



# ANNUAL IMPACT REPORT

INNOVATING FOR IMPACT

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[worldvision.ca/annualreport](http://worldvision.ca/annualreport)

## WHAT DOES INNOVATION LOOK LIKE IN THE MOST DIFFICULT PARTS OF THE WORLD?

I walked into a classroom with a group of six-year-olds in Badghis, Afghanistan, and sat down on the carpet between a boy named Adil and a girl named Moska.

This is innovation.

It might not seem like a revolutionary approach to schooling, but in rural Afghanistan, this is new. Traditionally, boys and girls would not be educated in the same building, let alone the same classroom.

Innovation doesn't necessarily have to be a massive breakthrough. Many times, it's the constant iteration of ideas that ultimately leads to doing things differently.

This year, I got the chance to see some of the innovative work being done by World Vision in Afghanistan—where conflict, drought and entrenched gender inequality have made it hard for children (especially girls) to succeed.

Seeing girls in that classroom was not only evidence of impact, but indication of a new found commitment to empowering women and girls in the generations to come. I was inspired, knowing it required the adoption of a new mindset by teachers, parents, community members and faith leaders.



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online at  
[worldvision.ca/  
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World Vision helped facilitate iterations to local education systems, so girls like Moska could have the opportunity to reach their full, God-given potential. Little does she realize her community is amid transformation beyond just the classroom.

In Badghis, well water cannot be consumed because of elevated sodium levels; members of the community were travelling five hours to collect water. In order to make drinking water more accessible, World Vision installed reverse osmosis systems, which separate pure water from saltwater, leaving impurities behind. The system runs on solar panels, producing 40,000 litres of clean water per hour.

World Vision is also empowering the community to oversee maintenance and fair distribution through a water management committee. That same committee oversees a solar-powered drip irrigation system that is helping farmers keep their fields green and use water more efficiently.

Encouraging innovation in fragile countries like Afghanistan is just one way that World Vision is helping children, families and their communities overcome poverty and injustice. This Annual Impact Report will highlight other examples of successful innovation we've seen throughout the last year.

Thank you for coming alongside us. When Canadians like you partner with World Vision, it shows that our hearts beat in the same way; we are collectively dedicated to sharing Jesus' love and generosity with the world. Together, we have made a real impact.

**In Afghanistan,  
I embraced the  
impact of innovation,  
witnessing changed  
lives in both the  
classroom and field.**

**Michael Messenger**  
President, World Vision Canada

# Pioneering new approaches to transformation

From small iterations in programming, to the embrace of new technologies, World Vision continually seeks ways to deliver more and better impact. It's your support that makes these stories of innovation possible.



MOZAMBIQUE

## RESPONDING TO EMERGENCIES

In March, more than 2.5 million people were affected by Cyclone Idai across southern Africa, including 15-year-old Paulito in central Mozambique. "I was very afraid. The house began to shake," recounts Paulito.

We delivered immediate aid for child survivors of Cyclone Idai, and rebuilding programs for entire communities.

Thanks to our donors, Canada was part of the global response providing emergency relief. World Vision also partnered with the World Food Programme's Food for Assets initiative. Recipients contribute to the rebuilding of their own communities in exchange for cash, voucher or food transfers.

Tackling everything from replanting crops to building wells, the program allows children like Paulito to continue enjoying healthy, nutritious meals.

## PARTNERING EFFECTIVELY

Silfab Solar is working for change by expanding its commitment to help the world's most vulnerable children. The company makes solar panels that are ideal for areas without reliable access to an electrical grid.

This year, Silfab stepped forward with a donation of 721 solar panel modules. CEO Paolo Maccario explains, "Our partnership with World Vision allows us to empower vulnerable communities

to implement sustaining and sustainable solutions."

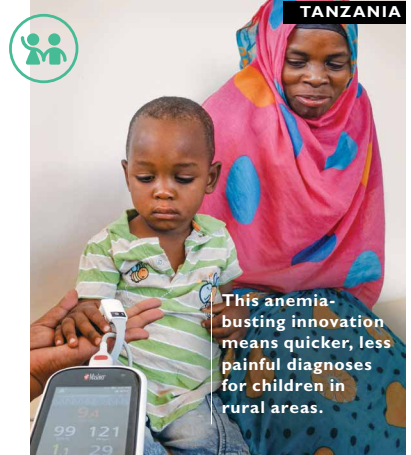
In Baidoa, Somalia, the panels are powering pumps used to draw clean water from boreholes. An estimated 30,619 people will benefit from improved access to safe water thanks to this innovative use of solar technology.



SOMALIA

## DEVELOPING COMMUNITIES

Hadija had a feeling her son would be diagnosed with anemia. She knew Jumanne's diet had been compromised, and she understood the threat anemia posed to young children.



TANZANIA

This anemia-busting innovation means quicker, less painful diagnoses for children in rural areas.

Enter the Rad-67 Pulse CO-Oximeter. This non-invasive blood monitor no longer requires needles to draw blood, and its wireless communication of results provides tremendous time savings when health facilities are not easily accessible.

For Jumanne, the monitor provided accurate test results, enabling a doctor to diagnose anemia and refer him to a district hospital.

With funding assistance from Global Affairs Canada, World Vision will continue to support in-field testing and the projected distribution of these devices to community health workers.

## ADVOCATING FOR CHILDREN

When 16-year-old footballer Arpana talks about the challenges of being excluded because of her gender, she's referencing a reality for millions of Indian girls. "We didn't think girls could play football, but with this opportunity, now we know that girls can play, just like boys."

Advocating for young people like Arpana can break new ground, empowering children to take the field.



World Vision's work to elevate the status of women in India takes many forms, including groundbreaking girls-only soccer camps. Arpana says that even parents, initially skeptical, have come around.

Now, when Arpana and her teammates are asked how playing soccer makes them feel, they confidently yell out in unison, "Equal!"



INDIA

# Driven by our mission. Inspired by our partners.

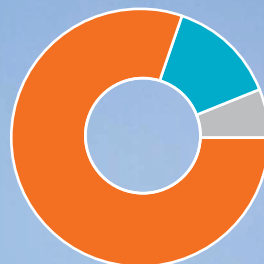
Innovation doesn't happen in a vacuum. It takes a team of dedicated collaborators, working toward a meaningful goal, to effect change. We are grateful for the ongoing generosity of our donors, and the support of government and gift-in-kind partners for their commitment to the world's most vulnerable children.

## SUMMARIZED STATEMENT OF REVENUE AND EXPENDITURES

Year ended September 30, 2019, with comparative figures for 2018  
(in thousands of dollars)

REVENUE	2019	2018
Cash Donations	231,999	240,140
Grants	63,666	93,589
Gifts-In-Kind	116,393	127,116
Investment & Other Income	950	4,692
<b>Total Revenue</b>	<b>413,008</b>	<b>465,537</b>
<b>EXPENDITURES</b>		
<b>Programs</b>		
Relief, Development & Advocacy	320,806	374,776
Public Awareness & Education	4,017	3,424
Fundraising	62,822	60,397
<b>Administration</b>		
Domestic	20,771	21,786
International	4,683	5,340
<b>Total Expenditures</b>	<b>413,099</b>	<b>465,723</b>
<b>Excess (Deficiency) of Revenue over Expenditures</b>		
	<b>(91)</b>	<b>(186)</b>

## EXPENDITURES



Programs

**80.4%**

Core Mission Support

**13.5%**

Fundraising

**6.1%**

Administration

This chart is based on a five-year average of World Vision Canada's annual statement of total expenditures.

Rohingya refugee children play on the banks of the Naf River, across from Myanmar, where thousands were persecuted. World Vision is working to meet their needs in neighbouring Bangladesh.





## Developing communities



Hadeel was excited to be heading off to school, until the conflict in Syria dashed her dreams. She and her family fled to Jordan where she was able to attend school with growing confidence thanks to project NOUR. This groundbreaking program, which brought together Syrian and Jordanian girls and boys to learn in safety, came to a successful close in 2019.

YOUR SPONSORSHIP OF  
**400,414 CHILDREN**  
IN **45 COUNTRIES**  
helped nourish, hydrate, protect  
and educate girls and boys today,  
and empower them  
for brighter tomorrows.  
WITH YOUR HELP,  
**22 COMMUNITIES**  
proudly became self-sufficient this year.

Through our ongoing ENRICH program, we offered services for **1,276,017 women, adolescent girls and babies**, with a primary focus on the first 1,000 days of life. We're **improving nutrition and local healthcare for moms and children** in Kenya, Tanzania, Bangladesh and Myanmar.

Our multi-year *Jóvenes Súper Pilas* (Youth Ready) project in El Salvador and Honduras has now **prepared 2,964 young people for opportunities** like entrepreneurship, job acquisition or further studies—hopeful alternatives to the dangers of gang life.



## Responding to emergencies

For Rohingya Muslim women living in the world's largest refugee camp in Bangladesh, life can be isolating and dangerous. Many find solace at a women's safe space run by World Vision. For those who've experienced gender-based violence, counselling is available. For others, like Smirna, it has provided a circle of friends, making life in the camp a bit more bearable.



WITH YOUR HELP,  
we responded to  
**25 HUMANITARIAN EMERGENCIES**  
such as natural disasters, food crises  
and protracted conflicts.  
WE CARED FOR  
**1.15 MILLION PEOPLE,**  
OFFERING LIFE-GIVING ESSENTIALS  
like food, water, shelter and medical care.

World Vision **reached 3.7 million children, women and men with life-saving food assistance** provided by the World Food Programme. We distributed **124 thousand metric tons to families in 21 countries**, including eight fragile regions such as the Central African Republic and Iraq.

In Rohingya refugee camps near Cox's Bazar, Bangladesh, **we operated learning centres for up to 3,840 children** who attended each week. Children learned basic literacy and numeracy in these safe, fun spaces, while regaining a sense of normalcy following the violent upheaval in Myanmar.



## Advocating for children



*"I want girls to be considered human."*  
— Martine

Sexual and gender-based violence is an ever-present concern for women and girls in the Democratic Republic of Congo. But a new generation of Congolese youth are looking forward to a brighter future. With the support of World Vision, Youth Parliament participants like Martine are advocating for child rights and equality for *all* children, so that no one needs to live in fear.

WE JOINED OTHER NGOs  
in urging Canada to champion

THE RIGHTS OF GIRLS  
AND WOMEN GLOBALLY.

The government responded with a

**10-YEAR COMMITMENT**

OF UP TO

**\$1.4 BILLION  
ANNUALLY**

FOR MATERNAL, NEWBORN  
AND CHILD HEALTH,  
and sexual and reproductive health.

More than **152 million children** are **exploited** for their labour. After advocacy from World Vision and its partners, the Canadian government agreed to start consultations on corporate supply chain legislation.

In Sudan's troubled South Darfur region, some youth seek identity amidst lawlessness through ethnic gangs. Instead, we're **training 51 youth for leadership roles** promoting peace and stability. It's part of a three-year program supported by our Raw Hope initiative.



## Partnering effectively

Thanks to a strong partnership with Food For Famine, based in Langley, BC, World Vision has been able to distribute RUTF (ready-to-use therapeutic food) to mothers like Gulbibi in Afghanistan. The fortified peanut paste has helped her daughter Nasima recover from the effects of severe acute malnutrition. The partnership has provided treatment for nearly 100,000 children thus far.



*"I can feel she is getting heavier day by day."*  
— Gulbibi

We're constantly seeking

**INNOVATIVE WAYS**

TO PARTNER WITH

CANADIAN COMPANIES.

This year, Canadians explored our work

**4.8 MILLION  
TIMES**

through interactive and

**360-DEGREE EXPERIENCES**

in Cineplex lobbies across the country.

We're grateful to the **550 Canadian churches, 41 Canadian celebrities and online influencers** who shone a light on the needs of the world's children, inviting their followers to do the same.

We provided girls in emergency situations with the dignity of feminine hygiene kits, packed with contents like pads, soap and underwear. We **secured more than 3,000 kits from Days for Girls Canada** for our Cyclone Idai response.

# Adapting programs to meet shifting priorities

World Vision is committed to remaining nimble in our approach and responsive in our partnership with the children, families and communities we serve. Your gifts are distributed to achieve maximum effectiveness for the most vulnerable.

Here's how your gifts are put to work:



**27.3%**

Food Security & Agriculture



**19.5%**

Health & Nutrition



**16.4%**

Disaster Management



**8.7%**

Community Empowerment & Child Rights



**8.6%**

Education & Life Skills



**8.0%**

Developing Global Strategies for Helping Children



**3.8%**

Monitoring and Evaluating Programs from Canada



**3.7%**

Water & Sanitation



**2.3%**

Sustainable Livelihoods



**1.3%**

Public Awareness



**0.4%**

Partnerships with Christian and Other Faith Leaders

*All numbers are based on a five-year average*



In this Colombian community, most people are Venezuelan migrants. Children flock to our Child Friendly Space for learning, music and play. Free WiFi keeps families connected to job opportunities.



**FOR MORE INFORMATION AND  
INSPIRING STORIES OF TRANSFORMATION,  
VISIT US ONLINE AT**

**[worldvision.ca/annualreport](http://worldvision.ca/annualreport)**



“World Vision Canada’s independent Board of Directors deeply appreciates your partnership and generosity. As careful stewards of your gifts, we strive to ensure your donation has the greatest impact for children around the world. We offer our wholehearted support of the financial statements in this Annual Impact Report.”

*Suanne Miedema*

**Suanne Miedema  
Chair, World Vision Board of Directors**



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**ON THE COVER**

**Child sponsorship was World Vision’s first innovation nearly 70 years ago.**  
The children at Intumbule Primary School in Kenya know the joys sponsorship can bring.  
Thank you for opening windows of hope for children everywhere.

*Cover photo: Jon Warren*

World Vision is a Christian relief, development and advocacy organization working to create lasting change in the lives of children, families and communities to overcome poverty and injustice. Inspired by our Christian values, World Vision is dedicated to working with the world’s most vulnerable people regardless of religion, race, ethnicity or gender.

In this fiscal year, World Vision Canada anticipates raising \$385 million in total revenue for its community development, emergency relief and advocacy work, of which approximately 14.7% will be used for necessary fundraising. In cases where donations exceed what is needed or where local conditions prevent program implementation, World Vision Canada will redirect funds to similar activities to help people in need. World Vision Canada is federally incorporated and located in Mississauga, Ontario. For more information, or for a copy of our latest audited financial statements, please visit our website at [www.worldvision.ca](http://www.worldvision.ca) or contact Director, Supporter Care at 1 800 844-7993.