



Until we are all equal

Plan International staff distribute food, bedding and water containers to some of the 600,000 people who lost their homes due to floods across West Africa.



Why Unrestricted Giving?

When you support Plan International Canada with an unrestricted gift, you empower us to identify the greatest threats to equality and take action as they arise.



“

We strive to offer hope and assistance in a crisis, particularly for children and girls, ensuring that they not only survive but also thrive in the aftermath of adversity.”

—Jessica Capasso, director of humanitarian assistance, Plan International Canada

Plan International set up temporary schools in the Cabo Delgado region of northern Mozambique, where conflict has led to school closures.

The Extraordinary Impact of an Unrestricted Gift

Hunger.
Lack of clean water.
Barriers to health services and education.
Crisis, conflict and gender-based violence.
Having no say in whom – or at what age – you marry.

These are the villains that stand in the way of a more just and equal world, especially for girls.

Often, these culprits work in tandem. In the aftermath of an earthquake, not only is food and clean water scarce, but the risk of a child being separated from their parents and trafficked rises.

In overcrowded refugee camps, where access to school is limited, an adolescent girl may get no option but early marriage, which will likely prevent her from ever stepping back into the classroom.

When a young woman lacks access to menstrual health products, it's not just a health risk – it can prevent her from attending school or going to work, perpetuating a cycle of poverty that feels impossible to escape.

At different points in time, different situations rise to the fore and require immediate attention. When you give an unrestricted gift to Plan International Canada, you empower us to identify the greatest threats to equality and take action as they arise.

In this report, you'll learn more about the kind of transformative work donors like you make possible when you support Plan as an organization. Projects like training out-of-school young women in Sierra Leone to be teachers (see page 10) or supporting young people in Ghana in advocating for policies that promote adolescent health and well-being, especially for girls (see page 9).

Unrestricted gifts also help create long-term change by ensuring that the progress we make toward equality for girls isn't only sustainable but accelerated.



Two women use a boat to get around their flooded village in India's northeastern state of Assam. The floods affected 600,000 people in 19 districts and displaced more than 8,000. Plan International is providing food, clean water, shelter and medical assistance to those in need.

Thank you for your continued support.

5 Irrefutable Reasons to Give an Unrestricted Gift



In Niger's Tillabéri region, 600 families affected by conflict received cash assistance and goats through a Plan International initiative.

1. Target the greatest needs. In the past year alone, your unrestricted support has enabled Plan to act swiftly to help those in need in Gaza, Haiti and Sudan. These funds have been a lifeline, enabling us to stand by communities when they need it most.

2. Offer flexibility for maximum impact. In humanitarian work, the ability to pivot is crucial. If a community's needs change – whether due to a sudden disaster or a change in local circumstances – unrestricted funds allow us to move money where it's needed, ensuring we always fulfill our commitments to the communities we serve.



LEFT: Teens participate in an environment club as part of Plan's Conservation and Sustainable Management of Coastal and Marine Ecosystems (COSME) project in Kenya. ABOVE: In the Lai Chau province of Vietnam, Huyen creates a story about the negative effects of early and forced marriage.

3. Fuel strategic long-term planning and impact. In 2017, unrestricted funds powered the launch of our “20 Million Reasons” five-year strategy that raised \$1.3 billion and reached 10.7 million children. Today, these funds are supporting our “All Girls Standing Strong” strategy, a bold road map to improving the lives of 30 million children by 2027.

4. Power advocacy for a more just and equal tomorrow. Your unrestricted gifts help us do more than just provide services – they give us the power to influence. We are building partnerships, shaping policy and championing laws that protect girls' rights. Whether it's advocating for school meal programs or highlighting the threats to girls' education in emergencies, unrestricted funds ensure we can speak out and effect change.

5. Help ensure that gender equality and girls' rights are at the heart of all of our projects. While our work spans a wide range of priorities, gender equality is our unwavering focus. When funding partners have other priorities, your unrestricted support ensures we can keep gender equality front and centre – because we know that lasting progress can only happen if we address the deep-rooted barriers holding girls and women back.

BY THE NUMBERS

Your Donation in Action

Thanks to the incredible generosity of our donors, last year Plan International Canada raised a record-breaking \$289 million in support!

These funds have allowed our teams to deliver urgent assistance during emergencies – like the devastating crisis in Sudan – while also ensuring the continued success of our vital projects in the areas of health, education, protection from violence and youth leadership and economic empowerment.

Here are just a few examples of the remarkable impact your support helped make possible last year.

354,790

children, adolescents and adults accessed improved health services.

1.1 million

children and adults (including 460,290 girls) received inclusive quality education, opening doors to brighter futures.

498,200

children and adults received emergency cash vouchers and food, providing immediate relief to families in crisis.

37,040

adolescents and adults were trained in financial literacy and entrepreneurship, empowering them to build more secure livelihoods.

In Zambia, students learn how to set up hydroponic school gardens to produce fresh greens in half the time it takes to grow them in the ground.





Marwa and her children were displaced from their home in Khartoum, Sudan, and now live in a shelter in Kassala state.

951,490

children and adults were reached by our humanitarian-response efforts.

272,360

people (including 82,080 girls and 65,910 women) were protected from harm such as abuse, exploitation and violence.

PlanCanada.ca

17,850

Canadian youths participated in activities that deepened their understanding of global issues while building their advocacy and leadership skills.

Your support isn't only changing individual lives — it's helping transform communities and shape a more just and equal world for all. Thank you for making this possible!

“

I have seen and felt obstacles that prevent young girls from being leaders, having a voice and expressing themselves. But I know we are stronger than these obstacles. We are powerful and capable.”

—Solantine, 16, a girls' rights advocate and participant in our Plan for Girls project in Cameroon

A STORY OF CHANGE

Reducing Adolescent Pregnancy in Peru

Natsumi's plan: End teen pregnancy in her community.

Natsumi talks openly about subjects that her peers – and many adults – shy away from. Contraception methods, gender-based violence, reproductive rights and sexually transmitted infections are topics this 16-year-old can discuss with ease. Another hot-button issue is teenage pregnancy: In the jungle region of Peru where Natsumi lives, the teen-pregnancy rate is the second highest in the country.

Natsumi candidly admits that hearing about the problems that teenagers in her community face shocks her. "I could have been one of them, but I had another kind of education," she says. That education came, in part, from participating in Plan International's We Decide: Reducing Adolescent Pregnancy in Loreto, Peru project.



KEY IMPACT:
The rate of teen girls becoming pregnant dropped by 21 percentage points by the end of the We Decide project.

Natsumi (right) joins with another peer educator in teaching fellow teens about their sexual and reproductive health and rights.

Through the project, Natsumi learned about her sexual and reproductive health and rights. She also developed the skills to talk openly with her peers about contraception, healthy and consensual relationships and societal expectations around masculinity. "When I talk with other teens, I hope they will share that information with even more teenagers," says Natsumi.

Natsumi envisions a future where she and her peers can study and be independent before thinking about becoming mothers. "People see children suffering, but few people do something about it," she says. "I'm happy to be one of those people who want to generate a change. And it's not just me. A lot of young people want to make a change in our society. We can all help someone else."

Inside "We Decide"

Natsumi became a peer-to-peer educator through her training with Plan International. In a region where many girls as young as 12 become pregnant, We Decide reached more than 95,000 people in two provinces and five districts. The 5.5-year, \$12.6 million project employed a multi-pronged approach that included:

- ▶ Partnering with schools, community groups and youth to host workshops, train educators, publish books and share pamphlets.
- ▶ Sponsoring radio ads, recording podcasts and creating engaging content and music on social media to reach as many young people as possible.
- ▶ Working with parents, teachers, community leaders and health professionals to provide training and build support networks to ensure the project's progression and success.

A STORY OF CHANGE

Youth Advocacy and Leadership in Ghana

Shirley's plan: Ease period poverty by pressuring her government to axe the pink tax.



What happens when a woman doesn't have access to menstrual products? For college student Shirley Awudu Amankwah, 21, a youth advocate and participant in Plan International's Youth Advocacy and Leadership project, the answer is depressingly simple: The woman stays home. "You may have to miss class and be in bed the whole day, just so you don't have to go and buy a sanitary pad," she says. "You do this until your period is over."

Those missed days of school or work make it harder for girls to succeed in class and lead to lost earnings for women. Plus, without pads or tampons, women resort to using substitutes like paper or old rags, which increases the risk of reproductive and urinary tract infections.

Shirley has been involved with Plan's girls' clubs, which advocate to meet girls' menstrual health needs, since she was in junior high school. "We've been advocating for the removal of taxes on sanitary pads for no less than four

years," she says. "It looked like there was no end to it."

Finally, in 2023, Shirley helped bring about the change she wanted to see in the world. Through Plan's Youth Advocacy and Leadership project, she and her peers engaged directly with government decision makers on the issue. Their eloquence persuaded a member of parliament to draft a private member bill, and the speaker of parliament publicly committed to championing their cause. They also pressed their case at the Global Forum for Adolescents, shining a global spotlight on a problem that impacts the health of women, families and economies worldwide.

On the eve of the Global Forum, the Ghana Ministry of Health signed a list of key commitments. One of them was to scrap the taxes on menstrual health products – a momentous win. "Having this commitment gives us something tangible to hold onto, to be able to say that yes, indeed, we are being heard," says Shirley.

Shirley is part of a youth movement that pushed to remove taxes on menstrual health products.

FACT:

The tax on sanitary pads and tampons in Ghana was a shocking 35% (20% import tax plus 15% value added tax).

FACT:

If you're a woman earning a minimum wage in Ghana, you'll need to spend 13.2% of your monthly income to buy supplies for just one menstrual cycle.

A STORY OF CHANGE

Teacher Training in Sierra Leone

Eunice and Kumba's plan:
Learn to teach and pay their
education forward.

When Eunice's mother died in 2019, she stepped in to support her four siblings, becoming the family's primary earner. She had to leave school to do it. "When you become a [school] dropout, you feel very much sad. You feel isolated," says Eunice, who became a mother herself at 18. In rural Sierra Leone, where 75% of girls don't continue their education past primary school, Eunice's situation is all too common. But what happened next was anything but ordinary.

In 2021, Eunice enrolled in Plan International's Teacher Training for Inclusive Girls' Education (TTIGE) project, a four-year program that helps out-of-school young women in Sierra Leone become teachers. There, she met Kumba, another young single mother who had dropped out of school when her mother fell ill. Like Eunice, Kumba hadn't found a way back to the classroom – until she joined the TTIGE project.

Supported with tutors, mentorship, stipends and child care, Eunice, Kumba and 200 other young women in



FACT:
When girls have a female teacher, they are more likely to attend school and excel. Only 28% of 83,000 teachers in Sierra Leone are women.

Student teacher Kumba catches a ride to class in Sierra Leone.

their cohort have now gotten the chance to catch up on the education they missed and become certified schoolteachers ... while still juggling their other responsibilities and navigating the attitudes and opinions of their communities. “Some people don’t believe in female education, but we are trying our best to convince them that it’s important,” says Eunice. “Having more female teachers shows that women can do everything.”

Kumba adds that negative attitudes are shifting as men become more supportive of the program. “We have to keep talking to the men who are jealous of us,” she says. “We can show them that when a woman is empowered, she brings the benefits home with her.”

It took courage to persevere, but the payoff was worth it – not only for Kumba and Eunice, but for the girls and boys they now teach, mentor and inspire.

How Plan International helped

Kumba and Eunice were supported by Plan’s four-year Teacher Training for Inclusive Girls’ Education (TTIGE) project in Sierra Leone. Through the project, they joined study groups where tutors helped them improve their reading and writing and prepared them for the entrance exam to the teacher training certification program. They received stipends to help remove financial barriers and mentorship to support their success.

Once enrolled in the certification program, which was largely completed through distance learning, Kumba and Eunice took part in practical teaching placements in rural primary schools near their homes. For the six-week in-person training portions of the certification course, Plan helped set up a daycare, allowing the trainees to bring their children with them while still focusing on their studies.

Click or scan to watch our video starring Kumba and Eunice.



Eunice is one of 700 women who have taken part in the four-year teacher training program.



“When you can do something for your own for the future, you feel proud. And when a woman is educated, a whole nation can be educated.”

–Eunice

Thank you for your unrestricted support.

Our “moon shot” vision is equality for girls everywhere. Our immediate goal is to improve the lives of 200 million girls by 2027.

Your contribution of unrestricted funds puts Plan in a position to deliver urgently needed support – and a path forward – to children whose futures are worth fighting for.

Thank you for trusting us to do the right thing, at the right time, in the right place.

Thank you again for your continued support.



Click or scan the code to learn how you can support girls, until we are all equal.

WHAT'S NEW AT PLAN

Our Shared Dream

We see the world as it is and the world as it could be. No matter how complex the challenges, a better future is possible.

It takes **determination**.

It takes **optimism**.

It takes **vision**.

Our “moon shot” vision is equality for girls everywhere. Improving the lives of girls improves the lives of everyone in the family and the community. That understanding, which we know you share, is at the heart of our fundraising campaign, Until We Are All Equal. When you support this campaign, you’re trusting us to identify the greatest threats to

equality, especially for girls, and respond to them as they arise.

Just going to school every day is impossible for many girls, with one in six living in a conflict zone. That’s why, right now, about 120 million girls are missing out on an education. What’s more, many girls – 12 million every year – are forced into early marriage, placing them at a heightened risk of dying from complications of early pregnancy or childbirth.

There are 1 billion girls alive on our planet today, each filled with promise and potential and with their whole futures ahead of them. How do you transform the world? Start by investing in girls.



Until we are all equal

About Plan International Canada

Plan International Canada is a member of a global organization dedicated to advancing children’s rights and equality for girls. Plan International has been building powerful partnerships with and for children for over 85 years and is now active in more than 80 countries. We stand with children, especially girls, wherever they are oppressed, exploited, left behind or not equally valued. We’re determined optimists, and we will continue to persevere until we are all equal.

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