



CELEBRATING 30 YEARS INTERNATIONALLY

2021 ANNUAL REPORT

 **Good Neighbors**
Canada

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*Cover pictures: Better Life for Girls in Cameroon.
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A year's overview

A message from our Executive Director

In 2021, Good Neighbors International celebrated 30 years of helping people in need by implementing a wide range of development projects and quickly responding to crises worldwide.

Our story began in South Korea in 1991. Some of our early projects assisted children with disabilities and those in orphanages. In our second year of operation, we started working internationally with a relief project in Bangladesh, followed by refugee support in Somalia in 1993.

Only five years after being founded, Good Neighbors' work was recognized by the United Nations, when we gained General Consultative Status with their Economic and Social Council (UN ECOSOC). In 2007, for advancing primary education, we were awarded "the Oscars of world nations": the Millennium Development Goals (MDGs) Award.

In 2011, we were selected as a partner organization for the UN's World Food Programme (WFP) and implemented the *Saemaul Zero Hunger* project for food security and income generation.

There are so many other milestones I could mention, and it has been an absolute honour to be part of this story here in Canada for the past five years. In 2021, we were thrilled to receive over one million bottles of hand sanitizer, which we distributed in London, the GTA, Haiti, and Vietnam. We also had our *Pumpkin Spice Virtual 5K*, our first event of the kind, and we raised enough funds to build three more wells in Zambia.

Thank you to all our supporters! We look forward to many more years of achievements like these.

HCho
HYANG CHO
EXECUTIVE DIRECTOR



Impact highlights

\$4 Million +
in gift-in-kind donations

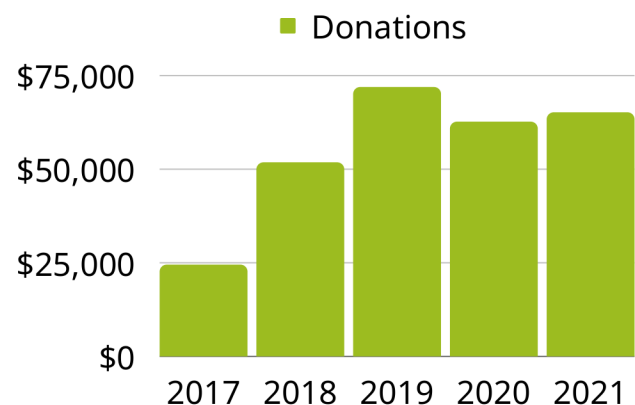
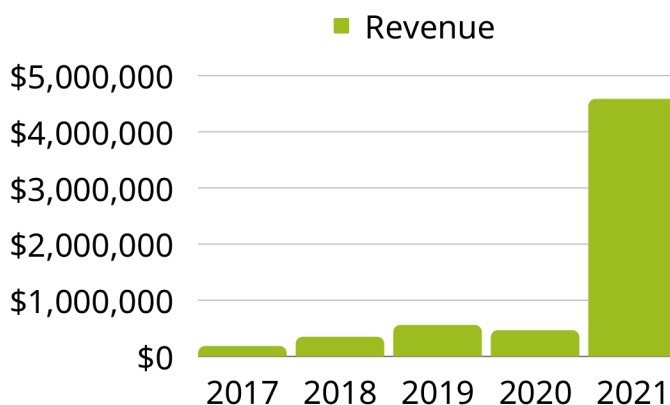
304.5%
above our goal

53.3%
are new donors

270
donors

\$4,808
in Goods4Causes sales

7%
more than 2020



Thank you!



Over **2.65 million** impressions on Google and **4.24 million** reach on Facebook and Instagram.



17 children sponsored in the Dominican Republic through our one-on-one program.



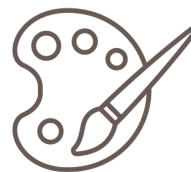
22.7K views on our YouTube channel, 87.1% of those watched our *Dignity Kits* campaign video.



26,782 new users visited our website for the first time, making up for 84.7% of our sessions.



Almost **700 volunteer hours** dedicated to hand sanitizer distribution and other activities.



12 new local vendors in Canada through our Birch Tree Initiative and Good Neighbors & Friends.



Financial overview

■ Cash, beginning of year ■ Cash, end of year



Increase in cash
\$31,017

■ 84% Programs ■ 16% Admin



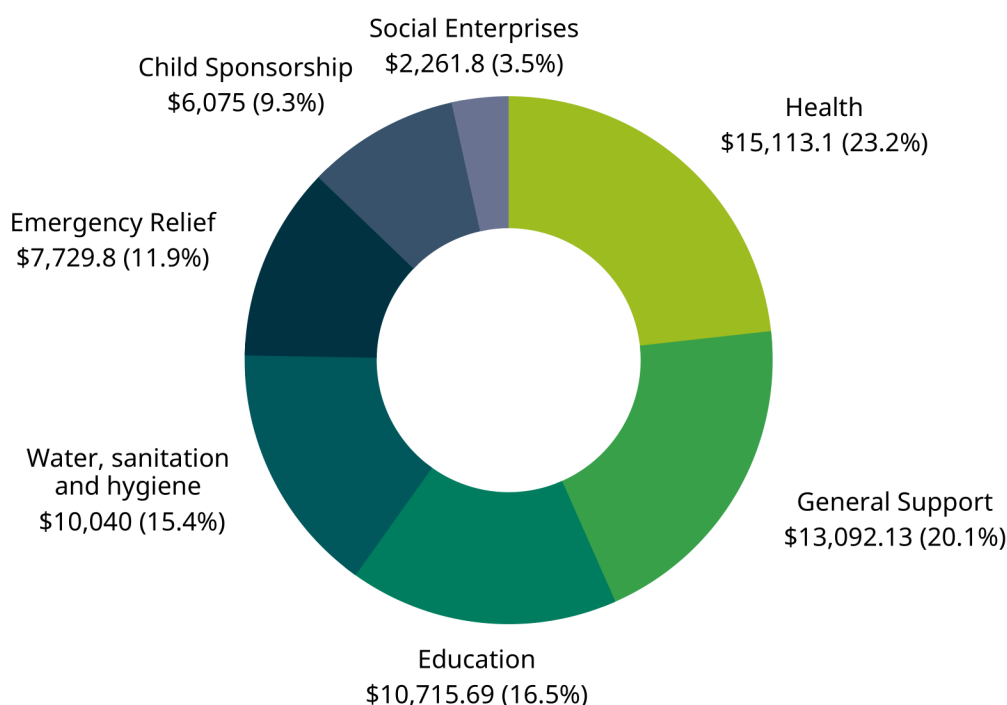
Net revenue
\$42,478



34% of our donors contribute monthly.

Donations
\$65,027

DONATIONS



COUNTRIES WE HELPED



Audit by Ford Keast - full audited Financial Statements are available on our website.

Financial Position

ASSETS

Cash.....	\$129,415
Government assistance receivable.....	\$38,712
Government remittances receivable.....	\$7,651
Inventory.....	\$29,721
Prepaid expenses.....	\$5,144
Capital assets.....	\$1,760
	\$212,403

LIABILITIES

Accounts payable and accrued liabilities.....	\$18,280
Government remittances payable.....	\$5,674
	\$23,954

NET ASSETS

Net assets.....	\$188,449
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Operations

REVENUE

Gifts-in-kind.....	\$4,045,249
Grants.....	\$469,281
Ineligible donations.....	\$24,348
Eligible donations.....	\$23,132
Fundraising and product sales.....	\$12,074
Other.....	\$319
	\$4,574,403

EXPENSES

Resource development.....	\$4,286,813
Administration.....	\$103,492
International support.....	\$100,459
Research and development.....	\$58,036
Sponsorship development and service.....	\$51,144
Public relations.....	\$44,421
Domestic support.....	\$28,778
Network and partnership.....	\$10,283
Purchases of goods for resale.....	\$5,462
Amortization.....	\$2,000
	\$4,690,888

GOVERNMENT ASSISTANCE*

\$158,963

**Canadian Emergency Wage Subsidy, Temporary Wage Subsidy, and Canada Emergency Wage Rent programs.*

The Birch Tree Initiative

Supporting immigrants and refugees in Canada

The Birch Tree Initiative was launched in 2021 to address the impact the pandemic had on immigrants and refugees who could not be at in-person events or markets to sell their handmade items.

With a grant from the London Community Foundation (LCF), we added new vendors to our online marketplace, Goods4Causes, and created digital marketing campaigns free of charge. Vendors price the items themselves.

At the beginning of the year, we onboarded eight new Birch Tree vendors. We also welcomed four new Good Neighbors & Friends vendors, who donate a portion of sales to a cause they select.

In 2022, besides newcomers (immigrants and refugees), the initiative is being expanded to include Indigenous people and parents in households experiencing poverty.



New vendor Olga Rodriguez and one of her most popular items sold on Goods4Causes.



\$954

WERE BIRCH TREE SALES

That is almost 20% of Goods4Causes sales for 2021. Vendors receive 100% of their profits.

Save a School

A new classroom for La Palangana Elementary School

After the success of our Save a School campaign in Bangladesh in 2019, we launched a second edition the following year. This time, to fundraise for La Palangana, an elementary school in El Cedro, Guatemala.

More room was needed for its 326 students (5 to 12 years old). Children were sharing packed classrooms and there was no electricity. Some of the classrooms were made of iron sheets and they leaked when it rained.

The first phase of the project was completed thanks to donations and corporate sponsors, and one of the classrooms was renovated.

We extended our campaign into 2021 since COVID-19 put a stop to construction in 2020. Donations were remitted so they can address some of the remaining issues such as electricity, more furniture, and renovations of another classroom made of iron sheets.

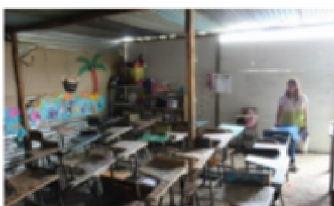


\$12,849.91

RAISED IN 2020/2021

We thank you for your support in helping children bloom by improving their learning environment.

Below, the before (left) and after (right) of the completed classroom at La Palangana School.



Children Are Not Brides

Preventing early marriages and providing health care in Vietnam

In the villages of Tan Bac and Yen Thanh, Vietnam, there was limited information about reproductive health. The *Children Are Not Brides* campaign supports girls with education, items, and services that aim to empower them in their decision-making about marriage.

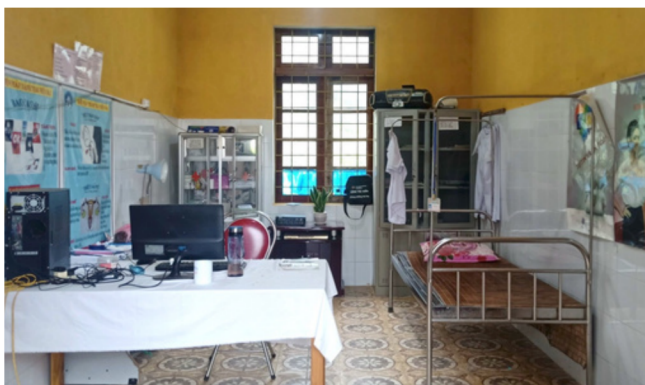
To continuously expose the community to information and see lasting change, there are some new activities being considered for next year: creating reading clubs, training more teachers on reproductive education, and organizing women's clubs to support and advise teens in their families and neighbourhoods.

A lot was accomplished in 2021:

- Comprehensive Sexual Education (CSE) program implemented at two secondary schools for 558 students.
- 20 teachers participated in a CSE training program.



- 89.4% of community members now have knowledge of child rights.
- Two health care centres renovated: over 3,600 people benefited.
- Counseling and support provided for pregnant girls: nutrition, prenatal vitamins, medicine, and health checks.
- 84 participants in an early marriage prevention project contest: the top three initiatives were implemented.
- 5,400 books about gender equality, sexual education, and early pregnancy prevention were purchased for schools and distributed in 15 villages: 1,484 people benefited.
- Over one million people watched the child rights campaign video.



Clockwise, starting above:

Before and after of the Yen Thanh medical centre; health checks for mothers and babies; award ceremony for one of the child marriage prevention contests; renovated medical centre in Tan Bac; support for pregnant teenage girls; comprehensive sex education implemented in schools.





Better Life for Girls

Opening up dialogues about menstrual health

Good Neighbors Canada continues to work on improving women's health and reducing girls' school dropout rates due to the lack of menstrual products and related issues.

Last year, the campaign theme was *Girls Can Do Everything*. We addressed knowledge gaps and taboos in Uganda and Cameroon, making sure girls and women have access to reliable information about reproductive health and hygiene.



From the top down: students from Lord Byng in Vancouver fundraised for Uganda; girls receiving their kits with menstrual products.

Uganda - Students from the *Girls Will Stay* initiative at Eric Hamber and Lord Byng schools in Vancouver, British Columbia, held two virtual raffles, raising a total of \$2,197. The girls, from grades 8 to 12, wanted to support our mission of protecting youth's rights to attend school, by eliminating the stigma of periods.



From the top down: girls' club leaders in Cameroon after an educational talk; explanation of menstrual cycles and hygiene.

Cameroon - in 2021, we started supporting the project in Mehe, with 350 women. On Menstrual Hygiene Day, they had a day full of educational and recreational activities, including a talk from a doctor, so they could ask all their questions. Two training sessions for leaders of girls' clubs were also organized.



350 women RECEIVED DIGNITY KITS

2,440 reusable sanitary pads were distributed in Mehe.

Our Christmas campaign was focused on providing menstrual products due to the huge need in Mehe: 56.6% of women lack sanitary pads when they have their periods. The *Dignity Kit Holiday Campaign* alone raised funds for 106 kits for women and girls.

Thank you to everyone who contributed to distributing soap, pairs of underwear, reusable pads, and menstrual bracelets to help women track and manage their cycles.

Health

Over one million bottles of hand sanitizers distributed

In 2021, Maverick Distillery in Oakville, Ontario donated 4,752 hand sanitizers and PointClickCare volunteered to join us in delivering them. We were able to deliver boxes to 200 care homes in several cities in the province, from Owen Sound to Sarnia.

Then Greeniche Natural Health Inc. donated 1,000,224 hand sanitizers. We assisted over 70 organizations in Canada with 189,984 more bottles. Some of the beneficiaries in London, Ontario, were the London Abused Women's Centre, Atlohsa Family Healing Services, Growing Chefs!, Salvation Army, and the London Food Bank. Toronto and GTA recipients included the SickKids Centre for Community Mental Health.

A big part of this project was being able to send donations to the Ministry of Health and Good Neighbors in Haiti for dispensaries, health centres, and schools, as well as to the Department of Health in Vietnam.



Top down: distribution in a school in Haiti; Janet Welsh (left) and Fabienne Haller (right), of the London Abused Women's Centre.



194,736
SANITIZERS FOR CANADA



611,520
SANITIZERS FOR HAITI



198,720
SANITIZERS FOR VIETNAM

Wishing Well

Three wells built thanks to 5K and donations to water projects

Last October we had our first-ever virtual event. In total, 123 people signed up for the *Pumpkin Spice 5K* and collectively raised \$1,145. All proceeds from the run were added to our Wishing Well donations, which amounted to \$4,070.

We also received \$3,000 from a donor who wanted to honour the birth of his first grandson. Adding that, proceeds from the run and all donations to water projects, we raised \$10,040 for three new wells in Zambia!

Participants could pick any activity to complete the 5k: our ambassador, musician Chad Price, chose cycling. It takes children in rural areas an average of 4 hours to collect water for their families. We thank everyone who helped them get those hours back.

Thank you: Korea Global Logistics Canada (gold - medal sponsor), Your House (silver - kit sponsor), community sponsors Ford Keast and The Tea Haus, and all volunteers who got involved.



Above, Samuel Castillo & Associates Inc with the Co-operators team. Below, from left to right: wells in Katapy, Munyutwa and Sokotela villages.



for 720 people



for 850 people



for 520 people

Emergency Relief

Offering crisis response to conflicts or when disaster hits



An armed conflict broke out in the Tigray area, northern Ethiopia, at the end of 2020 and unfolded in the early months of 2021. The war displaced millions of people and quickly left thousands starving.

Good Neighbors assisted with food, water, medication, health kits, tents, blankets, mattresses, and also mental health support.

Then in August, we supported Haiti, after a 7.2-magnitude earthquake hit the country, followed by Tropical

Many schools and hospitals collapsed. Since those are places where people would temporarily stay, the urgency for shelter was even greater.

Storm Grace only two days later. More than 10,000 people were injured.

Good Neighbors provided sleeping bags, mosquito nets, flashlights, water filters, antibiotics, and masks. Emergency kits with clean water, food, first aid, and personal hygiene supplies were also distributed.



\$3,101

SENT TO ETHIOPIA

Your gift helped people recover and find safe shelter.



\$2,999

SENT TO HAITI

Your gift supported our relief efforts after the disaster.



Child Sponsorship

Making dreams a reality in the Dominican Republic

Through our Child Sponsorship Program, you are matched with a child in the Dominican Republic. We offer daily nutritious meals, routine medical check-ups, hygiene kits, education, school supplies, bathroom reconstruction in their homes, and the inclusion of their parents in income generation programs.

Leonelsis Sanchez was one of the sponsored children in our program. She lives with her parents, brother, and two sisters. She has volunteered for Good Neighbors various times to be able to give back.



Leonelsis, above on the left with her family, is now studying to become a dentist: "My greatest wish is to help others be healthy".



\$6,075

FOR CHILD SPONSORSHIP

We thank everyone who sponsors a child in the Dominican Republic.

A brief look into 2022

All new change-makers on our Good Neighbors' team

This will be a promising year for our organization! We are happy to announce we will be opening a new office in Toronto. We are also taking on some pretty exciting projects: one of them aims to help Ukrainians find safe accommodation in Canada (check our website for more information).

To help us succeed, we have had some great additions to the team. Adrianna Cubellis is coordinating our Birch Tree Initiative and Goods4Causes online store. She is also assisting us with fundraising for several projects.

Grace Ki is our *Refugee Program Assistant* and Devon Jarovi is our new *Public Relations Clerk*.

We are also very pleased to welcome a new Project Manager, Rachel Morrison. She brings her extensive experience in international humanitarian non-profits and her background in providing individualized support and suicide intervention to trauma survivors.



© Courtesy of Jin Lee

앞으로의

나눔의 실천, 초등부터 시작해요

지난 4월부터 5월까지 이뤄진 굿네이버스 희망편지 쓰기대회에는 1492명이, 동전모으기에는 1519명이 참여하여 12,650,320원을 모금하였습니다. 연복의 90%에 가까운 아동이 참여한 것이라 더욱 뜻 깊은 결과입니다. 따뜻한 세상을 만드는데 연복 어린이들의 작은 힘이 도움이 되고 있습니다.



Jin Lee was featured in her school's newspaper with other students who fundraised for Good Neighbors.

Jin Lee (pictured above) took over our social media, but her story with our organization did not start in 2022. Jin first got involved with our non-profit when she was still in school. She participated in a fundraiser for Good Neighbors when she was a Grade 1 student, in South Korea.

Another team member who has history with Good Neighbors is Tuliza Shabani. The 17-year-old is our newest co-op student.

Originally from Tanzania, she has six siblings. Her family lived in Nyarugusu refugee camp, one of the largest temporary settlements of this century. For its residents, it can be difficult to have access to livelihood opportunities and to afford enough nutritious meals.

When Tuliza was a child, her family received humanitarian assistance from Good Neighbors Tanzania. Once a month, they would get a food kit and medication. "A lot changed in our family because of that. It's hard for a single mom to find a job in Tanzania and I remember that my mother, being the only parent supporting us, felt relieved we could at least eat every day".



"I get to be part of something amazing and, as I am helping Good Neighbors Canada, I am making people smile. It feels so good!".

In 2015 her family immigrated to Canada and after 7 years she is now able to work at the nonprofit that helped shape her future.

Thank you all for being part of Good Neighbors Canada!

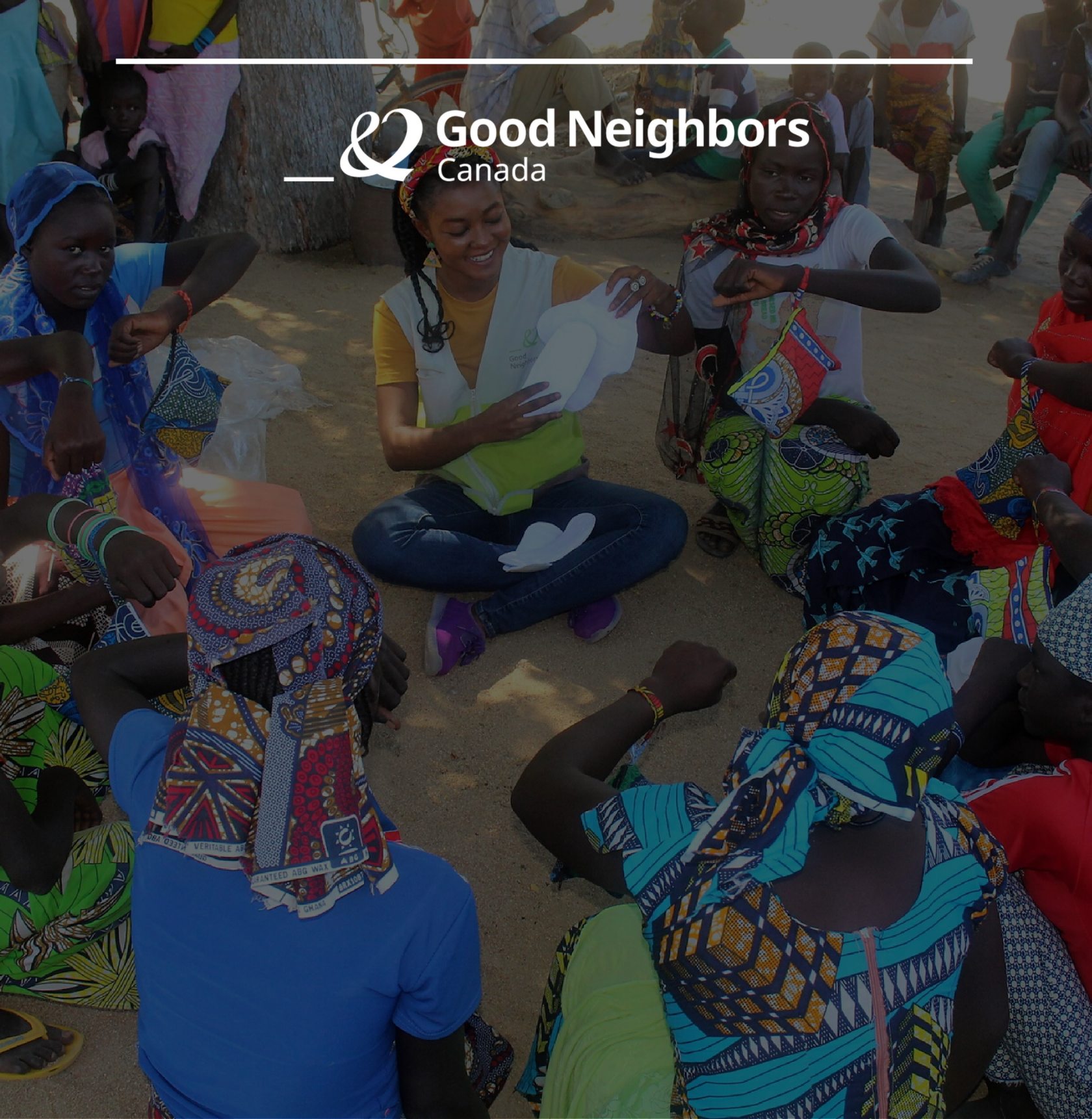
STAYING CONNECTED

Read our blog for stories from our field countries, Good Neighbors' highlights, and news from our community. You can also follow us on social media:

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