



CARE's work over the past year has felt both harder and more critical than ever before.

In the opening months of 2023, we watched CARE's country director in Türkiye give interviews in her car after an earthquake that killed 59,259 people, including two of our own staff. In the ensuing months, we have watched cascading crises confront people around the world. From Afghanistan to Morocco to Somalia, CARE has been there.

In Sudan, CARE teams have been using all available means to resupply health centers and hospitals, including horse-drawn carts and motorized rickshaws. In Nepal, our teams have delivered blankets, shelter kits, and kitchen supplies to communities affected by earthquakes. In Gaza, they managed to deliver 12 boxes of water to a shelter that had none.

Since the October 7 attack on Israel, it has felt especially difficult to hold together and share solidarity for the enormous human suffering on all sides. We all have read and heard millions of words of polarization in the ensuing days, but the words I most remember came from Hiba Tibi, country director of CARE Palestine: West Bank/Gaza, who said simply: "Our hearts are breaking for all people impacted by this, and we wish for peace and resolution. We pray for peace in the world and for all the human souls."

This sense of shared humanity is what binds us together and it is what animates thousands of CARE team members, who I have seen firsthand delivering hope around the world.

In Nepal, I met Asta, one of thousands of CARE community health volunteers. She has helped deliver 150 babies in remote villages. In Zambia, I watched Henry teach an accelerated learning program for girls that allows them to graduate to secondary school.

And in Côte d'Ivoire, I reconnected with Salimatou, once a CARE participant, now a CARE volunteer leader who has personally started 729 savings groups in her country, engaging 15,000 members. She tells me she is just getting started.

As we enter 2024, we are mindful that while we cannot predict the next crisis, we can remain true to the vision of a more just and equitable world, where poverty is shrinking and gender equality is a growing reality. Your support enables us to pursue this vision every day in thousands of acts of solidarity.

Michelle Hunn

Michelle Nunn

**President and CEO** 

# featured program

# **Women Lead in Emergencies**

Supporting women on the front lines of conflict and disaster to take the lead in humanitarian decision-making

Women and girls often are the hardest hit when conflict and disaster strike, but the last to have their voices heard in humanitarian decision-making.

To counter this, CARE's Women Lead in Emergencies approach shifts power and resources directly to women in communities affected by crisis. Women Lead provides a five-step model for working with marginalized women so they can lead in responding to the disasters and emergencies that affect their communities.

When Women Lead activities started in Uganda's Omugo refugee settlement, 33 group members decided they wanted to stand for election on the influential – and traditionally male-dominated – Refugee Welfare Council. Now, the successful candidates are helping to ensure the voices of women and girls are heard in Omugo's decision-making structures.

The Refugee Welfare Council plays a lead role in identifying the camp's critical needs relating to health, sanitation, education, and security. The council also represents the refugee community in decision-making

with the Ugandan government and other humanitarian actors. As such, it is an influential voice for the community, and seats on the council are highly contested.

#### **Women Lead participants step forward**

The Women Lead approach asks women how they want to participate in humanitarian action, what the barriers are, and what support CARE and partners can provide to overcome them. One of the biggest barriers they identified was a lack of confidence in public speaking, which became a major focus for Women Lead mentorship sessions.

Omugo's women leaders are now tasked with bringing to the table issues impacting women, girls, and the community as a whole and challenging deep-rooted ideas around the role of women as leaders and problem-solvers. And whether candidates were successful or not, the confidence, skills, and visibility of women as role models will have a ripple effect in communities for years to come.

#### **WOMEN LEAD: FIVE-STEP MODEL**

1.

Reflect: Women Lead participants – CARE, partners, local women – reflect on their own values, norms, and beliefs about women's participation and leadership. 2.

Analyze: Women are supported to analyze their own situations and the local realities that affect their ability to participate in and lead humanitarian responses.

3.

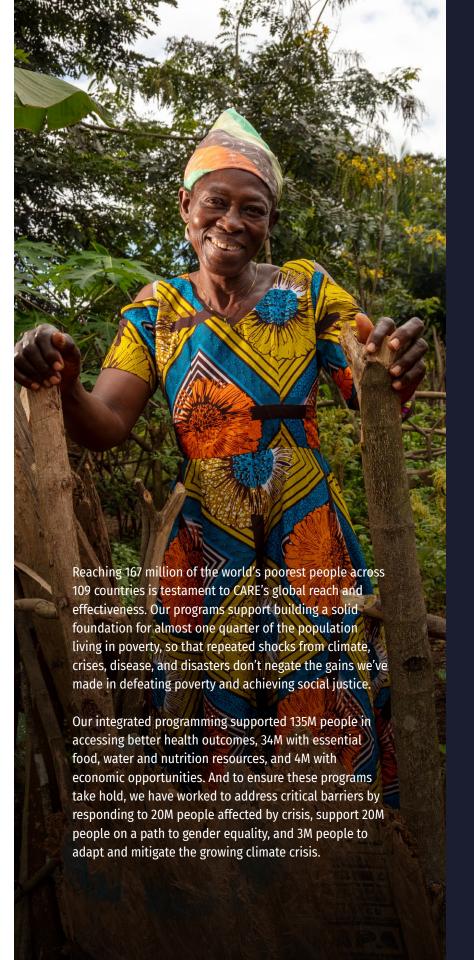
**Co-create:** Women are supported to identify for themselves the problems they want to address, and devise strategies to bring about change.

4.

Learn: Women are supported to discuss and reflect on what they have achieved, and to adapt their strategies and activities as necessary.

5.

Act: Women take action to overcome barriers to their leadership in humanitarian responses, and to improve their lives and communities. Women have the resources (including budgets) that they need to act.



# 2023 CARE by the numbers

### **3N**

people supported in strengthening their resilience and adaptiveness to climate change.

### 4M

people assisted in advancing women's economic justice.

# **20M**

people served through humanitarian response.

# 34M

people provided with access to food, water, and nutrition.

# **20M**

people empowered to advance gender equality.

# 135M

people equipped with information and access to health services, including sexual and reproductive health resources.

# stories of impact



# CLIMATE

#### **United States: Hurricane Idalia**

In 2020, CARE established its Partner Relief network to respond to crises in the U.S. By establishing strong local partnerships, CARE is able to mobilize resources to respond quickly to emergencies and reach people often overlooked by larger operations. By 2022, the network had distributed \$238,500 in emergency funds to families in need after Florida's Hurricane Ian.

When Idalia, a Category 3 hurricane with 125 mph winds and destructive storm surges, made landfall on Florida's Gulf Coast in late August, CARE was there to help. Recognizing the unique needs of these hard-hit communities still recovering from lan, CARE collaborated with Feeding Tampa Bay (FTB) and other local groups to help.

CARE focused on direct cash assistance, allowing families to purchase essential items for survival and recovery and providing relief in the midst of chaos. This method proved particularly vital for women-led households and BIPOC communities, who often are left behind in times of crisis.

"Our team and those we serve are so thankful for our partnership with CARE," said Matt Spence of FTB. "This funding will go directly into the hands of our neighbors."



FOOD & WATER

#### Lebanon

"Clean and tasty food. It's my work. When I work, I feel like I own the world," said Youmin Nasser Al Khoder, a small-scale farmer in the Akkar region of Lebanon.

Her work is just what CARE hopes for when it advocates for legislation like the 2023 Farm Bill, which is essential for farmers around the world who face urgent challenges, from climate change to resource limitations. CARE's advocacy efforts, focusing on aid programs like Food for Peace and McGovern-Dole Food for Education, help boost Youmin's ability to focus on sustainable, clean farming and community resilience.

As CARE lobbies for the Farm Bill's reauthorization, its emphasis on gender equality reflects Youmin's aspirations for women's empowerment in Lebanon. "My dream for women is for them to become liberated, that they become the masters of themselves – independent," said Youmin.

CARE's work around the world has supported farming courses, the development of disease management techniques, and sustainable pesticide use, echoing the Farm Bill's goal of building sustainable, resilient food systems in some of the world's most at-risk regions.





**CRISIS** 

# Morocco, Syria, and others

In the face of a series of devastating earthquakes around the world in 2023, CARE's rapid response network has been a lifeline for tens of thousands of people across multiple regions.

In Syria, Afghanistan, Nepal, and Morocco, CARE emergency teams reacted within hours with mobile health units, cash assistance, and essential supplies for women, girls, and the most at-risk populations. After triaging the immediate needs, CARE transitioned to long-term support, including reconstruction, WASH facilities, and mental health services.

"The recovery process from such a disaster is long and arduous," Deepmala Mahla, CARE Vice President of Humanitarian Affairs, said days after the Morocco earthquake. "It's crucial that we extend our support beyond the immediate crisis."

CARE's rapid response work in different countries underscores our commitment to immediate relief and long-term recovery, even in the most difficult circumstances, including for staff.

"We are finally safe," Ayham Taha, a technical adviser to CARE in Syria, said only hours after the February earthquake hit. "And I feel like I can start working again."





#### Mali

In Mali, 12-year-old Bintou faced an unimaginable challenge: a forced marriage to a man three times her age. Prevailing social norms nearly dictated her fate, but Bintou rewrote her story. Refusing to accept this future, she spoke up, advocating for her right to an education and making her own choice about when to marry.

Bintou inspired a movement within her community. Through CARE's Tipping Point project, she and other young women learned about leadership and their rights. They met with local leaders, including the Imam and village chief, advocating for change. Their efforts were successful, and the community agreed to prohibit marriages under the age of 18.

This wasn't just a personal victory for Bintou; it was a paradigm shift for her entire village. Her father, initially opposed, became a supporter, vowing to prioritize her education. This story proves the transformative power of giving girls a voice, not only altering their lives but also reshaping the fabric of their community.



#### Worldwide

In late 2020, CARE launched an innovative journey with Meta exploring social media as a tool for social and behavioral change communications (SBCC). After three years of experimentation, CARE published a comprehensive playbook, "Using Social Media to Drive Public Health Outcomes," outlining lessons learned and winning strategies for driving changes in knowledge, attitude, and behavior. The playbook shares CARE's extensive experience and insights from more than 60 SBCC campaigns.

"While CARE learned a lot, there are questions that still challenge us," said Jessica Kirkwood, CARE Associate Vice President of Supporter Engagement. "We're excited to keep exploring and testing to better understand what levers best drive shifts in knowledge, attitude, and behavior across a variety of topics."

Designed for practical application, the playbook serves as a step-by-step guide, enriched with video lessons and case studies, to empower other practitioners in leveraging social media for social good.



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**EDUCATIO** 

#### **Afghanistan**

In Afghanistan, where girls' access to education has been severely restricted due to conflict, displacement, and gender-based prohibitions, CARE's work has made all the difference for girls like Amina. Previously prevented from going to school because of the distance and concerns for her safety, 14-year-old Amina's story changed when she joined CARE's Accelerated Learning Program (ALP), part of the Leave No Girls Behind initiative.

Through ALP, Amina, along with 1,450 other girls, got the opportunity to complete her primary education up to grade six. This program has been pivotal, especially since the de facto authority suspended formal education for Afghan girls over the age of 12, leaving 2.5 million girls and young women out of school.

Amina's progress has been remarkable. From learning how to read and write and gaining math skills, she has also started teaching her siblings.

And her aspirations have grown; she dreams of continuing her education, ultimately graduating from university.

Amina's story is a testament to the profound socio-economic impact of CARE's communitybased education and accelerated learning programs in a country where girls' education faces unprecedented challenges. Her journey from exclusion to empowerment and hope symbolizes the transformative power of accessible education.

"I am very happy to be here. I want to continue my school up to grade 12. I do not want to stop there. I wish to study at the university and become **a graduate."** —Amina, 14

# 2023 Global Reach

IN FISCAL YEAR

2023, CARE WORKED

IN 109 COUNTRIES

AROUND THE WORLD

29. El Salvador¥

30. Ethiopia

32. France\*\*

33. Georgia\*\*

35. Ghana

37. Guinea

38. Haiti

34. Germany\*\*

36. Guatemala

39. Honduras

40. Hungary¥

41. India\*\*

43. Iraq

44. Japan\*\*

45. Jordan

46. Kenya

47. Kiribati¥

48. Kosovo

50. Lebanon

51. Lesotho¥

53. Libya¥

56. Malawi

57. Mali

54. Luxembourg\*\*

55. Madagascar

49. Laos

31. Fiji¥

### **CARE International Country Presence for FY23:**

1. Afghanistan 2. Albania¥ 3. Algeria¥ 4. Armenia¥ 5. Australia\*\* 6. Austria\*\* 7. Azerbaijan¥ 8. Bangladesh 9. Belgium^Ø 10. Benin 11. Bosnia and Herzegovina 12. Brazil¥ 13. Burkina Faso 42. Indonesia\*\* 14. Burundi 15. Cambodia 16. Cameroon 17. Canada\*\* 18. Central African Republic¥ 19. Chad 20. Colombia 21. Costa Rica¥ 22. Côte d'Ivoire 23. Cuba 52. Liberia 24. Cezch Republic\* 25. Democratic Republic of the Congo 26. Denmark\*\*

27. Ecuador

28. Egypt\*\*

58. Mauritania¥ 59. Mexico¥ 60. Moldova¥ 61. Morocco\*\* 62. Mozambique 63. Myanmar 64. Nepal 65. Netherlands\*\* 66. Nicaragua¥ 67. Niger 68. Nigeria 69. North Macedonia¥ 70. Norway\*\* 71. Pakistan 72. Palestine (West Bank and Gaza) 73. Papua New Guinea 74. Peru\*\* 75. Philippines 76. Poland 77. Romania¥ 78. Rwanda 79. Samoa¥ 80. Senegal¥ 81. Serbia 82. Sierra Leone 83. Slovakia¥ 84. Solomon Islands¥ 85. Somalia

86. South Africa¥

87. South Sudan 88. Sri Lanka\*\* 89. Sudan 90. Switzerland<sup>^</sup> 91. Syria¥ 92. Tanzania 93. Thailand\*\* 94. Timor-Leste 95. Togo 96. Tonga¥ 97. Tunisia¥ 98. Türkiye 99. Tuvalu¥ CARE International Members, Affiliates, and Candidates. 100. Uganda 101. Ukraine CARE presence via Country Offices, work with/through partners, 102. United Kingdom\*\*^ or other types of offices. 103. United States of America\*\* \*\* CARE International Members, Affiliates, and Candidates. 104. Vanuatu ¥ Limited CARE presence, mostly working with/through 105. Venezuela¥ strategic partnerships. 106. Vietnam 107. Yemen ↑ The Secretariat has offices in Belgium, Switzerland, and the UK, 108. Zambia and staff based in 15 countries. 109. Zimbabwe

Ø Other registered offices.

<sup>1</sup> CARE International Members, Candidates, and Affiliates may implement projects and initiatives in their own countries.

CARE International acknowledges the existence of divergent views to certain territories. CARE International aligns with United Nations-sourced maps for consistency purposes; this use does not imply a political statement on any given country or territory.

The global crises we faced in 2023 left us with little time to catch our breath. Earthquakes, floods, cyclones, and droughts dominated the year, accentuated by the ongoing effects of climate change and the humanitarian toll of conflict. This year saw a record-high number refugees – more than 100 million – as ongoing conflict in Ukraine continues to devastate food systems worldwide.

# Thanks to our partners

Through it all, CARE has been there, as we have been for 78 years: working hand-in-hand with communities to bring relief and hope, supporting women and girls because they are disproportionally poor and have the greatest leverage to defeat poverty.

Vital support from individuals, foundations, corporations, and other partners has allowed us to remain steadfast, delivering hope amid unprecedented challenges. You have responded to our appeals and have answered the call every time, enabling every aspect of our work around the world.





Building on more than two decades of partnership, the Bill & Melinda Gates Foundation and CARE continued their collective impact through efforts spanning gender equality, advocacy, food security, health, family planning, emergency response, and livelihood programming. New investments supported CARE's advocacy work to help ensure that community health care workers are prioritized in U.S. government and multilateral investments, as well as ongoing efforts to reduce maternal and neonatal mortality in the Indian state of Bihar through strengthening the government health system. The Foundation also contributed to CARE's emergency responses to flooding and the refugee crisis in Chad, along with CARE's collaboration with the Government of Uganda to strengthen the economic resilience of women through gender-transformative women's economic empowerment policy, enterprise growth, and accessible markets.

Deepening our commitment to communities at home and in the U.S., CARE is testing domestic programming through its Global Innovation Hub with support from the **Robert Wood Johnson Foundation**. The Hub pilots and scales some of the best of CARE's global emergency response and resilience programming in the U.S.

To address equity gaps in access to essential health services, the **Rockefeller Foundation** supported CARE and local community organizations in Guatemala and Honduras to address some of the greatest challenges to access vaccinations and other health services, especially among marginalized populations and indigenous groups.

The initiative aims to support hyper-local community-level behavior change, building demand and uptake, vaccine trust, and confidence in access to health services. CARE and the Rockefeller Foundation continue to partner closely on a gender equality-focused artist fellowship as well as with the **Global Energy Alliance for People and Planet** to support women in Sierra Leone's mini-grid-connected communities to launch sustainable energy-enabled businesses.

Support from the **David and Lucile Packard** Foundation enabled CARE to respond to unprecedented levels of rising global hunger and malnutrition in 17 countries, including the Horn of Africa. CARE's multi-faceted response has been saving lives through immediate food distributions while supporting small farmers to grow crops more effectively and advocating for better government safety nets. Since women and girls face far higher rates of malnutrition, our partnership has emphasized reaching women-headed households, including providing training and tools to women farmers that increased their crop yields. In addition, the Packard Foundation generously contributed to CARE's response to the devastating earthquakes in Türkiye and Syria that overturned the lives of more than 17 million. These efforts have included maternal health care for pregnant women and case management for survivors of gender-based violence. CARE has already reached 750,000 in Syria and Türkiye and continues to provide longer-term support for recovery, given the magnitude of this disaster.



# featured partners

# airbnb.org

#### Airbnb.org

In times of crisis, shelter is a priority. Together, CARE and Airbnb.org have partnered to offer temporary housing for individuals amid both natural disasters and conflicts. This past year, Airbnb.org and CARE have provided accommodations for more than 1,900 migrant women, girls, and their families traveling through Ecuador; 120 Ukrainian

refugees in Detroit, Southern California, and New York; and over 100 individuals – including CARE's own staff – in Türkiye in the wake of the devastating earthquakes in February 2023. Thanks to Airbnb.org's support, CARE helps ensure people have a comfortable place to recover and rebuild their lives.



#### Mastercard

Since 2019, CARE and the Mastercard Center for Inclusive Growth have been working together to support micro and small enterprises, especially those led by women, to grow their businesses. With a \$9 million investment from the Mastercard Impact Fund, the partnership was renewed and relaunched as Strive Women in November 2023, with a goal of directly supporting more than 300,000 small businesses in Pakistan, Peru, and Vietnam to strengthen their financial health and resilience. The program aims to reach 6 million entrepreneurs through campaigns.

Strive Women builds on the success of the Ignite program, a partnership between the Mastercard Center for Inclusive Growth and CARE that ran from 2020 to 2023. Through the Ignite program, more than 150,000 entrepreneurs were supported with loans, critical support services, and training. The program unlocked \$154.9 million in loans from the initial grant of \$5.26 million. Notably, 79% of female program participants increased their sales, and 89% reported an increased confidence in running their business.

The partnership also extends to Strive Czechia, a program that unleashes the power of micro and small enterprises in the Czech Republic to succeed in the digital economy and runs from 2022 to 2025. Strive Women and Strive Czechia are part of Mastercard Strive, a global portfolio of philanthropic programs aimed at helping small businesses around the world thrive in the digital economy.

# donors and partners

**Global Leadership Society** 

**Cumulative Lifetime Giving:** \$1,000,000+

#StartSmall

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AB InBev

Abbott

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FY23: \$1,000,000+

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**FY23:** \$500,000-\$999,999 Abbott

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 ${\bf Price water house Coopers}$ 

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Estate of Joyce Karyl Winn

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**FY23:** \$100,000-\$249,999

Adam R. Scripps Foundation

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**FY23:** \$25,000-\$99,999

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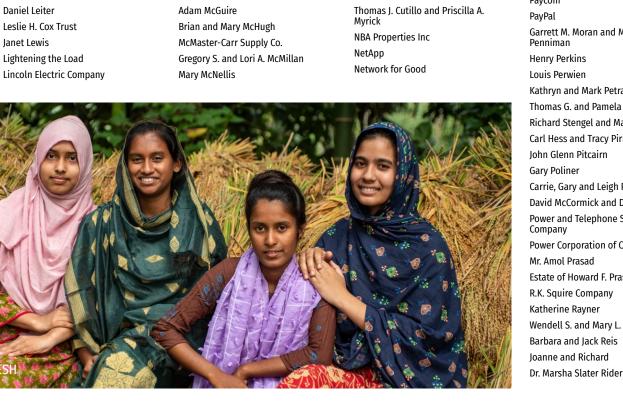
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# 2023 financial overview

#### **Letter from the CFO**

2023 was another extraordinary year for CARE. We continued our growth trajectory, surpassing the 2022 performance in both revenue and program implementation areas. We saw a high number of humanitarian crises across many countries in Africa, Asia, Europe, Latin America, and the Middle East. Geopolitical conflicts across Ukraine, Sudan, Ethiopia, and countries in the Sahel in Africa continued to impact the livelihoods of many women and girls, while natural disasters like earthquakes and flooding affected many vulnerable communities in Türkiye, Syria, Bangladesh, and Pakistan. During this period CARE reached record program implementation costs of approximately \$858 million, 15% higher than 2022. We managed to reach more vulnerable communities and were able to serve 167 million people in 109 countries through 1,671 active projects.

care's total revenue for the fiscal year 2023 was \$894 million. Care also benefited from the continued strong support of our U.S. private donors, governments, and multilateral institutions around the world. Our diversified funding base continues to be a strength. Total Institutional revenue increased 15% from FY22 to \$683 million. Although Private revenue was down from FY22, which benefited from the generous response to fund our work related to Ukraine, it remained strong at \$206 million, with positive performance across all channels, particularly in Major Gifts and Corporate fundraising.

CARE's commitment to stewardship and efficiency enables us to maximize the value of every dollar we receive.

We endeavor to be responsible with the resources entrusted to us, evidenced by the fact that **92 cents** of every dollar spent goes toward program expenses. Total program expenses, sponsored primarily by restricted funds, were **\$95 million** above the original budgets due to implementation of many new humanitarian programs globally.

Our success in 2023 resulted in CARE supporting **20 million** people to advance gender equality; 72% of our projects integrated gender into their work. We assisted **20 million** people who were affected by humanitarian crisis in meeting their basic needs and provided access to basic food, water, and nutrition for **34 million** people around the world.

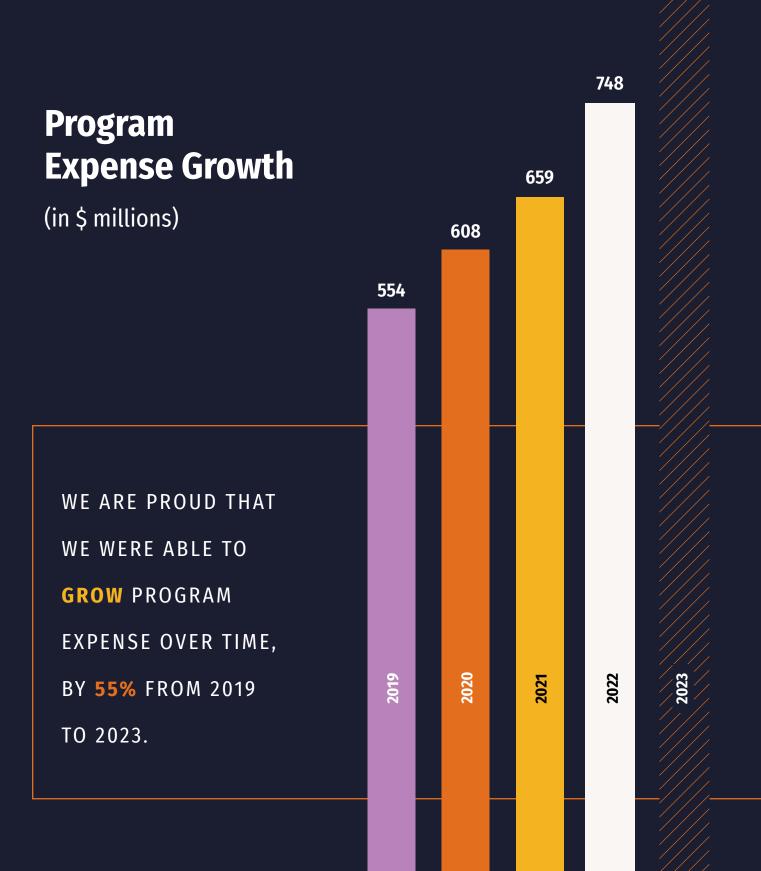
We are tremendously grateful for the generous support from our private donors, U.S. government, and other global institutions that helped CARE to advance our mission.

We count on your continued support and contribution in 2024 as we deliver quality services to save lives, defeat poverty, and achieve social justice.

Thank you!

K

Ranil De Silva
Chief Financial and Operating Officer



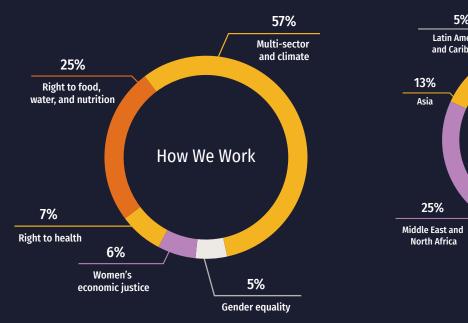
# **CARE Consolidated Statement of Activities**

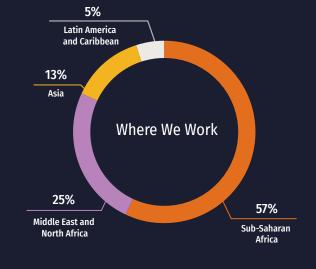
For the Years Ended June 30, 2023 and June 30, 2022

	Without Donor Restrictions		With Donor Restrictions		Total 2023		Total 2022	
Support								
Contributions of financial assets								
United States government	\$	265,828	\$		\$	265,828	\$	240,781
CARE International		216,036		-		216,036		199,785
Private contributions		127,386	75,	879		203,265		283,266
Other institutional donors		124,152		-		124,152		124,535
Contributions of nonfinancial assets								
United States government		64,872		-		64,872		25,276
CARE International		1,566		-		1,566		-
Private contributions		-	2,	239		2,239		8,221
Other institutional donors		10,801		-		10,801		2,603
Other revenue		5,467		84		5,551		3,461
Satisfaction of restrictions		110,406	(110,4	·06)				
Total support		926,514	(32,2	04)		894,310		887,928
Expenses								
Program activities		857,533		-		857,533		747,914
Supporting activities		78,717		-		78,717		70,515
Total expenses		936,250		-		936,250		818,429
Investment income and other gains and losses		11,684		733		12,417		(24,823)
Total changes in net assets		1,948	(31,	471)		(29,523)		44,676
Net assets, beginning of year		108,241	320,	843		429,084		384,408
Net assets, end of year	\$	110,189	\$ 289,	372	\$	399,561	\$	429,084

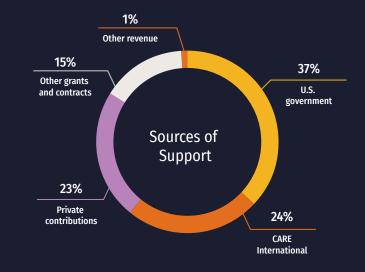
# Financials at a Glance

# Program Work Overview





### **Selected Financial Information**







## CARE's Commitment to Workplace Diversity, Equity, Belonging, and Inclusion

Three years ago, CARE made a commitment to launch a Diversity, Equity, Belonging, and Inclusion (DEBI) strategy that could be integrated throughout our organization. We knew that our dedication to the dignity of all people required us to center humility and promote respect for difference. Since that time, we have taken concrete steps to make progress on some key areas and plan to deepen our work in the years to come.

- We have engaged the entire CARE community, from the Board of Directors to Country Office colleagues, in DEBI learning, development, and dialogue opportunities.
- We have increased the racial, ethnic, and gender diversity of our Board, Executive Leadership Team, and Global Leadership Team.
- We have implemented best practices to promote diversity within our candidate slates and vendor selection process.

These actions are building a strong foundation for continued growth and new ways of advancing inclusion for our community and partners in the future.

THIS YEAR, JOIN US
AS WE STAND STRONG
WITH COMMUNITIES
AROUND THE WORLD
TO MEET WHATEVER
CHALLENGES ARISE.



# **DONATE**

Your gift today can help change the world of tomorrow.

Visit: care.org

Call: 1-800-521-CARE (2273)

Mail: CARE Gift Center P.O. Box 1870 Merrifield, VA

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Contact Us: care.org/contact

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Help CARE fight poverty through a bequest. Contact Planned Giving at **1-800-752-6004** for information about including

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# **ACTIVATE**

Join the conversation. Mobilize your networks to create a community of CARE.

**☑** @careorg



**f** @carefans



# **ADVOCATE**

Speak up! Join CARE Action and raise your voice in the fight against extreme poverty. Call, meet, inform your elected leaders. **careaction.org** 



# JOIN US!

care.org/careers
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#### CARE

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#### San Francisco, CA

465 California Street Suite 475 San Francisco, CA 94104

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Suite 900 Washington, DC 20036

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