

IMPACT

M A G A Z I N E

ISSUE 32



Contents

About the Cover

Catarina Ceto is a third-generation midwife in Guatemala. Her grandmother and mother trained Catarina. Now she works with CARE to provide equal access to healthcare and vaccines.



Dear Friends,

The last months have been a time of great challenge for the humanitarian sector. Millions of people, already in crises, are facing the reduction or end of life-sustaining support. It is even more important at such a moment to share the stories of innovation and impact that your partnership helps to make possible. We need to remind the world, and ourselves, that we have solutions and that we can and must make a difference.

In this issue, you will read about our support for the women who make up more than 70% of the global healthcare workforce – the doctors, nurses, midwives, and community health workers on the frontlines of public health. These are people who know their communities and who are trusted by their neighbors. You'll meet Donata Zapata Tzul, an Indigenous midwife in Guatemala who followed in her grandmother's footsteps and has delivered 450 babies over 22 years. You will also meet Joyce Sepenoo, a CARE health expert who explains how CARE's investments bring proven programming and the latest techniques into underserved communities.

You'll learn about our next-generation Emergency CARE Package, a lightweight, customizable kit for disaster-prone areas that can meet the needs of a family of four for a whole month. And you will get to know about a simple technology that is transforming farming life in Honduras *and* combatting climate change.

This year has presented enormous threats to the humanitarian sector.

We have been navigating uncharted waters, prioritizing agility while facing uncertainty.

But working in difficult circumstances has been part of CARE's DNA for 80 years, alongside compassion, benevolence, grace, resilience, and innovation. CARE has always been a pioneering leader in our sector. We created a rapid humanitarian assessment model that takes into account the specific needs of women, girls, the elderly, and other at-risk groups, and which is now used by many other organizations. Our community savings program began 30 years ago as a few small groups in Niger. Today, the program includes more than 21 million members of 500,000 groups across 67 countries. Village Savings and Loan Associations help women pool their savings, lend each other money, and build businesses, wealth, leadership, and community resilience. Every dollar invested in a VSLA generates a return of \$9 in just one year.

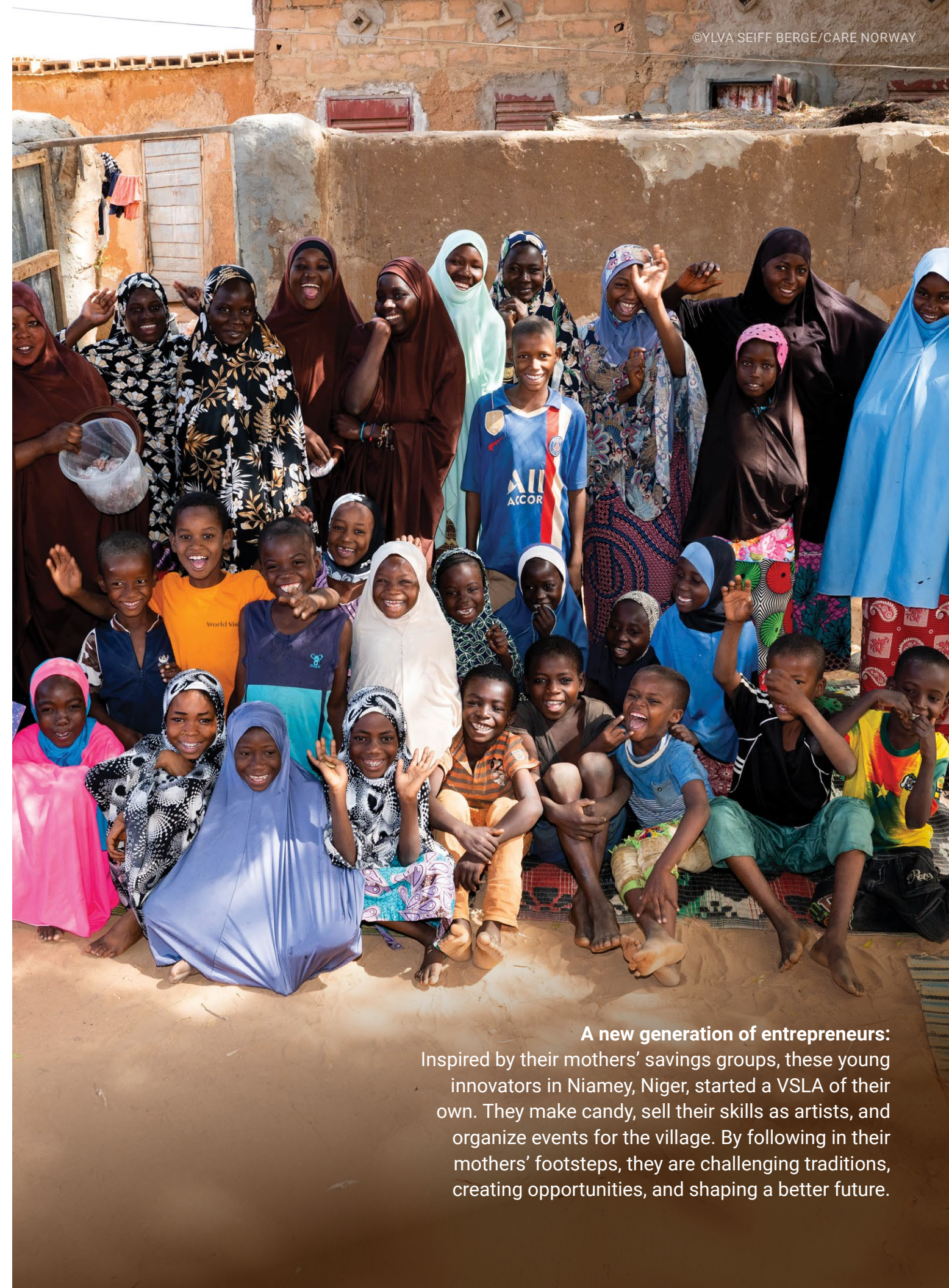
CARE will continue to bring that pragmatic spirit, passion, and expertise to meet the critical needs of today and tomorrow. We commit to sharing our results with transparency, to maintaining our efficient track record with 90 cents of every dollar going to programming, and to delivering the highest return on your investment, in terms of lives changed and lives saved.

We are more grateful than ever to have you by our side.



Michelle Nunn

Michelle Nunn
President and CEO of CARE



A new generation of entrepreneurs:
Inspired by their mothers' savings groups, these young innovators in Niamey, Niger, started a VSLA of their own. They make candy, sell their skills as artists, and organize events for the village. By following in their mothers' footsteps, they are challenging traditions, creating opportunities, and shaping a better future.

She's Healing the World, We're Helping

Anne Shaffer Myers

I'm thinking about Susan Sitonik now. She's a community health worker and mom of five in Bisil, Kenya, who is the main – sometimes only – source of healthcare for her neighbors.

But I'm not just thinking about her. Our US advocacy team is fighting for all community health workers – 70% of whom are women – who need fair pay and proper training and support. This is a key part of our She Heals the World initiative, which launched last year. So far, we have successfully advocated, gaining bipartisan support and securing US investments to improve working conditions, training, and compensation for health workers in communities around the world who desperately need it.

Challenges lie ahead to protect critical US international assistance to help families and communities survive immediate crises and emerge from poverty. We're meeting with members of Congress and mobilizing supporters – most recently in March, during CARE on Capitol Hill advocacy days. Please join us for the next one! Email vimbai.chitakunye@care.org for information.



We're also bringing policy-makers and senior staffers on CARE Learning Tours to see the impact of US investments like global health interventions firsthand. Last August, CARE hosted Republican and Democratic congressional staffers on a trip to Cambodia. They met a toddler with early signs of malnutrition, luckily identified by a community health worker who visited her home, treated her, and saw her through to full recovery. Now, having avoided hospitalization, she's a healthy little girl who is playing with her older brother and sister.

Smart US international investments help to reduce a country's dependence on aid over time. As an example, for every dollar invested in community health workers, a country can see up to a \$10

return from reduced costs of poor health, lower government spending for health, and increased employment and productivity.

Even further, investing in community health workers could prevent 7.4 million unnecessary deaths a year by 2035 by reducing infant and maternal mortality and preventable deaths from infectious disease.

On behalf of the community health workers and women leaders who make change happen in their communities, thank you for helping to heal the world.

Warm regards,

Anne Shaffer Myers
Associate Vice President,
US. Advocacy

Emergency CARE Package: Transforming and Streamlining Aid Delivery

Weighing only 30 pounds, this package can meet the physical needs of a family of four for one month.



When disaster hits, every second counts. Just as the need for aid increases, however, delivering it becomes incredibly challenging – with roads damaged, supply chains disrupted, and circumstances shifting rapidly. Families who receive aid can only carry so many items, making it difficult for them to get the support they need.

To streamline aid delivery, CARE has developed the Emergency CARE Package in partnership with T-Works, India's largest prototyping center. Building off our original CARE Package®, the Emergency CARE Package is a compact

disaster kit. With over 30 essential items, the Emergency CARE Package can help a family of four meet their shelter, kitchen, water, and hygiene needs for an entire month. It combines light, customizable kits in a portable container that can be positioned ahead of time in areas prone to disasters.

The Emergency CARE Package is being piloted in South Asia with more testing planned in Southeast Asia and Southern Africa. CARE is proud to be a trailblazer in this space, helping to transform the way lifesaving assistance is delivered.

Over the last 50 years, natural disasters have increased fivefold, in large part because of climate change. But cyclones, hurricanes, and seasonal weather events tend to strike the same locations regularly, so making it possible to prepare for repeated emergencies can mitigate the effects of disasters. Advance preparation is a sound investment: every \$1 spent on preparedness saves \$6 in disaster response.

Talaandig Tribe's 20-Year Journey to Peace

Tanya Mariano

For 20 years, a deep rift split the Talaandig tribe, an indigenous community in the Philippines. What began as a territorial dispute spiraled into conflict over resources, leadership, and ideologies – resulting in violence, displacement, and loss of life. Some fled deep into the forests, losing access to education and basic services, while many young people struggled to preserve their culture amid discrimination and limited opportunities. Recurring violence and scarce resources repeatedly derailed attempts at resolution.

Recently, however, the Talaandig have taken crucial steps toward reconciliation. With the help of the Philippine government's National Commission on Indigenous Peoples and the European Commission-funded BRIDGE project, implemented by CARE and partners like ACCORD, the tribe gathered for a peace dialogue.

"From now on, there will be no more bloodshed," declared a chieftain. Another leader reflected, "We can't ignore the hurt this conflict has caused, but I truly believe we can begin to heal."



The dialogue began with a traditional ceremony invoking unity. Two tribal chieftains recounted the conflict's origins and impacts, while elders, women, and youth shared insights and documented their history. Women played a key role, helping identify ways to heal collective wounds. The group reached a tentative agreement on land boundaries and pledged to maintain peace, educate their children, and ensure equitable resource access.

This dialogue builds on groundwork laid by the EU-funded ACCESS project, which initially addressed urgent humanitarian needs. It shows

how humanitarian efforts and peacebuilding can align to support indigenous aspirations for cultural preservation, self-determination, and lasting peace.

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Art and Entrepreneurship: Majeda's Journey

Amal Ma'ayeh

Majeda Al-Masharqa, a 40-year-old artist from Jordan, has emerged as a pioneer in glass and porcelain painting in her country. Her love for art began in middle school and became a lifelong passion. Today, Majeda's small business, Majeda Art, combines her artistic talent and entrepreneurial spirit while allowing her to showcase Jordanian handicrafts globally.

It wasn't always easy.

"In the beginning, it was hard to build trust in Jordanian handmade products, as there was a lack of awareness about their quality," she says. "People did not know much about this type of art, which made marketing my work extremely complicated."

Resource limitations and global competition added to her challenges. Yet, Majeda persisted. With support from CARE Jordan, she strengthened her products and her business operations.

"CARE provided me with the mentorship and training I needed to grow my business," she says. "I learned a lot about managing and organizing

my business, especially in marketing. These programs were a real opportunity to develop my business skills and gave me the tools to expand my client base."

Majeda now trains women in glass painting. "I was deeply motivated to empower women and support their journey toward economic independence.

I saw teaching them this craft as a way to foster a self-sustaining economic community."

Majeda dreams of creating a permanent art exhibition and growing her brand internationally. "I aspire for Majeda Art to become a prestigious artistic brand that combines authenticity with global quality."





Building a Circular Economy in Honduras

Edgar Medina

In Honduras, nearly half of the population relies on firewood for cooking. This practice is harmful for the environment and for women. Cooking with firewood generates greenhouse gases, increases deforestation, and requires women to spend many hours sourcing wood, often in unsafe conditions. It also raises the risk of respiratory illness, which disproportionately affects women since they are the primary cooks.

A recent pilot program, however, indicates that this can change. With funding from Cargill, CARE partnered with 10 families, private company Sistema.bio, and local governments in central and northern Honduras to

design and provide biodigesters tailored specifically to meet women's needs and priorities.

Using biodigesters, which convert animal waste into fertilizer and clean fuel, participants were able to reduce their carbon emissions by 86%. They were also able to save 74% of their annual income, and women regained three hours each day that they would otherwise have spent gathering firewood.

The pilot program succeeded because women were involved in the design process from the start. CARE and its partners worked with Honduran women

to understand why previous clean cookstove and fuel innovations hadn't worked. Together, they developed a plan to help women adopt and expand the use of biodigesters.

"The biodigester has improved the health of my children and myself," says Norma Hernandez, a small-scale pig farmer. "We no longer breathe the smoke and soot produced by firewood."

CARE's team was a finalist for the 2024 UN FAO Farmer Field Schools Innovation Award for their groundbreaking work in making clean technology accessible to women. The award recognizes local innovations that help create sustainable food systems.

Agrishop: A Digital Solution for Bridging Market Gaps

Chérifatou Ibrahima Agoumo

"Before Agrishop, I struggled to sell my produce beyond my local market, often at low prices," says Amina Matchi, President of the Holré VSLA Group from Diga Bedjé Federation in Niger. "The Agrishop platform has changed my life. Now, I can connect directly with buyers from different regions, and my income has increased significantly."

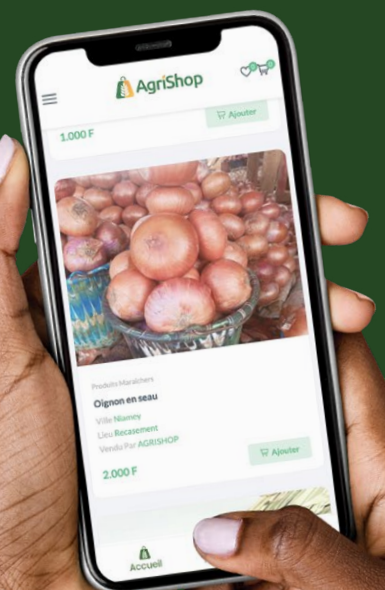
Agrishop, a digital platform that provides a marketplace for farmers to sell their produce online, offers features like safe delivery services and product advertising. It also gives personalized agricultural guidance and real-time updates on product prices, helping farmers make informed decisions and negotiate better deals. A partnership project between CARE10x – a scaling program for best-in-class social innovations – and Agence de Developpement Numérique (ADN), Agrishop focuses on women farmers in remote areas and is accessible via simple mobile phones, with or without internet connectivity.

Nearly 1,000 women farmers participated in the pilot program. They reported a 40% increase in revenue from online sales, highlighting Agrishop's ability to bridge market gaps for rural women by integrating digital solutions into traditional agricultural practices. CARE is now working to scale this successful partnership model in Côte d'Ivoire or Nigeria.

"Agrishop has opened up new opportunities for me and many other women in my community," says Amina. "I am now able to save more money, invest in my farm, and support my family better. I am very grateful for this platform and the freedom it has brought to my life."

"THIS NEW WAY OF DOING BUSINESS HAS NOT ONLY IMPROVED MY EARNINGS, BUT HAS ALSO GIVEN ME MORE CONFIDENCE AND INDEPENDENCE."

—AMINA



she heals the world

In the spring of 2020, communities around the world were forced to grapple with a new public health threat, one that would reach every corner of the world and cause over 27 million deaths. In forcing an international response, the COVID-19 pandemic offered a stark reminder of our global interconnectedness and the fragility of our healthcare systems.

Five years later, vulnerabilities remain. Access to essential health services continues to be spotty in many countries, with healthcare systems consistently underfunded. At the same time, the World Health Organization (WHO) is warning of shortages in healthcare workers – 10 million by 2030. As memories of the pandemic fade, there has never been a more urgent time to build a thriving global health workforce, beginning at the community level.

Women Are the Future of Healthcare

Around the world, women are ready to fill critical gaps in our healthcare systems – gaps blocking communities from essential health services and increasing our collective risk of future crises. Women make up more than 70% of the global healthcare workforce. They are doctors, nurses, midwives, and community health workers on the frontlines of every public health challenge.

Women community health workers often live in the areas they serve and are uniquely positioned to build trust and deliver care, especially in underserved communities. Their understanding of local contexts makes them indispensable for effective health campaigns, from vaccine distribution to maternal care.

But the critical role they play goes largely unrecognized. Women health workers remain underrepresented in leadership and decision-making roles. They often face inadequate training, low or no pay, and unsafe working conditions. Despite being vital to healthcare delivery for 5 billion people, they are frequently undervalued and excluded from formal health systems.

In the Philippines, one local health worker serves 60 households on average but earns only \$10-14 (600-800 pesos) per month, far below the national poverty threshold of approximately \$205 (12,080 pesos).¹

A New Global Initiative

CARE has developed a comprehensive initiative, She Heals the World, to address these challenges through programming, advocacy, and research. She Heals the World works to raise women's voices in health leadership and secure fair pay and better training. It also integrates community health workers into formal health systems and promotes government funding of community health programs, helping to ensure critical services can be delivered even during crises.

Through HEAL Hub, a new digital platform, CARE will also increase access to digital health information, skills, and tools, which can save lives in remote areas. A single app with multiple learning modules, HEAL Hub also supports digital networking and collaboration among health

workers, helping them share information and find solutions together.

Investing in community health workers offers a strong return: For every dollar invested in community health workers, a country can see up to a \$10 return with reduced government healthcare costs and increased workforce productivity.

Moreover, investing globally could prevent approximately 7.4 million deaths annually by 2035, including reduced maternal mortality and preventable deaths from infectious disease.

In Bihar, India, maternal mortality rates fell by more than half from 2005 to 2013 through health programming focused on empowering frontline health workers.

Creating a safer, healthier world means strengthening healthcare systems worldwide, and women health workers are central to this effort. Investing in their training, safety, and leadership isn't just the right thing to do – it's essential for building resilient healthcare systems.

AT A GLANCE

She Heals the World, launched in 2024 and led by CARE and a wide range of partners, is a global initiative to equip and empower 2.5 million women Frontline Community Health Workers (FCHWs) by 2030. These women are pivotal in bridging the gap between underserved communities and healthcare systems, ensuring equal access to lifesaving services in the world’s most at-risk and hard-to-reach regions.

THREE LEVELS TO SUPPORT COMMUNITY HEALTH WORKERS:



INDIVIDUAL

Improving skills and confidence through training, essential supplies, and access to digital, economic, and leadership opportunities.



COMMUNITY

Addressing harmful social norms and fostering local support.



SYSTEMS

Integrating informal health workers into formal healthcare systems, listening to their opinions on policy decisions, and advocating for fair pay.

WHY INVEST IN COMMUNITY HEALTH WORKERS?

PROVIDE CARE

They provide care to **5 billion** people.

REDUCE LOSS

They can help reduce the staggering economic losses (**\$6 trillion**) incurred annually because of poor healthcare.

PREVENT DEATH

They could prevent **7.4 million** unnecessary deaths every year by 2035.

ESSENTIAL ROLE

They play an essential role during pandemic responses and disease outbreaks.



Tradition and Training: Midwives Fill Critical Healthcare Gaps

Teresa Weaver

In Guatemala, being an expectant mother who is also Indigenous carries great risk. Indigenous women represent 40% of the population but experience more than double the rate of maternal mortality of non-Indigenous women. The disparity stems from low levels of prenatal and delivery care, especially in rural areas hours away from healthcare facilities. Helping to fill these gaps are thousands of traditional midwives, known as comadronas. Blending ancient holistic practices with modern training, midwives such as Donata Zapata Tzul provide a critical lifeline in these communities.

Donata has been a midwife in the Pacán community of Totonicapán for 22 years, delivering an estimated 450 babies and referring 30 more complicated births to health centers. “My grandmother was a midwife,” Donata says. “She used to say to me, ‘This is your heritage. You will take my place.’ She would explain all the problems that might happen and share everything that she knew.”

Years ago, Donata’s grandmother gave her a small doll that she used to show pregnant women and new mothers how to swaddle a baby.

Now, Donata keeps the 70-year-old doll tucked safely in a skirt pocket. “It is always with me,” she says.

Donata’s midwifery is deeply rooted in the Maya Cosmovision, with science and spirituality closely intertwined in everyday life. “We have a very close connection with nature, and we have faith,” Donata says.

“We pray, we use natural medicines, and we provide prenatal care and counseling. People in community trust us. And they know they can call us at any time.”

Families hire Donata to assist with pregnancy, labor, and the postpartum period. She has strengthened her skills in those areas through a project funded by the Rockefeller Foundation and implemented by CARE, the Association of Community Health Services, local partners, and Nim Alaxik, a national nonprofit movement of midwives. Donata also learned about the importance of vaccinations, including against COVID-19, and the full spectrum of reproductive rights. “It’s important that we know about those rights, because we need to be able to talk about them with our patients,” she says.

Donata joined Nim Alaxik five years ago, and last year she became its official representative in Totonicapán department. “I am proud to be a part of the movement,” she says, as they advocate for midwives to be treated with dignity and respect while providing safe and quality maternal care for Indigenous women. People in Mayan communities speak about 20 different languages, making local midwives an even more valuable resource. In difficult births that require delivery in a health facility, midwives serve as interpreters, bridging the gap between Spanish-speaking medical staff and local families.

Midwives are trusted advisers beyond childbirth. They offer advice on family planning, tend to general aches and pains, and even provide counseling as needed. “If you ask anybody about me down in the community, they can quickly show you where I live,” Donata says. “Everybody in the community knows and respects me.”

Donata’s 19-year-old daughter, Marisol, is finishing her studies at a high school that focuses on medicine. Next year, she hopes to go to nursing school or to college, carrying on the family tradition in her own way.



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Meet Joyce Sepenoo

A CARE Health Expert

Leading She Heals The World



Joyce is the Senior Director of CARE's Health team, which designs and supports health programs in approximately 50 countries. We sat down with Joyce to learn about her and what led her team to develop She Heals the World, a new global initiative to equip and empower 2.5 million frontline community health workers.

How has your personal journey influenced your work in supporting community health workers, especially women, in the Global South?

I was born and raised in a small town in Ghana to very traditional parents who had limited resources. They sent my brothers to private school while my sisters and I went to public school, because they thought parents should spend their hard-earned money on educating children they expected to “go far.” Boys were seen to have immense potential, whereas girls were expected to get married, stay in the kitchen, and have babies.

My days were shaped by this kind of discrimination, but it only strengthened my resolve to do well and create a better future for women and girls.

Tell us about your professional journey and what led you to CARE.

After graduating with a degree in nursing, I looked for opportunities within Ghana's formal healthcare system to improve conditions for frontline

nurses. Instead, I ended up at a nonprofit as a health educator, which launched me into community healthcare, i.e., family planning and childhood illnesses. I worked directly with women to identify and address issues affecting their health.

As my career progressed, I concentrated more on research in reproductive health, but I never lost my connection to women in communities. I came to CARE as a reproductive health advisor, and today I'm able to live my passion by leading and strengthening CARE's health programs around the world.

How would you describe She Heals the World's core mission?

CARE's She Heals the World initiative invests in community health workers to bring proven programming and cutting-edge health delivery to underserved communities. Through a global effort, we will recruit, train, pay, and certify 2.5 million community health workers. Change at this scale requires using CARE's network – working with partners, governments, and communities to remove barriers like discrimination, lack of pay, insufficient training, and exclusion from formal health systems. In doing so, we will bring critical health services to hundreds of millions of women across the Global South.

Why is CARE uniquely positioned to make a difference in global healthcare?

Communities trust us. We're deeply rooted in them and understand the issues they're facing. We also work closely with local partners that bring their own expertise to the table. Together, we're able to identify the best solutions for each community and collaborate on implementing them.

We also have strong relationships with governments and Ministries of Health, which helps us bring these solutions to scale. And because our work is always integrated – taking into account the unique needs of different groups – our programs are more likely to succeed than those that only address one aspect of a problem.

Finally, given our work in so many countries, we can apply lessons and innovations from one community to another. This gives us an advantage in learning what works and how to adapt things locally.

“I'M ABLE TO LIVE MY PASSION BY LEADING AND STRENGTHENING CARE'S HEALTH PROGRAMS AROUND THE WORLD.”

What “Always There” Means to Staff

Rose Prisca Gbaguidi
Program Initiative Manager,
CARE Benin/Togo



“My journey with CARE started in 2013 as an intern, and I’ve been with the organization for 11 years now. But my inspiration for working in humanitarian development began much earlier, with my mother. As an uneducated widow, she found empowerment as a treasurer of a Village Savings and Loan Association (VSLA) in her village. Seeing how proud she was and how much it transformed her life – helping her support my education – ignited my passion to help other women change their lives as well.

After my internship, I became a project assistant and later gained valuable experience working with local organizations. These years taught me not only the struggles of at-risk communities but also how grassroots organizations operate, preparing me for my current role as a Program Initiative Manager.

The most fulfilling part of my job is witnessing the direct impact we make on the lives of those we serve. I’ll never forget a woman I met during a home visit in 2017. She had been trying to conceive for seven years and faced relentless mockery and isolation.

I discovered her struggle stemmed from not understanding her fertility cycle, and I explained how to

calculate her fertile period. Not long after, she became pregnant. Her joy – and the smile that returned to her face – is something I’ll always cherish.

Working with CARE has shaped my life in profound ways. I strive to be an example for others, whether through practicing good hygiene, feeding my family well, or advocating for women’s rights. These values carry into my personal life and help me engage in meaningful discussions with those around me.

One of the most memorable projects I’ve led is the Women and Girls’ Collective Voice project. In Benin, women often have limited access to political decision-making and face violence. Through this project, we empowered women in VSLA networks to become leaders in their communities. As a result, we’ve seen a reduction in violence against women and girls. Even men have publicly testified about changing their behavior. Witnessing the leadership of these women grow has been incredibly inspiring.

For me, being ‘always there’ means being reliable – someone others can count on, no matter the time or circumstance. I’m hopeful about the future. I came to CARE after leaving university, and CARE made me what I am today.”



Around the world, VSLAs empower millions of women and girls, just like those Rose worked with in Benin and seamstress Grace Aburi from Ghana (pictured).

How Hardship Fuels My Philanthropy

Cleopatra Rodríguez

At only 27 years old, I've already experienced a lifetime's worth of hardship and resilience. Born in Colombia, I was the youngest of seven children. When I was five, my mother died and an older sister took me in. Within a couple of years, I had to move again, this time to an orphanage. It had become clear to social services that my sister could not care for me or her other children. I was in the streets begging for or stealing food. My sister was constantly leaving us in a room with no food, water, or electricity. I was forced to sneak out of a small window to find food for us. Left in such a vulnerable situation, I was subject to physical and emotional harm.

Even in those dark days, I experienced small acts of kindness and generosity from strangers, many of whom were also struggling to meet basic needs and find safety on the streets. These moments formed a personal mantra I would repeat to myself:

“ONE DAY, I WILL END HOMELESSNESS.”



Cleopatra with family in Colombia
©CLEOPATRA RODRIGUEZ

After three years in the orphanage, I was adopted by a wealthy family in Virginia. Though my circumstances had changed, I stayed focused on my goal of ending poverty by becoming an active volunteer and fierce advocate. When people urged me to just be grateful and accept that life was unfair, I pushed back. I am a big believer that it doesn't matter who you are. No person should go without food, water, or shelter. Those are basic human rights, not something you need to earn.

The stark contrast I felt between life in Colombia and life in the US fueled my passion to give back as much as I could. When my adoptive mother passed away, I gained the financial means to become a philanthropist in addition to my volunteer, advocacy, and entrepreneurial work. I have since become a strong supporter of CARE, impressed by how it responds to crises all over the world, including Colombia, with a focus on empowering women and girls.

I want more women to have the opportunities I did. I also want to help people understand the deeper social barriers that drive poverty, keeping some communities struggling while others prosper. There are so many people out there with incredible ideas or talents that go unnoticed simply because they do not have financial means or connections.

As someone who is just beginning my philanthropy journey, I have big ambitions, but I also recognize the power of small gestures. Despite the horrible things that happened to me, some of the most beautiful moments that have inspired me came from seeing people who have nothing give the very little that they do have. They all have shown me that I don't have to change the world in order to make an impact on someone's life.



Discover Uganda

Where Hope Meets Action

Join CARE Journeys in Uganda in 2026 to see how the country has welcomed over 1.7 million refugees fleeing conflict and famine.

This experience offers a firsthand look at CARE's innovative programs that empower women, provide lifesaving humanitarian assistance, and create new opportunities for refugees. You'll hear from CARE leaders and community partners, learn about promising local solutions, and gain a deeper understanding of what it truly takes to create lasting change and defeat poverty.

To learn more, visit care.org/carejourneys or email us at travelwithcare@care.org



A Visit to Nepal

My first trip to Nepal was under the good keeping of the CARE Nepal team, and it was a week of learning, new friendships, and just a whole lot of fun.

Beyond the extraordinary colors and light of the visual experience, a key impression for me was the warmth and professionalism of the team members who work daily to improve life outcomes for the people in their programs. It's a clear example of effective leadership and investment in community. I look forward to going back!

—Nancy Farese

Photos taken by Nancy Farese



And the winner is...

Over the past year, CARE's work in storytelling, partnerships, and advocacy has been recognized with several industry honors.



CARE News, the organization's online storytelling platform, was awarded the 2023 Editor & Publisher (Eppy) Award for **Best Magazine Website** in the fewer than 1 million unique visitors category. The platform was also recognized with a **Communicator Award for Excellence** in the General Case Study Distinction category for the story *Lebanon Today: Seeking a Path Through Years of Loss*.



The **2023 Women Know How** International Women's Day campaign earned multiple accolades, including:

- 2024 Association of National Advertisers (ANA) In-House Excellence Award in the Socially Responsible category
- 2024 ANA SeeHer In-House GEM Award
- Engage for Good Gold Halo Award, in partnership with CARE's Resource Development team



CARE was also named to **Fast Company's 2024 Brands That Matter list**, receiving additional distinction in the Enduring Impact: 15+ Years in Business category.



The 9th Annual Shorty Impact Awards granted CARE a **Silver Honor for Integrated Campaigns** for our #SheLeadsTheWorld 2024 International Women's Day campaign.



CARE's Marketing team received two Anthem Awards from the International Academy of Digital Arts & Sciences. Our 2024 International Women's Day "She Leads the World" campaign won in the Humanitarian Action & Services: Best Influencer Collaboration and Best Non-Profit Campaign.

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Table of contents images:

04 CARE, 06 Stephanie Ecate,
10 Nigel Barker/CARE,
20 Cleopatra Rodriguez,
23 Nancy Farese/CARE

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