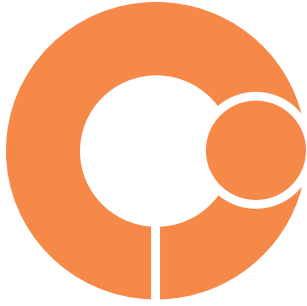




THE NARRATIVE TOOLKIT



April 2017 Version 1.0



The Canadian Council for International Cooperation

The Canadian Council for International Co-operation (CCIC) is Canada's national coalition of civil society organizations (CSOs) working globally to achieve sustainable human development. Our members represent a broad range of CSOs working in global development cooperation and humanitarian assistance — from faith-based and secular groups to labour unions, cooperatives and professional associations. CCIC seeks to end global poverty and to promote social justice and human dignity for all.

This toolkit was developed by CCIC's Communications Working Group, with the contribution of external consultants. We are extremely grateful for their time and commitment!

This publication was produced with financial support from the CSO Partnership for Development Effectiveness and CCIC's institutional funders and our members.



IN THIS TOOLKIT YOU WILL FIND:



KEY MESSAGES



MEDIA AND CAMPAIGNING TIPS



FACTS AND FIGURES



BACKGROUNDERS AND CORRESPONDING Q AND A



EXAMPLES OF STORIES OF IMPACT



A TEMPLATE TO CREATE STORIES OF IMPACT

THESE TOOLS ARE GEARED TO SHARE THE GLOBAL DEVELOPMENT COOPERATION STORY. USE IT, ADD TO IT, AND MAKE IT YOURS. THIS IS A LIVING DOCUMENT, SO TELL US WHAT YOU THINK. SEND COMMENTS TO COMMUNICATIONS@CCIC.CA.



ABOUT THIS TOOLKIT - DEVELOPMENT WORKS

Improving the well-being of the world's poorest and most vulnerable people matters. Doing so in the context of securing and respecting women's rights and human rights, promoting social justice and ensuring the environmental health of the planet matters.

We live in a world where too many people still can't fulfill their basic needs and live a healthy life. Where women's rights aren't protected or promoted enough. Where, every day, thousands of children die from preventable diseases before reaching the age of five. And where the world's poorest, who are the least responsible for climate change, are suffering most from its consequences.

Progress, however, has been made. And global cooperation has played an important role. Over the past two decades, extreme poverty has been cut in half, hunger is on the decline and more girls are in school. All this has been done through working in solidarity and in partnership with organizations and communities in developing countries. Through working with those who

know best what the solutions are to the poverty and inequality that affects them.

More can and should be done. The Global Goals, also known as the [Sustainable Development Goals \(SDGs\)](#), adopted in September 2015, aim to end global poverty and inequality by 2030. These goals are universal. They apply equally to developed and developing countries. Canada is bound to meet the same goals and targets to address poverty and exclusion at home. All United Nations member states are expected to act to help end poverty.

Ending poverty and inequality is everyone's concern. global cooperation has a part to play. Development works. Development matters.



WHY THIS TOOLKIT?

Getting the message out about the importance of international development helps galvanize the public support and political will needed to help end global poverty.

With urgent social, economic and environmental crises around the world, a re-doubling of efforts is needed to ramp up work for women's rights and human rights, social justice and a healthy planet. One of the ways to do this is by building and sharing stories of impact.

This toolkit aims to help the development sector communicate with, engage and mobilize Canadians. The ultimate goal is to empower Canadians as global citizens and to inspire action to end poverty and inequality.

At the core, this toolkit is a resource for a call to action for women's rights and human rights, social justice and

a healthy planet. The work of CCIC and its members is framed by these values. The toolkit is informed by decades of experience and commitment working in partnership to tackle the root causes of poverty and inequality. And by using a common framework, common messages and one voice, the hope is that the urgent call to action to end poverty will be heard.

These tools are geared to share the global cooperation story. Use it, add to it, and make it yours. This is a living document, so tell us what you think. Send comments to: communications@ccic.ca.



WHO IS IT FOR?

This online resource was developed by and for communicators involved in international development and humanitarian assistance organizations in Canada. Public Engagement officers and fundraisers will also find it useful.

The toolkit is meant to be an evolving resource, a “work in progress” where we will add new information, tools and tips on a regular basis.



KEY MESSAGES

Key messages are agreed-to messages to be used and repeated in all communications (with the public, decision-makers, reporters, through social media, etc.). Key messages usually outline an issue, its impact and a solution. They are short, compelling, memorable and easily tailored.





Photo: Ivan Petrov, CCIC

SHORT VERSION

DEVELOPMENT WORKS

- We live on a planet where too many people live in extreme poverty.
- Progress, however, has been made. In the past two decades, extreme poverty and maternal and child deaths have been cut in half, global hunger is declining and more girls are going to school.
- Much more needs to be done. Now is the time to act to end global poverty and inequality. What's been achieved so far gives hope, spurs further action and shows that development works.

POVERTY IS NO ACCIDENT

- Poverty is not inevitable. People living in poverty are blocked by lack of opportunity, access, voice and power.
- Poverty and inequality exist because of the choices we make. What is needed is political will to end poverty. What is needed is effective global cooperation. That means working in partnership with people and affected communities to tackle the root causes of poverty and inequality and to change lives for the better.
- Effective global cooperation fosters self-reliance and resilience that puts women's rights and human rights, poverty reduction and environmental sustainability at the core of international development.

CANADIANS CAN AND DO MAKE A DIFFERENCE

- We live in an increasingly interconnected and interdependent world with multiple and overlapping crises. We're all in this together.
- Canadians, as active global citizens, can help end global poverty. The food and products we buy. The charities we support. The policy changes we demand. Through these personal choices and actions, Canadians build support for global cooperation, human rights and social justice.
- Creating the political will to end poverty and inequality means that people around the world, including Canadians, work together to amplify their voices, create common ground and support collective action for change.

CIVIL SOCIETY ORGANIZATIONS CHANGE LIVES FOR THE BETTER

- Civil society organizations (CSOs) are making a difference tackling some of the most pressing issues of our time: global poverty, inequality, women's rights, human rights, a healthy environment, peace and democracy around the world.
- Canadian CSOs and their partners in developing countries bring tremendous experience and commitment to ending global poverty and promoting human rights.
- Canadian civil society organizations work with partners in Canada and around the world to achieve life-changing results for people wrestling with poverty and lack of opportunities.





Photo: Ivan Petrov, CCIC

LONG VERSION

Although key messages should be consistent across the international development sector, key messages are all the more powerful when they are grounded in and backed by specific examples. This longer version of the key messages is where CCIC members can include specific messages directly related to their on-going work. (Examples appear as the last bullets under each key message.)

DEVELOPMENT WORKS

Now is the time to take action to end global poverty and inequality. Progress has been made in addressing poverty. Much more needs to be done. What's been achieved gives hope, spurs further action and shows that development works.

- There are powerful signs of progress: Extreme poverty has been cut in half in the past two decades. Maternal and child mortality have been almost halved. Global hunger is declining. The global malaria mortality rate fell by 58 per cent. And the gap in primary school enrolment between boys and girls is decreasing.
- Still, we are facing a human rights tragedy on a massive scale: Today, 1.2 billion people live in extreme poverty. Inequality is on the rise and the world's richest 62 individuals have as much wealth as the

poorest half of the world's population combined. The majority of the world's poorest people are women and girls. Way too many people go to bed hungry every night. Every day, thousands of children under five die from preventable diseases.

- People living in poverty are the least responsible for climate change and the most vulnerable to its impacts. Climate change is a threat to development and could reverse all the gains that we've made in the past 40 years. Fighting poverty means acting to help people living in poverty and most vulnerable on the planet cope with climate change.
- With urgent social, economic and environmental crises around the world, we need to scale-up work for women's rights and human rights, a healthy planet and social justice. All human beings share the right to live in dignity.
- Agenda 2030 set goals and targets for all countries to meet. All United Nations member states are expected to act to help end poverty and inequality. Ending poverty is everyone's concern. Development Matters. Development Works.
- (Add specific examples showing work in health, education, food security, gender equality, etc.)



POVERTY IS NO ACCIDENT

Effective global development cooperation fosters self-reliance and resilience. It puts women's rights, human rights, poverty reduction and environmental sustainability at the core of global development.

- Poverty is not an accident. The world's poorest people are blocked by lack of opportunity, access, voice and power.
- Effective global cooperation means working in partnership to tackle the root causes of poverty and inequality.
- Effective global cooperation means working in partnership with people and affected communities to create life-changing results.
- (Add specific examples showing work with partners)

CANADIANS CAN AND DO MAKE A DIFFERENCE

We live in an increasingly interconnected and interdependent world with multiple and overlapping crises. We're all in this together. And Canadians are making a difference. As active global citizens, their efforts are critical to fighting poverty and inequality both at home and abroad.

- Informed and active global citizens make a difference through personal choices and actions. They build support for global cooperation, human rights and social justice.
- Creating the political will for change calls for people, organizations and alliances to work together around the world. Active global citizens get involved—whether locally, nationally or internationally—to amplify their voices, create common ground and support collective action for change.
- Active global citizens and civil society organizations are vital to building vibrant, inclusive and effective societies, democracies and economies.
- (Add specific example of what Canadians are doing locally, nationally and internationally)

CIVIL SOCIETY ORGANIZATIONS CHANGE LIVES FOR THE BETTER

Canadian civil society organizations work with partners in Canada and around the world to achieve life-changing results for people living in poverty.

- Civil society organizations have a powerful story to tell. They are making a difference tackling some of the most pressing issues of our time: Global poverty, inequality, women's rights, human rights, a healthy environment, peace and democracy around the world.
- Canadian CSOs and their partners in developing countries bring tremendous experience and commitment to addressing global poverty and promoting human rights.
- Around the world, CSOs are guided by shared principles for effective development (also known as the Istanbul Principles):
 - Human rights and social justice
 - Gender equality and women's rights
 - People's empowerment, democratic ownership and participation
 - Environmental sustainability
 - Transparency and accountability
 - Equitable partnerships and solidarity
 - Knowledge sharing and mutual learning
 - Positive and sustainable change
- The Sustainable Development Goals provide a framework for action. The SDGs set out goals and corresponding targets to help end poverty and inequality. The goals expire in 2030 and all governments, including Canada's, are bound to meet the goals. Civil society organizations will work to ensure that these goals are met.



GETTING THE MESSAGE OUT: MEDIA AND CAMPAIGNING TIPS

Now that the Key Messages have been developed and agreed to, the work of getting the global development message out begins.



BUT FIRST, SOME DOS AND DON'TS

Here are some tips for communicating on global poverty and inequality

DO

- Start with your audience and listen: what interests them? What are they talking about?
- Know your audience and tailor your message to them
- Know your key messages and use them efficiently
- Tell stories of success, progress and impact
- Repeat the story. It takes time for people to really hear and absorb messages so repeat them
- Keep your messages clear, concise and engaging
- Make connections between local and global issues, breaking the “us” and “them” divide
- Talk about partners as effective change agents in their communities
- Always refer to partners with dignity and solidarity
- Build common ground and engage in a discussion
- Talk about how civil society is making a difference by tackling the root causes of poverty and injustice
- Use engaging, empowering images, photos and video
- Have a meaningful call to action

DON'T

- Speak in acronyms or use jargon
- Numb with too many numbers; illustrate with individual stories instead!
- Overwhelm by trying to communicate too much. If more information is needed or wanted, it can be supplied separately
- Get lost in your knowledge. Don't get lost in the minutiae of your issue. Not everyone is an expert in international development
- Assume that your message has been heard or understood. It takes time for people to understand an issue. Communications is an on-going process
- Talk about or use images that show partners as victims without agency
- Turn people off with depressing messages that provide no way for people to take meaningful action
- Reinforce negative framing of issues
- Give the impression that poverty is inevitable (It's about power and injustice)

In addition to these “Dos and Don'ts” CCIC's [Code of Ethics](#) provides some thoughtful guidelines. The code states that images and text included in all communications to the public:

- | | | | |
|--|--|--|---|
| • respect the dignity and rights of the individuals portrayed and their way of life; | • are accurate, balanced, truthful and representative of reality and do not generalize and mask the diversity of situations; | • portray local communities as active agents in their own development process and do not fuel prejudice or foster a sense of Northern superiority; and | • encourage a sense of interconnectedness and interdependence |
|--|--|--|---|



TESTING THE MESSAGE: WHO'S FIRST?

Start with *who* you know. Test your messages first with staff, key members, supporters, volunteers and partners. Find out what they think. Listen and learn from this initial communications exercise.

TAILORING THE MESSAGE: KNOW YOUR AUDIENCE

After testing and finalizing the messages, encourage others in your constituency to spread the word. Point them to the key messages, backgrounders, dos and don'ts, etc. and have them talk to the people and organizations they know.

But, as the message gets out more broadly, it is critical for the message to be tailored to the needs of the specific audience.

So, know your audience. Research who they are. Be specific in your communications with them.

Ask these four questions:

- What is this audience talking about?
- What does this audience already know?
- What does this audience need to know?
- What do you want this audience to do?

For example: What do donors need to hear? That their support matters. That their support helps change lives for the better. That development works. That poverty is not inevitable and that through their actions and donations they can make a difference.

The key messages are there, but arranged in a way that speaks to donors and supporters.

And be sure to also tailor your message to reflect the work of your organization. If your organization has a major campaign on food security and agriculture, for example, tailor the messages to highlight your work.

To recap:

- Share with your constituencies
- Listen to feedback and make any needed changes
- Tailor messages to organization and audiences
- Encourage others to share
- Get the message out broadly

REACHING OUT

Now that you've tested, confirmed and tailored the messages, get them out as broadly as possible.



SOCIAL MEDIA

Use social media to expand your audience. Key messages, infographics, photos, quotes and links to the stories of impact can all be shared through social media.



USE TWITTER:

- Be visual
- Ask supporters for re-tweets
- Tweet key messages, facts and stats, questions and answers (one at a time) accompanied by a powerful photo
- Create hashtags
- Tweet photos
- Share links to media stories
- Share links to stories of impact
- Tweet links to partner organizations, etc
- Tweet regularly!

Here are some sample tweets:

Key Messages:

Development works: extreme poverty halved, more girls in school, hunger on the decline. #GlobalGoals

Poverty is no accident. The world's poorest people are blocked by lack of opportunity, access, voice and power. #GlobalGoals

Canadians can and do make a difference. Fighting poverty and inequality. Promoting #empowerwomen and #humanrights.

Civil Society Organizations change lives for the better: Making a difference #Poverty, #HumanRights, #ClimateChange, #Peace.

Expand and Tailor Tweets:

In addition to tweeting the key messages, focus on specific areas of your work. For example:

Climate Change:

World's poorest people hit first and worst by **#Climatechange**. Climate change means more poverty and hunger.

#ClimateChange financing needed to help poor cope with climate impacts: extreme weather, food insecurity.

Those least responsible for **#climatechange** are the most affected.



USE FACEBOOK:

Be visual. Use photos and graphic. Update regularly.

Here's a sample post:

Development Works. And Canadians can and do make a difference. You can help end poverty and inequality and help fight climate change. Check out the new sustainable development goals #GlobalGoals.

(Use a photo as an illustration or one of the Global Goals info graphics)

Use Video: Videos can be shared on Facebook, Twitter, etc. Be sure the videos are short and watchable. Infographics can be easily edited into videos and shared on Youtube.

Use Infographics:

Infographics are visual representations of the key messages. With a simple graphic, the key messages are communicated. The infographics can be used in social media, with reporters, on websites or adapted and used as pamphlets or for information booths.



TRADITIONAL MEDIA

Targeting traditional media outlets is a great way of getting your message heard, having impact on a broader public and encouraging decision-makers to act.

Know what you want to say and who you want

to reach: The first rule in dealing with the media is know what you want to say. The key messages in this tool kit will help get out a consistent and clear message about why development matters.

The second rule is know your audience. Who are you trying to reach? For example, through reporters reaching decision-makers, public, funders, etc. Knowing your audience helps to adapt messages for greatest impact.

Be proactive: Look for “hooks” – current events that can be used to “hook” your messages to.

For example: The federal budget isn’t just about a budget line item for global development cooperation. That budget line item represents the important work that can be done by civil society organizations in Canada and abroad. Call reporters to let them know about stories of impact. Let them know what your expectations are and why development matters.

Write Op-eds: Op-eds allow for direct communications with the audience. To be published, they must be well-written and have a strong point of view. The backgrounders in this toolkit are a good jumping off point for writing a commentary.

Build a Media Kit: In this toolkit are ready-to-use documents for approaching the media – reporters, columnists, producers, etc.

In the media kit include:

- **Q&As:** Q&As are used to help answer “Frequently Asked Questions”.
- **Facts and Figures:** Short, easily-digestible, interesting facts.
- **Background Notes:** More detailed, supporting documentation to back up key messages.

Monitor Media: Follow reporters on Twitter. Tweet out links to stories. Write letters to the editor, etc.

Use Key Messages: Use the agreed-to key messages and repeat in different ways in all communications with reporters, editorial board meetings, in op-eds, interviews, etc.

For example:

Still using the federal budget as an example, it is easy to incorporate the key messages into a letter to the editor or op-ed calling on the Canadian government to live up to its commitment to help meet the SDGs at home and abroad, and play a positive role in the world. The letter could point out that poverty is not inevitable, that good development works and that increasing the international development budget means that Canadians can help change lives for the better.





CAMPAIGNING FOR CHANGE

Campaigns are used to galvanize public support and to influence policy change.

Since the key messages are short, compelling, memorable and easily tailored, CCIC members can adapt them for use in their campaigns and with their constituencies. The sector will benefit from having overarching and agreed-to messages repeated often and to a broader audience.

Here are some tips on how to incorporate the “Development Matters” message in current and future campaigns.

For example: A campaign calling on Canada to help developing countries adapt to climate change can point out that through the actions and choices Canadian make, we can either contribute to climate change or lessen its impact. We can point out that poor communities, who are the least responsible for climate change, are suffering most from its consequences. And we can point to the

work that CCIC members are doing with their partners in developing countries to change lives for the better.

Key messages, used once again. But tailored to the climate change context.

REACHING OUT: THE TOOLS

You’re getting the message out. And once people hear the message, they may want to know more. These tools can be used with reporters, decision makers, supporters, or anyone who wants to find out more. They can be adapted for commentaries, emails to supporters or for use on web sites, Facebook or Twitter. Use them to give background, context and to supply human stories to the key messages. Add to the existing tools and create new ones that reflect the work of your organization.

TOOLS TO USE:

FACTS AND FIGURES

[DEVELOPMENT WORKS](#)

[CIVIL SOCIETY ORGANIZATIONS
CHANGING LIVES FOR THE
BETTER](#)

[WOMEN'S RIGHTS AND
GENDER EQUALITY](#)

BACKGROUNDEERS

[CIVIL SOCIETY ORGANIZATIONS
AND CHANGING LIVES FOR
THE BETTER](#)

[CIVIL SOCIETY ORGANIZATIONS
AND ACCOUNTABILITY AND
TRANSPARENCY](#)

[CIVIL SOCIETY ORGANIZATIONS
AND ADVOCACY](#)

[RULES FOR ADVOCACY AND
POLITICAL ACTIVITIES FOR
CANADIAN CHARITIES](#)

[WOMEN'S RIGHTS AND GENDER
EQUALITY](#)

[INTERNATIONAL DEVELOPMENT
AND HUMANITARIAN
ASSISTANCE](#)

QUESTIONS AND ANSWERS

[CIVIL SOCIETY ORGANIZATIONS
AND CHANGING LIVES FOR
THE BETTER](#)

[ADVOCACY AND POLITICAL
ACTIVITIES](#)

[WOMEN'S RIGHTS AND GENDER
EQUALITY](#)

[INTERNATIONAL DEVELOPMENT
AND HUMANITARIAN
ASSISTANCE](#)



FACTS AND FIGURES



DEVELOPMENT WORKS

Progress has been made in addressing poverty. What's been achieved gives hope, spurs further action and shows that development works.

Extreme poverty has been **cut in half** in the past two decades.

Maternal and child mortality have been almost **halved**.

The child mortality rate has almost halved since 1990; **six million fewer children died in 2012 than in 1990**.

Global **hunger is declining**.

The gap in primary school enrolment between boys and girls is **decreasing in all developing regions**.

Since 1990, the percentage of women paid workers outside the agricultural sector **increased to 41 per cent, up from 35 per cent**.

Births that were assisted by trained and skilled health workers **rose from 59 per cent in 1990 to 79 per cent in 2014**.

Globally, official development assistance has more than doubled between 2000 and 2016 - from \$70.9 billion in 2000 to **\$143.3 billion** in 2016.

But, much more needs to be done to address poverty and inequality.

Using the World Bank definition of \$1.25/day, as of September 2013, roughly 1.3 billion people remain in extreme poverty (or **roughly 1 in 6 people**).

Inequality is on the rise: the world's eight richest individuals - all men - have as much wealth as half of the world's poorest 3.6 billion people combined.

The majority of the **world's poorest people are women and girls**.

More than **800 million people go to bed hungry** every day.

Climate change already impacts the world's poorest most severely.

FIND OUT MORE:

[Backgrounder: Civil Society Organizations Changing Lives for the Better](#)

[Questions and Answers: Civil Society Organizations Changing Lives for the Better](#)

[Facts and Figures: Civil Society Organizations and Changing Lives for the Better](#)



CIVIL SOCIETY ORGANIZATIONS CHANGING LIVES FOR THE BETTER

SCOPE AND SIZE

The Canadian Council for International Co-operation (CCIC) brings together more than **80 Canadian organizations** working in Canada and developing countries on global development issues.

According to a 2013 study commissioned by CCIC, **1,357 charities identified international aid and development as the primary focus of their work in 2011**. In addition, another 1,004 organizations identified “international aid and development” as a secondary focus.

CSOs in Canada are diverse—made up of small, medium and large organizations, working in communities across Canada.

While the majority of international development and humanitarian civil society organizations are registered charities, **not all are charities**.

REVENUE

In 2011, civil society organizations generated at least **\$3.9 billion in revenue**.

EMPLOYMENT

In 2011, charities working in international aid and development employed **14,429 full-time employees and 31,991 part-time employees**.

CANADA'S CONTRIBUTION TO GLOBAL DEVELOPMENT ASSISTANCE

For almost 50 years, the international community has continually reaffirmed its commitment to the target of allocating **0.7 per cent of Gross National Income (GNI)** to global development assistance. **Canada has yet to set out a detailed plan** for how it will reach that goal.

GNI ratio dropped from 0.32 in 2012 to 0.26 in 2016. According to recent data from the Organization for Economic Cooperation and Development (OECD), Canada's ratio of aid to gross national income rose slightly from 0.28 in 2015 to 0.26 in 2016.

Canada ranks at the at the middle of the pack when it comes to its contribution to global development assistance - 15th out of 29 OECD members in terms of ODA to GNI ratio.

FIND OUT MORE:

[Backgrounder: Civil Society Organizations Changing Lives for the Better](#)

[Backgrounder: Civil Society Organizations Accountability and Transparency](#)

[Questions and Answers: Civil Society Organizations Changing Lives for the Better](#)

[Facts and Figures: Development Works](#)



WOMEN'S RIGHTS AND GENDER EQUALITY

Two-thirds of the **781 million** illiterate people in the world are female.

Less than 20 percent of the world's landholders are women. Women represent fewer than 5 percent of all agricultural landholders in North Africa and West Asia, while in sub-Saharan Africa they make up an average of 15 percent.

In January 2014, 46 countries boasted having more than **30 per cent female** members of parliament in at least one chamber. More women are now holding some of the so-called "hard" ministerial portfolios—such as Defence, Foreign Affairs and the Environment.

Women account for two-thirds of the 1.2 billion people currently living in extreme poverty.

It's estimated that **one out of three women** will experience sexual or physical violence in her lifetime.

Research indicates that when more income is put into the hands of women, child nutrition, **health and education improves**.

Women and children are **14 times more likely to die** than men during a disaster.

Domestic violence is the major cause of injury, ill-health, disability and death for women around the world.

Women do two-thirds of the world's work, yet earn one tenth of the world's income.

Every day, approximately **800 women** die from preventable causes related to pregnancy and childbirth.

Ninety nine per cent of all maternal deaths occur in developing countries.

Poor access to sexual health and reproductive services puts women at higher risk for sexually transmitted diseases, including HIV/AIDS and higher maternal mortality.

If women farmers were given equal access to land and resources, crop yields **could increase by 20 to 30 per cent**, feeding up to an additional 150 million more people in developing countries.

Women's status in the labour market is improving, but gender disparity still exists.



Photo: Ivan Petrov, CCIC



BACKGROUNDRS



Photo: Leslie Knott, Aga Khan Foundation Canada



CIVIL SOCIETY ORGANIZATIONS CHANGING LIVES FOR THE BETTER

Around the world, civil society organizations (CSOs) are a vibrant and essential part of society, the economy and democratic life.

CSOs working on global development are making a difference tackling some of the most pressing issues of our time: global poverty, inequality, human rights, healthy global environment, peace and democracy around the world. Civil society organizations change lives for the better.

UNIQUE ROLE

Canadian civil society organizations working in the field of global development play a unique role. CSOs collaborate with a diversity of people in Canada and around the world to promote women's rights, human rights, social justice, democracy and a healthy environment.

DIVERSE, DISTINCT AND INDEPENDENT

CSOs are diverse, distinct and independent development actors. Civil society organizations include a wide array of community groups, non-governmental organizations, charitable organizations, labour unions, indigenous groups, women's rights groups, faith-based organizations, professional associations and foundations.

CATALYSTS AND PARTNERS FOR SOCIAL CHANGE

Working with partners as catalysts for social change, Canadian civil society organizations collaborate to achieve long-term development for poor and marginalized communities and to respond to humanitarian emergencies.

GUIDING PRINCIPLES FOR EFFECTIVE DEVELOPMENT

CSOs strive to be innovative, effective and accountable in global development work. This work is guided by shared principles for development effectiveness, also known as the Istanbul Principles:

- Human rights and social justice
- Gender equality, gender equity and women's rights
- People's empowerment, democratic ownership and participation
- Environmental sustainability
- Transparency and accountability
- Equitable partnerships and solidarity
- Knowledge sharing and mutual learning
- Positive and sustainable change

ENGAGED ON PRESSING GLOBAL ISSUES

From poverty, inequality and food security to health, education, democracy and the environment, CSOs take action on the most pressing global issues of our time.

Canadian civil society organizations and their partners in developing countries bring tremendous experience and commitment to addressing global poverty and promoting human rights.

Working in partnership with citizens, governments and the private sector, civil society organizations take action to achieve innovative solutions and meaningful change.

Whether in peaceful or conflict contexts, hands-on projects with community groups, awareness campaigns or policy advocacy, the CSO approach is collaborative, inclusive, voluntary, non-partisan, autonomous and non-violent.

LONGSTANDING COMMITMENT TO GLOBAL DEVELOPMENT

Since the 1960s, civil society organizations have been key in implementing, innovating, advocating and sharing knowledge and expertise on effective development and international cooperation.

Civil society organizations have helped to bring about pivotal social changes, including:

- solidarity movements to end military dictatorships in Latin America in the 1980s
- the international agreement to ban landmines
- ending apartheid in South Africa
- progress on divestment from conflict diamonds through the Kimberly process
- cancellation of crippling debt of the poorest nations
- progress on gender equality and women's rights
- promoting fair trade and fairly traded products

ENGAGING CANADIANS ON GLOBAL ISSUES

Canadian civil society organizations are the main implementers of public engagement programs in Canada. CSOs inform, raise awareness and engage Canadians on a wide range of global issues. Civil society organizations provide avenues for collective action, create opportunities for people to experience local realities in developing countries and bring together citizens, North and South, to work together on issues of poverty, inequality and injustice.

FIND OUT MORE:

[Questions and Answers: Civil Society Organizations Changing Lives for the Better](#)

[Facts and Figures: Civil Society Organizations Changing Lives for the Better](#)

[Backgrounder: Civil Society Organizations Accountability and Transparency](#)





CIVIL SOCIETY ORGANIZATIONS AND TRANSPARENCY AND ACCOUNTABILITY

COMMITMENT AND RESPONSIBILITY

Canadian civil society organizations working on international development and humanitarian assistance have a long tradition of transparency and accountability.

Transparency and accountability is a commitment and a responsibility. Canadian civil society organizations promote transparency and accountability within their own operations as well as those of government and the private sector. Transparency and accountability reinforce values of social justice, democracy and equality.

WORKING IN PARTNERSHIP AND WITH A CLEAR PURPOSE

Clarity of purpose is key to accountability.

To be as effective as possible in development initiatives, civil society organizations clearly define projects and goals first and foremost in collaboration with Southern partners.

Canada's Official Development Assistance Accountability Act also makes it clear: The purpose of Canadian international assistance is to reduce poverty within a human rights framework — taking into account the perspective of people living in poverty.

ACCOUNTABILITY IS MUTUAL AND MULTIPLE

Mutual accountability has long been a central tenet of the work of civil society organizations.

Civil society organizations' commitment to accountability and transparency means much more than having accessible audited financial records. For civil society organizations, accountability means taking into account the views, giving voice to and addressing the needs and aspirations of partners, people living in poverty and marginalized people.

Civil society organizations are accountable to multiple stakeholders including Southern partners, donors, boards, members, staff and Canadian public.



OPEN COMMUNICATION AND ACCURATE INFORMATION

Civil society organizations ensure transparency through open, accurate and timely information and communication with their partners, donors, the public and civil society counterparts.

Civil society organizations regularly make full, open and accurate disclosure to the public of information concerning their goals, programs, finances, activities, results, effectiveness and governance. Easy public access to organizational policies and documents, including regular audited financial statements, annual reports and evaluations is essential to accountability and transparency.

Being accountable and transparent also means creating the processes and tools to capture feedback and lessons learned from all stakeholders involved in a project, and making sure that all perspectives are heard and taken into consideration.

The work is conducted with integrity. That's why CSOs ensure the privacy and confidentiality of any information that may endanger partner organizations. This is particularly vital in countries with repressive regimes where civil society faces greater challenges for open communication.

STRIVING FOR THE HIGHEST ETHICAL STANDARDS

In addition to rigorous reporting on finances and the outcomes of its work, civil society organizations strive for the highest levels of transparency and accountability through various Canadian and international codes of ethics and accountability frameworks.

Typically, Canadian civil society organizations working on global development cooperation and humanitarian assistance adhere to one or more of these Canadian and international ethical codes or accountability mechanisms:

- Istanbul Principles for Civil Society Organization Development Effectiveness
- Canadian Council for International Co-operation's Code of Ethics and Operational Standards
- Imagine Canada's Standard Program

- International Non-Governmental Organizations Accountability Charter
- Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief
- People in Aid Code of Good Practice
- Volunteer Canada's Canadian Code for Volunteer Involvement
- Association of Fundraising Professionals Code of Ethical Principles and Standards of Professional Practice.
- International Accountability and Transparency Initiative

Organizations following these guidelines and codes of conduct share a common concern for ensuring a highly ethical, accountable and transparent approach to work with partners, donors and other stakeholders in Canada and overseas.

ACCOUNTABILITY AND TRANSPARENCY ARE KEY TO GOOD GOVERNANCE

Accountability and transparency are key to good governance on many levels:

- A strong and dynamic relationship between an engaged and well-informed civil society and governing institutions is crucial for effective democracy.
- Accountable and transparent civil society organizations are vital to effective global development cooperation.

FIND OUT MORE:

[Facts and Figures: Civil Society Organizations Changing Lives for the Better](#)

[Backgrounder: Civil Society Organizations Changing Lives for the Better](#)

[Questions and Answers: Civil Society Organizations Changing Lives for the Better](#)





Photo: Ivan Petrov, CCIC

CIVIL SOCIETY ORGANIZATIONS AND ADVOCACY

ADVOCACY: WHY?

Civil society organizations have a right and arguably, responsibility to advocate.

Civil society organizations working in global development frequently advocate for and in partnership with the world's poorest and most marginalized people.

Because of their diverse areas of expertise, what they learn and witness in their work on the ground, civil society organizations are well positioned to help inform public engagement and public policy initiatives.

ADVOCACY: WHAT?

Historically, civil society organizations in Canada have been instrumental in advocating for social, economic and environmental justice.

Over the past four decades, Canadian civil society organizations working in global development have been on the frontlines of a wide range of issues including:

- ending apartheid,
- banning land mines,
- cancelling the crippling debt of the poorest nations,
- promoting fair trade,
- adopting a G8 initiative for maternal, newborn and child health,
- advancing principles to make foreign aid more effective,

- mitigating the impact of climate change and environmental crises on poor people in developing countries, and
- enacting Canadian legislation that puts human rights and addressing poverty at the core of development assistance.

ADVOCACY: HOW?

To build common ground, civil society organizations frequently work in partnerships, networks and coalitions to bring solutions on critical social and environmental issues to the public and decision makers.

Civil society organizations advocate for positive change through a wide range of activities.

For example, civil society organizations engage in public engagement and awareness campaigns, policy dialogue with government and the private sector, mainstream and social media, online petitions, demonstrations, letter writing, promoting research and presenting briefs to parliamentarians, other government officials and the public.

As part of a healthy democracy, it's crucial that civil society organizations have a strong voice in policy discussions and that all levels of government support and encourage this role.

FIND OUT MORE:

[Backgrounder: Advocacy Rules for Canadian Charities](#)





RULES FOR ADVOCACY AND POLITICAL ACTIVITIES FOR CANADIAN CHARITIES

CHARITABLE STATUS

In Canada, many civil society organizations working in global development have charitable status. This status allows tax receipts for the generous public donations to the work of charities. The Canada Revenue Agency (CRA) and the Canadian *Income Tax Act* define the rules for the scope and type of activities charities can undertake.

DEFINING ADVOCACY

As a key part of their operations, charities advocate for their mission. The Canada Revenue Agency defines advocacy as “demonstrated support of a cause or a particular point of view.”

To be considered charitable, advocacy activities must be in support of a charity’s charitable purpose. A charity’s governing documents set out their charitable purpose.

The type of advocacy that is limited for charities under Canadian law falls in the category of “political activities”.

POLITICAL ACTIVITIES

The Canada Revenue Agency defines political activity as a call to political action such as encouraging the public to contact a public official in support of the charity’s position regarding a law or policy.

The CRA’s rule is that at least 90 per cent of a charity’s resources must be used for charitable purposes (including charitable advocacy – see below) rather than for political activity.

Not all advocacy is a political activity according to the CRA definition. For example, promoting the purchase of fair trade products as a way to support small farmers in the global south is advocacy but not a political activity.

On the other hand, calling on the public to contact their elected official to implement fair trade purchasing policies for government is considered a political activity. In every instance, to be considered charitable this type of political activity would have to be in line with the charity’s purpose.



PROHIBITED ACTIVITIES

For charities in Canada, any partisan activity such as supporting a party or a candidate is prohibited. Charities cannot endorse a candidate or party or single out the voting record of a particular elected representative or political party.

A charity is not prevented from promoting a policy supported by a particular party or elected representative. In fact often political parties pick up policies from charities. In this area what is critical is that a charity must not directly or indirectly support the political party or candidate for public office. In addition, charities cannot provide resources—funds or donations in kind—to political parties.

TEN PER CENT RULE

Once a charity determines that it is involved in permitted political activities the charity then needs to track resources devoted to doing so.

Charities can pursue political activity provided they devote substantially all of their resources to charitable activities. The CRA interprets this to mean generally that a charity can devote up to 10 per cent of their resources to political activities in Canada and abroad. This is a key rule, often referred to as the 10 per cent rule.

For example, if an advocacy activity includes a call to political action (such as asking supporters to contact their MPs to call for Canada to achieve the 0.7% GNI commitment to development assistance) it falls into the 10 per cent category of political activities.

COMMUNICATING AND CAMPAIGNING

As part of their advocacy work, charities can undertake public awareness campaigns to help the public make informed decisions related to the charity's work. If there is a political call to action involved, these campaigns count towards the 10 per cent limit on political activities.

The CRA rules stipulate that all political activities must be based on a position that is well-reasoned and well-researched.

In addition, while materials can have some emotional content, they cannot primarily appeal to emotions.

Charities can communicate with elected representatives or public officials on an issue in line with the charity's purpose. In most instances this will be charitable activity.

A charity's political activities can include indicating in materials, on its web site, in the media and social media that a charity's activity is intended to urge an elected representative or public official to retain, oppose or change a law, policy or decision of any level of government in Canada or abroad.

They can also share the entire text of a representation to an elected official or public officials with the public.

To conclude, as long as a charity stays within the 10 per cent rule, and its political activities are in line with its charitable purpose and non-partisan, charities can make representations to elected representatives or public officials and advocate for laws, policies, or decisions by any level of government in Canada or a foreign country.

LEARN MORE:

CRA Policy Statement *Political Activities, Policy Statements*. Canada Revenue Agency, 2003. <http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/cps/cps-022-eng.html#political>

CRA Webinar: *Four types of political activities; Charitable vs. political activities* <http://www.cra-arc.gc.ca/vdglly/chrts-gvng/pltlclctvts-eng.html?clp=chrts-gvng/pltlclctvts-02-eng&fmt=mp4>

CRA Webinar: *Key message, Charities must be non-partisan and limits on a charity's non-partisan political activities* <http://www.cra-arc.gc.ca/vdglly/chrts-gvng/pltlclctvts-eng.html?clp=chrts-gvng/pltlclctvts-01-eng&fmt=mp4>

CRA *Political activities self-assessment tool* <http://www.cra-arc.gc.ca/chrts-gvng/chrts/cmmnctn/pltlcl-ctvts/slf-ssmnt-tl-eng.html>

[Advocacy Backgrounder, Advocacy and Political Activities Q&A](#)





WOMEN'S RIGHTS AND GENDER EQUALITY

When women's rights are respected and promoted everyone benefits. From growing food and feeding families, to adapting to climate change and addressing poverty and inequality, women's empowerment must take a central role. And Canadian civil society organizations have a long tradition of advocating for and promoting women's rights.

WHY ADVOCATE FOR WOMEN AND GIRLS?

Women are leaders and change-makers. Decades of global development experience has shown us time and time again that investing in women and girls brings tremendous gains for whole communities.

When more income is put into the hands of women, child nutrition, health, education and economies improve. Women in developing countries produce between 60 to 80 per cent of the food and studies have shown that if women had the same access as men to land, financing, supplies, etc., that food production would increase exponentially.

Women can and do make a difference. But what is needed is for women to have access to decent jobs with good pay and for their unpaid work to be recognized. What is needed is for social services, including health care and child care, to be expanded so that women can care for their families without being denied economic security and independence. What is needed is for governments to respect women's rights so that they can live free from violence, go to school and participate in decision-making that affects their lives.

But, let's be clear. Civil society organizations advocate for women and girls because it is the right thing to do. Women's rights are human rights. "Gender equality is a right, not merely a means to an end: economic growth."

GENDER INEQUALITY — A LEADING CAUSE OF POVERTY

If you're a woman or a girl, you're more likely to be poor. Inequality blocks opportunities for women and girls to shape and contribute to social, political and economic life. It's one of the leading causes of poverty worldwide.

Globally, the dimensions of gender discrimination and inequality is a massive human rights violation:

- Women account for two-thirds of the 1.2 billion people currently living in extreme poverty.
- Millions of girls are denied access to school.
- Every year 10 million girls are forced or coerced into marriage.
- Women hold only 16 per cent of the world's seats in government.

VIOLENCE AGAINST WOMEN AND GIRLS

Violence against women and girls prevents them from overcoming poverty by limiting access education, paid work and participation in public life. It's estimated that one out of three women will experience sexual or physical violence in her lifetime. Domestic violence is the major cause of injury, ill-health, disability and death for women around the world.

PREVENTABLE DISEASE

Every day, approximately 800 women die from preventable causes related to pregnancy and childbirth. Ninety nine percent of all maternal deaths occur in developing countries. Poor access to sexual health and reproductive services puts women at higher risk for sexually transmitted diseases, including HIV/AIDS and higher maternal mortality.

IN TIMES OF CRISIS

When hit by crisis, people working hard to get out of poverty are tragically often plunged deeper into poverty. And women and girls are hit hardest.

Women and girls are most likely to be affected by disasters and conflict. Each year more than 30 million people flee their homes as a result of conflict and natural disasters. Women and children account for more than 75 percent of displaced people following natural disasters.

WORK: THE DOUBLE BURDEN

On the work front, women do two-thirds of the world's work, yet earn one-tenth of the world's income. Women do most of the care work in families; they care for children, the elderly, the sick and the disabled. This creates a double burden for women and contributes to inequality in the paid workforce. It is a significant reason for women's disproportionate poverty.

GENDER AND EFFECTIVE DEVELOPMENT

There are powerful signs of progress. Maternal mortality ratio dropped by 45 per cent between 1990 and 2013. Ninety per cent of children in developing regions now enjoy primary education. Disparities between boys and girls in enrolment have narrowed. Women and girls are now widely recognized as key agents in development.

Effective development means addressing gender discrimination. It means supporting women's active roles in development and democracy – as leaders, innovators, educators, workers, mobilizers and decision-makers.

When women can safely claim their rights they can foster positive change in families, communities and entire cultures.

GENDER JUSTICE: THE WAY FORWARD

Every day, women in developing countries are showing remarkable resourcefulness and creativity to feed their families, cope with climate change, humanitarian crises and conflict.

The obligation to eliminate discrimination against women is an essential piece of the international human rights framework. The Convention on the Elimination of All Forms of Discrimination against Women and Agenda 2030 reinforce the commitment to women's rights, providing a framework for action to achieve gender equality.

Women's organizations and women leaders are vital to building positive social change in communities around the world. Women must be active in community, national and global planning and decision-making.

With a place at the decision-making table, a voice in planning and policies and access to education and resources, women build stronger, more resilient communities. Ensuring the promotion of women's rights and equality must be a priority that explicitly informs policies and programs at all levels.

Most of the major international advancements in women's rights were spurred by women collectively raising their voices and turning their struggles into a political force for change. Women who are collectively organized, can hold politicians and governments to account for delivering on existing laws and policies, and bring about changes in attitudes, behaviours and beliefs about gender.

FIND OUT MORE:

[Facts and Figures: Women's rights and gender equality](#)

[Questions and Answers: Women's rights and gender equality](#)





Photo: Ivan Petrov, CCIC

GLOBAL COOPERATION, INTERNATIONAL DEVELOPMENT AND HUMANITARIAN ASSISTANCE

Global cooperation is a broad concept concerning human development on an international scale. It encompasses issues related climate change and environmental sustainability, financial and economic stability, global governance, the establishment of global norms and rules, migration both forced and voluntary, peace and security, tax cooperation, and trade. What has traditionally been called international development and humanitarian assistance is an important subset of global cooperation.

International development and humanitarian assistance are complementary. They can also be seen on a continuum. In times of crisis, effective humanitarian assistance should pave the way to good development.

For the most part, this toolkit just addresses the issue of international development. Here, however, we briefly address the concept of humanitarian assistance as well, and how it relates to international development.

INTERNATIONAL DEVELOPMENT CREATES LASTING CHANGE

Global cooperation is a broad concept concerning human development on an international scale. Effective global cooperation addresses systemic issues. It fosters self-

reliance and resilience. It puts women's rights, human rights, poverty and inequality reduction and environmental sustainability at the core of global development initiatives. When people have the power to claim their basic human rights, they can escape poverty and create long-lasting change and resilience. Bridging the gap between emergency humanitarian assistance and development is essential to help people survive disasters and get back on the path to self-reliance and dignity.

HUMANITARIAN ASSISTANCE

According to the [Humanitarian Coalition](#) "a humanitarian emergency is an event or series of events that represents a critical threat to the health, safety, security or wellbeing of a community or other large group of people, usually over a wide area".

HUMANITARIAN CRISES CAN BE GROUPED UNDER THE FOLLOWING HEADINGS:

- Natural disasters, which can be geophysical (e.g. earthquakes, tsunamis and volcanic eruptions), hydrological (e.g. floods, avalanches), climatological (e.g. droughts), meteorological (e.g. storms, cyclones), or biological (e.g. epidemics, plagues).



- Man-made emergencies, such as armed conflicts, plane and train crashes, fires and industrial accidents.
- Complex emergencies, which often have a combination of natural and man-made elements, and different causes of vulnerability and a combination of factors leads to a humanitarian crisis. Examples include food insecurity, armed conflicts, and displaced populations.

HUMANITARIAN AID

Humanitarian aid is designed to save lives, alleviate suffering and maintain and protect human dignity during and in the aftermath of emergencies.

HUMANITARIAN ASSISTANCE BRIDGES THE GAP IN TIMES OF CRISIS

In times of crisis, when a natural disaster strikes or a conflict erupts, people need urgent life-saving assistance – like food, clean water and emergency shelter. When the crisis passes, those needs change.

Humanitarian assistance helps people to rebuild their lives, secure jobs and livelihoods, and plan a better future for their families and communities.

Effective global development cooperation means working in partnership to tackle the root causes of poverty and inequality. Both global development cooperation and humanitarian assistance involve working with people and affected communities to create life-changing results.



Above diagram is from the [Humanitarian Coalition](#)

FIND OUT MORE:

Humanitarian Coalition, [Building Resilience: From Humanitarian to Development Aid](#)

Humanitarian Coalition, [Humanitarian and Development Aid](#)

[Istanbul Principles for Effective Development](#)

[Questions and Answers: Global development cooperation and Humanitarian Assistance](#)



Q AND A: CIVIL SOCIETY ORGANIZATIONS CHANGING LIVES FOR THE BETTER

WHAT IS CIVIL SOCIETY?

Civil society refers to all the ways that citizens engage, on a voluntary non-profit basis, to express themselves, cooperate with each other, and engage with governments and the private sector.

Civil society is a space where Canadians from all walks of life can engage as global citizens. As a social domain, it is distinct from the private sector or government. It is where citizens come together to negotiate with the state, market and international institutions. Civil society is where people with a wide range of interests dialogue, debate and create common ground.

WHAT IS A CIVIL SOCIETY ORGANIZATION?

Civil society organizations are a vibrant and essential feature of democratic life across the globe. Civil society organizations include a wide array of community groups, non-governmental organizations, non-profits, labour unions, indigenous groups, charitable organizations, faith-based organizations, professional associations, and foundations.

WHAT ROLE DO CIVIL SOCIETY ORGANIZATIONS PLAY IN GLOBAL DEVELOPMENT?

Canadian civil society organizations working in global development collaborate with a diversity of people in Canada and around the world to promote human rights, democracy and social justice.

WHAT IMPACT DO CIVIL SOCIETY ORGANIZATIONS HAVE?

Canadian civil society organizations play a vital role in bringing about positive social change. They are on the front lines in advocating for democracy, human rights and social justice. Civil society organizations have a longstanding role in calling for government and private sector accountability on a wide range of critical issues. Civil society organizations have helped to bring about pivotal changes:

- solidarity movements to end military dictatorships in Latin America in the 1980s

- the international agreement to ban landmines
- ending apartheid in South Africa
- progress on divestment from conflict diamonds through the Kimberly process
- cancellation of crippling debt of the poorest nations
- progress on gender equality and women's rights
- promoting fair trade and fairly traded products

Civil society organizations have a longstanding role in providing life-saving aid in humanitarian emergencies and ensuring that poor and marginalized people have access to essential services such as education, health care and safe water.

HOW ARE CANADIANS INVOLVED IN CIVIL SOCIETY?

Canadians participate in civil society as individuals and through the many civil society organizations working on a range of human rights, social justice, and democratic issues. Canadians engage by volunteering, public education and awareness campaigns, by donating and advocating for change.

Citizens get involved in civil society organizations—whether locally, nationally or internationally, in Canada or in the South—to be part of a broader effort, increase their influence, amplify their voices and support collective action for change.

HOW DO CANADIAN CIVIL SOCIETY ORGANIZATIONS ENGAGE WITH CANADIANS?

Canadian civil society organizations are the main implementers of public engagement programs on global issues in Canada. They inform and raise awareness among Canadians about global issues and about individual consumer choices; provide avenues for collective actions; create opportunities for people to experience local realities in developing countries; and they help citizens of the North and South work together on issues of poverty, women's rights, human rights and social justice.



HOW ARE CIVIL SOCIETY ORGANIZATIONS FUNDED, ACCOUNTABLE AND TRANSPARENT?

Civil society organizations raise funds for their work in Canada and overseas from the Canadian public, foundations, the private sector and the government.

Canadian civil society organizations working on global development are committed to promoting both transparency and accountability within their own operations, as well as those of government and the private sector. Transparency and accountability reinforce civil society organizations' values of social justice and equality.

In addition to rigorous reporting on the outcomes of their work and their finances, civil society organizations are transparent and accountable through various Canadian and international mechanisms.

Canadian civil society organizations adhere to numerous ethical guidelines, including:

[Canadian Council for International Co-operation's Code of Ethics](#)

[Imagine Canada's Standard Program](#)

[Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief](#)

[Volunteer Canada's Canadian Code for Volunteer Involvement](#)

[Imagine Canada's Ethical Fundraising and Financial Accountability Code](#)

[Association of Fundraising Professionals Code of Ethical Principles and Standards of Professional Practice](#)

[Humanitarian Principles \(add link\)](#)

WHY SHOULD WE CARE ABOUT CIVIL SOCIETY AND CIVIL SOCIETY ORGANIZATIONS IN CANADA AND AROUND THE WORLD?

Both nationally and in the multilateral arena, good governance requires a strong and dynamic relationship between an organized and well-informed civil society and institutions with a responsibility to govern. Civil society and civil society organizations are vital to building vibrant, inclusive and effective societies, economies and democracies.

FIND OUT MORE:

[Facts and Figures: Civil Society Organizations Changing Lives for the Better](#)

[Backgrounder: Civil Society Organizations Changing Lives for the Better](#)

[Backgrounder: Civil Society Organizations Accountability and Transparency](#)



Q AND A: ADVOCACY AND POLITICAL ACTIVITIES

ARE CIVIL SOCIETY ORGANIZATIONS ALLOWED TO UNDERTAKE ADVOCACY AND POLITICAL ACTIVITIES?

Yes. As part of achieving their mission, civil society organizations regularly engage in advocacy. However, the scope and type of political activities for civil society organizations with charitable status is limited under Canadian law. Political activities are a subset of advocacy activity; in other words not all advocacy is political.

In Canada, many civil society organizations working in global development have charitable status. This status allows tax receipts for the generous public donations to the work of charities. The Canada Revenue Agency (CRA) and the Canadian *Income Tax Act* define the rules for the scope and type of political activities charities can undertake.

WHY DO CIVIL SOCIETY ORGANIZATIONS WORKING ON GLOBAL DEVELOPMENT COOPERATION ADVOCATE?

Because of their diverse areas of expertise, and what they learn and witness in their work on the ground, civil society organizations are well positioned to help inform public engagement and public policy initiatives. They are at the forefront of global campaigns for social, economic and environmental justice.

Civil society organizations have a right and responsibility to advocate. Civil society organizations in the field of global development cooperation frequently advocate for and in partnership with the world's poorest and most marginalized people.

WHAT'S THE DIFFERENCE BETWEEN ADVOCACY AND POLITICAL ACTIVITIES?

As part of achieving their mission, civil society organizations advocate for positive change. Advocacy means active support for a cause, recommendation, idea or policy. It's an overarching concept with political activities as one of many ways to engage in change.

Advocacy typically involves presenting a position on an issue that is intended to inform individuals, organizations, business or government.

The Canada Revenue Agency defines advocacy as "demonstrated support of a cause or a particular point of view." Not all advocacy activity is a political activity according to the Canada Revenue Agency definition.

The CRA defines political activity as a call to action such as encouraging the public to contact a public official in support of the charity's position with regard to a law or policy. The type of advocacy that is limited for charities under Canadian law falls in the category of "political activities".

HOW DOES THE CANADA REVENUE AGENCY DEFINE POLITICAL ACTIVITY?

According to the Canada Revenue Agency, a political activity explicitly communicates:

- "a call to political action. (A call to political action is defined as encouraging the public to contact an elected representative or public official and urge them to retain, oppose, or change the law, policy, or decision of any level of government in Canada or a foreign country);
- "to the public that the law, policy, or decision of any level of government in Canada or a foreign country should be retained (if the retention of the law, policy or decision is being reconsidered by a government), opposed, or changed; or
- "in its materials (whether internal or external) that the intention of the activity is to incite, or organize to put pressure on, an elected representative or public official to retain, oppose, or change the law, policy, or decision of any level of government in Canada or a foreign country."



WHAT TYPES OF POLITICAL ACTIVITIES ARE FORBIDDEN FOR CANADIAN CIVIL SOCIETY ORGANIZATIONS WITH CHARITABLE STATUS?

Partisan political activity is expressly forbidden. Partisan political activity includes direct or indirect support of or opposition to, any political party or candidate for public office. In addition, charities are not allowed to single out the voting pattern on an issue of any one elected representative or political party.

WHAT TYPES OF ADVOCACY ARE CONSIDERED CHARITABLE FOR CANADIAN CIVIL SOCIETY ORGANIZATIONS WITH CHARITABLE STATUS?

According to the Canada Revenue Agency, advocacy activities considered within the scope of charitable activities include:

“when a registered charity makes a representation, whether by invitation or not, to an elected representative or public official, the activity is considered to be charitable. Even if the charity explicitly advocates that the law, policy, or decision by any level of government in Canada or a foreign country ought to be retained, opposed, or changed...”

HOW MUCH POLITICAL ACTIVITY CAN A CANADIAN CIVIL SOCIETY ORGANIZATION WITH CHARITABLE STATUS ENGAGE IN?

Under the Canadian *Income Tax Act*, a charity must devote “substantially all” of its resources to its charitable purpose and the CRA has generally held that “substantially all” means 90 per cent. The term “resources” is not specifically defined in the Act. However, the Canada Revenue Agency considers it to “... include the total of a charity’s financial assets, as well as everything the charity can use to further its purposes, such as its staff, volunteers, directors, and its premises and equipment.”

The rule that the Canada Revenue Agency has adopted is that 10 per cent of a charity’s resources can be allocated to political activity. However, the Canada Revenue Agency recognizes that this may pose a significant handicap for smaller charities. Therefore, for smaller charities the Canadian Revenue Agency allows the following guidelines.

Registered charities with annual incomes:

- below \$50,000 can devote up to 20 per cent of their resources to political activities in the current year.
- between \$50,000 and \$100,000 can devote up to 15 per cent of their resources to political activities.
- between \$100,000 and \$200,000 can devote up to 12 per cent of their resources to political activities.

WHAT ARE THE STANDARDS FOR PUBLIC AWARENESS CAMPAIGNS?

The Canadian Revenue Agency allows for charities to conduct public awareness campaigns with the following stipulations:

- The charity does not explicitly connect its views to any political party or candidate for public office.
- The issue of the public awareness campaign is connected to the charities purpose.
- The charity’s views are based on a well-reasoned position.
- Public awareness campaigns do not become the charity’s primary activity.

WHAT ARE THE RULES FOR REGISTERED CHARITIES ENGAGED IN POLITICAL ACTIVITIES ABROAD?

The 2012 Federal Budget brought in a new rule stipulating that when a charity makes a gift to a qualified donee abroad and a purpose of the gift is to enable the recipient to carry on political activities, that gift should be counted by the charity making the gift when it calculates how much of its resources have been devoted to political activities.

DOES THE GOVERNMENT OF CANADA ACKNOWLEDGE THE ROLE OF CHARITIES IN PUBLIC POLICY MAKING?

Yes. For example, the Government of Canada’s 2012 Federal Budget stated: “Given their unique perspective and expertise, it is broadly recognized that charities make a valuable contribution to the development of public policy in Canada.”



Q AND A: WOMEN'S RIGHTS AND GENDER EQUALITY

WHY SHOULD I CARE ABOUT GENDER EQUALITY AND WOMEN'S RIGHTS?

When women's rights are respected and promoted everyone benefits. From growing food and feeding families, to adapting to climate change and addressing poverty and inequality, women's empowerment must take a central role.

If you're a woman or a girl, you're more likely to be poor. Inequality blocks opportunities for women and girls to shape and contribute to social, political and economic life. It's one of the leading causes of poverty worldwide.

WHAT ARE YOU DOING ABOUT WOMEN'S RIGHTS AT HOME?

Many civil society organizations make connections between the local and global dimensions of women's rights issues. [Up for Debate](#) is a national campaign that was very successful in calling on all political leaders to include women's issues in the 2015 federal election.

WHAT CAN MEN DO TO PROMOTE WOMEN'S RIGHTS? WHY SHOULD MEN CARE?

Men and boys are part of this movement for change. They are standing up in solidarity and advocating for gender equality and women's rights.

Research shows that when more income is put into the hands of women, child nutrition, health, education and economies improves. But, let's be clear. We advocate for women and girls because it is the right thing to do. Women's rights are human rights.

ARE WOMEN'S RIGHTS PROMOTED IN INTERNATIONAL LAW?

The obligation to eliminate discrimination against women is an essential piece of the international human rights framework. The Convention on the Elimination of All Forms of Discrimination against Women and Agenda 2030 reinforce the commitment to women's rights, providing a framework for actions to achieve gender equality.

WHAT IS CANADA DOING TO PROMOTE WOMEN'S RIGHTS?

Canada has long been considered a leader in women's rights and gender equality in global development programs.

Canada is the leader of a G8 initiative to improve maternal, newborn and child health in developing countries and reduce the number of preventable deaths. And gender equality is a cross-cutting theme of the Canadian government's development program.

HOW MUCH OF CANADA GLOBAL DEVELOPMENT ASSISTANCE GOES TO ADDRESS GENDER EQUALITY AND WOMEN'S RIGHTS?

Currently, only 1-2 per cent of Canada's aid budget has been allocated to programs that are specifically designed to advance gender equality and women's empowerment. This is below the OECD donor average.

One of the Up for Debate key asks was a call for a significant increase in the percentage of Canada's global development cooperation budget that is allocated to gender justice and women's empowerment.

Canada had been a champion of gender equality. Historically, Canada was a global leader in the field of gender equality. It established an international reputation through its advocacy on women's rights, its support to women's organizations overseas and its pioneering work in organizational gender policy.



Q AND A: INTERNATIONAL DEVELOPMENT AND HUMANITARIAN ASSISTANCE

WHAT IS HUMANITARIAN ASSISTANCE?

In times of crisis, humanitarian assistance provides immediate relief and addresses life-saving needs like water, sanitation, emergency medical attention and food.

WHAT IS INTERNATIONAL DEVELOPMENT?

Effective international development addresses systemic issues. It fosters self-reliance and resilience. It puts women's rights, human rights, addressing poverty, inequality and environmental sustainability at the core of global development initiatives.

HOW DO INTERNATIONAL DEVELOPMENT AND HUMANITARIAN ASSISTANCE WORK TOGETHER?

Bridging the gap between emergency humanitarian assistance and development is essential to help people survive disasters and get back on the path to self-reliance and dignity.

When natural disaster strikes or conflict erupts, international development agencies working in developing countries are able to mobilize on the ground to provide life-saving assistance.

During emergencies international development organizations coordinate with each other and governments to ensure life-saving aid reaches those who need it. After the crisis has passed, their work continues in communities to build long-term solutions to address poverty and inequality.

WHAT ARE SOME GUIDING PRINCIPLES FOR HUMANITARIAN ASSISTANCE?

In Canada, the government has committed to respond to humanitarian crises with these [guiding principles](#):

- Humanity—Central in saving lives and alleviating suffering
- Impartiality—Actions must be implemented solely based on need, without discrimination between populations or within an affected population
- Neutrality—Actions must not favour any side in an armed conflict or other dispute
- Independence—All objectives must be autonomous from political, economic, or military objectives

WHY IS HUMANITARIAN ASSISTANCE RELATED TO GLOBAL DEVELOPMENT?

[More than 90](#) per cent of those affected by natural disasters—earthquakes, floods, hurricanes, landslides, and volcanoes—live in developing countries. The poverty, high-density populations, and environmental degradation affecting most of the people in these countries make them the most vulnerable to disaster and less able to recover when it happens.

FIND OUT MORE:

[Backgrounder: Global development cooperation and Humanitarian Assistance](#)



STORIES OF CHANGE AND IMPACT

These three stories of change were written by Crossroads International using the [Story Gathering Tool](#) template. The stories illustrate the power and impact of development. Use the template to write and share your own story!





SPEAKING UP AND SPEAKING OUT — ACCESS TO JUSTICE FOR ALL

Juliana Adesah, Olivia Adjekey, Vicencia Tetteh and her baby Bernice attend a WiLDAF-Ghana information session. Vicencia attended the legal literacy training while she was pregnant and was so pleased with the outcome that she named her baby in honour of WiLDAF-Ghana's executive director Bernice Sam.

Before the training in this small community the chief and elders didn't allow women to buy or own land, especially if they were not married. A single woman couldn't own land without a man to guarantee it for you. The elders wouldn't even let you rent a room. This is not right. After the training, we understood that no one should avert women from owning property." Mary Kemavor, legal literacy volunteer, Asuboi, Ghana

ENDEMIC PROBLEM OF DOMESTIC VIOLENCE

Domestic violence is endemic in Ghana. One third of women in Ghana experience physical violence. Although the passing of the Domestic Violence Act in 2007 was a landmark victory, it soon became clear that it was not properly understood, and as a result is not being well enforced.

COMMUNITY LEGAL EMPOWERMENT

Women in Law and Development in Africa (WiLDAF), with Crossroads' support, is addressing the disconnect between laws designed to protect women's rights and their practical application.



Using a comprehensive community legal empowerment model, ordinary Ghanaians are trained in the critical aspects of the laws and become legal literacy volunteers. They support their communities by instructing them on family, gender, and human rights laws, preparing them with the skills and know how to seek legal recourse to defend their rights.

"I've acquired knowledge that can never be taken from me. You may not believe it but I am now called "small lawyer" in my community." David, legal literacy volunteer

BUILDING LEGAL LITERACY AND ACCESS TO JUSTICE

The passing of the Domestic Violence Act in 2007 was a major step in the right direction for women's rights in Ghana. However, putting the Act into practice requires educating the general public, law enforcement, and government on the rights the Act promotes.

Crossroads International and partner Women in Law and Development in Africa (WiLDAF-Ghana) have been working together to support women so their rights, needs, and concerns are being heard.

The Access to Justice Program aims to protect women from gender-based violence, increase access to justice for women who have experienced domestic violence, and promote women's rights more broadly. At the heart of the program is a simplified version of the Domestic Violence Act, which provides a foundation for helping Ghanaians understand their rights and gain access to the justice system.

With support from Crossroads, influential community members are trained as legal literacy volunteers. So far 150 legal literacy volunteers and more than 140 judicial actors including police, lawyers and judges have been trained using the simplified version of the Domestic Violence Act. In addition, they have been equipped with counselling, mediation, and dispute resolution training to help victims of abuse.

Since 2008, legal literacy volunteers have directly reached more than 5,000 community members, instructing them on family, gender, and human rights laws. More than 15,000 community members have been indirectly reached through public and institutional events and radio programs.

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 reclaimed 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.

The increasing visibility of WiLDAF has strengthened the organization's capacity to carry out lobbying and advocacy activities within the government institutions, and WiLDAF has become the main gender advisor for the Ministry of Justice regarding domestic violence issues.

"I witnessed a case of domestic violence in this community. Due to my training, I was able to report it. After it was reported, action was taken and the man was punished. The perpetrator left after this. We have managed to change the attitude in the community about domestic violence, now people know it is wrong to beat your wife and you can be reported to the police." Juliana Adesah, legal literacy volunteer, Gorgiano, Ghana

ACCESS TO JUSTICE PROGRAM IS EXPANDING

Ghanaians living in rural communities who have little access to the law or judiciary can be empowered through a combination of legal instruction and support to defend their legal rights.

The Access to Justice program will be expanded to cover additional districts in Ghana. Pilot programs are also being established with Crossroads partners in Swaziland and Tanzania.

LEARN MORE

[Crossroads International-WiLDAF](#)

[Crossroads International-Access to Justice for All](#)

[Human Development Report 2013-The Rise of the South](#)

[The Ghanaian Times-Domestic Violence](#)

[WiLDAF on International Women's Day](#)



Speaking Up and Speaking Out

Problem



ONE in THREE women in Ghana experiences domestic violence



60% of Ghanaian women believe that it is justifiable for a man to beat his wife

Domestic Violence Act



Big changes were expected when the Domestic Violence Act was passed in 2007.



But today many women remain unaware of their rights and uninformed of how to access justice.

WiLDAF

Crossroads International in partnership with WiLDAF trains legal literacy volunteers to educate their community members about the Act.



WiLDAFs

150

volunteers have now reached over

15,000

community members





BREWING LASTING CHANGE

Crossroads volunteer Joni Ward, who arranged a trade mission of Canadian coffee roasters to Bolivia, helps harvest coffee cherries.

"Before we didn't have much income, and all the producers were selling for a lower price than they wanted. Now that we have a co-op (COAINE), things have improved because they directly handle exporting, which doesn't require any money up front from the producers." Martin Condori, coffee producer from Muñecas, Bolivia

ACCESS TO MARKETS IS KEY

Only a small portion of Bolivia's coffee producers can afford to export their goods to foreign markets. The UN has identified this lack of access to markets as a key obstacle that keeps a majority of rural Bolivians living below the poverty line.

INCREASED SKILLS, PRODUCTION, INCOME AND SELF-RELIANCE

Crossroads works in collaboration with partners in Bolivia to tackle development challenges in a sustainable manner. Initiatives seek to build partners' institutional and programmatic capacities in order to grow businesses and invest in skills development, thereby increasing productivity, income generation, and food security.

FAIR LOANS

In 2006, a Crossroads volunteer supported its local partner, FONCRESOL, in carrying out a capital needs assessment for coffee productive chains, as well as a feasibility study for a new financial product to support producers.



A common obstacle facing smallscale coffee producers is paying for shipping costs up front. The findings led to piloting a short-term loan arrangement that provided financing opportunities to small-scale Bolivian fair trade cooperatives. The loan product, *Crédito Justo* (or Fair Loan), was successfully piloted in 2010.

“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.” Deryl Reid, owner of Green Bean Coffee Imports (Manitoba)

TRADE MISSIONS

With the loan program established, Crossroads turned its attention to facilitating market. After returning to Canada, the same Crossroads volunteer who conducted the feasibility study with FONCRESOL continued supporting the project by establishing potential trade relationships with Canadian coffee micro-roasters.

The Bolivian coffee cooperative COAINE and Crossroads worked together to prepare a South-North/North-South trade mission to assist members of the cooperative to enter the Canadian coffee market.

Following the president of COAINE’s trade mission trip to Canada, several Canadian coffee micro-roasters travelled to Bolivia to tour facilities and meet COAINE farmers and their families at their homes and coffee plantations.

The visits offered the Canadian micro-roasters the opportunity to observe the washing, pulping, fermenting and drying process and evaluate the taste and aroma characteristics of the coffee beans. Following the first trade mission, another Crossroads volunteer worked with COAINE to draw up and sign a contract to ship the first container of COAINE coffee to Canada.

Subsequent Crossroads volunteers have hosted more groups of Canadian coffee roasters, resulting in the purchase of an additional two containers of coffee beans, and a total of 49,400kg of beans shipped to roasters across Canada. The sale of these beans directly benefits 140 members of the coffee cooperative and impacts 400 families. In addition, a “social premium” from the purchases was retained and reinvested in community projects in the production zone and

communities surrounding Caranavi, Bolivia.

ACCESS TO CREDIT FOR IMPROVED MARKET LINKAGES

Crossroads learned that the capacity to build market linkages is directly affected by access to financial products that can assist producers in arranging shipment of their coffee overseas.

“It may be a small drop of coffee in an immense coffee pot, but I know my work is contributing towards positive, sustainable change in Bolivia and that my efforts will be supported by other volunteers once I return to Canada.” Joni Ward, Crossroader in Bolivia (2012-13)

SCALING UP AND INCREASING FOCUS ON GENDER

Crossroads will build on the foundations of the program’s successes by replicating and scaling up innovations to further enhance and open up sustainable economic opportunities. Crossroads will also support new sustainable initiatives and integrated services for targeted beneficiaries, with a greater focus on gender. These initiatives aim to increase incomes, improve access to training and technical assistance, create decent work and jobs, and improve food security.



A Crossroads volunteer visits a coffee processing plant in Bolivia.

LEARN MORE

[Vancouver Sun-Making a Difference One Cup at a Time](#)

[Crossroads International-Taste of Success](#)

[Crossroads International-Bolivia](#)

[Crossroads International-FONCRESOL](#)

[Green Bean Coffee Imports-Message from Bolivia](#)



Brewing Lasting Change

Through Crossroads partnerships in Bolivia:

Bolivian coffee producers now have access to

Fair Loans

that enables them to cover international shipping costs



Almost

50,000 kg

in Fair Trade Bolivian coffee
had been shipped to roasters
throughout Canada

140

Bolivian coffee producers
have gained access to
international markets



400

Bolivian families have
been impacted by the
higher income as a
result of access to
foreign markets



This extra money is used to maintain and improve
farming equipment, send children to school, access
medical care, and improve the quality of life of
these families.





AMPLIFYING VOICES: GIRLS' EMPOWERMENT CLUBS IN SWAZILAND

Girl's empowerment club members perform at the launch of a new club.

"Working with 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, Crossroads volunteer (Swaziland, 2012-13)

HIGH RATE OF HIV INFECTION

Swaziland has the highest rate of HIV infection in the world, with 26% of the population infected. Women bear the brunt of this epidemic, with 60% of all new cases occurring in women. One in three women experienced sexual violence as children. Swazi society is highly patriarchal, and until recently women were considered minors under much of Swazi law.

GIRLS TALKING TO GIRLS

The numbers speak for themselves. Already 1,200 girls are being reached through 25 clubs, and by 2016 these numbers will swell to 4,000 girls. By building the confidence and knowledge of girls one by one, eventually a critical mass of educated girls in Swaziland will be able to assert their rights and reach a tipping point where norms and behaviours both in private and public spheres will change.





Girls' empowerment club members sharing their experience through song.

Growing up is hard anywhere, but add these stresses to the threat of sexual abuse in the country with the highest rate of HIV infection in the world and you begin to understand the challenges facing girls in Swaziland. Before their eighteenth birthday, one third of Swazi girls are sexually abused.

There is a critical link between excessively high levels of HIV/AIDS infection among women and gender based violence, lack of awareness of women's rights, and inadequate support services for survivors of violence.

Girls' empowerment clubs respond to these harsh realities by providing a safe space where girls meet on a weekly basis to participate in discussions and activities guided by teachers and mentors focused on human rights, identifying and reporting abuse, and developing awareness of HIV/AIDS and its transmission.

Empowerment clubs are a place where girls can speak their minds and develop the courage and determination necessary to build a brighter future for themselves and their communities. In short, girls who attend empowerment clubs know that they have the power to change their world.

The Club activities are varied and focus on providing the girls with the skills and confidence they need to lead happy, healthy lives. These include the identification and reporting of abuse, an increased understanding of the transmission of HIV/AIDS, and confidence building activities that encourage girls to see themselves as valuable members of society who deserve to be treated with respect.

LEARN MORE

[SWAGAA](#)

[Vancouver Sun-Making International Women's Day Matter](#)

[Paint the Way for Women's Rights](#)

[Crossroads International-Promoting Women's Rights](#)



A woman in a green sari and red top, smiling and holding a large woven basket of grain against a blue sky. The basket is tilted, and grain is falling out of it. She is wearing multiple green bangles and a red bindi on her forehead.

CREATE YOUR OWN STORY

Share your story of change and impact. Use this template to help get your story out.



CREATE YOUR STORY – TEMPLATE

PHOTO

(insert high-quality photo with caption and photo credit)

TITLE/HEADLINE (INSERT SHORT, PUNCHY HEADLINE)

INTRO (Three sentences. Includes boilerplate text for impact story series. Word count = 50)

SUBHEADING: WHY: THE PROBLEM

(Two to three sentences on the problem/issue. Word count = 40)

SUBHEADING: WHAT: THE SOLUTION

(Two to three sentences on the solution. Word count = 40)

SUBHEADING: THE IMPACT

(This is the body of the story. Three to five paragraphs on the impact/results of the project/initiative/campaign. Consider subheadings to break up text. Word count = 300)

Pullout Quote from participant/partner (A pull quote is a direct quote from text in the story that you want to highlight. Using one from a partner amplifies the partner's voice and message.)

PHOTO

(Use a photo of partners with captions and credits.)

SUBHEADING: WHAT WE LEARNED

(One to three sentences. Word count = 35)

SUBHEADING: WHAT'S NEXT

(One or two sentences. Word count = 35)

GRAPHIC

(Graphic are a great way to share complex information.)

SUBHEADING: FIND OUT MORE

(Links to more information. Word count = 40)



IMPACT STORY GATHERING TOOL

AN EXAMPLE FROM CROSSROADS INTERNATIONAL

STORY GATHERING TOOL	
STORYTELLER CONTACT INFORMATION	
Contact name: Liane Cerminara Organization name: Crossroads International	Address: 49 Bathurst, suite 201, Toronto, Ontario, M5V 2P2 E-mail: liane@cintl.org Office number: 1-877-967-1611, ext. 288 Cell phone: N/A
FOCUS OF IMPACT STORY	
Proposed Title/Headline of the story:	Making a Difference One Cup at a Time: Supporting sustainable futures for coffee producers in Bolivia
Focus/Theme of the Story: Identify which theme your impact story most illustrates: <ul style="list-style-type: none"> • Human rights and social justice • Gender equality, gender equity, women's rights • People's empowerment, democratic ownership and participation • Environmental sustainability • Transparency and accountability • Equitable partnerships and solidarity • Knowledge sharing and mutual learning • Positive and sustainable change 	<ul style="list-style-type: none"> • Equitable partnerships and solidarity; knowledge sharing; positive and sustainable change.
BACKGROUND OF IMPACT STORY	
Location of the story:	Caranavi Region, Bolivia
Time period of achievement:	From 2006-present
Name of individual/participant highlighted in this story: Who is the main character/protagonist in your story?	Quotes from a volunteer Joni ward, a coffee roaster named Derryl Reid and a coffee producer named Martin Condori are included, but none are specifically featured. Please see link to Vancouver Sun article for Joni's perspective.
Organizational partner(s) name:	FONCRESOL





<p>Goal of project/initiative/campaign</p> <p>Why this project/initiative? What was the desired change you and your partner(s) were aiming for? What was your vision of success?</p>	<p>Bolivian coffee producers have difficulties accessing funds to pay the up-front costs of exporting their coffee. The lack of access to capital hinders their ability to sell their beans and prevents them from obtaining a stable source of income. The goal was to help them acquire this capital, as well as make connections overseas, so they could begin exporting their beans.</p>
<p>Context of story:</p> <ul style="list-style-type: none"> • What problem/issue did your project/initiative aim to address? • What made it urgent/important? Key elements of the environmental, social, political context. • What strengths did you and partners build on. • What were the barriers to success that you had to overcome? 	<ul style="list-style-type: none"> • Bolivia is the poorest country in South America • The rural economy of Bolivia is heavily dependent on agriculture, yet approximately 75 per cent of rural Bolivians live below the poverty line. • While more than 22,000 Bolivian families are producing coffee, only a very small portion of them are able to enter international markets because of lack of access to markets. • The UN has identified this lack of access to markets as a key factor that keeps a majority of rural Bolivians below the poverty line. • There are major hurdles for coffee producers to overcome in order to successfully export their beans, including capacity development, market linkages, and access to capital.
<p>IMPACT</p>	
<p>Key Results/Impact:</p> <ul style="list-style-type: none"> • What were the results and impact of this project/initiative/campaign? • What was the most significant change? Evidence could include numbers (eg. lives saved; kids in school; jobs created; people mobilized); quotes from partners/beneficiaries; policy change, legislative change; changes in awareness, attitudes, beliefs and behaviours. • Were there results that surprised you and your partners? • Be specific. Use concrete, powerful language; active verbs. Use numbers and facts creatively. • Create a compelling, succinct key message that you want people to take away from your impact story. Make it memorable and easy to repeat. Avoid jargon and acronyms. 	<ul style="list-style-type: none"> • Proceeds from the coffee beans purchased by Canadian micro-roasters have benefitted COAINE's 140 members, impacting more than 400 families in the Caranavi region. • After the capital needs assessment and feasibility study undertaken by Crossroads volunteers, FONCRESOL developed a new financial product called the Fair Loan, a \$50,000 short term loan agreement. • The financial stability provided by the COAINE cooperative enables access to healthcare, education, and other social services that would otherwise remain out of reach for these families.



<p>Quote(s) from a participant/beneficiary/partner:</p> <ul style="list-style-type: none"> One or more quotes that illustrate impact/success in the words of participant, beneficiary or partner. If possible, include a photograph of the person/people you are quoting. 	<p>"Before we didn't have much income, and all the producers were selling for a lower price than they wanted. Now that we have a co-op (COAINE), things have improved because they directly handle exporting, which doesn't require any money up front from the producers."</p> <p>Martin Condori, coffee producer from Munecas, Bolivia</p> <p>"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."</p> <p>Deryl Reid, owner of Green Bean Coffee</p> <p>"It may be a small drop of coffee in an immense coffee pot, but I know my work is contributing towards positive, sustainable change in Bolivia and that my efforts will be supported by other volunteers once I return to Canada."</p> <p>Joni Ward, Crossroader</p>
<p>How were results/impact accomplished?</p> <ul style="list-style-type: none"> For example, working in partnership, innovation, mobilization of people online and/or on the ground, education, awareness-building, etc. Was there a specific tactic or set of tactics that led to success? 	<ul style="list-style-type: none"> FONCRESOL's creation of the fair loan allowed for producers to get access to credit more easily. Crossroads International fostered relations with Canadian micro-roasters and sellers, which established communication between coffee producers and buyers. This enabled the producers to export their beans more quickly and effectively, and at a fair price. The fair prices paid by Canadian roasters improve financial stability and contributes to cooperative members accessing healthcare, education, and other social services that would otherwise remain out of reach these families.
<p>What is your main conclusion?</p>	<p>Almost 50,000 kg. of coffee beans have been shipped to Canada from the Bolivian cooperative.</p>
IMPLICATIONS OF THE STORY	
<p>Lessons learned:</p>	<p>Crossroads learned that the capacity to build market linkages is directly affected by access to financial products that can assist producers in arranging shipment of their coffee overseas. These constraints have been addressed and form a key component in the integrated program that Crossroads has progressively built.</p>
<p>Next Steps:</p>	<p>Crossroads will build on the current foundation of the program's successes by replicating and scaling up innovations to further enhance and open up sustainable economic opportunities. Crossroads will also support new sustainable initiatives and integrated services for targeted beneficiaries, with a greater focus on gender. These initiatives aim to increase incomes, improve access to training and technical assistance, create decent work and jobs, and improve food security.</p>



PUBLICATION INFORMATION	
Date impact story submitted:	August 15, 2014.
Photo(s) submitted: Stories should be accompanied by one or more photos. Ensure your photos are in focus and high res. Include a photo showing the main protagonist(s) in your story in action if possible. Provide a caption for your photos. Ensure you have permission/release forms signed and on file.	
Video(s) submitted: <ul style="list-style-type: none"> Is your video on Youtube? Provide a link to where your video can be viewed and downloaded. 	N/A
Sign off obtained: Partner, individual: From your organization:	
Organizational or project logo submitted:	
Other graphics provided: <ul style="list-style-type: none"> For example, infographics, photos, etc. 	
Links for "learn more": <ul style="list-style-type: none"> Titles and hyperlinks to direct readers to further information 	<ul style="list-style-type: none"> Vancouver Sun-Making a Difference One Cup at a Time Crossroads International-Taste of Success Crossroads International-Bolivia Crossroads International-FONCRESOL Green Bean Coffee Imports-Message from Bolivia

By submitting this form, I agree with CCIC using this information to develop a CSO impact story for use in presentations, online and written forms of communication, as long as they share final products with us. I have reviewed all of the information above.



