



STOPPING THE SETBACK OF CHILDREN'S RIGHTS & EQUALITY FOR GIRLS

Plan International Canada 2020 Annual Review

LETTER FROM OUR PRESIDENT & CEO, LINDSAY GLASSCO

When I think about this past year, the word that comes to mind is “resilience.” Undoubtedly, 2020 was a difficult year. When the World Health Organization declared COVID-19 a pandemic in March, millions around the globe had to deal with unprecedented circumstances overnight. By the time I joined Plan International Canada in July, COVID-19 had been felt in every part of the world, and organizations in every sector were struggling.

While our organization was not immune to these challenges, I am proud of how our teams were able to face them head-on – pivoting and finding new ways to support children around the world. Backed by strong programming, sophisticated organizational expertise and our loyal individual, corporate and institutional donors, we adjusted quickly. We adapted all of our programs for a COVID-19 response. As the pandemic threatens to set back years of progress made towards gender equality and girls’ rights, we’ve been working to stop the setback and ensure children’s bright futures aren’t erased by the crisis. This important work will continue in the coming months and years as we respond to the short-term and long-term effects of the pandemic.

Another outcome of COVID-19 is the rise of global citizenship and solidarity. The pandemic has shown us that a virus knows no borders, highlighting our interconnectedness and the need to work together to build back better. As an international human rights organization, we work around the globe, standing with and for marginalized populations. Our work is now more important than ever as we operate at the intersection point of significant issues – including human rights, gender equality, inclusion and COVID-19.

As you read this Annual Review, I hope the urgency of our work in the face of current global challenges comes to the forefront. I also hope you feel confident and proud that we have weathered the storm of the pandemic and had exceptional results. This year, Plan International Canada’s work reached over six million children around the world.

Thank you to our dedicated donors, who have continued to support our work, even amidst personal hardships due to COVID-19. I’d also like to extend my appreciation to our Board of Directors, which has worked tirelessly to support our team in upholding the highest levels of transparency and accountability, which helps to maximize our programs and impact. I commend the passionate and innovative staff who carry out our work. Their dedication to ensuring that children are not left behind in this pandemic have inspired many during these trying times. In the year ahead, I look forward to engaging more Canadians to join us as global citizens and create a world where children, especially girls, can thrive.

Sincerely,



Lindsay Glassco
President & CEO,
Plan International Canada



LETTER FROM THE CHAIR OF THE BOARD, PATSY ANDERSON



This past year has been anything but ordinary for millions all over the world. With the emergence of COVID-19, cracks in our societal foundations around the globe became evident – longstanding inequities were exacerbated, the lack of pandemic preparedness was laid bare and health systems were stretched beyond their limits. I am proud of how Plan International Canada has risen to the occasion, adapting to assist the communities where we're active to address the impacts of COVID-19.

We have navigated the pandemic exceedingly well, pivoting to become first responders in the communities we support and continuing to deliver high-quality, measurable gender-transformative programming.

The Board of Directors was pleased to select Lindsay Glassco as Plan International Canada's new President & CEO. Following a competitive recruitment process, Lindsay was chosen for her dynamic skill set, years of experience developing and managing social policies and programs, and passion for working with vulnerable populations to unleash their potential. We are grateful to have Lindsay on board as we continue to respond to COVID-19.

I would like to recognize Sarah Kramer, Chief Operating Officer, and Tanjina Mirza, Chief Programs Officer, for their steady leadership as co-CEOs during our leadership transition. From enabling our Canadian operations to shift to remote work, to securing institutional funding for pandemic response programming and ensuring staff were supported, both Sarah and Tanjina have been integral to our success.

In reflecting on this past year, I am extremely proud of what Plan International Canada has achieved. As the body that provides oversight of, and guidance on, the organization's governance and management, the Board of Directors adheres to the highest levels of transparency and accountability to ensure each dollar contributed by individual, corporate and institutional donors goes as far as possible to maximize impact for children. I am confident that you will feel proud of what we have accomplished, as well as energized for the change that lies ahead.

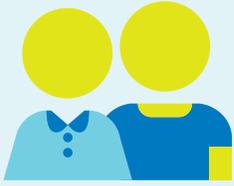
Thank you,

Patsy Anderson
Chair of the Board,
Plan International Canada

THANK YOU FOR BEING THERE FOR CHILDREN

This year, children – and especially girls in crisis – needed our support in even more urgent and dire ways. And though the global pandemic has brought new challenges, we're proud that we've continued to help save and improve the lives of vulnerable children. Thanks to the incredible generosity, commitment and partnership of our supporters, we're working to make sure no child is left behind, and no setback stops their promising future. **We're grateful to you for helping us rise to the occasion and reach the children most in need of support. Thank you for standing with us, and with them.**

A SNAPSHOT OF OUR 2020 IMPACT FOR **6,084,849** CHILDREN AND GIRLS IN CRISIS



4,482,632

children benefited from
life-saving support
against disease



1,022,199

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



196,789

children provided
with **clean water**



149,740

children supported by
sponsors in Canada



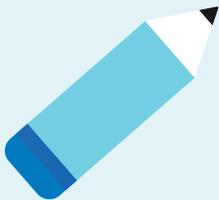
144,176

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



138,980

children provided with
food security and
economic empowerment



100,074

children uplifted with
access to **education**



85,788

Gifts of Hope purchased
by ethical gift-givers



14,669

youth engaged in our
initiatives around the country

OVER **212,000 DONORS** GAVE TO PLAN INTERNATIONAL CANADA IN 2020

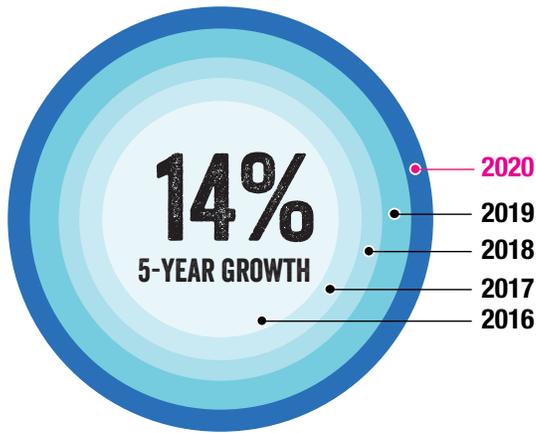
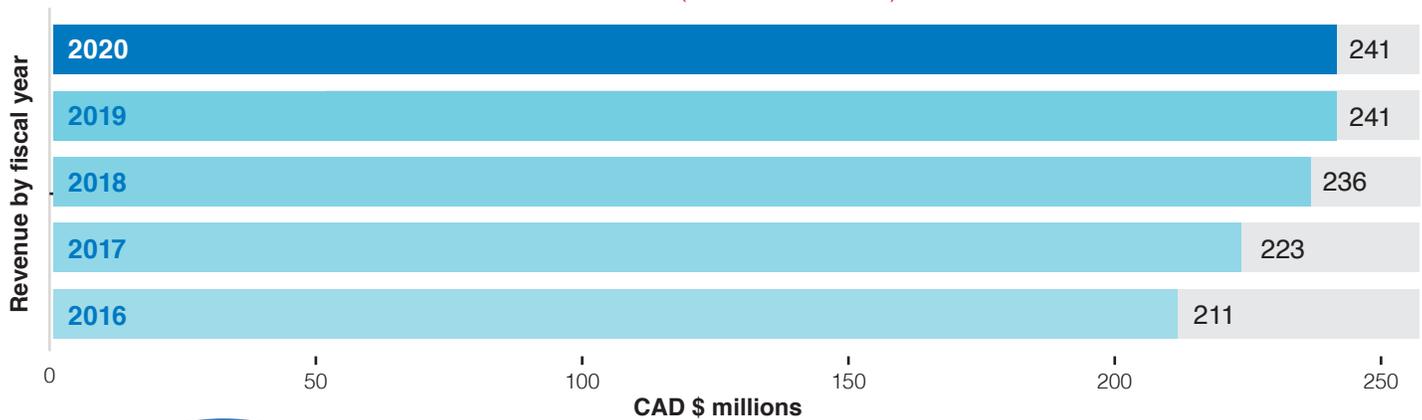
Your support helped save lives and stop the setback of children's rights and equality for girls around the world.

58 **Social Influencers** from all over Canada helped spread awareness by creating unique content for their social media channels on platforms such as YouTube, Instagram & Facebook

11 **Celebrated Ambassadors** helped spread awareness of our work, including long-time Ambassadors Cheryl Hickey & Sarah Rafferty

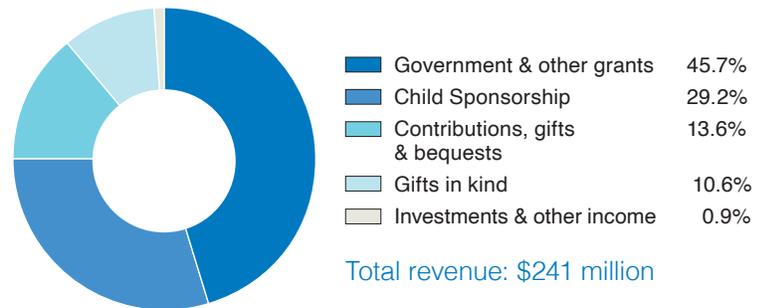
OUR FINANCES

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 the maximum amount of money goes to programs that benefit children in the countries where we work, while we also grow 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.

In 2020, we spent 21 cents of each dollar raised on fundraising and operations costs. The remaining 79 cents went directly to programs that positively impact children, their families and their communities.

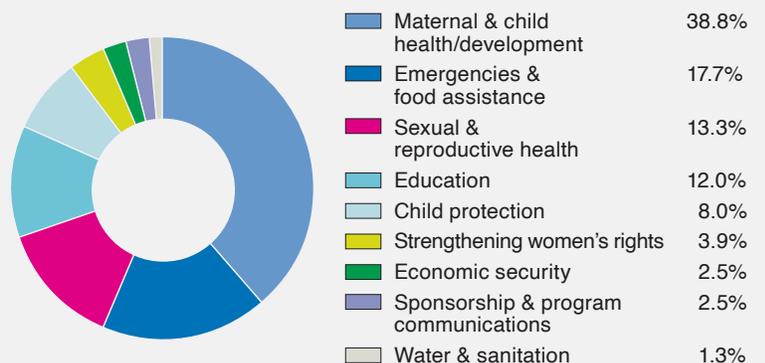
EXPENDITURES

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 world's most vulnerable children while promoting equality for girls. Every day, we're working to protect those most in need and to stop the setbacks to progress and rights that global emergencies like the COVID-19 pandemic can cause.

Child Sponsorship contributions are pooled centrally and used for community development projects that benefit all the children and families in a sponsored child's community. Designated contributions – such as major financial donations, Gifts of Hope and ongoing contributions to specific projects and communities – go to the project chosen by the donor and are managed by Plan International Canada in collaboration with Plan International's Country Offices. In all cases, donated funds support project activities that have been developed together with community members, including children – ensuring that children's safety, inclusion and empowerment are always core objectives.



STOPPING THE SETBACK OF CHILDREN'S RIGHTS AND EQUALITY FOR GIRLS

At Plan International Canada, we believe every child has the right to be healthy, educated, protected, valued, respected and heard. This year, as COVID-19 spread around the globe and nations struggled to understand and respond to the health crisis, we witnessed widespread infringements on children's rights. Within a few months, the pandemic threatened to set back decades of progress made towards gender equality and girls' rights. By the end of spring, school closures had impacted more than 90 per cent of students – including 743 million girls.

Guided by our commitment to gender equality and ensuring that children's bright futures are not threatened by crisis, Plan International Canada took immediate action. We pivoted our programming to focus on COVID-19 responses in the communities where we're active, and we've been working tirelessly to stop the setback the pandemic has caused for children, especially girls – who are most often denied their rights, particularly in emergencies.

Through it all, we've continued to deliver great results towards our five-year strategy, *20 Million Reasons*. This year, we reached more than six million children around the globe, bringing the total number of children positively impacted by this strategy to over 18.4 million. After three years, we've almost reached our target of improving the lives of 20 million children by 2022 – putting us on track to exceed our goal in the final two years of the strategy.

We're inviting all Canadians to join us as global citizens – together, we'll help empower communities to overcome the effects of this pandemic, unleash human potential and end inequality for children, especially girls, around the world.

EXTRAORDINARY MEASURES FOR AN EXTRAORDINARY EMERGENCY: OUR PANDEMIC RESPONSE

The impact of this unparalleled crisis has been felt by communities around the world, and according to our research, girls and women are bearing the brunt of it. COVID-19 is unravelling decades of progress made for gender equality and girls' rights, which is why Plan International launched a global campaign to Stop the Setback.

Our global response to the COVID-19 pandemic has focused on communicating gender-integrated public health information, including the specific impacts of the pandemic on girls and women, as well as activities like installing handwashing facilities and distributing food and hygiene kits. We've prioritized reaching the communities most in need through preventative and response initiatives. We've also taken careful measures to ensure the safety and well-being of our staff and partners. Together, we're working to protect and improve the health of all.



In the Asia-Pacific region, we distributed over **one million pieces of personal protective equipment (PPE)**.



In Somaliland, we reached **approximately 750,000 people through radio messages** that raised awareness of gender equality and the importance of girls' education.



In Latin America and the Caribbean, we distributed **over 440,000 food kits**.



THANKS TO OUR GENEROUS SUPPORTERS, PLAN INTERNATIONAL'S GLOBAL COVID-19 RESPONSE HAS ALREADY REACHED MORE THAN 79 MILLION PEOPLE.

One of the most powerful ways we can stop the setback is through education. It helps protect children, especially girls, from gender-based violence, exploitation, child marriage and more. That is why we have focused on helping children continue their education remotely and safely through the distribution of tablets, solar-powered radios and learning kits.

For example, Plan International Canada's donors are helping thousands of Syrian refugee children in Jordan to access education through innovative digital solutions. Now, these children are ready – and even excited – to start Grade 1.



Read the full stories at
plancanada.ca/annualreview2020

BOOSTING INCOME AND HEALTH TO OVERCOME CRISES AND CHANGE THE BIRTH STORY



Over the past five years in Bangladesh, Ghana, Haiti, Nigeria and Senegal, Plan International Canada has worked with the Government of Canada to reach over 2.3 million people to strengthen maternal and child health, and to shift harmful social and gender norms. As part of this work, we helped establish over 1,300 village savings and loans associations (VSLAs), aimed at ensuring that women have access to the resources they need to keep themselves and their families healthy, even in emergencies like COVID-19. The groups have enabled women to generate over \$670,000, while also offering them a safe and empowering space to access information about health and their rights. In 2020, the pandemic deepened existing inequalities in economic status and access to health care, particularly for women in remote communities, who are often excluded from decision-making. The VSLAs provide a safety net, made all the more invaluable by the global crisis.

“Through the VSLA, women have year-round access to funds. When women have money, others have no choice but to listen to them,” states Theodora, a participant in Ghana. Members have started businesses with their savings to help pay for health costs and better support their children, and participant families can access community-pooled funds for emergency health services. With greater financial security, women can access the support and care that they and their children need – helping them change their own birth story.

“Now, through our group, we can save money and use it easily in any emergency. I feel secure.”

– Beauty, a VSLA member in Bangladesh

LEADING THE CHARGE FOR CHANGE IN COLOMBIA

“My story with Plan International changed my life,” recounts 16-year-old Rosa. In Colombia, generations of armed conflict threaten youth like Rosa and their right to security, education, opportunity and a life free from violence. But with the backing of Global Affairs Canada and dedicated supporters, we are working with youth like Rosa to help those affected recover and lead for peace. Our programs have opened opportunities for youth to participate in arts, livelihood and advocacy activities, and engaged communities and policy-makers to further protect youth from recruitment and other dangers of armed groups.

Rosa took part in educational theatre groups that offered a form of rehabilitation and healing for youth members. Collectively, the groups reached over 67,000 audience members with messages promoting unity and hope. Rosa was also among a group of youth supported to create short films. For Rosa and her peers, filmmaking presented a platform to elevate their voices, and it offered a cathartic outlet to help them process past trauma. Plan International Canada collaborated with youth like Rosa to engage over 1,400 people, including government officials, in building and maintaining protective community spaces for youth, particularly girls. “With the short film and the experiences I’ve gained, doors have opened and could be used in the future,” says Rosa, ready to rally for peace with other empowered youth and work towards creating safer, more peaceful communities across Colombia.



THIS PAST YEAR,
PLAN INTERNATIONAL WAS ACTIVE IN
75 COUNTRIES

OUR PROGRAMS REACHED MORE THAN
**57,000 COMMUNITIES &
50 MILLION
CHILDREN**



(INCLUDING MORE THAN **26 MILLION GIRLS & 24 MILLION BOYS**)



**1,838
PROJECTS**
PROVIDED CHILDREN
IMPROVED ACCESS TO:



Education



Water &
sanitation



Nutrition



Emergency
relief



Child
participation



Economic
empowerment



Health
care



Child
protection

171 DISASTER RESPONSES
WERE CARRIED OUT GLOBALLY, INCLUDING
OUR RESPONSES TO THE **COVID-19 PANDEMIC**



For more stories of the work you've made possible, visit plancanada.ca/annualreview



ENSURING NOTHING STOPS GIRLS' HEALTH

For years, deadly clashes between government and rebel forces in South Sudan have forced girls and their families to flee their homes, leading to one of the largest population movements recorded worldwide. Millions have left everything behind to seek refuge in neighbouring Uganda, where local resources were already scarce. In refugee settlements, girls, in particular, face extreme challenges in obtaining basic necessities, including personal hygiene items. Our **Because I am a Girl Project** helped address this need by distributing 9,000 dignity kits – filled with essentials like reusable sanitary pads and soap – to girls across these refugee settlements and host communities, along with training to make their own reusable sanitary pads. Additionally, both boys and girls participated in inclusive monthly sessions on menstrual hygiene management and sexual and reproductive health, which helped to break down associated stigma and educate about risks. Collectively, these activities are helping to ensure that throughout the COVID-19 pandemic, and no matter what setbacks may arise, no girl has to go without the information, supplies or support they need to protect their health, period.

YOUTH ADVOCATES HELP #CHANGETHEBIRTHSTORY

To celebrate the completion of our Change the Birth Story campaign, Canadian youth advocates hosted a special event at the Canadian Conference on Global Health in October 2019 and shared their successes in promoting this landmark initiative. Demonstrating the power of youth driven by purpose, the advocates collected over 16,000 signatures from Canadians in support of this three-year campaign.



Change the Birth Story raised awareness for Plan International's programs that work with communities, especially women and girls, around the world to realize their right to health – including maternal, newborn, and sexual and reproductive health. The Youth Advocates applied their passion and creativity to generate awareness for this critical work. At the conference, they explored best practices for engaging Canadians on global issues and inspiring them to act in support of solutions. Not only did these incredible advocates play an important role in the campaign, but they also built their leadership, communication and advocacy skills, empowering themselves to lead boldly as global citizens – all of which have proven useful and necessary with the onset of the COVID-19 pandemic.

Since taking appropriate social distancing measures, our team has also pivoted our initiatives with youth in Canada, helping this powerful network stay connected remotely through this critical time. Symposiums, conferences and panel discussions have gone digital, showing that no distance or emergency can keep this inspiring group from raising their voices and taking action to help stop the setback for youth everywhere.

FORTY YEARS OF GENEROSITY: MEET TOM AND SHARON



“Plan International Canada has a detailed approach to addressing community issues. We love their dedication and accountability – and we’ve seen it in action,” say Tom and Sharon Dalinda, who are passionate about the projects they’ve been supporting through Plan International Canada since 1980. In 2019, the couple travelled to Peru, where they witnessed first-hand how their gift has empowered women entrepreneurs.

“It meant so much to us to meet the women whose lives have been so positively impacted. It is evident that their confidence has grown and they have the respect of their communities,” say the Dalindas. The couple continues to generously support projects that advance children’s rights and gender equality.

“When we give with Plan International Canada, the impact we provide to communities is multiplied due to its matching programs. We’re always impressed to see the amplified impacts of our investments.”

– Tom and Sharon Dalinda

OUR GENEROUS DONORS AND PARTNERS THROUGH A YEAR OF CHANGE

In 2020, the generous support of philanthropic individuals, organizations, employee groups, foundations, and institutional funding partners enabled us to make significant strides in advancing children’s rights and equality for girls, even through some of the most difficult circumstances the world has seen. We thank them for their incredible contributions, particularly as we work together to overcome the COVID-19 pandemic, stop the setbacks it has caused and continue to support the world’s most vulnerable children.

Global Affairs Canada (GAC)

Dubai Cares

Educate a Child (EAC)

Education Cannot Wait

Global Sanitation Fund (GSF)

Solvatten

Stop TB Partnership

The Global Fund

The International Fund for Agricultural Development (IFAD)

UNICEF

United Nations High Commissioner for Refugees (UNHCR)

United Nations Population Fund (UNFPA)

United Nations World Food Programme (WFP)



This annual financial report presents highlights of our global work for the 2020 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.

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

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**.



CRA Charity Registration Number
1892 8993 RR0001

© 2021 Plan International Canada Inc. The Plan International Canada name, associated trademarks and logos are trademarks of Plan International Canada Inc.

*The Standards Program Trustmark is a mark of Imagine Canada used under licence by Plan International Canada.