



Advancing equality for women & girls and the right to sustainable livelihoods for all

2010 - 2015



Canadian Crossroads International
Carrefour Canadien International

MISSION: Canadian 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. **VISION:** ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled. **VALUES:** Active global citizenship • Equity and diversity • Solidarity — North and South • Innovation and learning • Transparency and accountability



Helping build One World since 1958

Since the first Canadian volunteer served with Crossroads in Africa in 1958, Canadian Crossroads International (CCI) has addressed global inequality through international volunteering, collaboration and joint action North and South. • Never has the need been more urgent. The economic crisis combined with the food and environmental crises have increased the vulnerability of the world's poor and their numbers. • Today Crossroads is creating a more equitable and sustainable world by advancing the rights of women and girls and the rights of all people to sustainable livelihoods.

What we heard

International volunteers deliver tangible development results

Partners said that CCI's skilled volunteers:

- help organizations deliver concrete results such as increasing women's skills and income
- strengthen organizations by filling gaps in expertise through placements, staff training and exchange, and
- enable organizations to access new programme funds and sustain programming

In Zimbabwe, an exodus of skilled professionals from the country has created a vital role for international volunteers.

CCI is innovative and flexible

CCI is seen as leading edge in volunteer cooperation. International partnerships and exchanges are valued for:

- skills development, the sharing of best practices, increasing organizations' national and international networks

- flexibility — South North, North South and South South exchanges ensure that partners benefit from the most appropriate placement to meet their needs as an organization
- delivering results — in the last five years exchanges led to the establishment of new programmes and approaches in virtually all countries where CCI works

Partners value working with Canadian organizations with shared goals and want increased flexibility to work with a variety of organizations.

Financial support increases impact

Southern civil society organizations have to work harder to secure funding for their work. Partners said continued financial support is critical. Small grants secured by CCI and volunteers enable partners to:

- pilot new projects such as girls' empowerment clubs in Swaziland, voter education and

training in Ghana and expand projects such as legal literacy training into rural areas

- leverage additional financial support from other sources

Position CCI for leadership and growth

Partners value CCI and say that their international partnerships have increased their profiles and influence:

- CCI is seen to have expertise in sharing lessons learned and needs to scale up this work to increase influence and advocacy on thematic issues nationally and internationally
- more work is needed to increase CCI's visibility in the field and at home
- while partners agreed CCI field offices would bring little added value, a more sustained field presence with proactive strategies to share success stories in the field would benefit partners and the projects

A shared vision for the future

CCI's Strategic Plan sets out an ambitious action plan. It addresses both what CCI will do and how the organization will transform itself to increase its impact in advancing rights for women and girls and sustainable livelihoods for all. It builds on the results achieved in last five years and more than 50 years of history in international cooperation.



In the next five years Canadian Crossroads International will:

Scale up programming in women's rights and sustainable livelihoods in communities so that:

- women have increased participation in decision making
- women are economically empowered
- violence against women and girls is reduced
- women and men in rural and disadvantaged communities realize their rights to sustainable livelihoods

Expand and deepen its support base engaging a diverse range of Canadians as volunteers, donors and collaborators

An engaged and active constituency contributes to a global movement for change. CCI's supporters increase our credibility and help us reach new audiences to build public support for international development and global solidarity. In the next five years, we will increase the number of Canadian volunteers, collaborators and donors.

Position itself for leadership and growth

CCI will be recognized for advancing women's rights and sustainable livelihoods for all.

Increase and diversify our revenue

CCI will double its income from private donors and foundations and diversify its institutional funding to increase support for partners and our impact overseas.

Strengthen internal capacity and increase efficiency and effectiveness

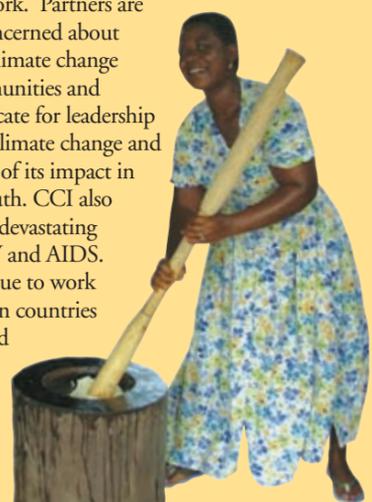
CCI will leverage operational efficiencies and technology to increase its effectiveness and devote additional resources to increase its impact overseas.

Optimize learning, knowledge and experience

CCI will invest in learning and leverage the knowledge and experience gained to deepen our shared analysis, to influence change and to expand tools and approaches available to all partners.

Approach to development

CCI works to create equitable relations in a context of unequal power and resources. Over the next five years CCI will more fully integrate a human rights based approach and continue to strive for women's equality in all of our work. Partners are also deeply concerned about the effects of climate change on their communities and CCI will advocate for leadership in addressing climate change and the mitigation of its impact in the Global South. CCI also recognizes the devastating impact of HIV and AIDS. We will continue to work with partners in countries where HIV and AIDS are endemic to empower women and girls.



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For more information and to learn how you can make a difference, visit: www.cciorg.ca or contact info@cciorg.ca

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