



**2017**

**Annual Impact Report**

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



## How are we planting seeds of change, even in the harshest environments?

Seeds of change were planted this year in a refugee settlement I visited in Uganda. As the biggest hunger crisis in decades rippled across Africa, the added threat of conflict meant people were on the move in search of food and safety. More than a million of those people poured into Uganda from South Sudan, forming one of the biggest refugee settlements in the world.

It was there that I met Charity and Isaac, parents who fled conflict in South Sudan with their five children and two foster children. Like others, their food source has been monthly distributions—by World Vision with support from the World Food Programme—of hard beans, corn soya blend, a little bit of salt and some oil.

But unlike others, that's not all they've been eating. Charity realized that if she saved some of the corn she was given, she could plant it and create a more nutritious diet for their children. When I visited Charity and Isaac, their maize garden was ready to be harvested. World Vision now distributes drought-resistant seeds to help refugees grow and even sell their produce. It's our hope that by helping people like Charity and Isaac regain their identity and provide for their families, they will also regain some sort of normalcy, even in the face of crisis.

Nourishing lives from seed to harvest is about more than food. It's about the steps you've taken to support people like Charity, Isaac and their children with an income, a livelihood and stability.

As followers of Jesus, nurturing this kind of transformation is what World Vision is called to do. We are remaining steadfast to our vision of life in all its fullness for every child. Our hope is for impact to continue to grow, long after World Vision is around. We wouldn't be able to do this without the generosity of Canadians like you.

We've created this report to celebrate the impact you're making. You've helped us remain steadfast to our calling to lift up the lives of vulnerable children, no matter what the circumstance. Together, we're seeing some remarkable achievements.

Thank you for the incredible ways you nourish the lives of children.

Michael Messenger  
President, World Vision Canada

*Michael Messenger with Charity, Isaac  
and their family in Uganda*



# Nourishing lives... from seed to harvest

## Developing communities

*“Every time I see a child, I imagine their future. My goal in the nutrition world is to change the narrative. Instead of saying, ‘What if Charity actually makes it,’ I say ‘When Charity grows up she will be a great nurse.’ That’s a better story.”* – **June Cherutich, 25, World Vision nutritionist, with Charity, 8 months, Kenya**

Health and nutrition are basic human rights. But in many countries, poverty and conflict make realizing these rights impossible. Parents are too busy overcoming these obstacles to learn the fundamentals of good nutrition. This year, you helped us remove barriers to health and nutrition as 114,402 parents in Sudan were taught the most effective ways to nourish their children.



## Responding to emergencies

*“As soon as we heard the gunshots, we just ran. I dream of seeing my country and my parents again.”* – **Blessing, 12, a South Sudanese refugee in Uganda**

We believe all girls and boys have the right to childhoods free from fear – even during conflicts, which drive millions from their homes. In 2017 you helped us bring comfort to children like Blessing as World Vision responded to 22 emergencies with clean water, life-saving food, safe shelter and welcoming places to play. Often, we were already working in these tough places, so were among the first to respond.



## Advocating for children

*“Our Children’s Club meets at the school. We raise our voices against issues like child marriage and drinking. This year, we prevented the marriage of a 16-year-old girl.”* – **Swosthani, 14, Nepal**

When times get tough, children’s rights are often trampled. We want to lift up these rights, no matter where children live. Our advocacy work in communities equips people of all ages to overcome injustice. Here in Canada, we urge the government to prioritize the world’s most vulnerable children, in all circumstances.



## Partnering effectively

*“Thank you for the rice. It will help us survive in the coming days.”* – **Rosia, 10, Bangladesh**

When Rosia’s house in Myanmar was burned to the ground, we had food waiting in neighbouring Bangladesh, thanks to our partnership with the World Food Programme. Together with other Canadians, you helped provide more than 100,000 metric tonnes of food last year to communities around the world. You improved families’ farming practices and nutrition know-how, securing food sources for the future.



# Your gifts – cultivated and grown

Your support to World Vision, along with that of 428,400 Canadians, was combined with government grants and gifts-in-kind to support the growth and development of children and their communities around the world.

## Here's how it all fits together:

### Summarized Statement of Revenue and Expenditures

Year ended September 30, 2017, with comparative figures for 2016 (in thousands of dollars)

Revenue	2017	2016
Cash	\$ 244,613	\$ 253,219
Gifts-in-kind	119,508	122,971
Grants	77,189	68,778
Investment and other income	2,444	862
<b>Total revenue</b>	<b>\$ 443,754</b>	<b>\$ 445,830</b>
<b>Expenditures</b>		
<b>Programs</b>		
Relief, development and advocacy	\$ 353,593	\$ 356,333
Public awareness and education	5,588	5,663
<b>Fundraising</b>	<b>57,284</b>	<b>55,945</b>
<b>Administration</b>		
Domestic	21,435	22,493
International	5,712	5,776
<b>Total expenditures</b>	<b>\$ 443,612</b>	<b>\$ 446,210</b>
Excess of revenue over expenditures (expenditures over revenue)	\$ 142	\$ (380)

### Expenditures

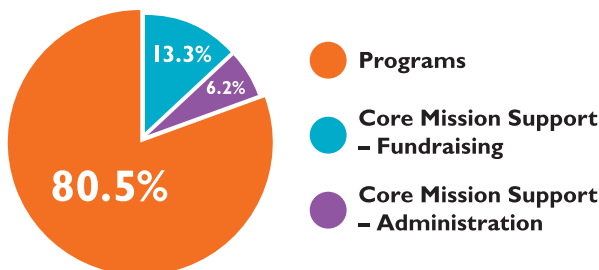


Chart is based on a five-year average.



Magdalene, 35, with her baby, Kari, 6 months, in southern Turkana

To learn more, please visit: [worldvision.ca/annualreport](http://worldvision.ca/annualreport)

# How You Impacted Lives in 2017

## Developing communities

Through child sponsorship, Canadians are helping families overcome poverty and injustice in **48 countries** around the world. With your support, **430,953 children** now receive things like nutritious food, clean water, healthcare and education. We're preparing **230 communities** to flourish into the future, even after our partnership ends.



You help us provide clean, safe water to someone new every 10 seconds. In drought-stricken Ethiopia, we drilled wells and installed pipes to create new community water points, bringing clean water to **49,628 people**. Children no longer spend long hours trekking for water, but can head to school instead.



We launched the **1000 Day Journey initiative**, providing simple healthcare measures so mothers and babies can thrive. With the help of a Canadian government grant, we're giving more moms and babies in Asia and Africa the chance to survive the vulnerable stages of pregnancy, childbirth, infancy and young childhood.



## Responding to emergencies

When a deadly combination of drought and conflict pushed several African countries to the brink of famine, you stepped forward to help. Together, we reached **3.5 million people** from Somalia, South Sudan, Kenya, Ethiopia and Uganda with life-giving necessities like food, water, shelter, sanitation kits and health services.



You helped families in Haiti recover from the devastation of Hurricane Matthew. Your partnership was critical to our response and together we reached **203,009 Haitians** with survival support in the immediate aftermath with emergency items such as tarpaulins, blankets, water filters, cash vouchers and building materials.



In the world's most dangerous places, civil turmoil forces thousands of families from their homes. We work to protect children with safe spaces to play, learn, heal, and help families with the basic elements of survival. Through our **Raw Hope** initiative, you provided **52,809 people** in Iraq with shelter materials, cooking pots and hygiene kits.



## Advocating for children

Around the world **152 million children** work for their living, many in dirty, dangerous and degrading conditions. In response to our **No Child for Sale** campaign, thousands of you petitioned the Canadian government, pressing for ways to protect these children. In November 2017, the government agreed to study the issue.



We had input as Canada developed a new international assistance policy and we urged our government to focus on children in the world's most fragile regions. It's estimated that by 2030, **two-thirds of the world's poorest people** will live where governments can't or won't provide for their people.

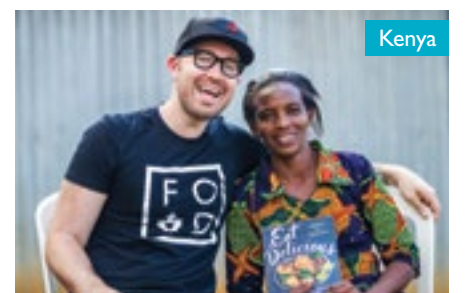


In Bangladesh, Mali and Ethiopia, we are empowering women to access healthcare during pregnancy and childbirth which has traditionally been very difficult. Thanks to **Born on Time**, a partnership between World Vision, the Government of Canada, Johnson & Johnson and partner agencies, we are helping more mothers and babies thrive.

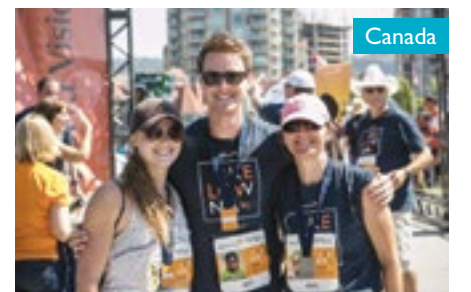


## Partnering effectively

A cast of **61 Canadian celebrities** partnered with us, shouting out for the world's children over the airwaves and online. Instagram-famous chef and photographer Dennis the Prescott travelled to Kenya in support of our **Hunger Free** campaign. His influence at our annual Hunger Free event elicited more than 6 million social media impressions.



More than **1,200 churches** put faith in action for the world's children. Nationwide we launched the World Vision Global 6K for Water alongside Team World Vision. In Kelowna, B.C., Trinity Church and local advocates invited the city to walk, run and wheel with them. Funds raised will provide more than 5,000 children with access to clean, safe water.



In El Salvador and Honduras, where rates of gang involvement and violence is high, our new partnership with The Barrett Family Foundation is offering more hopeful futures. Youth Ready equipped **998 young people** with life skills, educational training and economic opportunities.



# Refining the recipe to help children, families and their communities

Together, we work to help communities address poverty and injustice by funding a wide range of programs for sustainable success.

## Here's how they break down:



All numbers are based on a five-year average.

**Total: 100.0%**

Visit [worldvision.ca](http://worldvision.ca) to learn more about:

- How your gifts are impacting children's lives
- How Canadians are making a difference
- How we tackled this year's challenges



Children's school attendance has soared and student grades have improved at Kurfo Gute School, Ethiopia, after installing latrines on campus and starting youth club sanitation programs.



## Accountable to you

“As the new Board Chair for World Vision Canada, I am inspired by the engagement and generosity of Canadians. As careful stewards of your gifts, our Board aims to ensure your donation has the greatest impact for children around the world. We wholeheartedly support the financial statements in this Annual Impact Report.”

Suanne Miedema, Chair  
World Vision Board of Directors

For our detailed and complete Annual Report, visit: [worldvision.ca/annualreport](http://worldvision.ca/annualreport)

# World Vision

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 as a demonstration of God's unconditional love. World Vision serves all people regardless of religion, race, ethnicity, or gender.



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Cover photo: Mark Nonkes

Eight-year-old Medanit lives with her grandparents in a coffee-growing region in Ethiopia. A drought has slashed the coffee harvest in half, severely impacting families' incomes and sparking a hunger crisis. A gardening project established with World Vision's support has helped Medanit's family thrive amidst the crisis. The gardening club ensures families have food and equips them with skills to start their own garden. Extra produce that is not consumed is sold and the money earned goes into a savings club.