

2009 CARE & YOU

CARE USA
ANNUAL
REPORT

09

!

XCHANGE



SIGNS OF CHANGE





CARE's work spans
the globe and touches
someone's life in one
way or another at every
single moment of the day.

Our story can be told as
many different ways as
there are people to tell it.

But we need a common
language, something
with universal meaning:

SIGNS.

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 If everyone started from the same place on the path out of poverty, CARE wouldn't need to focus on women and girls. But that's not the case. The societies that lag furthest behind are those where laws and traditions hinder women's empowerment.



From the
beginning
she must
come from
behind.

75

— percent of the world's women
who cannot get bank loans.¹

64

— percent of the world's illiterate
adults who are women.²

60

— percent of the world's poorest
people who are female.³

55

— percent of the world's children
out of school who are girls.⁴

CARE WORKS TO LIFT THE WEIGHT OF INEQUALITY SO THAT EVERYONE CAN LIVE UP TO HIS OR HER POTENTIAL.

ADD ALL THIS UP, AND IT'S CLEAR: Women and girls are the largest group facing systematic discrimination and marginalization in the world. We cannot advance as a planet and a people when half of us are treated as inferior, kept from reaching our potential and denied the opportunity to contribute to society.

1. United Nations Development Programme. 2. UNESCO Institute for Statistics. 3. UNESCO Priority Gender Equality Action Plan, 2008-2013. 4. UNESCO Education for All Global Monitoring Report 2009.

"The most important determinant of a country's competitiveness is its human talent – the skills, education and productivity of its workforce. And women account for one-half of the potential talent base throughout the world. To maximize its competitiveness and development potential, each country should strive for gender equality – that is, to give women the same rights, responsibilities and opportunities as men."

— World Economic Forum Global Gender Gap Report, 2009

>
When women and girls are doing well, those around them are too. So when CARE focuses on women and girls, it's not to the exclusion of men and boys – it's a strategy to accomplish more with our work in a community.

PATHWAY TO EMPOWERMENT





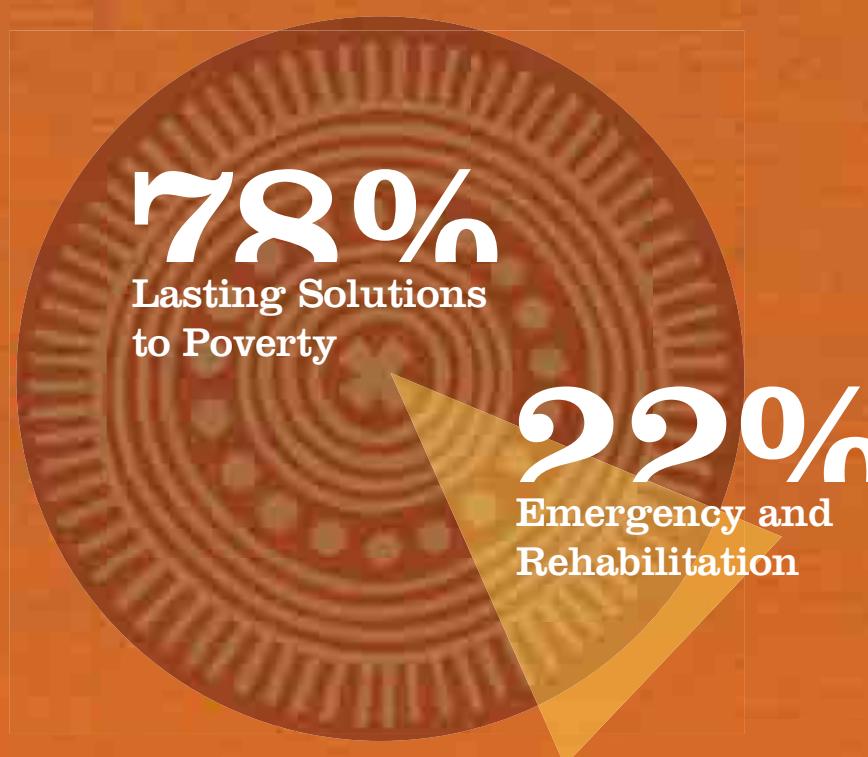
MAKING THE CONNECTION



Centuries ago, Italian merchants used the @ sign as a measure of capacity. More recently, it has come to symbolize Internet communications and connectedness. At CARE, our strength comes from our capacity as one of the world's largest humanitarian organizations and our strong connections to our supporters and the people we serve.



HOW CARE'S EXPENSES ARE ALLOCATED



CARE'S PROGRAMS BY ACTIVITY

VISION

We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security. CARE will be a global force and a partner of choice within a worldwide movement dedicated to ending poverty. We will be known everywhere for our unshakable commitment to the dignity of people.

PROGRAMMING PRINCIPLES

- Promote empowerment
- Work with partners
- Ensure accountability and promote responsibility
- Address discrimination
- Promote the nonviolent resolution of conflicts
- Seek sustainable results

MISSION

CARE's mission is to serve individuals and families in the poorest communities in the world. Drawing strength from our global diversity, resources and experience, we promote innovative solutions and are advocates for global responsibility.

We facilitate lasting change by: strengthening capacity for self-help; providing economic opportunity; delivering relief in emergencies; influencing policy decisions at all levels; addressing discrimination in all its forms.

Guided by the aspirations of local communities, we pursue our mission with both excellence and compassion, because the people we serve deserve nothing less.

CORE VALUES

Respect: We affirm the dignity, potential and contribution of participants, donors, partners and staff.

Integrity: We act consistently with CARE's mission, being honest and transparent in what we do and say, and accept responsibility for our collective and individual actions.

Commitment: We work together effectively to serve the larger community.

Excellence: We constantly challenge ourselves to the highest levels of learning and performance to achieve greater impact.

7 mil.

CARE provided almost 7 million people with improved access to school and better quality education.

800 / 72 / 59 / 2009

5



10 million

CARE's water and sanitation projects increased access to safe water and improved health and hygiene practices for over 5 million people.

More than 9 million people gained access to credit, acquired skills to start or expand businesses and improved their income through CARE's economic development programs.

Almost 10 million people improved crop production, adapted to climate changes, increased household income and promoted the sustainable use of natural resources.

9 million

10



THIRTY

10
M

Together with our partners, we reached more than 30 million people with information and services to improve their health, including family planning, maternal and newborn care.

CARE supported more than 800 poverty-fighting projects in 72 countries to reach more than 59 million people in fiscal year 2009.

Through health and social services, CARE and our partners helped more than 10 million people protect themselves from HIV, reduce stigma associated with the illness, and mitigate its negative economic impact.

Our emergency response and preparedness programs reached 10 million people, with special emphasis on the needs of the most vulnerable: women, children and the elderly.



We can't emphasize it enough: Without you, nothing we do would be possible. Your support enables us to bring life-saving and life-changing programs to millions of people. Without you, we wouldn't be working every day to address the underlying causes of poverty. Thank you!

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to put into action
the compassion
and generosity
represented by
your gifts.

And we see this
gratitude paid
forward by
individuals and
communities who,
in turn, help their
neighbors build
brighter futures.

Thank

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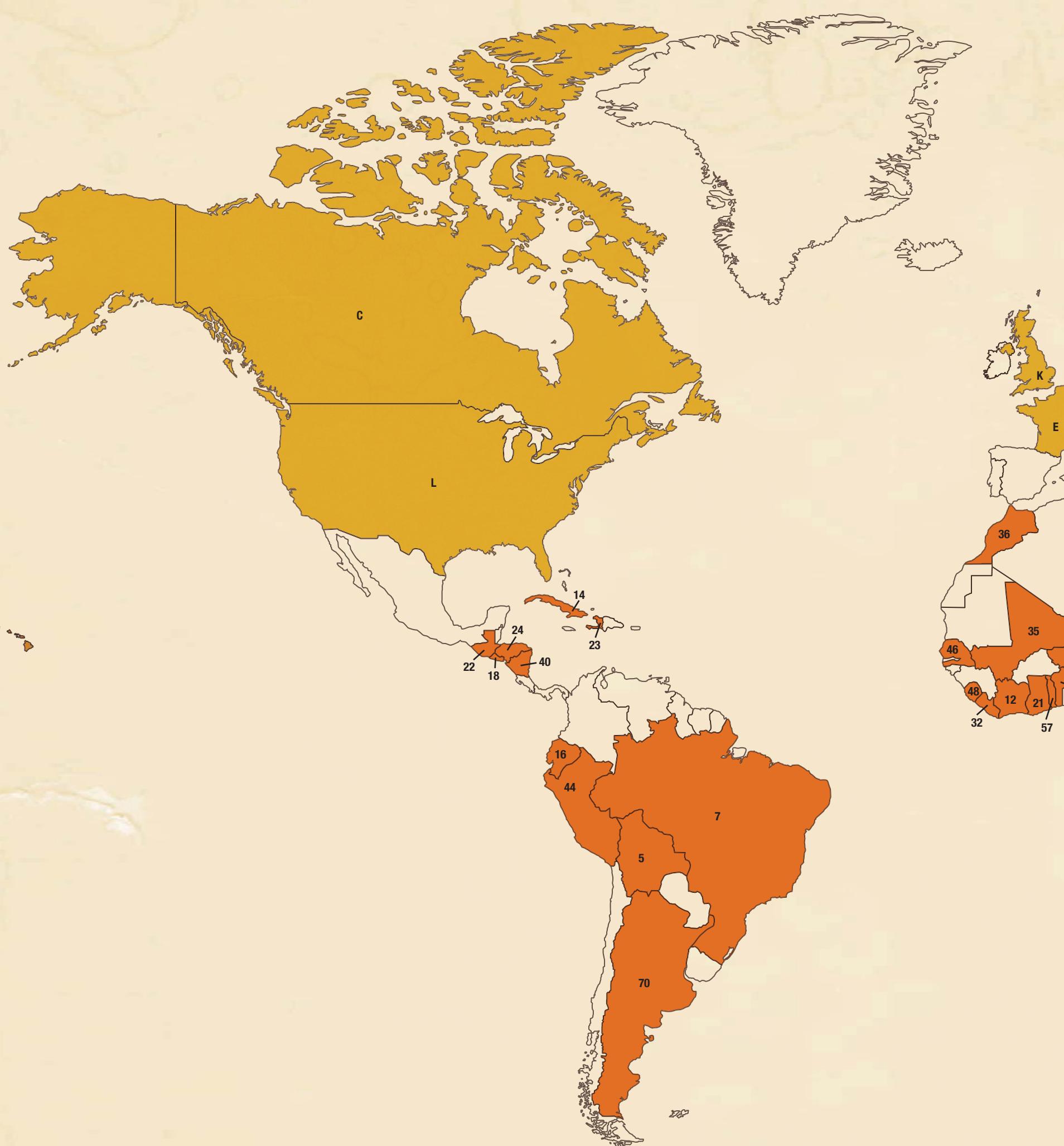
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When used in footnotes, an asterisk tells you where to find something. You'll find CARE in 72 countries, working to remove barriers to education, provide life-saving maternal health care, increase access to basic financial services and support hundreds more poverty-fighting initiatives.



CARE International members

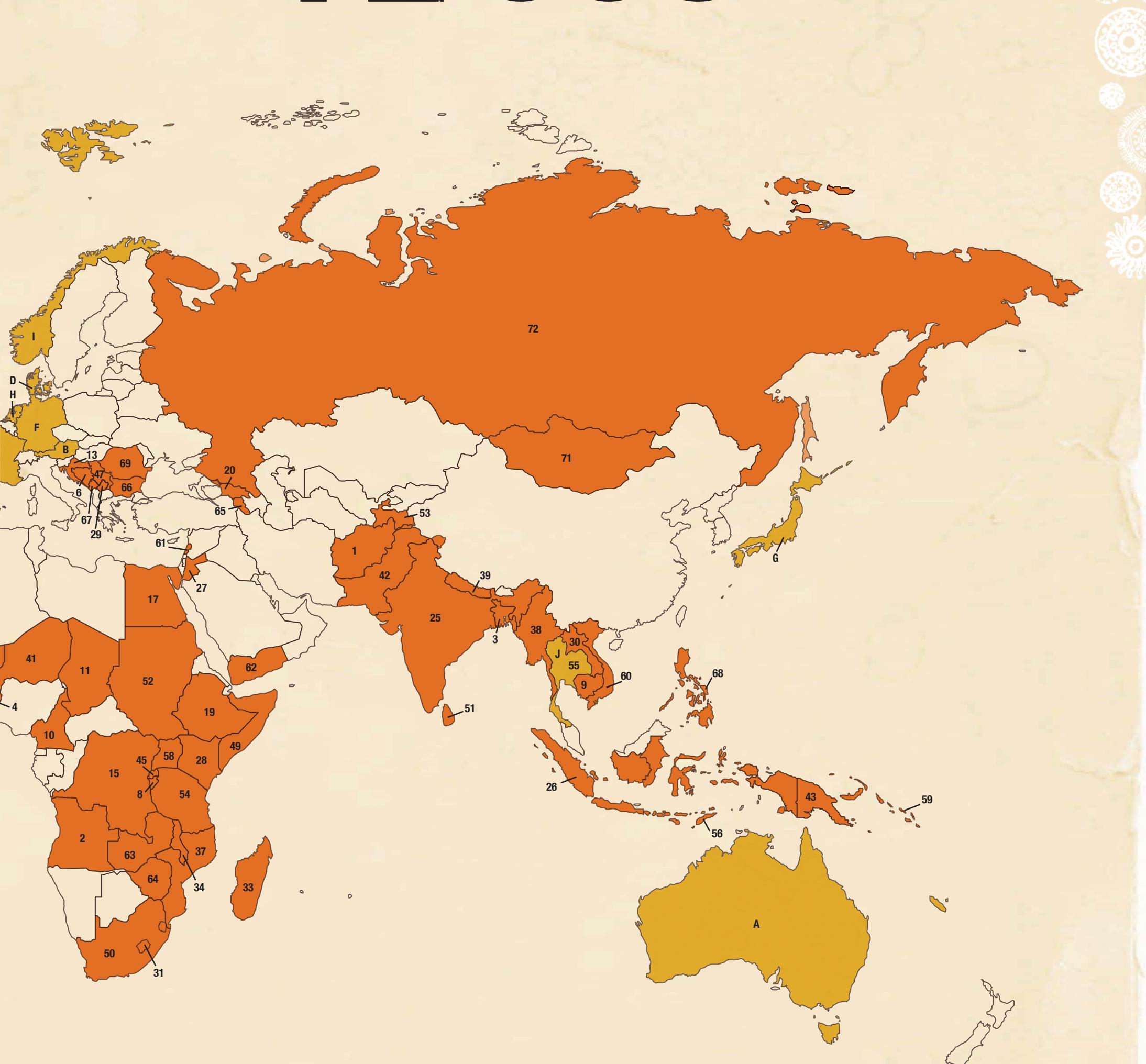
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- H. Netherlands
- I. Norway
- J. Thailand
- K. United Kingdom
- L. United States

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 - Brussels, Belgium
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To coordinate operations, one member of CARE International is designated "lead member" for each country. CARE USA is lead member for countries printed in *italics*. CARE International jointly manages countries in the Middle East and Eastern Europe.

ON THE GROUND AND MAKING CHANGES IN 72 COUNTRIES



Countries with CARE programming in FY09

1. Afghanistan
2. Angola
3. Bangladesh
4. Benin
5. Bolivia
6. Bosnia and Herzegovina
7. Brazil
8. Burundi
9. Cambodia
10. Cameroon limited presence
11. Chad
12. Cote d'Ivoire
13. Croatia
14. Cuba
15. Democratic Republic of Congo
16. Ecuador
17. Egypt
18. El Salvador
19. Ethiopia
20. Georgia
21. Ghana
22. Guatemala
23. Haiti
24. Honduras
25. India
26. Indonesia
27. Jordan
28. Kenya
29. Kosovo
30. Laos
31. Lesotho
32. Liberia
33. Madagascar
34. Malawi
35. Mali
36. Morocco limited presence
37. Mozambique
38. Myanmar
39. Nepal
40. Nicaragua
41. Niger
42. Pakistan
43. Papua New Guinea
44. Peru
45. Rwanda
46. Senegal
47. Serbia
48. Sierra Leone
49. Somalia
50. South Africa
51. Sri Lanka

Countries where CARE worked or is working through partners:

52. Sudan
53. Tajikistan
54. Tanzania
55. Thailand
56. Timor Leste
57. Togo
58. Uganda
59. Vanuatu limited presence
60. Vietnam
61. West Bank/Gaza
62. Yemen
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64. Zimbabwe

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