

## fund-raising highlights

**Despite the economic slowdown**, overall contributions to CARE in fiscal year 2001 (FY01) increased 9 percent over the previous fiscal year, reflecting a continued public commitment to CARE's mission of ending poverty around the world.

Individuals, corporations, foundations and other organizations donated nearly \$69 million to CARE.

### Individuals

Individual contributors are the backbone of CARE's fund-raising efforts, and in FY01, more than 350,000 donors gave a total of \$41.3 million to support our work. Of that total, about \$8 million came from a growing revenue stream of bequests and planned gifts, including gift annuities, charitable remainder trusts and pooled-income funds.

### Foundations and Organizations

Approximately \$16.4 million was donated by various private foundations, while trusts, cooperatives, civic associations, social clubs, religious groups and other organizations accounted for an additional \$7.7

million. The Bill and Melinda Gates Foundation was among major contributors, giving a combined \$2.85 million, including emergency relief funding for survivors of drought in Ethiopia and earthquakes in El Salvador and Gujarat, India. The Kresge Foundation gave a total of \$2 million for rehabilitation projects in the aftermath of the earthquakes.

### Corporations

CARE received \$3.1 million in corporate support, including annual unrestricted gifts, social investments in specific countries, and programs such as cause-related marketing and licensing agreements. Supporters included Starbucks, which gave more than \$210,000 for projects ranging from earthquake relief to education.

Delta Air Lines gave a total of \$333,000 in cash and in-kind donations. Included was funding for the Atlanta Youth Committee for CARE and the Chicago Youth Corps. Delta's gift helped high school students see firsthand CARE's work in Guatemala and Peru.

### Fund-raising Events

In May, CARE's 55<sup>th</sup> Anniversary Ball in Washington, D.C., raised nearly \$600,000 to support CARE programs. About 600 people attended the event, including U.S. Supreme Court Justice Anthony Kennedy, former Speaker of the House Newt Gingrich and President Francisco Flores Perez of El Salvador.

Earlier in the year, the 6<sup>th</sup> annual Climb for CARE united a dozen supporters to climb Africa's Mount Kilimanjaro, raising a record \$150,000 to benefit girls' education in Tanzania.

### Online Giving

Visits to CARE's Web site ([www.care.org](http://www.care.org)) and online giving increased in FY01. Online donations nearly tripled from the previous fiscal year, and the dollar amount more than doubled to almost \$1 million. In particular, donors responded generously in the wake of the earthquakes in El Salvador and India, setting records for large gifts received online.



**(left) Fund-raising events in the United States benefit people around the world. (right) A key element of advocacy work in Afghanistan is expanding educational opportunities for girls.**