champion a youth-led movement for change that unleashes the extraordinary potential of children worldwide.

Thank You



Patsy Anderson



SNAPSHOT OF YOUR IMPACT



6,216,331 CHILDREN AROUND THE WORLD



879,056

children provided with **food security** & **economic empowerment**



3,775,590

children supported to **survive & thrive**



855,146

children, adolescents & new mothers received **health support & education**



313,032

children provided with **clean water**



153,997

children **protected from violence**, abuse, exploitation & neglect



239,530

children uplifted with access to **education**

222,423

committed Canadians contributed with donations

157,770

children supported by sponsors in Canada

80,955

Gifts of Hope purchased by ethical gift-givers

55,562

children sponsored by a single company

17,965

youth engaged in our initiatives around the country

115

gifts given at will from generous supporters

54

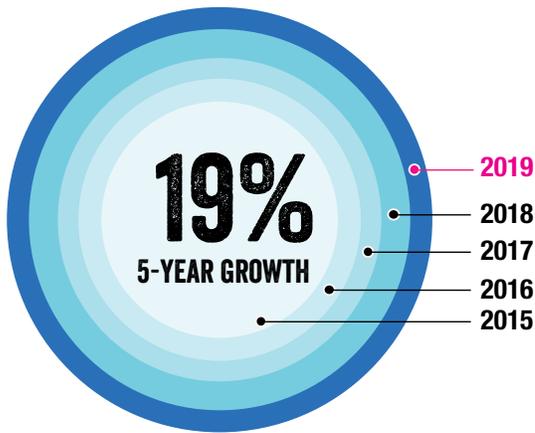
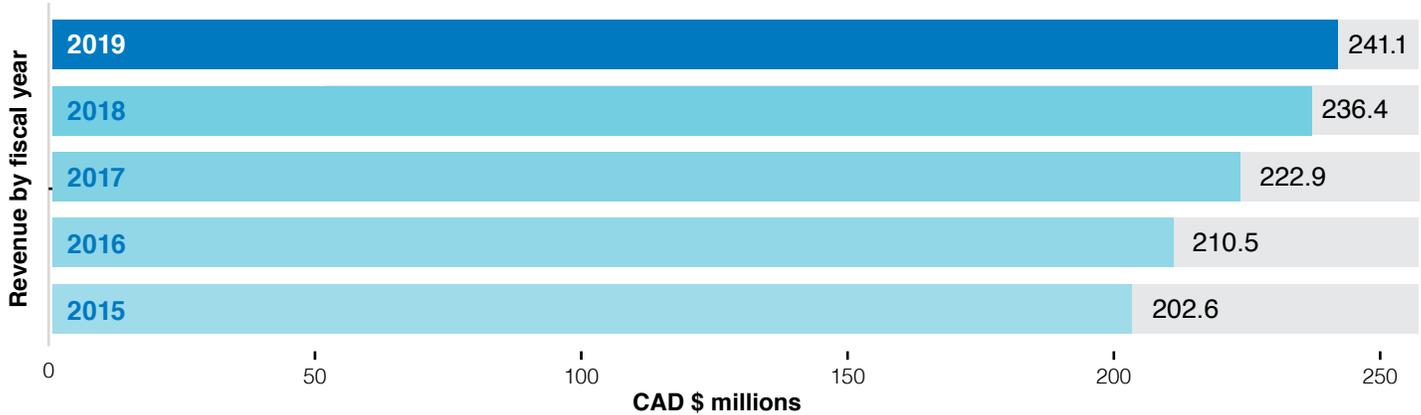
Social Influencers from all over Canada helped spread awareness by creating unique content for their respective social media channels & platforms

11

Celebrated Ambassadors helped spread awareness for our work including new Ambassador Samra Zafar, an author, speaker, and survivor of child marriage

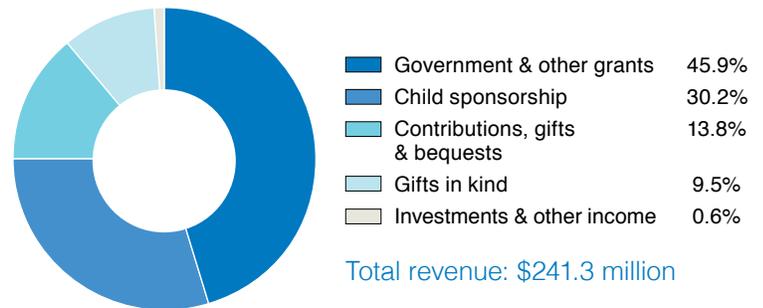
OUR FINANCES

TOTAL REVENUE OVER THE PAST FIVE YEARS (in CAD \$ millions)



REVENUE

where our support comes from



PROGRAMS EXPENDITURE RATIO

Plan International Canada is committed to keeping administrative costs low and program spending high.

We have systems and policies in place to ensure that a maximum amount of money goes to programs that benefit children in the countries where we work, while growing our base of dedicated supporters. These systems ensure that our programs are well-funded, and that benefits to children and communities are achieved as intended.

The costs of fundraising and operations are at an average of 20 cents of each dollar raised, with the remaining 80 cents of every dollar going to programs that benefit children, their families and communities.

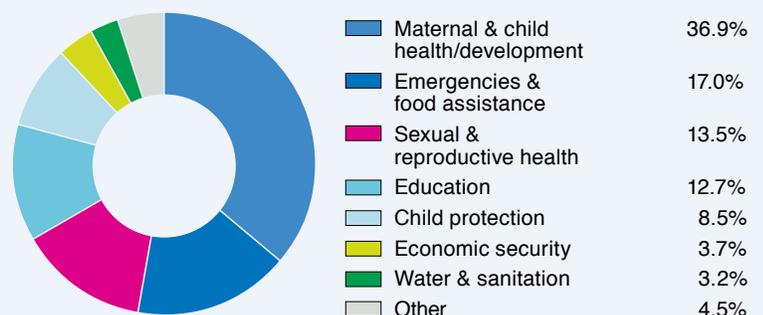
EXPENDITURES

how our resources were used



PROGRAM EXPENDITURES

areas of work this funding supported



HOW DONATIONS REACH COMMUNITIES

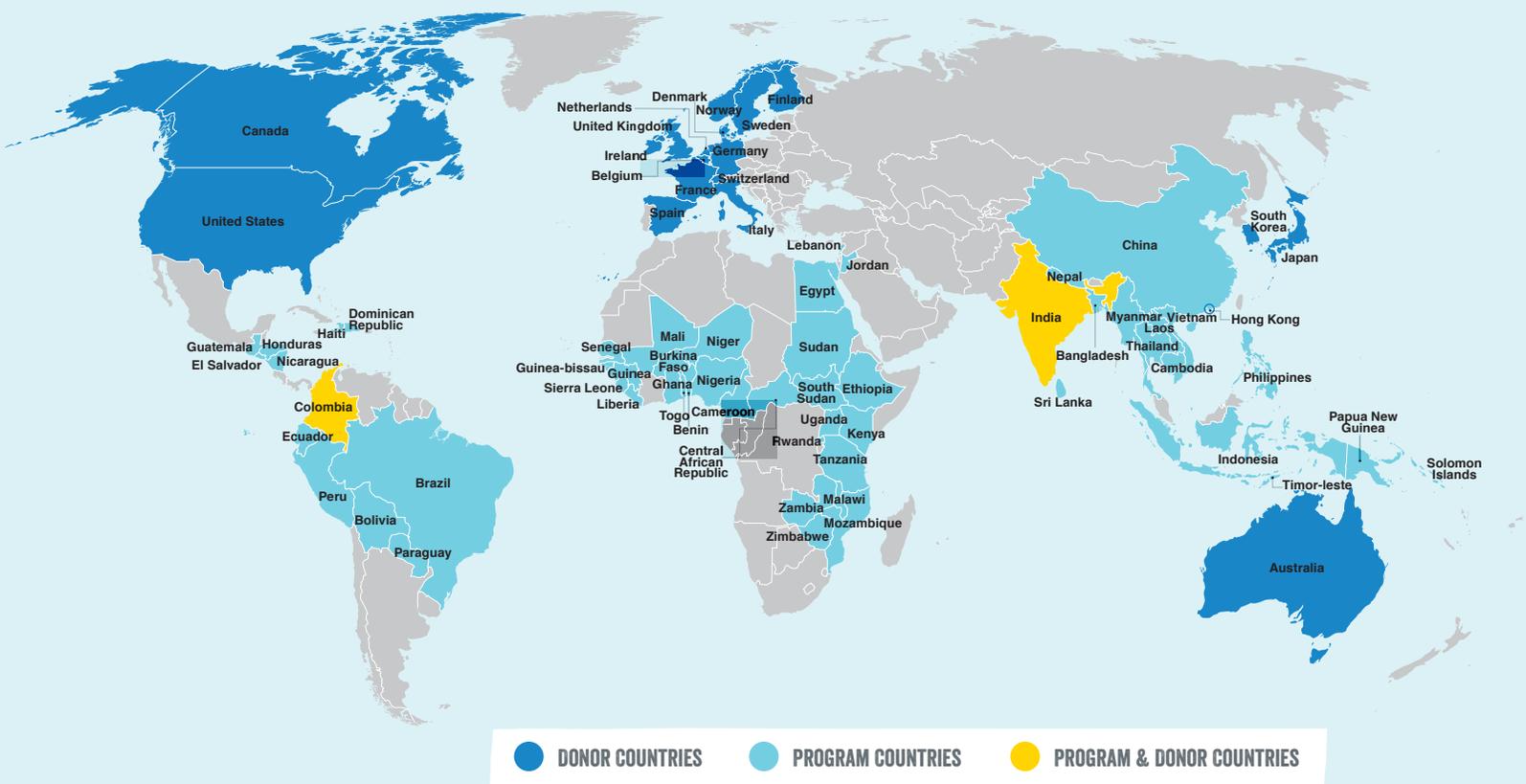
Plan International is committed to making a lasting impact on the lives of the most vulnerable children while promoting equality for girls.

Our work aims to improve the daily lives of girls while also advancing their position and value in society. We actively engage boys and young men to champion gender equality, recognizing that they too are beneficiaries of equality and powerful agents of change. We believe in advancing children's rights in all contexts, particularly during conflict and emergencies, where girls are faced with additional dangers.

Child sponsorship contributions are used for community development projects that provide health care, education, create economic opportunities, protect children and unleash the multiplying power of children. We listen to the voices of children in the community, especially girls, to ensure that our work is relevant and effective.

Designated contributions, such as major financial donations and those through our Gifts of Hope program, go to projects chosen by the donor. We do whatever is needed to create a sustainable environment in which children, families and communities can thrive.

WHERE PLAN INTERNATIONAL WORKS





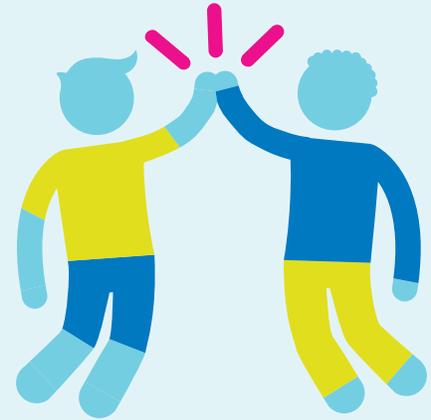
**OUR WORK AROUND
THE WORLD**



THIS PAST YEAR, MORE THAN
21 MILLION GIRLS
 WERE EMPOWERED WITH VITAL OPPORTUNITIES
 TO LEAD THEIR OWN CHANGE &
 DRIVE THEIR OWN LIVES!



MORE THAN
18 MILLION BOYS
 BENEFITTED FROM OUR WORK & WERE EMPOWERED
 WITH OPPORTUNITIES TO LEAD, THRIVE AND
DRIVE TRANSFORMATIVE CHANGE
 IN THEIR LIVES & COMMUNITIES



OUR WORK REACHED MORE THAN
40 MILLION
 CHILDREN AROUND THE GLOBE
 WITH IMPROVED ACCESS TO:



Education



Health care



Water & sanitation



Child protection



Child participation



Nutrition



Economic empowerment



Emergency aid

1,984
PROJECTS

IN

55K+
COMMUNITIES

&

75+
COUNTRIES

#CHANGETHEBIRTHSTORY AROUND THE WORLD

Improving the health of mothers, babies and children is a critical investment in the fight against global poverty. Every day, approximately 830 women die from causes related to pregnancy and childbirth. Complications from pregnancy and childbirth are the leading cause of death for girls ages 15 to 19 across the world. The statistics are alarming, but this problem is not insurmountable. Our Change the Birth Story campaign raises awareness of Plan International's programs that seek to address this issue and help women and girls access their right to health – including maternal, newborn, child and sexual and reproductive health. This campaign also supports our gender transformative programming which goes beyond improving the daily lives of women and girls to address the root causes of gender inequality to transform their place and value in society.

With tremendous support from the Government of Canada and individual Canadians, we've been able to carry out this important work in countries such as Bangladesh, Senegal, Nigeria, Haiti and Ghana, with a focus on the well-being of the most marginalized and vulnerable women and adolescent girls and their children.



BANGLADESH

In Bangladesh, Plan International Canada is working with government and communities to increase access and knowledge of Maternal, Newborn and Child Health (MNCH) and Sexual and Reproductive Health and Rights (SRHR), improve access to health services and empower women and girls so that they can make their own decisions about their bodies and futures. We're using rickshaws – a mode of emergency transportation to improve access to life-saving healthcare services for pregnant women in rural communities.



SENEGAL

In Senegal, we trained healthcare workers like midwife Madame Badji to engage men in family health and planning to shift imbalanced gender roles and empower women to make their own decisions about their health needs.

“The most important thing that I have learned from the training is involving the fathers in their wives’ and children’s health care.”

– Madame Badji



IN COUNTRIES WITH OUR #CHANGETHEBIRTHSTORY PROGRAMMING, YOUR GENEROSITY HAS ENABLED:

20,000+ delivery kits were distributed to women around the world



2,300+ health committee members have been trained on maternal, child & reproductive health overall



20,000+ support groups have been established or strengthened to support gender equality & sexual reproductive health rights



46% of couples reported making decisions on family planning together



60% of young women led the decision to exclusively breastfeed their babies, understanding its crucial benefits



Together, we're defying normal to help improve the lives of mothers and children – an action that can benefit families, communities and entire nations.



GHANA

We're also helping to #ChangeTheBirthStory in Ghana. This year, ten Plan International Canada youth participants travelled to Ghana to see your support and the work of their Ghanaian peers to champion the equality movement and Change the Birth Story.

CANADIANS SUPPORT CYCLONE IDAI RELIEF

When disaster strikes, we act immediately to reach those in need. So, when Malawi, Mozambique, and Zimbabwe were swept up in one of Southern Africa's most devastating recent disasters, Cyclone Idai, we were there to help.

Plan International was on the ground to protect children's rights through this devastating time: from immediate needs such as food and water to important ongoing opportunities like education. Through the kindness of our donors, we were able to provide critical emergency aid to help communities begin to rebuild in the aftermath of catastrophe. Over 631,000 people were reached through our Canadian donors alone.



YOU ALSO HELPED US REACH:



34,900 affected people with items such as tents, blankets and solar lamps



19,124 residents with water storage and purification tablets, hygiene kits, and Damp-Proof Membrane and Damp-Proof Course (DPMs & DPCs) to repair damaged homes



6,000 girls and women with menstrual hygiene/menstrual hygiene management kits

With our Water, Sanitation and Hygiene program in effect, no cases of cholera were registered – setting a new precedent.

ENDING HIV FOR A HEALTHIER TOMORROW

Plan International has made tremendous progress in our global mission to end HIV, but around the world, girls and young women are still twice as likely as boys to be HIV-positive. Why is that accepted as normal?

At Plan International Canada, we're committed to ensuring that every girl and young woman is equipped to combat HIV. With your support, we've implemented innovative HIV interventions in Malawi and around the world that defy the gender inequalities and stereotypes that leave girls behind.

Girls like 22-year-old Milika from Malawi: orphaned at 8-years-old, unable to afford school and a victim of gender-based violence and stigma. That is, until a transformative turning point of her life: receiving access to critical health services – made possible by our generous donors.



THANKS TO YOUR SUPPORT:



111,000 in-school girls have received comprehensive sexual health education



97,000 out-of-school girls like Milika have been able to harness their sexual and reproductive health and rights through peer groups



Over 1,700 girls have been empowered through sanitary pad enterprises



Nearly 1,000 community and religious leaders across Malawi have been influenced to tear down traditional, and limited, gender-based practices to decrease girls' likelihood of contracting HIV

ELECTING EQUALITY THROUGH EDUCATION



“Girls can become leaders too.”

This is the first thing 15-year-old Mercy said when she was elected Deputy President of her school in Kenya. At Plan International Canada, we’ve always known that the inherent power and leadership potential of girls and young women is limitless. Thanks to our Because I am a Girl program supporters, now girls like Mercy know it too.

Plan International’s Tulinde Tusome project – which translates to ‘Protect us and let us learn’ – is creating safe spaces for improved learning.

WITH YOUR SUPPORT, 15,580 CHILDREN WERE EDUCATED ON THEIR RIGHT TO PROTECTION AND EDUCATION.

Through strengthening school governance and informing children of their right to education and protection, Plan’s programming is helping children, especially girls, access their rights to education, and true power to raise their voices in school and beyond.

PROMOTING PEACE IN COLOMBIA



Plan International Canada is committed to protecting the rights of children amidst civil unrest and disruption. The effects of war and conflict can seem insurmountable, especially on children. It is essential that we recognize that children are incredibly resilient and should be able to survive and thrive. They need the right environment, which includes protection, care, education, and support.

In 2016, after more than 50 years of armed conflict, a peace agreement was signed in Colombia. In light of this historic moment, Plan International Canada, with support from the Government of Canada and the generous support of Canadians, implemented Leading for Peace, a project that supports the children and youth in the country who have been the victims of this conflict.

TO THIS DAY, YOU HAVE HELPED:



Over 4,000 women and girls kickstart their career journeys by forming nearly 300 savings and loan groups



Over 1,750 youth answer their entrepreneurial calling with business trainings



Over 150 trained community leaders strengthen leadership skills, identify needs and promote peaceful coexistence in their communities

Together, we are working to transform the lives of young people affected by decades of armed conflict, striving to empower them and create strong, resilient citizens.



A YOUTH-LED MOVEMENT FOR GENDER EQUALITY

FIRST EVER YOUTH-LED ROADMAP FOR GENDER EQUALITY IN CANADA

At Plan International Canada, we're proud of our youth-led movement for change. This year, we saw young people from all over Canada step up to champion gender equality through our Youth for Gender Equality initiative.

Youth for Gender Equality (YGE) is a three-year initiative – co-led by Plan International Canada and the Canadian Teachers' Federation (CTF-FCE) – that engaged youth from all over Canada

in a national conversation on how to spearhead progress towards achieving the United Nations' Sustainable Development Goal (SDG) 5: Gender Equality. At Women Deliver 2019, the world's largest conference on gender equality, youth from the initiative made history with their ground-breaking report, the Youth-Led Roadmap for Gender Equality. The report is the first-ever youth-led recommendation document of its kind for achieving gender equality in Canada.

While simultaneously building youth confidence and civic engagement throughout the country, it also provides Canada the opportunity to become the first country in the world to achieve gender equality – and sets a global framework for others to follow the lead of youth in Canada.



AS THE YOUTH ARCHITECTS OF THIS ROADMAP, WE COMMIT TO TAKING ACTION & CALL ON ON ALL INDIVIDUALS FROM COAST-TO-COAST TO:

1

Ensure that there's diverse representation, especially those from excluded identities, at all of our community events.

3

Recognize and celebrate the diversity of all individuals, regardless of gender identity by creating an environment that is discrimination free for all persons.



6

Recognize and address the bias against teen mothers and fathers and work to see that they are not excluded.

8

Change the way we talk/react to situations involving sexual assault.

2

Educate ourselves and make an effort to educate others on matters regarding 2SLGBTQIA+ communities; obtain the knowledge and open-mindedness to be accepting.

4

Create opportunities for and empower all genders (binary and gender diverse) to pursue positions of power, authority, and leadership.

7

Critically self-examine and evaluate our own personal assumptions and biases on a daily basis in order to recognize and challenge harmful social norms ingrained in our thinking and behaviour.



9

Pay attention and positively respond to #metoo and #believeher.

5

Act as allies, raise awareness for gender equality and fight gender inequality and gender-based violence.

10

Recognize the intersectionality of a person's identity and that of others.

13

Support non-profit organizations that deliver programming that addresses gender-based violence.



11

Support friends and family discovering their gender identity.

14

Celebrate and take quantifiable, tangible action on International Women's Day (March 8th every year).



16

Step up in our own homes and communities to share the burden of domestic work equally for all genders.

12

Make an effort to make more friends that are part of 2SLGBTQIA+ communities.

15

Promote Science Technology Engineering and Mathematics (STEM) programs for women and girls.



17

Always acknowledge the shared and unceded territory of Indigenous peoples on which they live, work and learn and to give gratitude to the people(s) of these lands that allow us to conduct this work and continue to strive for respecting the land and the people within it.

18

View it as our duty to create a classroom, school, and curriculum that ensures informative sexual education and celebrates gender equality.



20

Just say "no" by calling out and reporting all forms of discrimination.



DEFIANT GIRLS – WHEN LIFE IMITATES ART



In celebration of International Day of the Girl 2018, Plan International Canada introduced the Defiant Girls – a diverse group of girl statues who represent girls and young women in Canada and worldwide who stand up and stand together for girls' rights and gender equality. Youth, partners and the Plan team were joined by Plan International Canada Global Ambassador Sophie Grégoire Trudeau to unveil the statues and highlight the need for greater representation as a core facet of equality.

That's why we also invited girls and young women from all over Canada to step into the top roles across corporate, charity, government and media sectors as part of our Girls Belong Here program to challenge gender stereotypes around leadership and demonstrate girls' ability to lead. All over Canada, 19 real-life Defiant Girls rose to the occasion to challenge what leadership looks like in Canada and showcase the inherent potential within every girl and young woman.

WHAT DID BEING A PART OF THE DAY OF THE GIRL SEAT-SHARES MEAN TO YOU?

“It meant being powerful. Being able to see that I can and will become something that I'll be proud of and feeling the desire to achieve my passions. I am honoured and proud to be part of Plan International Canada.”

– Akshata, Plan International Canada Youth Ambassador and Girls Belong Here participant



A BOLD COMMITMENT TO GENDER EQUALITY

As the Executive Sponsor for Girls Belong Here from its inception to today, BMO has embraced the program as a unique opportunity to empower young women and publicly take a stand for gender equality. Over two years, 12 young women in Toronto, Chicago and the UK have had the chance to step into leadership roles across the bank for a day, including the role of CEO. A multinational company, BMO believes in tangible action to close the fairness gap, and create a more inclusive society, by challenging the gender stereotypes and unequal access to opportunity that has created barriers to success for women in corporate Canada and all over the world.

This premiere program is expanding significantly all over Canada, demonstrating that companies are ready to show the world that they stand for gender equality.



ABOVE: Darryl White (CEO, BMO Financial Group) & Ravicha (Youth Ambassador)



A DECADE OF IMPACT



“I first got involved after reading about the injustices that women experience in developing countries. Women everywhere should be empowered.”

Now celebrating nearly ten years of giving to Plan International Canada, the transformational impact of Janice Carter and Timothy McGillion's generosity has extended across all sectors of health, education and child protection. One of their investments was directed to a microfinance program for women's economic empowerment in Western Africa.

Having the financial capacity to purchase her own furniture for the first time, “one of the women in the group went out and bought a chair. She was so proud when she brought it home because that simple action demanded respect from her husband. It helped him realize that she was his equal. It proves that little things go a long way in international development.”

Inspired by the exponential impact they have made possible through Plan International Canada, Janice and Timothy have set up the “McGillion-Carter Fund for Empowering Girls”. Through this endowment fund, they will continue to provide ongoing support to the organization and drive catalytic change across the globe.

“We believe in Plan International and the difference they are making in the lives of women and girls.”



This annual financial report presents highlights of our global work for the 2019 fiscal year and provides a summary of Plan International Canada Inc. financials. For the complete audited financial statements of Plan International Canada Inc. and Plan International Worldwide, visit plancanada.ca/annualreview

Plan International Canada Inc.

National Office

245 Eglinton Avenue East
Suite 300
Toronto, ON M4P 0B3

Ottawa Office

130 Slater Street
Suite 1350
Ottawa, ON K1P 6E2

member of the
Humanitarian Coalition 



416 920-1654

1 800 387-1418

info@plancanada.ca
plancanada.ca

Learn more and get involved at plancanada.ca or call **1 800 387-1418**.



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