No one has demonstrated more powerfully throughout his life the commitment to change than Nelson Mandela, one of the greatest moral and political leaders of the movement to end injustice and poverty. In a speech on behalf of the campaigns to Make Poverty History he said, “...poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings.”

Project Concern International’s (PCI) Annual Report this year grows out of our conviction that we can turn the tide on disease, malnutrition, and poverty, of our overwhelming experience that has taught us if we provide the tools and resources people need they will lift themselves out of poverty and create a healthy, secure future for their families. Our commitment is, without question, to changing lives.

For PCI, 2008 was a year of positive change. Our impact and our outreach continued to grow as we deepened our programs for orphans and vulnerable children and nutrition security in countries like Zambia, Ethiopia, and Malawi, while setting the stage for a large-scale, multi-year HIV prevention campaign in South Africa beginning in 2009. We continued to press Washington policy-makers for an integrated HIV/AIDS and food/nutrition security strategy and were invited to give testimony before Congress on the re-authorization of the PEPFAR bill, which was signed into law in July. We also provided urgently needed humanitarian assistance to people suffering in the aftermath of hurricanes, earthquakes, and floods in Haiti, Peru, Mexico, and India, and the 2007 wildfires in Southern California.

Despite the growing crisis in the global economy and the personal challenges we are all facing, our donors supported our work more strongly than ever. The impact was never more apparent than in meetings we had last summer with an agricultural cooperative in rural Nicaragua, a women’s savings group in Addis Ababa, Ethiopia, and a micro-credit group in Jaipur, India. The stories these people shared with us were truly inspiring, stories of extraordinary change, of their lives changed for good.

Thank you for your confidence, your generosity, and for all you are doing for PCI.
1.4 billion
In 2008, the World Bank estimated that at least 1.4 billion people, roughly one sixth of the global population, currently live at or below the poverty line.

Changing lives
engage. empower. transform.

These words represent how Project Concern International operates and defines itself, and that definition guides the organization’s work. The relationships between these three concepts are closely linked. All three are essential to achieve real change, change that endures over time, change that will break the cycle of poor health and poverty. Our work is fueled by the belief that we can break the cycle that continues to keep communities desperately in need and dependent on external support.

Change is more than just an idealistic vision. For change to be real and true we must address the underlying root causes of disease, malnutrition, and poverty. It requires a complete understanding of local culture that comes from listening, patience, and facilitative leadership. In addition, it must build on what is going right, what is positive and possible, rather than simply fixing what is wrong.

True engagement, empowerment, and transformation come from a deep respect for diversity and the understanding that the sharing of knowledge and expertise creates real synergy, greater impact, and lasting results. Project Concern International does not view the people and communities we serve as victims. We help them to understand that they are the solution to the problems they face, and we work to minimize barriers that prevent the change they seek.

We work to unleash the power that lies within each person, and every community, facilitating a process of transformation that is both empowering and engaging—not only for the people and communities we serve, but for those of us who work for Project Concern International as well.

We work to unleash the power that lies within each person, and every community...
The power of community

Reshma Devi, 36, is not unlike many women living in India today. She and her husband Arun live with their children in Brahmpur village in the district of Bihar. Arun, the family’s sole breadwinner, does not earn enough to cover the family expenses, and he also suffers from tuberculosis, so much of his income is spent on medical expenses. The family’s poor economic condition forced Arun to search for work outside of Bihar and, when he left, all of the family responsibilities fell on Reshma’s shoulders. Aside from running a large family alone, Reshma faced numerous challenges such as repairing her home after the monsoon flooding and retrieving water daily from a local well far away from her home.

As a part of Project New Life, Project Concern International began working in Brahmpur, where Reshma became a member of a PCI-supported self-help group. This group enables Reshma and other women participants to discuss family issues, as well as receive emotional support from each other. Reshma is also able to participate in cash-for-work activities, such as debris cleaning and soil filling, which is helping her generate income and create some savings. Reshma told us that she now has fewer worries because she has money to feed her family, safe drinking water from the hand pump installed near her home by PCI, and a sanitary kit which has helped her family become aware of basic hygiene and sanitation issues. Most importantly, after engaging with others in her community, she knows she is not alone and she has found much-needed support and encouragement.

Engage society in motion

If one person can change the world, what could hundreds, or thousands, or millions do if bound together by a common purpose? At Project Concern International, we believe that change begins with each and every one of us, but we also understand the collective power of a family, a community, or a country to be an even stronger force. When a society is motivated to work together toward a certain outcome, the impact is felt by all.

Through partnerships, group trainings, and facilitation, Project Concern International works with individuals, non-governmental organizations, private companies, country governments, military groups, and communities to promote lasting change. Through ground breaking techniques such as social mobilization, creating local leadership teams, or forming women’s self-help groups, Project Concern International is effectively engaging people from all walks of life to better understand the issues they face and determine what they themselves can do to take action for change now and into the future.

In Africa, we are helping villages address the issue of HIV/AIDS through street theater and workshops that educate people about the disease and help them understand how they can stop the spread of the virus. In Central America, we are bringing communities together to build new roads, much-needed water wells and latrines. In India, we are on-foot in impoverished communities providing education, immunizations, care and support to prevent polio, as well as home-based care to people living with HIV/AIDS. And, in Indonesia, we have built rural health posts to provide children with vital disease-preventing immunizations and women with information about hygiene and nutrition.

Our organization does not view itself as a sole igniter of change, but an entity that motivates people living in desperate poverty to believe in their own capabilities. Women can be powerful, men can provide for their families, children can be assured a healthy life, and communities can support each other if they are fully engaged and motivated.

2.6 million

Part of an engaged effort to end the polio epidemic in India, Project Concern International reached just over 2.6 million people with lifesaving education and immunizations in 2008.
Empower

restoring strength and pride

Millions of families are entangled in a web of poverty, illiteracy, environmental degradation, and constant health threats created by a lack of clean water and nutritious food. Many have little or no access to vital health care and are beset by devastating diseases such as HIV/AIDS, polio, malaria, tuberculosis, and many others.

Empowerment is key to breaking this cycle. To empower is to provide individuals and communities with the tools and hope needed to take command of their lives, to find the strength to improve their surroundings, and to take charge of the change they seek.

Thousands of people around the world are currently benefiting from Project Concern International’s economic empowerment programs. Women in India are receiving microloans to start businesses, training to enhance their skills, and emotional support from their peers. Farmers in Central America are learning new ways to grow stronger crops and forming cooperatives to become competitive in local and global marketplaces. In Africa, caretakers of children orphaned by AIDS have the opportunity to come together as a community to form savings groups, access educational opportunities in math and literacy, and create business opportunities that allow them to nurture and support the growing number of children in their care.

Project Concern International is finding innovative ways to ensure people worldwide are living stronger, healthier, more empowered lives by providing the resources, education, training, and opportunity necessary for stability and independence. Because of these opportunities and many others, people are rising up from the depths of poverty empowered to make a better life for themselves, their children, and their communities.

The difference opportunity makes

The women of a PCI-trained, savings-led self help group in the Zambian village of Chilukamulonga can best be described by one word: empowered. Ever since this particular group was created three years ago, 25 women have proven to be nothing short of a blessing for the people – especially the orphans and vulnerable children – in their village.

Project Concern International provided these women with the tools and training they needed to develop microenterprise ventures and manage their own village banks. Given skills in reading, writing, and basic financial literacy, these women came to see themselves differently. Bound together as a group, they are generating real change in their lives, creating their own businesses, and saving money.

Because of their success, these women have invested their time and money in supporting the young children of the village by aiding in the construction of a new school. The women donated resources such as grass and stones in addition to drawing water to mold bricks. The school not only provides education and a safe place for children – its school feeding program ensures children are not going hungry in a time when food is scarce and many are suffering from malnutrition.

Many of the women personally cook the meals for the children with pride, happy to support their communities and invest in the care of a new generation, one that will not be left behind by the scourge of HIV/AIDS but will be empowered to take responsibility for its own health and those of generations to come.

62 thousand

Project Concern International reached just over 62,000 people in 2008 with microloans and training that allowed them to start or expand their own businesses and increase household income, as much as three times.
One of one billion: Martha’s story

Each day, Martha must choose between collecting water and selling vegetables, but for her the answer is always difficult. “We must eat but water is life,” she says.

Martha lives in Tanzania’s Babati District, where less than 50 percent of the residents have access to clean water, leading to a variety of illnesses such as diarrhea, cholera, and trachoma. Martha spends five hours each day drawing water from a river bed, competing with other women in the village, as well as cattle owners, for this life-giving resource. She considers herself lucky to get four buckets of water per day for cooking, washing, and drinking. The community is tense, says Martha, as standing in queues to collect water for such long periods of time creates a lot of stress. Although the women in Martha’s village have formed a group to promote the development of their community and address critical issues, like the lack of a nearby water source, they have little time to meet due to the time spent each day collecting water.

Martha is just one of over one billion people who lack access to any source of water within one kilometer of their home. But Project Concern International aims to transform this current reality in Martha’s village and throughout Tanzania’s Babati District by providing access to safe water and latrines to over 30,000 local community members. This effort to bring new sources of water is made possible by a grant from the Starbucks Foundation - Ethos Water Fund. Working with our partners in Tanzania, we hope to measurably influence the living standard throughout Babati District, developing a service model that can be adapted for other communities in Tanzania.

At Project Concern International, we strive to create change that builds upon foundations already laid. We do not view the transformation of a person, a family, or a community as something that solely comes from outside forces, but rather something that comes from within the person, the family, and the community being served. We work to nurture, guide, and support the change that we believe is just waiting to happen, to unleash the potential for transformation that exists, but has yet to be seen.

In the countries where we work we meet people every day who are desperate for change, mothers and fathers who want not only to make a better life for themselves, but who are also ready and willing to put in the work it takes to achieve that goal of transformation.

In Africa we are helping women transform from victims of abuse and violence into women of strength and ability. We are helping communities ravaged by HIV/AIDS regain strength and health by providing access to nutritious food and antiretroviral therapy. In Central America, we are helping infants and mothers survive child birth by providing education on safe, sanitary delivery techniques and newborn care as well as access to healthcare. In Indonesia, we are helping transform the way villages prepare for disasters and manage scarce water supplies. In India, we are working to ensure that children who live on the streets have shelter, food, and a chance for a reasonable education.

Although our work is varied, we have an overriding goal: to break the cycle of poverty within communities that face the threat of disease, lack of water, and food, and the difficulty of little or no economic opportunity. Successful transformation can be seen in every community in which we work – lower maternal and child deaths, a rise in household incomes, the reduction of disease, greater access to clean water, and the ability to grow more productive crops. Most of all, we find people who were once living in despair now living lives of opportunity and better health, hope, and prosperity.
Project Concern International assisted 4,532,431 people living in poverty last year with lifesaving support such as healthcare, clean water, and economic opportunity. With 47 years of experience, our global headquarters in San Diego and our Washington, D.C. office currently supports programs throughout Africa, Asia and the Americas.

Where Project Concern International presently works:

- Asia
  - India
  - Indonesia
- Africa
  - Botswana
  - Ethiopia
  - Malawi
  - Tanzania
  - South Africa
  - Zambia
- The Americas
  - Bolivia
  - El Salvador
  - Guatemala
  - Mexico
  - Nicaragua
  - Peru
  - United States

Where Project Concern International has worked in the past:

- Asia
  - Hong Kong
  - Papua New Guinea
  - Vietnam
- Africa
  - Ghana
  - Somalia
  - The Gambia
- The Americas
  - Belize
  - Honduras
  - Europe
  - Romania

Through its various programs supporting those in need, Project Concern International’s reach continued to grow last year in the Americas, reaching 1,357,600 beneficiaries in Bolivia, Mexico, Guatemala, El Salvador, Nicaragua, Peru, and the United States.

The Americas

Through its various programs supporting those in need, Project Concern International’s reach continued to grow last year in the Americas, reaching 1,357,600 beneficiaries in Bolivia, Mexico, Guatemala, El Salvador, Nicaragua, Peru, and the United States.

Africa

Project Concern International added three countries to its portfolio in 2008 and served almost 160,000 beneficiaries with intensity of services appropriate for communities hit hard by HIV/AIDS. It is anticipated that in 2009 several million additional beneficiaries will be served.

Asia & South Asia

In two of the most populous countries in the world, India and Indonesia, Project Concern International served 3,024,773 people, providing access to health services, water and sanitation, and humanitarian assistance.
## Financial highlights

### STATEMENT OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2008 & 2007

### SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>FY 2008</th>
<th>FY 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Support</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>$20,106,959</td>
<td>$15,612,275</td>
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<tr>
<td>Contributions</td>
<td>8,772,573</td>
<td>6,110,019</td>
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<tr>
<td>Other</td>
<td>214,994</td>
<td>52,386</td>
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<tr>
<td>Investment income</td>
<td>191,442</td>
<td>79,029</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>29,285,968</td>
<td>21,853,709</td>
</tr>
</tbody>
</table>

### Non-Cash Support

| Contributions, in-kind | 957,839 | 1,852,940 |
| Agricultural commodities | 1,661,782 | 3,030,624 |
| **Subtotal**            | 2,619,621 | 4,883,564 |

| Total support and revenue | 31,905,589 | 26,737,273 |

### EXPENSES

| Program Services       | 24,880,705 | 23,465,925 |
| Supporting Services    | 4,304,706  | 3,571,441  |
| Management & general   | 646,723    | 492,758    |
| **Subtotal**            | 29,832,134 | 27,530,124 |

### CHANGES IN NET ASSETS

| Change in unrestricted net assets | 201,801 | 229,906 |
| Change in temporarily restricted net assets | 1,823,817 | (1,064,329) |
| Change in permanently restricted net assets | 47,837  | 41,572  |

| Total change in net assets | 2,073,455 | (792,851) |

### NET ASSETS

| Beginning of year         | 2,533,767 |
| End of year               | $4,607,222 | $2,533,767 |

### SOURCES OF REVENUE

- Government 63%
- Contributions 28%
- Other 1%

- Program services 83%
- Management & general 15%
- Fundraising 2%

### RESOURCE ALLOCATION

- Agricultural commodities 5%
- Other 1%

### Our supporters

The achievements of Project Concern International would not be possible without the support of the individuals, companies, governments, and partners who are part of PCI’s global community. This list includes unrestricted donations and program-specific monies awarded by organizations during the fiscal year ending October 31, 2007. If we inadvertently omitted your name from our list of donors, please accept our sincere apologies and let us know so that we can rectify the error.

Our supporters include:

- **Government**
- **Contributions**
- **Contributions, in-kind**
- **Agricultural commodities**
- **Other**

**SOURCES OF REVENUE**

- **Program services** 83%
- **Management & general** 15%
- **Fundraising** 2%

**RESOURCE ALLOCATION**

- **California Department of Health Services, Office of AIDS**
- **Clinton Foundation HIV/AIDS Initiative, Inc.**
- **CORE Group**
- **FINCA international**
- **Grameen Foundation**
- **Heifer Family Foundation**
- **Kelly International Corporation Ltd.**
- **Konrad-Adenauer-Stiftung**
- **Our Supporters**

**Our Supporters**

- **American Express Foundation, Inc.**
- **Australian Agency for International Development**
- **BP**
- **Family Health International**
- **President’s Emergency Plan for AIDSS Relief**
- **Starbucks Foundation**
- **Ethos Water Fund**
- **Sulion Foundation**
- **United Nations Children’s Fund**
- **United States Agency for International Development**
- **Displaced Children and Orphan Fund**
- **Global Development Alliance**
- **Office of United States Foreign Disaster Assistance**
- **United States Department of Agriculture**
- **United States Department of Defense**
- **United States Department of Health and Human Services**
- **Centers for Disease Control and Prevention**
- **Health Resources and Services Administration**
- **World Vision**

**SOURCES OF REVENUE**

- **Government**
- **Contributions**
- **Contributions, in-kind**
- **Other**

**RESOURCE ALLOCATION**

- **Program services** 83%
- **Management & general** 15%
- **Fundraising** 2%
Project Concern International 2008 Annual Report

Project Concern International 2008 Annual Report
Help Us Fight Poverty

Project Concern International is changing lives around the globe by providing people with the tools, resources, and education they need to fight poverty. By providing access to healthcare, economic opportunity, assisting in times of disaster and ensuring people have clean water and nutritious food, Project Concern International is helping people live stronger, healthier, more hopeful lives.

Join our mission by donating online today at www.ProjectConcern.org/Donate
Saving Lives and Building Healthy Communities

With over 47 years of experience, Project Concern International is a global health and development organization based in San Diego that is saving lives and building healthy communities around the world by preventing disease and providing access to economic opportunity, clean water, and nutritious food. In 2008, we reached 4.5 million people with lifesaving programs in Africa, Asia, and the Americas.

To view an extended version of this report with country highlights, please visit www.ProjectConcern.org/AR2008