

Annual Report 2020

The
Hunger
Project.

CANADA



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“Keep creating new windows from which to look at your world.”

- Don Shapiro

Letters of Leadership

Penelope Long, Chair

We stand firmly on the shoulders of the past, and continue to stand firmly in the present, to create our future.

In the beginning we were out on the streets having conversations with people and handing out pledge cards, creating awareness of the hunger issues in the world, and that hunger can be eradicated. Changing the belief that hunger is inevitable.

That form of education was an amazing success for its time. The message in those formative years was that ending hunger is possible, and doable.

Still today this effort was the single largest educational movement of its kind. Millions of people signed on to learn more about what we now call chronic, persistent hunger and many of them took a stand to end it.

We worked hard as an organization and have never wavered continuing to do so. Through the commitment we made... always asking the questions “what’s missing, what’s needed now, what will create the greatest impact”. Every action taken is strategic. We have succeeded.

Now we all have access to an abundance of knowledge through technology. We can see the realities faced by those living in conditions of hunger and poverty at our fingertips. Our job now is creating a higher level of awareness in what has become indisputable - through our years of advocacy at the UN and enrolling other NGOs - the power of supporting people and communities being in charge of their own development.

For me, the key to this work, by the very nature of it, comes from honouring people. Knowing that people are creative, capable, and competent. Partnering with them and empowering them to bring forth that which is within. This applies to all of us. This is people. This is the essence of being with another human being. For me, to be a stand for this work, to be an ambassador of this work. It calls me forth to “BE” this work and what it stands for with everyone in my life.

As I reflect on the progress made, I realize we are standing on the shoulders of a powerful past, in the midst of a world pandemic highlighting the work still to do. I invite you to take a stand with me and honour our commitment to see our work through to the end. This message is for all of you who give of your time, talent and monetary contribution towards a world without hunger.

This message is to get into your soul, your bones, and with confidence say...

I AM ending hunger.

April Burrows, Country Director

Unleashing Leadership in Canada

2020 is no ordinary year to reflect on. COVID-19 brought numerous challenges to many organizations, including our program countries and our work in Canada. But as always, in true THP fashion we believe in our vision and we hold clear pictures in our minds of a world without hunger and we keep taking steps in the direction of that dream.

In 2020 the engagement by new investors, ambassadors and volunteers was the highest, healthiest and most exciting in all my years with The Hunger Project Canada. After significant work re-imagining ourselves and creating infrastructure to support growth, we saw the fruits of that hard work ripen. We were able to harness that energy to start a new program called Unleashed Women, a new campaign for our work in Senegal and also to partner with our Global team through advocating for community led development.

Unleashed Women: In 2020, 22 women completed a 5 week program designed for empowering the participants to live powerfully and intentionally while learning about and from our work and methodologies. Several of these women went on to fundraise for our work in Senegal.

Senegal Campaign: We launched a 3 year - 250k campaign to support our work in Senegal. Senegal, has one of the most stable democracies in Africa however, it remains lowly-ranked at 168 out of 189 countries according to the latest Human Development Index. Senegal currently has 7 Hunger Project epicenters of which 5 are now self-reliant, therefore leaving 2 epicenters still working at implementing our strategy. Senegal has been hit very hard due to COVID-19 where a significant amount of funding that had been promised has been pulled. We aim to do our part in closing the gap.

Our African program countries, including Senegal, are a shining light of 2020 as we saw the celebration of 54 epicenters in Africa declaring self-reliance, and the creative, quick, effective and efficient mobilization of hundreds of thousands of people to spread accurate and supportive information about the pandemic showing the power, flexibility and creativity that is activated when communities are empowered.

Lastly, we welcomed to the Canadian team the lead researcher for the movement to community-led development. The Hunger Project recognizes the importance of shifting mindsets in other NGOs and demonstrating the power of localization, so that they can also put the power into the hands of the people. We believe a collective push to community-led development will create the momentum we need to end hunger.

These few highlights are only a few examples of how, with our investors and partners, we ARE ending hunger.

As we continue to hold a vision for a world without hunger I continue to hold these beliefs:

With a definite purpose of ending hunger we will succeed!

We ARE powerful beyond measure!

There is no challenge we cannot overcome!

Together in solidarity, love and honouring of the human spirit, we ARE ending hunger!

How You Can End Hunger

We believe that everyone has a role to play in the sustainable end of world hunger. Our Canadian community is made up of committed individuals and organizations, determined to create a more equitable world.

By taking action with us, you join a global movement who share a vision of self-reliance and dignity for all.

You are transforming our vision into a reality. You are changing the world.

Invest your financial resources

When you invest in our work, you're investing in the extraordinary power of people to lead change. You're supporting individuals and communities to end their own hunger and poverty with sustainable, women-centred strategies.

Your money supports volunteer and training programs and local initiatives across 24,000 communities in Asia, Africa, and Latin America, that empower women, sustainability, and shift the power.

Our Vision, Commitment, and Action Workshops serve as the foundation for our work. People set a vision for their communities, they collectively and individually commit and then lay out the actions they will take to achieve that vision. Each participant leaves the workshop with a specific project for the following 3 months based entirely on local resources. Villages then select local leaders, who we call "animators", who are trained to lead within their communities.

“The best way to create change is to be the example.”

- Dr. Badiul Majumdar, Country Director, The Hunger Project Bangladesh



Invest your time, energy, and skills

You are creative, skilled, and extraordinary.

We see the true power of people whenever we meet a new volunteer. By volunteering your time, energy, and skills, you're creating the world you want to live in. Use your talent and time to help us grow our community and impact.



“I have been an advocate and supporter of The Hunger Project since 2016; I was moved by the community-led development and self-reliance focus which is hard to come by in the charity and international development sectors. I started by fundraising and volunteering in the UK, and when I moved to Canada in 2019, I asked the UK Country Director to put me in touch with April Burrows in Canada and I have been part of The Hunger Project Canada family ever since!”

- **Ony Anukem**

Ony Anukem is a Communications & Advocacy Specialist with a passion for The Hunger Project. She first became connected with our organization through The Hunger Project UK, and has affirmed her dedication to ending hunger by supporting the development of our social media presence.

Educate

You know the truth about the current state of our world. There are 690 million people who are chronically undernourished. 99% of the world's undernourished people live in mid- and low- income countries.

You know the truth about what our world could be. A world where every woman, man, and child leads a healthy, fulfilling life of self-reliance and dignity.

Make opportunities in your life to share your passion for ending hunger with others.



You can help end hunger from your own home.



Abdullah, a student volunteering with The Hunger Project Canada made a connection to his professor at the University of Ottawa. April Burrows, Country Director, was invited to be a guest speaker in Professor Fayyaz Baqir's International Development Projects course to speak about The Hunger Project's epicenter strategy.

Live Sustainably

As declared by the United Nations, it is our global responsibility “to promote harmony with nature and the Earth to achieve a just balance among the economic, social, and environmental needs of present and future generations of humanity.”

The way we think, speak, and act creates our reality. Your everyday matters.

You are ending hunger.



The Hunger Project at a Glance

COVID-19 Perspective

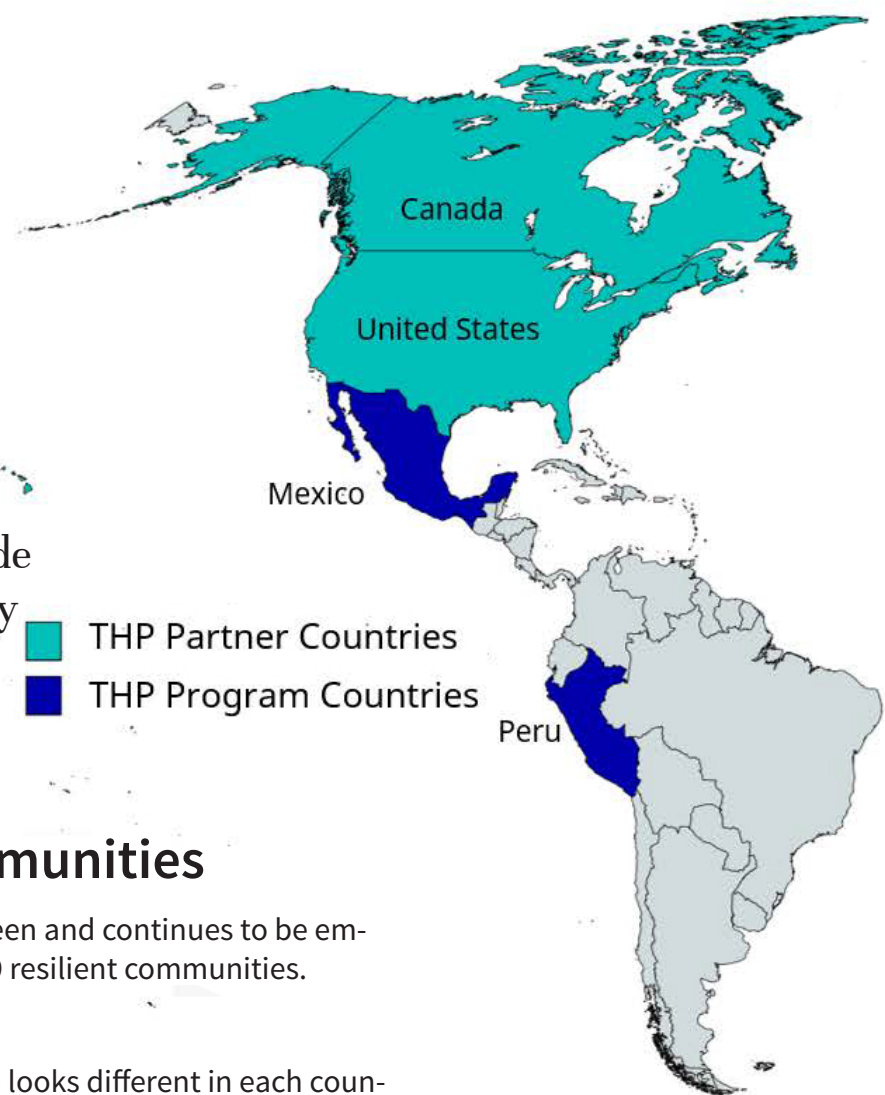
In 2020...

47,758 volunteers were trained.

77,513 people participated in Vision, Commitment, Action workshops.

7,682 handwashing stations were active.

278,361 face masks were made and distributed by community members.



COVID-19 resilient communities

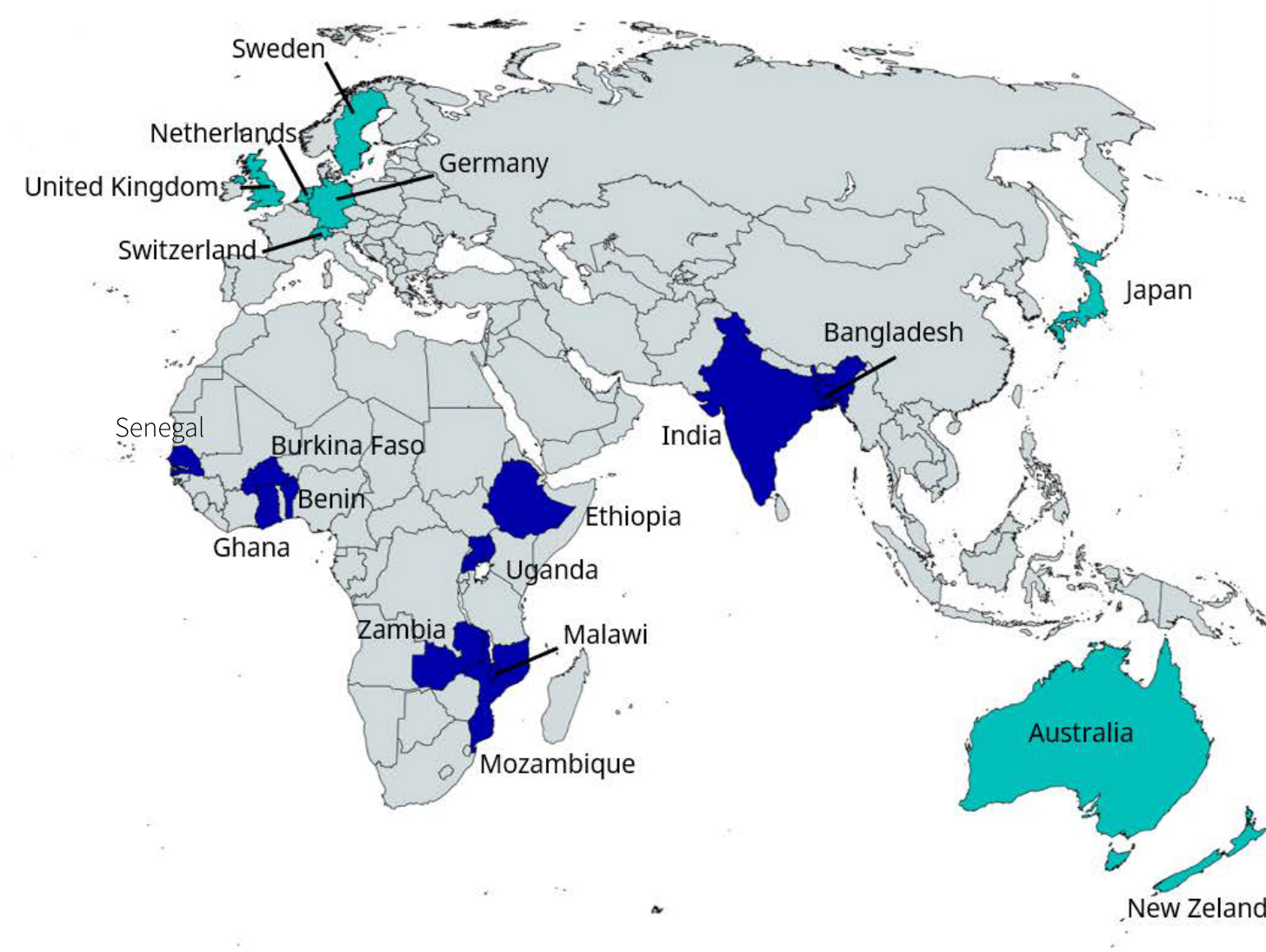
Our goal throughout the pandemic has been and continues to be empowering local leaders to create COVID-19 resilient communities.

Our Community-led Response

The community-led response to COVID-19 looks different in each country. Some of the actions we have taken to date, in partnership with our network of leaders, include*:

- Installing 2,200 “Tippy Taps”— touchless handwashing stations—in Benin
- Translating vital information from the Mexican government and the WHO into 7 indigenous languages;
- Raising \$300,000 through community philanthropy to support the most impacted people across 1,900 villages in Bangladesh;
- Equipping 8,000 elected women in India with information to share with their constituents
- And using radio to reach up to 2,890,000 people across Africa with announcements regarding preventing the spread of COVID-19

*As of Fall 2020



15.8 million people reached, across 14,600 global communities.
73 epicenter communities are progressing towards self-reliance.
34 epicenter communities have eliminated hunger.

The Hunger Project at a Glance

To date...

548,000

locally trained volunteer Animators leading change in their communities

1.9 Million

people trained via Vision, Commitment, Action workshops

897,000

people in 54 self-reliant Epicenter communities in Africa

34% Increase

in proportion of women small-business owners

200,000+

Elected Women in India have been trained, who are bringing water and electricity to their villages

22% Decrease

in proportion of households beneath the poverty line

In 2020...

136,711

people accessed health services in Africa

109,000

participants in Water, Sanitation and Hygiene workshops and campaigns

85,000

people trained in food security and agricultural workshops

32,700

children vaccinated against infectious diseases

16,156

participants in the Safe Schools for Girls program in Bangladesh

56,723

women and men trained in women's empowerment workshops in Africa

A window into our work in Africa.

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By taking action with us, you join a global movement who share a vision of self-reliance and dignity for all.

You are transforming our vision into a reality. You are changing the world.

Self-Reliant Epicenter Defined

Clusters of villages where community members are confident and have the capacity and skills to act as agents of their own development, as evidenced by the presence of:

1. Strong leadership and governance structures;
2. Access to basic infrastructure;
3. Community-driven revenue;
4. Local (especially government) partnerships;
5. Transformed mindsets;
6. Empowered women; and
7. Decreased hunger

What does 54 epicenters look like?



975 communities



900,000 people

9 Program Focus Areas

Health

Education

Adult Literacy

HIV/AIDS Prevention

Farming

Food Security

Microfinance

Water and Sanitation

Nutrition

We start with women.

Gender Inequality Workshops have reached 43% of people over the age of 15 with accurate and comprehensive HIV/AIDS information, debunking myths and destigmatizing treatment and prevention.

For 468,000 women participating in programs at self-reliant epicenters, learning new business skills has enabled them to launch their own businesses. Over ¼ of new businesses are woman-owned.

Diverse diet and improved nutrition for women of childbearing age increased by 23%.

“I started with the loan of a 50,000 FCFA credit from the savings and credit program at Koki Epicenter [to purchase a sewing machine]. One of my uncles bought me a second machine. With these two machines, I committed myself to train the young people of the village because, at the moment, only four are qualified and I am the only female tailor here. I make my own designs. I have nothing to envy about the rich tailors of Dakar. Whenever I wear a bou-bou [robe], people ask me where I got it. They are amazed when I tell them that I made it by myself, especially because I live in a village that does not always have electricity!”

- **Ndeye Nidaye from Fad-am, Senegal**

We mobilize communities.

34 / 54 epicenters have eliminated severe hunger entirely and 9 more have reduced severe hunger to less than 1%. Over half of rural households have sustainably increased their income through new, non-farming businesses.

DINGUIRAYE EPICENTER IN SENEGAL

The cluster of villages that surround Dinguiraye Epicenter in Senegal reached the milestone of self-reliance in December of 2017. In 2001, when the 5,600+ people who lived near Dinguiraye were first mobilized to create an epicenter, signs of poverty and chronic hunger were everywhere. Through our vision, commitment, action methodology communities implemented numerous successful strategies for income generating activities, including a mattress rental business and a bakery. At the epicenter, community members participated in trainings, developed business plans and accessed seed capital. Now, these businesses support families and the epicenter itself. The community continued its progress by establishing a cattle project, poultry farm, and education programs detailing the benefits of intercropping harvests to improve food security. As families became better nourished and more economically secure, preschool enrollments soared to record levels.

Dinguiraye Results (Measured between 2001 - 2017)

272% increase of population with safe drinking water source.

202% increase of population using safe sanitation facilities.

92% increase in the proportion of births attended by a healthcare professional.

88% decrease in household hunger.

We engage local government.

Epicenter's are located in communities that have been identified, in partnership with local Governments, as being in serious need and ready to take self-reliant action to meet those needs.

In order to strengthen local government, we work from the top down, lobbying for state and national law changes, and in some cases court rulings, to shift power to the hands of the people.

“If there is not proper coordination with the Government, they can frustrate your efforts.”

- **Sector Specialist**



Irene Naikaali Ssentongo has been serving as the Head of Programs at The Hunger Project-Uganda since 2017. She provides strategic leadership and guidance in the implementation of the Epicenter Strategy, a Community-led Development model that places communities at the forefront of their own development. She has mobilized district leaders across 13 local governments of Uganda to build and strengthen social capital necessary for sustainable changes.

Self-Reliant Epicenters as of Dec 13, 2021

Benin

1. Akpandanou
2. Avlame
3. Beterou
4. Daringa
5. Dekpo
6. Kissamey
7. Ouissi
8. Zakpota

Burkina Faso

1. Boulkon
2. Bougue
3. Bissiga
4. Loaga
5. Nagreongo
6. Nongfairé
7. Sapouy
8. Vowogdo
9. Zincko



Ethiopia

1. Enemore
2. Machakel
3. Mesqan
4. Wurib

Ghana

1. Adausena
2. Agyapomaa
3. Akotekrom
4. Asenema
5. Atuobikrom
6. Aworasa
7. Darmang
8. Dome-Achiansa
9. Kokobeng
10. Kyempo
11. Kwaboadi
12. Nsuta-Aweregya
13. Nkawanda
14. Matsekope
15. Mem-Chemfre
16. Obenyemi
17. Odumase
18. Osonson



19. Otuater
20. Ponponyah

Malawi

1. Champiti
2. Kachindamoto
3. Ligowe
4. Majete 1
5. Mpingo
6. Nchalo

Mozambique

1. Chokwe
2. Zuza

Senegal

1. Coki
2. Dinguiraye
3. Ndereppe
4. Sam Contor
5. Sanar

Uganda

6. Kiruhura
7. Kiboga
8. Mbale
9. Mpigi



These 54 self-reliant communities represent us becoming one step closer to ending chronic hunger, as well as represents thousands of lives being lived each day with self-reliance and dignity.

Women who were once silent now lead their communities.

Children who were once denied education have a bright future.

Individuals who once woke up each day in food insecurity are looking into the future with confidence.

Communities who once lived in resignation have forever transformed to recognize their potential and opportunities.

Over the last 20 years, our Epicenter Strategy has shifted and developed, as we've learned together with the communities we're in partnership with. We expect more changes will come. But one thing will never change, with this milestone achieved, we will continue to advocate for the adoption of community-led models throughout Africa and beyond.

Want to learn more? Explore epicentertoolkit.org or reach out to community@thehungerproject.ca.

Community Led Development in Canada

In 2020, we partnered with THP Global to host an important role in our work of shifting the power and strengthening the proven methodology of Community Led Development (CLD) through the The Movement for Community Led Development (MCLD). MCLD is a global consortium of 1500+ local civil society organizations and 72 INGOs committed to the success of the Sustainable Development Goals, by enhancing the power and capacity of communities to take charge of their own development.

The Hunger Project was a leader in adopting the community-led development model many years ago. We've seen the true power of the model in our work across many countries over the years. We partnered with like-minded organizations and launched the Movement in 2015 to ensure widespread adoption of our principles. As the Secretariat for the MCLD we are dedicated to engaging with other organizations, gathering and sharing best practices, and building the movement!

We are shifting models and mindsets.

Gunjan Veda is the Senior Advisor, Global Collaborative Research and Public Policy for The Hunger Project and leads the research activity for MCLD. Since early 2020, Gunjan has been living and working in Canada with the aim to connect with Canadian organizations and engage them with MCLD.



2020 Highlights

Visibility within Canada:

Initiating meetings with key organizations like Tamarack Institute, Save the Children Canada, World Vision Canada, and Care Canada to understand the Community Led Development (CLD) landscape in Canada and create awareness about the MCLD and The Hunger Project's work. Gunjan participated in key meetings hosted by Cooperation Canada and introduced the idea of community-led development in these discussions. She was invited to present MCLD's work on COVID-19 and led a breakout group at the Multi-Stakeholder Community of Practice hosted by Global Affairs Canada and Cooperation Canada in November 2020.

Development of New Tools:

The MCLD finalized and shared the CLD Assessment Tool developed by the Collaborative Research team, with key players in the CLD space in Canada. This tool was made available in both French and English and has had over 600 downloads globally to date. It continues to be rolled out and adopted by organizations around the world.

Launch of a global space for discussion and collaborative learning:

Gunjan launched monthly calls for MCLD members from all across the world to share the challenges they were facing due to COVID-19, to learn from one another and co-create solutions. At their launch in April 2020, over 100 participants were present and they have continued with 40-70 regular participants over the course of the year. Participants shared in a recent reflection exercise that these calls have helped them to connect with key international players like WHO, learn more about the vaccine rollout, collaborate more with other organizations, and develop new ideas and strategies for their programming. Over the last few months participants from Canada have started joining these calls.



We're very excited to see where the next years take us in this journey to #ShiftThePower! Learn more about MCLD at mclld.org.

Miriam Heavenrich *unleashed*



Occupation: Speech and Language Pathologist
Location: Toronto, ON

Miriam Heavenrich is a self-described “camp person” - she loves the outdoors and summer camp. Summer camp brought into Miriam's life a love of nature, a sense of purpose, and a community she is committed to. She's taken lessons from camp that she applies to her life to this day.

Miriam joined The Hunger Project Canada community, through her friend, Michelle, who was co-facilitating the Unleashed Women program.

“Unleashed Women was such a lovely experience - it felt like it came just at the right time for me.”

When asked to reflect on why ending hunger matters to her, Miriam reflected on her own privilege and gratitude for her life in Canada - where resources, community, and opportunities are present and ample. “We talked about reaching our potential in Unleashed Women - and I want to even the playing field so everyone can reach their potential and live lives that are fulfilling. That's hard to do when you don't know where or when your next meal or your kids' meals are coming from,” said Miriam.

Of course, the Unleashed Women program series ended, but Miriam had made connections and built relationships. She wanted to keep the momentum going. As did a few other participants. Miriam, along with her cohort from Unleashed Women, agreed to fundraise \$5000.00 each to support the efforts of ending hunger in Senegal. Miriam has been committed to this process throughout - sharing The Hunger Project Canada and bringing awareness to our work to everyone in her circle.

63 supporters and friends of Miriam raised
\$5000.00 together.*

*As of May 2021

She raised much of the funds and coped with isolation during the COVID-19 pandemic, by persistence, planning and hosting virtual trivia nights with her husband, Chris. Throughout 2020, Miriam’s enthusiasm, creativity, and dedication to The Hunger Project Canada was a great source of joy and inspiration for everyone who connected with her. We can’t wait to see what she does next!



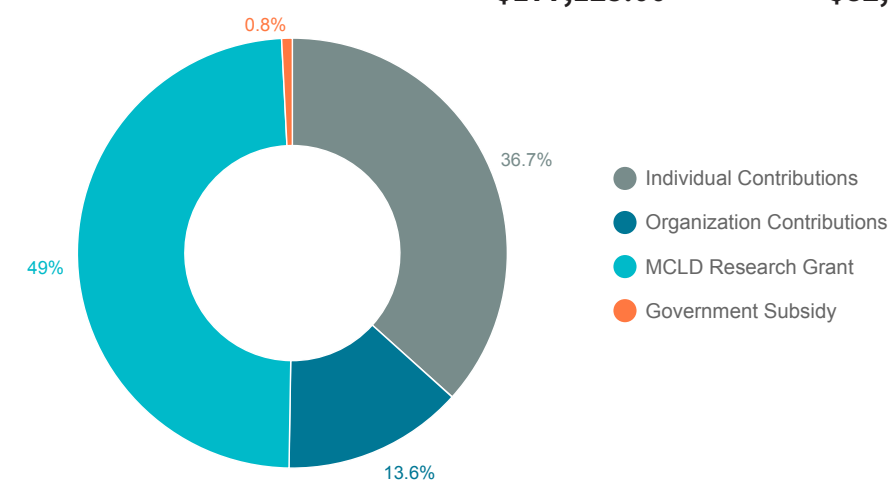
“It is OK to be passionate about something - you don’t have to downplay what you care about.”

Financial Summary

For financial year ending December 31st 2020

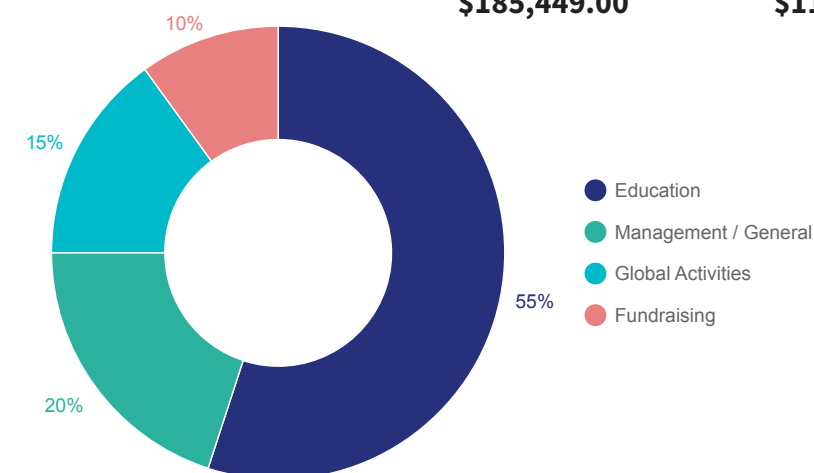
Revenue

	2020	2019
Individual Contributions	\$64,919.00	\$58,278.00
Organization Contributions	\$24,043.00	\$7,038.00
MCLD Research Grant	\$86,850.00	-
Government Subsidy	\$1,313.00	-
Community Groups	\$0.00	\$17,050.00
Total	\$177,125.00	\$82,366.00



Expenditures

	2020	2019
Education	\$101,997.00	\$53,487.00
Global Activities	\$27,818.00	\$31,639.00
Management/General	\$37,089.00	\$19,446.00
Fundraising	\$18,545.00	\$9,726.00
Total	\$185,449.00	\$114,298.00



Thank You!

Thank you to our Canadian community of investors. The work of ending hunger would not be possible without your commitment to creating a more equitable and sustainable world. We are so thankful to all of our 2020 investors.



Pathfinder (\$10,000 - \$24,999)

The Benevity Community Impact Fund

Global (\$5,000 - \$9,999)

Lillian Adamakis
Terry & Joanne Frewer
Ari & Deanna Joffe
Penelope Long & Andrea Dillon

Friend (\$2,500 - \$4,999)

Unity Centre of Practical Christianity

\$1,000 - \$2,499

Jesse Bostick
April Burrows
Perry Fuller
Don Kason
Marlene & Robert Neufeld
Marlene Skaley
Peter & Liane Smith
Lauren Young

\$500 - \$999

Abundance Canada
John Boyle
John Caraberis & Bonnie Bond
Andrew Chalmers & Ray Moon
Megan Goddard
Dave James
Hilary Johnston & Les Shiell
Rob Murphy

Bob & Pamela Secord
Monica Stolz

\$100 - \$499

Heather Atkinson
Eugen Bacic
Susan Barnetson
Betty Bastien
David & Pam Behm
Norman Berry
Neil Blaney
Anushki Bodhinayake
Patricia Boehm
Marc Bombois
George Borosh
Lise Bourbeau
Bill Bowden
Gregory Butt
Keith Campbell
Daniel Caron
Joe & Debbie Carpenter
André Chenard
Esther Chetner
Taylore Co
Rebecca Cochrane
Cal Cochrane
Marilyn Cochrane
Martha Corcoran
Maren Dancer
Joan Denton
Juhli Derwin-Chan
Robert & Kathryn Dice
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Benjamin Klein
Serge Labrecque
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Rachel Pellett
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Michael & Barbara Richards
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Valerie Rousseau
Craig & Tana Runyan
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Greg Smith
Judy Stafford
Debbie & Garth Teeter
Harish Vaishnav
Jody Vajda
Jim & Shirley Vollett
James & Ivory Warner
Laraine Weaver
Richard Weeden
Sharon Whittaker (Johnston)
Brooks Wickett
Carol Wright
Henry Young
Richard Zehr
Bess Zivanovich
YourCause
UK Online Giving Fund



**Love unlocks doors and opens windows
that weren't even there before.
- Mignon McLaughlin**

Board of Directors



April Burrows
Country Director
Ontario



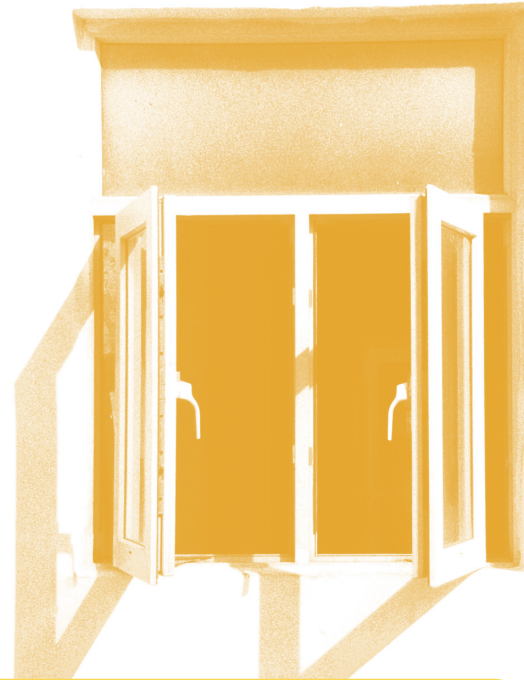
Awit Marcelino
Secretary
Ontario



Cheryl Luther, Director
Ontario



Lillian Adamakis, Director
Ontario



Donald Kason, Treasurer
Ontario



Penelope Long, Chair
British Columbia



Valerie Rousseau, Director
Ontario

How are you ending hunger?

**Join our movement to
end hunger by 2030.**



@TheHungerProjectCanada



@THP_Canada



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The Hunger Project Canada



Email community@thehungerproject.ca to sign up to receive our Good News for A Change Newsletter! We share monthly resources and good news stories from Canada and around the world to inspire and support you as you make change.