

**GENDER INEQUALITY IS ONE OF THE OLDEST AND MOST PERSVASIVE FORMS OF INEQUALITY IN THE WORLD, AND RESULTS IN INCREASED SEXUAL ABUSE AND VIOLENCE AGAINST WOMEN AND GIRLS.**

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**JOIN US TO CHAMPION GENDER EQUALITY:**

Poverty and inequality are global issues. There is a tremendous opportunity to make a meaningful and sustainable contribution.

- VOLUNTEER**
  - PARTNER**
  - ADVOCATE**
  - DONATE**
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# CHAMPIONING GENDER EQUALITY TOGETHER

## MISSION

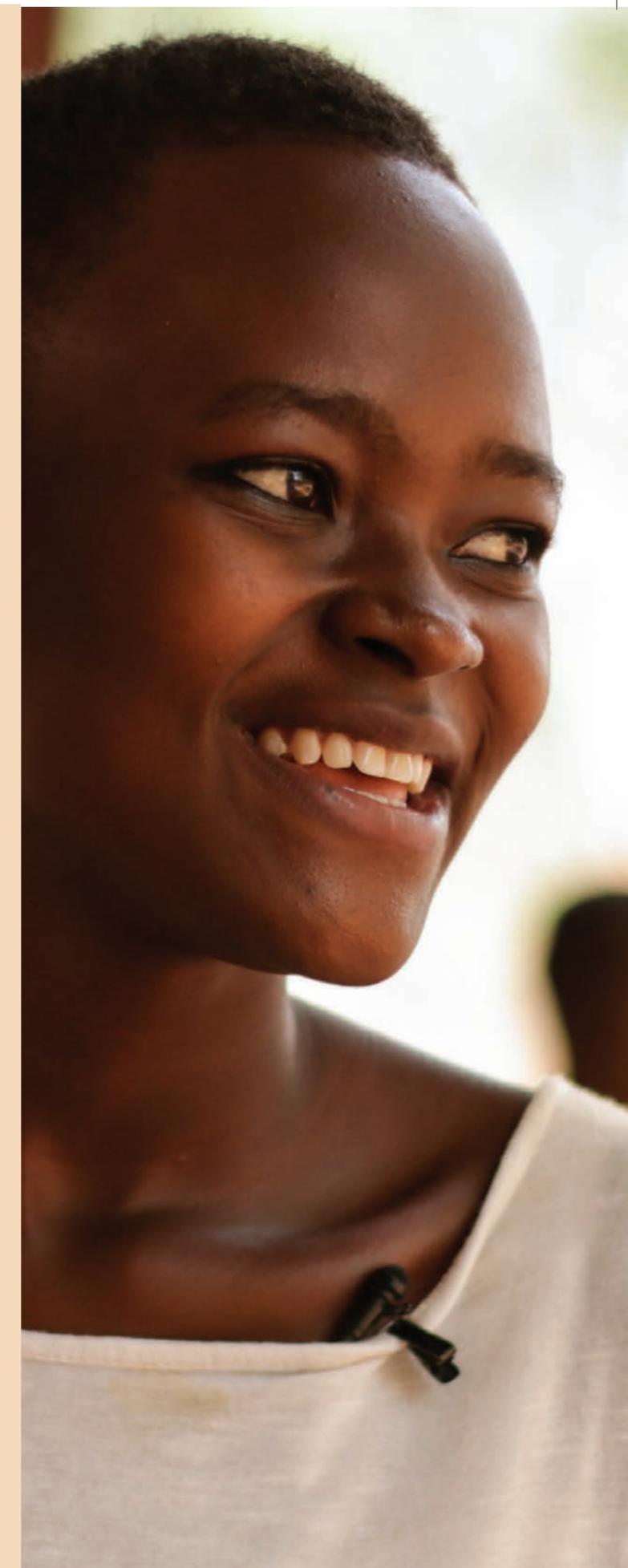
Crossroads International works to create an equitable and sustainable world by engaging and empowering individuals, organizations and communities through mutual learning, solidarity and collective action.

## VISION

ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled.

## VALUES

- Equality
- Empowerment
- Diversity
- Accountability





**BY 2030, 90% OF PEOPLE LIVING IN EXTREME POVERTY WILL BE CONCENTRATED IN SUB-SAHARAN AFRICA, WHERE POVERTY IS MOST PREVALENT AMONG WOMEN AND GIRLS.**

**THE MAJORITY OF THE WORLD'S POOR ARE WOMEN. IN NO COUNTRY HAVE WOMEN ACHIEVED ECONOMIC EQUALITY WITH MEN.**

## BREAKING NEW GROUND

In 2020, we launched a bold and ambitious program to respond to gender inequality, *Championing Gender Equality Together*.

Never has the need been so great for Crossroads to do what it uniquely does – to support our partners and empower vulnerable women and girls in sub-Saharan Africa. The global COVID-19 pandemic has heightened the need for truly innovative global cooperation.

## OUR NEW STRATEGIC PLAN

Our new Strategic Plan (2020-2027) reaffirms our vision of ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled. Over these 7 years, Crossroads will:

### 01 Improve the social and economic wellbeing of women and girls in sub-Saharan Africa

- We will implement our holistic, gender transformative approach to increase access to justice and sexual reproductive health rights and reduce gender-based violence.
- We will launch 20 related initiatives and reach 500,000 direct beneficiaries.
- We will strengthen women's and girls' leadership and political representation.
- We will increase women's economic power and resilience to climate change.
- We will strengthen local Civil Society Organizations (CSOs) and government partners and engage Canadian volunteers to deliver more inclusive and environmentally sustainable development initiatives.



### 02 Increase and diversify revenue for institutional stability

- We will execute a philanthropic strategy to broaden and deepen Canadians' engagement at local, national, and international levels and fuel our growth.
- We will build strategic alliances with new and innovative partners to advance gender equality.

## DEEP ROOTS

In the movement to advance equality, our roots run deep. Our approach is rights-based. Through our holistic and gender transformative approach, we address causes of gender-based violence, we promote equal representation of women and men and we work to redress economic inequalities.

Our work with our partners is rooted in relationships of respect and shared responsibility. With local partners and volunteers, we bring together diverse perspectives and expertise to build capacity in the countries we serve to fuel change. We work closely with partners to maximize a positive environmental impact to build the resilience of marginalized women and their communities in the face of a changing climate.

## NEW HORIZONS

Crossroads International is growing. Over the next seven years we will increase the number of volunteers directly engaged in our overseas program from 530 to 800. We will expand our work to 11 countries in Africa and our number of local partnerships to 60.

We are advancing equality by increasing our Southern-led, pan-African responses with regional offices in Senegal and Tanzania and a national office in Ghana.

We are further contributing to the UN's Sustainable Development goals and Canada's own goals through the Feminist International Assistance Policy (FIAP). Accelerated by COVID-19, we are also re-thinking our business processes to increase capacity, made possible in part by the drive to digital and online collaboration.

### 03 Build a movement of engaged citizens to advance equality for women and girls

- We will build a movement of Gender Equality Champions and reach 15 million Canadians.
- We will mobilize 100,000 Canadians in support of Canada's international development efforts.
- We will engage Canadians across the country and recruit top calibre volunteers in key markets.



### 04 Build organizational capacity by optimizing effectiveness and the efficient use of resources

- We will reshape business processes and leverage technology to drive our digital transformation.
- Develop a culture of organization-wide and individual learning with upgraded Monitoring and Evaluation systems.
- We will attract and retain top talent, with a 90% annual average of employee retention.