



CARE

1 9 9 8 A n n u a l R e p o r t

Our mission

CARE'S REASON FOR BEING IS TO AFFIRM THE DIGNITY
AND WORTH OF INDIVIDUALS AND FAMILIES
IN SOME OF THE POOREST COMMUNITIES OF THE WORLD.

WE SEEK TO RELIEVE HUMAN SUFFERING,
TO PROVIDE ECONOMIC OPPORTUNITY,
TO BUILD SUSTAINED CAPACITY FOR SELF-HELP,
AND TO AFFIRM THE TIES OF HUMAN BEINGS EVERYWHERE.

WE ARE COMMITTED TO PURSUING OUR MISSION
WITH EXCELLENCE

BECAUSE THE PEOPLE WHOM WE SERVE,

BENEFICIARIES AND DONORS,

DESERVE NOTHING LESS.





working together

In the summer of 1998, we set out to capture the essence both of CARE's work in the developing world as well as the work of the people we seek to serve. Donor/photographer Fred Housel and CARE staff visited CARE projects in Africa, Asia and Latin America. In each instance, people welcomed them into their communities and homes to document their labor and their lives.

We are proud to bring you the results of this effort in a rich and commanding photo essay.

The pages that follow tell of work in Mali, India and Bolivia, but they do more than that. They tell the story of work and life for much of humankind as well. They are testament to the pride, the dignity and the fruit of labor. They are testament to the back-breaking effort of work, to the joy of work and to the hope and determination that drives people in their work. They also tell the story of your efforts through CARE to support the men, women and children who are working for a better future. They are testament to the fact that, working together, we can make a difference. Working together, we are making a difference.

CARE's work touches aspects of the human experience that go straight to the heart of life – food, shelter, community and opportunity. CARE's work is difficult and sometimes dangerous. It seeks to turn around the current prospects of the poorest people in the developing world. To provide hope and opportunity where little has existed. To overcome poverty and to ensure security for every family. It is work that springs from our donors' vision: to help people reap what they sow, to help them invest the fruit of their labor in order to provide new horizons for their families. Our strategy is to do this work alongside the people we seek to help. To labor in their fields. To live in their communities. To know their lives. This is CARE's work.

The mission we embrace seems daunting at times, and its completion is a long way off. But we believe that we can make a difference, with the commitment of our donors behind us and a consistent set of values to light our path. And as we undertake our work, it is increasingly clear that those values underpin our success. They tell us why we do what we do. And they tell us how.

While these values have been at the heart of CARE for more than 50 years, last year we sought to articulate them in words that our staff could embrace and our donors could endorse. They are simple, but their force is profound:

R Integrity C Excellence
Respect I Commitment E

These values remind us – as we hope they do you – of why we go to work each day. We do not claim to embody them perfectly – but we do seek to do so. They characterize our work at its best. A look around the CARE world shows these values in action:

Respect for individual dignity. In the midst of Sudan's civil war, Pat Carey, senior vice president of programs, visited the beleaguered town of Wau. Thousands of Sudanese had walked for days to reach this town in a desperate search for food...

"He was emaciated, desperately thin. I think he was about 14 years old, and his sister about 5 or 6. The CARE worker handed him food in a calabash, and he drew his sister across his lap. He picked up a little bit of food. He had to open her mouth. He encouraged her. And he did it again and again, urging her to eat. He had taken nothing. I thought to myself: 'This is humbling. He must be desperately hungry. I am witnessing incredible human courage.'

"And I knew it was absolutely right that CARE was there, helping in this."

Integrity. Paul Barker, CARE's country director in Afghanistan, described integrity at work in the actions of a CARE staff member...

"Engineer Askar was working in Gardez when the ruling Taliban officials came and demanded CARE workers be given over to building projects set by the governor of that region. Askar, however, was determined that CARE would not



Chair of the Board of Directors

compromise its programming principles. Usually we don't have to suffer physical abuse to uphold the integrity of our work, but Askar was beaten with a Kalishnikov rifle butt and imprisoned for several hours. We anxiously awaited news from doctors upon his release. Thankfully, he suffered no broken bones or serious injury."

Commitment to service. We are continually inspired by the determination of CARE staff to push through obstacles to do their work. On a trip to Bolivia to photograph our efforts there, a member of our communications staff met Ana Apaza, an agricultural extensionist. Apaza holds a degree in agronomy, but at the beginning of her CARE assignment she encountered resistance.

"They told me that a woman was too delicate for this kind of labor. They didn't think that I would want to get dirt on my hands. There was not only prejudice, but also difficult physical conditions. I, like all the other CARE field staff, live out among the people. The house that I lived in was overrun with bats. And I had no water. I had to go to the river and haul water for bathing, drinking and washing my clothes."

She persevered. And, over the months and years, farmers have come to rely on her advice. *"Though there are sacrifices and hardships that come as part of my job, there are also rewards," she says. "Even though I have to drive down dangerous roads, the road ends with families that show me love. They invite me into their homes, we eat together, we learn from each other."*

And, finally, **excellence**. David Newberry, senior children's health advisor, saw this value in action in a child survival project in Siaya, Kenya.

"Consultants told Benta Ruth Osamba that the data her community health workers were collecting were too complex and too voluminous to be adequately interpreted. She is a training and communications officer for CARE. She thought her training programs probably had prepared the health workers – all members of the community – more thoroughly than the consultants expected. And she was right."

"In 1997, heavy rains caused by El Niño flooded the communities around Lake Victoria. Gathering data on a chalkboard, her health workers noted a doubling of diarrhea cases in just one month. Cholera was on the rise due to contaminated water, they reasoned. Because of their training, community health workers immediately provided critical case management to prevent deaths. No one died from cholera in the community Osamba had trained. Excellence saves lives."

We are impressed by how CARE's core values give rise to solid achievement. How, for example, Osamba's expertise helped save lives. Our values animate our work and inspire us forward. We count you among us. As you peruse the following pages – the pictures and the stories of those we work alongside – we hope that you will feel the power of our shared effort. Thank you for doing your part.

“THERE IS AN
EXPRESSION:
APRENDER HACIENDO.
LEARN BY DOING.

WE LIVE THE
WORK WITH THEM.
WE WORK WITH
CHILDREN. WE
WORK WITH MEN
AND WOMEN.

WE SUGGEST
SOLUTIONS –
NOT PAT ANSWERS.
WE LEARN FROM
THEM AND THEY
LEARN FROM US.

WE CALL IT
CARE'S BRAND
OF APPROPRIATE
TECHNOLOGY.
THEIR GOALS
BECOME OURS."

– Javier Espinosa
A CARE agricultural worker
in Bolivia

Peter D. Bell, *President*

Lydia Micheaux Marshall, *Chair*

working together

Yola works on an assignment in an after-school girls' education program. An urban center on the outlying high plains near La Paz, El Alto bears the telltale scars of poverty. Girls like Yola often bear the brunt of its effects. CARE's assertiveness training and other coping mechanisms are vital life lessons.

In this exercise, Yola lists her rights. "Here, we use what we learn for living. I have learned how to be careful, to respect and take care of myself," she says.

B o l i v i a



An infant is cradled in his mother's arms as he gets a better shot at staying healthy. Immunizing babies is critical – especially in India where 11 out of every 100 babies born die before reaching their fifth birthday. CARE's population and reproductive health programs help poor babies like this one in Sadiyapur, a poor neighborhood on the outskirts of Allahabad City.

I n d i a

M a l i

Cisse Sobo, 59, believes in the power of tradition. An elder in the small village of Syn, he is a farmer because “you do what your father has done.” Sobo hopes for a better future thanks to a plan to regulate yearly flooding through sluice gates, dikes and canals built with help from CARE. “This year, the harvest could be good. Next year, you never know,” explains Sobo. “Without CARE’s help, I would be very afraid.”



B o l i v i a

Benito Limachi, a coffee farmer in Bolivia’s lowlands, is nicknamed *Conejo*, or Rabbit. Friends and family call him this not only for his speed picking coffee beans, but also for his playful spirit. “Harvesting coffee requires the work of the family – from the youngest to the oldest,” he says. “We all work together, telling stories as we pick beans. And CARE has helped. We learn how to produce more and get better prices for our crop.”



Students eagerly raise their hands to answer their teacher's question. Five-year-old Chandani – an obvious leader – likes answering questions. Every day except Sunday, Chandani and her classmates go to a pre-school and feeding center supported by CARE. Boys and girls learn the alphabet and how to count.

In Chandani's village, 90 percent of families are extremely poor. An aspiring teacher, Chandani works hard in school. "One day I want to ask the questions," she says.



“ALL AGLOW IS THE WORK.”

– Virgil

pride



Pounding leather by hand to make sandals keeps Ellamma's family from going hungry and her neighbors from walking barefoot. "Everyone in the world deserves to wear shoes," she says. "My sandals may not be very fancy, but they protect my neighbors' feet." A mother of three, Ellamma and 16 other women in her village are making a living with help from a CARE savings and loan program.

I n d i a





A girls' education program uses an unnamed female character, face painted brightly and hair in playful braids, to convey important life lessons. Played here by CARE staff member Patricia Oliva, the character is a role model for students. Like them, she lives amid poverty and must cope with the demands of growing up a girl child in the developing world. "She gives a voice to feelings they cannot freely share," says Oliva.

B o l i v i a

Savaehra weighs her produce in a busy market. Two years ago, she joined a CARE savings and loan program and began the transition from housewife to entrepreneur. Today, she leases four acres of land and owns two buffaloes – assets she never thought she could afford.

I n d i a

Mario Ticona, a banana farmer in the subtropical Yungas region, carries his crop down steep mountainsides to a landing where it will be packaged and sold. A participant in a CARE agricultural program, Ticona has increased production by using simple, environmentally sound farming techniques. "I have learned that the plants that you grow here could last for many years. Treated properly, our grandchildren could harvest fruit from the banana trees I cultivate today. CARE showed me this."

B o l i v i a



Nancy holds in her hands the fruit of her family's labor as she sits outside her one-room home. The wife of a poor coffee farmer and mother of a 1-year-old, she is painfully shy, but speaks out about how CARE has helped her family. She holds out her hands, overrunning with coffee beans. "We learned through CARE a simple technique of drying our beans on an elevated table. This earns us a higher price for our coffee at the market. And that helps my family."

B o l i v i a



A Tuareg boy lifts water from a well built with support from CARE. The Tuareg, a nomadic tribe that only recently abandoned an armed struggle for development assistance, depends on such water sources for its yearly migrations through the scorching Sahara Desert. Indeed, the definition of a good husband, according to local lore, is "one who brings enough water." To help thousands of Tuareg whose livelihoods were affected by the fighting, CARE has supported community efforts to rebuild wells, schools and other destroyed infrastructure in the Tombouctou area.

M a l i

**“ W E D O N ’ T W O R K F O R
E A C H O T H E R , W E W O R K
W I T H E A C H O T H E R . ”**

– Stanley C. Gault

A woman carries her baby, a hand-woven mat and her dishes down to the river to wash. Though women work side by side with men in the fields, the bulk of domestic chores still falls on their shoulders. Besides working in the fields, women must also prepare meals, collect firewood, draw water, wash dishes and clothing and clean their houses. Work, not beauty, is a prized commodity according to some Malian women. “It’s what men look for in a woman,” says Aissata Maiga. “Men don’t like lazy girls.”



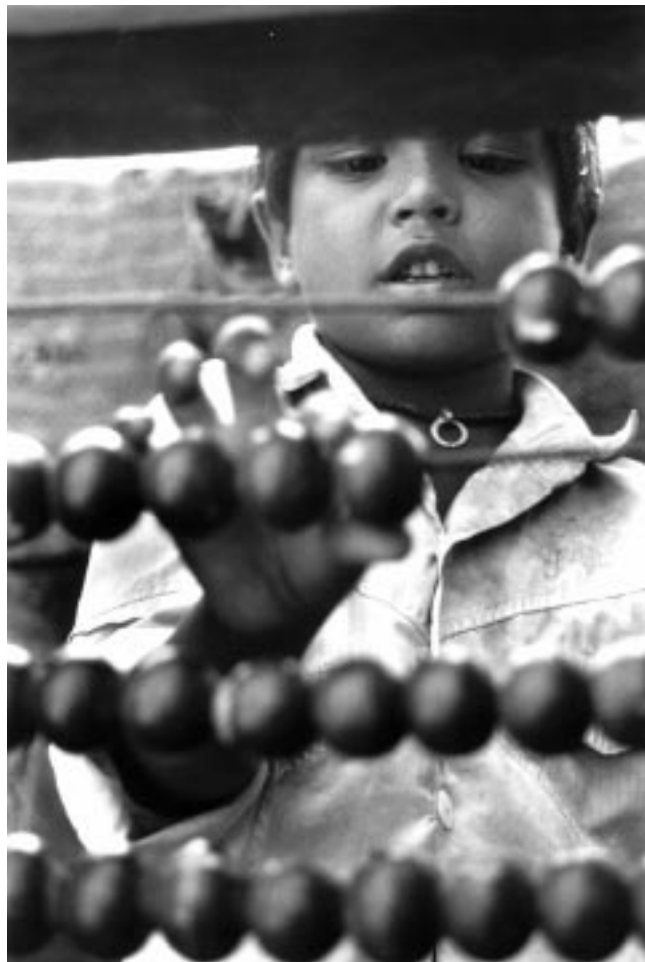
Toro Traoré sits spinning cotton into thread. School vacations are no time to rest or play for girls in Mali. Traoré has been busy helping her mother since dawn by grinding *farine* (flour) to make their family’s breakfast porridge, washing dishes at the river’s edge, spinning thread, preparing lunch, fishing and pounding millet.

“THE GREATNESS OF WORK
IS INSIDE MAN.”

– Pope John Paul II

I n d i a

“Three, four, five ...” says 4-year-old Ajay, a studious boy who softly counts out loud to his teacher with the aid of an abacus. Though enthusiasm and concentration envelop his classroom, there is no electricity, which makes it difficult for children to see the letters of the alphabet they are required to recite. On nice days, classes are held outside on a patch of dirt in the warm sunshine. India has the world’s second largest education system after China, although approximately 32 million primary school-aged children are not enrolled. Ajay attends a CARE-supported pre-school in Lala ki Saraiya, a poor neighborhood in Allahabad City.





M a l i

Wading in water for as much as eight hours a day, a rice farmer sows his crop on the vast Pondori floodplain that engulfs his village. Mali's inland delta has the potential to be a rice powerhouse, yet for decades farmers have been victim to unpredictable floods that wash away their rice before it can be harvested. Now the farmers of this village and others are working with CARE on a massive system to supply and control water through the construction of dozens of dikes, sluice gates and canals. It is estimated that rice productivity may double if farmers can at last control the too-generous gift of the mighty Niger River.

These are hands that work, hands that feel.
These are hands of a coffee harvester, of a father,
of a husband. These are hands that soothe,
that nurture, that toil, that create,
that scold, that wipe a sweaty brow.
These are hands that work.

B o l i v i a

dignity



Two farmers sow rice plants on plots of land newly allocated for a daring experiment supported by CARE: water pumping. Farmers who once grew rice along the banks of the Niger River have now moved to higher ground and brought the water with them. With organizational support and technical training, communities have invested in motorized pumps to carry river water inland to their fields and towns.

M a l i



I n d i a

Every day, Saimma sits on her dirt floor and weaves leaves into floor mats. This grandmother rises before dawn and treks through the woods gathering leaves. Two years ago, she joined a CARE savings and loan program in rural Andhra Pradesh where she learned how to better manage her money. Saimma's face – lined with years of experience – shows the dignity, strength and hope that have driven her working life for 40 years. That same determination is woven into the spirits of the men, women and children around the world whose work does more than sustain them; it fosters hope for a better future.