



World Vision

Annual Impact Report

2014

Canada
Highlights

Read online:

www.worldvision.ca/annualreport

“I no longer have to walk long distances to fetch water for my family. World Vision drilled a borehole very close to my house. I now get to school on time.” – Amina, 11, Rwanda



Your sponsorship of **488,317** children in **49** countries worldwide helped communities provide children with nutritious food, clean water, healthcare and education while preparing them for bright futures.

“I couldn’t believe what I heard. They told me I would receive not just shelter tools and materials, but a brand new house.”

– Rosemarie, 36, and Winnie, 2, Philippines

You equipped us to respond to **13** major emergencies worldwide, including the devastation of Typhoon Haiyan, bringing life-giving aid today while helping communities rebuild for the generations ahead.



“World Vision talked with my boss. He agreed to release me from work early each day so I could attend school. I’m going to be an engineer.” – Kadar, 16, Bangladesh



Your support of our *No Child for Sale* campaign helped us advocate for the **85** million children who are struggling with the worst kinds of child labour, pressing governments, corporations, and employers to find solutions.

“There’s nowhere safe to hang out in my neighbourhood. But now I’m making friends, and tutoring younger kids in a homework club. I could be a teacher someday.” – Juan, 15, Canada

In Canada, where **1 in 6** children lives in poverty, you helped **69,000** children by supporting our partnerships with **92** non-profit organizations like *Studio 15* in Ontario.



The Impact that just keeps Growing



Baby Manara has a future,

thanks to you. The little boy was born in a rural village in Cambodia, with no hospital to bring him safely into the world. Babies born there are eight times more likely to die than here in Canada.

Yet because Canadians support this community, medical workers from a local clinic checked on Manara's mother throughout her pregnancy. World Vision trained a volunteer health worker to help with delivery, and to guide the new mom as she learned to breastfeed. As Manara grows and develops, you're supporting the clinic that monitors his smiling, wriggling progress.

Children like Manara are living proof that with simple healthcare measures, the world's smallest and most vulnerable citizens can thrive. We carried this message to the halls of global power, pressing the United Nations and Canadian government to focus on the needs of mothers and children everywhere.

In response to the advocacy work we're a part of, Canada's government has been steadily championing child and maternal health on the world stage. This year, they pledged another \$3.5 billion over five years to reach moms, children and babies. We believe this funding will impact the most vulnerable, including those living with disability or discrimination, in isolated regions, or caught in the crossfire of conflict.

Manara's story doesn't end here—and neither does your impact in his life. Through child sponsorship, Canadians are equipping his whole community to provide nutritious food, clean water, education, and healthcare for all of its growing girls and boys.

At World Vision, we follow Jesus' example by caring for children and families facing poverty and injustice—with no strings attached. And we are so grateful for your support in helping us reach more children in need.



Dave Toyce
President and CEO
World Vision Canada

Dave Toyce meets nine-year-old Jewel and other Bangladeshi child labourers who are learning to read, thanks to your support.

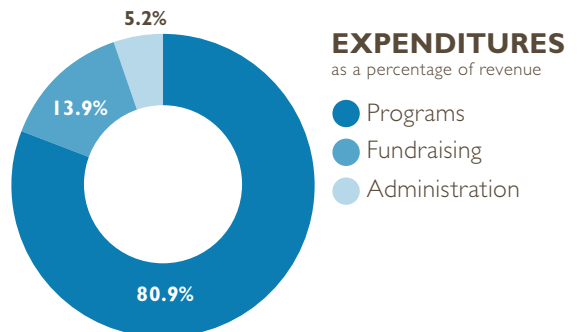
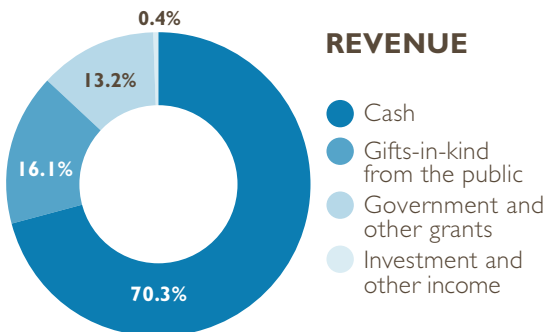
Impact in NUMBERS

More than half a million Canadians gave to World Vision this year. Together, you made a major difference around the world. Here's how the numbers break down:

Summarized Statement of Revenue and Expenditures

Year ended September 30, 2014, with comparative figures for 2013 (in thousands of dollars)

REVENUE	2014	2013
Donations		
Cash	\$ 269,833	\$ 269,720
Gifts-in-kind	72,495	75,177
Government and other grants		
Cash	43,025	21,617
Gifts-in-kind	26,116	21,875
Investment and other income	2,073	2,134
Total revenue	\$ 413,542	\$ 390,523
EXPENDITURES		
Programs		
International programs	\$ 325,601	\$ 302,223
Canadian programs	2,410	2,753
Public awareness and education	6,844	6,281
Fundraising	54,853	55,476
Administration		
Domestic	19,483	20,415
International	4,760	4,464
Total expenditures	\$ 413,951	\$ 391,612
Excess of revenue over expenditures (expenditures over revenue)	\$ (409)	\$ (1,089)



All charts are based on a five-year average.

For our complete, detailed Annual Report, visit: worldvision.ca/annualreport



Generations of impact In Honduras, World Vision helped Roger (left) and his friends complete their high school equivalency and start a bakery. They're prepared to support their own children one day, breaking the cycle of poverty in their families.



Zambia

Through sponsorship, Canadians provided clean water for **252** communities around the world. Safe, accessible water sources reduce waterborne illnesses, increase crop yields, and give children more time for school and play.



Laos

We advocated tirelessly with the Canadian government for the **1.3 MILLION** people in South Sudan fleeing armed conflict, half of whom were children. A government grant helped us provide necessities like food and water, and protection for mothers and young children, to **420,000** people.



Myanmar

We inspired **60,000** Canadians to sign our petition, urging Canadian retailers with suppliers in Bangladesh to improve labour conditions in their supply chains. When parents are paid fairly, there's less need for their children to become labourers.

Credit and savings groups in **20,869** communities helped parents do even more for their children: pay school fees, start small businesses, make home repairs or invest in livestock to provide nutritious food.



In partnership with Save the Children, our Literacy Boost reading camps gave more than **200,000** children in Burundi, Ethiopia, Kenya, Malawi and Rwanda a chance to complete their education and get better jobs in the future by improving reading skills now.



In Mali and Niger, we advocated with local chiefs and religious leaders to fight malnutrition in their communities and save children's lives. We then trained community members and ministry of health staff to identify and care for **13,097** acutely malnourished children.

DEVELOPING COMMUNITIES

ADVOCATING FOR CHILDREN

HOW YOU IMPACTED LIVES IN 2014

RESPONDING TO EMERGENCIES

You helped care for **700,000** Syrians who've fled their homes, providing necessities like food, water and shelter, while protecting vulnerable children and nurturing growing minds through education programs.



Lebanon

Since Typhoon Haiyan tore through the Philippines in November 2013, we've reached **766,000** people with things like shelter materials, reconstruction help, cash-for-work programs and livelihood training, helping parents rebuild their lives so children can thrive.



Philippines

PARTNERING EFFECTIVELY

Through World Vision's online social justice network, we helped **30,815** Canadians take effective actions to fight poverty and injustice, teaching about issues such as child labour and providing petitions to sign and spread.



We trained **41** passionate Canadian students to be Youth Ambassadors on their campuses, spreading the word about children in need, encouraging other students to get involved, and holding fundraisers.



As Ebola spread through Sierra Leone, World Vision sent **315,942** medical items like gloves, masks and medical scrubs. We reached **15,000** children with information about staying safe, while providing radio broadcasts so children could continue their education from home. We continue to respond to the crisis.



Here in Canada, we worked with **1,812** Canadian churches and **608** businesses to build partnerships with communities around the world.

Canadian actors, musicians, athletes and TV personalities spoke up for children overseas at **160** different events and appearances, while using their vast social media networks to urge Canadians to help.



Cambodia

IMPACT on the ground

We help change children's lives by funding a range of programs that effectively fight poverty and injustice. Here's how those programs break down:



Health, water
and sanitation

31.0%



Humanitarian and
emergency response

14.4%



Education

13.8%



Food and
nutrition

11.7%



Developing global
strategies for
helping children

7.0%



Sustainable
livelihoods

6.6%



Community
empowerment and
child rights

5.9%



Monitoring and
evaluating programs
from Canada

3.5%



Monitoring and
communicating
progress

2.0%



Public
awareness

1.4%



Investing in
future community
development

1.3%



Programs that
help Canadians
in need

0.9%



Partnerships with Christian
and other faith leaders

0.5%

GO online to learn more about:

- How your gift is impacting children's lives
- How your sponsored child's community changed this year
- How we handled this year's challenges
- How our Board of Directors ensures accountability and oversight

For our complete, detailed Annual Report, visit:

worldvision.ca/annualreport



World Vision's repair and drainage work on roads in this Jordanian refugee camp means Sedra (left) and her friends can run and play again.



Impact and Accountability

“World Vision Canada’s independent Board of Directors is so grateful for your generosity in sharing your resources with children around the world. As careful stewards of your gifts, we offer our wholehearted support of the financial statements contained in this Annual Impact Report.”

— Ron McKerlie, Board Chair
President of Mohawk College and Foundation

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For Children. For Change. For Life.

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World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. As followers of Jesus, we are motivated by God’s love to serve all people regardless of religion, race, ethnicity or gender.

World Vision Canada has received an Exemplar award for three years of continuous financial reporting excellence from the Queen’s School of Business and the Institute of Chartered Accountants of Ontario.



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