

LEARNING AND LEADING

To reduce global poverty and inequality—Annual Report 2013-2014



CUSO
International

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AWARENESS

Cuso International is a non-profit international development organization, working to improve the lives of people living with poverty and inequality across the globe. We work in partnership through development programs to create positive lasting change. Each year we mobilize hundreds of volunteer professionals who work with local partners. Established in 1961, Cuso International is a registered charity in both Canada and the United States.

Cuso International
is a registered
charitable organization.
Canada: No. 81111 6813 RR0001



We are proudly supported by donors in the United States
through Friends of Cuso International.
IRS tax number: EIN 30-0545486

Cuso International gratefully acknowledges the financial support of our donors, partners, the Government of Canada (through the department of Foreign Affairs, Trade and Development) and the Government of the United States (through the United States Agency for International Development).



Foreign Affairs, Trade and
Development Canada

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et Développement Canada



USAID
FROM THE AMERICAN PEOPLE

This report is also available in French and Spanish | Ce bulletin
est également disponible en anglais et espagnol. Este informe
también está disponible en francés y en Inglés

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EXECUTIVE MESSAGE

For more than 53 years, Cuso International has been a learning organization focused on finding and delivering practical and sustainable solutions. Our programs are grounded in reality and guided by the thoughtful leadership of our local partners in developing countries. These two core aspects—pragmatism and partnership—make Cuso International a principled and effective organization committed to learning from our partners, volunteers and our work.

In the early years, we worked with the newly independent nations of the South to provide those essential services—health, sanitation, agriculture, education—needed to build the economic and social infrastructure of these nations. Once in place, we moved from offering direct service delivery to focusing on strengthening local partners, programs and national institutions.

More recently, Cuso International mobilized large teams of professional volunteers and investment funds as a commitment to the United Nations Millennium Development Goals. We have achieved real impact in terms of reducing extreme poverty, improving social and economic equality, and reducing the effects of climate change.

This past year, together with our partners, we have developed new models for generating rural livelihoods, managing natural resources, and supporting employment and entrepreneurship programs for urban youth – all in a sustainable manner. We've also delivered security and protection programs for vulnerable groups such as children, women and indigenous communities.

In the past three years, through our \$1.25 million International Volunteering Innovation Fund and our Strategic Opportunities Reserve, we have developed innovative programs to respond to the new challenges faced by our partners in developing countries. Cuso International's

extensive diaspora volunteer program allows us to mobilize Canada's and the United States's diversity due to its uniqueness and effectiveness in international development. Our corporate volunteering partnerships now give us access to professionals with highly specialized skills who are contributing to key economic development programs. Our national volunteering program team works closely with local volunteering initiatives to support more active citizenship and to create healthy civil society organizations in developing countries. Our exciting new e-mentoring platform lets us create new opportunities for professionals to provide direct support to small businesses and emerging leaders in developing countries.

Our vision is focused on practical results: we believe in a world where all people are able to realize their human rights, develop their capabilities and participate effectively in society. Our vision is based on inclusive partnership: we believe that global poverty, inequality and disadvantage is a global responsibility in which we all have a role to play in creating solutions and supporting change.

We are volunteers for the world.

Cameron Charlebois
Board Chair



Derek Evans
Chief Executive



Cuso International's Patron, His Excellency the Right Honourable David Johnston, Governor General of Canada (right), with Derek Evans, Chief Executive at Cuso International, during the State visit to Botswana in 2013.

We thank His Excellency for his active support of volunteering as a key to successful international development.



COMMUNITY NEWS

1

Canadian-based Stratford Festival hosted the highly successful Suchitoto Cabaret and Dance Party, an El Salvadorian fundraising event that **raised \$19,000** in support of **Es Artes**, a youth-focused theatre production school in Suchitoto, El Salvador.



3

Cuso International, the United States Agency for International Development and Accenture, launched a public-private alliance pilot project called the Diaspora for Development Initiative. **40** U.S.-based skilled professionals from the diaspora communities of **Ethiopia, Kenya, Peru, Jamaica** and the **Philippines** worked with local partner organizations to improve employability and entrepreneurship skills.

2

The first annual Bob Ward Memorial Fellowship study, by **Alexis Garcia**, examined volunteer work and its impact in three Peruvian community initiatives.

The results show that knowledge transferred during the volunteer placement **benefits all parties**—the volunteers, local partners and the broader community.

Erin MacLeod PhD is the recipient of the 2013 Bob Ward Fellowship. Ms. MacLeod's research will focus on the impact of diaspora volunteering—widely recognized as a core aspect in the future of volunteering for development—on poverty reduction.



5

Kuungana! Meaning “join” in Swahili, this was the title of a fun-filled event that **raised \$15,600** in support of **9 Tanzanian** hospitals. It was hosted by Cuso International returned volunteers **Jane Ellens** and **Dan Pearlman**.



4

Business Development Bank of Canada, Accenture Canada and Deloitte **placed 13 staff in volunteer positions**, who worked closely with local partners to improve organizational development, value chain mapping, corporate engagement strategies, marketing and financial planning projects.

6

Through the International Youth Internship Program **20** Canadian youth worked on average **6** months in **6** countries: **Cameroon, Bolivia, Peru, Jamaica, Guyana and Dominica**. Working with local partners, they focused on youth employment, active citizenship and natural resources projects.



5



6

7

In Jamaica, the Caribe Hospitality Shared Value Appraisal was undertaken to improve employment rates. **Deloitte, Cuso International, supported by the Inter-American Development Bank**, studied the motivations and limitations for at-risk men and under-represented women in the tourism and hospitality sector.



9a



8

8

The innovative **e-mentoring** program mobilizes diaspora communities to fill skill gaps. The Alliance of Jamaican Alumni Associations and Cuso International developed this program to improve **academic performance and leadership abilities** in at-risk youth. Canadian based mentors are partnered with **grade 9 to 12** student protégés living in **Jamaica**, through **Skype**, for two hours each week.



9b

9

More than **300** alumni attended fun-filled reunion events held in **Ottawa, Montreal, Halifax, Vancouver and Toronto** this past year.



EDUCATION

Every year millions of young people do not have access to primary education. Cuso International volunteers work to curb this by offering specialized teacher training programs like disability and special education training, English as Second Language courses for teachers and students, and by supporting primary education opportunities for girls. We also work towards long term change by offering leadership and management training for school leaders. In 2013-2014 **96** volunteers worked with **68** partner organizations offering education programs in **9** countries.

Bolivia—Cuso International and local partner INFOCAL have granted **1,000** technical education scholarships to young rural women earning less than C\$2 per day. **Maura Apaza, Isabel Choque and Karina Torrez**, are studying automotive mechanics, gas installation and vehicle maintenance. “Some boys scoffed and said that we wouldn’t be able to weld,” says Choque. “We sure proved them wrong! It’s not a man’s job. It’s something that women can do just as well.”



them, in a social change approach, in order to transform relations between men and women. The tour included speaking engagements in Montreal and Toronto and at the International Conference for International Women’s Day. She also spoke with international development students at Humber College and the University of Toronto.

Indonesia—International Women’s Day events in March 2014 included a Canadian speaker’s tour featuring **Siti Murniasih**, a representative from a women’s empowerment partner organization in Indonesia [front row, third from right]. Ms. Murniasih has worked in the field of social change in Indonesia for more than **nine** years. In 2011, she developed and implemented the innovative **Gender Champion’s program**, as a gender mainstreaming strategy for Cuso International and VSO in Indonesia. This program addresses culture and religion, within the Indonesian context and integrates

Cambodia—Within the Cambodian education system, capacity and competency levels vary from teacher to teacher, and among administrators. Cuso International and VSO volunteers provided **coaching, mentoring and formal**



training to some **780** teachers, making a positive impact on more than **12,700** school children.



PARTICIPATION AND GOVERNANCE

Everyone should have a voice in their communities. But, unfortunately many do not have the chance to participate in local affairs. That's why Cuso International volunteers work to strengthen civil society organizations, support judicial reform, and promote access to justice for vulnerable populations. In 2013-2014, **74 volunteers** worked with **43 partner organizations** delivering participation and governance programs in **13 countries**.

Peru—Some 13 years ago, people in Cusco's shantytowns and rural highlands decided to take an organized stand **against violence** in their communities. Trained and empowered by Cuso International partner,



the **Legal Defense Institute**, these volunteers now offer guidance, respect, support, orientation and accompaniment to more than **36,000 victims of domestic violence**. "Violence, which is sustained by silence, is generally perceived as a normal part of marital life," explains Micheline Vermette, Cuso International volunteer, retired social worker and vivacious grandmother of eight. "My role is to empower women who have survived abuse and need to heal."

Guyana—The first **volunteer support platform** was launched within a Caribbean government ministry. Well-attended volunteer management training and peer learning sessions, active social media and new school-based projects were all **supported by 3 Cuso International volunteers**.

Jamaica—Navada Smith

was recognized for his good work ethic, dedication and regular attendance by the Ministry of National Security, Citizens' Security and Justice Programme. He also received an **award of distinction** for completing a web design course. Navada is from a community known for violence and shootings. "The program helped me, taught me discipline and how to plan," he says.



Canada—In May 2013 **seven leaders from five countries**, representing Cuso International partners, came to Canada to participate in the **Coady International Institute** course, followed by a speaking tour. More than **300 people** attended the presentations in Montreal, Toronto and Ottawa. The women shared their perspectives on gender inequality and their experiences tackling poverty in their communities. Partner representatives were: **Christine Louise Ntyam**, Cameroon; **Melesha Latoya Manderson**, Jamaica; **Tibebe Mako Bule**, Ethiopia; **Patience Agwenjang**, Cameroon; **Kazanka Comfort Dada**, Nigeria; **Pere DeRoy**, Guyana; **Tova-Malka Trench**, Jamaica.



To learn more visit:
youtu.be/qT7om5GgS_E

GLOBAL REACH = LOCAL IMPACT

JAMAICA

VICTIM SUPPORT UNIT

A Cuso International volunteer and a national Victim Support Unit volunteer developed a guide to help determine whether or not a child is ready to attend court to testify. Due, in part, to the support of Jamaica's national volunteers, more than **3,600 children, youth and adults** have benefitted from improved access to justice through the Victim Support Unit.



CANADA

VOLUNTEER FUNDRAISING

A total of **\$230,757** was raised by departing and serving **volunteers** and through the **Run for the World** teams in Ottawa, Montreal, Halifax and Toronto.



PERU

THE SHARED VALUE APPRAISAL: INCLUSIVE HIGHER EDUCATION PROJECT

Deloitte, Cuso International and the **Inter-American Development Bank** want to increase student application, retention and graduation rates at the University San Ignacio de Loyola, especially among indigenous, low-income and female students



GUYANA

NATIONAL VOLUNTEER DISABILITY PROGRAM

The first of such programs to recruit persons with disabilities as volunteers. **3470** persons with disabilities now entered into the national database, **18** persons with disabilities referred to service providers, and **25** sensitization workshops held on disability issues reaching **700** individuals.



In 2013–2014, **548** Cuso International volunteers worked with **302** local partners in **32** developing countries in Africa, Asia, the Caribbean and Latin America to reduce poverty and inequality.

UNITED STATES

DIASPORA ENGAGEMENT
Cuso International, Accenture and USAID partnered with five diaspora associations to strengthen their capacity to engage with diaspora to contribute to development in their countries of heritage.

NIGERIA

COMMUNITY AGRICULTURE EXTENSION WORKERS

This program has improved agricultural production, and reduced post-harvest loss. Recorded income increases of **46%** for **342 men** and of **400%** for **456 women**. This means that more kids can go to school because families can afford school fees.

ETHIOPIA

NATIONAL VOLUNTEERING LEGISLATION

First legal framework on volunteering introduced in Ethiopia and submitted to Ministry of Women, Children and Youth Affairs.

CAMEROON

B-ADAPT

Cuso International partnered with the African Model Forest Network (AMFN) to launch the **B-ADAPT** project in Cameroon in 2013. The project is improving agricultural productivity and food security while enhancing household income. **B-ADAPT** partners use innovative agricultural techniques and technologies such as biofertilizers (**mycorrhizae** and **rhizobium**), improved seeds, and nitrogen-fixing plants.

Based on extensive **field interviews** and observations, **focus groups** and **surveys** our **local partners** and their **beneficiaries** say that Cuso International volunteers and projects are highly relevant to their needs. From improved service delivery to support for greater innovation and capacity building, **they have truly benefitted and profited from the knowledge and skill transfer** between partners and volunteers.

RBGM + Econotec Consultants



HEALTH

Poor sanitation and lack of health education are the leading causes of illness and child mortality for many communities. Cuso International volunteers work in partnership with local organizations to support education and infrastructure initiatives that save lives. In 2013-2014, **50 volunteers** worked with **32 partner groups** in **8 countries** to support health initiatives that ensured people can live happier, healthier, longer lives.

Cambodia—Yvonne Valero, a Cuso International nursing advisor from the Philippines, makes sure hospitals **make the grade** in patient care. The vulnerability of women and their children and the effects of poverty are nothing new to Yvonne. She arrived in Cambodia in 2012, after many years of nursing and as a college-level instructor in the Philippines and a volunteer in Mongolia. “My objective is to **lower maternal and child mortality rates**,” she says. Working with a doctor in Mongolia, she developed a list of pregnancy disorders and translated it into Khmai, the language of Cambodia. “This is a way of creating awareness of when a problem is serious.” By the end of her one-year term, Yvonne intends to make sure her list is posted on the walls of **every district and community health-care centre in the province**.



working with the staff, she has focused on improving communications between nurses and patients regarding changes in medication; hygiene practices; wound care; newborn care; and even better placement of wheelchairs. A reassessment by the minister a few months later resulted in an upgrade to **‘B’**, with a plaque to honour the improvement and a **bonus of \$300** to each of the staff.

Ethiopia—Maternal, Newborn and Child Health Care are a priority for Cuso International. In partnership with **University of Toronto’s Lawrence S. Bloomberg Faculty of Nursing**, and the **Addis Ababa University’s College of Health Sciences**, the first three of a total of nine highly skilled nurses went to Ethiopia to train local nurses in critical care.

Each year:

- 120,000 newborns die within the first month of life
- 500,000 children die before reaching the age of 5
- 19,000 women die from childbirth-related causes

This learning program has **saved lives** and has greatly improved local critical care skills and knowledge of those helping mothers and babies.



Cambodia—Improving international standards of care are high on Yvonne’s list of priorities in her role as an advisor to the **Ratanakiri provincial hospital**. When she arrived last

year, the ministry of health rated the hospital’s performance as a low ‘C’ grade. As a volunteer



SECURE LIVELIHOOD AND NATURAL RESOURCES

Rising food prices due to climate change affect people living in poverty. Cuso International volunteers work to make communities more self-sufficient and resilient so they can weather the storms of climate change and manage their natural resources more effectively. In 2013-2014, **281** volunteers worked with **143** partner organization to improve their livelihoods and natural resource management programs in **25** countries.

Peru—The **Youth Employment Centre** launched in 2009 by Peruvian partner, the **KALLPA Association**, Cuso International and Quebec-based partner Centre de Jeunesse, helps young people set realistic livelihood goals and find jobs or self-employment opportunities. This past year, **326** youth found gainful employment and **41** youth started their own companies. Cosshet Lizarraga, 28 years, won a new venture seed competition organized by the Youth Employment Centre in Cusco, Peru. The bubbly entre-



preneur and mother launched a café and cultural centre, including a small boutique, in the heart of San Blas. “My café has been going strong for over a year now. I’m on my way toward recuperating my initial investment,” she says. Lizarraga’s café employs three people and caters to tourists and locals.

Bolivia—Pioneering forest management projects, such as **Bolivia’s Chiquitano Model Forest (ChMF)**, provide practical, on-the-ground solutions to reduce deforestation and poverty. Since 2005, ChMF, the largest model forest in the world, has implemented voluntary forestry concessions, promotion of ecotourism and the commercialization of non-wood forest products.



“The model forest program reduces deforestation, and the effects of climate change, and empowers local communities,” explains Christian Orellana, Chilean-born Cuso International volunteer. “It’s a win-win approach promoting forest conservation as well as sustainable income generation that benefits the local population.”

Guyana—Accenture’s **Making Markets Work** program promotes market-led business to increase the income of poor and marginalized groups and people, and to improve the ability of rural and indigenous producers to access, participate in, and influence market activities. Results are significant. **Six** women’s agro-processing enterprises secured new business from trade fairs and marketing events. An increase of **12 per cent** in weekly household income in impacted communities was reported, with women now contributing **40%** of household income.





OUR SUPPORTERS

THANK YOU for making change happen. We are truly grateful to, and encouraged by, the **18,286 donors** who have contributed financially to our work this year. This is a powerful demonstration of your commitment to reducing global poverty and inequality. Our more than **16,000 volunteers and alumni** who work directly with local partners sharing their skills and knowledge are grateful for your support. Thank you for being part of this vital work!

18,286

Total Donors

46

Community Groups

78

Corporations and Small Businesses

7

Bequests



15,642

Individuals

26

Foundations

2,487

Monthly Donors

We would like to thank the following leadership donors who gave \$1,000 or more in 2013

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It is with deep gratitude we commemorate the generosity of those who remembered Cuso International in their will.

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 Armstrong

Diana Mary Carsten

Vivet Marie (Madge)
 De Netto, Ghana
 1973–1975

Judith Howard

Douglas Gordon
 Marsden

Beatrice Mae Millar

Christina Sharp

OUR DONORS MAKE A DIFFERENCE

You build solid communities.

It's about knowing that when tackling poverty, the most impactful progress takes patience and consistency.



Eleanor Crowder
 Donor since 1993

You create empathy.

It's about building bridges of personal understanding across diverse cultures.



Cathy and Paul Cotton
 Donors since 1974

You empower the next generation.

It's about giving ownership to the world's youth to carry forward the sustainable change we have begun.

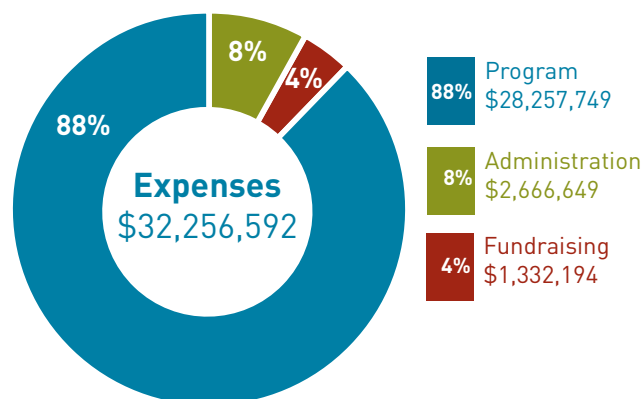
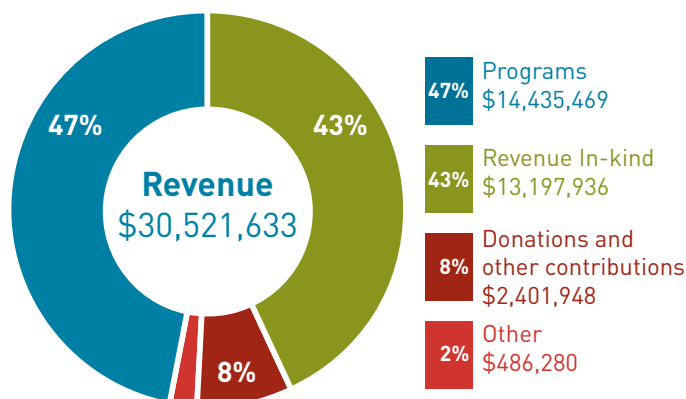


Derek Evans
 Chief Executive, Cuso International
 Included Cuso International in his will



OUR FINANCES

Cuso International's financial position continues to provide a **secure basis** for our work. As a result, we were able to **invest in new and innovative program approaches** and integrate our administrative operations globally. We will continue to use our resources with great discretion.



SUMMARIZED STATEMENT OF FINANCIAL POSITION-MARCH 31, 2014

ASSETS	2014	2013
Current assets	\$5,313,968	\$7,145,581
Marketable securities	6,126,248	5,461,708
Capital assets	2,679,630	2,738,252
	<u>\$14,119,846</u>	<u>\$15,345,541</u>
LIABILITIES AND NET ASSETS		
Current liabilities	\$7,633,766	\$7,124,502
Net assets	6,486,080	8,221,039
	<u>\$14,119,846</u>	<u>\$15,345,541</u>

For the complete audited financial statements, please visit:
cusointernational.org/accountability

SUMMARIZED STATEMENT OF OPERATIONS-YEAR END MARCH 31, 2014

	2014	2013
REVENUE		
DFATD* Volunteer Cooperation Program	\$10,987,904	\$12,552,856
Other project funding	3,447,565	1,232,184
Donations and other	2,888,228	4,022,700
Volunteer in-kind	13,197,936	13,702,892
	<u>\$30,521,633</u>	<u>\$31,510,632</u>
EXPENSES		
Program Delivery	12,734,250	11,797,192
Salaries and benefits	3,966,537	3,924,001
Fundraising	833,829	718,092
Administration	1,524,040	1,207,765
Volunteer in-kind	13,197,936	13,702,892
	<u>32,256,592</u>	<u>31,349,942</u>
EXCESS (EXPENSES OVER REVENUE) OF REVENUE OVER EXPENSES	<u>\$(1,734,959)</u>	<u>\$160,690</u>

*Department of Foreign Affairs, Trade and Development



PUBLIC AWARENESS

Cuso International's staff, volunteer alumni, board members, supporters, partners and funders—together are raising awareness of important development issues and taking action. Our **16,000** alumni and **200+** current volunteers connect with a growing roster of **35,000** eNewsletter subscribers by sharing stories about the difference they've made during their placements.

1

Engagement with **Diaspora** communities in Canada and the U.S. continues to be a focus, specifically in the **Ethiopian, Guyanese, Jamaican and Latin American** communities. **22** public engagement activities with a Diaspora focus were hosted by Cuso International.



2

This past year, **525** alumni volunteers hosted information events in communities across Canada. Cuso International hosted an additional **80** events reaching **7,100** attendees in **20** Canadian communities.



3

On the public stage, our Chief Executive, **Derek Evans**, delivered dozens of keynote addresses, facilitated workshops, participated in bilateral, global events and was a delegate in **3** state visits last year.



4

Public outreach and recruitment marketing efforts attracted **1830** volunteer applications last year. Our volunteer recruitment **information sessions** consistently rate high by participants—**75** per cent say their level of awareness on international development issues has increased due to these sessions.



5

More than **44,000** copies of the **Catalyst** and **Impact** magazines were published and shared with interested citizens.

6

Visits to our website continue to climb with more than **125,400** sessions by **90,000** users who spend more than **3** minutes per visit. Followers, friends and viewers on our social media channels increased by **105 per cent** last year.



cusointernational.org

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Danny Pelletier-Director of Programs and Partnerships

Justin Winchiu-Director of Finance and Operations

OUR VISION

A world where all people are able to realize their potential, develop their skills and participate fully in society.

OUR MISSION

Working in inclusive partnerships to overcome poverty through equitable and sustainable development.

For additional copies, please contact:
editor@cusointernational.org

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