

calcul

$$\begin{array}{r} 58 \\ + 22 \\ \hline 80 \end{array}$$
$$\begin{array}{r} 32 \\ \times 2 \\ \hline 64 \end{array}$$

# 2009

## Plan Canada Annual Financials

Delivering sustainable results  
through responsible spending  
[plancanada.ca](http://plancanada.ca)



To all who supported Plan's work in 2009, a heartfelt thank-you. In the midst of recession, Canadians not only continued to step up to the challenge of creating a better world for children living in poverty—you actually dug deeper and gave more.

Public support of Plan Canada grew by more than \$12 million (13%) in our 2009 fiscal year, putting our revenue over \$100 million for the first time.



## A message from Rosemary McCarney President & CEO

A handwritten signature in black ink that reads "Rosemary McCarney".

### Mobilizing resources through partnerships

While child sponsorship still represents our largest and most stable source of funding, we are increasingly partnering with foundations, the Canadian government, international agencies, corporations, and individuals on innovative initiatives that allow us to fill critical gaps and explore new paths. Thanks to these efforts, we've grown our microfinance programs targeted to the poorest of the poor, extended a partnership with the World Health Organization to help get essential drugs to where they're needed most, and partnered with new Canadian companies that operate in countries where Plan works. Importantly, our rich and diverse relationship with the Canadian International Development Agency is bringing both matching grants and opportunities to contribute to public policy development.

We've also been investing in new ways of tapping into the enthusiasm of a growing group of socially conscious young people who want to do their part—by launching a fundraising drive, buying a Gift of Hope, or getting engaged in our **Because I am a Girl** campaign.

### Investing for the long term

Making investments in the future is critical, and we weigh each spending decision very carefully. We spent almost \$1 million more in fundraising this year to bring in that additional \$12+ million, and we invested in a much-needed upgrade of our aging technology to create operational efficiencies and make it easier for donors to connect with Plan. We are constantly balancing our commitment to ensuring the maximum amount of money possible goes to programs that directly benefit children, with the need to ensure we can meet and grow those commitments to the children and the 25,000 communities we work in over the long term.

### What lies ahead

Our long-term commitments are tackling tough challenges like disaster response, sometimes in areas made dangerous by ongoing conflict. While debate about climate change rages, communities are facing real and immediate problems related to environmental degradation, drought and natural disasters. With Plan's help, they're taking steps to reduce risks and strengthen their capacity to deal with emergencies that do arise. While the global food crisis has largely disappeared from the media, the reality is that one billion people still go to bed hungry—the vast majority of them children. By providing access to agricultural experts, training, seeds, livestock and fertilizer, Plan is working to ensure food security is a reality for children and their families.

Our growing revenue base allows us to expand our efforts to deal with these critical issues, and to continue to improve families' access to education, healthcare, clean water, and a means to earn a living. None of this would be possible without the over one million donors worldwide and the millions of community partners in the developing world who believe in social justice for children and have joined Plan's global movement for change. Once again, thank you.

Rosemary McCarney,  
President & CEO

I'm delighted to have been given the opportunity to chair Plan Canada's board of directors. Since joining the board in 2007, I've been impressed by the time and effort Plan Canada has committed to earning a place among best-in-class organizations in the not-for-profit sector when it comes to good governance.



## A message from Bernard Richard Chair, Board of Directors

A handwritten signature in black ink, appearing to be 'B. Richard'.

A decade ago, the word “governance” was rarely heard in the popular media or general conversation. That began to change when a series of high profile corporate scandals woke shareholders up to the need for public scrutiny of how companies are being led and managed. The critical role of boards of directors in protecting the interests of all stakeholders and ensuring careful stewardship of resources came into the spotlight. The public is now rightly interested in knowing what boards and executive management are doing to ensure that expected standards of good governance, accountability and transparency are met—in business, in government, and in not-for-profits like Plan.

Why is good governance important to Plan Canada's donors? Because our supporters give generously and loyally to the work of Plan around the world, and have a right to know that their money is being used appropriately. I'd like to highlight a few things we're doing to ensure they can be confident the organization is well-run and money is well-spent:

- Updating the terms of reference of our three board committees (governance, finance and audit, international programs) to ensure that standard board accountabilities are being fully addressed
- Reviewing all our by-laws and key policies—like those addressing child protection, conflict of interest, privacy and procurement—to ensure they meet today's standards
- Working with our independent auditors to ensure that we're meeting the highest standards of accuracy in presenting our financial summary and statements
- Hiring an experienced risk manager with an independent reporting relationship to the board, to ensure we have a direct view to any potential concerns
- Overseeing executive compensation policy and decisions, assessing CEO performance and doing succession planning.

While we don't have formal “shareholders,” Plan's board is committed to fulfilling the same critical functions that a public company's board would. Plan Canada is now a \$106 million organization with accountability to ensure that the people who provide those funds—our donors and partners—receive the return on investment they seek: social justice and improved lives for children in developing countries. We will strive to continually improve our ability to deliver that return and hold ourselves to high standards of governance.

Bernard Richard,  
Chair of the Board

70 years' experience,  
3.5 million families,  
66 countries, 25,000  
communities,  
1 million donors,

**1 goal:**  
to improve  
the lives of  
children



# What we do

## Plan's work based around eight core areas



### Education

We work to ensure children and their families get the knowledge and life skills they need to break the cycle of poverty. With our community partners, we build schools, train teachers and remove barriers to education.



### Health

We help communities deliver basic health care to children and families by working with them to build clinics and train health care workers. We invest in medicine, equipment and outreach. We put a strong focus on maternal health, because when mothers stay healthy their children do too.



### Water and sanitation

We drill boreholes and invest in water systems to ensure that communities have safe, accessible drinking water. We train local people to maintain these systems. We develop community-led sanitation programs to stop the spread of disease and we raise awareness of the importance of waste management.



### Economic security

Hundreds of thousands of people achieve financial stability thanks to our microfinance programs. By offering training, tools and access to small loans, we help people build local industry and provide for their families. We also help young people acquire the skills they need to earn a decent living.



### Emergencies

We provide humanitarian relief when emergencies occur, and ensure children have safe spaces, education and emotional support. We also make sure children's voices are heard as we help the community rebuild. We work to make communities more resilient, taking steps to reduce the risk and impact of natural disaster.



### Child protection

Protecting children from every kind of violence—physical, sexual, emotional and psychological abuse and neglect—is a priority for Plan. We work with children, their families and communities to tackle issues ranging from child trafficking to female genital cutting to corporal punishment in schools.



### Child participation

We believe that children have the right to take part in decisions that affect their lives. We help millions of children learn about their rights, engage in citizenship, express their views, influence decision-makers and play an active role in community development.



### Sexual health, including HIV

Plan's programs help empower young people to protect themselves from sexually transmitted infections and early pregnancy. We support reproductive and sexual health education. We provide prevention, care and support services to children and youth impacted by and living with HIV and AIDS, and advocate for their rights.

# How donations flow to communities

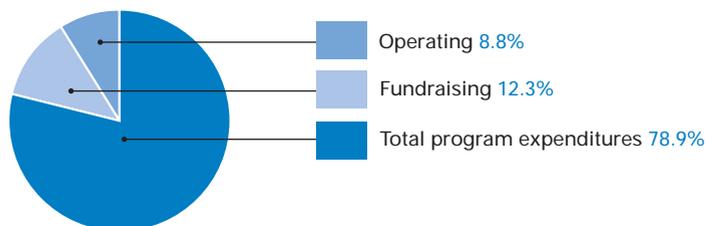


**Child sponsorship contributions** are pooled centrally and go to community development projects that benefit all the children and families living in the community.

**Designated contributions**—such as major gifts, Gifts of Hope, or ongoing contributions to support an issue—go to the project chosen by the donor.

In all cases, the projects are developed by in-country staff in consultation with children, communities, local governments and partner organizations, and they often overlap and leverage one another.

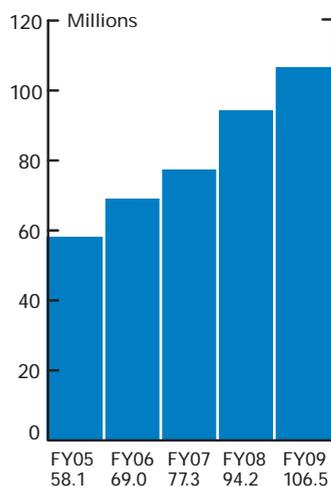
## Expenditures



## Revenue sources



## Total revenue over last 5 years



# Summarized balance sheets

(THOUSANDS OF CANADIAN DOLLARS)	Plan International Canada Inc. <sup>1,2</sup> As at June 30	Plan International Canada Inc. <sup>1,2</sup> As at June 30	Plan International Worldwide <sup>2,3</sup> As at June 30	Plan International Worldwide <sup>2,3</sup> As at June 30
	2009	2008	2009	2008
<b>ASSETS</b>				
Current Assets (other than Investments)	10,624	13,582	288,532	255,745
Investments	1,882	1,046	28,730	26,368
Balance due from Plan International, Inc.	916	0	0	0
Capital Assets and Other	1,693	2,314	35,871	35,552
<b>TOTAL ASSETS</b>	<b>15,115</b>	<b>16,942</b>	<b>353,133</b>	<b>317,665</b>
<b>LIABILITIES</b>				
Deferred Revenue	9,681	10,583	0	0
Accounts Payable and Accrued Expenses	2,664	1,786	67,518	65,741
Balance due to Plan International, Inc.	0	1,112	0	0
<b>TOTAL LIABILITIES</b>	<b>12,345</b>	<b>13,481</b>	<b>67,518</b>	<b>65,741</b>
<b>NET ASSETS</b> <sup>1,2</sup>				
Unrestricted Funds	-57	48	159,987	141,196
Temporarily Restricted Funds	0	0	109,002	95,996
Endowment Funds and Statutory Funds	1,134	1,099	16,626	14,732
Net Investment in Capital Assets	1,693	2,314	0	0
<b>TOTAL NET ASSETS</b>	<b>2,770</b>	<b>3,461</b>	<b>285,615</b>	<b>251,924</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>15,115</b>	<b>16,942</b>	<b>353,133</b>	<b>317,665</b>

## Auditors' report on summarized financial statements of Plan International Canada Inc.

To the Directors of Plan International Canada Inc.

The accompanying summarized balance sheet and statement of public support, revenue, expenditures and changes in net assets are derived from the complete financial statements of Plan International Canada Inc. as at June 30, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated September 16, 2009. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operation and cash flows, reference should be made to the related complete financial statements.

*PricewaterhouseCoopers LLP*

PricewaterhouseCoopers  
Chartered Accountants  
Licensed Public Accountants  
Toronto, Canada  
December 16, 2009

# Summarized statements of public support, revenue, expenditures and changes in net assets

(THOUSANDS OF CANADIAN DOLLARS)	Plan International Canada Inc. <sup>1,2</sup> Year ended June 30		Plan International Canada Inc. <sup>1,2</sup> Year ended June 30		Plan International Worldwide <sup>2,3</sup> Year ended June 30		Plan International Worldwide <sup>2,3</sup> Year ended June 30	
	2009		2008		2009		2008	
<b>PUBLIC SUPPORT AND REVENUE</b>								
Public Support and Government Grants	105,910		93,311		759,844		753,633	
Investment Income	623		841		3,520		6,457	
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>106,533</b>		<b>94,152</b>		<b>763,364</b>		<b>760,090</b>	
<b>EXPENDITURES</b>	<b>%</b>		<b>%</b>		<b>%</b>		<b>%</b>	
International Program Services	80,365		69,540		562,457		540,894	
Canadian Program Services	4,154		3,658		4,154		3,658	
Total Program Expenditures <sup>4</sup>	78.9	84,519	78.3	73,198	76.9	566,611	76.9	544,552
Fundraising	12.3	13,192	13.1	12,223	11.4	84,348	10.7	75,712
Operating and Other	8.8	9,442	8.6	7,987	11.7	86,169	12.4	88,033
<b>TOTAL EXPENDITURES</b>	<b>100.0</b>	<b>107,153</b>	<b>100.0</b>	<b>93,408</b>	<b>100</b>	<b>737,128</b>	<b>100.0</b>	<b>708,297</b>
<b>EXCESS OF PUBLIC SUPPORT AND REVENUE OVER EXPENDITURES FOR THE YEAR</b>	<b>-620</b>		<b>744</b>		<b>26,236</b>		<b>51,793</b>	
<b>NET ASSETS<sup>1,2</sup></b>								
Beginning of Year	3,461		2,637		251,924		186,352	
Endowment Contribution	35		83		0		0	
Translation Adjustment <sup>3</sup>	0		0		6,255		12,523	
Unrealized Gain/(Loss) on Forward Hedge Deals	0		0		781		2,103	
Unrealised Gain/(Loss) on Investments	-106		-3		419		-847	
<b>NET ASSETS – END OF YEAR</b>	<b>2,770</b>		<b>3,461</b>		<b>285,615</b>		<b>251,924</b>	

## Notes to summarized financial statements

- The summarized financial statements of Plan International Canada Inc. are reported using the deferral method, consistent with Canadian generally accepted accounting principles. Under the deferral method, restricted contributions are recognized as revenue in the period in which the related expenses are incurred. Endowment contributions are recognized as direct increases to net assets.
- Plan International Canada Inc. is a member of Plan International Worldwide (Plan), since 1968. Plan is a non-profit international child-centred development organization and is comprised of 18 membership corporations (known as National Organizations), Plan International, Inc., (located in the United States) and its subsidiary (Plan Limited located in the United Kingdom) and other related entities (such as Plan International Brasil). The National Organizations raise funds, primarily through the child sponsorship model, and build relations between sponsors and sponsored children. Plan International, Inc. utilizes these funds raised by National Organizations for programs benefiting children, their families and communities in 48 Program Countries. Plan Limited, the subsidiary of Plan International, Inc., provides central services to the 48 Program Countries and National Organizations. A National Organisation's net financial contribution to Plan International, Inc., determines that National Organisation's representation at the Member's Assembly, which is the highest decision-making body. It set high-level strategy and direction for the global organisation, approves the financial budgets and receives the audited accounts, as well as electing the Board of Directors of Plan International, Inc., which reports and is accountable to the Member's Assembly. Plan International Worldwide combined financial statements represent the combined transactions of the National Organizations and Plan International, Inc. and its subsidiary and related entities, which are prepared using consistent accounting policies in accordance with International Financial Reporting Standards. These statements recognize restricted contributions and endowment contributions as revenue in the period in which the contributions are received.
- The financial information presented in this report in respect of Plan International Worldwide has been extracted from the combined financial statements of Plan International Worldwide for the year ended 30 June 2009. These combined financial statements were prepared in accordance with International Financial Reporting Standards and can be viewed in full on [plan-international.org](http://plan-international.org). They were audited by PricewaterhouseCoopers LLP in the United Kingdom in accordance with International Auditing Standards, and their audit report dated October 30, 2009, was unqualified. The Worldwide figures are translated from Euros into Canadian dollars at the year end exchange rate of 1 EURO = \$1.63 (2008 - \$1.60), except for the opening net asset amount which is translated at the prior year-end exchange rate giving rise to a translation adjustment.
- Program Expenditures—International Program Services represent funds expended in Plan's five program domains: Growing Up Healthy, Learning, Habitat, Livelihood and Building Relationships. Canadian Program Services include costs incurred in Canada toward the goal of enhancing cross-cultural awareness and understanding, as well as expenditures related to the Global Education program.

For a complete copy of Plan International Canada Inc. or Plan International Worldwide combined audited financial statements, please visit [plancanada.ca/financials](http://plancanada.ca/financials), call 1-800-387-1418 or write to our Toronto office.



## Join our global movement for change

**Sponsor a child:** For about a dollar a day you can become part of the life of a child and the story of a community working to lift itself out of poverty.

**Fund a project:** Help us tackle specific issues you care about—like education, girls' rights, or HIV and AIDS.

**Give a Gift of Hope:** A great way to support a specific project, like goats for a family farm or school supplies for a child, while honouring friends and family.

**Join the Because I am a Girl campaign:** Investing in girls is the principal key to eliminating poverty. Help girls change the world.

To find out more visit [plancanada.ca](http://plancanada.ca)



## Canadian Board of Directors

As of June 30, 2009

Chairman  
**Benoit La Salle**  
President  
Semafo Inc.  
St. Laurent, Quebec

Board Members  
**John C. Bonnycastle**  
Chief Financial Officer (Retired)  
Beaufort Insurance Group  
Calgary, Alberta

**Melinda Head**  
President  
Head Research  
Toronto, Ontario

**Karen Jackson**  
Partner  
Stikeman Elliot  
Toronto, Ontario

**Joshua Liswood**  
Partner  
Miller Thomson  
Toronto, Ontario

**Dr. William Pope**  
Registrar/CEO  
The College of Physicians and  
Surgeons of Manitoba  
Winnipeg, Manitoba

**Bernard Richard**  
Ombudsman  
Government of New Brunswick  
Fredericton, New Brunswick

**Ian Smillie**  
International Development  
Consultant  
Ottawa, Ontario

**Stephen Stewart**  
Chief Financial Officer  
ING DIRECT  
Toronto, Ontario

\*Late in 2009, John Bonnycastle and Benoit LaSalle retired from the Plan Canada board after many years of service. We extend our deepest thanks to them for their leadership and support. Bernard Richard was elected Chair and Sasha Jacob, President & CEO of Jacob Securities Inc. in Toronto, was elected as a new board member.

### Contact Info

**Plan Canada**  
95 St. Clair Avenue West, Suite 1001  
Toronto, ON Canada M4V 3B5  
Tel 416-920-1654  
Fax 416-920-9942  
Toll-free: 1-800-387-1418  
plancanada.ca  
info@plancanada.ca

Charitable Registration #: 11892 8993 RR0001



This annual financial report provides the audited statements for Plan Canada. *The Plan Worldwide Annual Review and Combined Financial Statements* presents the audited global statements, as well as highlights of our global work for the past year. All of these documents are available on our website at [plancanada.ca/financials](http://plancanada.ca/financials)