THE FACES OF CHANGE
OUR MISSION

The mission of Project Concern International (PCI) is to improve community health and promote sustainable development.

STRONG ROOTS

In 1961, a young doctor from San Diego volunteering at a Tijuana clinic saved the lives of two small children who were dying of pneumonia. This experience led Dr. James Turpin to found Project Concern International and forever change the lives of millions of children and families around the world by providing health and hope to those most in need. Since then, the focus of the organization has remained true to its founder: PCI works in vulnerable communities to improve health and create long-term change by helping people help themselves. For nearly 50 years, thousands of dedicated individuals and groups have worked to make this vision a reality.

THE VISION

Motivated by our concern for the world’s most vulnerable children, families and communities, PCI envisions a world where abundant resources are shared, communities are able to provide for the health and well-being of their members, and children and families can achieve lives of hope, good health and self-sufficiency.

THE FACES OF CHANGE

PCI is committed to lasting change in the health and self-sufficiency of people living in poverty. This change has many faces, many who benefit, and their diversity is reflected on the cover of our 2009 Annual Report. It includes not only the children and families we serve in 15 countries, but partners, community volunteers, local stakeholders and PCI staff, as well as the generous donors supporting our life-changing work.

We know from experience that we all share the same needs, the same basic rights to good health, clean water, food security and economic opportunity. As our founder has so poignantly said, “When I immunize a child, I immunize myself,” against apathy and disregard for our shared humanity. We all benefit from creating a better world together.

CONTENTS

- Change Through Leadership 02
- Change Through Development 03
  - Preventing Disease 03
  - Food & Livelihood Security 04
  - Empowering Women 05
  - Supporting Youth 08
- Change Worldwide 06 - 07
  - Where We Work 06 - 07
- Change Through Support 09
  - Financials 09
  - Our Donors 09 - 11
2009 HIGHLIGHTS

PCI’s leadership is often facilitative or “behind the scenes,” bringing others along rather than driving work alone. In 2009, PCI continued to identify gaps and areas of need where partnerships can make a real difference in how health and development programming is carried out.

In response, PCI founded the Links for Life (L4L) Initiative in 2006 to promote learning and advocacy centered on integrated HIV and food/ nutrition security programming. L4L advocacy efforts included PCI testifying before the U.S. Congress in 2007 during hearings for reauthorization of PEPFAR (President’s Emergency Plan for AIDS Relief). More recently, PCI hosted Africa Forum 2009: Sharing Solutions to End Hunger and Nutrition Insecurity, which brought over 30 agencies and 170 participants from 18 African countries to share and learn from each other and share information on how to develop and scale up promising practices in the region. PCI’s leadership has contributed to and influenced practices and policies that improve health outcomes and program achievements that cross borders and organizational boundaries.

From monitoring inputs to measuring impact

PCI’s organizational focus in 2009 has been the elevation of ATRH (AIDS Treatment and Referral Homes) program monitoring and evaluation systems focused on using information strategically for priority setting, decision making and increased impact. Specifically, for PCI’s new strategic plan (2010-2013), the impact-oriented measure- ment dashboard includes service intensity, a key changed indicator, post-project sustainability studies, and other ways of measuring the kind of real and lasting change that PCI works to achieve.

Fighting stigma

Smita is a young woman from Ambadak Nagar, India who recently tested positive for HIV after being chronically ill for two months. When she regis- tered with PCI (India’s PRINSHIV program), her body was severely wasted and she was too weak to walk. After going into convulsions one day, she was taken to Kamal Nehru Hospital by the PATHWAY medical team. Doctors informed them that the hospital refused to treat her because of her HIV-positive status. PATHWAY staff immediately met with the hospital superin- tendent and head of the medical department. Despite the meetings, when PCI staff went to visit Smita’s home the following day to check on her family, they found Smita in bed rather than at the hospital. Smita informed them that the hospital refused to treat her because of her HIV-positive status. PATHWAY staff immediately met with the hospital superin- tendent and head of the medical department. Despite the meetings, when they brought Smita back to the hospital, the casualty officer again refused to admit her. After another round of meetings between PCI staff and hospi- tal officials, Smita was finally admitted and treated.

Because of the diligence of PCI staff, the Sassoon General Hospital has since changed their policy and attitude toward people living with HIV and are now admitting and treating these patients like any others.

PUTTING THE ‘H’ IN HIV

Rarely are the words ‘hope’ and ‘HIV’ used in the same sentence, particularly when you consider an estimated 33 million people are living with this life-threatening disease worldwide. PCI is giving many who have lost hope a reason to believe in life again by providing family-centered care and support to thousands of people living with HIV in Asia, Africa and the Americas.

PCI focuses on assisting those most at risk through community-based interventions that offer services including home-based care and nutrition, anti-retrotherapy and access to nutritional food, support groups and counseling, economic empowerment activities, and support for caregivers and orphans. By utilizing a network of health volunteers and implementing community-based organi- zations, PCI is using vital care in reaching those who need it most.

Because of these holistic programs, PCI reached over 360,000 men, women and children living with and affected by HIV in 2009, helping them lead healthier, more hopeful lives.

Curing TB

Each year, tuberculosis diseases cause millions of deaths worldwide, and women under five years of age are especially vulnerable. In communities in the department of Anitas, Nicaragua, PCI was able to bring both clean drinking water and access to homes of 2,220 rural homes, benefiting more than 12,860 people in 2009. Attaining access to palatable water in or near their homes not only buys lives, but also raised the women and children’s age up approximately 364 hours a year that they had previously spent standing in line taking water by improving access to water, sanitation services and hygiene education. The hope for this increased hygiene education, and the prevalence of childhood disease by 20% among children under three years of age.

Responding to H1N1

When the H1N1 virus was first detected, PCI immediately mobilized our humanitarian assistance response team. With assistance from Americares, PCI provided 36,000 N95-powdered masks and over 2,000 units of hand sanitizer to aid federal and local health authorities in Mexico. Additionally, PCI launched a campaign to educate the public on the importance of H1N1 protection, including materials such as masks, posters, and brochures.

Fighting childhood killers

In 2009, PCI continued to implement two key polio eradication interventions: the National Immunization Days (NIDs) and the Saffron White Campaign (S1C). In response to the efforts of those dedicated, India was declared Polio Free in 2009, becoming the first country worldwide to achieve this milestone.

Ending malnutrition

Malnutrition affects millions of children worldwide, overweight children, and adults are twice as likely to die from HIV as their normal weight counterparts. In 2009, PCI continued to increase household food security and improve nutrition across the region, with the aim of reducing the incidence of HIV and the spread of AIDS. In response, PCI founded the Links for Life (L4L) Initiative in 2006 to promote learning and advocacy centered on integrated HIV and food/nutrition security programming. L4L advocacy efforts included PCI testifying before the U.S. Congress in 2007 during hearings for reauthorization of PEPFAR (President’s Emergency Plan for AIDS Relief). More recently, PCI hosted Africa Forum 2009: Sharing Solutions to End Hunger and Nutrition Insecurity, which brought over 30 agencies and 170 participants from 18 African countries to share and learn from each other and share information on how to develop and scale up promising practices in the region. PCI’s leadership has contributed to and influenced practices and policies that improve health outcomes and program achievements that cross borders and organizational boundaries.

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Silo busting

Integrated programming builds from a ‘person-centered’ point of view, rather than a disease or sector-specific point of view. PCI directly addresses the needs of vulnerable people, families and communities in a cohesive way. In Africa, for example, the singularly threatening assaults on health care agencies and civil society are tuberculosis are viewed and treated, and by the general public (McKee).

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WHEN DISASTER STRIKES

Delta was one of 201 displaced people walking in line for hygiene, jerry cans, and kitchen supplies two weeks after the devastating earthquake hit Port-au-Prince, Haiti. A mother of five, Delta and her family were trapped in their collapsed home. Delta was able to dig herself out of the rubble with one good arm. With scrubs and laboratories on her body and scarves above her eyes, she and her surviving children slept on mats in the street and ate what they could find in the days following the earthquake.

One day it was polenta, some days it was nothing at all. In the days following the earthquake, one woman from PCI staff, German was able to establish a sustainable, small-business venture, known as ‘Jaipur’ (wool) clothing, and finished handicrafts.

Back to the Earth

With poverty comes a world of obstacles harming millions of people from many of the basic necessities of survival, such as food and clean water. In the 21st century – a time in which buy-in from the market is regarded as the norm – the idea of growing our own food systems almost novel. Still, it is an ability we have always possessed and one that is proving to be a growing resource for many poor and hungry communities.

Since 2005, PCI started its first-ever microfinance institution, People’s Social Concern Inc (PSCI), in rural Rajasthani, India. PCI began PSCI with a very small “seed capital”--loan from the Government of Rajasthan and, over time, significant amounts of donated capital from a group of San Diego area private supporters and supporters known collectively as the ‘Jaipur Investors.’ PSCI is now a sustainable, poorpoornetbankthathasloanedmorethanUS$2,265,000toover30,000microentrepreneurs,includingnearly4,000womenoverthepast12months,leadingtogrowthinlocalbusinesses,humanincome,andthehealthwell-beingofparticipatingfamilies.

Going beyond “Teaching a Man to Fish”

Bridging knowledge, technology, and resources gaps between small farmers and commercial fish enterprises, PCI is training local men and women from communities in the southern Zambian River basin region in Malawi how to improve the production and commercialization of pond-raised fish. By providing small-scale, low-income producers with training, improved feeds, fish fogging, and access to credit, PCI in helping farmers increase their productivity, income, and food security. The participating farmers who completed a grow-out in 2009 sold a total of 1.546 kg of fish at an average price of MK350/kg (over 4 times higher than the baseline price) at markets in Zomba, Chilima, and Mavuna districts.

PSCI continues to work in close collaboration with local and international partners to establish and maintain the infrastructure needed to deliver food, water, hygiene, kits, and shelter materials to affected families. In addition, PCI is also working with partners to help nearly 215,000 survivors address issues such as protection for women and children, economic recovery, water and sanitation, healthcare and shelters for the displaced.

Small loans making a big difference

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Defining Nickel and Diming

Afternoon sunlight bounces off the heads of headscars as women from the savings and loan group gather in a courtyard of an Akdala Abbaa neighborhood in Eritrea. “I like the group, they are my sisters,” says one member of the ‘Lyujush group,’ which means ‘special one’ in Amharic.

The PCI-led self-help savings and loan program is increasing women’s economic self-sufficiency with no outside capital. Together, women form savings-led, micro-lending groups through which they learn numeracy, literacy and business training. The women come together weekly to contribute personal savings of US$15–45 per member, which are pooled into a common fund, which is used to provide loans to group members so that they can start small businesses or purchase items like school uniforms, books and supplies, or bulk food.

Since 2004, PCI has provided technical assistance and support to 386 self-help savings and loan groups in Ethiopia with a membership of over 7,570 women in five regions of the country. Between 2004 and 2009, the groups have collectively saved over US$96,000, dollars and lent out over $63,000 to at least 80% of their members.

The women are coming out of the kitchen. They are building business experiences in themselves and managing the money,” says Abezash, a PCI supervisor for several of the self-help groups. “They are experiencing leadership and this is very important for their communities.”

Care for mothers and infants

Maternal and neonatal health indicators and mortalities rates in Guatemala remain among the poorest in Latin America. In 2009, 35% of women and Mayan women and children were at risk of maternal mortality. Educational programs for women like Hornteca Garcia, who had suffered four miscarriages, enabled Casa Makena clinic and in patient facility around that her pregnancy had a positive outcome. She was admitted as a high-risk patient several weeks before delivering a healthy baby girl. Now, Hornteca advocates for the Casa and brings neighbors and friends to in medical attention and counseling. In 2009, Casa Makena provided 32,000 women like Hornteca and their children with critically-needed healthcare, outreach and education services.

Hope for women

Women living in Eritrea’s nomadic pastoralist communities of Ater suffer from a breed range of human rights abuses, including female genital mutilation, lack of education and domestic violence. PCI’s project ‘Hope For Women,’ as Telfa Le Salsache, “is about protecting and promoting women’s rights. Initially created as a two-year project, the U.S. Department of State recognized the value of PCI’s in 2005 programming interventions and the project has expanded to include as the Ater in three additional areas of Ater. In 2009, project achieved a significant milestone with the enrollment of young girls in school.

Building barriers to end violence

Statistics show that one in four South African women experiences violence from their partners. In addition, while only a small percentage of reported to police in South Africa, the country still has one of the highest rates of reported rapes in the world. In response, PCI and local partners are mobilizing millions of members of society in an effort to change the social norms and deep-seated beliefs that keep violence against women alive.

EMANCIPATING WOMEN TO BREED-MAKERS

In the early evening, women around the world sit sleepy, eyes and rise to start a day of work. Some will walk hours to find and haul several gallons of water for the day, gather firewood for breakfast, or carry sick children to doctors in faraway towns, only to be turned away when the waiting rooms are full. Women literally carry the heaviest burdens of poverty. Yet, they are given little or no access to money, property, or education – the very keys that would unlock their impoverished situations.

PCI believes investing in women enables them to lift themselves, their families and their communities out of poverty. By directly aiding women and girls with microenterprise opportunities, women are gaining the skills and knowledge they need to improve their lives and increase their income. The interventions are so successful that they are being replicated in many parts of the world. In the past five years, PCI programs have achieved an impressive “zero loan default rate.”

Around the world, over 38,000 women in PCI programs are proving they have what it takes to become successful entrepreneurs, and, with one-size-fits-all, the opportunities for growth and investment are limitless.

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Nearly 5,000 Malawians are benefiting from PCI’s Chisho program, which is significantly improving the production and commercialization of food-based fish.

PCI helped over one billion people worldwide lack access to clean water?

PCI’s technical leadership team for HIV/AIDS, food & nutrition security, livelihood security, and humanitarian assistance work collaboratively between our Washington, D.C. and San Diego, CA offices.

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TEEN FEET BACK ON THE STREET

Their brothers John and Michael were living on the streets of Lusaka, Zambia. To keep warm at night and to dull their hunger pains, the teenagers began sniffing glue and jet fuel. They begged and worked odd jobs for little money. When outreach workers from PCI’s Africa KidSAFE program found them, they were able to convince the brothers to leave the streets and live at a PCI shelter home that provided them food and education, and helped them break their addiction to drugs.

Established in 2000 by PCI and Fountain of Hope, Africa KidSAFE (Shelter, Aftercare, Food, and Education) is Zambia’s leading force addressing the street children crisis and providing orphans and vulnerable children with shelter, food, medical care, counseling, education, and skills training. In addition, when possible, PCI and its partners seek to reunite and reintegrate children with their families. PCI is also building the capacity of local grassroots organizations to address the long-term needs of vulnerable children and their caregivers.

Fully rehabilitated, the brothers are now back on the streets serving as KidSAFE outreach workers themselves, helping other orphaned and vulnerable street children gain access to PCI’s life-changing assistance. The boys are also part of Little Feet, a PCI-supported group that uses theatre, dance, art, music and creative writing as tools to build awareness and support for people and communities affected by HIV.

HUNGRY MOUTHS, HUNGRY MINDS

Each year, millions of children die from hunger-related causes. Not only does it weaken the body, chronic hunger also affects the mind. When children suffer from hunger and malnutrition, it is practically impossible to focus on anything else. For this reason, PCI is tackling hunger and addressing child malnutrition by providing the training and resources children, parents, and communities need to start successful, sustainable school feeding programs in Bolivia.

PCFs “More Food, Better Education” program has established vegetable gardens in 52 schools throughout the municipalities of Cochabamba and Potosí. With the provision of seeds and PCI-led training on planting, maintaining, and harvesting the gardens, students are learning the entire agricultural process of growing food as well as adding garden-fresh vegetables to school meals served at harvest.

The program has also spurred great enthusiasm from the community, pulling teachers and parents together to prepare the food for the gardens and preparing the importance of child nutrition. As the gardens develop, anticipation among the children grows, and many of them decide to check up on the plastic eggs outside of their planned schedules. School children are the garden’s greatest supporters. Because for the first time in their life, they are eating something they have sown, cared for and harvested with their own hands.

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HUNGRY MOUTHS, HUNGRY MINDS

Each year, millions of children die from hunger-related causes. Not only does it weaken the body, chronic hunger also affects the mind. When children suffer from hunger and malnutrition, it is practically impossible to focus on anything else. For this reason, PCI is tackling hunger and addressing child malnutrition by providing the training and resources children, parents, and communities need to start successful, sustainable school feeding programs in Bolivia.

PCFs “More Food, Better Education” program has established vegetable gardens in 52 schools throughout the municipalities of Cochabamba and Potosí. With the provision of seeds and PCI-led training on planting, maintaining, and harvesting the gardens, students are learning the entire agricultural process of growing food as well as adding garden-fresh vegetables to school meals served at harvest.

The program has also spurred great enthusiasm from the community, pulling teachers and parents together to prepare the food for the gardens and preparing the importance of child nutrition. As the gardens develop, anticipation among the children grows, and many of them decide to check up on the plastic eggs outside of their planned schedules. School children are the garden’s greatest supporters. Because for the first time in their life, they are eating something they have sown, cared for and harvested with their own hands.

health on the border

In partnership with Sempra Energy, PCI-Mexico successfully launched a Mobile Health Clinics in 2008 to help people living in impoverished communities access critical healthcare. The Mobile Health Clinic is providing prevention services such as growth monitoring and immunizations to children under five, and expanding PCI’s reach throughout the Tepozán region. In 2009, PCI’s Mobile Health Clinics reached 31,278 women and children with health and education services such as vaccines, growth monitoring and promotion, and nutrition education.

Caring for Children in Need

Throughout Africa, an estimated 15 million children have been orphaned by AIDS. As a result of PCI’s BELONG project, caregivers and community-based organizations are finding new, innovative ways to meet the complex needs of orphans and vulnerable children. Through self-help groups that provide micro-credit opportunities, community initiatives including formal and informal schools, and the support of church and religious bodies, young girls and boys – just like John and Michael pictured on the left – are accessing crucial support services such as nutrition, health, education, psychosocial support, shelter, care and protection.

In India, a capital of New Delhi, there are an estimated 130,000 orphans and vulnerable children working and living on the streets, where they are exposed to many human rights issues such as physical and sexual abuse. In response, PCI runs two drop-in centers in Math Road and Red Fort, a vocational training center in New Seemapuri and a residential shelter home in Hanuman (new Delhi) – all of which help care for 1,300 children each year. These facilities provide youth with needed vocational skills and services such as mobile health clinics, HIV/AIDS prevention, counseling and treatment, family reunification and vocational activities.

Cracking down on child Trafficking

In rural Ethiopia, children are at high risk for trafficking and often face sexual exploitation or are forced into labor such as agriculture, street vending and begging. Since 2006, PCI has worked to increase awareness and knowledge among government and non-governmental organizations and communities about the dangers of human trafficking, and prevent trafficking of children and adolescents in two regions and 10 rural towns, feeding into the capital of Addis Ababa. In 2009, PCI rescued 25 children and reintegrated them with their families, reached nearly 10,650 adults and school children with anti-trafficking outreach and education activities; trained 22 police victim service units; translated several text messages and drafted the first national handbook on human trafficking, which will soon be translated into Amharic, the country’s native language.
SOMETHING TO TALK ABOUT

“PCI has the ability to blend emotionally and physically into an environment, because their mission is clear: to help people within the context of their community and culture. I find many NGOs today are overselling their cause and trying to gain mass media attention, which can detract from their work. I’ve found PCI to be modest and respectful, and in this way, the organization’s programs are in a region and engages in dialogue with the local communities of the constitut... encouraging them to define their problems, and work with them to determine solutions. We learned what it means to work from the bottom up...”
— Jacqueline Barkett, PCI supporter

“As someone with a lifelong passion for women’s empowerment and humanitarian causes, I am so pleased to be an advocate and ambassador for the transformative work that PCI is carrying out internationally. This organization fundamentally changes the lives of people in historically poverty-stricken communities – both in Africa and around the world...”
— Bonnie Raitt, Grammy-winning musician and social activist

A WORD FROM OUR PARTNERS

“Starbucks is proud to work with PCI through Ethos Water Fund. Like Starbucks, PCI actively seeks to gain the trust and respect of those they work with. As a result, PCI builds sustainable models to meet the water needs of vulnerable children worldwide. Specifically, in the Bubuti District of Tanzania, PCI is empowering local residents to address their long-term water needs, including increasing the participation of women and children in the operation and maintenance of water points...”
— Jackie Liu, Manager, International Community Affairs, Corporate Social Responsibility, Starbucks Coffee Company

“PCI’s long-standing partnerships with the health authorities in Mexico enabled us to respond immediately to the H1N1 (swine flu) outbreak in Mexico City. Together, AmeriCares and PCI delivered urgently requested face masks for hospital workers – and helped the hospitals increase staffing to treat a surge of patients.”
— Elizabeth Furst, SVP Global Program Operations, AmeriCares

“Through our Wireless Reach initiative, Qualcomm is working in partnership with PCI to bring wireless technology to women entrepreneurs in India. Together we are ‘Connecting India to Disconnected Poverty’. Qualcomm loves partnering with PCI because we are both headquartered in San Diego, we are both working to improve the health and well-being of people around the world, and we complement each other quite well. PCI’s community connections, coupled with our technology and resources, have provided a foundation upon which to build. PCI’s innovative approach to bringing non-profit and academic organizations in San Diego together around themes such as Women of Africa as Agents of Social Transformation has added another dimension to our relationship...”
— Steven Croll, Director, Qualcomm Wireless Reach
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SAVING LIVES AND BUILDING HEALTHY COMMUNITIES

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