

PLAN INTERNATIONAL CANADA 2021 ANNUAL REVIEW



Ruth, 16, is one of the millions of schoolchildren in Peru who have had to adapt to remote learning due to pandemic-related school closures. Despite the burden that COVID-19 has placed on her family and the broader community, she was determined to continue her studies through radio lessons.



GIRLS TAKE THE LEAD DURING THE COVID-19 CRISIS

As a global community, we spent the past year making headway in the fight against the many inequalities exposed by COVID-19. We saw the damage that can be wrought by the unexpected, but we also saw what happens when communities come together in support of a common goal.

Girls and women carry the greatest burden of inequality, which has only worsened with COVID-19. Yet we know they are powerful and can help create a just world. As we envision the other side of this global crisis, we have an opportunity – and a collective responsibility – to shift the imbalances that have caused and increased inequality. Girls have been and can be leaders in their communities and in the COVID-19 response. Standing with and investing in them is the key to stopping the setbacks caused by the pandemic.

As we review the year behind us, Plan International Canada can see first-hand the positive effects that can happen when girls are given the space to lead and exercise their rights. We have seen girls assert their rights to a safe, healthy life and a path of their choosing. We have also seen them lift up those around them, rewriting the future for themselves and their communities.

We are proud of the work we do together to advance children's rights and equality for girls, and we are excited to share examples of the incredible accomplishments from this past year.



LETTER FROM THE CEO **LINDSAY GLASSCO**

When the global pandemic began almost two years ago, no one could have predicted the levels of adaptation, resiliency and collaboration that the entire Plan International organization would demonstrate. I have never been prouder of our team in Canada, who have met head-on the threats that COVID-19 poses to children's rights.

COVID-19 has had a substantial impact on people everywhere but most significantly on girls and their rights. With great effort, we pivoted 100% of our programs to respond to the crisis. Addressing the pandemic's impact on girls remained our top priority.

With much of our Canadian team still working remotely this past year, investing in our digital capabilities and security was critical. So, too, were leading with compassion and focusing on the safety, wellness and engagement of our staff as each employee experienced the unique challenges driven or amplified by COVID-19.

The organization saw tremendous success in other areas as well. Informed by recent social movements that shone a spotlight on discrimination and exclusion, we launched our Diversity, Equity and Inclusion (DE&I) committee this past year. We developed a DE&I strategy and workplan, and we executed numerous initiatives to improve how we address inequality in our workplace.

Plan International Canada also continued to enhance collaboration at a global level, working more effectively than ever across geographies to leverage the diverse experience and expertise within the Plan International federation.

As you read this Annual Review, I hope you feel inspired by the many great accomplishments that have been achieved in the face of adversity. Thank you to our dedicated donors, supporters and Board of Directors for joining Plan International Canada in paving a pathway for children, especially girls and young women, to learn, lead, decide and thrive.

Lindsay Glassco
President & CEO,
Plan International Canada



LETTER FROM THE CHAIR

PATSY ANDERSON

Around the world this past year, we saw the progress that's possible when humanity bands together in solidarity, whether it is the creation of groundbreaking vaccines or responses to new COVID-19 variants. While the pandemic is not yet in our rearview mirror, we are gaining ground, both in the fight against the virus and in the fight for girls' rights.

Plan International Canada's purpose is more urgent now than ever before. This year, the organization tackled the challenges presented by the global health crisis while also maintaining its financial integrity and accountability. Thanks to the continued support of our donors and partners, we not only retained a strong financial foothold but also secured \$12 million in new grants to boost our global COVID-19 response. This enabled us to continue implementing our critical programming in areas like education and protection while also addressing the many additional and heightened needs that have arisen as a result of the pandemic.

COVID-19 demanded that we demonstrate agility and responsiveness while maintaining a commitment to impact. We are meeting the challenge with data-driven decision-making and by investing in tools that will future-proof our digital growth. To ensure our ongoing stability, we continue to prioritize financial sustainability and return on investment.

As we strive toward a future that is free of the virus and free of obstacles for children and girls, we are grateful for the support of all those involved with Plan International Canada, including our individual and corporate donors and our institutional partners. Without your support, our work would not be possible. We look forward to furthering our impact together in the years to come.

A handwritten signature in black ink that reads "Patsy Anderson".

Patsy Anderson

Board Chair,
Plan International Canada

SUPPORTING CHILDREN'S RIGHTS AROUND THE WORLD

Plan International Canada strives for a just world by advancing children's rights and equality for girls.

We work with governments, communities and organizations to deliver a comprehensive set of programs that help ensure that children – especially girls – are safe, healthy, educated and empowered. We support children's rights by strengthening:

HEALTH

We improve access to services like maternal, newborn and child health care, and we support the prevention and treatment of HIV, tuberculosis, malaria and other illnesses, including COVID-19. We work with individuals and communities to strengthen health systems and help them assert their continued right to health and critical care.

EDUCATION

We support education from early childhood through young adulthood by providing preschool classes, vocational training and entrepreneurial-skills training as well as accelerated learning to help students catch up on missed schooling. We build community support to prioritize children's education, and we are experts at providing education in emergency contexts.

SAFETY & PROTECTION

We support programs that keep children, especially girls, safe by preventing practices like child marriage, female genital cutting and other gender-based violence. We also amplify girls' voices to ensure that they are included in decision-making that affects them.





NUTRITION & WELL-BEING

We provide urgent assistance with food supplies and grocery vouchers. We also equip communities with the skills and support to grow sustainable food and start income-generating businesses that protect them against economic shocks.

EMERGENCY RESPONSE

We provide education, protection and life-saving supplies that address the unique barriers faced by children and girls in crisis.

WHERE WE WORK

- DONOR COUNTRIES
- PROGRAM COUNTRIES
- PROGRAM/DONOR COUNTRIES

Through the ARRIBA program, Génesis, 12, is learning about her rights and the prevention of gender-based violence as well as developing leadership skills that will enable her to become an agent of change in her community.



“I have learned that women should not suffer any kind of violence. There are laws and authorities that protect us. Adolescent women are strong, and we can make great changes in our communities.”



– Mery, 18, Bolivia

GIRLS LEAD THE WAY FOR GENDER EQUALITY AROUND THE WORLD

The impacts of the COVID-19 pandemic have been particularly devastating for girls, setting back decades of progress toward gender equality around the world. In addition to providing emergency assistance like hygiene kits, food and water, we pivoted our projects to address the lesser-known repercussions of the pandemic, like increased gender-based violence.

As a participant of ARRIBA, a Plan International program supporting girls' reproductive health and rights in Bolivia, Mery, 18, is using the power of her voice to lead response efforts in her community. Through the program's online workshops, Mery

learned about the dangers of gender-based violence and how strengthening safety systems and supporting girls' and women's rights can help them protect themselves in threatening environments.

To help protect her neighbours, Mery shared what she learned. She encouraged women and girls not to stay silent in violent situations, and she taught them how to seek help through local community services.

This year, ARRIBA equipped 9,283 adolescents with skills to promote safety, as well as the confidence to share their knowledge to help their communities.

AMA'S EDUCATION IS ALSO A TRUE STORY ABOUT HELPING OTHERS

Ama, 14, longed to go to school, but, like many girls her age in northern Ghana, her family was experiencing poverty and they believed marriage was the best solution to ensure her financial security.

The good news is that, through the support of Plan International's REACH program in Ghana, Ama is now on a different path. At a community meeting organized by the program, Ama's mother, Laarba, learned about the dangers of child marriage. Understanding that marriage would jeopardize Ama's future and that school was a lifeline, Laarba postponed the marriage and enrolled Ama in an accelerated learning course so she could catch up to her peers.

Ama is excelling, and she hopes to carry the torch of education forward to inspire more good news stories in her community.

After seeing the incredible difference that school has made in Ama's life, Laarba became a volunteer with the REACH program. Now she helps ensure that others have bright futures by raising awareness about the importance of girls' education.



"I owe it to Plan International for making my dreams come true. I wish to become a teacher one day so I can help other girls in my situation."



— Ama, 14, Ghana

This year alone, the **REACH** program supported the education of
8,784 CHILDREN, INCLUDING 4,035 GIRLS!



KRISTINE'S STORY

RAISING HER VOICE FOR CHANGE

Plan International's Child Sponsorship programming helps nurture children and youth by supporting sustainable programs within their communities. Kristine, an 18-year-old sponsored child from the Philippines, aspires to study journalism in college. "I want to tell meaningful stories that could directly impact the lives of many," she says.

Kristine is one of the 5,017 children in the Philippines sponsored by Canadian donors. She is also a participant in Plan International's RAISE Above program, which equips adolescents – especially girls – with self-esteem and vocational training so that they can thrive in their careers.

Through RAISE Above, Kristine received training in youth issues, communications and advocacy. With new skills and knowledge, she gained the confidence to share her ideas with a wider audience. To lead pandemic response efforts in her area, Kristine created an infographic on COVID-19 prevention, which was so well designed that the project team shared it on their social media channels.

As an advocate for girls' health, Kristine also scripted and starred in a Plan International video that dispels myths about menstruation. To date, the video has garnered 60,000 views! Kristine is fulfilling her dream, and she hopes to inspire other young women.

"I want to see more girls like me in the media. I want our stories to be told."

– Kristine, 18, Philippines



PLAN INTERNATIONAL'S GLOBAL IMPACT IN 2021

50.3 MILLION CHILDREN

were reached by Plan International's work,
INCLUDING 26.2 MILLION GIRLS

19,565 COMMUNITIES

with sponsored children
directly benefited from
Plan International's
work

1.2 MILLION CHILDREN

were supported
by sponsors



For the Plan International Worldwide Annual Review,
visit plan-international.org/annualreview

22 MILLION

**GIRLS, BOYS,
WOMEN & MEN**

received inclusive,
quality education



700,341
COMMUNITY MEMBERS

were trained in
gender equality

6.4 MILLION
GIRLS

received better
access to education



37.7 MILLION
PEOPLE

were reached by our
disaster relief work,

INCLUDING
9.8 MILLION GIRLS



AMPLIFYING GIRLS' VOICES ON GLOBAL PLATFORMS

“Adolescent girls, in all their diversity, are particularly excluded from decision-making. Without their meaningful participation, their unique needs are often ignored.”

– Katherine Dibbon, 20, youth ambassador



As a youth ambassador for Plan International Canada, Katherine collaborated with us on advocacy initiatives designed to ensure that girls and young women play a greater role in shaping solutions to

shared global challenges. Global advocacy is an essential part of Plan International Canada's work, as it influences the Canadian government's and other leaders' policies, which helps advance children's rights and equality for girls.

In advocating for and with youth in 2021, we were proud to contribute to the Generation Equality Forum's Global Acceleration Plan, a set of guiding principles for global leaders on prioritizing gender equality. A UN-led initiative, this document contains tangible actions that governments, corporations and other global leaders can adopt in their policy-making.

Our advocacy work supported youth like Katherine in demanding that financial resources be dedicated to ensuring that adolescent girls and young feminist leaders are included in critical decision-making. When this recommendation was incorporated into the Global Acceleration Plan, we celebrated a success in promoting the needs and rights of girls and young women. By including girls' voices in policy, we change how decisions that impact them will be made for years to come.



The Honourable Maryam Monsef (former Minister of International Development and Minister for Women and Gender Equality) joins youth ambassadors Katherine Dibbon and Jenn Wani and educator and activist Rosemary Ganley in an intergenerational dialogue about gender equality (individuals pictured clockwise from top left).



Gursimran, Joanna, Natalie, Victoria, Tehreem, Judy, Annie and Zara (clockwise from top left) were participants in the 2021 Girls Belong Here program.

GIRLS BELONG HERE ♡

CANADIAN YOUTH LEADERS SHAPE INNOVATION AND ACTIVISM

Since 2016, Plan International Canada's Girls Belong Here program has created opportunities for girls and young women to step into high-profile professional roles for a day. The program demonstrates the power of girls' voices in leadership and decision-making.

This year's cohort of 40 inspiring youth leaders from throughout Canada took part in virtual "seat shares" and in Innovation Hubs, a new program addition that further supports youth engagement and activism. The Innovation Hubs provided a two-way learning opportunity in which girls shared their perspectives on key projects and issues – such as sustainability, diversity and inclusion – to help inform the companies' future work.

For Girls Belong Here partner The Body Shop, the Innovation Hubs and seat shares were opportunities to bring more diverse voices to the table and discuss the company's social activism. Hub participants in Canada and the U.S. also shared their insights about youth advocacy, which highlighted the need to increase opportunities for youth voices to be heard. Suggestions included creating a youth advisory council that would help inform The Body Shop's business decisions.

"We walked away with incredible insight about how to power youth-led activism campaigns and how to conduct ourselves as a responsible business that wants to engage youth on a day-to-day basis," says Hilary Lloyd, VP of marketing and activism for The Body Shop in North America.

"It was such an incredible opportunity to discuss youth civic engagement and empowerment with the team at The Body Shop. This experience will be carried forward into my life's mission of continuing to support and empower women."



– Teagan, 23, an Innovation Hub participant

377,326

children uplifted
with access
to **education**

4.5 MILLION

children reached
with life-saving protection
against disease

149,739

children supported
by **sponsors**
in Canada



156,680

children **protected**
from harm, including
abuse and exploitation

1.3 MILLION+

people reached by
Plan International Canada's
COVID-19 response

116,951

children, adolescents and
new mothers received
health support and education

110,880

Gifts of Hope
purchased by
ethical gift givers to
promote **children's**
well-being

31,787


children provided
with **clean water**

143,132

children received
food support

7,804

Canadian youth
engaged in
children's rights and
youth empowerment
initiatives



Lori Elder (left) and her daughter, Alana, have been supporters of Plan International Canada for more than two decades. Their family first started child sponsorship in 1999.

MOTHER-DAUGHTER DUO SEE THE POWER IN GIRLS' EDUCATION AND LEADERSHIP

Lori Elder and her daughter, Alana, are longstanding supporters of Plan International Canada. Alana and her brothers have connected with sponsored children since childhood, and Lori is a founding member of Plan International Canada's Equality Collective, a circle of women who combine advocacy with impactful investments to champion solutions that unleash the potential of girls.

Lori's and Alana's involvement with Plan International Canada has deepened their awareness of the rights of girls and women and their critical role in decision-making. "We listen to the voices of women and children," Lori says. "We follow their lead in providing support to accelerate change in their communities."

They also believe that education is key to empowering girls and women to regain the progress set back by COVID-19. While pursuing her bachelor of education degree, Alana has witnessed the negative effects of school closures on children, especially girls. She knows that equipping them with a safe learning environment will ensure that they have the knowledge, skills and opportunities to not only thrive, but also lead the way in pandemic recovery efforts.

"Girls and women know what they need, and when they step into leadership, they can make real change."

– Alana, Plan International Canada supporter

A PARTNERSHIP FOR HEALTH

TACKLING KEY DISEASES WITH THE GLOBAL FUND

For 31-year-old Bendu, having access to bed nets is critical to keeping her three children healthy. The nets help protect against mosquito bites that lead to malaria, a common threat in Liberia, where Bendu and her family live.

Plan International has been working with The Global Fund to Fight AIDS, Tuberculosis and Malaria since 2005. Together, we have been combatting these diseases by strengthening health systems and providing information, testing and supplies, like bed nets.

Plan International's long-term presence in the communities where we work enables our large-scale reach in the fight against disease. Last year alone, we helped 7.3 million people in 10 countries through health promotion, preventive measures and education.

In our work to eradicate malaria, tuberculosis and HIV/AIDS, we know that girls and young women face unique barriers to accessing vital health care. With our combined expertise, Plan International and The Global Fund are ensuring their needs are met. Plan International is investing additional resources to reduce the burden of these illnesses on women and girls, especially in West Africa, where we have seen the risk of infection increasing.



DID YOU KNOW?

According to the World Health Organization's 2021 World Malaria Report, there were an **estimated 627,000 malaria deaths worldwide in 2020** – a 12% increase compared with the previous year. It is estimated that 68% of the additional deaths were due to **service disruptions during the COVID-19 pandemic**.

“The nets are very important to me and my children. I thank the donors who made these available to mothers and their families. When we use them, our children will not get malaria.”

– Bendu, 31, Liberia



574

Gifts of Hope, totalling
\$220,056,
were purchased
by **19 foundations**

101

donors advised us that they have included a
gift to Plan International Canada in their wills,
with an approximate total value of
\$2.8 MILLION

A PICTURE OF SUPPORT

**DURING OUR
2021
FISCAL YEAR**

55

celebrated ambassadors
and **social influencers**
helped spread awareness
of our work

108,928

Canadian sponsors supported
Plan International Canada

111

Canadian small and medium
enterprises partnered with
Plan International Canada to
support projects and programs
for **girls' empowerment**,
leadership, health and education

\$237.2 MILLION

in **grants** were awarded to
Plan International Canada
to support

78+

children's rights projects



Nuiy, a seven-year-old student from Laos, writes on a blackboard in his classroom. He received a school scholarship from Plan International and dreams of becoming an artist one day.

FINANCIAL OVERVIEW

HOW DONATIONS REACH COMMUNITIES

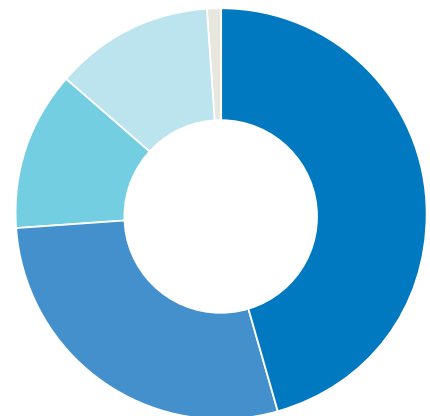
Plan International has a long-term presence in the communities where we work, partnering with children, families, community organizations and governments. Our diverse funding sources help us develop sustainable solutions together to unleash human potential around the globe.

Child Sponsorship contributions go to community development projects that nurture the power and potential of children and their communities while also allowing us to establish trusting relationships and implement sustainable change.

Designated contributions – such as major financial donations, Gifts of Hope and ongoing contributions to specific projects – go to the project identified by the donor. In all cases, donated funds support projects developed in partnership with community members – including children, especially girls – to address inequality and create a just world.

REVENUE

Where our support comes from



Government & other grants	46.1%
Child Sponsorship	28.5%
Gifts in kind	12.7%
Contributions, gifts & bequests	12.5%
Investments & other income	0.2%

Total revenue: \$237 million

WHAT PERCENTAGE OF DONATIONS GOES TO PLAN INTERNATIONAL CANADA PROGRAMS?

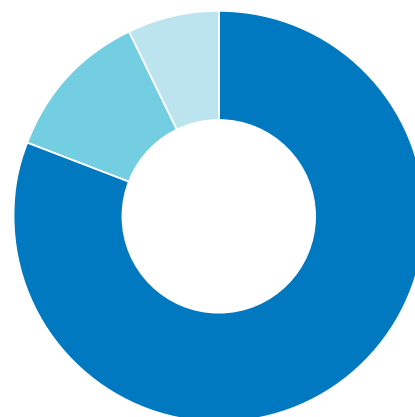
Plan International Canada is committed to keeping our administrative costs low so that the greatest percentage of donations goes directly to programs advancing children's rights.

In the fiscal year 2021, we spent 19 cents of each dollar raised on fundraising and operations costs. The remaining 81 cents supported programs that positively impact children and their communities around the world.

Our policies ensure that the maximum amount of money benefits children in the countries in which we operate and that we can also grow our community of supporters to ensure that we deliver on our long-term commitments. This enables us to keep our programs well funded and make sure our impact is effective and sustainable.

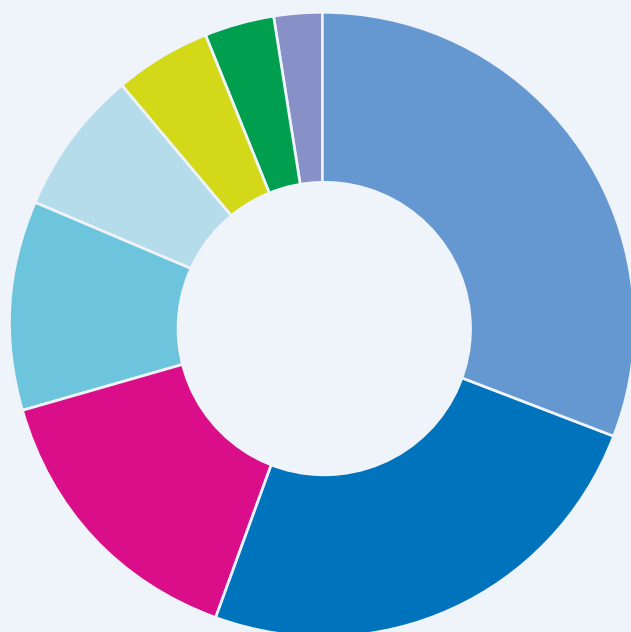
EXPENDITURES

How our resources were used



Program expenditures	81.1%
Fundraising	12.0%
Operations	6.9%

Total expenditures: \$231 million



PROGRAM EXPENDITURES

Areas of work this funding supported

Health, water & sanitation	30.8%
Humanitarian response	25.1%
Sexual & reproductive health	15.1%
Education	11.0%
Child protection	7.3%
Strengthening human rights & civic engagement	4.9%
Economic security	3.4%
Sponsorship communications	2.4%

OUR GENEROUS DONORS

The incredible generosity of individuals, organizations and foundations is critical to ensuring the health, education, safety and well-being of children – especially girls – around the world. As we face the setbacks of the COVID-19 pandemic together, we gratefully acknowledge our strong foundation of supporters, including the following donors, who have made a pledge or cumulative gift of \$100,000 or greater in the past three years.

Alberta Cefis
 Ali Nabavieh
 Alte-Rego Corporation
 Amanda Skoll and
 Gerald Marquette
 Ameen M. Kanji
 Ardene Foundation
 Barry and Bonnie Bridges
 BMO Financial Group
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 and Peter Bresee
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 Cathie Campbell
 CCT Global Sourcing Inc.
 (Simpli Home)
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 Langara Students' Union
 Lisa Ritchie
 Lise Bazoian
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 Longhedge Foundation
 Lori Elder
 Lori Wood
 Mary Watson
 Maurice Emard
 McLean Smits Family Foundation
 Michael J. Waring/Kids In Class
 Mining4Life
 Nora Jones
 Pamela Alexander
 Parveen and Paula Boora
 Patsy and Jamie Anderson
 Paul Field
 Paul M. Gagnon
 Peter Gilgan Foundation
 Peter J. and Tracy Bissonnette

Pfizer Canada ULC

Power of One Foundation

Ptarmigan Fund at
The Calgary Foundation

Pyramid Construction

Rajiv Samant

RBC Foundation

Regent Family Foundation

Richard Dempster

Richard E. Taylor

Robert and Karen Lyons

Scotiabank

Sharon Woronuk

Simon Nehme and Clara Francis

Stober Foundation

The Body Shop

The Honey & Leonard Wolfe
Family Charitable Foundation

Timex Group Canada

Timothy McGillion
and Janice Carter

Unifor Social Justice Fund

Unilever

Vetha B. Paine

Vivienne and Neville Poy

W. Bruce McFarlane

Warner Music Canada

Wendy Reed

Work For All

Anonymous – 19 donors

INSTITUTIONAL PARTNERS

Dubai Cares

Educate A Child

Education Cannot Wait

Global Affairs Canada

The Global Fund to Fight AIDS,
Tuberculosis and Malaria

UN OCHA

UNHCR

UNICEF

World Food Programme

THANK YOU FOR SUPPORTING GIRLS & CHILDREN AROUND THE WORLD

Though the challenges brought forth by the COVID-19 pandemic have been significant, we are proud of what we have accomplished in supporting the rights of children globally. We have made significant strides in our efforts to create a just world and support girls as change-makers in their communities.

We are eager to keep the momentum going and remove the barriers that keep children – especially girls – from reaching their full potential.

Plan International Canada is grateful to you for your commitment to this work and for sharing our vision of lasting, positive change.

From all of us, thank you.





This annual financial report presents highlights of our global work for the 2021 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

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