



CROSSROADS
INTERNATIONAL

Annual Report 2012-2013

AMPLIFY

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Raising

THE VOLUME ON WOMEN'S RIGHTS



Karen Takacs



Ethel Côté

It takes many voices to effect the change we want to see in the world. That is why Crossroads International's focus is on leveraging knowledge, expertise and dollars to strengthen the capacity of individuals and organizations driving change in some of the poorest countries in the world. With every woman who speaks out and with every cooperative turning a profit, the impact of Crossroads' work is amplified.

Creating opportunities for girls and women is crucial in a world where most do not enjoy basic rights. In Ghana, human rights and legal literacy programs are changing the way the public perceives women. More than ever, women are standing up to defend their rights and those of others. In December elections the number of elected female MPs swelled from 19 to 30; Crossroads was proud to support their success with the training of women candidates in advance of the election. In Swaziland, Girls' Empowerment Clubs grew by leaps and bounds, developing the confidence of more than twice as many girls as last year to speak out against abuse. With the support of our networks, funding was secured to transform the lives of even more girls through the launch of 20 new clubs in 2013-14.

With Crossroads support, our partners increased job creation by 61 per cent over last year through innovative entrepreneurial programs in Mali and Senegal. The resulting financial stability is transforming communities through improved access to health care and

education. In Bolivia, coffee producers at the COAINE cooperative are celebrating their third shipment of fair trade coffee to Canada, a result of years of collaboration with Crossroads volunteers to establish relationships with Canadian coffee micro-roasters.

The growth and achievements of our programming reflects years of dedication and unwavering support from our volunteers, partners, donors, and funders, who share our vision of ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled. In particular, we would like to recognize the Department of Foreign Affairs, Trade and Development and the Ministère des Relations internationales, Francophonie et Commerce extérieur for their partnership.

With your support, enduring change is within our grasp. Over the next five years we're poised to create 10,000 jobs and empower 4,000 girls; thank you for helping our work resonate for years to come.

A handwritten signature in black ink that reads "Karen Takacs".

Karen Takacs
Executive Director

A handwritten signature in black ink that reads "Ethel Côté".

Ethel Côté
Chair, Board of Directors

Speaking up & SPEAKING OUT

“It is our right as women to be part of the process of development. If we’re outside politics we fail.”

Hamida Harrison, Resource Mobilization and Sustainability Manager at Crossroads partner Abantu for Development, Ghana



Domestic violence is endemic to Ghana, where one third of women experience physical violence. Widespread gender discrimination within the society and political institutions limits women’s rights and access to justice. Yet, through a combination of advocacy, training, legal literacy, education, and research, women in Ghana are speaking up and speaking out so their rights, needs and concerns are heard in the courts, in the streets, and at home. With financial and volunteer support from Crossroads, legal literacy volunteers trained by Women in Law and Development in Africa (WiLDAF) empowered more than 9,000 women, men and children in 31 communities last year by instructing them on family, gender, and human rights laws. Through encouragement and support, legal literacy volunteers prepare Ghanaians with the skills and know-how to seek legal recourse to defend their rights. Because of their outreach efforts, women have re-claimed land they should have rightfully inherited, they’ve taken a stand against abuse, and they’ve challenged illegal customary practices such as widows being “given” to their brothers-in-law.

“I have acquired knowledge that can never be taken from me. You may not believe it but I am now called a ‘small lawyer’ in my community.”

David, legal literacy volunteer, Ghana



30

**GHANAIAN WOMEN
ELECTED
TO PARLIAMENT**



Ghanaian women gain ground in politics

The votes are in and women are gaining ground in Ghanaian politics. Thirty-five women prepared to enter the political arena in the December 2012 national elections through the electoral candidate training program provided by Abantu for Development, in partnership with Crossroads. By acquiring in-depth knowledge of the parliamentary system and fine-tuning their campaign tactics, four of these women were successfully elected as Members of Parliament. With 30 Ghanaian women elected to parliament overall, representing almost 11 per cent of the country's MPs, women are raising their voices at the highest level of government and taking strides towards meeting the UN-recommended 30 per cent minimum female representation.

Scaling up PRODUCTION

“ I must admit that I never thought I’d be able to get enough money together to start anything. Now, only two years after my training, I have my own business that is profitable and runs smoothly because of the skills I acquired through the AJA-Mali training. I’m proud of myself. ”

Awa Kone, attended AJA-Mali entrepreneurship training program, now a successful restaurant owner

Success is brewing every day in Bolivia, Mali, Niger, and Senegal, where 12,968 people have improved their living conditions with growing incomes since 2009. Technical know-how and marketing support have built thriving agricultural and business opportunities. Throughout Western Africa, local women producers ran 12 cooperatives this year, including KOTAKI in Niger. This shea butter cooperative increases income for rural women, which enables them to access health care, nutrition and education for themselves and their families. In addition to the economic impact, women developed confidence and leadership skills from running the cooperative, which fuelled successful advocacy efforts that secured the commitment of local authorities to protect shea butter trees.





230
NEW JOB
OPPORTUNITIES
CREATED IN
SENEGAL

Mariam Diop, who attended APROFES trainings, in her clothing stand at the Grand Marché in Kaolack, Senegal.



Youth entrepreneurship programs

Following the coup in 2012, stable work has been increasingly difficult to secure in Mali, and the country's youth are plagued by unemployment. Youth entrepreneurship programs generate economic opportunities and empower young Malians to take control of their future. This year, with support from Crossroads, 121 young women and men acquired trade skills including construction, animal husbandry, food processing and garment making. Complemented by training in accounting, management and marketing, and with support from the Youth Fund, an initiative born from AJA-Mali's collaboration with Canadian partner Société d'Aide au Développement des Collectivités (SADC), 89 youth have successfully opened their own businesses.

Boosting CONFIDENCE

“Working for SWAGAA I have to respond to horrific stories of abuse in the daily news, as well as infinite health and poverty issues that affect young girls. It can be quite discouraging, but a visit to a Girls’ Empowerment Club meeting lifts my spirits immediately. I’ve seen them singing together about how the sky is the limit for their dreams. They call each other “sister”. The Girls’ Empowerment Clubs have made me hopeful that my work as a volunteer is contributing to a positive future for women in this country.”

Maureen Littlejohn, Crossroader (Swaziland, 2012-13)

Girls who attend Empowerment Clubs in Swaziland know that they have the power to change their world. The Clubs support girls in building the courage necessary to create a brighter future for themselves and their communities. This year more than 600 girls learned how to protect themselves from abuse and prevent the transmission of HIV, and enough funding was secured by Crossroads to support the launch of another 20 Girls’ Empowerment Clubs in 2013-14. In the country with the highest rate of HIV infection in the world, and where one in three girls will be sexually abused, these Clubs are key in establishing the confidence girls need to protect themselves and make lasting changes in their lives.



MORE THAN
600
GIRLS
REACHED
THROUGH
EMPOWERMENT
CLUBS




“Being in the Club has brought me pride to know how valuable and important I am in the world. I have discovered my talents and I have big dreams which I’m looking forward to making come true.”

Girls' Club member



RESULTS THAT Resonate



“ The impact of this project is significant and tangible. The livelihoods of rural Bolivians are being sustained through access to an expanded Canadian coffee market. New relationships have been established; fair trade, organic coffee from the COAINE cooperative will be available in Montreal, Ottawa and Nova Scotia later this year, as it is currently in Manitoba. ”

Joni Ward, Crossroader (Bolivia, 2012-13)



More than 22,000 Bolivian families are producing coffee, but lack of access to profitable international markets contributes to keeping 82 per cent of rural Bolivians below the poverty line. This year, 191 individuals gained crucial skills and knowledge to increase their capacity to manage their businesses and farms and to improve their access to market opportunities. By developing a fair trade certification guide, a needs assessment for coffee-producing families, a loan system to assist production, and by linking producers to coffee micro-roasters in Canada, Crossroads volunteers have supported the establishment of fair trade partnerships with the COAINE cooperative. The fair trade premiums offered to the coffee growing families among COAINE's members have drastically improved their access to essential services, including health care and education. Three shipping containers totaling 49,400 kg of premium organic coffee have been purchased by Canadian coffee micro-roasters so far, with numbers expected to multiply.





191

**BOLIVIANS
BUILT CAPACITY
TO MANAGE THEIR
BUSINESSES
AND FARMS**



Mario Condori (COAINE),
Gustavo Díez de Medina (FONCRESOL),
and Derryl Reid.

“ It had always been my goal to buy direct from the producer but dialogue was difficult. This link with Crossroads International sped up the process by two or three years. ”

Derryl Reid, owner of Green Bean Coffee Imports

ONE WORLD

Where poverty is eliminated,
equality prevails and
the rights of women
and girls are fulfilled.

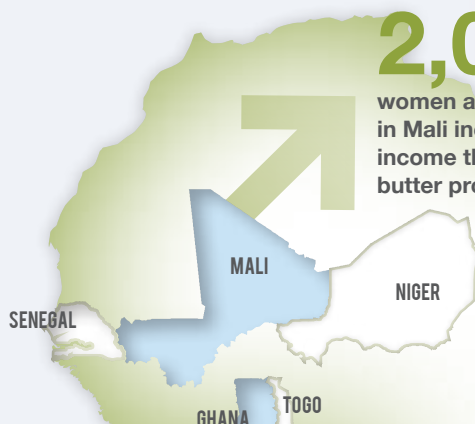


2012-13 in numbers



670

Bolivians have access to credit through communal banking, and are building leadership and financial management skills



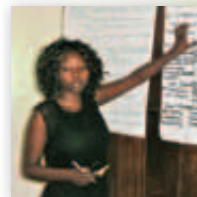
2,000

women and 632 men in Mali increased their income through shea butter production



9,009

Ghanaians acquired the tools to defend their democratic and human rights



More than

\$200,000

raised to expand Girls' Empowerment Clubs in Swaziland



ZIMBABWE

SWAZILAND

43 partners



In 2012-13, Crossroads International partnered with 43 organizations in Canada, Western Africa, Southern Africa and Bolivia. We're inspired by their courage and resilience, and their ability to improve livelihoods and advance the rights of women and girls with scarce resources. We extend our sincere gratitude and thanks to all of the staff and volunteers supporting these organizations.

BOLIVIA

Foncosol – Fondo de Crédito Solidario

ANED – Asociación Nacional Ecuémica de Desarrollo

Pro-rural – Asociación Bolivia para el Desarrollo Rural

CANADA

Haida Gwaii Community Futures Development Corporation

Metropolitan Action Committee on Violence against Women and Children (METRAC)

First Nations Agricultural Association

YWCA Canada

The Maytree Foundation

Société d'aide au développement des collectivités (SADC Mauricie)

FEM International

SAJE Montréal

Institut du Nouveau Monde

Corporation de développement économique et communautaire (CDEC - ECOF)

Centre d'organisation mauricien de services et d'éducation populaire (COMSEP)

Collège de Valleyfield

CDEC – St-Léonard

CDEC Centre Nord

Table des groupes de femmes de Montréal (TGFM)

COADY International Institute

GHANA

Pro-Link

WiLDAF GHANA – Women in Law and Development in Africa, Ghana

ABANTU for Development

NEWIG – Network of Women in Growth

MALI

AJA-Mali – Association Jeunesse Action Mali

AMPJ – Association malienne pour la promotion des jeunes

Kilabo

ADAF/GALLE

FNAM – Fédération Nationale des Artisans du Mali

RENAPESS (Pôle Jeunesse)

NIGER

ADD – Action pour un développement durable

ONPHDB – Organisation nigérienne pour la promotion de l'hydraulique et du développement à la base

“Through these Clubs one girl’s voice is amplified to a deafening cry that cannot be ignored. Girls’ Clubs are one way of breaking barriers, of changing the definition of who society is saying we are as women in Swaziland. Building a group of dynamic women, vibrant women, fearless women, that is my dream.”

Cebile Manzini-Henwood,
Executive Director of SWAGAA



Cebile Manzini-Henwood speaks to grade 5 students at Linden School in Toronto.

SENEGAL

ALTERCOM – Association pour les femmes et la communication alternative

AFEME – Association des Femmes de la Médina

APROFES – Association pour la promotion de la femme sénégalaise

SWAZILAND

SWAGAA – Swaziland Action Group Against Abuse

FLAS – Family Life Association of Swaziland

CANGO – Coordinating Assembly of NGOs

Gone Rural and Gone Rural boMake

TOGO

GF2D – Groupe de réflexion et d’action femme démocratie et développement/Centre de recherche d’information et de formation pour la femme

AMC – Aides médicales & charité

La Colombe

ZIMBABWE

WCoZ – Women’s Coalition of Zimbabwe

Zimbabwe Women Lawyer’s Association



“Crossroads uses project funds to leverage the skills of Canadian volunteers whose expertise can further development in the South. It results in the actual sharing of knowledge. They’re a partner that, rather than giving you fish, provides you with a net so you can catch it yourself.”

Souleymane Sarr,
Executive Director of AJA-Mali





2012-13 volunteer Félix Henricksen in Togo.

Crossroads

2012-2013

This year, 112 Crossroads volunteers contributed their expertise, time, and innovative ideas. They forged connections between fair trade partners and coffee producers, launched a national sexual and reproductive health campaign, and increased international exposure of a social enterprise to new markets. Thank you for making a lasting difference in the world.

North-South Crossroadsers

Patient Acho
Deanna Allen
Nour Antably
Kimberley L. Bacon
Tharcisse Baleja
Kabeya
Nawal Bekkachi
Carole Benjamin
Alejandra Bravo
Kristiana Bruneau
Shanti Coussa
Valérie Danielewski
Laura Dowling
Émilie Dubé

Helen Fotopoulos
Ambre Germina
Fourrier
Félix Henricksen
Lineberthe Jean-
Phillippe
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Agnès van't Bosch
Aurélia Verger-Brien
Joni Ward
Christopher Weiss
Ambra Yirenkyi





“ We hope to increase, even double the number of women in parliament... When you’re united with other organizations you get so many things done. ”

Afua Gyapomaa, Crossroader (Canada, 2012-13) and Research and Policy Analyst at Abantu for Development, Ghana

South-North Crossroaders

Emmanuel Adiku
Esenam Abra
Ahiadorme
Thérèse Akakpo
Amadou Boubacar
Baba Sarmoye Cisse
Karim Diakité
Baba Diarra
Maimouna Diawara
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Boureima Moussa Garba
Opportunity Moyo
Joyce Murwira
Ntombikayise Margaret Nyoni
Abdourahamane Sarr
Souleymane Sarr

Mabel Jennifer Sikhosana
Kaidia Traoré
Kadiatou Traoré
Mawusi Vida Awity

South-South Crossroaders

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Achimou
Esenam Abra
Ahiadorme
Dorcas Courage
Ankrah
Shelley Belohrad
Alima Coulibaly
Ndeye Diagne

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Ellen Eyison Dzah
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Idrissa Hassane
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Habibatou Ouattara
Flavio Ralde
Alejandro Rocha
Baba Sangaré
Coumba Sarr
Poricho Sogoba
Fatoumata Traoré
Issa Zeinabou

E-Volunteers

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Erin O’Neil
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Lorelee Williams

Thank you to our valued donors

Reducing global poverty and advancing the rights of women and girls is possible because of the generous support of our donors and funders.

On behalf of Crossroads International, thank you.

Funders

Department of Foreign Affairs, Trade and Development Canada
Human Resources and Skills Development Canada
Ministère des relations internationales, Francophonie, et Commerce extérieur du Québec

One World Circle \$50,000 +

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CAW Social Justice Fund
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\$25,000 - \$49,999

Fondation Louise-Grenier

\$10,000 - \$24,999

Blossom Foundation
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\$1,000 - \$2,499

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\$500 - \$999

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“I chose to become a monthly donor to Crossroads because I appreciate the way the organization works. They are not a top-down organization. They work collaboratively to come up with lasting solutions to the devastating problems faced by countries in the South. Since I was no longer able to participate as a volunteer, I wanted to stay connected and continue to support their work in some small way. I know my money is going to a worthy cause.”

Pamela Skinner, former Crossroader (Ghana, 1987) and current monthly donor



JAMES ROBINSON LEGACY CIRCLE

The James Robinson Legacy Circle is composed of individuals who have honoured Crossroads International with a planned gift such as a bequest, a life insurance policy, registered assets, or publicly traded securities. We extend our deepest thanks to the following donors who will help ensure that our work will continue well into the future.

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Darlene Bessey	Jo-Ann Mackie
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Joan Fair	Randy Pepper and
Kelly Fitzgerald	MaryAnn Jansen
Patsy George	Agnès van't Bosch

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Margaret Zurbrigg

“ I have always felt that we're supposed to leave this world a better place than we found it. ”

Charles Brown,
Honorary Chair, James Robinson Legacy Circle

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Statement of Operations

REVENUE	2013	2012
Federal government - CIDA	\$2,821,951	\$3,020,461
Federal government - CIDA IYIP	-	285,992
	2,821,951	3,306,453
Provincial government contributions (Québec)	319,754	310,801
Donations	661,502	1,705,155 *
Other revenues	124,387	46,614
Volunteer contributions	2,342,718	2,441,623
	3,128,607	4,193,392
	\$6,270,312	\$7,810,646
EXPENSES	2013	2012
Program expenses	\$2,984,527	\$3,359,630
Public engagement program expenses	155,877	251,579
Administration, governance and overhead	576,525	542,269
Fundraising	118,018	127,840
Contributions by volunteers	2,342,718	2,441,623
	6,177,665	6,722,941
Surplus (deficit)	\$92,647	\$1,087,705

* The Friends of Canadian Crossroads Foundation is a distinct charitable foundation that supports registered charities including Crossroads International. In 2012, the funds of the Foundation were merged with Crossroads International. Crossroads International's 2012 donations include a one-time reserve contribution of \$840,780 from the Foundation.

The 2012-13 audited financial statements for Crossroads International and the Friends of Canadian Crossroads Foundation are available on our website (cintl.org) or upon request at 1-877-967-1611.

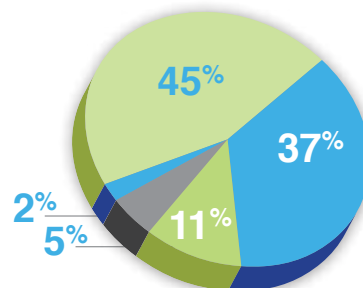
Statement of Financial Position

ASSETS	2013	2012
Total Current	\$ 1,038,968	\$ 1,775,894
Investments	1,572,163	1,452,565
Capital Assets	56,878	61,038
	\$ 2,668,009	\$ 3,289,497
LIABILITIES & NET ASSETS	2013	2012
Current Liabilities	\$ 508,465	\$ 1,222,600
Net Assets	2,159,544	2,066,897
	\$ 2,668,009	\$ 3,289,497

Revenue

(including in-kind contributions by volunteers)

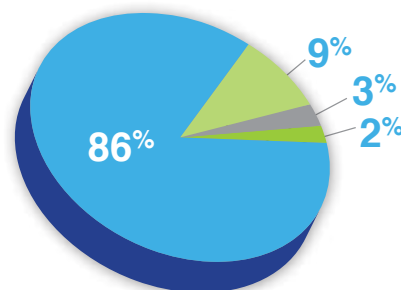
CIDA - Volunteer Cooperation Program	45%
In-kind Volunteer Contributions	37%
Donations	11%
Provincial Government Contributions	5%
Other Revenue	2%



Expenses

(including in-kind contributions by volunteers)

Program Expenses	86%
Administration, Governance & Overhead	9%
Public Engagement Program Expenses	3%
Fundraising	2%



Mission

Crossroads International works to create a more equitable and sustainable world by engaging and strengthening individuals, organizations and communities through mutual learning, solidarity and collective action.

Executive Committee

Ethel Côté: Chair of the board
Guy Ouellet: Treasurer
Kathy Macpherson: Member at large
Karen Takacs: Ex-officio

Directors

Adjoa Thérèse Akakpo	Caroline Newton
Ian B. Anderson	Laxmi Parthasarathy
Gilles Cloutier	Randy A. Pepper
Cebile Manzini-Henwood	Dr. Farah Shroff

Honorary Patrons



Lyse Doucet
(Côte d'Ivoire, 1982)



Ann McCain Evans
(Ethiopia, 1976)



Lawrence Hill
(Niger, 1979;
Cameroon, 1981;
Mali, 1989)



The Hon. Audrey McLaughlin
(Barbados, 1986)



The Hon. Donald H. Oliver
(Ethiopia, 1962)



Dr. Peter Paris
(Nigeria, 1958)



J. Robert S. Prichard
(Zambia, 1969)




Betty Plewes
(Ethiopia, 1964;
Liberia 1968)

Executive Director: Karen Takacs; **Director, External Relations:** Christine Campbell;
Writing/coordination: Liane Cerminara; **Concept and Design:** Wioletta Wesolowski/Visual Concepts

Charitable registration number: 12981 4570 RR0001

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A group of women in traditional African attire, including colorful headwraps and patterned dresses, are walking in a parade. The woman in the foreground is wearing a pink and yellow striped dress and holding a yellow fruit. Other women in the background are wearing blue and white patterned dresses and holding maracas. The scene is outdoors on a paved street with trees in the background.

**We are only equal to
the problems of the
world when we come
together as equals.**





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Canada



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada

*Relations
internationales,
Francophonie
et Commerce extérieur*

Québec

