

## FUND-RAISING HIGHLIGHTS

In fiscal year 2000 (FY00), CARE received \$63 million in support from individuals, corporations, foundations and other organizations, which helped to position CARE to meet the challenges of the new millennium.

### INDIVIDUALS

In FY00, contributions from more than 360,000 individuals totaled more than \$41 million in support of CARE's work.

About \$7 million of that was received through a growing revenue stream of bequests and planned gifts, such as gift annuities, charitable remainder trusts and pooled-income funds.

### CORPORATIONS

Corporate support of CARE took many forms, including annual unrestricted gifts and social investments in specific countries and marketing programs, such as sponsorships, cause-related marketing and other licensing agreements. For example, a Delta Airlines program allows passengers to donate frequent-flyer miles to CARE. Corporate contributions exceeded \$7 million and included donations from BellSouth, Cisco Systems, the Lucent Foundation and Lucent employees, Starbucks and Unocal.

Contributions-in-kind provided relief to survivors of crises in Mozambique, India, East Timor and the Horn of Africa.

### FOUNDATIONS AND ORGANIZATIONS

Nearly 600 private foundations gave CARE more than \$7 million in FY00. Trusts, cooperatives, civic associations, social clubs, religious groups and other organizations also contributed \$7 million. This included \$400,000 from the Mellon Foundation to support CARE's Emergency Response Fund and \$700,000 from the Bill and Melinda Gates Foundation to help CARE relieve suffering caused by flooding in Mozambique and drought in Ethiopia.

### CELEBRITY SUPPORT AND EVENTS

While the humanitarian crisis in Kosovo faded from the headlines, CARE continued to help rebuild homes, farms and schools. This work was supported by a gift of \$2.7 million from Sony Music/Epic Records and the rock group Pearl Jam, representing one-third of royalties from the *No Boundaries* benefit CD and 100 percent of the proceeds from Pearl Jam's single "Last Kiss," the CD's first track.

CARE's 54th Anniversary Ball raised \$425,000 and featured 650 attendees, including Assistant Secretary of State Julia Taft, and U.S. Supreme Court Justices Ruth Bader Ginsburg and Anthony Kennedy.

As part of the fifth Climb for CARE, 10 climbers summited Mount Kilimanjaro, Africa's highest peak, and raised almost \$100,000.

### THE WORLDWIDE WEB

In FY00, CARE's automated and secure online donation process made it easier for donors to give via the Internet. CARE added detailed information to its Web site for donors wishing to make gifts of stock. Online donations in FY00 exceeded \$400,000.

CARE developed valuable online partnerships that helped expand its internet donor base. The Beastie Boys rap group and *launch.com* raised nearly \$52,000 through the downloading of the group's featured songs. *ClickRewards.com*'s holiday campaign raised more than \$20,000 in online donations. Through *vsp.indiaserver.com*, CARE received contributions to help survivors of cyclones in Orissa, India.

(from left) Assistant Secretary of State Julia Taft, CARE USA President Peter Bell and U.S. Supreme Court Justice Ruth Bader Ginsburg at CARE's 54th Anniversary Ball.



## SHAPING OUR WORLD

Addressing root causes of poverty often means advocating for changes to public policy in national and international arenas. Drawing from its on-the-ground experiences, CARE works to shape policies to promote peace, development and justice. Following are highlights from fiscal year 2000 (FY00).

### PROMOTING ACCESS TO EDUCATION

Many CARE offices worked to change education policies. In Bolivia, CARE engaged in extensive policy dialogue with the Ministry of Education to promote a new national basic education curriculum, especially for girls who have dropped out of school. In Kenya, CARE supported partner organizations as they proposed strategies to a presidential commission reviewing the country's education system. Government officials now regularly involve CARE and others in various education forums. Worldwide, CARE supports partner organizations that advocate for expanded literacy programs and promote access to education for young people outside school systems.

### ADDRESSING HIV/AIDS

CARE offices around the world addressed the HIV/AIDS crisis. In Thailand, CARE worked closely with other Thai organizations, successfully advocating to improve access to care for people with HIV/AIDS, to reduce discrimination and to promote the basic rights and dignity of those affected by the disease. In Bangladesh, CARE's SHAKTI project worked to prevent the spread of HIV among some of the poorest and most marginalized people in society. The project also strengthened community centers that provide a haven and point of contact for people affected by HIV/AIDS. CARE staff worked closely with government policy-makers to ensure these centers operate without interference and to lessen the social stigma associated with the disease.

### INFORMING POLICY-MAKERS IN WASHINGTON, D.C.

In the United States, CARE works with partners to inform, enliven and elevate policy dialogues in Congress and the administration.



CARE USA President Peter Bell led a delegation of 11 humanitarian organizations working in Sudan. The delegation met U.S. Secretary of State Madeleine Albright and urged the U.S. government to increase its efforts to promote peace in Sudan. In the spring of 2000, Bell represented dozens of humanitarian organizations, joining with corporate leaders to stress the importance of U.S. global leadership during a U.S. Chamber of Commerce event. Along with Bell, other speakers included Secretary of State Albright and Treasury Secretary Lawrence H. Summers.

### CARE PACKAGES FROM CONGRESS

Through an annual event on Capitol Hill, CARE shares with members of Congress the courage, determination, and accomplishments of the families and communities with which we work. Members from both sides of the aisle joined CARE staff and volunteers to learn about and show support for international development programs. Seventy-four members of Congress demonstrated their support for the people of Orissa, India, by assembling CARE Packages of school supplies for the children participating in school-based, child-development programs.

*CARE is working with the government of Bolivia to improve education for girls, especially those who have dropped out of school.*

## TELLING CARE'S STORY

The dawn of the new millennium brought with it the challenge of keeping the most globalized community in history informed. CARE responded by bringing more people than ever closer to its work promoting solutions to poverty. Dynamic Web reporting, award-winning publications and public service announcements (PSAs), together with increased media attention, all highlighted CARE's role as an authority on international relief and development.

### PSAS LAUDED GLOBALLY

By the end of 1999, CARE had distributed PSAs to more than 900 local TV affiliates and increased PSA air time by more than 35 percent when compared with 1998. In early 2000, CARE launched a PSA campaign that included 12 original spots and featured six different concepts. Produced in-house by CARE's award-winning video production unit, the campaign earned CARE a gold medal and two silver medals at the 2000 International Television Awards.

During the latter half of FY00, TV stations aired CARE PSAs a record-breaking 31,000 times, making the campaign the most successful in the organization's history. The video production unit also shot footage for the FY01 campaign, wrapped up production on three radio PSAs, and traveled to document CARE's virtual field trips.

In December 1999, the Smithsonian Institution opened its "African Voices" exhibit, featuring "Children's Health Comes First," a CARE-produced mini-documentary about the organization's work with the village of Siaya, Kenya. The film, displayed at the National Museum of Natural History in Washington, D.C., depicts how



CARE and community members successfully established pharmacies and training facilities to control diseases in Siaya, especially among children. The film became a permanent fixture of the Smithsonian's exhibit, and exposed CARE's work to more than 6 million visitors during 2000.

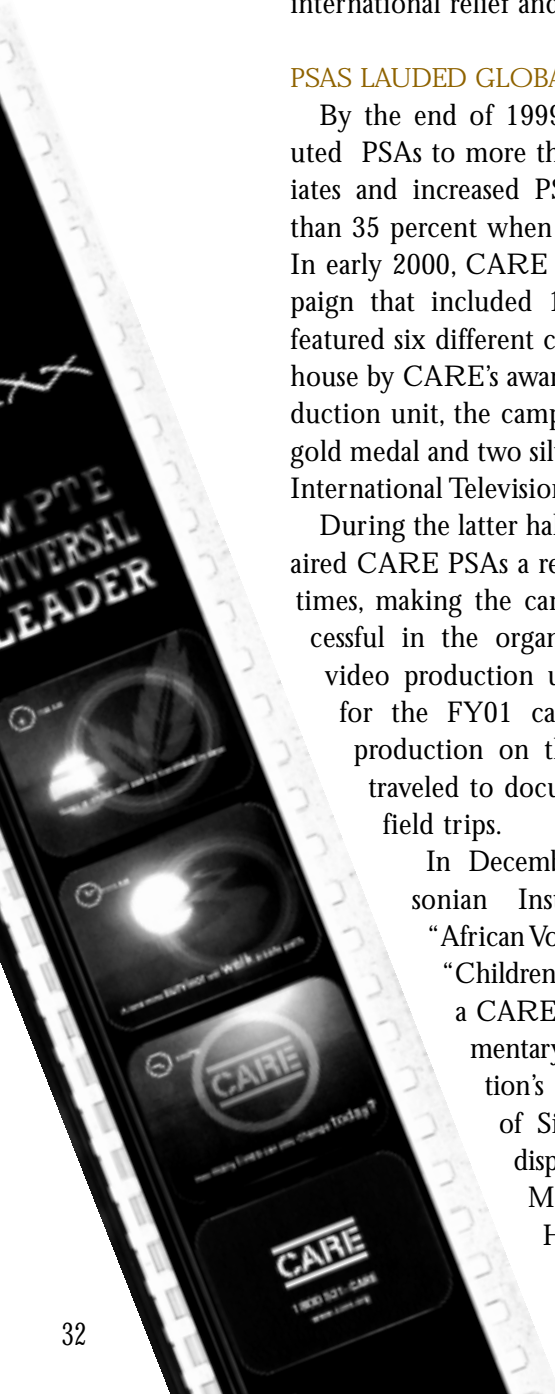
### WEB SITE BRINGS CARE'S WORK TO PUBLIC'S DOORSTEP

Throughout fiscal year 2000 (FY00), CARE's Web site, [www.care.org](http://www.care.org), continued to bring the organization's work directly to the public's attention. In July 1999, CARE launched an "interactive journey" to Mali, the second edition in its acclaimed virtual field trip series. Through journal entries, photo galleries and video components, each virtual field trip allowed Web site visitors a closer look at CARE's work in the field. During the following 12 months, CARE launched four more virtual field trips – to Madagascar, Honduras, Kosovo and Haiti. The series received national recognition in *USA Today* and *The New York Times*, as well as at Yahoo! and Netscape.

In addition, a series of special reports on the Web provided immediate information about CARE's response to emergency situations worldwide. As natural and man-made crises erupted in East Timor, India, Mozambique and the Horn of Africa, CARE posted in-depth reports on each situation. These included news specific to the crisis, as well as a database of experts and online donation forms.

Other Web developments during FY00

(below) CARE's PSA campaign for FY00 earned a number of prestigious awards.



included a CARE for Women page, extensive coverage of the annual Climb for CARE of Mount Kilimanjaro, alliances with major corporations, such as Lucent and Microsoft, and an opportunity for people to make online donations of stock.

Such efforts brought record traffic and donations to www.care.org. During FY00, the Web site received more than 43.2 million hits – a 116 percent increase over the previous year. In the past two years, CARE obtained nearly \$1 million in online donations.

#### MEDIA TURNS TO CARE

During FY00, CARE continued to be a source of information and expertise for the media on relief and development issues and breaking news. CARE distributed nearly 200 press releases, detailing the organization's prompt response to emergency situations and its efforts to support long-term solutions to poverty in developing countries.

In addition, CARE received press coverage in many major newspapers, including *The New York Times*, *USA Today*, *Dallas Morning News* and *New Orleans Times-Picayune*. *Billboard Magazine* and *Rolling Stone* ran articles about *No Boundaries*, a Sony/Epic Records compilation album that benefited CARE projects in Kosovo. *The Washington Post* and *The Philadelphia Enquirer* ran separate opinion/editorial articles by CARE USA President Peter Bell.

Bell appeared on CNN International several times during the year. The Web site CNN.com also featured an interactive chat with Bell after his visit to Kosovo in January. *The Atlanta Journal-Constitution* continued its extensive coverage of CARE's work, including a feature describing a

CARE-sponsored international disaster training session. CARE was named Atlanta's "Organization of the Decade" by the *Atlanta Business Chronicle* in November 1999.

During FY00, CARE garnered more than 1,200 media placements, reaching readers about 260 million times

#### PUBLICATIONS EDUCATE

In FY00, the publications unit produced a range of materials – brochures, booklets, newsletters and the *Annual Report* – to inform people about CARE's work and changes within the organization.

Early in FY00, CARE produced *The Faces of CARE*, a 16-page publication outlining the case for CARE: its mission, vision and values. *The Faces of CARE* won Graphic Design: USA American Graphic Design Award 2000.

CARE's 1999 *Annual Report* went beyond facts and figures to illustrate CARE's work through "a day in the life" examples of CARE beneficiaries in Ethiopia, Honduras and Kosovo. The *Annual Report* won three additional awards for the organization: the Graphic Design: USA American Graphic Design Award 2000, International ARC's Silver Award for Excellence in Annual Reports and Zanders USA Corporate Communications Design Award for an Annual Report.

During FY00, CARE's Web site (top) along with a variety of publications (below) helped to inform the public about CARE's work.



**CARE INTERNATIONAL  
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**Norge**

Stein Støa

**Österreich**

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Will Day

**USA**

Peter D. Bell

ESTABLISHED IN 1982, CARE International is a confederation of 10 separately registered and governed member organizations working together to end poverty and respond to emergencies around the world. CARE International members are Australia, Austria, Canada, Denmark, France, Germany, Japan, Norway, the United Kingdom and the United States. Coordinated by a secretariat based in Brussels, CARE International members collaborate on advocacy, communications, development programs, emergency responses, fund raising and relations with multilateral agencies. Different CARE International members are assigned lead roles in managing programs in the more than 60 countries in which CARE operates.

During fiscal year 2000 (FY00), other CARE International members provided almost \$68 million to fund responses to emergencies, as well as the complex problems of poverty, in CARE USA-managed country programs. CARE International also moved toward formalizing new operations in Thailand and Brazil through the development of locally governed nongovernmental organizations, which will themselves become CARE International members.

**A New Vision and Mission**

To guide CARE's evolution, CARE International's board of directors adopted a new vision statement describing CARE as part of a global movement dedicated to ending poverty and promoting dignity and security for all. A mission statement to complement the vision also was adopted, and CARE International is developing a strategic plan to address poverty at its roots, establish a more compelling global brand, and partner with groups sharing its goals.

**Response to International Emergencies**

CARE International demonstrated the value of its global network by mobilizing resources around the world to respond to emergencies in India, Kosovo, Mozambique, Sierra Leone and other areas. Its most publicized efforts included responses to humanitarian crises in East Timor and the Horn of Africa.

In August 1999, violence erupted in East Timor after an independence referendum. Nearly 250,000 East Timorese fled to neighboring West Timor or remained displaced within East Timor. When the chaos subsided, CARE began relief operations. CARE Canada managed these efforts with staffing support from CARE Australia and financial support from CARE USA, CARE Japan and other CARE International members. CARE has remained active in both East and West Timor, providing shelter, clean water and health care.

Responding to the three-year drought in the Horn of Africa, CARE USA led relief efforts, and several CARE International members provided support to assist people in Eritrea, Ethiopia, Kenya, Somalia and Sudan.

**CARE International Secretary-General Briefs United Nations**

In April 2000, Secretary-General Guy Tousignant and other relief agencies' representatives briefed the U.N. Security Council on aid and armed conflict, stressing the need for unimpeded access to civilian populations.

# CARE INTERNATIONAL OFFICIALS

CARE Country Directors, Acting Country Directors and Representatives and CARE USA Regional Directors



Afghanistan *Stuart Worsley* Albania<sup>1</sup> *Stephen Gwynne-Vaughan* Angola *Patricia Buckley* Bangladesh *Steve Wallace* Bolivia *Jan Schollaert* Bosnia\* *Robert Goodwin* Cameroon<sup>1</sup> *Gerald Holdrinet* Caucasus\*\* *Tamara Tiffany*



China<sup>1</sup> *Mike Carroll* Cuba *Steven Gilbert* East Timor *Waleed Rauf* Ecuador *Gordon Molitor* Egypt *Anne Lynam Goddard* Ethiopia *Paul Barker*



Guatemala *Kirsten Johnson* Gulf of Guinea\*\*\* *Jean-Michel Vigieux* Haiti *Sandra Laumark* Honduras *Tom Friedeberg* India *Tom Alcedo* Indonesia<sup>1</sup> *Walter Crandall* Kenya<sup>1</sup> *Leo Roozendaal* Kosovo *Nick Webber*



Laos<sup>1</sup> *Adam Folkard* Madagascar *Lisa Dean* Malawi *Nick Osborne* Mali *Joe Kessler* Mozambique *Marc de Lamotte* Nepal *Robin Needham* Nicaragua *M. J. Conway* Niger *Douglas Steinberg*



Peru *Beat Rohr* Philippines *David Neff* Rwanda *Anne Morris* Sierra Leone *Karren Moore* Somalia/S. Sudan *Scott Patia* Sri Lanka *Steve Hollingworth*



Sudan *Michel Belisle* Tanzania *Geoffrey Chege* Thailand *Promboon Panitchpakdi* Uganda *Phil Vernon* Vietnam<sup>1</sup> *Brian Doolan* WestBank/Gaza *Earl Wall* Zambia<sup>1</sup> *David Rhody* Zimbabwe<sup>1</sup> *Dennis O'Brien*



Regional Directors  
Asia/Europe *John Ambler* East Africa *Jon Mitchell* South/West Africa *Chris Conrad* Latin America *Rafael Callejas*

Not Pictured: Bulgaria, *David Clapp*; Burundi, *Alain Pillet*; Cambodia and Myanmar, *Neil Hawkins*; Chad, *Patrice Chanuel*; Comoros, *Jaques Gruloos*; El Salvador, *Mario Lima*; Eritrea, *Liz Sime*; Iraq, *Margaret Hassan*; Jordan, *Johan Ramon*; Lesotho, *Daniel Sinnathambiy*; Macedonia, *Mila Kokotovic*; Namibia, *Harriet Fowler*; Tajikistan, *Judiann McNulty*; Yemen, *Tim Kennedy*; Yugoslavia, *Carol Sherman*.  
<sup>1</sup>Denotes non-CARE USA.  
\*Bosnia includes Herzegovina and Croatia.  
\*\*Caucasus includes Armenia, Azerbaijan and Georgia.  
\*\*\*Gulf of Guinea includes Benin, Ghana and Togo.  
Note: Operations in Papua New Guinea, the Russian Federation and South Africa currently do not have country directors.





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*Research on Women*

*(All directors are also members of  
the board of overseers.)*

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