



Plan to change
the world

MEDIA BACKGROUNDER

Plan Canada

- Plan International is a global movement for change, mobilizing millions of people around the world to support social justice for children in developing countries. Founded in 1937, we are one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all faiths and cultures, we have only one agenda: to improve the lives of children.
- In 2015, our work across **52 countries** reached the lives of **214.3 million people** – including **100.4 million children** -- in **more than 85,200 communities** around the world.
- Specifically, Plan's programmatic areas include:
 - early childhood health and development;
 - emergencies and food assistance;
 - education;
 - economic security;
 - water and sanitation;
 - child protection;
 - child participation; and
 - sexual and reproductive health.
- Plan has several key initiatives to help citizens get involved in changing the world, including but not limited to:
 - **Because I am a Girl** – Plan's global initiative to end gender inequality, promote girls' rights and lift millions of girls – and everyone around them – out of poverty. Our research and experience in developing countries has shown us that by investing in girls and young women we can support a generation of empowered women, mothers, workers and leaders who will improve the lives of everyone around them. We also provide a wide range of programs and projects designed to improve the status of girls and facilitate their access to health care, education, livelihoods, protection, independence, and an opportunity to participate in society.
 - **Child, Community, and Project Sponsorship** – Sponsoring a child, specific community, or Plan project to reduce global poverty and improve the lives of children, families, and entire communities.
 - **Day of the Girl** – Plan Canada led the call for an International Day of the Girl as part of its **Because I am a Girl** initiative. This day creates a focus for advocacy to see that girls get the investment and recognition they deserve as citizens and as powerful agents of change within their own families, communities, and nations. The International Day of the Girl takes place on October 11th of each year.
 - **Gifts of Hope** – Gifts that can be purchased to support Plan's community programs and projects in developing countries. For example, gifts like goats can provide livelihoods and income for families.
 - **Spread the Net** – Plan Canada's grassroots campaign designed to inspire and motivate people to help end preventable malaria deaths. This campaign raises funds and awareness to support the purchase and distribution of bed nets to children and families in Africa.
- Plan works with **more than 1 million donors worldwide** – including individuals, families, schools, foundations, businesses and governments.
- Learn more and get involved at plancanada.ca and becauseiamagirl.ca

Media contacts

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