

# 2020



**ANNUAL  
IMPACT REPORT**  
Marking 70 years of impact

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[worldvision.ca/annual-reports-2020](https://worldvision.ca/annual-reports-2020)

## 70 years of impact: **LOOKING BACK – BUT GOING FURTHER**



For millions of children like 16-year-old Rachette (left), COVID-19 has multiplied the dangers of daily life.

In October of 2019, I visited the Democratic Republic of Congo, one of the most fragile places in the world. Children growing up here face multiple threats including civil conflict, grinding poverty, gender-based violence and deadly illnesses like Ebola.

I sat with 16-year-old Rachette, hearing about her battle to survive Ebola – not only the virus, but the brutal stigma that followed. It left her family isolated. World Vision worked with her school and local faith leaders, helping people understand how viruses work and how stigma can devastate. I left knowing that, while Rachette’s path would be difficult, World Vision and her community would be supporting her along the way.

Little did we know that, a few short months later, the world would be rocked by a global pandemic. I immediately thought of Rachette and others like her, girls and boys who have overcome the unthinkable only to face an insidious new killer. While the world ground to a halt, it was clear that this was no time for World Vision to put on the brakes.

Within hours of the World Health Organization’s declaration of a pandemic, World Vision launched the largest humanitarian response in our history, reaching more than 50 million people in 70 countries. More than 22 million were children. We provided critical support like healthcare, COVID-19 education, economic support and child protection.

This kind of response is not unusual for us. It’s in our very blood. Throughout our 70-year history, World Vision’s commitment to caring for children has never been postponed or shuttered. And in the decades to come, we’ll continue to follow Jesus’ example by going further for the world’s most vulnerable children, no matter the crisis.

The impact we achieved together this year – with God’s guidance and thanks to your generous support – is well worth bringing into the light. Thank you and may God bless you.

Michael Messenger  
President, World Vision Canada



# 2020 IMPACT AT A GLANCE



## Responding to **EMERGENCIES**

Global partnership  
COVID-19  
response reached  
more than  
**50 MILLION  
PEOPLE**

Responded to **29  
OTHER** major  
emergencies in  
**25 COUNTRIES**

**108,723 METRIC  
TONS OF FOOD**  
distributed with  
World Food  
Programme

Helped  
**20,901 PEOPLE**  
following Beirut  
explosion in Lebanon



## Developing **COMMUNITIES**

**377,888  
CHILDREN**  
sponsored in  
**44 COUNTRIES**

**966 GIRLS  
AND BOYS**  
picked their own  
Canadian sponsor  
through *Chosen*

All our  
**EDUCATION  
PROGRAMS**  
received learning  
guidelines for  
COVID-19

**24  
COMMUNITIES**  
proudly graduated  
to self-sufficiency



## Advocating for **CHILDREN**

In Canada, **58,052 ADULTS**  
and **6,173 YOUTH**  
championed children  
through our justice network

**2,108 CHILDREN**  
and **YOUTH** joined  
**38 ADVOCACY  
GROUPS** in Honduras

Pressed our  
government to prioritize  
**800 MILLION CHILDREN**  
in fragile contexts



## Partnering **EFFECTIVELY**

**527,000 GLOVES,**  
**398,343 BOOKS** and **3,536  
SOLAR PANELS** shipped  
thanks to Gifts-in-Kind

Canadians logged  
**14,000 KM** in *Social  
Distance Challenge* with  
large donation for water  
projects in Africa

Received **\$59,766,193**  
in grants from sources  
such as government and  
agency partners

Around the world, our global partnership  
reaches 3.5 million girls and boys through  
child sponsorship alone.





## Responding to EMERGENCIES

Even before COVID-19, refugee families around the world living in close quarters were vulnerable to the spread of deadly illness. The coronavirus intensified that danger. Wherever children and parents faced civil conflict, food insecurity, economic turmoil or natural disasters this year, we redoubled our efforts to meet children's needs. No matter how complex the crisis.



In a year when millions of livelihoods perished and food crises loomed, we distributed 108 thousand metric tons of nourishment from the World Food Programme to 3,104,113 people, including those in fragile countries like Afghanistan, the Central African Republic, Somalia and South Sudan.

When Cyclone Harold pummelled Vanuatu last April, the tiny island nation had no COVID-19 cases and was wary of outside aid workers. Local World Vision teams reached 6,035 people with health training, repairs to rainwater harvesting systems and essential emergency items.\*

As Latin American families entered lockdown, we provided 358,121 people – including refugees from economic turmoil in Venezuela – with help like cash assistance for food and other urgent needs. Globally, millions faced the pandemic threat from crowded camps and settlements.\*

“  
*The coronavirus made life worse. If the doctors hadn't helped, I'm not sure she would have made it.*

– Maleka, a mother



AFGHANISTAN

We responded to the devastating impact of COVID-19 in more than 70 countries, reaching more than 50 million people with items like masks, education on infection prevention, training and supplies for health workers and critical child protection.\*





# Developing COMMUNITIES

**World Vision’s development work today is vast, varied and highly responsive. COVID-19 is everywhere, turning daily life to a state of emergency. An estimated 1 billion children were out of school last year, many without electricity for learning. We adapted our programs, including our cornerstone community development model, helping children through a challenging new normal.**

BANGLADESH

“  
**Children are missing school. Every day, I try to teach them.**

– Maria, a mother



GUATEMALA



When COVID-19 struck, we mobilized our ENRICH health and nutrition network for mothers, newborns and children to distribute more than 436,000 masks, 13,000 gowns and 64,000 pairs of gloves to health facilities in Bangladesh, Kenya, Myanmar and Tanzania.

Starting with a single child, sponsorship was our first program 70 years ago. This year, our new *Chosen* initiative meant 966 children picked their own sponsors! In all, 377,888 were sponsored through World Vision Canada, improving nutrition, water, education and healthcare in 44 countries, including Guatemala.

During lockdown in Latin America, our adapted, online version of *Vision for Vulnerable Youth* meant 1,158 teens and young adults in 7 countries graduated from the program on time. They’re now ready for internships or entrepreneurship – hopeful alternatives to gang life.



**How we’re keeping kids learning during COVID-19**





## Advocating for CHILDREN

Advocating with and for children was never more critical than in 2020. As governments everywhere turned their eyes to crises at home, the world's children faced new needs and intensifying threats. We worked tirelessly to protect children everywhere, keeping them on the radar of Canada's government, world bodies and within their own countries.

Our *Aftershocks* reports explained the devastating, often irreversible effects of the pandemic on the world's most marginalized children, their messages reaching up to 30 million Canadians. We engaged with more than 50 Canadian government officials, pressing them to respond to the global need.

We called on Canada's government to prioritize the estimated 800 million children around the world living in fragile and conflict-affected areas, urging them to increase funding to children in fragile contexts to at least 20% of total Canadian Official Development Assistance.

We continued to champion the 80 million people worldwide who've been forced to flee their homes, including 860,000 Rohingya refugees in the world's largest refugee camp, in Cox's Bazar, Bangladesh.\*

“  
*Child parliament has equipped me as an advocate for girls' and women's rights.*

– Martine, 16, in blue



DEMOCRATIC REPUBLIC OF CONGO

We teach children about their rights and ways to advocate, through groups like child parliaments and clubs to empower girls. In Tunyao, Kenya for example, 2,550 girls and boys learned to advocate for their rights.



# Partnering EFFECTIVELY

When word reached us of the deadly Beirut explosion last August, we immediately turned to our partners. That’s something we’ve done for the past 70 years. Together with Canadian donors, fellow members of the Humanitarian Coalition and Canada’s government, we helped raise \$18.2 million for the humanitarian response – one example of how we’re so much stronger together.

LEBANON

“

Everything fell down on us.  
I thought it was lightning.

– Ahmad, 9



UGANDA



As COVID-19 intensified, we shipped 8,311 litres of hand sanitizer from Germiphene and QT-San for families and medical centres. Gifts-in-kind from 52 Canadian partners help us care for communities, no matter what they’re facing.

In the wake of the Beirut explosion, we reached 20,901 people with life-sustaining assistance, aided by our fundraising and awareness partnership with the Humanitarian Coalition and the Government of Canada. Our COVID-aware response included things like food parcels, disinfection kits, psychosocial support and masks.

Our *Social Distance Challenge* motivated Canadians to stay active during the pandemic, prompting one generous donor to contribute \$24,000 for water and sanitation projects in the Democratic Republic of Congo. Participants logged a total of 14,000 km – further than across Canada and back!



How a Canadian partnership helped save baby Beto



# Unfailingly nimble, RELIABLY CONSISTENT

We continued meeting families' needs on many levels at once, despite the challenges and limits the pandemic presented. We adapted our work in every area, helping children remain healthy, nourished, educated and protected during extraordinary times.

Here's how your gifts are put to work:



**30.9%**  
Food Security  
& Agriculture



**17.9%**  
Disaster  
Management



**16.7%**  
Health  
& Nutrition



**8.5%**  
Community  
Empowerment  
& Child Rights



**8.1%**  
Developing Global  
Strategies for  
Helping Children



**7.4%**  
Education  
& Life Skills



**3.9%**  
Water  
& Sanitation



**3.6%**  
Monitoring and  
Evaluating Programs  
from Canada



**1.6%**  
Sustainable  
Livelihoods



**1.2%**  
Public Awareness



**0.2%**  
Partnerships with  
Christian and Other  
Faith Leaders

Total **100%**



*Offering children full, fair, promising lives is no small proposition, demanding our expertise in many areas.*



# A promise kept THROUGH PARTNERSHIP

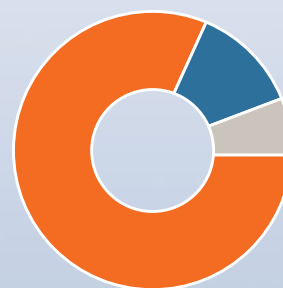
While the global pandemic altered the way we do business, our mission never wavered. Together with caring donors, faithful partners and support from the Canadian government, we kept our pledge to the world's children. We delivered lasting, life-changing impact under unprecedented circumstances.

## SUMMARIZED STATEMENT OF REVENUE AND EXPENDITURES

Year ended September 30, 2020, with comparative figures for 2019  
(in thousands of dollars)

REVENUE	2020	2019
Cash Donations	217,603	231,999
Gifts-In-Kind	116,222	116,393
Grants	59,766	63,666
Investment & Other Income	780	950
<b>Total Revenue</b>	<b>394,371</b>	<b>413,008</b>
EXPENDITURES		
Programs		
Relief, Development & Advocacy	324,182	320,806
Public Awareness & Education	2,809	4,017
Fundraising	43,672	62,822
Administration		
Domestic	19,636	20,771
International	4,560	4,683
<b>Total Expenditures</b>	<b>394,859</b>	<b>413,099</b>
<b>Excess (Deficiency) of Revenue over Expenditures</b>	<b>(488)</b>	<b>(91)</b>

## EXPENDITURES



Programs

**80.9%**

Core Mission Support

**13.0%**    **6.1%**

Fundraising    Administration

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



World Vision's global partnership brings fullness of life to children in more than 90 countries.



**FOR MORE ABOUT OUR WORK IN THE WORLD  
THIS YEAR, PLEASE VISIT US ONLINE AT**

**[worldvision.ca/annual-reports-2020](http://worldvision.ca/annual-reports-2020)**



“World Vision Canada’s independent Board of Directors unreservedly approves the financial statements in this Annual Impact Report. As careful stewards of your gifts, our goal is to ensure that your donation helps transform the lives of the most vulnerable children around the world. We are deeply grateful for your support.”

**Drew Fitch**  
Chair, World Vision Canada Board of Directors



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## **ON THE COVER**

**In Bolivia, Rosa shows the correct way to wash her hands,  
to protect herself and others from COVID-19.**

*Cover photo: Jose Luis Roca*

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\*Made possible with our World Vision global partnership

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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 \$352 million in total revenue for its community development, emergency relief and advocacy work, of which approximately 12.7% 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). You may also send an email to [customerservice@worldvision.ca](mailto:customerservice@worldvision.ca) or contact the Director, Operational Excellence at 1-800-268-4888.