

Annual Report

2015



IN 2015
CARE INTERNATIONAL SUPPORTED
65 million
OF THE WORLD'S POOR PEOPLE
IN 95 COUNTRIES
THROUGH 890 PROJECTS



care[®]
THE SOONER. THE BETTER.

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The Sooner The better

Internationally CARE is one of the largest humanitarian organisations . In 2015 CARE International supported more than 65 million people in 95 countries. CARE Denmark focuses on long-term projects in nine countries.

We support poor families and help them to provide food and to work their way out of poverty. The poor farmers in developing countries are often the most vulnerable to climate change. It has become even more difficult for farmers to provide enough food for themselves and their families. Together with local organisations, CARE Denmark support vulnerable farmers in developing countries. The goal is to empower poor farmers through education and knowledge sharing on how to deal with the challenges they meet. CARE Denmark focuses on helping people to help themselves, because it saves lives, money and reduces suffering.

CARE Denmark brings our work into action before disasters strike in order to create long-lasting solutions together with poor and vulnerable families.



BOARD OF DIRECTOR'S REPORT 2015

Throughout 2015, CARE Denmark has been working on three major topics: climate change, the historic cuts in Danish development aid and Nepal.

In 2015 CARE Denmark has actively participated in political debate advocating for millions of people in developing countries, most affected by climate change. As part of this work, CARE Denmark has been successful in engaging more than 12,000 Danes in a national petition, which demanded political action and securing an ambitious climate agreement with special attention on the world's poorest. CARE Denmark's political work in the run up and during the climate summit in Paris resulted in great publicity and we were able to influence politicians and organisations before and during the climate summit.

CARE Denmark successfully linked the climate change agenda with long-term development efforts and the current refugee

situation. This argument was supported by a great conference held at the Danish Parliament in October, where politicians, participants and the press were invited to learn and discuss climate refugees.

The year of 2015 will be remembered as the year when the government launched a historic cut on development assistance. The reduction accounted for 25 per cent of the funds organisations receive to do development work from the government as part of a framework agreement.

"It's a black day for the good and recognized development work that Danish organisations like CARE Denmark performs in poor countries," National Director of CARE Denmark, Niels Tofte, wrote as input to the discussion around the new national annual budget of 2016. CARE Denmark's budget was cut annually with 10 million Danish kroner as part of the framework agreement.

The close cooperation with DANIDA continued in 2015. At the same time, CARE Denmark's work continued to focus on other donors than DANIDA. CARE Denmark was successfully chosen to carry out a number of projects for EU – also the UK governmental aid agency, DFID, extended their support to CARE Denmark's African climate change adaptation project, ALP.

The effort to make CARE Denmark less dependent on funds from the Danish Government appeared to be a strategically wise choice especially after the change of government in 2015.

In this context it is also important to thank the many people who support CARE Denmark through contributions or memberships, which are a prerequisite for our work.

Finally, Nepal played a prominent role in CARE Denmark's activities. On 25th of April, the

PATRON OF CARE DENMARK
HIS ROYAL HIGHNESS
PRINCE JOACHIM



NATIONAL DIRECTOR
NIELS TOFTE



CHAIRMAN
CHRISTIAN S. NISSEN
CONSULTANT
AND LECTURER



VICE-CHAIRMAN
BJARNE H. SØRENSEN
FORMER AMBASSADOR



**INGELISE
BOGASON**
DIRECTOR



most devastating earthquake in more than 80 years hit the country. Over 600,000 homes were destroyed and 9,000 Nepalis lost their lives.

“It is the most frightening thing, I have ever experienced. You are left completely powerless,” CARE Danmark’s resident advisor, Søren Engberg Jensen, expressed after the earthquake. Quite extraordinarily, CARE Danmark participated in the humanitarian relief work.

Nepal also played a central part of CARE Danmark’s work in 2015, as the profit from the Danish Broadcasting Corporation’s Christmas Calendar Project 2015 (Børnenes U-lands-kalender) went to CARE Danmark’s project *The forgotten children of the Himalayas* (Himalayas glemte børn). In addition to the DR TV-programs from Nepal, CARE Danmark had storytellers visiting schools reaching 17,000 children throughout the country.

His Royal Highness Prince Joachim together with the music artist Per Vers and the DR Ultra-host Joakim Ingversen presented the Christmas Calendar of 2015. The launch and the 170 school lectures led to a massive press coverage of CARE Danmark.

In 2015 CARE Danmark has invested many resources in establishing partnerships with Danish foundations and companies. We have initiated a cooperation with Bestseller Foundation on a project to create jobs and increase income for young people in Kenya. At the same time, CARE Danmark continues to work with Coop and Arla to develop sustainable business models and partnerships in Africa.

In the light of the government’s significant reduction and reform of a long-term focus on development and poverty reduction, we will state that in the future, it is even more necessary to position CARE Danmark as an

organisation, which naturally cooperates and pursues dialogue with business organisations and companies. Just as it is necessary to continue looking for new funding opportunities in forms of partnerships and foreign donors.

The cooperation with companies and foundations must and can be done without ever giving up the focus, which is essential to CARE Danmark: To empower poor people in developing countries and to support them to create better lives for themselves.

In 2015, CARE Danmark had a turnover of 128 million kroner. It is the highest turnover since CARE Danmark was established in 1987. The financial results of 2015 shows a positive outcome at 1.1 million and the unrestricted reserves stood at 12.9 million. Despite cuts in public funding and a competitive funding market, we have managed to achieve a satisfying result.

CATHARINA
COLLET
MA

HENRIETTE
FRANDSEN-MELAU
DEPUTY HR DIRECTOR

ANETTE
FOLSGAARD
BOARD MEMBER

PETER
KRAGELUND
CHIEF OF DEPARTMENT

ORLA GRØN
PEDERSEN
BOARD CHAIRMAN

ULLA
RÖTTGER
CEO



FINANCIAL REVIEW 2015

In 2015, CARE Denmark had a turnover of 128 million kroner. That is the biggest turnover since CARE Denmark was established in 1987. Of this, 48 million kroner came from CARE Denmark's framework agreement with DANIDA. Additionally, CARE Denmark received project support from the EU and from the governments of Great Britain and Austria. Last, but not least, CARE Denmark received significant contributions from individuals, companies and foundations.

FUNDRAISING ACTIVITIES

In 2015, CARE Denmark raised a total of 22.5 million kroner from private donors, businesses and foundations, altogether representing 18 per cent of the total revenue. The total revenue from private donors, businesses and foundations is below the 2014-level, primarily because CARE Denmark received a large inheritance in 2014.

This year, the majority of private fundraising came from contributors and members who support on a monthly basis. This amounted to 16.1 million kroner – of which 4.4 million kroner came from memberships. The number of support members in CARE Denmark has increased from 13,745 in 2014 to 15,737 in 2015. The number of contributors decreased from 24,831 in 2014 to 23,858 in 2015. This is primarily because CARE Denmark in 2015 prioritised to recruit new support members more than recruiting new contributors.

CARE Denmark's cooperation with businesses was continuing in 2015 as a considerable part of CARE Denmark's fundraising strategy. CARE Denmark's strategic partnership with Coop 'Kilimo Biashara' continued in Kenya in 2015. Additionally, a partnership concerning the

Charity Button on the bottle refund machines in Coop's supermarkets extended with four months into 2015.

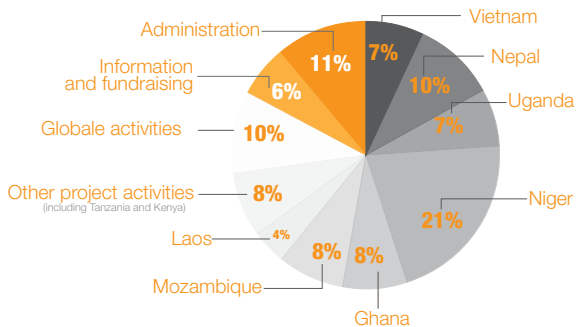
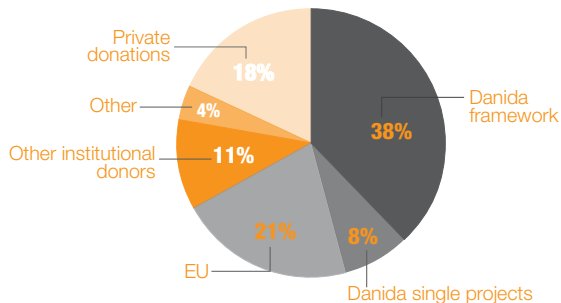
In 2015, CARE Denmark also took part in the yearly Danish National Telethon (Danmarks Indsamling) in which 100 million kroner was raised for humanitarian projects in developing countries. CARE Denmark's share of the amount was 3.5 million kroner. The money is earmarked for a project in Ghana that fights against violations of rights in relation to mining activities.

ANNUAL RESULT AND 2016 FORECASTS

The final account for 2015 shows an overall surplus of 1.1 million kroner. As of December 31st, 2015, unrestricted reserves amounted to 12.9 million kroner. The result is satisfying in the light of CARE Denmark's long-term goal of building its own capital.

The administrative expense ratio in relation to total revenue has gone down from 12% in 2014 to 11% in 2015. This is due to an increase in revenue from public institutions. We expect that revenues from public institutions will be slightly lower in 2016 than in 2015.

In 2016, CARE Denmark expects a negative result of a total of 228,000 kroner. The framework grant from DANIDA was in 2015 48 million kroner, but after the government's historic cutbacks in development assistance, the framework grant has been reduced to 38.4 million kroner in 2016. In comparison, the well-established cooperation with the EU and other foreign institutional donors is expected to continue in 2016.



➤ Read the entire financial review at www.care.dk/finance

➔ OPERATING STATEMENT

for the period January 1st - December 31st, 2015

Revenues

Restricted revenues
Other revenues

2015
(DKK 1,000s)

2014
(DKK 1,000s)

100,546
27,386
127,932

86,647
36,195
122,842

Accrual of restricted revenues

-14,940
6,972

Total revenues

112,992 **129,814**

Expenses

Use of restricted funds
Use of unrestricted funds

84,580
27,319

96,943
27,621

Total expenses

111,899 **124,564**

Result of the year

1,093 **5,250**

The result of the year has been allocated as follows:

Transferred to unrestricted reserves
Adjustment of restricted reserves

67
1,026

8,574
-3,324

➔ BALANCE SHEET

as of December 31st, 2015

Assets

Fixed assets
Current assets

2015
(DKK 1,000s)

2014
(DKK 1,000s)

2,081
53,080

2,612
36,122

Total assets

55,161 **38,734**

Liabilities

Reserves
Restricted reserves
Unrestricted reserves

200
18,246

200
17,153

Total reserves

18,446 **17,353**

Total debt

36,715 **21,381**

Total liabilities

55,161 **38,734**

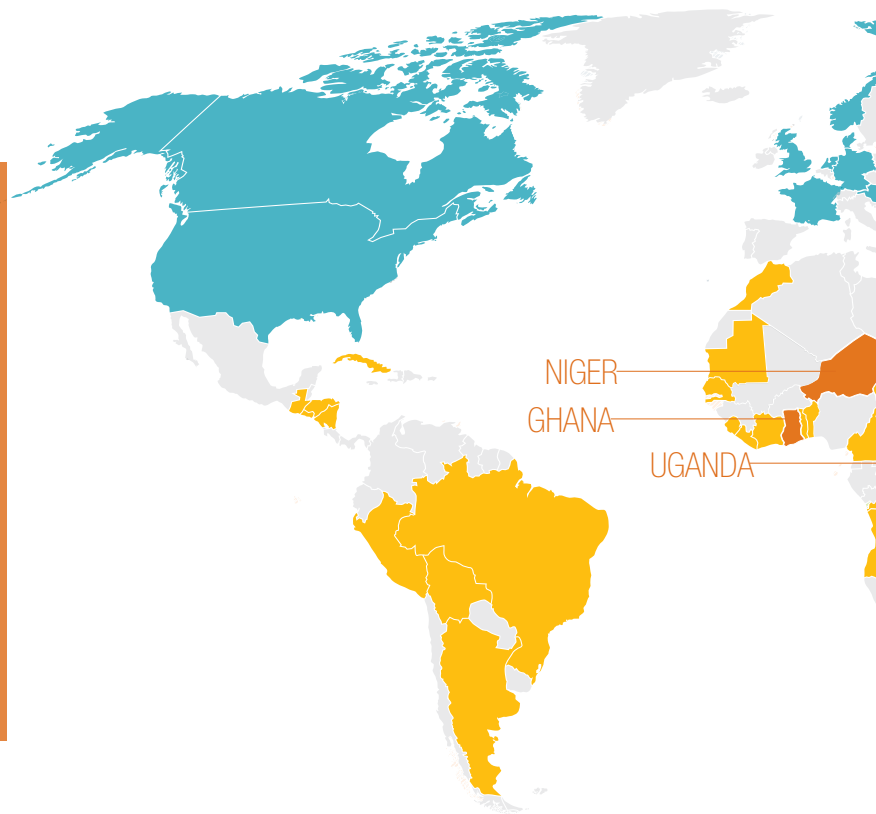
ABOUT CARE

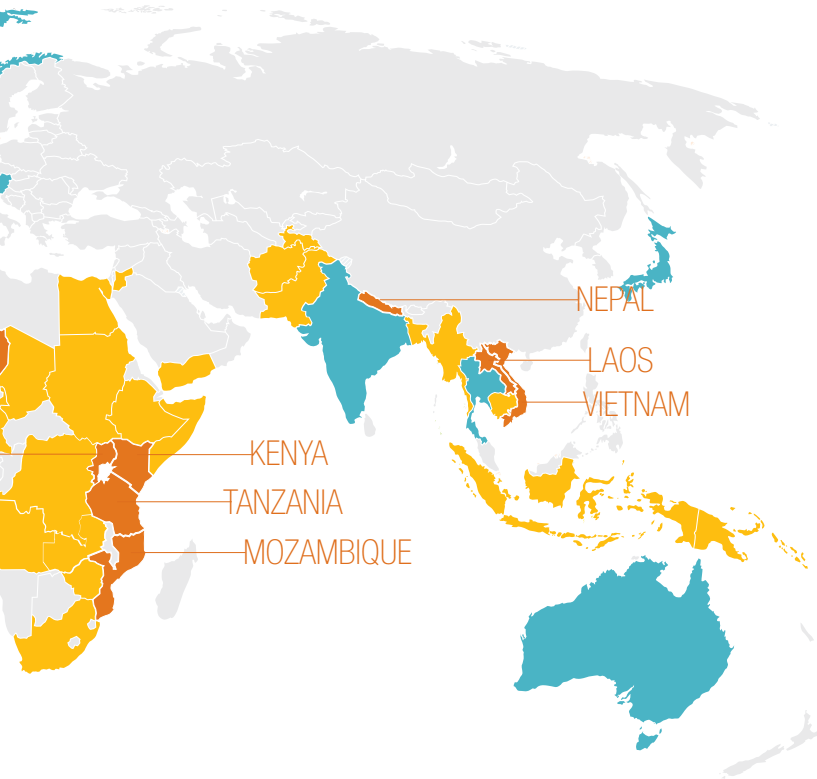
CARE DANMARK

CARE Danmark focuses on long-term development assistance in nine countries in Africa and Asia. The approach to our development work is based on the principle of helping people to help themselves.

Local staff carry out CARE Danmark's projects. Internationally 97 per cent of all employees in CARE are local. This ensures sustainable and efficient operations that are firmly rooted in local areas. In addition, CARE Danmark is working with local partner organisations and NGOs. This strengthens grass-root communities in our project countries, and helps the average citizen to get a stronger voice and to speak up against authorities and large cooperation. Our efforts helps to ensure their right to food, water, land, health and influence.

➤ *Read more about CARE Danmark at*
www.care.dk/caredenmark-eng





- CARE INTERNATIONAL MEMBERS
- CARE INTERNATIONAL PROGRAMME COUNTRIES
- CARE DANMARK PROGRAMME COUNTRIES

CARE INTERNATIONAL

Globally, CARE International is one of the largest humanitarian organisations with programmes in 95 countries. In 2015 CARE International reached out to support more than 65 million people. CARE International consists of 14 independent organisations located in Denmark, USA, Canada, Germany, Australia, France, Holland, India, Japan, Norway, United Kingdom, Thailand, Peru and Austria.

Each organisation works independently with their own areas of expertise in development and humanitarian assistance, but in the individual project countries CARE members coordinate their activities closely. The core of CARE's development focus is to fight poverty and support the world's vulnerable people, so they are able to improve their living conditions on their own.

➤ *Read more about CARE Denmark's organisation at www.care.dk/organization*

CARE DANMARK ORGANISATION

CARE Danmark was established in 1987 as an independent foundation. Consequently, a Board of Directors that is elected by the Committee of Representatives governs CARE Danmark. In addition, CARE Danmark has a Support Association Board that represents all members of CARE Danmark.

At the technical and professional level, CARE Danmark's Programme Committee provides counselling and guidance to CARE Danmark's Programme Department.

His Royal Highness Prince Joachim is patron of CARE Danmark.

Last, but not least, CARE Danmark enjoys the support of a number of volunteers. They serve as ambassadors and storytellers, travelling for and with the organisation, giving presentations and talks and representing the organisation in general.

The CARE Danmark Award

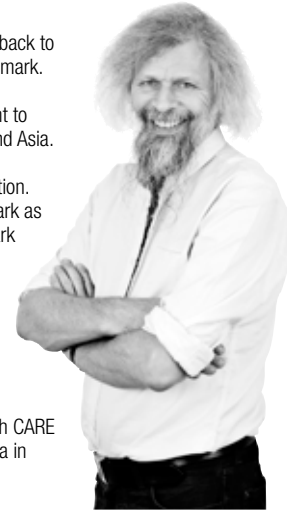
The CARE Danmark Award is awarded every year to give something back to the people, who provide an extraordinary effort to support CARE Danmark.

In 2015, Jacob Holdt received the award for his years of commitment to CARE Danmark's work to improve conditions for the poor in Africa and Asia.

Jacob Holdt never really planned to be volunteering for any organisation. This changed in 1991, when he traveled to Bolivia with CARE Danmark as a photographer. Jacob Holdt has been Ambassador for CARE Danmark ever since:

"I measure the effect of development by the looks that people send me. And when I travel with CARE Danmark, their eyes sparkle with joy," Jacob Holdt said in his speech, when he was presented with the CARE Danmark Award.

With his camera, Jacob Holdt has visited several of the countries with CARE Danmark. In addition to Bolivia, he has since traveled with his camera in Nepal, Uganda and Vietnam.



Selected companies cooperating with CARE Danmark in 2015:





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