



CROSSROADS
INTERNATIONAL



GROWING CHANGE

2019-2020
ANNUAL REPORT

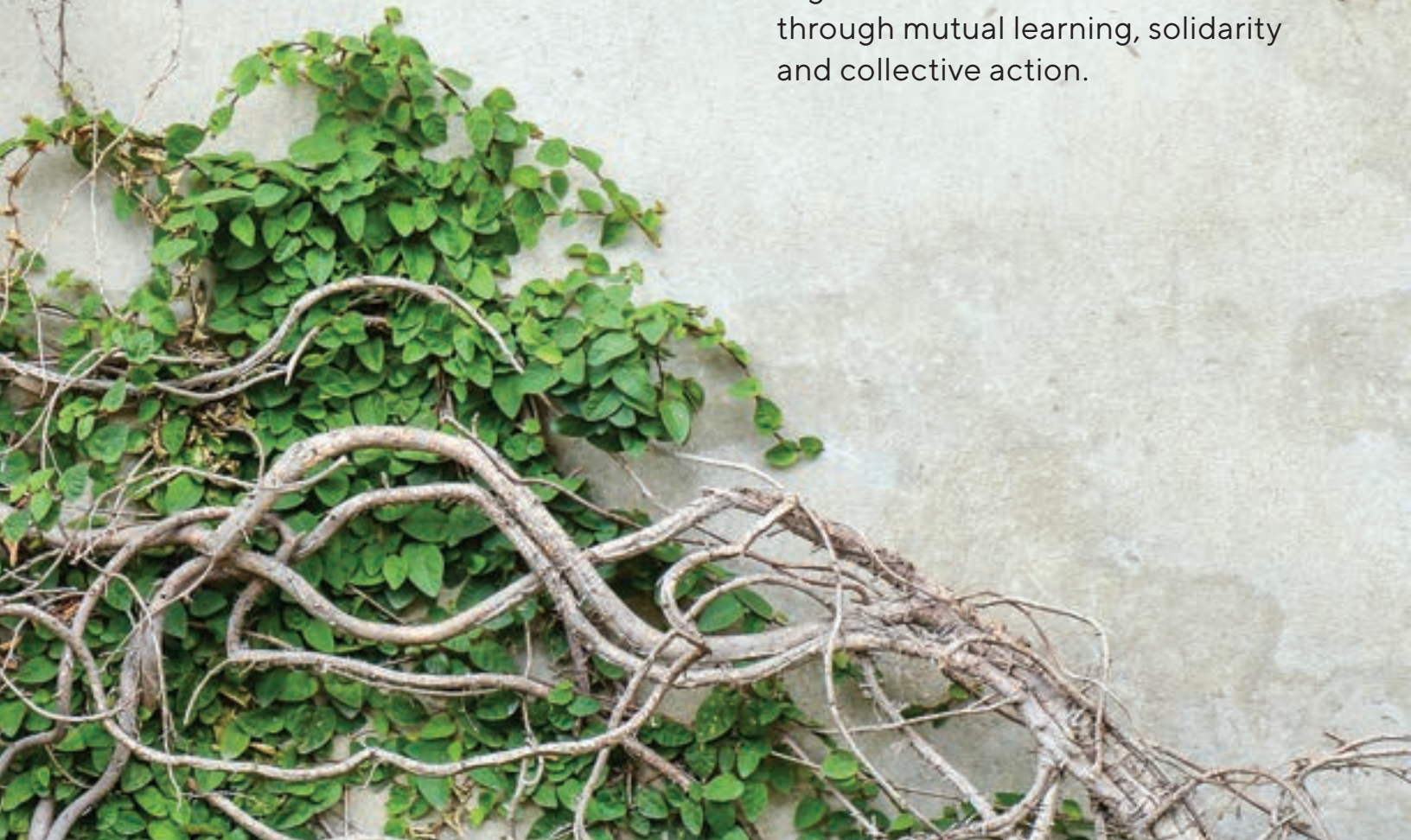
Crossroads International is a leading Canadian volunteer cooperation agency advancing equality for women and girls and eradicating poverty in some of the world's poorest countries in sub-Saharan Africa.

VISION

ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled.

MISSION

Crossroads International works to create a more equitable and sustainable world by engaging and empowering individuals, organizations and communities through mutual learning, solidarity and collective action.



From Deep Roots

We'll be honest with you; our world feels heavy these days. People are restless. Between COVID-19, protests, contentious elections, climate change, food insecurity and gender-based violence, there is a global cry for help. We are being challenged to come together as one like never before.

In the midst of this global storm, Crossroads is standing firm. Deeply rooted in our history, and like many of the women and girls we support, our organization is unwavering in the face of adversity, our programming ingrained in the fight for equality.

At the outset, 2019-20 was a year was full of promise. It marked the end of a successful 5-year Volunteer Cooperation Program (VCP) cycle with Global Affairs Canada, *Skills for Change*. Together with you, our partners, supporters and volunteers, we achieved so much: building strategic, innovative partnerships as a cornerstone of gender equality and sustainable development. Local partner capacity to meet the needs of their communities is growing. Over the last five years, we grew many of our programs and shared learning between countries to address girls' empowerment, food security, climate resilience and access to justice. 2020 also marked the end of our volunteer program in Bolivia as we focus our work in sub-Saharan Africa. We were privileged to work with committed Bolivian partners advancing economic empowerment and equality and we wish them continued success.

And while we reflect on all we achieved in 2019-20, we know that with the onset of the global pandemic early in 2020, the world has changed.

The pandemic is weighing heavily on the rights of women and girls. Crossroads moved quickly to secure the safety of Canadian overseas volunteers and to pivot our programming with local partners to mount a COVID-19 response. And it is in the face of the pandemic that we are launching a new strategic plan and our most ambitious, 7-year Volunteer Cooperation Program yet. *Championing Gender Equality Together* will enable Crossroads to greatly expand the scope of our work in eleven countries in Africa. We are well-positioned to meet these challenges, thanks to our partners, donors and volunteers who are collaborating for change.

None of this would be possible without the voice, the skills and resources of our volunteers and donors. Thank you also to Global Affairs Canada and the Ministère des Relations internationales et de la Francophonie du Québec for their partnership. With our roots firmly planted, with our partners and supporters, we will continue to grow our movement of gender equality champions, locally and globally.

Women and girls have never needed us more, than now. Thank you for joining us to build an inclusive world, where women and girls can live a life free from violence, in communities that are free from poverty.



A handwritten signature in black ink.

Simone Philogène
Chair, Board of Directors



A handwritten signature in black ink.

Heather Shapter
Executive Director

Equality Matters

Gender inequality is resulting in increased sexual abuse and violence against women and girls and the denial of their basic human rights.

Extreme poverty exacerbated by a changing climate is causing food insecurity, further increasing the vulnerability of the world's poorest especially women and girls.

Never has the need of women, girls and youth been more urgent.

Crossroads International brings people together to create lasting solutions to overcome poverty and advance women's and girls' rights.

With our partners, we are piloting and scaling innovative programs to advance:



RIGHTS OF WOMEN & GIRLS

To support women and girls to assert their human rights and live free from violence



WOMEN'S LEADERSHIP

To empower women and girls to participate in decision making in their homes, communities and countries



ECONOMIC EMPOWERMENT

To strengthen collective enterprises and small businesses led by women and youth



“When you elevate women and girls, you're elevating all of us. It can only improve and strengthen the voice of women and men around the world.”



RACHEL HORNE,
HORNE FAMILY CHARITABLE FUND

Your Impact This Year

Together with our partners, volunteers and donors, we are making a difference around the world. With your support:

WE PLANT THE SEEDS OF CHANGE

136 girls saved from cutting in Tanzania

WE GROW

87 girls' empowerment clubs, 9 mixed clubs and 18 boys for change programs reaching more than 3,000 members in 5 countries

WE SUSTAIN

34 partners engaged in 7 countries

72 volunteers shared their expertise (61% of whom were women)

50,253 Canadians directly engaged in international development issues, in person and online through Crossroads last year

92% of partners reported improved management tools and systems

WE EMPOWER

Partner interventions provided 7,942 vulnerable people (6,035 women) with access to decent jobs or improved income sources

34,528 people (76% women and girls) were empowered to assert their rights

\$1,237,010 was donated in 2020 to support our programs.

Girls Can Grow Up Free from Violence



The Girls' Empowerment Program supports girls who have experienced violence or abuse and girls at risk so they can live free from violence.

 JOSIANE BLANC



5 COUNTRIES IN 5 YEARS

First piloted in Eswatini in 2008, today Crossroads has supported the launch of Girls' Empowerment clubs in five countries and more recently piloted Boys for Change programs. Girls who are survivors of violence and those at-risk find support in other club members, and teachers to openly speak about their experiences. Girls' clubs provide safe spaces to learn about their rights, their bodies and develop the confidence to determine their own futures.

“This club really helped me. I was able to take what was done to me and help these girls.”



LOVENESS MNISI,
TEACHER AND SURVIVOR

Clubs in Tanzania, Togo, Burkina Faso, Ghana and Eswatini address the unique challenges of the regions, from child marriage to sexual abuse to female genital mutilation. There are currently 114 clubs empowering more than 3,000 members annually. Approximately 300 mentors and teachers work with these girls to help them harness their full potential.

Through journaling and creative arts programs, the girls are encouraged to develop their voice. They debate issues such as gender-based violence and advocate for girls' rights. The clubs help them gain the strength to speak up, lead and participate actively in their communities.

BRIDGING THE DIGITAL GENDER DIVIDE

In 2020, in collaboration with local partner GF2D (*Groupe de réflexion et d'action femme démocratie et développement*) and 60 million girls, Crossroads is piloting mobile learning labs for youth in Tsévié, Togo. These labs will allow 180 club members and their teachers to use electronic tablets with access to a server brimming with resources and without the need for an internet connection, or electricity.

“I learned that, us girls, we need to have a place. We need to be known. You have to shout yourself out to the world, you have to be strong.”



BAGANILE,
CLUB MEMBER

FAST FACTS

An estimated 246 million children experience violence in and around school every year.

More than 41,000 girls under the age of 18 marry every day.

*Source: www.worldbank.org/en/topic/girlseducation

My Voice, My Health

Youth led program advances sexual and reproductive health rights

Kédougou is a beautiful region of Senegal, abundant with natural resources, but also a hub of extractive industries that put children at risk. With more than half the population under the age of 17, forced prostitution, child trafficking, and sexual violence are a significant crisis.

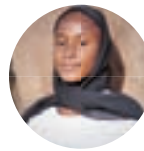
Pregnancy and childbirth are the leading causes of death for adolescent girls, child and forced marriage is prevalent, and almost 80% of girls have expressed the need for safe sexual and reproductive health services.

BY YOUNG PEOPLE, FOR YOUNG PEOPLE, WITH YOUNG PEOPLE

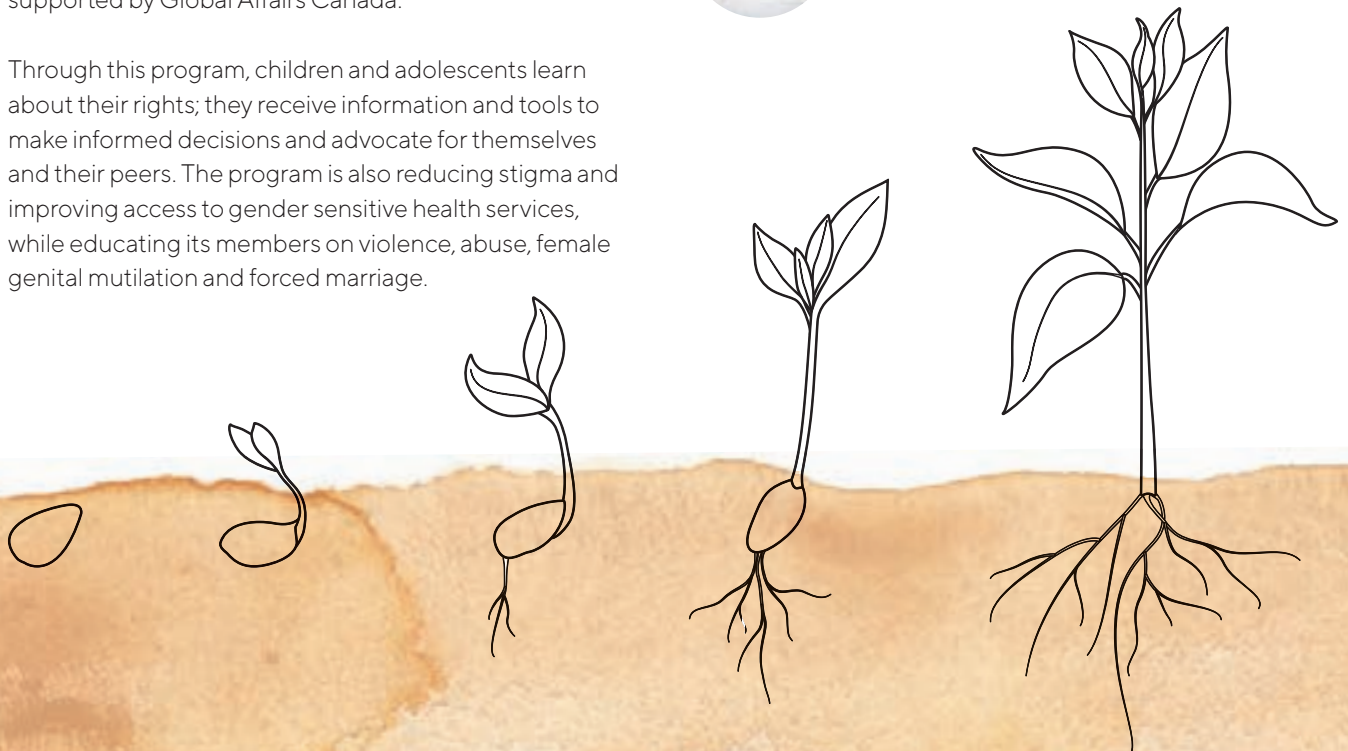
To increase awareness of sexual and reproductive health rights, Crossroads launched *My Voice, My Health*, in collaboration with local partners and experts Action Aid Senegal, APROFES (Association pour la Promotion de la Femme Sénégalaise) and CONAFE (Coalition Nationale des Associations et ONG en Faveur de l'Enfance), supported by Global Affairs Canada.

Through this program, children and adolescents learn about their rights; they receive information and tools to make informed decisions and advocate for themselves and their peers. The program is also reducing stigma and improving access to gender sensitive health services, while educating its members on violence, abuse, female genital mutilation and forced marriage.

“It’s important to do this work with other young people because there are no taboos between us. Among peers, we tell each other everything...But we need international support to share this information, to be believed.”



KHADIDIATOU NIAKHASSO,
STUDENT AND YOUTH LEADER,
MY VOICE MY HEALTH PROGRAM



GROWING KNOWLEDGE TO FUEL CHANGE

In Spring of 2020, The Slight Family Foundation committed \$1 million over four years to Crossroads' work in Kédougou as part of a \$15 million initiative to improve women's and girls' rights. Since data from Kédougou is sparse, the funding will help map young women's experiences of human trafficking, sexual exploitation and gender-based violence and access to health services. Outreach to young women will help them better understand their rights and increase their access to health services.



The funds will allow us to reach **31,000 teens and 80,000 indirect beneficiaries.**

📷 YÉRÉMAKHA SYLLA

Ending the Season of Cutting

In Tanzania, 7.9 million women have undergone female genital mutilation (FGM) and 3 million more girls are at risk annually. Even though FGM was prohibited by law in 1998, it is still a prevalent practice.

“When I hear about cutting, my body shakes from anxiety because I am not doing it anymore and I find it repulsive. I want more people to stop doing it.”

POKIMUSA,
ADVOCATE AND FORMER FGM PRACTITIONER

FAST FACTS

136 girls rescued from cutting in Tanzania

54 people received agricultural training through TGNP's Knowledge Centres

10,214 people standing up against FGM





📷 ANTHONY GEBREHIWOT

SUSTAINABLE AGRICULTURE TO END FEMALE GENITAL MUTILATION

Recognizing FGM is both a women’s rights issue and an economic one, Crossroads teamed up with local partner Tanzania Gender Network Programme (TGNP) to pilot a project in communities where FGM is widespread.

We are strengthening women’s economic power by introducing new diversified and sustainable farming techniques to increase income, while sparking conversations and education about the harms of FGM and gender-based violence, through community-based Knowledge Centres.

For most of her adult life, Poki Musa made a living performing FGM on the girls in her village. It was a tradition and a livelihood. She made her money for the year in December, during the “season of cutting.” That all changed when she joined TGNP’s Knowledge Centre.

Through the Centres, practitioners, community members, as well as girls and their parents, learned about the harm caused by female genital mutilation. Now, many ex-practitioners earn an income through farming and have become advocates against FGM.

GROWTH FOR GENERATIONS TO COME

Through organic vegetable gardening, irrigation training, the construction of a community well and a permanent community hall, the members acquired skills to diversify their agricultural production.

Armed with facts about medical and psychological consequences of FGM, and with more sustainable means of living, Poki and other women are empowered to stand against this practice and impart change in their communities for generations to come.



Economic Empowerment at the Root of Business Training

In Eswatini, more than 70% of the country's population relies on subsistence farming. Despite women making up the majority of smallholder agriculture, their farms are less productive than farms run by men, due to a lack of business training.

EMPOWERING A NEW GENERATION OF WOMEN FARMERS

Crossroads partnered with the Women Farmer Foundation (WFF) in Eswatini to develop a sustainable, comprehensive agribusiness management training for women and youth farmers. Together, we are enhancing their ability to create sustainable livelihoods and to turn to small-scale farms into commercial farming. The profit supports women's education, their families and their communities at large.

Crossroader Stephen Bates is Head Risk Reporting and Portfolio Management with BMO and spent two months in Eswatini to support the WFF's work. With his strong background in agriculture economics, he identified three key knowledge gaps: financial management, record keeping and market analysis. Bates then designed and implemented a training program on the market, production planning, financial management and analysis, record-keeping and owning a business.



“This organization’s objective is to help them become commercial and to increase their economic power. I worked on the agribusiness curriculum, and then, of course, the training. Since I left, that training has expanded by more than ten times.”



STEPHEN BATES,
CROSSROADS VOLUNTEER AND
HEAD RISK REPORTING AND PORTFOLIO
MANAGEMENT WITH BMO



📷 FRANÇOIS ROBERT-DURAND

WOMEN EQUIPPED TO LEAD THEIR OWN BUSINESSES

Maphalala uses the profits from her farm to pay her school fees. She is happy to no longer depend on her husband and enjoys sharing her newfound knowledge with other young women farmers. In total, 80 women farmers and counting have been trained. Many young women are interested in learning about the value chains of farming, and the organization is adapting to support and retain them.

“I was just doing business without knowing how to keep good records, how to budget, how to see if the business is working for me or not.”

SIMILE MAPHALALA,
30-YEAR OLD FARMER IN ESWATINI



Breaking New Ground to Combat Climate Change



📷 JIMMY CHICAIZA

Almost half the population of Senegal lives in poverty and relies on subsistence farming.

Senegal is one of the countries that has done the least damage in this current climate crisis, yet is the most affected by its devastating consequences. Food insecurity in Senegal is exacerbated by climate change and women farmers are particularly vulnerable – but the resilient women are fighting back.

FAST FACTS

1,500 female cooperative members
(800 trained so far)

11 wells restored or created

9 water towers built

7 drip irrigation systems installed

NEW KNOWLEDGE AND TOOLS TO ADAPT TO A CHANGING CLIMATE

Crossroads is supporting women farmers with new knowledge and new tools and equipment to help them adapt to the changing climate through the *Drop by Drop Project*, funded by the Ministère de l'Environnement et de la Lutte contre les changements climatiques du Québec.

FARMER FIELD SCHOOLS: A SUCCESSFUL PILOT PROGRAM

Crossroads piloted Farmer Field School (FFS) with local partners APROFES (Association pour la promotion de la femme Sénégalaise) and RESOPP (Réseau des organisations paysannes et pastorales du Sénégal). The goal is to increase food security and nutrition through on-the-ground trainings for women through the SAGA project: *Sécurité alimentaire : une agriculture adaptée*.

The women learn about soil, pests, seed quality, the agricultural ecosystem, the use of natural and organic insecticides, as well as food safety and agricultural product quality. They are trained on-site in modern techniques for adapting to climate change while discussing and sharing traditional knowledge.

These representatives are sharing their newfound knowledge among members of a network of 32 women-led market gardens in the Kaolack region of Senegal.

AN INNOVATIVE APPROACH TO EDUCATE SURROUNDING COMMUNITIES

The revised training addressed some major intersectional issues within the concept of gender in relation to leadership, gender-based violence and access to the means of production. The training was brought to life through sketches, discussions, role-playing and theatre pieces presented to men and the local communities.

Ultimately, an additional 22,000 community and family members will benefit from the nutritious and reliable food source, as well as additional sustainable income.

This project is coordinated by the Food and Agriculture Organization of the United Nations (FAO) and made possible through the financial and technical support of the government of Québec.

“Before, we had to go miles from the village to stock up on vegetables. Now, the women consume their production and sell it to be financially independent.”



ALIMATOU BADJI,
FACILITATOR, FARMER FIELD SCHOOL



Women Weavers Putting an End to Period Poverty

In Eswatini, many girls can't attend school, fall behind and even drop out of school. The reason? Their periods.

Girls miss one week of school per month, every month when they have their periods, as parents cannot afford to buy sanitary pads.

SUPPORTING GIRLS AND EMPOWERING WOMEN

This year's Karen Takacs Women's Leadership Fund grant was awarded to BoMake Rural Project to assist schoolgirls in the country while providing a steady income for the women weavers who produce sanitary pads.

The \$10,000 grant allowed a group of women weavers to receive training that advanced their sewing skills as well as entrepreneurial capacity to launch and run a successful business making washable sanitary pads. Not only will the women have a steady flow of monthly income, they will also be able to make the pads for themselves and their children and redirect those savings towards other expenses.

EQUAL ACCESS TO A FUNDAMENTAL RIGHT

More girls can now stay in school and have equal access to an education. The women will also receive comprehensive training on menstrual health and hygiene so they can work as mentors and health ambassadors. On International Women's Day, sanitary pads were distributed to girls, and boys also received some to bring back to their families.

"The women in Eswatini are the backbone of their communities and in turn empower their entire community to become resilient."



NOZIPHO SASHA THORNE,
EXECUTIVE DIRECTOR, BOMAKE

"It is different and it has so much impact on women. The pads are reusable, which saves money. I'm happy and I'm proud of this job that God gave me so that I can be a woman that provides for my family."



ELLIE ZODWA MASEKO,
WEAVER (QUOTE TRANSLATED
FROM SISWATI)

Randy Pepper Legacy Fund

As a Crossroads International volunteer to Lesotho in 1975, Randy Pepper witnessed firsthand the power of volunteer cooperation to impart lasting change in the world. Randy was a fervent supporter of volunteer cooperation and the difference it could make in communities overseas and in volunteers themselves.

The Randy Pepper Legacy Fund continues his legacy in volunteer cooperation. Launched in 2019 on the fifth anniversary of his death, with funds from his estate and generous contributions of friends and colleagues, this Legacy Fund will provide vital program funds to ensure that volunteers can be at the heart of every Crossroads project.

“Being born in Canada was a huge gift. It has also been a blessing to travel and explore the beauty of this world; it’s given me a sense of magic, of mystery. Working to make the world a slightly better place has given me a higher purpose.”



RANDY PEPPER,
CROSSROADS VOLUNTEER,
LESOTHO, 1975

One World Legacy Circle Members



ONE
WORLD
LEGACY
CIRCLE

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cintl.org/legacy

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Jane Bloch
The Estate of Alan and
Corinne Lane
The Estate of Randy
A. Pepper

Our Volunteers

Volunteers are the heart of Crossroads. They work with local partners to pilot new approaches and increase their capacity and their impact. This year, volunteers helped expand programs to end female genital mutilation and increased the incomes of cooperative farmers and women entrepreneurs.

North-South Crossroaders

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South-South Crossroaders

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SENEGAL

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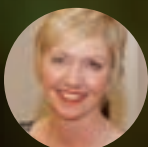
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Inès Dominique Nelly
Caroline Murphy
Josiane Blanc

“When I joined, I expected I was going to go there and help people that were desperate for help, but of course, as soon as I got there, the tables were flipped. I actually got to learn so much more from them.”



ATINUKE CHINEME,
CROSSROADS VOLUNTEER, TANZANIA, 2018

“We will have better communities. We will have better policies. We will have healthier countries by involving both men and women.”



SUSAN GREEN,
BOARD MEMBER, 2019

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Our Partners

The key to championing change resides in the nature of our program. With local partners, we are collaborating to bridge local and international, public and private sector organizations to create sustainable change.

BOLIVIA

AGRECOL Andes
AOPEB - Asociación de Organizaciones de Productores Ecológic
Asociación Boliviana para el Desarrollo Rural (Pro-Rural)

BURKINA FASO

ADEP - Association d'appui et d'éveil Pugsada
SEMUS - Association solidarité et entraide mutuelle au Sahel
CBDF - Coalition Burkinabé pour les Droits de la Femme
PAG-LA-YIRI - Association des femmes
RESACIFROAT - Réseau d'appui à la citoyenneté des femmes rurales d'Afrique

CANADA

Agronova
Barbra Schlifer Commemorative Clinic
Coady International Institute
Compagnie F Entrepreneurship Pour Femmes
ENAP - École nationale d'administration publique
EQUITAS
Green Beaver
R.I.S.E
YWCA Montreal Y des Femmes

ESWATINI (SWAZILAND)

FLAS - Family Life Association of Swaziland
Gone Rural and Gone Rural Bomake
Ministry of Education and Training
SWAGAA - Swaziland Action Group Against Abuse
SWIFT - Swaziland Fair Trade
WFF - Women's Farmer Foundation

GHANA

Abantu for Development
DUNK! Developing Unity, Nurturing Knowledge
NEWIG - Network of Women in Growth
Pro-Link Organization
WILDAAF - Women in Law and Development in Africa - Ghana

SENEGAL

APROFES - Association pour la Promotion de la Femme Sénégalaise
Enablis - Sénégal
RESOPP - Réseau des Organisations Paysannes et Pastorales
UNFCS - Union National des Femmes Coopératrices du Sénégal

TANZANIA

KWIECO - Kilimanjaro Women Information Exchange and Consultancy Organization
NAFGEM - Network Against Female Genital Mutilation
TAMWA - Tanzania Media Women's Association
TGNP - Tanzania Gender Networking Program

TOGO

ANVT - Agence Nationale de volontariat du Togo
GF2D/CRIF - Groupe de réflexion et d'action femme démocratie et développement
La Colombe

“If we could all work together to make every woman stand and have her power and rights, then the world would be a better place.”



JULIE NIXON,
EXECUTIVE DIRECTOR, SWIFT, ESWATINI

Our Financial Statement

STATEMENT OF OPERATIONS

REVENUE	2020	2019*
Federal government - Global Affairs Canada (GAC)	\$3,464,473	\$2,605,179
Provincial government contributions (Quebec)	\$683,326	\$363,554
Volunteer contributions (in-kind)	\$1,861,312	\$1,929,972
Donations**	\$1,192,029	\$728,762
Investment income	-\$54,674	\$130,583
TOTAL	\$7,146,466	\$5,758,050

EXPENSES	2020	2019
Program:		
International	\$4,346,075	\$2,564,779
Public engagement	\$280,882	\$241,021
Volunteer contributions (in-kind)	\$1,861,312	\$1,929,972
Administration, governance and overhead	\$705,196	\$794,788
Fundraising	\$352,292	\$415,790
TOTAL	\$7,545,757	\$5,946,350
Surplus (deficit)	-\$399,291	-\$188,300

STATEMENT OF FINANCIAL POSITION

ASSETS	2020	2019
Cash and cash equivalents	\$1,021,704	\$729,984
Investments	\$2,126,293	\$3,574,240
Other current assets	\$809,017	\$278,231
Capital assets	\$61,661	\$59,868
TOTAL	\$4,018,675	\$4,642,323

LIABILITIES & NET ASSETS	2020	2019
Current liabilities	\$2,217,991	\$2,442,348
Net assets	\$1,800,684	\$2,199,975
TOTAL	\$4,018,675	\$4,642,323

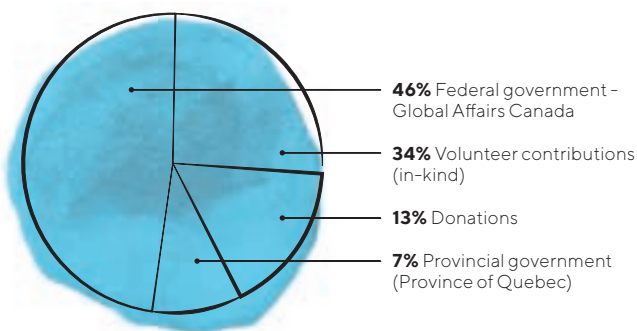
*A prior period adjustment has been made to the March 31, 2019 figure in the amount of \$34,973.

**During the fiscal year, the organization raised \$1,237,010 in donations from valued individual donors, foundations and non-government support. Crossroads recognizes revenue when it is expended on programs. In 2019/20, Crossroads expended \$1,119,029 from current and deferred donations for programs.

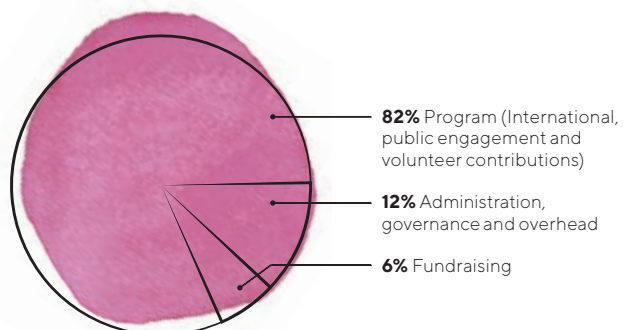
Audited financial statements for Crossroads International are available on our website (cintl.org) or upon request at 1-877-967-1611.

REVENUE

(including in-kind contributions by volunteers)



EXPENSES



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CROSSROADS
INTERNATIONAL



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