



# PLAN INTERNATIONAL CANADA 2017 ANNUAL REVIEW



# MESSAGES FROM THE CHAIR AND CEO



## Chair's message

I was honoured to take up the position of Board Chair on Plan International Canada's Board of Directors earlier this year, particularly at such a pivotal moment for the organization. In the spring, we approved *20 Million Reasons*, a five-year strategy that maps out an ambitious new course for Plan International Canada, and aligns with Plan offices around the world.

This new strategy lays out key priorities,

and helps to focus collective efforts on activities that will strengthen the organization and its overall impact on every level.

We're already starting to see the strategy come to life, thanks to Caroline's courageous leadership and the hard work and dedication of the Plan team. As you'll see in this report, it's been an extremely exciting year. With *20 Million Reasons* motivating the organization over the next four years, I am confident that there are even more remarkable achievements just around the corner.

*Patsy Anderson*

Patsy Anderson



## CEO's message

This was a milestone year for Plan International Canada. We launched *20 Million Reasons*, our new strategy that's igniting a movement in Canada, one that unleashes the multiplying power of girls to end child inequality.

We call it *20 Million Reasons* because we're committed to helping 20 million children, especially girls, to realize their rights. By unlocking the potential of girls, we unleash the power of an entire generation to change the world for all children.

I want to thank our partners and donors, on behalf of the children we work with. Your commitment is transforming communities and championing girls' rights around the world.

I'd also like to thank Board Chair Patsy Anderson for her leadership and support as we developed the strategy. And I'd like to recognize our entire staff and Board, whose dedication, ingenuity and passion continue to inspire me.

Together we will help 20 million children, especially girls, learn, lead, decide and thrive.

*C. Riseboro*

Caroline Riseboro

# 2017 ACCOMPLISHMENTS

Here are a few highlights of what Plan International supporters around the world made possible in 2017.



**1,788**  
ACTIVE PROJECTS



**TRAINED 397,118 PEOPLE  
IN GENDER EQUALITY**

**OUR WORK IN 75 COUNTRIES DIRECTLY BENEFITTED  
CHILDREN AND FAMILIES IN  
53,311 COMMUNITIES**



**INCLUDING**

**12.5M PEOPLE**  
THROUGH HEALTHY  
START PROGRAMS



**7.9M PEOPLE**  
THROUGH EDUCATION  
PROGRAMS



**6.4M PEOPLE**  
THROUGH WATER &  
SANITATION WORK



**GENEROUS CANADIAN  
SUPPORTERS**



**208,743**  
INDIVIDUAL DONORS

**302**  
SCHOOLS

**460**  
CORPORATIONS  
& BUSINESSES

**3,297**  
COMMUNITY GROUPS  
& ORGANIZATIONS

**85**  
FOUNDATIONS

**300+**  
SPEAKERS  
BUREAU MEMBERS

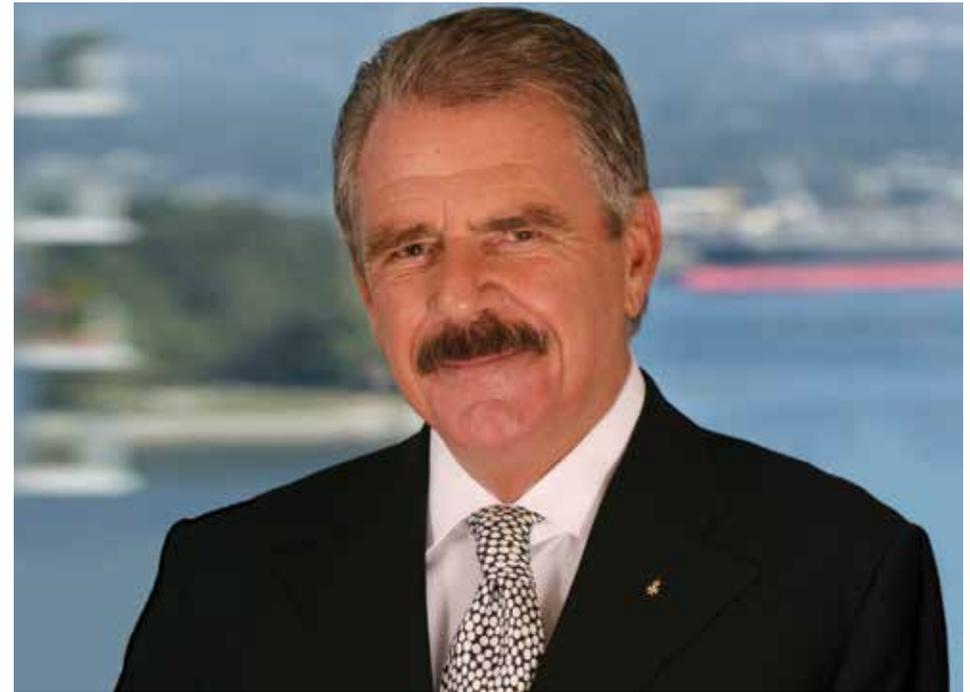
**57**  
BEQUESTS

**17**  
CELEBRATED  
AMBASSADORS



## GIRLS TAKE THE LEAD ON INTERNATIONAL DAY OF THE GIRL

To mark the fifth International Day of the Girl on October 11, 2016, girls from across Canada and around the world raised their voices to speak up for their right to equal opportunities. As part of Plan International Canada's #GirlsBelongHere initiative, a group of young women challenged their local and national leaders to support girls' empowerment, illustrating that girls belong in positions that lead, decide and make a difference. They stepped into the roles of numerous Canadian leaders for a day, including government ministers and Members of Parliament. More than 250 leaders in 50 countries participated in the global movement to demonstrate that girls everywhere have the right to be seen, heard and respected. In Canada, prominent women leaders and champions of gender equality, including Sophie Grégoire Trudeau and the Honourable Rona Ambrose, also joined key events to celebrate girls' power and potential.



## ONE MAN INSPIRES OTHERS TO CONTRIBUTE

He knows that life has been good to him. As a successful Vancouver businessman, Gary Charwood supports children around the world because he wants to share some of that "good." The 30-year partnership between him and

**"LIFE HAS BEEN GOOD TO ME AND MINE," HE SAYS. "BEING ABLE TO HELP AND GIVE BACK FEELS GOOD ALL AROUND."**

Plan International Canada demonstrates how Canadians can help to end poverty and save the planet. As a believer in our philosophy of addressing the root causes of poverty and gender inequality, Charwood's philanthropy expands hope and provides opportunities for children,

especially girls. He knows about inequality around the world, and he knows how fortunate we are in Canada. In support of children, he's contributed to Because I am a Girl, emergency appeals and special projects, both personally and in partnership with Uniglobe's Laurie Radloff Foundation, including sponsoring many communities in South America in the last decade. "Life has been good to me and mine," he says. "Being able to help and give back feels good all around."



## HELPING SYRIAN CHILDREN WHO FLED TO EGYPT



In 2017, more than 100,000 Syrian refugees were registered with the United Nations in Egypt. The children among them live with their families in host communities and are trying to integrate into Egyptian schools, which have different practices, school curricula and use a different dialect. The refugees fled from Syria's wars with next to nothing, and they receive little support for integrating into schools. To help them to adapt, Global Affairs Canada and Plan International launched the "Education in Harmony" project for vulnerable school-aged children from Syria and Egypt. So far, 37 schools have received

classroom furniture and supplies, as well as water and sanitation improvements. In addition, 260 classrooms were repaired, while 17,170 children received vouchers for school kits and 746 students participated in remedial classes. Also, 620 teachers completed training, with approximately 80 per cent of them demonstrating improved knowledge in delivering gender- and conflict-sensitive curricula.



## AN ECONOMICALLY EMPOWERED YOUNG WOMAN

Um-e-Habiba is a young woman who began working at a milk-collection centre that Plan International helped to establish for a farmers' cooperative in Vehari, Pakistan. Before landing the job, she finished milk-technician training organized by Plan. Such training is unprecedented in rural Pakistan. Women account for more than 90 per cent of labour in the dairy sector, almost all of it unpaid and unrecognized. In partnership with Global Affairs Canada, the project benefits more than 9,100 women and 3,000 men, while increasing awareness about gender equality and creating more direct links between female farmers and the larger market. In such projects, in many countries, our overall goal is a world where women and men, girls and boys can enjoy power with each other, rather than power over each other. Um-e-Habiba is now an economically empowered role model for other women in her community.

**WOMEN ACCOUNT FOR MORE THAN 90% OF LABOUR IN THE DAIRY SECTOR, ALMOST ALL OF IT UNPAID AND UNRECOGNIZED**



## CHILD BRIDES? WEDDING BUSTERS HELP GIRLS AVOID FORCED MARRIAGES

Anna\* didn't want to get married before the age of 18 – she wanted to continue her education – but her parents had other ideas. This is common in parts of Bangladesh, where more than half of women marry before the age of 18. Anna confided to a teacher and the local Wedding Buster group. “My teachers and Wedding Busters came to our home and had a big discussion with my parents,” she says. They convinced everyone to put off marriage plans, and Anna continued classes. Child marriage robs girls of their childhoods, hinders access to livelihood opportunities, threatens their health, and increases the risk of gender-based violence. Plan International has supported 28 Wedding Buster groups as a way to engage youth to prevent child marriages in their communities.



### DID YOU KNOW?

Dominican Republic, Guatemala, Honduras, India and Malawi recently established 18 as the minimum age for marriage.

*\* Not her real name.*

## 20 MILLION REASONS – A LOOK FORWARD

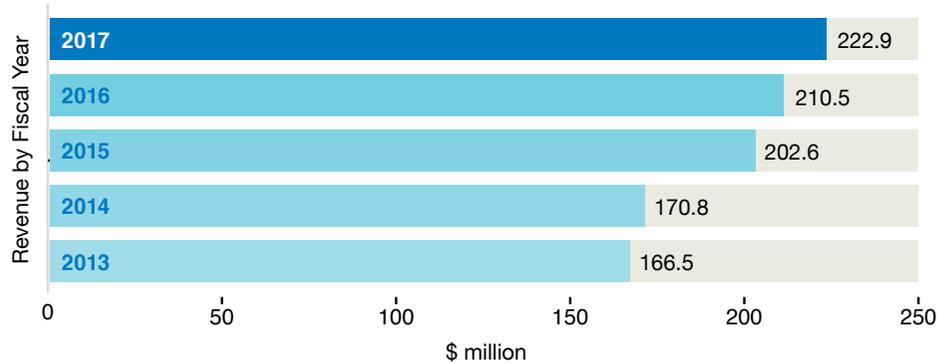
This is an extraordinary time to be alive. Yet with all the world's advances, we've left vast numbers of people behind. Of this group, children, and especially girls, are by far the most vulnerable. Denied their basic human rights, millions of girls are deprived of an education and forced into child marriage.

Plan International Canada has a bold, new strategy to help to unleash the potential of 20 million children by 2022. Well respected for our inclusive, sustainable and evidence-based approach to improving the lives of children, Plan International has definitive proof that when we educate a girl, she can lift herself and everyone around her out of poverty. Together, we can unleash human potential by creating a more equal world for boys and girls.



# FINANCIAL SUMMARY

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



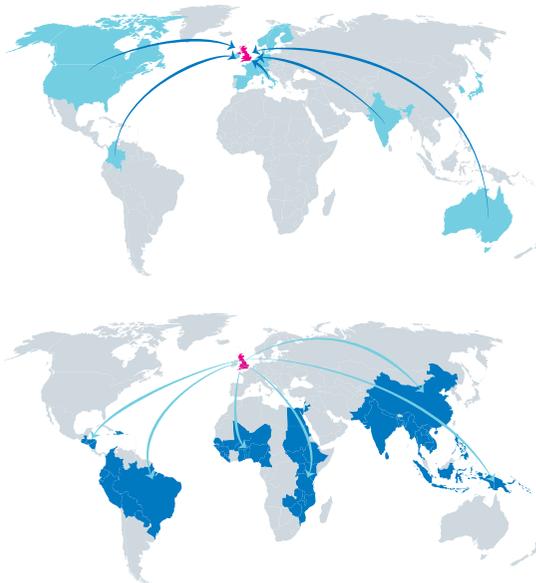
Over the past five years, revenue has grown by

**33.9%**

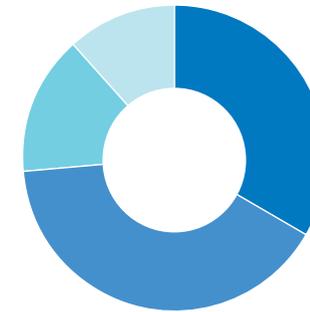
Plan International Canada ensures that a maximum amount of money goes to programs that directly benefit children, keeping administrative costs low and program spending high. The costs of fundraising and operations are at an average of 18 cents of each dollar raised, with the remaining 82 cents of every dollar going to programs that benefit children, as well as their families and communities.

## How donations reach communities

Plan International pools child sponsorship contributions and sends them to community development projects that benefit children. Designated contributions, such as major financial donations and Gifts of Hope, go to the project chosen by the donor and are managed by Plan International. In all cases, Plan International funds projects developed with community members, including projects for new wells, schools, health clinics, emergency relief and projects for starting small businesses. We do whatever is needed to create a sustainable environment in which children, families and communities can thrive.



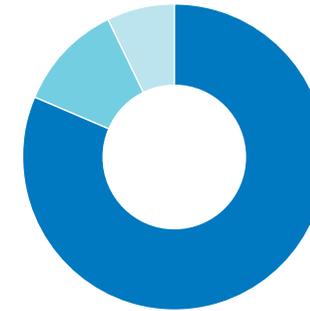
## REVENUE SOURCES



Child sponsorship	34%
Government & other grants	40%
Gifts in Kind	15%
Contributions, gifts & bequests	11%
Investments & other income	< 1%

Total revenue: \$222.9 million

## EXPENDITURES

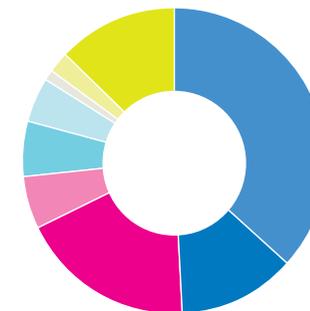


Program expenditures	82%
Fundraising	11%
Operations	7%

Total expenditures: \$222.9 million

## PROGRAM EXPENDITURES

(82% of total expenditures)



Maternal, newborn & child health/development	32%
Emergencies & food assistance	11%
Education	16%
Economic security	5%
Water & sanitation	5%
Child protection	4%
Sponsorship & programmatic communications	1%
Child participation	2%
Sexual & reproductive health	11%

# SUMMARY STATEMENTS OF FINANCIAL POSITION

(THOUSANDS OF CANADIAN DOLLARS)

	PLAN INTERNATIONAL CANADA INC. <sup>1,2,3</sup> AS AT JUNE 30		PLAN INTERNATIONAL WORLDWIDE <sup>W1, W2</sup> AS AT JUNE 30	
	2017	2016	2017	2016
<b>ASSETS</b>				
Current Assets	56,979	36,164	561,900	502,470
Advances to Plan International, Inc.	-	6,019	-	-
Investments and Other Assets	6,639	6,225	12,810	17,442
Capital and Intangible Assets	7,063	7,901	44,901	50,582
<b>TOTAL ASSETS</b>	<b>70,681</b>	<b>56,309</b>	<b>619,611</b>	<b>570,494</b>
<b>LIABILITIES</b>				
Deferred Revenue	48,061	35,445	5,451	3,301
Accounts Payable and Accrued Expenses	8,237	6,713	142,248	120,634
<b>TOTAL LIABILITIES</b>	<b>56,298</b>	<b>42,158</b>	<b>147,699</b>	<b>123,935</b>
<b>NET ASSETS</b>				
Unrestricted Funds	7,010	6,335	113,099	135,258
Temporarily Restricted Funds	-	-	337,068	289,134
Endowment Funds and Statutory Funds	2,840	2,687	21,745	22,167
Net Investment in Capital and Intangible Assets	4,533	5,129	-	-
<b>TOTAL NET ASSETS</b>	<b>14,383</b>	<b>14,151</b>	<b>471,913</b>	<b>446,559</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>70,681</b>	<b>56,309</b>	<b>619,611</b>	<b>570,494</b>

## REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS OF PLAN INTERNATIONAL CANADA INC.

To the Directors of Plan International Canada Inc.

The accompanying summary financial statements, which comprise the summary statement of financial position as at June 30, 2017, the summary statements of operations and changes in net assets for the year then ended, and the related notes, are derived from the audited financial statements of Plan International Canada Inc. for the year ended June 30, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated November 30, 2017.

The summary financial statements do not reflect the effects of events that occurred subsequent to the date of the audit opinion on the audited financial statements and do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Plan International Canada Inc.

### Management's responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in the note to the summary financial statements.

### Auditor's responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

### Opinion

In our opinion, these summary financial statements derived from the audited financial statements of Plan International Canada Inc. for the year ended June 30, 2017 are a fair summary of those financial statements on the basis described in the note to the summary financial statements.

Chartered Professional Accountants, Licensed Public Accountants

*PricewaterhouseCoopers LLP*

Toronto, Canada  
January 31, 2018

# SUMMARY STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS

(THOUSANDS OF CANADIAN DOLLARS)

	PLAN INTERNATIONAL CANADA INC. <sup>1,2,3</sup> AS AT JUNE 30				PLAN INTERNATIONAL WORLDWIDE <sup>W1, W2</sup> AS AT JUNE 30			
	2017		2016		2017		2016	
<b>PUBLIC SUPPORT AND REVENUE</b>								
Public Support and Government Grants		222,857		209,971		1,255,600		1,159,354
Investment Income		64		498		4,279		3,390
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>		<b>222,921</b>		<b>210,469</b>		<b>1,259,880</b>		<b>1,162,744</b>
<b>EXPENDITURES</b>			%		%		%	
International Program Services		164,956		156,907		946,007		884,112
Canadian Program Services		16,903		13,120		-		-
Total Program Expenditures <sup>4</sup>		<b>181,859</b>	<b>81.6</b>	<b>170,027</b>	<b>81.7</b>	<b>946,007</b>	<b>76.4</b>	<b>884,112</b>
Fundraising		25,108	11.3	24,042	11.6	174,983	13.8	159,420
Operating		15,952	7.1	13,954	6.7	121,438	9.8	113,738
<b>TOTAL EXPENDITURES</b>		<b>222,919</b>	<b>100.0</b>	<b>208,023</b>	<b>100.0</b>	<b>1,242,429</b>	<b>100.0</b>	<b>1,157,270</b>
Excess (deficiency) of public support and revenue over expenditures for the year before the undernoted		2		2,446		17,451		5,475
Change in fair value of Investments		77		(469)		-		-
Excess (deficiency) of public support and revenue over expenditures for the year		<b>79</b>		<b>1,977</b>		<b>17,451</b>		<b>5,475</b>
<b>NET ASSETS – BEGINNING OF YEAR</b>		<b>14,151</b>		<b>12,003</b>		<b>446,559</b>		<b>438,972</b>
Remeasurements of post employment benefit obligations		-		-		(262)		(428)
Endowment Contribution		153		171		-		-
Translation Adjustment <sup>W2</sup>		-		-		7,343		3,377
Unrealized Gain (Loss) on Investments		-		-		822		(837)
<b>NET ASSETS – END OF YEAR</b>		<b>14,383</b>		<b>14,151</b>		<b>471,913</b>		<b>446,559</b>

## NOTES TO THE SUMMARY FINANCIAL STATEMENTS OF PLAN INTERNATIONAL CANADA INC.

1. Applied criteria in preparation of the summary financial statements are as follows: a) The information in the summary financial statements is in agreement with the related information in the complete financial statements; and b) The summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete financial statements, including the notes thereto.

2. The summary financial statements of Plan International Canada Inc. are reported using the deferral method of accounting for contributions, in accordance with Canadian accounting standards for not-for-profit organizations. Under the deferral method, restricted contributions are recognized as revenue in the period in which the related expenses are incurred. Endowment contributions are recognized as direct increases to net assets.

3. Plan International Canada Inc. (Plan Canada or the organization) has been a member of the Plan International global federation (Plan) since 1968. Worldwide, Plan is made up of different legal entities operating in many countries around the world under the Plan name and brand, comprising Plan International, Inc. (whose principal office is located in the United States) and its 21 members (known as National Organizations). The National Organizations (NO) all share a child sponsorship fundraising model. Most NOs also raise funds through additional fundraising channels that include individual, corporate and institutional engagement. Each NO remits the funds it raises in excess of its operating requirements to Plan International, Inc., which is responsible for implementing programs in developing countries through its country offices. An NO's net financial contribution to Plan International, Inc. determines that NO's representation at the Members' Assembly according to a formula set out in the bylaws of Plan International, Inc. The Members' Assembly, which is the highest decision-making body, sets high-level strategy and direction for Plan, approves the financial budgets and receives the audited consolidated accounts, as well as electing the Board of Directors of Plan International, Inc., which reports and is accountable to the Members' Assembly. Plan International, Inc. uses funds remitted by the NOs for programs benefiting children, their families and communities in 50 program countries. Central services, such as program support and global assurance for the program countries, are provided by Plan Limited. National Organizations, Plan International, Inc. and its subsidiaries are subject to both external and internal financial audits of an international standard in order to ensure funds raised are used only for work that contributes to Plan's stated aims and that these funds are properly accounted for and recorded.

4. International Program Services represent funds expended in Plan's ten thematic areas. Canadian Program Services include costs incurred in Canada toward the goal of enhancing youth and public engagement in international development as well as cost of personnel, travel and other expenses directly related to supporting international programs.

## NOTES TO THE SUMMARY FINANCIAL STATEMENTS OF PLAN INTERNATIONAL WORLDWIDE

W1. Plan International Worldwide combined financial statements represent the combined transactions of the National Organizations and Plan International, Inc. and its subsidiary and related entities, which are prepared using consistent accounting policies in accordance with International Financial Reporting Standards. These statements recognize restricted contributions and endowment contributions as revenue in the period in which the contributions are received.

W2. The financial information presented in this report in respect of Plan International Worldwide has been extracted from the combined financial statements of Plan International Worldwide for the year ended June 30, 2017. These combined financial statements were prepared in accordance with International Financial Reporting Standards and can be viewed in full at [plancanada.ca/financials](http://plancanada.ca/financials). Such statements were audited by PricewaterhouseCoopers LLP in the United Kingdom in accordance with International Auditing Standards, and their audit report dated November 20, 2017 was unmodified. The Worldwide figures are prepared in euros, but for the purposes of these financial statements, they have been translated from euros into Canadian dollars at the year-end exchange rate of 1 EURO = \$1.48 (2016 – \$1.44), except for the opening net assets amount, which is translated at the prior year-end exchange rate giving rise to a translation adjustment. As the combined results represent the aggregation of Plan International, Inc. and the National Organizations, the resulting income and expenditure profile and ratios are not necessarily applicable to any of the individual entities.

For a complete copy of Plan International Canada Inc. audited financial statements or Plan International Worldwide combined audited financial statements, visit [plancanada.ca/financials](http://plancanada.ca/financials), call 1 800 387-1418 or write to our Toronto office.



## BOARD OF DIRECTORS

**Patsy Anderson, C.M.**  
Chair  
Corporate Director

**David Adams, CPA, CA**  
Chief Operating Officer, AIMIA (retired)

**Rona Ambrose**  
Former Leader of the Conservative Party of Canada, Former Member of Parliament, Sturgeon River-Parkland

**David Court**  
Director Emeritus, McKinsey & Company

**Sasha Jacob, M.B.A., LL.M.**  
President & CEO  
Jacob Capital Management Inc.

**Joshua Liswood, LL.B.,**  
Chair, National Health Industry Practice  
Miller Thomson LLP (retired)  
Global Chair, Plan International

**Christine Magee**  
Co-Founder and Executive Co-Chair,  
Sleep Country Canada

**Colleen McMorrow, FCPA, FCA, ICD.D**  
Corporate Director  
Partner EY LLP (retired)

**Aaron Regent, FCPA, FCA**  
Founding Partner, Magris Resources Inc.

**Caroline Riseboro**  
Secretary  
President & CEO, Plan International Canada

**Michael Rolland, CPA, CA**  
Chief Investment Officer, Private Markets,  
OMERS and Chief Executive Officer,  
OMERS Private Equity

**Leagh Turner, M.A.**  
Chief Operating Officer, SAP Global



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Learn more and get involved at [plancanada.ca](http://plancanada.ca) or call 1 800 387-1418.



This annual financial report presents highlights of our global work for the past year and provides the summary financial statements for Plan International Canada Inc. and Plan International Worldwide. For a complete copy of Plan International Canada Inc. audited financial statements or Plan International Worldwide combined audited financial statements, visit [plancanada.ca/annualreview](http://plancanada.ca/annualreview)



member of the  
Humanitarian Coalition

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