

## telling care's story

From award-winning publications and in-depth Web reporting, to documentaries and news coverage, CARE promoted our commitment to ending poverty around the world.

Fiscal year 2001 (FY01) also saw CARE enter the final phase of our rebranding process. Thanks in large part to the generous contributions of McCann-Erickson WorldGroup, CARE has a bold new way to publicize our work.

### Publications Garner Awards

The *2000 Annual Report* emphasized CARE's commitment to achieving lasting solutions to poverty through the principles of empowerment, equity and sustainability. The annual report won a gold award in the International ARC Competition.

At the Astrid Awards, the premier international design competition, CARE's 2001 calendar won a Gold Astrid Award and Grand Astrid Award, and was chosen Best in Show. CARE's holiday card was a winner in the 2001 American Graphic Awards competition.

### The Internet Educates

CARE's Web site ([www.care.org](http://www.care.org)) received a record 1.4 million visits in FY01.

Special reports documented CARE's work following earthquakes in El Salvador and Gujarat, India, from immediate relief to long-term rebuilding. In addition to the latest news, the reports included access to maps, fact sheets and feature stories, as well as the option to make a secure online donation.

CARE launched four installments in our acclaimed Virtual Field Trip (VFT) series. Through photographs, journals and other information, visitors could take richly detailed journeys to Ecuador, Ghana, Guatemala and Peru. The VFTs to Guatemala and Peru were produced in conjunction with CARE's youth initiatives, whose participants traveled to those countries.

### Videos Bring CARE's Work to Life

CARE's video production unit was particularly focused on documentaries in FY01. Work began on a documentary about the global effort to eradicate polio, the largest public-health initiative in history. This one-hour film, entitled *The Last*



CARE worked to reintroduce ourselves to the public, with a new global identity and a dynamic new Web site.

*Child: The Global Race to End Polio*, is slated for completion by the end of 2002 for nationwide broadcast.

CARE also produced *A Foundation for Peace: Rebuilding Life in Kosovo*, which depicts CARE's community-based relief-to-rehabilitation work. This film was distributed to hundreds of major supporters who raised money for CARE's projects in Kosovo.

### Media Takes Notice

Once again, CARE was widely recognized in major media not only for our work, but also as an authoritative source during international humanitarian crises.

CARE received more than 1,600 print media placements in FY01. Coverage of CARE's work appeared in *The New York Times*, *Los Angeles Times*, *The Washington Post* and *The Christian Science Monitor*. Additional media placements included CNN, National Public Radio and *Time* magazine.

CARE President Peter Bell was one of many CARE experts who shared our story with the media. Bell participated in a CNN discussion on preventing famine in Ethiopia, and his commentaries were published in *The Atlanta Journal-Constitution*.