

**a better
world *starts*
● with Canada
*election toolkit***

2025 Election

a better world starts with Canada

why this election *matters*

As we head into a federal election, there is a worrying trend of countries cutting support for international assistance. **Our future Members of Parliament (MPs) need to hear that everyday Canadians like us don't want Canada to turn its back to our world.** Canadian international assistance is an investment that helps to stop conflicts, prevent pandemics, and build strong economies at home and abroad.



Canada's commitment to a world without poverty and its willingness to back this commitment with resources must not be taken for granted. By working together, we can use this election to generate new political momentum in Canada for international assistance.

Canada has a long legacy of making an impact around the globe no matter who is in power, showing that supporting the health, wellbeing, and dignity of people everywhere is a fundamental Canadian value.

Countries like the US, UK, and the Netherlands have slashed international assistance budgets, putting millions of lives at risk and jeopardizing decades of progress toward the eradication of extreme poverty. **For example:**

Afghanistan

In Afghanistan, 9 million no longer have access to healthcare due to clinic closures.

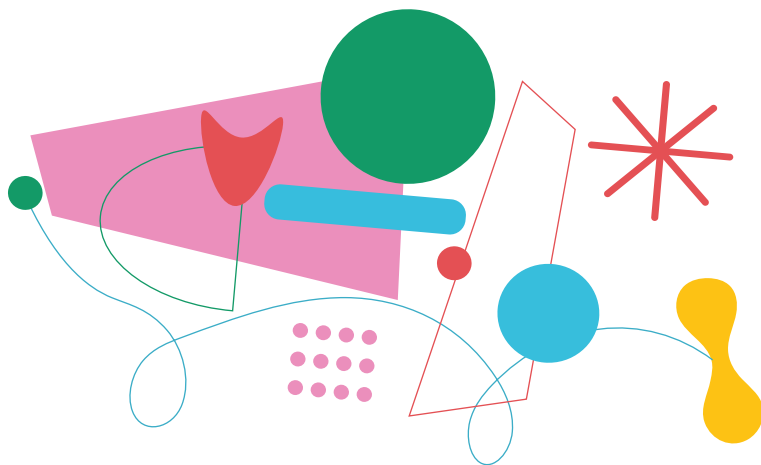
Sudan

In war-torn Sudan, food centres are shuttered, leaving millions to go hungry.

Canada

In Canada, we're at risk as many key programs tracking and responding to infectious disease outbreaks (like Ebola, bird flu) are suspended.

Now is the time for our voices to be heard and to tell our local candidates that we want Canada's next government to have a strong role in tackling the most pressing global challenges.



Canadians are concerned about Canada's role in the world. A recent national poll shows:

over 1 in 5

of Canadians have a global issue among the top 3 issues directly impacting their vote.

81%

of Canadians want our country to contribute its fair share to solve global issues.

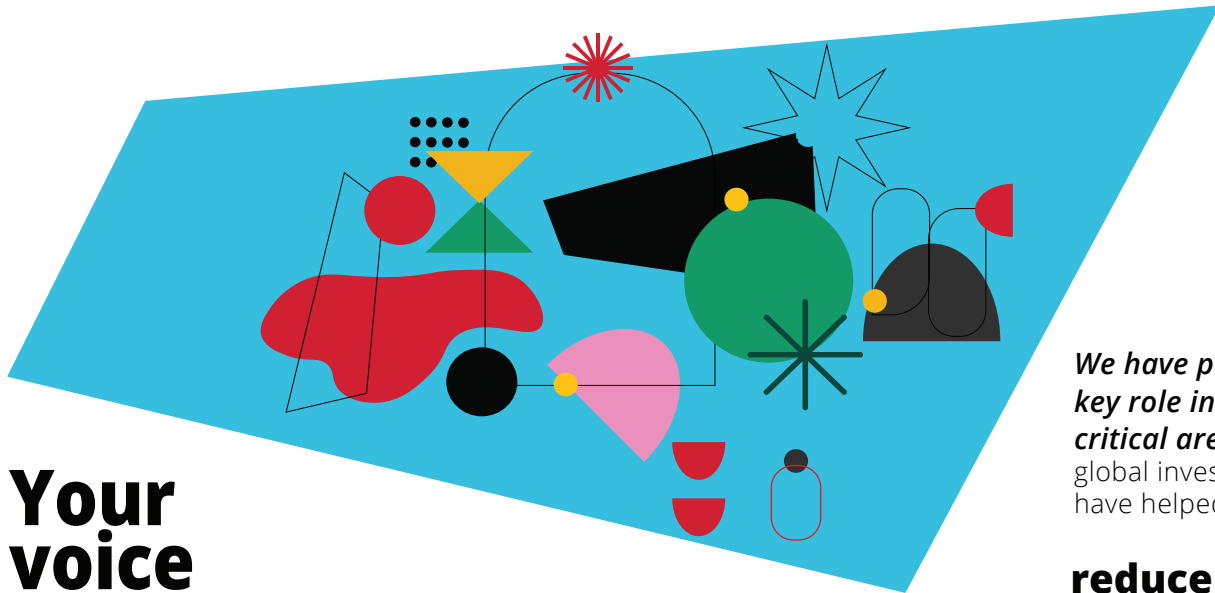
90%

of Canadians are concerned about global poverty.

International assistance works. It not only saves millions of lives but also opens a world of potential and growth. Canada's global investments **build allies and trade partners around the world** by strengthening communities, growing economies, and saving lives. We help prevent deadly disease outbreaks before they reach our shores, build sustainable markets and communities, and help defuse crises like armed conflicts before they begin.

get informed

Canada's global role



Your voice matters

whether or not you are eligible to vote. Your future MP will work for you.

Right now

you have an incredible opportunity to inform candidates about your priorities to help make sure the next Canadian government steps up as a global leader.

Canadian international assistance helps to save those who are suffering and dying simply because of where they are born and builds a better world for all – including Canadians.

Only \$0.37 of every \$100 that Canadians earn supports international assistance – pennies which have an incredibly strong return on investment of making our world better for everyone.



We have played a key role in countless critical areas. Our global investments have helped to:

reduce

Reduce child mortality by half in the past 25 years

save lives

Save the lives of over 7 million children as the largest donor to vitamin A supplementation

eradicate

Eradicate polio almost everywhere in the world

end poverty

Lift over 1 billion people out of extreme poverty since 2000



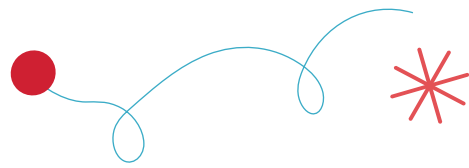
Check out our **Take Action Guide** or access the full toolkit

Because of international assistance, our world is healthier and more prosperous than it was only 20 years ago – thanks to the leadership and commitment of countries like Canada. Looking forward, we want a better world, and **a better world starts with Canada.**

Questions? Contact communications@resultscanada.ca

**a better
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take action guide

take *action* guide: what you can do



In the lead-up to Election Day, there is a lot you can do to help make sure the next Canadian government steps up as a global leader.

engage with *your* candidates

Pro tip! Share your personal story and the reasons you care.

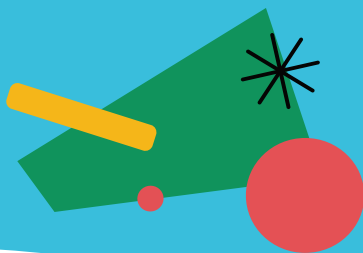
Find out who's running to be your local Member of Parliament and build relationships with them. Your candidates need to hear from you about the issues you care about, like international assistance!

To find the ones in your area, go to elections.ca and type in your postal code.

There are many ways to engage with candidates:

Send an email
Call or visit their office
Participate in our Days of Action!

participate in our Days of *action*



Join us for our nationwide Days of Action on **April 5** by dropping off our A Better World Starts with Canada handout (included in your toolkit) to candidate offices.



It's a great way to let candidates know that constituents care about international assistance and help ensure they become champions for global issues if elected. Register to participate today!

attend a forum and *ask* questions

There will likely be local forums where candidates will debate priorities and respond to questions. This is a great opportunity to ask about international assistance. Visit candidate websites and follow their social media to get news on upcoming ones in your area. Check out our sheet with sample forum questions in this package!

raise awareness

display your window sign

Show your candidates and community you care about ending global poverty by putting the sign in this package in your window! Help increase its power by posting a picture of it on social media and tagging your candidates!



write a letter to the editor

Letters in your local paper will be read by candidates to learn what constituents care about. It's a great opportunity to highlight international assistance. Learn more!

use your voice on social media

Your online actions can raise awareness and let candidates know about your priorities. When crafting posts, be sure to tag your candidates and include relevant hashtags like #elxn2025. Learn more and find sample posts!



vote (if you can)

Canadian citizens 18 or older can vote in this election. (Not eligible? Make an impact with the actions above!) When you vote, you make democracy work. Get all the info on voting at elections.ca.

Let's work together this election to generate new political momentum in Canada for international assistance.

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**a better
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● with Canada**
window sign

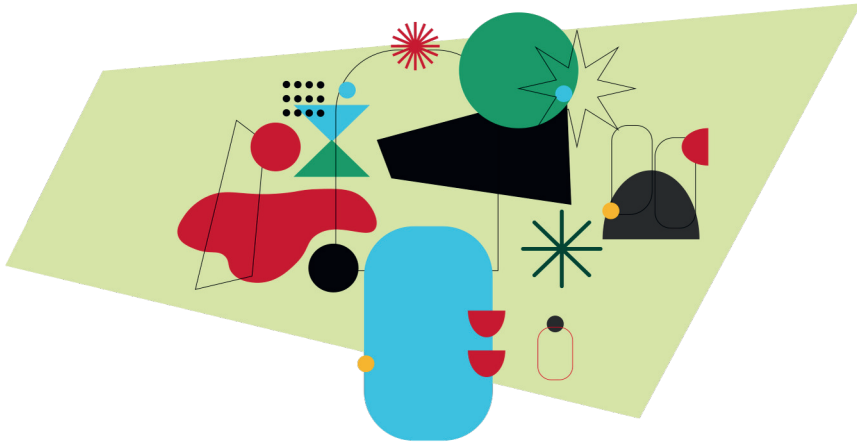
election 2025



**a better
world *starts*
with **Canada****

**a better
world *starts*
● with Canada**
handout

a better world starts with Canada



As other countries step back from international cooperation, Canada must make strategic investments to make our world healthier, more prosperous, and more secure.



Only \$0.37 of every \$100 that Canadians earn supports international assistance – pennies which have an incredibly strong return on investment of making our world better for everyone.



Canadian international assistance works. It...

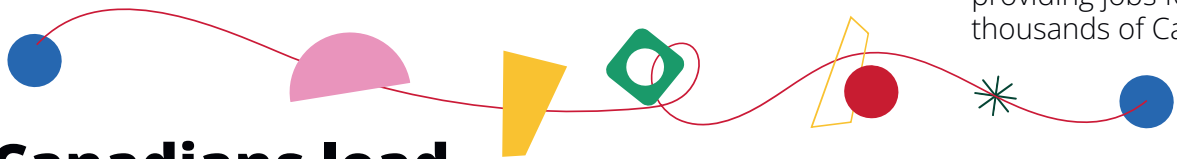
saves millions of lives. encourages global prosperity and growth with sustainable markets.

prevents deadly disease outbreaks before they reach our shores.

builds allies and trade partners.

helps defuse crises like armed conflicts before they begin

supports 1,300+ Canadian organizations providing jobs for tens of thousands of Canadians.



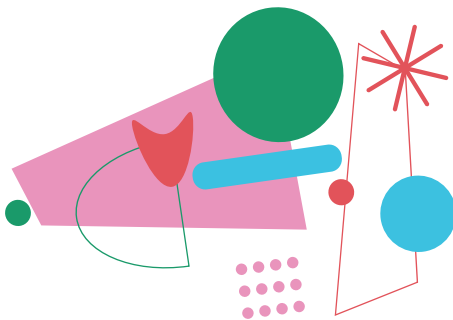
when Canadians lead, things get done and lives get saved

Canadians are proud of our global accomplishments. **In fact:**

90% are concerned about global poverty.

Over 1 in 5 have a global issue among the top 3 issues impacting their vote.

81% want Canada to contribute its fair share to solve global issues.



Thanks to the leadership of countries like Canada, our world is healthier and more prosperous than only 20 years ago. **We've helped:**



cut child mortality in half since 2000

eradicate polio almost everywhere in the world

educate 100 million+ children worldwide

prevent 170,000+ maternal and child deaths in 2022-23 alone

lift 1 billion+ people out of extreme poverty since 2000

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*ideas for forum
questions and
social media posts*

election

2025
make an impact

question ideas for forums

- I care about [your top issue (global poverty, health, education, etc.)]. I believe that Canada can do more on this issue. What would your government do about it?
- Where do each of your political parties stand on Canadian international assistance?
- I'm concerned about other countries cutting international assistance funding. How can Canada do more on the international stage to help prevent pandemics, conflict, and suffering?

social media post ideas

- I'm voting in #elxn2025 and I care about international assistance. Our next government must step up for the world, not just for those living in extreme poverty but also for global security and prosperity – which benefits all Canadians! #cdnpoli [include candidate tags]
- Dear [@candidate]: International assistance not only saves lives around the world but also benefits Canada through jobs, global stability, and prevention of pandemics. Will this be a top priority for you if you are selected as my MP? #elxn2025 #cdnpoli
- I want the next Canadian government to step up for the wellbeing and stability of the world. We must not follow the short-sighted actions of countries like the US and others who are backing out of aid investments. This #elxn2025 let's make sure all candidates know that people in Canada care about global prosperity! [include candidate tags]