

care international

CARE's commitment to help cut extreme poverty in half by 2015 and to respond to humanitarian emergencies requires a global effort. Since 1982, that effort has been embodied in CARE International, an alliance of 11 separate member organizations, including CARE USA. Together, CARE International members not only collaborate on sustainable projects, they also work on advocacy, communications, fund raising and building relationships with governments and other organizations. CARE International is coordinated by a secretariat based in Brussels.

CARE International members other than the United States raised \$59 million during fiscal year 2001 (FY01) to fund emergency and longer-term humanitarian work managed by CARE USA. Responding to earthquakes in El Salvador and Gujarat, India, CARE International demonstrated its ability to effectively marshal its resources across the globe.

Expanding its global network, the CARE International General Assembly in late spring gave the go-ahead for the inclusion of CARE Nederland, which became the first new CARE International member since the late 1980s. In addition, the significant growth and development of CARE Brasil and Raks Thai (CARE Thailand) are expected to lead to their application for membership in CARE International in the near future.

One of the most significant events of FY01 was the CARE International board of directors' unanimous approval of a five-year strategic plan that aims to develop CARE International into a more cohesive and integrated organization. This plan builds toward CARE International's recently adopted vision of becoming a global force and partner of choice in a worldwide movement dedicated to ending poverty. Major priorities identified for the first few years of the plan include:

- Developing an enhanced emergency rapid-response capacity to be headed by an organization-wide director.
- Ensuring that CARE International's programs address the underlying causes of poverty, rather than the symptoms.
- Building a diverse and growing constituency dedicated to ending poverty.

The plan also calls for raising awareness of and public support for CARE and continuing to build the capacity and financial viability of CARE International members.

One of the keys to CARE International's success in these areas is the new CARE global brand identity, which the CARE International board enthusiastically approved in June 2001. Our new image is reflected in this annual report.

CARE INTERNATIONAL LEADERSHIP

President

Lydia Micheaux Marshall

Secretary-General

Guy Tousignant

MEMBER NATIONS AND DIRECTORS

Paul Mitchell

CARE Australia

A. John Watson

CARE Canada

Niels Tofte

CARE Danmark

Manuela Rossbach

CARE Deutschland

Philippe Lévêque

CARE France

Satoshi Endo

CARE Japan

Paul Borsboom

CARE Nederland

Stein Støa

CARE Norge

Johanna Mang

CARE Österreich

Will Day

CARE UK

Peter D. Bell

CARE USA