CARE Advocacy
Investment Package

CARE’S GOAL
To preserve and enhance the U.S.’s traditional leadership role in providing resources and adopting policies to end global poverty.

WHY NOW
Right now, U.S. leadership in eradicating global poverty and responding to humanitarian crises is under direct threat. We must fight proposed budget cuts and institutional dismantling with an all-out effort, and use this as an opportunity to engage a broader, lasting constituency for fighting global poverty.

WHEN
2017 – 2021

HOW
Seeking $10 million to engage policymakers and mobilize a vast national network of citizen advocates.

CARE is a trusted brand with a rich 71-year legacy and reputation as a key bipartisan partner on Capitol Hill. We have a proven record of influencing policy (most recently the Global Food Security Act and more than $1 billion in emergency famine relief included by Congress in the FY17 omnibus funding bill) and a committed network of 300,000 advocates. Our approach is principled and constructive, allowing us to make meaningful progress on politically sensitive but critically important issues. As a result, we have built trust and credibility on both sides of the aisle, while remaining one of only a few international NGOs taking a bold stand on challenging issues like family planning. With more than 4 million loyal supporters, projects in more than 90 countries, strong bipartisan leadership and support, and established infrastructure and resources — including seasoned staff and Learning Tours designed to get members of Congress to the field — CARE has a platform and the scale to be a major force in advocating for the rights of the world’s poor and ending extreme poverty in our lifetime.
Around the world, more than 800 million people live in extreme poverty, a staggering problem that cannot be solved with any single program or approach. Yet there is a catalyst for transformative change that has the power to touch lives in every country on earth: the policies and funding priorities of the U.S. government (USG). Successful USG advocacy that spurs Congress and the administration to act wisely and decisively is one of the single most effective actions in the quest to end extreme poverty globally, multiplying impact and leveraging resources from other governments and other sources that extend well beyond USG-funded programs.

We are at a pivotal moment, with both USG funding and our country’s global leadership under threat. Draconian funding cuts and a radical restructuring of foreign assistance have been proposed. Taken together — regardless of whether the proposed cuts are fully enacted — these actions are having a catastrophic effect on our nation’s global leadership and threaten to turn back the clock on progress that’s been made, with damaging ripple effects that threaten lives and jeopardize precious resources around the globe.

“There is a real battle to maintain the Foreign Affairs budget, and it needs good politics on all sides to fight for it.”
—SEN. JOHNNY ISAKSON (R-GA)

“I know firsthand how smart investments and worthy development projects are not only the right thing to do, but they have a profound impact on global stability.”
—SEN. BEN CARDIN (D-MD)

Now more than ever, a comprehensive, targeted and robust advocacy effort is needed to combat these threats and protect critical foreign assistance accounts that serve the world’s poorest and most vulnerable people. What’s more, we believe this moment represents a unique opportunity to turn crisis into opportunity by capitalizing on a reinvigorated spirit of activism to build a lasting constituency for the U.S. role in fighting global poverty.

CARE is seeking funds to enable us to:

- capitalize on the current activist climate to expand our nationwide network of citizen advocates for a grassroots groundswell in 100 targeted states and congressional districts;
- build a robust online presence of 1 million supporters capable of demonstrating an overwhelming show of support, with an active online-to-offline pipeline to turn online activists into citizen advocates;
- expand our advocate fellowship program that takes supporters to the field to see CARE’s work firsthand, as part of an extended commitment to advocate on our behalf and recruit other supporters;
• establish a crisis communications war room with rapid response capability;
• conduct polling, focus groups and message testing to develop sophisticated, effective communications strategies for the current political climate;
• run targeted ads highlighting the work of congressional champions;
• engage congressional and presidential candidates;
• execute compelling digital campaigns; and
• build capacity to run a whip operation to track real-time vote counts on multiple bills and issues.

We know these will be hard-fought battles, but with the right resources we have the ability not only to preserve existing resources and policies, but also to advance new programs and reforms so that we can reach tens of millions more people than we can today. Moreover, we will build a new generation of bipartisan supporters of smart, effective, sustainable development and humanitarian assistance who will become a core part of a lasting movement to eradicate global poverty for good.

CARE Advocacy Gets Results:
Global Food Security Act
CARE’s decade of advocacy on global food security, culminating in the 2016 passage of the Global Food Security Act (GFSA) and the Obama Administration’s release of the first-ever Global Food Security Strategy, illustrates the power and impact of USG advocacy. CARE led the international development community in building the case for legislation, developing key elements of the bill, galvanizing congressional support while mobilizing public backing, and pushing GFSA across the finish line in a highly contentious presidential election year.

The impact of this victory extends far beyond the initial win. Elevating the role of women smallholder farmers, ensuring continuity into the new administration so that key reforms cannot easily be undone, and requiring a comprehensive approach to food security will sustain and compound these gains long into the future.

Passage of the GFSA means improved USG programming can reach over 45 million small-scale farmers in the next five years, and help CARE achieve its goal of reaching 50 million people suffering from hunger and malnutrition. With the first-ever legal requirement to focus on women as targeted beneficiaries, this law is also helping us reach our ultimate goal of equality for women farmers, which has the power to end hunger for 150 million people.

INTERNATIONAL FAMILY PLANNING

The U.S. is the world’s largest bilateral donor in support of family planning and reproductive health services, meaning that USG policy and funding have more potential than any other global factor to address the unmet need for family planning for 225 million women worldwide. If we can get Congress to help meet this need, we could stop a third of all preventable maternal deaths and prevent over a million deaths of children under 5 each year. Conversely, if we fail to stop forces opposed to foreign assistance from imposing dramatic cuts and restrictions, nearly 30 million women and couples around the world lose access to vital family planning services.

Current State of Play: The current administration has proposed eliminating all U.S. funding for international family planning, and has cut off funding to UNFPA while reinstating and expanding the Global Gag Rule. Together these policies represent an enormous threat to our ability to provide lifesaving care to the most vulnerable women and girls.

Our Solution: CARE is the only organization making a full-throated defense of family planning as the single most effective intervention in ending preventable maternal and child deaths, while maintaining a fully bipartisan approach with a high level of trust and credibility on both sides of the aisle. This has positioned us to be one of the last lines of defense for international family planning funding. CARE’s global scope and expertise also enable us to tell powerful stories about the lives that will be lost or put at severe risk if funding is cut or draconian policies move forward.
Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings.

- NELSON MANDELA

Our approach is principled and constructive, allowing us to make meaningful progress on politically sensitive but critically important issues, which has made us a leader and an indispensable player in the field.

**Next Up: Food Aid Reform**

While efforts like the GFSA faced challenging headwinds, they did not confront a concerted opposition with a multi-million dollar war chest. Such opposition is precisely the challenge we will face in the coming effort on Food Aid Reform.

The battle to reform the way the USG provides international food aid during crises represents one of our greatest opportunities to save millions of lives through a single policy change, but faces our most organized and well-financed opposition.

Under current policy, we are largely limited to one approach — shipping U.S.-grown commodities on U.S.-flagged ships around the globe, a process that is costly, inefficient and time consuming. The result is wasted dollars and endangered lives.

“Self-imposed limitations and the special interests that capture this program cause people around the world to starve. The impact of reforming U.S. food aid overseas is profound. For many around the globe we are not yet reaching but could, it is a matter of life and death.”

—SEN. BOB CORKER (R-TN)

“I’ve watched people die waiting for food aid to arrive.”

—FORMER USAID ADMINISTRATOR ANDREW NATSIOS

What’s worse, a portion of these commodities is legally required to be sold at a loss in local markets, a process called “monetization” that risks undermining markets and farmers in hard-hit regions. Under this inflexible model, U.S. food aid reaches only a fraction of those in need. In some cases our policies can actually make the long-term problems worse and set communities up for future food shortages. If U.S. funds were simply spent more efficiently, as they are in every other major donor country, the option to procure some food locally would result in far more people being reached at the same funding level. Modernizing our food aid policies would allow us to reach as many as 50 million more hungry people over the next five years without spending a single additional penny. What’s more, we’d be able to reach people in crisis up to two and a half months more quickly.

And yet the status quo remains entrenched because of intense lobbying on the part of a small handful of special interests that profit from these inefficient policies. The current Farm Bill, which is the legislative vehicle for food aid programs, was the sixth-most heavily lobbied bill in Congress when it passed in 2014. Efforts to influence the legislation involved 350 organizations and nearly $60 million in spending by industry groups. Work on the next Farm Bill has already begun, demanding effective new tools and significant resources in order to break through and achieve meaningful, lifesaving reform. No one is better prepared than CARE to take on this leadership role in the community.

**OUR ROAD AHEAD**

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We all have the ability to make a difference in the world. At CARE, we believe part of our role is to connect and support those who share our vision of a world without poverty. If you believe that human potential is greater than poverty, join us. Invest with us. Believe with us. We can end suffering, poverty and injustice in the world — For Good.