

# Annual Report

COMPASSION CANADA | MINISTRY IMPACT | 2019-2020





# Contents

- 03 A LETTER FROM THE PRESIDENT AND CEO
- 05 OUR FOUNDATIONS
- 07 BOARD OF DIRECTORS AND LEADERSHIP
- 08 LEADING IN UNPRECEDENTED TIMES
- 11 A LETTER FROM THE BOARD CHAIR
- 12 FINANCIAL DETAILS
- 15 A MESSAGE FROM THE CHIEF FINANCIAL OFFICER
- 16 HOW THE PANDEMIC IMPACTED COMPASSION'S PROGRAM IN FY20
- 18 GLOBAL IMPACT
- 21 GIFTS OF COMPASSION
- 22 A YEAR OF TRANSFORMATION AND GROWTH
- 23 YOU CAN'T LOCKDOWN GOOD NEWS

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## A letter from the President and CEO

Dear friend of Compassion,

**WHAT A YEAR!** I continue to have a deep sense of gratitude for your prayerful and practical support over the past year. No one anticipated the outbreak of a global pandemic that impacted every community in Canada and around the world. It was certainly a year of heartache, loss, and obstacles—but was also a year of hope, life and opportunities.

This time last year, I entered my role as President and CEO of Compassion with a commitment to faithfully steward our long-standing mission in our ever-changing context. We focused on adopting an innovative

and learning mindset, enhancing our digitally-enabled supporter experience, expanding our reach through new partnerships and opportunities, all while inviting supporters to participate in the full breadth of what God is doing through the maturation of our program to increase our impact on children, families and communities.

COVID-19 certainly resulted in devastations and disruptions as every country and partner was impacted by the spread of the pandemic and government lockdowns. However, it also moved Compassion further down the transformative path we were already on to adapt our methods in order to accomplish our mission and

meet the changing and now growing needs of those we serve.

In the last year, we joined our international partners to launch our first global fundraising campaign to prioritize health and stability to the most critically vulnerable. Our locally-led and contextualized program supported our Frontline Church Partners in quickly adapting to meet short-term urgent needs of children and families as an essential part of our long-term sustainable development work. Staff and volunteers delivered food and hygiene kits, ensured clean water and sanitation, provided medical care and trauma counselling, supported housing security and household needs, all while continuing to focus on the spiritual and emotional well-being of those we serve through new forms of digital connection and content.

Our faithful supporters journeyed with us in the process. They remained committed to the children they sponsor even as they faced their own challenges and disruptions to work, home and life as they knew it. As I look to the year ahead, I am sobered by the cascading effects of this pandemic: an increase in hunger, in preventable diseases and in rates of extreme poverty. And yet I stand firm in confidence that God will continue to work through his global Church to impact their neighbours and neighbourhoods.

As an organization, we will continue to walk forward with our eyes focused on seeing every child released from poverty in Jesus' name. We will continue to invite every Jesus follower to join in God's mission of justice and compassion, locally and globally. And we will have a spirit of expectancy that God can and will change every life in the process.

As we continue to partner together, may our hearts and hands be open to all the ways God will invite us to join in the life-saving and life-changing work of the Kingdom.

**ALLISON ALLEY**  
 President and CEO, Compassion Canada



## Our foundations

COMPASSION CANADA

### MISSION:

Releasing children from poverty in Jesus' name.

### VALUES:

Integrity, Stewardship, Dignity, Excellence and Discernment

### STRATEGIC ANCHORS:

Christ-Centred, Church-Driven, Child-Focused

### CORE STRATEGY:

Christian holistic development of children in poverty in partnership with supporters and churches.

### STRATEGIC INTENT:

Join God in releasing the most children possible from poverty in Jesus' name with ever-increasing effectiveness and efficiency.

## SNAPSHOTS OF GLOBAL INITIATIVES

—



Continue to meet the COVID-19 related urgent needs of beneficiaries for duration of pandemic

—



Operationalize our new theory of change to enhance child and youth outcomes

—



Enhance child protection to safeguard children from ever-changing risks

—



Innovate and leverage digital technologies to further advance mission

—



Advance our neighbour-focused mindset to expand reach

## We love Jesus

Worship time is not merely a singing act at Compassion centres. Whether dancing with joy or lifting their hands up in the air, beneficiaries enjoy worshipping Jesus with pure hearts, just like this young girl in Uganda.

## Board of Directors

### REV. IAN LAWSON | CHAIR

*Lethbridge, Alberta*  
Itinerant Teaching Pastor, Briercrest College and Seminary

### MARK FLETCHER | VICE CHAIR

*Halifax, Nova Scotia*  
VP of Projects and Construction, Teng Inc.

### JENNIFER ADKINS

*Langley, British Columbia*  
Race and Ethnic Relations Specialist,  
Ph.D. Student, University of British Columbia

### DAVID BURTON

*Dartmouth, Nova Scotia*  
Atlantic Regional Director General,  
Government of Canada (Canadian Heritage)

### DR. MARIE GESCHWANDTNER

*Ottawa, Ontario*  
Chiropractor, Body Garage Ottawa/  
Hunt Club Chiropractic

### LEN HUMMEL

*Scarborough, Ontario*  
Executive Director, Pentecostal Financial  
Services Group & Pension Fund, for the PAOC

### DR. ANDREW JOHNSON

*Calgary, Alberta*  
Infectious Diseases Specialist,  
Foothills Medical Centre

### CLARK KASSIAN

*Calgary, Alberta*  
Lawyer, Dentons Canada LLP

### LEIGHTON REIMER

*Caronport, Saskatchewan*  
Chief Financial Officer, Briercrest  
College and Seminary

### SHANNON WILLIAMS

*Duncan, British Columbia*  
Teacher, Cowichan School District

## Executive Leadership Team

### ALLISON ALLEY

President & CEO

### TIM DEWEERD

CFO & Executive Director of Business Services

### JANICE MACINNIS

Executive Director of Marketing

### JAMIE MCINTOSH

Executive Director of Partner Relations

### DEB WILKINS

Executive Director of Engagement

### MIKE CARMODY

Executive Director of Technology

### MISTY ROPP

Executive Director of People & Culture

### BOARD MEETINGS

October 24 – 25, 2019  
January 30 – 31, 2020  
May 29, 2020

### NOMINATING & GOVERNANCE

October 10, 2019  
January 15, 2020  
May 19, 2020

### FINANCE & AUDIT COMMITTEE

September 17, 2019  
May 15, 2020

# Leading in Unprecedented Times

INTERVIEW

**T**HE PAST FISCAL YEAR was unlike any other in recent memory, perhaps in the history of our organization. The input, faith and expertise of the Board of Directors has been critical as the pandemic spread, as the world woke up in new ways to realities of systemic injustices and as Compassion globally rallied together in unprecedented ways to address new and challenging times. Here are some key insights from three Board Members who share their outlook on some of the most significant issues that arose during the past fiscal year.



**DR. ANDREW JOHNSON**  
**PROFESSION:** INFECTIOUS DISEASES SPECIALIST  
**LENGTH ON BOARD:** 11 YEARS

**COMPASSION CANADA: WHAT ARE THE TOP THREE THINGS YOU'D LIKE PEOPLE TO KNOW ABOUT WHO YOU ARE AND WHAT YOU DO?**

**ANDREW JOHNSON:** I love the work of Compassion, its focus on child development and its support of the local church.

I work as an Infectious Diseases specialist, but also trained in

Medical Microbiology followed by a Clinical Virology fellowship. SARS-CoV-2 isn't my first rodeo (I was around for SARS-CoV-1 too).

I strive to understand how the world works, how the mission of Compassion is impacted and to bring this perspective to the board table (health & disease, macroeconomics, geopolitics). I spend a lot of time thinking about human behaviour, and how global systems are plumbed. You can always count on a non-consensus opinion.

**CC: AS THE WORLD REELS FROM THE IMPACT OF THE COVID-19 CRISIS, WHAT CONCERNS DO YOU HAVE FOR THE CHILDREN AND FAMILIES WE SERVE LIVING IN EXTREME POVERTY AS THE WORLD STARTS TO "PHASE OUT" OF LOCKDOWN AND HOW DO YOU SEE COMPASSION ADDRESSING THOSE CONCERNS?**

**AJ:** COVID-19 in the developing world is an unmitigated disaster. Prior to COVID-19, much of the world was already entering economic recession, and there was a clear trend towards de-globalization and increasing nationalism everywhere. COVID-19 has only exacerbated these trends.

Those living in poverty don't have the resources to prevent the spread of disease. Access to testing may be non-existent, and mortality rates soar when appropriate medical care

is lacking. Multiple generations may live in the same household, leaving the elderly at particular risk. Without reliable electricity, internet or a computer, there is no option to work from home, but few, if any, are doing this type of work anyway. Day-labourers and those providing services do high-contact work that exposes them to the virus constantly, but this assumes there is even any work to do. Food insecurity is ever-present. The suffering continues unseen.

Until there is an effective vaccine, opening up economies will result in increased viral transmission, because nothing about the virus has changed. Compassion has effectively re-oriented in this environment to address the most pressing needs identified by our frontline church partners – whether related to food security, medical care or disease prevention.

**CC: WHAT'S ONE THING THAT EXCITES YOU ABOUT COMPASSION'S WORK AS WE LEAN INTO THE FUTURE?**

**AJ:** Change always produces opportunity. In many ways, the COVID-19 pandemic has pushed Compassion to bring future plans into the present. We have a leadership team that has embraced this challenge and is moving forward—and I'm excited.



**DR. MARIE GESCHWANDTNER**  
**PROFESSION:** CHIROPRACTOR  
**LENGTH ON BOARD:** 19 YEARS

**COMPASSION CANADA: WHAT ARE THE TOP THREE THINGS YOU'D LIKE PEOPLE TO KNOW ABOUT WHO YOU ARE AND WHAT YOU DO?**

**MARIE GESCHWANDTNER:** First and foremost I'm a grateful follower of Christ and I love to worship through music. I'm a Saskatchewan girl (and die-hard Rider fan) who lives in Ottawa with my husband,

2 grown sons and daughter in law. I work as a Chiropractic Doctor with a special interest in women's health, pre/postnatal care and pediatrics. I love to hike, bike and cook, am a compulsive renovator and am a part owner of a CrossFit gym (and a slowly improving Masters CrossFitter).

**CC: WHAT ARE YOU LEARNING THROUGH YOUR WORK ON THE INTERNATIONAL BOARD ABOUT COMPASSION'S SUSTAINABLE PRESENCE IN COMMUNITIES AND THE LONG-TERM VIEW OF PROGRAM AS WE LOOK BEYOND THE PANDEMIC?**

**MG:** This pandemic is bad for everyone but devastating to the poor. They have no safety net for food or hygiene or healthcare or education. One of the foundations of Compassion's work is partnering with the local church in the communities we serve. The local project staff, pastors and team members know the specific immediate and long term needs of their neighbours, the sponsored children and community. This unique model is what will ensure the continued implementation and support of our programs providing that safety net of what is needed during and post-pandemic. We are not decamping and leaving these poor communities to find their own way.

Our local church partners have been there and remain there for the long term, pivoting to address immediate needs while keeping an eye out for and ensuring stable long term development. The consistent steady presence of the local church is strong evidence that our model and methods are even more relevant and impactful to beneficiaries during this pandemic as they were before, and as we move into the post-pandemic phase.

**CC: AS YOU LOOK TO THE UPCOMING YEAR AND ALL THE OPPORTUNITY COMPASSION CANADA HAS, WHAT'S SOMETHING THAT EXCITES YOU?**

**MG:** Even though COVID-19 has changed the way we do business and attend our daily lives, Compassion is well-positioned to continue to fulfill its mission releasing children from poverty in Jesus' name. Compassion is God's partnership with the global

Church as the foundation for continued stable long term development. I'm also excited to see how well we are transitioning to using technology more fully, to engage the global staff and continue to support and equip our field partners, pastors and sponsored children. The current necessity to do so has catalyzed a leap forward into how we will all do ministry and charitable work in the future.



**JENNIFER ADKINS**  
**PROFESSION:** RACE AND ETHNIC RELATIONS SPECIALIST  
**LENGTH ON BOARD:** 4 YEARS

**COMPASSION CANADA: HOW LONG HAVE YOU SERVED ON COMPASSION CANADA'S BOARD AND WHAT DREW YOU TO THE ROLE?**

**JENNIFER ADKINS:** Joining Compassion's Board was a multi-year process. I've been on different boards and I know the work involved. I was just starting a Ph.D., so I wasn't really thinking about it and then I got a call from Andrew [Johnson] to talk about the role. I did a lot of research. When we met and he shared the vision of the organization, I realized I support everything Compassion does and I really wanted to be on the Board. I am blessed to serve on it and have served since 2016.

**CC: YOU HAVE A PASSION FOR JUSTICE AND HAVE DEDICATED MOST OF YOUR CAREER TO RACE AND ETHNIC RELATIONS. AS WE LOOK BACK OVER THE LAST FEW MONTHS DURING WHICH A CALL TO ADDRESS SYSTEMIC RACIAL INJUSTICE SWEEP ACROSS NORTH AMERICA AND AROUND THE WORLD, WHAT ABOUT THIS IMPORTANT SOCIAL MOMENT STANDS OUT TO YOU? HOW DO ORGANIZATIONS DIG INTO THIS CONVERSATION AND NOT IGNORE IT?**

**JA:** I think that talking about racial injustice and acknowledging what's taking place is so important. For some in the church, it can seem like it's impolite to talk about such issues as "polite Canadians". And North American Christianity often

presents itself as: "I got it all together. Everything's great. We all just love each other." As a result, the real conversations happen after church, outside the church, in homes.

So, like the church, I'd say organizations can make room for having the real conversations. If there's a minority of people of colour on staff, there's a good chance the majority really don't know what they're feeling or experiencing. And so having that freedom to have those discussions—if people of colour want to share or if somebody feels there's an issue that they should share—is important.

I would say that compassionate work is to ask, "Do we show compassion for people, racialized individuals, Indigenous people openly in Canada as we do the work elsewhere?" I think that there really should be an earnest search of where organizations stand and how to live out these values in Canada as they do the work they do internationally.

**CC: WHAT'S ONE THING YOU'RE EXCITED ABOUT AS YOU LOOK TOWARD COMPASSION'S UPCOMING FISCAL YEAR?**

**JA:** I'm excited about Compassion's leadership and the vibrancy that I see at Compassion. I see such excitement and belief in what staff are doing. I think leaders have really gone out of their way to hire some brilliant, outstanding staff who are sincere, with strong belief in Christ. It's amazing to see what's produced with such an employee group. There's been a lot of changes and it just will take Compassion to a new place.

YOU CAN READ THE FULL INTERVIEWS AT [CMFPCN.CA/10QS](https://cmfpcn.ca/10QS)

## We love children

Diagnosed with a heart disorder, 8-year-old Brian was abandoned by both of his parents and expected to die. Through the intervention of Compassion and the church, Brian was able to receive the funds to undergo the expensive procedure that saved his life. Brian is now healthy and continues to pursue his dreams.



## A letter from the Board Chair

Dear friend of Compassion,

**O**VER THE LAST TEN YEARS, during which it has been my great honour to serve as the Chair of the Board, my heart has opened in new ways to the brokenness in the world. With fresh eyes, I have borne witness to the failed and fallen human systems that prove the world is not the way that it is supposed to be.

This, by no means, is a novel observation. However, as the pandemic changed our lives and the world as we know it, I have learned about the alarming needs because of poverty. And yet the echoes of God's goodness and his creative work through it all have astonished me.

Since the global shutdown, Compassion Canada, alongside the global Church and our international

partners, has provided urgent care to communities most impacted by the pandemic. Together, by the end of the fiscal year, we delivered 2.67 million food packs, gave over 1.65 million hygiene kits and assisted more than 95,000 individuals to access medical care, to name just a few ways that we have shown the love of Christ in a time of unthinkable need.

For me, these practical acts of compassion illustrate so beautifully God's solution in the midst of crisis, and how He works to bring hope in despair as we all live out present suffering and await future glory. I hope that you take a moment to reflect on the real-life impact you have made through prayers of faith and generous giving this year. It is, quite literally, saving lives.

The more than 8,000 churches that we partner with around the world truly are islands of hope actively at work to provide care for children and families, nourishing and protecting them in body, soul, mind and relationship.

On behalf of the Board, I want to commend Allison for her thoughtful and faithful leadership and the entire team at Compassion Canada for keeping our mission—to release children from poverty in Jesus' name—ever before them in these unprecedented times. As a Board, we put our hope in the truth of Christ at all times, for "He is the beginning and the firstborn from among the dead, so that in everything He might have the supremacy" (Colossians 1:18).

The world is going to be very different post-pandemic, in ways we may not yet perceive or understand. But thanks be to God that we can lean on His power and be confident that He is with us in these times. Furthermore, the consistent, steady presence of the local church that was faithfully serving before and that has faithfully served during COVID-19, will remain after this crisis passes to be the hands and feet of Jesus to people in need.

What an honour it is to work alongside the global Church to partner and support God's mission.

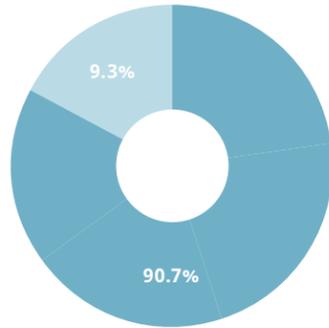
Personally, as I leave my term as Chair, I'm amazed at all we have accomplished together. On behalf of the Board, I am pleased to present the financial statements for the fiscal year that ended June 30, 2020. Thank you for joining with us in this most meaningful work.



*Ian Lawson*

**IAN LAWSON**  
Chair, Board of Directors

## Here's how donations were used



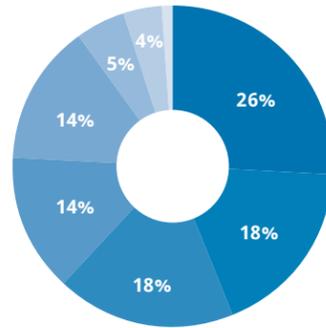
### Program activity funds

#### SPONSORSHIP

90.7% of program activity funds went to child development programs.

#### BEYOND SPONSORSHIP

9.3% went to Survival programs and Complimentary Interventions.



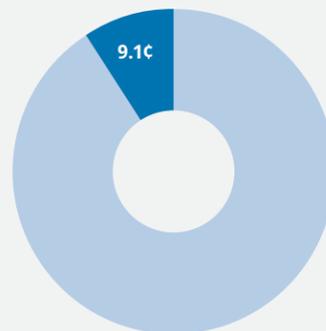
### Beyond sponsorship

- 26% Survival
- 18% WaSH
- 18% Stability
- 14% Disaster Relief
- 14% Education
- 5% Health
- 4% Child Development Centre Launch
- 1% Church Plant

## The cost of fundraising

OF EVERY DOLLAR WE SPEND, JUST 9.1¢ IS USED FOR FUNDRAISING EFFORTS.

This pays for all of our fundraising staff, print and media advertising, printing and distribution costs for our mailings, fundraising events and online activities. Compassion does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.



## How we steward your resources

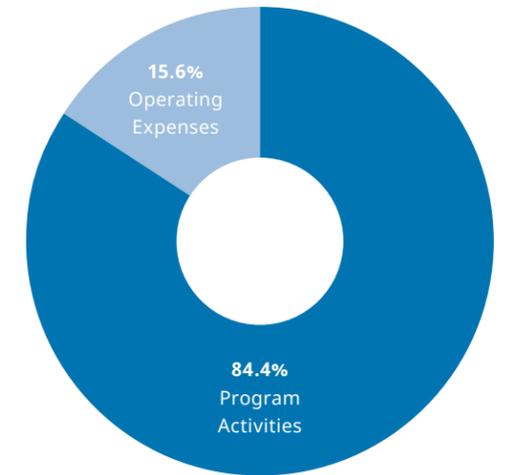
As an accredited member of the Canadian Centre for Christian Charities, Compassion Canada is committed to handling the finances entrusted to us with the utmost integrity. This year, 84.4 per cent of funds were used for program activities benefiting the children we serve. 15.6 per cent was used for fundraising and administration expenses.

#### PROGRAM ACTIVITIES

- 79.0% International program
- 5.4% Engagement support in Canada

#### OPERATING EXPENSES

- 9.1% Fundraising
- 6.5% Administration

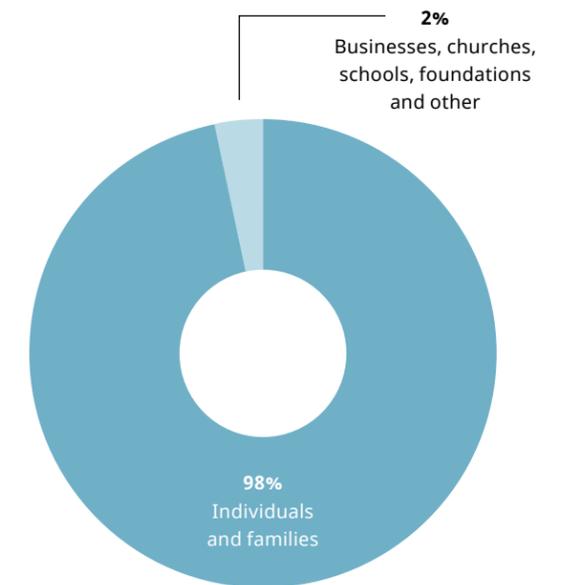


## Our generous Canadian supporters

In our last fiscal year, Compassion's support came from 88,835 individuals, families and organizations. Their generosity allowed us to continue our mission of releasing children from poverty.

Individuals and families make up 98 per cent of our total supporters. The other 2 per cent comes from businesses, churches, schools, foundations, service or community organizations and other groups.

- 88,835 Individuals and families
- 1,018 Businesses
- 833 Churches
- 85 Schools
- 51 Foundations
- 191 Other



# Annual revenue and expenditures

REVENUES	2020	2019
Child and Youth Development	63,388,556	62,005,688
Complementary Interventions	5,015,724	4,002,334
Survival	1,730,829	1,710,017
Investment Income	383,588	357,621
Other Revenue	13,702	24,279
<b>TOTAL REVENUES</b>	<b>\$ 70,532,399</b>	<b>\$ 68,099,939</b>

EXPENDITURES	2020	2019
<b>PROGRAM ACTIVITIES</b>		
Child and Youth Development	52,689,722	51,752,257
Complementary Interventions	4,012,579	3,226,528
Survival	1,384,663	1,368,014
<b>TOTAL PROGRAM ACTIVITIES</b>	<b>\$ 58,086,964</b>	<b>\$ 56,346,799</b>
Fundraising	6,280,680	7,167,851
Administration	4,469,308	4,419,063
<b>TOTAL EXPENDITURES</b>	<b>\$ 68,836,952</b>	<b>\$ 67,933,713</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>\$ 1,695,447</b>	<b>\$ 166,226</b>

FINANCIALS BY PERCENTAGE	2020	2019
Program Activities	84.4%	82.9%
Fundraising	9.1%	10.6%
Administration	6.5%	6.5%



## A message from the Chief Financial Officer

**AS** YOU CAN IMAGINE, COVID-19 presented new challenges over the past year that required us to be very adaptive as an organization. I'm pleased to report that Compassion Canada has a positive financial outlook in the midst of the ongoing pandemic.

In the final two months of the past year, we saw a slight drop in sponsorship, however, we experienced net sponsorship growth in Fiscal 2020, which is a very good news story. The pandemic has had a significant impact on Canadian giving, so these numbers highlight how much our supporters appreciate and believe in what we do. Furthermore, the trend moving into the new fiscal year in Disaster Relief and Beyond Sponsorship revenue

is moving upwards as our generous Canadian supporters respond to the urgent and unprecedented needs in the countries where we serve.

As we look to the year ahead, our budget projections are informed by multiple factors, including the health, social, economic, travel, fundraising and program impacts. As we plan, we have engaged in a robust process with all levels of leadership at Compassion Canada and in consultation with our global partners to ensure we continue to respond to the changing economic landscape.

The past fiscal year taught us to expect the unexpected, just as it confirmed that our prudent financial stewardship provides stability both for our staff and most

importantly, for the children and families that we serve. We trust that God will continue to grant us wisdom to manage our resources well and to weather the storms that may come our way in the future.



*T. DeWeerd*

**TIM DEWEERD**  
CFO & Executive Director of Business Services



## How the pandemic impacted Compassion’s program in FY20

**P**IVOT WAS LIKELY ONE OF the most overused and most meaningful words of the past fiscal year. Everyone everywhere needed to adjust their daily lived reality as the coronavirus spread across the globe. Compassion Canada is part of Compassion’s Global Partner Alliance. We operate independently and are accountable to our generous Canadian donors and to Canadian laws. However, our covenant charter with 11 other nations empowers us to maximize our impact globally and to adjust quickly in the midst of a global crisis.

Our strategic partnership enables Compassion to take a long-term approach to the holistic child development work **we do in 25 countries** in order to **help more than 2.2 million children living in poverty fully mature in every facet of life and overcome generational poverty**. Our wide base of support, from **more than 1.5 million individuals, churches** and groups globally is robust, a mix of financial and non-financial support that grants Compassion stability and has revolutionized the fight against global poverty. Our whole-life care, delivered in Jesus’ name by our

frontline church partners, is tailored to the individual child’s physical, spiritual, emotional and relational needs, while addressing the contextual needs of their family and community. The significance of long term, church-driven and community-based sustainability became even clearer during the global pandemic. Because of it, and our commitment to persevere no matter what, Compassion was able to quickly adapt during nation-wide shutdowns.

COVID-19 served a critical reminder that adaptability is essential in all that we do. It taught us that we must continue to hold

tightly to our mission and yet remain openhanded with the way in which we deliver our program, something we commit to do as we navigate the post-pandemic world.

### HOW DID WE ADAPT OUR PROGRAM DURING COVID-19?

In response to government lock downs and quarantine in every nation where we deliver program, we found ways to empower the local church with a home-based approach to provide a basic level of care and support to meet critical needs:

- Funds previously used at the child development centres were used to meet individual urgent and critical needs of the families of children registered in the program, including food, clean water, shelter, rent support, clothing, household items, medical care and trauma counselling.
- Where government restrictions barred food and non-food distribution, we used grant funds to distribute cash to families directly, using mobile phone cash transfer systems.
- Compassion staff and volunteers in each country have provided trauma counselling, spiritual encouragement, Bible studies, tutoring and found other ways to connect with Compassion children remotely, leveraging technologies like WhatsApp, Zoom, Skype, radio, text messaging and social media.

While many of these measures were a response to the disruption of the pandemic, the outcomes must be lauded. Due to the urgent nature of the crisis and its wide array of impacts, Compassion’s heroic frontline church partners have seen incredible results:

- Improved sanitation habits in the communities where we serve, which optimizes health benefits at the household level.
- More effective and efficient virtual platforms and training to support the physical, emotional, cognitive and spiritual

- needs of children and families.
- Delivery of close to 3 million food packs to the children and families they serve between April to July.
- Over 9,500 Direct Cash Transfers between April to July to enable families to purchase necessary food and supplies.
- New partnerships with local radio stations to provide COVID-19 prevention messages, faith-based curriculum and support to Indigenous communities without access to internet technologies.
- Increased partnership between government agencies and Compassion to improve the lives of beneficiaries.

The pandemic will have a long-lasting impact. We already know that supply chain disruptions could, according to the World Food Program, almost double the number of people suffering acute hunger, pushing it to more than a quarter of a billion by the end of 2020. The disease has forced **more than 1 billion children** out of school, depriving their access to nutritious meals provided by programs operated out of schools. The social and economic impact of COVID-19 are, in a word, catastrophic.

The statistics above highlight the importance of our program for children living in poverty. As Compassion International President and CEO Santiago “Jimmy” Mellado aptly notes, “the need for Compassion to reach more children in less time is a moral imperative that has only become more urgent.”

### THE NEED FOR COMPASSION TO REACH MORE CHILDREN IN LESS TIME IS A MORAL IMPERATIVE THAT HAS ONLY BECOME MORE URGENT.

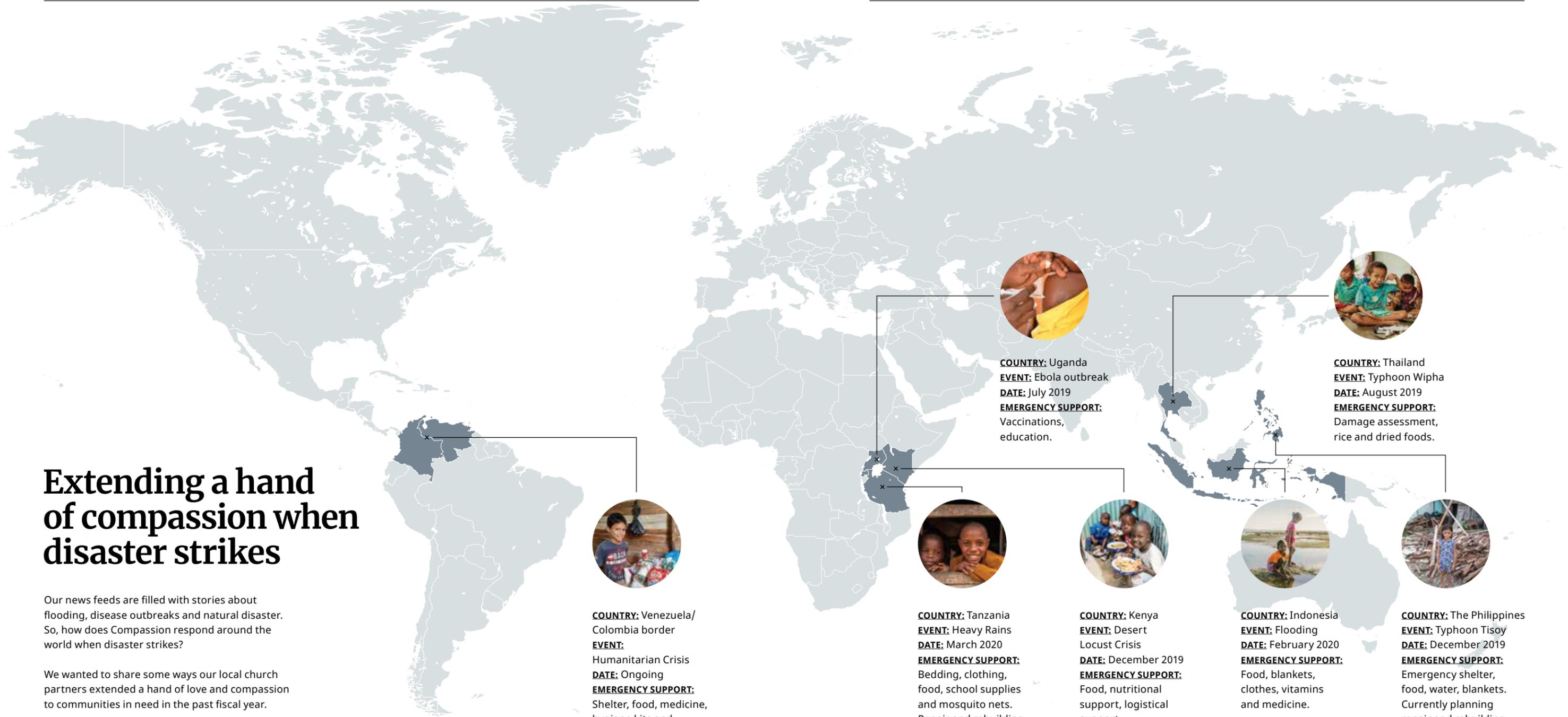
The COVID-19 pandemic has underscored for us that creativity, adaptability and open-handedness are more necessary than ever as we think about how we deliver our program. Globally, we rose to the challenge this year. We are confident that, with God’s continued grace and the generosity of our donors, we will continue to rise together as the church to meet the critical needs of the children we are called to serve, both in the short term and long into the future.



# Extending a hand of compassion when disaster strikes

Our news feeds are filled with stories about flooding, disease outbreaks and natural disaster. So, how does Compassion respond around the world when disaster strikes?

We wanted to share some ways our local church partners extended a hand of love and compassion to communities in need in the past fiscal year.



**COUNTRY:** Venezuela/ Colombia border  
**EVENT:** Humanitarian Crisis  
**DATE:** Ongoing  
**EMERGENCY SUPPORT:** Shelter, food, medicine, hygiene kits and safety training.



**COUNTRY:** Uganda  
**EVENT:** Ebola outbreak  
**DATE:** July 2019  
**EMERGENCY SUPPORT:** Vaccinations, education.



**COUNTRY:** Tanzania  
**EVENT:** Heavy Rains  
**DATE:** March 2020  
**EMERGENCY SUPPORT:** Bedding, clothing, food, school supplies and mosquito nets. Repair and rebuilding of damaged homes.



**COUNTRY:** Kenya  
**EVENT:** Desert Locust Crisis  
**DATE:** December 2019  
**EMERGENCY SUPPORT:** Food, nutritional support, logistical support.



**COUNTRY:** Thailand  
**EVENT:** Typhoon Wipha  
**DATE:** August 2019  
**EMERGENCY SUPPORT:** Damage assessment, rice and dried foods.



**COUNTRY:** Indonesia  
**EVENT:** Flooding  
**DATE:** February 2020  
**EMERGENCY SUPPORT:** Food, blankets, clothes, vitamins and medicine.



**COUNTRY:** The Philippines  
**EVENT:** Typhoon Tisoy  
**DATE:** December 2019  
**EMERGENCY SUPPORT:** Emergency shelter, food, water, blankets. Currently planning repair and rebuilding of damaged homes.



## RISING AS ONE TO FIGHT COVID-19

THE WORLD CHANGED ON MARCH 11, 2020 when the WHO declared COVID-19 a global pandemic. As the virus spread and governments around the world enforced mandatory lockdowns, food scarcity, medical needs, housing security issues and safety concerns for the children we minister

to came to the forefront of our work. Our adaptive, local response highlights the church's ability to *know, love and protect* children during times of crisis, which will be key to their emotional health and stability in the years following the pandemic.

HERE IS A SNAPSHOT OF COMPASSION'S GLOBAL RESPONSE AS TOGETHER WE STOOD WITH THE GLOBAL CHURCH TO PROVIDE URGENT CARE\* IN ALL OF THE COUNTRIES WHERE WE SERVE:

- Raised \$595,961 in Canada for global We Rise As One campaign from May 5, 2020 to end of Fiscal on June 30, 2020
- Supported the delivery of more than 2.67 million food packs
- Helped give over 1.65 million hygiene kits
- Assisted more than 95,000 individuals to access medical care

\*stats represent the best info we have for the months of March 2020 to June 2020

## We love the Church

Children attending a summer camp at a church in Thailand where they receive life-skills training and engage in fun activities like singing, dancing and skits. The church is a safe haven in communities in all the countries we work where children can grow in faith, friendship and discover their own gifts and purpose.



# Gifts of Compassion

GIFT GUIDE | 2019-2020

**LAST YEAR MARKED THE TENTH YEAR** of our annual Gifts of Compassion catalogue which we send to mailboxes in October as we enter the Christmas season. We're grateful to report that

last year, close to 3,800 individuals purchased a wide range of gifts, from goats and music lessons to water filters and vegetable seeds from the catalogue, totalling \$1,245,285.55 in donations.

### HIGHLIGHTS:



**1,662** emergency kits distributed to Venezuelan refugee families.



**193** safe water bundles for families in Ethiopia, Indonesia and Peru.



**1,520** chickens for families in El Salvador.



### BRINGING HOPE TO A DESPERATE SITUATION

As part of our Gifts of Compassion campaign last year, we invited Canadians to give generously to assist families who fled the humanitarian crisis in Venezuela on Giving Tuesday, a global day of concentrated charitable giving. The response was overwhelming! People across Canada were moved to show practical compassion and provided much-needed shelter, food, medicine and sanitation to help refugee families navigate their new realities in Colombia.

We're humbled to report that because of the generosity of our donors, **we raised over \$179,000** to assist people like Venezuelan teenager Jesús who fled the violence in his home country at night with only the clothes on his back.

Thankfully, Jesús and his family were **assisted by members of a local church that partners with Compassion Canada** when they arrived in Colombia. The tangible love of Jesus shown through Compassion's church partners changed their story of despair into a story of hope.

At the Compassion centre, the family received much-needed food and medical assistance and were instructed how to avoid the very real dangers of drugs and gang violence due to the unrest along the border.

The impact for Jesús is **real**. "I felt that we were not alone anymore," says Jesús.



# A year of transformation and growth

FISCAL YEAR 2019-2020

## WHILE COVID-19 DOMINATED THE HEADLINES AND THE LAST QUARTER OF FY20, THERE WAS SO MUCH MORE TO THE YEAR. HERE ARE SOME HIGHLIGHTS:

- Welcomed **Allison Alley** as the **fourth President and CEO** of Compassion Canada
- Reached **112,010 children** through the life-changing reality of sponsorship
- Joined our wider Compassion family to work in 25 countries with more than **8,000 front-line church partners** who, together, support **2,204,762 children**
- Grew overall revenue (sponsorships and donations) to the **highest ever in our history**, allowing us to help more children, families and communities, despite cancelled events and lost opportunities due to COVID-19

- **Redesigned MyCompassion** to improve experience of sponsors and increase accessibility to sponsorship history
- Worked closely with our global counterparts to leverage expertise, share resources and maximize effectiveness to **enhance the long-term impact** of our program delivery
- Funded a total of **102 unique interventions** in **21 countries**, supporting development initiatives like church plants, education, water, sanitization and hygiene initiatives, disaster relief and health initiatives
- Engaged over **300 volunteers** across Canada in virtual gatherings for connection, prayer and to learn new ways to serve during the global pandemic
- Launched a **new multi-year strategic plan** at the start of the

- fiscal year with focus on talent and culture, innovation and learning, brand awareness and equity, growing and diversifying relationships, and enhancing supporter experience.
- Launched **our first peer-to-peer online** fundraising tool so Canadians can creatively mobilize their friends and family in self-directed giving initiatives
  - Completed **five marketing research projects** to understand our current and future supporters and to better target our awareness, fundraising and engagement efforts
  - Engaged with donors and prospective donors in over **24,000** phone calls, **4,500** chats and more than **41,000** emails through our Support Centre



AROUND THE WORLD

## You can't lockdown good news

### ALUMNI ON THE FRONTLINES

Growing up in a small town in Ethiopia, Dr. Addisalem Gebresilassie's dream of becoming a doctor seemed more like a fantasy. But today, thanks to support from her parents and Compassion sponsor, Dr. Addisalem is one of the many Compassion alumni around the world who are working on the frontlines of the COVID-19 pandemic to save lives.



### SUPPORTING MIGRANT FAMILIES

Prior to the COVID-19 pandemic, Colombia was already facing a crisis: the Venezuelan migrant crisis. COVID-19 only exacerbated migrant families' immense need. Compassion's local church partner in the border city of Cúcuta is working hard to support families like the Vazquezes with groceries and rent support.



### MAKING MASKS FOR THE COMMUNITY

In Guatemala, the first reported case of COVID-19 caused a shortage of critical supplies like face masks. That's when 25-year-old Compassion alumnus Yonatan, who teaches tailoring at his former Compassion centre, decided to take action. He put his tailoring skills to work to sew reusable face masks for his community.



### BORN IN QUARANTINE

Giving birth in any time is stressful, but for new mom Joya in Bangladesh, COVID-19 restrictions further complicated her already difficult birth. Thankfully, she had the support of Compassion's Survival program, including caring staff like Alina, who helped Joya and her husband get to the hospital in time to safely deliver baby Boonerjee!

READ MORE GOOD NEWS STORIES FROM EACH REGION WHERE WE SERVE AT [CMFPCN.CA/GOODNEWS](https://cmfpcn.ca/goodnews)



#### WHAT IS COMPASSION?

As one of the world's leading child development organizations, Compassion partners with the local church in 25 countries to end poverty in the lives of children and their families. Today, more than two million children and their families are discovering lives full of promise and purpose as they develop in all aspects of their lives—minds, bodies and relationships—while discovering God's love for them in the gospel of Jesus Christ.



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