

JULY 2024

IMPACT REPORT



“We need to have a healthy environment. We need to have toilets in good condition, sanitary towels stocked in school in case of need and medication for menstrual pain. Otherwise, many girls are forced to go home and miss classes when they menstruate. Why this discrimination?” -Girls' Empowerment Program Member



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MY VOICE, MY HEALTH

After 5 years, the DAMCAM (My Voice, My Health) project in Senegal is coming to a close.

Created to improve access to **sexual health and reproductive rights services** for adolescents in Kédougou, the impact of this project is profound, and will last for decades:

- **44 youth counseling centers** and health structures were equipped to deliver quality services;
- **15 Mobile Learning Labs** were installed to provide educational content to hundreds of adolescents;
- **22,000+ women and girls** have access to modern contraceptives and knowledge on the prevention of sexually transmitted infections, including HIV.

DAMCAM has directly reached over **30,000 teens** between the ages of **10 to 19** as well as **85,000 members** of surrounding communities.



PROJECT HIGHLIGHTS

The Songtaba project in Ghana

In Ghana, women contribute widely to agricultural practices, yet own practically no land. Crossroads and local partner SONGTABA are working together to promote women's **access to land**.

The women are learning to navigate **legal frameworks** as well as their rights, primarily as women engaged in small-scale farming. This project will build the capacity of 500 Small Holder Women Farmers (SHWF) on the latest *Land Act of 2020* and influence traditional groups and clan heads to grant them access to and control of land.

An anonymous member shares: *"The project's emphasis on knowledge mobilization equipped me with the tools to advocate for equitable land access, fostering a newfound sense of agency and empowerment."*

Cultivating Resilience in Eswatini

In Eswatini, women contribute to **70% of the country's agricultural activity**, yet are still marginalized in socio-economic spheres.

Crossroads is supporting local partner, Women Farmer Foundation (WFF) with the project "Upscaling Adult Woman and Female Youth Farmer's Agri-business Development Skill".

The project offers training in agricultural business management and crop adaptation to climate change for women farmers and entrepreneurs.

With the new skills they learned, the participants were able to **increase their income by 12%**.

The project also made it possible to break down certain barriers between genders. Women farmers reported feeling more confident and more comfortable expressing their opinions.

This year, we launched the Scholars for Social Change Project!

In collaboration with the Mastercard Foundation, this project enables young African Scholars to **impart change directly in their countries**.

The first phase of the project is taking place in Uganda until September 2026 and will match 50 Mastercard Foundation Scholar Alumni with various local partner organizations of Crossroads.



DONOR PROFILES

Donors are special people who give their time, expertise and financial support to help Crossroads achieve its mission.

Every dollar contributed allows us to drive **positive change for marginalized women and girls**. Thank you! We are pleased to acknowledge the following supporters:



Whelton Hiutin LLP has been supporting our girls' empowerment programming for years now through **corporate sponsorships and other donations**.

The firm also provided matching funds to support Crossroads' work to build the resilience of women and girls during and after the pandemic, which allowed us to provide **flexible funds for the urgent needs** of partner organizations.

We gratefully acknowledge their support and thank them for being a Platinum Sponsor during last year's **Annual Day of the Girl Breakfast!**

SAVE THE DATE

The next Annual Day of the Girl Breakfast is on **October 9, 2024**.

It will feature keynote speaker and world-renowned activist **Hala Al-Karib**.





SUSAN GREEN

Susan Green, is a long-term supporter from Edmonton who first got involved with Crossroads as a volunteer to **Sierra Leone in 1973**. She has served on the Board and is currently leading a small group of supporters who have committed leadership gifts. They will be participating in the **Charity Challenge 2025**; an 11-day trip to Senegal to visit projects and actively engage with the front-line heroes who are transforming communities living in difficult conditions. We are extremely thankful for her generosity.

MARGARET NEWALL



We graciously acknowledge Margaret Newall's **incredible generosity** with her latest gift to Crossroads International. Proudly from Saskatchewan and fiercely Canadian, Margaret dedicated her life to fighting injustices. One of her core values and part of the reason she supported Crossroads was to **empower women** impacted by inequality.

Margaret lived a life of service and leadership, receiving notable awards including the **Order of Canada** and the Queen Elizabeth II's **Jubilee Medal** in recognition of her contributions to Canada. Her **thoughtful gift to Crossroads** will make a real and lasting difference in the lives of the marginalized women and girls we support.



JOIN THE 2025 CHARITY CHALLENGE

A group of Crossroaders is fundraising to head to Senegal in February 2025 for a life-changing expedition, to see first-hand how donations make a difference.

Join the challenge! Contact donorrelations@cintl.org

THE REACH OF YOUR GIFT

\$13,000 

Provides a community in Ghana with running water and trains 120 co-op members to produce and sell liquid soap.



\$15,000 

Supports the creation and distribution of reusable sanitary pads to 1,500 school-aged girls in Ivory Coast.



\$46,000 

Supports 400 women farmers and their families in Senegal with food kits and funds to mitigate the impact of climate change and droughts.



LEAVE A LASTING IMPACT ON THE WORLD

As a regular donor, volunteer and former board member, my **Legacy gift** is my way of ensuring Crossroads International can go on making a great impact for years to come.

Crossroads is an organization I trust. I know it spends funds well and in a way that will have a lasting effect on the world I will leave behind.

Crossroads' objectives have been an important part of my own life, through which I strive to serve girls and women around the world. This is my way of giving back for the education and opportunities I received as an immigrant woman in Canada.

I am grateful to this country. It has offered me so many ways to contribute to the social welfare of communities, the **advancement of human rights** and tackling justice issues around the world—something that Crossroads strives to do every day.

A Legacy gift is a way of living beyond one's lifetime.

Patsy George, longtime Crossroads supporter



Crossroads International has partnered with **Willfora** to increase awareness around the impact a small gift in a Will can make. We are offering our supporters a **free Will-writing service**. Please remember Crossroads with a gift in your Will.

Contact us:
647-373-5993 or
wanjiro@cintl.org





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