CARE’s work spans the globe and touches someone’s life in one way or another at every single moment of the day. Our story can be told as many different ways as there are people to tell it. But we need a common language, something with universal meaning: **SIGNS.**
If everyone started from the same place on the path out of poverty, CARE wouldn’t need to focus on women and girls. But that’s not the case. The societies that lag furthest behind are those where laws and traditions hinder women’s empowerment.

From the beginning she must come from behind.
ADD ALL THIS UP, AND IT’S CLEAR: Women and girls are the largest group facing systematic discrimination and marginalization in the world. We cannot advance as a planet and a people when half of us are treated as inferior, kept from reaching our potential and denied the opportunity to contribute to society.

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CARE WORKS TO LIFT THE WEIGHT OF INEQUALITY SO THAT EVERYONE CAN LIVE UP TO HIS OR HER POTENTIAL.

Care works to lift the weight of inequality so that everyone can live up to his or her potential.

The most important determinant of a country’s competitiveness for talent is the potential workforce. And women account for one-half of the potential workforce. Yet women account for only one-third of the current workforce. This human capital gap—the difference between the skills and opportunities women and men need to compete effectively in the global economy—costs the world’s economies untold billions of dollars each year.

CARE

World Economic Forum Global Gender Gap Report, 2009


Women account for one-half of the potential talent base throughout the world. To maximize its competitiveness and development potential, each country needs to fully tap the skills and opportunities in men and women.

CARE Annual Report 2009 • p. 5


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When women and girls are doing well, those around them are too. So when CARE focuses on women and girls, it’s not to the exclusion of men and boys – it’s a strategy to accomplish more with our work in a community.
We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security. CARE will be a global force and a partner of choice within a worldwide movement dedicated to ending poverty. We will be known everywhere for our unshakable commitment to the dignity of people.

PROGRAMMING PRINCIPLES

• Promote empowerment
• Work with partners
• Ensure accountability and promote responsibility
• Address discrimination
• Promote the nonviolent resolution of conflicts
• Seek sustainable results

VISION

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MISSION

CARE’s mission is to serve individuals and families in the poorest communities in the world. Drawing strength from our global diversity, resources and experience, we promote innovative solutions and are advocates for global responsibility.

We facilitate lasting change by: strengthening capacity for self-help; providing economic opportunity; delivering relief in emergencies; influencing policy decisions at all levels; addressing discrimination in all its forms.

Guided by the aspirations of local communities, we pursue our mission with both excellence and compassion, because the people we serve deserve nothing less.

CORE VALUES

Respect: We affirm the dignity, potential and contribution of participants, donors, partners and staff.

Integrity: We act consistently with CARE’s mission, being honest and transparent in what we do and say, and accept responsibility for our collective and individual actions.

Commitment: We work together effectively to serve the larger community.

Excellence: We constantly challenge ourselves to the highest levels of learning and performance to achieve greater impact.

HOW CARE’S EXPENSES ARE ALLOCATED

91% Program Expenses

9% Support Services and Fundraising

78% Lasting Solutions to Poverty

22% Emergency and Rehabilitation

Centuries ago, Italian merchants used the @ sign as a measure of capacity. More recently, it has come to symbolize Internet communications and connectedness. At CARE, our strength comes from our capacity as one of the world’s largest humanitarian organizations and our strong connections to our supporters and the people we serve.
Together with our partners, we reached more than 30 million people with information and services to improve their health, including family planning, maternal and newborn care.
Each day, **CARE** strives to put into action the compassion and generosity represented by your gifts. And we see this gratitude paid forward by individuals and communities who, in turn, help their neighbors build brighter futures.
When used in footnotes, an asterisk tells you where to find something. You’ll find CARE in 72 countries, working to remove barriers to education, provide life-saving maternal health care, increase access to basic financial services and support hundreds more poverty-fighting initiatives.

CARE International members
A. Australia  
B. Austria sub-offices in Hungary and Czech Republic  
C. Canada  
D. Denmark  
E. France  
F. Germany / Luxembourg  
G. Japan  
H. Netherlands  
I. Norway  
J. Thailand  
K. United Kingdom  
L. United States

CARE International Secretariat
Geneva, Switzerland  
Brussels, Belgium  
New York, United States

To coordinate operations, one member of CARE International is designated “lead member” for each country. CARE USA is lead member for countries printed in italics. CARE International jointly manages countries in the Middle East and Eastern Europe.
Countries with CARE programming in FY09

1. Afghanistan
2. Angola
3. Bangladesh
4. Benin
5. Bolivia
6. Bosnia and Herzegovina
7. Brazil
8. Burundi
9. Cambodia
10. Cameroon limited presence
11. Chad
12. Cote d’Ivoire
13. Croatia
14. Cuba
15. Democratic Republic of Congo
16. Ecuador
17. Egypt
18. El Salvador
19. Ethiopia
20. Georgia
21. Ghana
22. Guatemala
23. Haiti
24. Honduras
25. India
26. Indonesia
27. Jordan
28. Kenya
29. Kosovo
30. Laos
31. Lesotho
32. Liberia
33. Madagascar
34. Malawi
35. Mali
36. Morocco limited presence
37. Mozambique
38. Myanmar
39. Nepal
40. Nicaragua
41. Niger
42. Pakistan
43. Papua New Guinea
44. Peru
45. Rwanda
46. Senegal
47. Serbia
48. Sierra Leone
49. Somalia
50. South Africa
51. Sri Lanka
52. Sudan
53. Tajikistan
54. Tanzania
55. Thailand
56. Timor Leste
57. Togo
58. Uganda
59. Vanuatu limited presence
60. Vietnam
61. West Bank/Gaza
62. Yemen
63. Zambia
64. Zimbabwe
65. Armenia
66. Bulgaria
67. Montenegro
68. Philippines
69. Romania
70. Argentina
71. Mongolia
72. Russia
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- As of October 2009