

To inform and inspire

In 2014, CARE Deutschland-Luxemburg e.V. engaged the public through numerous events. We created a travelling photo exhibition depicting Syrian refugees' messages to the world, which has been shown in 30 cities so far. In Berlin, Cologne, and Lima we, together with the activist painter Hermann Josef Hack, raised awareness about the plight of refugees. We granted the CARE Partnership Award to the Bosnian Roma-Organisation Better Future. The theme of the CARE affair magazine was "money" – what it means and the changes it can bring – and further reflection on this topic was inspired during a writing competition for students. CARE's voluntary action groups, prominent figures and schools got involved with our themes in 2014. They made many of our events a great success, including International Women's Day, the Tollwood-Festival in Munich, marathons in Bonn and in Munich as well as the German Federal President's school competition for CARE.

On a political level, CARE actively played a part in shaping the international development and sustainability agenda of the United Nations. We accompanied the content preparation and implementation of the UN Climate Summit in Peru and influenced the orientation of the new Charter for the Future of the Federal Ministry for Economic Cooperation and Development.

Thank you!

Together we can be successful. We would like to thank all of our donors, institutional partners, foundations, associations and private sector partners who enabled us to provide assistance and relief all over the world in 2014.

In particular, we would like to thank all honorary committees, the volunteers in the CARE action groups, the CARE donor advisory committee, and all the WE CARE schools for shaping and supporting our everyday work. Please remain by our side.

CARE and the CARE Package

CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. CARE was founded in the USA in 1945, sending more than 100 million CARE packages to post-war Europe to relieve suffering. Today, CARE has become a global confederation of 14 national CARE members. CARE Deutschland was founded in 1980 and was expanded into CARE Deutschland-Luxemburg e.V. in 2008.

CARE currently provides emergency relief, development aid and human rights advocacy in more than 90 countries. CARE supports the poorest of the poor, placing special focus on empowering girls and women. We provide relief and support for communities in conflict and disaster-affected areas. In poor countries, CARE fights in cooperation with village communities against the causes and effects of poverty. In Germany, CARE raises awareness and engages with the public about global poverty and injustice. CARE is politically independent and non-religious, operating according to renowned international quality standards. CARE holds consultative status with the United Nations.

CARE – For a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security.



Our complete annual report for 2014 as well as short films on the projects presented here can be found at: www.care.de/jahresbericht2014

For a printed version, please contact: Kateryna Polstvina, Donor Services: Phone: +49 (0)228 97563-26, polstvina@care.de



Your donation counts

CARE uses every donation as effectively and efficiently as possible: of every euro donated, 87 cents are channelled into our projects; 7 cents enable us to secure our donor base; 2 cents go to educational work; and 4 cents ensure the control and quality of our work in Germany and abroad.

Send your donations to the following account:

Account: 4 40 40
Sparkasse KölnBonn, BLZ 370 501 98
IBAN: DE 93 37050198 0000 0440 40
BIC: COLSDE33

Or donate online: www.care.de/spenden

CARE Deutschland-Luxemburg e.V.

Dreizehnmorgenweg 6, 53175 Bonn
 Phone: 0228-97563-26, Email: spenden@care.de, www.care.de

Tested and recommended: CARE is committed to the standards of the "Transparency for Civil Society" initiative, to the convention of the Deutscher Spendenrat, to VENRO's code of conduct as well as to the guidelines of the Pricewaterhouse-Coopers' transparency award. CARE repeatedly receives awards for its transparency and quality, nationally and internationally.



CARE's work in 2014 and our achievements

Faced with global poverty and almost 60 million refugees worldwide, in 2014 CARE was needed more than ever as one of the largest independent relief agencies in the world. As an international network, last year CARE delivered emergency relief to over seven million people affected by crises and disasters. In particular, we supported families fleeing within and around Syria, South Sudan, and the Central African Republic, as well as many other regions in crisis. In the Philippines, CARE helped communities recover and rebuild after Typhoon Haiyan, reaching over 300,000 people in 2014. When the outbreak of Ebola occurred, CARE assisted with training, education and hygiene promotion in Sierra Leone, Liberia, Mali and the Ivory Coast.

As well as providing acute emergency relief, in 2014 CARE helped almost 65 million people pave a way for themselves out of poverty through long-term CARE-programmes. For example: CARE helped 1.4 million people gain access to education and vocational training, enabled 5.4 million women and men to improve their harvests and livelihoods; and ensured that 36.8 million people had access to child-birth assistance and family planning. Altogether, CARE worked in 90 countries around the world, and reached with 880 poverty-fighting development and humanitarian aid projects more than 72 million people.

We thank all of our donors, supporters and partners who enabled us to provide this assistance!

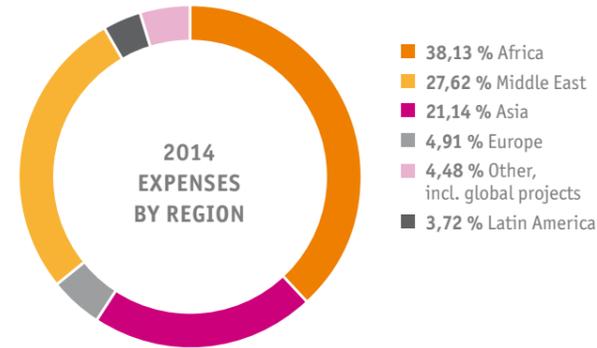
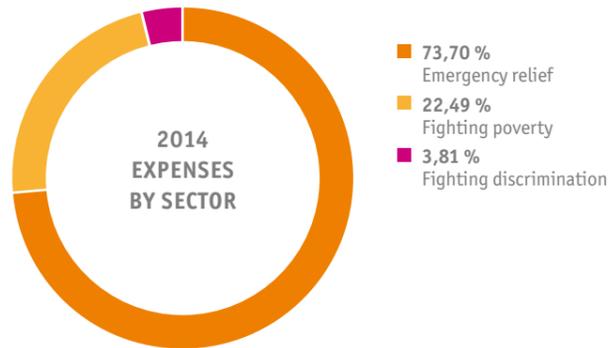
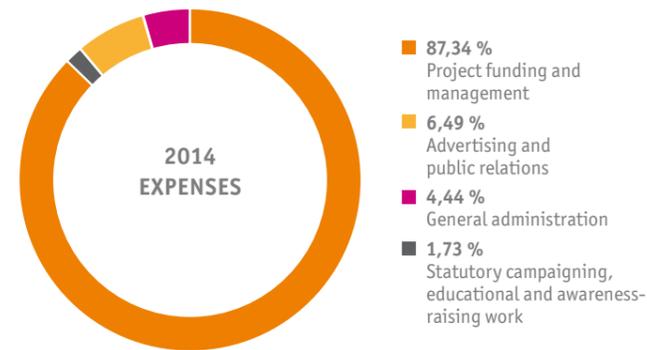
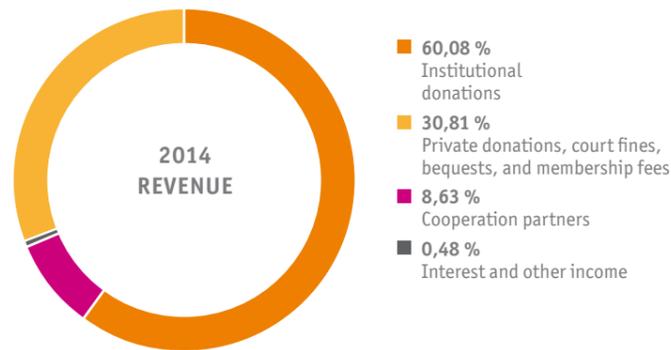
CARE DEUTSCHLAND-LUXEMBURG E.V. FINANCIAL FIGURES 2014

Saving lives, fighting poverty, strengthening human rights – these were the three goals CARE Deutschland-Luxemburg e.V. pursued in its projects in 39 countries in 2014.

73 per cent of our projects provided emergency relief and assistance to refugees, forming the main focus of our work. 22 per cent of our programmes tackled the root causes of extreme poverty by improving educational opportunities, harvests, livelihoods, health and adaptation to climate change in the poorest communities. Almost four per cent specifically strengthened the rights of disadvantaged groups like the Roma in the Balkans, the Quechua in the Andes of Peru or the Tuareg and Peulh communities in Niger. In all of our project regions we place special focus on the equal social and economic participation of women and girls as a central prerequisite for development.

In 2014 we achieved an increase in the number of donors, foundations, and private sector partners supporting our work. In addition, the contributions of public donors have grown. Our most important partners were the German Ministry of Foreign Affairs, the Federal Ministry for Economic Cooperation and Development, as well as the European Commission's Humanitarian Aid and Civil Protection department (ECHO). Altogether CARE Deutschland-Luxemburg – including its Balkans offices – increased its income by 19 per cent compared to the previous year, totalling 34.4 million euros.

87.4 per cent of our expenditures flowed directly into our relief programmes. 6.5 per cent were used for fundraising, communications and public relations, while 1.7 per cent funded educational work in schools. General expenses, such as quality control, acquisitions and reporting, amounted to 4.4 per cent.



1 Responding to urgent needs

Project example Syria: The humanitarian situation has dramatically deteriorated in the fourth year of the Syrian conflict. 12 million people have fled Syria. CARE has delivered emergency relief to one million people in Syria, Jordan, Lebanon, Egypt and Turkey. The German-Luxembourgian assistance supported a clinic in Syria providing medical care to 250,000 people. 13,500 families received emergency food and relief items, and 5,000 families received assistance and supplies for the winter.

In Jordan, CARE managed urban refugee centres for Syrian refugees in four cities as well as in Azraq refugee camp. These offered "safe spaces" for children, where therapy through play was available and psychosocial assistance was provided. In northern Iraq we delivered assistance and supplies for the winter to 17,000 displaced families.

3 Strengthening rights

In many countries, smallholder farmers are already directly confronted with the dramatic consequences of climate change. Learning to adapt to extreme weather conditions is increasingly important for their survival. In Madagascar for example, CARE helps 50,000 families protect themselves from the deadly consequences of tropical cyclones and advocates for their rights in international climate conferences.

2 Fighting poverty

Project example Haiti: Five years after the earthquake, there remains much to be done in Haiti. After providing recovery assistance for 300,000 people, CARE is now supporting 30,000 residents of the poorest districts of Port-au-Prince with regard to housing, access to water, hygiene promotion and livelihoods.

The setting up of self-managed small savings groups among women has turned out to be one of CARE's most successful instruments in overcoming poverty: 1,200 CARE-savings groups counting 33,500 women have been created since the earthquake, with 45 new groups founded in 2014. Participants have already saved over 1.2 million euros, with which they have granted each other loans and invested in business ideas. For instance, Immacula (see photo) built a kiosk and can now successfully feed her family.

4 Ensuring our sustainable impact

The annual CARE Global Impact Report examines the impact of our work. In 2014, it analysed how attitudes had changed in 50 communities in which CARE had worked between 2011 and 2013 to reduce violence against women. In the Balkans for instance, CARE's "Young Men Initiative" was successful in inspiring a social movement that challenged established power and gender roles.



2014 CARE Country list – countries with CARE Deutschland-Luxemburg e.V. programming

- | | | | | |
|----------------------------------|-------------|------------------|--------------------|----------|
| Albania*** | Ecuador | Laos | Rwanda | Zambia |
| Armenia* | Egypt | Lebanon | Serbia*** | Zimbabwe |
| Azerbaijan* | El Salvador | Lesotho | Sierra Leone | |
| Bangladesh | Ethiopia | Liberia | Somalia | |
| Benin | Georgia | Madagascar | South Africa | |
| Bolivia | Germany** | Malawi | South Sudan | |
| Bosnia and Herzegovina | Ghana | Mali | Sri Lanka | |
| Brazil | Guatemala | Montenegro*** | Sudan | |
| Burundi | Guinea* | Morocco | Syria* | |
| Cambodia | Haiti | Mozambique | Tanzania | |
| Cameroon | Honduras | Myanmar | Thailand** | |
| Chad | India** | Nepal | Togo | |
| Croatia | Indonesia | Nicaragua | Tunisia* | |
| Cuba | Iraq | Niger | Turkey | |
| Czech Republic* | Ivory Coast | Pakistan | Uganda | |
| Democratic Republic of the Congo | Japan | Papua New Guinea | Vanuatu* | |
| Djibouti* | Jordan | Peru** | Vietnam | |
| East-Timor | Kosovo | Philippines | West Bank and Gaza | |
| | | Romania* | Yemen | |

CARE International/ Secretariat
Brussels, Belgium
Geneva, Switzerland
New York, USA

Chairmanship CARE International
Chair: Ralph Martens
Secretary General:
Dr. Wolfgang Jamann

CARE Deutschland-Luxemburg e.V.
President:
Dr. Hans-Dietrich Winkhaus
National Director: Karl-Otto Zentel
Deputy National Director:
Stefan Ewers

*** CARE DL is active within transnational projects

* CARE has a limited presence and works with local partners

** Countries that are members of CARE International and also have on-going programmes