



# RESULTS Canada

30 years of advocacy

# RESULTS Canada

## 30 years of advocacy

### Acknowledgements

This report could not have been possible without the dedicated volunteers, past and present, who lead, shaped and shared the story of RESULTS Canada over the last thirty

**RESULTS**  
Canada





# A message from our Executive Director

We don't often get to introduce the RESULTS Canada history project. As our organization enters its thirtieth year, this project celebrates the many faces behind the success of RESULTS Canada.

Our organization was created by volunteers—you are at the heart of our work. As we've grown, you connect us to our roots and our history. Together, we have created a legacy of justice for volunteers of the future. I'm so proud to be part of a movement made up of dedicated, ordinary citizens who care deeply about global poverty and want to make a real difference.

We have come a long way in thirty years and over that period, we were driven every step by the tireless advocates you'll see featured in this project. The project highlights the milestones in our work and growth, like the World Summit for Children and the Millennium Development Goals. It speaks about the groups who founded our movement and their passion and commitment to social justice.

While this project charts the history of RESULTS Canada, it also importantly speaks about the impact our work has had on the lives of people living in poverty.

It speaks about the power of everyday citizens to raise their voices collectively and make change. It speaks about the importance of democracy and our place in it, about vibrant and free societies where advocacy is encouraged, and about a world where everyone's voice is valued—not just those in power. Where from the smallest of us to the most towering, our common humanity has integral value, and nobody is denied the tools they need to live a healthy, fulfilling life.

So thank you for everything you do. And here's to another incredible thirty years of making change together!

In solidarity,  
Lauren Dobson-Hughes

# Table of contents

INTRODUCTION  
IN

5

STARTING  
OUT

8

FINDING A  
VOICE

1

GAINING  
MOMENTUM

1

BUILDING  
COMMUNIT

3

EXPANSIO

4

THE  
NEXT

4



# Introduction

It's easy to complain that the government doesn't get it, and the system is against [us], but have you ever tried using the system to affect change?

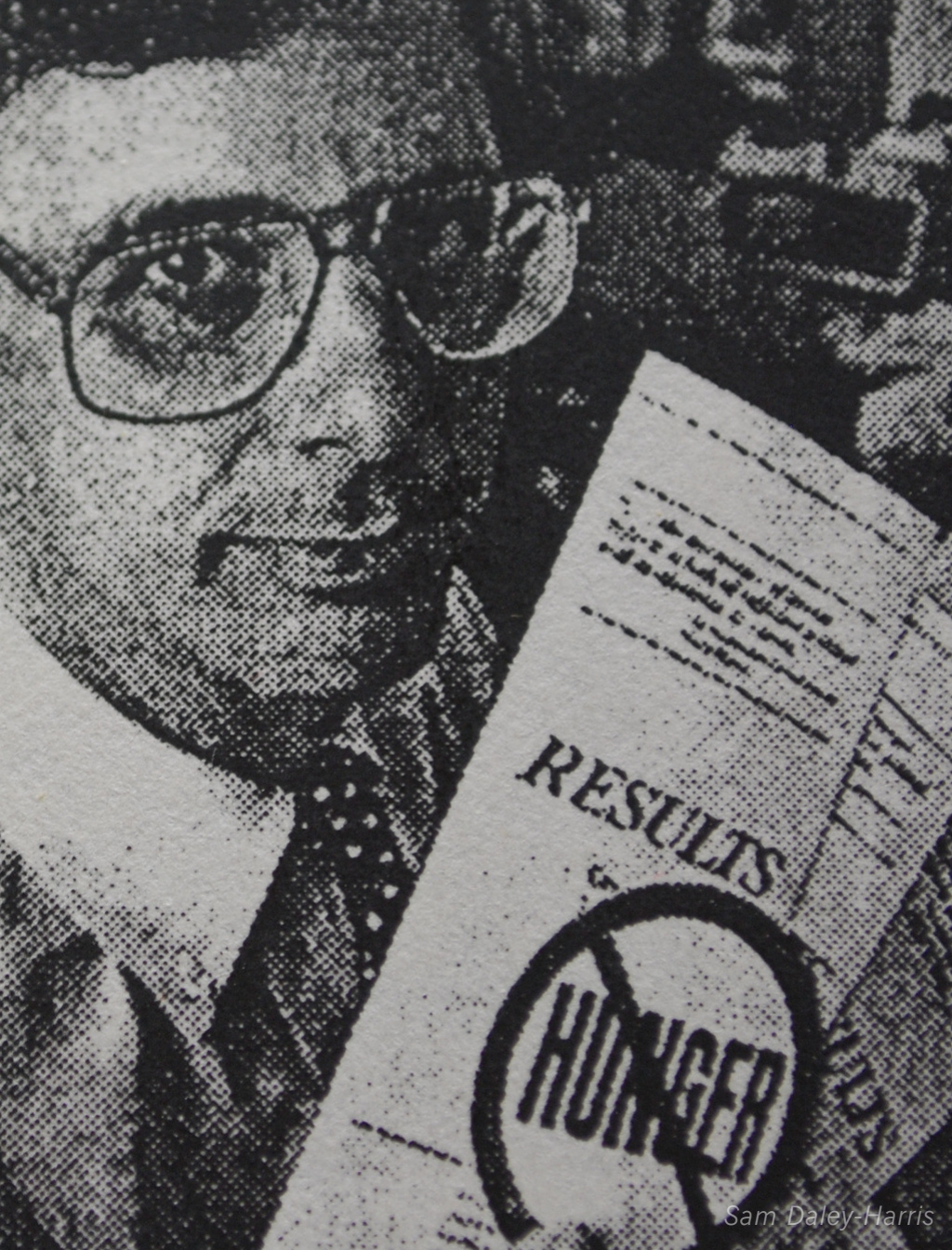
**Jean Michel Laurin, Citizen Advocate, Gatineau Group**

RESULTS Canada's 30 years of advocacy and impact was born from the conviction that individual actions can make a big and positive difference in the world; that everyday people have the power to engage meaningfully with global issues and social justice; and that, with the right tools, every person can affect change through democratic participation.

In 1977, Sam Daley-Harris was a musician and teacher, living in the United States with the nagging sensation that something should be done about global inequalities like hunger, but who, like many others, felt that it was an insurmountable global problem for one person to tackle.

After attending an event one night hosted by the Hunger Project, Sam constructed a simple vision: A world without hunger – with that, a mission to generate the political will to end poverty.

Understanding this issue through a teacher's lens, Sam saw a role for himself as a leader in educating people in the skills of democracy. With this ambitious and seemingly foolhardy goal, RESULTS (Responsibility for Ending Starvation Using Legislation, Trimming, and Support) was born in the United States, and soon spread to Canada and other countries across the globe.



*Sam Daley-Harris*

### **Trim tab /'trɪm-tab/**

A nautical term referring to the small of a ship's rudder that provides stability and pinpoint direction to the whole, which is where RESULTS' work really shines. In the context of RESULTS, trim tabs are opinion shakers and decision-makers. Most people and political parties would like to see an end to global poverty; it is simply a question of directing their efforts to where they can make the most impact.

### **Advocacy /'advəkəsi/**

The process by which a person or group of people attempt to shift public perceptions and influence the decisions made by political, economic, and social institutions, usually in support of a specific cause or policy. RESULTS Canada advocates for a world without extreme poverty.

### **Grassroots /'gras-rüts/**

Operations created and driven by ordinary people, usually acting at the local community level. Grassroots actions at RESULTS Canada include letter writing, publishing opinion-editorials, local advertising campaigns, group demonstrations, and 'getting out the vote'



RESULTS Canada has a proud history of successful advocacy, with 30 years of mobilizing Canadians and influencing decision makers on issues that help combat extreme poverty around the world. Our strategic advocacy efforts combine the voices of passionate grassroots citizen advocates with talented staff and partners to leverage millions of dollars for improved policies and programs that move forward our vision of a world without poverty, where all people are empowered to access the health, education and opportunity they need to thrive.

Grassroots citizen advocates are the heart of our collective history, starting out as an informal community of passionate volunteers across the country. Over the past 10 years or so, RESULTS Canada has moved towards a more organized collective effort with an office and staff to strategically support the work of our citizen

The empowerment of working with RESULTS—that was phenomenal. Realizing 'oh... this is what democracy is all about. I can say something and maybe somebody will listen.' I had no clue, that as an individual citizen, I could do that. No clue.

**Anita Mark, Citizen Advocate, Victoria Group**



*Anita Mark, Citizen Advocate, Victoria Group,  
1992*

# Starting out

In 1986, Dr. John Hotson, an economics professor at the University of Waterloo, became the first Canadian advocate for RESULTS Canada. Hotson worked extensively on The Hunger Project alongside Sam Daley-Harris and many future RESULTS citizen advocates along the East Coast of North America.

The Hunger Project was dedicated to educating the public about world hunger. Inez Coles, National Director of RESULTS Canada from 1989-1990, reminisced about handing out information cards to pedestrians with John Hotson and requesting a commitment to end world hunger from strangers walking the streets.

"And of course the average person would respond, huh? What are you talking about? What do you mean ending hunger? And you'd have a 3-minute gap of time to educate them."

But after many years of action with The Hunger Project, many of the Canadian volunteers saw

The volunteers embraced the RESULTS model and with support from experienced advocates from the United States, formed the earliest groups in Montreal, Calgary, and Victoria—and in so doing, sparked a shared interest amongst passionate individuals nationwide.

I think one of the strengths of RESULTS... is its ability to keep some of these local groups of people, who know each other and draw strength from each other. But those groups are connected to the bigger body; they're connected to the staff of RESULTS Canada, they're connected to each other, they're connected to groups across the world.

**Elizabeth Dove, National Public  
Engagement Coordinator (2009-2014)**



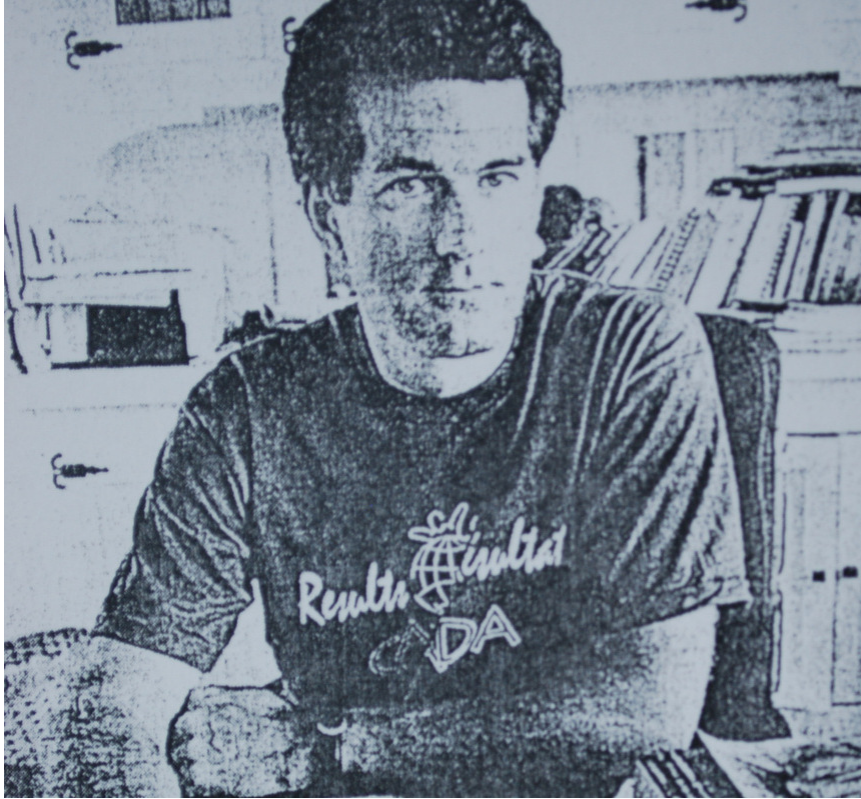
As efforts to break into Canada were just starting, one impassioned volunteer—Pamela Walden-Landry from Montreal—fell in love with the American version of RESULTS in November 1986. And so, as she proclaimed, "I did what some women do when their love is a foreigner; I helped to bring it to my country." She was a schoolteacher in biology, whose motivating style earned her the nickname 'SuperPam'. The mission and impact of RESULTS inspired Pamela and she was determined to recover democratic participation for ordinary Canadians back home.



Early on in translating the US model into the Canadian context, one of the biggest hurdles to overcome was making RESULTS groups accessible to volunteers throughout Quebec. Until the creation of the Gatineau group, the Montreal RESULTS chapter mostly used English-language American materials in a primarily Francophone environment.

With the establishment of two groups predominantly composed of French speakers, and in recognition of the bilingual character of Canada, it was time to make RESULTS not just





The Montreal group had previous success in this area with their translation of a government television program on hunger. Pamela, fulfilling a promise to Sam Daley-Harris, started a Francophone group with volunteers translating documents and resources for the larger RESULTS community. These included not only newsletters and action sheets, but also the monthly national calls.

Then-federal bureaucrat Jean-François Tardif supported her efforts in broadening the French language accessibility of RESULTS Canada. As he recalled:

"Having a call in English, follow[ed] by a bilingual middle part [and finished with] apart in French. That seemed to be easier... But it was complicated to have people join and the logistics - the logistics were complicated."

The efforts, though inconvenient, were key to building a broader advocacy community, not



*Blaise Salmon, Citizen Advocate and former President, 1987*  
*Hilary Johnston, Citizen Advocate, 1989*



That said, RESULTS Canada was not always the strong, coordinated and active voice that it is today. Establishing a poverty advocacy movement can pose a lot of challenges. It is true that 'good things come to those who wait,' but on a rainy day in 1988, one volunteer had to remember this mantra and characterized the strong perseverance of the community.

I'll always remember the night of the very first meeting in Gatineau. I had no less than 12 people invited. The meeting was to start at 7 PM, and sadly enough, a sudden wind with heavy rain began at about 6:15. Guess what: no one showed up!

Regardless, Jean-François and I still held the meeting, and each wrote our letter, by hand, signed it, and deposited it in a mailbox close by the very same night.

But more people would start to show up in the months to follow. With persistence, the Gatineau group became one of the most productive groups in Canada, publishing countless Letters to the Editor (LTE).

Yvon encouraged the attendees of the meetings to each become impactful writers and advocates, often garnering compliments from other RESULTS groups and volunteers for having such an articulate core of authors. Many years later, he recalled that more and more people would begin to show up with each successive meeting, and eventually the Gatineau group was officially established.

While groups were being formed by committed and visionary volunteers in various cities across the country, there quickly emerged a need for some broad coordination of these expansion efforts and strategic campaigns work.

In January 1989, Inez Coles took up the role of National Director of RESULTS Canada, initiating a new period of growth of the community. While expansion was key, there was also a need for additional support to identify critical campaigns and develop political outreach strategies for the RESULTS Canada community to undertake collectively.

As Jean-François, former National Director, recalls, "[We] needed an associate who would identify the most critical actions for RESULTS Canada to undertake, the ones behind which [we] could throw all [our] support, the actions which would truly make a tangible difference in the world. This associate would be a person knowledgeable in public policies and conversant with technical details of government. This time, I was willing to step forward without knowing what it would take."

Tardif's first RESULTS action sheet coincided with UNICEF's State of the World's Children report in December 1988, a pivotal moment for the global community in combating extreme poverty and child mortality. The report recommended the convening of world leaders and heads of government at a summit to address child mortality, which at the time numbered 40,000 deaths per day due to preventable causes.

Despite these dire statistics, the report's recommendation presented an opportunity for

*Staff members Elizabeth Dove and Michele Bruneau  
and Citizen Advocate Yvon Dupuis*

To secure Canadian leadership around this proposed global summit, citizen advocates mounted a high-profile campaign in Canada in 1989 calling for a world summit on children, which was convened in 1990. The campaign's success was a pivotal moment for RESULTS Canada that brought the community closer together and cemented their reputation as powerful and dedicated Canadian advocates, paving the way for 30 years of extreme poverty





# Finding a voice

RESULTS has a bit of a cookbook, I guess. A well-established means of advocacy and a fairly well-established means of getting information, communicating information amongst its membership, and then getting that information out to MPs and the public. It's a good model.

**Randy Rudolph, Citizen Advocate, Calgary Group  
and Chair of the Board of Directors**

RESULTS affiliates around the world follow the same basic model of advocacy. We mobilize and inform passionate everyday people about their power to create positive change in the world, and build skills and strategies to generate the political will to invest in proven, cost-effective solutions to extreme poverty. As volunteers, they receive training, support, and inspiration to become skilled advocates, and are supported by the strategic work of staff who build relationships with government, politicians, civil society organizations and partners at home and abroad.

With this basic model of advocacy and public engagement, in 1989 the RESULTS Canada community was ready to take up its first major campaign: the World Summit for Children.

**December 1988**

**Jean-François Tardif, recounting his meeting with the Liberal Party's Foreign Policy Committee:**

"The Committee's meeting is about to begin. Mr. Ouellet will speak to the [topic of the summit], but I will remain available outside the room to be called in if needed. Mr. Ouellet's suite is definitely very small, especially for someone of his ranking: an office, a meeting room and a secretarial space in between; but on all walls, there are photographs of Mr. Ouellet with top world dignitaries, which remind the visitor of his host's past...

"And then the miracle happens. An apologetic Mr. Ouellet leaves the meeting room. He had forgotten about me. The committee was not

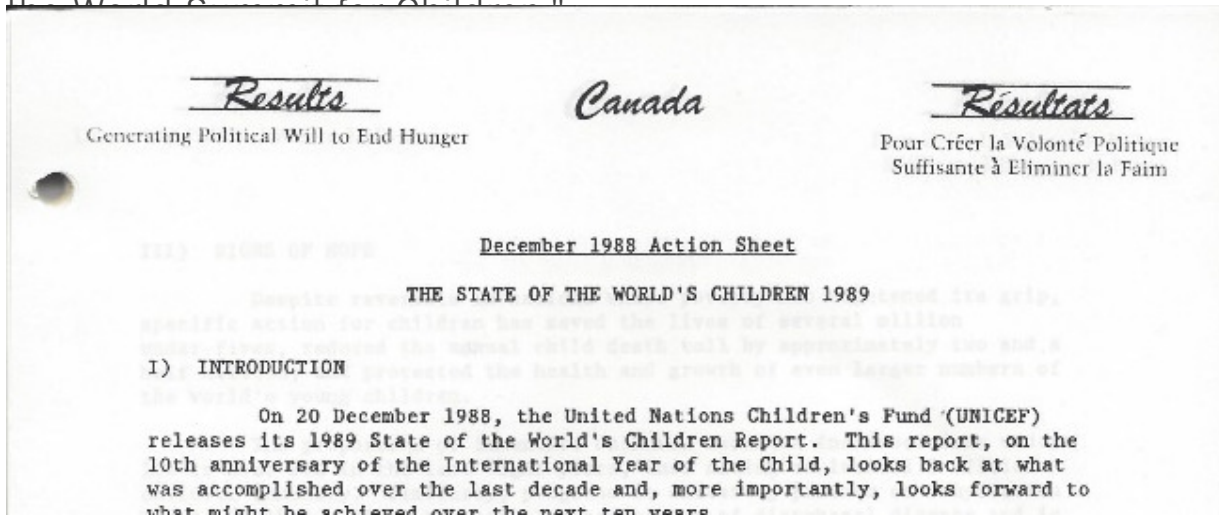
"So all the Committee members just signed it individually. I am jubilant; what I had bargained for was an obscure letter of support from the bureaucracy of the Party and what I am getting instead is the actual signatures of the Party's key opinion leaders!

"The following day, the Liberal Party Policy Committee issues a totally unexpected press release: it demands that the Government of Canada take a leadership role in making the summit for children happen; the press release has an annex: the Action Sheet of RESULTS for that month! Much to our surprise, we have now been put on the map as the official lobbyists for the World Summit for Children."

And with this, the RESULTS Canada community went to work. It started with Inez hosting a conference call, but this time with the purpose of announcing the launch of the World Summit for Children campaign.

Unbeknownst to her, James Grant, Executive Director of UNICEF worldwide at the time, learned that RESULTS Canada was taking on this ambitious endeavor and was eager to offer the support of his staff. Grant joined this conference call, which agreed to launch the campaign at the UNICEF volunteer conference in Toronto during the summer of 1989.

Jean-François Tardif, Citizen Advocate and former Executive Director, 1989





Citizen advocates at RESULTS Canada were relentless, sending a constant flurry of letters and telegrams to the then-Prime Minister Brian Mulroney regarding topics of nutrient deficiency, childhood diseases, and literacy. His ministers and deputies also felt the pressure. Initially these letters piqued interest but were quickly forwarded to another department, but the advocacy efforts quickly compounded. Finally one of Mulroney's aides replied, "Now you can call your dogs off." At that point the realization came that the Prime Minister had committed to the cause. Politicians felt government pressure for the summit, even though no more than 60 citizen advocates across the country initiated the campaign.

Alongside the Canadian Prime Minister, the leaders of Pakistan, Sweden, Egypt, Mali, and Mexico pulled their weight to support the global Summit.

But RESULTS Canada was not yet ready to call the campaign a success. In addition to the unprecedented convening of world leaders to

RESULTS partners across the world brought media and public attention to the Summit, to publicize commitments made and ensure that promises would not be forgotten. RESULTS did not allow the success of convening the Summit to be the major win. Millions of lives were at stake, and the RESULTS community committed to making sure global leaders changed the lives of children living in poverty.



*Inez Coles, former  
National Director, 1989*

THIS WILL  
NOT HAPPEN



RESULTS CANADA

As an advocacy tactic, the action chosen to highlight the Summit was 'the vigils'. Jean-Francois remembers:

"We committed to having a million people around the planet gather at candlelight vigils in support of bold promises to be made by the world summit leaders. We [RESULTS] were specializing in having hundreds of people come in, worldwide, writing letters. We were moving from hundreds to a million– that was just many orders of magnitude away from what we knew.

"Frankly, we had no idea. We actually managed to do it, but it was just – it was not thinkable. We had no idea – I had no idea what ten thousand people would be in Canada – we'd never done that! But in the process, we also realized that while it was great to have six countries [whose leaders were championing the Summit] take that on, we're not getting close to a million people. Also, the message was not as strong as if we'd have other countries... We'd take any countries at that point. but developing countries



# MONTREAL The Gazette

SINCE 1778

MONDAY, SEPTEMBER 24, 50¢

## Montrealers light candles in a message for children

SARAH SCOTT  
THE GAZETTE

Thousands of candles were lit in the city last night as Montrealers joined families around the world in making a single wish: they want the World Summit for Children to achieve something concrete to ease children's pain and suffering.

The summit, sponsored by the United Nations and with Prime Minister Brian Mulroney and Mali leader Moussa Traoré as co-chairmen, begins in New York Saturday. An unprecedented 77 leaders are attending this largest summit on children in UN history, and they're aiming for agreements on practical goals, like reducing deaths of small children by at least a third in the next 10 years.

Last night, about 2,000 people lit candles at St. Joseph's Oratory after marching from the Université de Montréal.

The Montreal Children's Hospital organized another candle-lighting ceremony for sick and disabled children, their families and friends.

"This is a symbolic way to say all together that we believe in children and it's important that children's needs are met," Quebec Court Judge Andrée Ruffo said after getting a standing ovation from the crowd at St. Joseph's Oratory.

Montrealers are sending world leaders the message of peace because we know so



Canada saw the vigils emerge nationwide, from a gathering of 9 people in Whitehorse to say a prayer, to an event at the Olympic plaza in Calgary, where the ceremonial torch was re-ignited simultaneously with the candles of the 3,000 attendees. Politicians were visible on the night as well, with Ontario Premier-elect Bob Rae giving a keynote address at Queen's Park in Toronto, and the Minister of External Affairs joining the two leaders of the opposition parties to show support in Ottawa. Montreal participants created 13,000 paper flowers, each flower decorated with the face of the child who drew it.

San Daley Harris announcing the World Summit for Children







At Warkworth penitentiary in Campbellford, Ontario —about 70 inmates gathered to hold their own Candlelight Vigil for the Summit for Children—a declaration of their commitment to making a difference in the lives of children and ending poverty and hunger...a truly sacred and moving event.

### **Inez Coles, National Director, 1989-90**

Worldwide, the World Summit for Children Candlelight Vigils took place in more than 75 countries, on every continent, involving more than a million people. The expectations of the RESULTS community, which once seemed distant and insurmountable, were profoundly surpassed.

The World Summit for Children was hosted shortly after in New York City on the 29th and 30th of September 1990. It was attended by 71 world leaders—an unprecedented gathering—and produced a statement that was considered to be the foundation for the Millennium Development Goals. A further 64 leaders not in attendance at the Summit subsequently signed on to the commitments



# Gaining momentum

## Keeping the Promise

The overwhelming success of the World Summit for Children campaign created a new challenge: to ensure that world leaders remained accountable to their commitments to improve children's wellbeing.

A new campaign, Keeping the Promise, organized actions in places of worship and schools to meet this challenge. Similar to the action sheets given to citizen advocates in the lead up to the Summit, leaders of religious institutions and teachers were given educational guides. These background materials educated them on the realities of the challenge and included a variety of age-appropriate activities and information to introduce students to global poverty issues. The materials made students aware that children of similar ages were denied access to education and healthcare.

Montreal saw a ceremony started at City Hall, followed by the systematic visit to consulates by groups formed by representatives of businesswomen (Les femmes d'Affaires du Québec) child actors and RESULTS volunteers. At the consulates, the message repeated was "please remind your Head of State of the promises he made to children one year ago."

In Ottawa, celebrations for the first anniversary of the World Summit for Children took place throughout the streets. At the city's Byward Market, live entertainment, music, and even clowns generated public awareness and support in order to hold the 71 world leaders to their promises. At Parliament Hill, the Cherish the Children concert was co-hosted by RESULTS Canada and Our Kids, free of charge, to not only showcase young local talent, but also to remind the world about the talent and potential of all

## National Day of the Child

While the World Summit for Children and the Keeping the Promise campaign were major steps in promoting the wellbeing of children, they were one-time events. In 1993, RESULTS Canada responded to the call from a United Nations Resolution from the year before, which requested that every country establish a national day to emphasize the importance of children worldwide.

National Child Day was designated on November 20th, 1993, through work by



"Today, and for more than 20 years now, we celebrate the [day of] the child... We never, ever talked about the children on the margins, who live in extreme poverty before we brought up the topic and finally a commemorative day was established.

"Now, I remember the small group of RESULTS volunteers that were part of that, knowing that several countries celebrate their children – [In English, for emphasis] they cherish their children. But we didn't have that in Canada, and why not? So, one of my friends from the Ottawa group, myself, and some others like Janice Mitchum, from Our Kids, came together to write a Private Member's Bill to put before [the] Canadian Parliament.

"The bill was passed by Parliament with unanimous approval, received Royal Assent and some weeks later I was there to declare the National Day of the Child in Canada. Who could say that one day I would be part of creating a national day? Not many people know that I am responsible for this, with my group, but I know and I'm so proud."

## Microfinance

In 1976, Muhammad Yunus recognized the potential for microcredit in Bangladesh after lending \$26 USD out of his pocket to village women, who were previously limited to making a tiny 2 cent daily profit by traders' high interest rates. Their profits from this change soared and opened up their local markets. This early success highlighted the market conditions that were preventing communities from climbing out of poverty and how microloans could unlock economic potential to raise incomes.

In response, Yunus founded the Grameen Bank, the first institution of its kind, which gave microloans to those without access to credit. These loans enabled adults, especially women, to break the cycle of poverty that had been perpetuated by the lack of access to financial capital, steep interest rates and barriers to business start-up and expansion.

Microfinance has a special resonance for many citizen advocates, its appeal being the agency and dignity afforded by accessible loans that

As Cathy Little, RESULTS Canada's National Director during the mid-90s describes, "It's not about a handout, it's a hand up, because people are on an equal basis and we're just giving opportunities for people, and then they themselves have the wherewithal... to end their own poverty."



*Citizen advocates meet Mohammad Yunus, 1994*



As early as 1993, RESULTS citizen advocates began making their voices heard on the topic. They consistently echoed support for the Grameen Bank, pushing for Canada to contribute to the cause that the World Bank, the United States of America, and Germany had already begun to financially support.



# The Gazette

## Canada can help children through Grameen

Your Dec. 26 editorial about the poor children of the world was a great reminder that considerable progress has been accomplished toward meeting their basic needs: clean water, adequate food, primary education, immunization.

And you were correct: much more than a humanitarian concern, basics for children help curb population growth and promote environmental and political stability.

UNICEF claims that if the proportion of the world governments' aid money going for basic needs rose from 10 to 20 per cent, almost all children would be protected against the worst aspects of poverty. It is, therefore, most appropriate that our new government follow through with its announced intention of redirecting our own \$2.5 billion aid budget toward basic needs.

An excellent place to start would be to fund the Grameen Trust. This international fund is meant to establish credit for the poor: very small loans for self-employment, allowing the very poor to earn enough to meet their own basic needs. The repayment rate is a staggering 98 per cent. The benefit for children's nutrition, health and education is well documented.

The Grameen model was so successful in Bangladesh and in many other countries that the World Bank (really a bank, not a charity) has given \$2 million to the Grameen Trust. The United States gave \$2 million and the German Bundestag \$1 million.

What if Canada's wishes for peace and prosperity became concrete action to meet basic needs, both in our national and international policy?

PAMELA WALDEN  
LANDRY  
Montreal

## Trust will help others to come

I was glad to read "Help the world's poorest people" (Gazette, June 1). Grameen Bank's approach to help the poor people of Bangladesh goes beyond just help on one occasion. Not only does it give them an opportunity to be self-sufficient but it gives them the confidence and dignity. They are not mere victims waiting for handouts, but are resourceful, creative entrepreneurs.

The Grameen Trust, which attempts to duplicate the Grameen Bank success in 45 countries, could be the answer to the prayers of poor people both in developing and developed countries. By providing access to credit without collateral and training, poor people will have an opportunity to succeed in these micro enterprises.

Since the money given to the Grameen Trust will not be used as a handout but as a loan, the contribution to the trust from the foreign aid budget should be put on the top of the priority list.

As a taxpayer, I can't think of a better way to invest foreign aid money than to the Grameen Trust.

With an impressive track record of 97 per cent repayment rate, the Grameen Trust's effort will help not one generation of borrowers, but many more to come.

SUNNIE KIM  
Montreal

1996 marked the start of another major RESULTS International campaign, organizing the first international forum on microfinance, called the Microcredit Summit, to take place in Washington, D.C. the following year.

In Canada, Cathy Little, serving as the National Director of RESULTS, and Dr. Richard Ernst, another executive, were pivotal in apprising the Canadian delegation and the population as a whole on the value of microcredit.

As a result of their advocacy, the President of Canadian International Development Agency (CIDA) played a key role on the Steering Committee of the Summit and the Canadian government became a major funder of the travel costs of the microcredit practitioners. Ultimately, the Microcredit Summit of 1997 welcomed more than 2900 attendees from 137 countries, including heads of state, parliamentarians, and senior officials from banks, United Nations agencies, and other involved parties. A delegation of nearly 100 from Canada was present, with robust representation from members of Parliament

### **Jean-Michel Laurin, Citizen Advocate, Gatineau Group**

"The first campaign I was involved in from the beginning to the end, the first E&A meeting I attended for RESULTS, twenty-some years ago, we were talking about the idea of having an international summit on microcredit where the objective would be to reach 100 million families with microcredit [from 1997 through to 2005].

"At the time, I'd never heard about microcredit; this sounded very weird—100 million sounded like a huge number; at that time, there were 5 or 8 [million] maybe, who had access to microcredit. So it looked way too ambitious—unrealizable.... My initial thought, I never said it, but I thought, "this is never going to work, these guys are crazy." But I thought these guys seem to know what they're doing...

"The more I educated myself, [I found that Microcredit] seems to really be working, it seems to be a good way to empower people, to get out of poverty and break that vicious cycle of poverty that people are stuck in. I thought, even if it's not a hundred million by ten years, even just bringing more attention to this would be worthwhile. So we started writing letters and we wanted Canada to host the summit...

"Eventually the summit happened, the commitment was made and we were quite on track to meeting the commitment... I can tell you for a fact that this would never have happened if it wasn't for the work that RESULTS volunteers did. I'm not saying this for us to take all the credit, but nobody was talking about [microcredit] at the time... But it eventually worked, because we were able to build a case, lay the groundwork for this to happen, build the political support and it actually did happen."

Beyond the expectations of most, that goal was met—albeit two years late. Within the first year, the 7.6 million who had access to microcredit grew to a number 19.3 million people. The goal set at the Microcredit Summit of giving 100 million of the world's poorest people access to microcredit within ten years was surpassed in 2007.

In the intervening years, RESULTS continued its activity in support of increasing funding for microfinance. Spearheaded by then-President Blaise Salmon, this led to the creation of the first investment product for global microfinance to be offered by a Canadian financial institution in 2000. VanCity Credit Union received \$1.9 million in investment in the first year that this service was made available. Blaise's perception of microfinance was, and to this day is still, shared by many other RESULTS members; "it was more of a business approach to ending poverty."



## Vaccines and Immunizations

As a proponent of the most cost-effective solutions to extreme poverty, advocating for widespread access to immunizations was a natural fit for RESULTS Canada.

Jean-Michel Laurin recalled the following from the late 90s:

Canada was running and is still running an immunization program. The sort of program that's a couple million dollars out of CIDA, that doesn't make headlines, you don't see any photo ops; funding immunizations in areas where people don't have access to those basic immunizations. People will tell you immunizations are one of the most cost-effective, life-saving interventions that you can deploy around the world. It's one of those things we take for granted here in Canada, but in a lot of places it makes a big difference. So there's this program and we know, because we have good relationships and we got some inside information from the government that they were considering not renewing the program.

Amidst the pomp and excitement surrounding the Microcredit Summit in 1997, Blaise Salmon developed another campaign, this time focusing on maintaining Canada's spending on global immunization efforts. Immunization had always been prominently supported by RESULTS due to its effectiveness and Canada had been a world leader on the issue. Consequently, when the Canadian government announced cuts to immunization programs in the late 1990s, RESULTS was ready to offer resistance by backing the Canadian International Immunization Initiative (CIII).

The CIII focused on basic childhood immunizations, the kind that most children in Canada receive routinely: measles, mumps and rubella (MMR), polio, diphtheria, tetanus, and pertussis (also known as whooping cough). The lack of childhood immunizations places a considerable strain on the family and community: sick children require someone to care for them; medical treatments, perhaps even a hospital stay; and considerable time and resources that could be devoted to other things, if preventative care had been available. More

Though successful, the understated nature of low-cost immunizations indicated that the Canadian government's support of these programs was waning. Once again, as it had during the Keeping the Promise campaign, RESULTS Canada took on the task of re-energizing policymakers on a topic that seemed destined to fade away into the background. Grassroots advocates generated editorials in major newspapers across the country, and within half a year, Canada announced its support for an enhanced immunization program.

It was great, because that particularly was attributed to RESULTS. [Dr. Yves Bergevin, Senior Health Program Coordinator at CIDA] said it wouldn't have happened without RESULTS Canada. As a motivator, that was big for everybody...Then we got the figures for how many lives that was going to save, I forget what it was, but it was significant, like 200,000—something like that, for the measles component alone.

**Blaise Salmon, Citizen Advocate and former**



## Tobin Tax

In June 1995, the G7 Summit was hosted in Halifax, where the Tobin Tax was included on the agenda. It was meant to be minor point at the Summit. But Cathy, the National Coordinator at the time, saw the potential for this tariff on international financial markets as a tool for eliminating poverty and hunger.

The purpose of the Tobin Tax was two-fold: to mitigate the volatility in exchange rates, and to generate \$150 billion dollars each year, earmarked for global issues by multilateral organizations. Citizen advocates once again dove into this campaign, educating themselves further and pushing then-Prime Minister Jean Chrétien to discuss the Tobin Tax with Canada's partners at the G7 Summit.

The results of this action were not seen right away and many developed nations werereluctant to adopt the tax. However, in 1999, the House of Commons voted on the measure. RESULTS Canada citizen advocates redoubled their efforts by consistently publishing letters in popular titles, including the

The clamor was well received and gathered enough support to instate the Tobin Tax, making Canada the first G20 country to formally adopt it.



Cathy Little, former National Director, 2004



## **HIV/AIDS, Tuberculosis and Malaria**

Some diseases contribute intrinsically to putting and keeping people in extreme poverty. Thus, it is crucial as part of RESULTS' mission to address disease as a major factor preventing the eradication of extreme poverty globally.

RESULTS Canada began its major actions supporting the battle against HIV/AIDS, tuberculosis (TB), and malaria in the early part of the new millennium. In the year 2000, in preparation for World TB Day on March 24th, RESULTS ensured that the media made a comeback on TB coverage in order to combat increasing infection rates. The AIDS pandemic at the time brought a resurgence of TB, once known across Western nations as "consumption", because of the wasting effect of the immune-suppression. Due to the compromised immune systems from HIV across the developing world, TB infection became a major health emergency.

Simultaneously, HIV/AIDS was also an issue that RESULTS advocates were driven to bring to the table. One volunteer, Jessica Humphrey, recalled

One day last year, while traveling in the West African country of Mali, my guide, Issa, and I passed a banner that read, "Fight against AIDS."

I knew Issa didn't know how to read so I told him what the sign said. Then he asked me if I believed in AIDS. At first, I didn't understand the question. I said, "Of course I believe in AIDS, it's a disease that's killing millions of people around the world."

Issa replied, "Well, what does AIDS look like then?"

I told Issa that quite often people who are infected with the AIDS virus look normal and don't get sick for a long time.

Frustrated with my answers Issa said, "People in my country have always been sick and dying, how do you know it's AIDS?"

Despite what seemed to be an incredible amount of worldwide coverage on the issue, locals were oblivious to the reality of the diseases that were affecting the people directly



*Alec Soucy, former National Coordinator, 2001*

Through extensive lobbying, letter writing, and other published literature from RESULTS Canada citizen advocates, the Canadian government announced \$80 million dollars in additional funding to combat TB in developing countries. This was a huge win and once again RESULTS brought an issue out of the dark and influenced policy decisions for the better.

This advocacy effort in turn encouraged the Canadian government more generally to take a leadership role in focusing the international community's efforts on the fight against pandemics. Few people know that the initial concept that led to the set up and operationalization of The Global Fund to Fight AIDS, Tuberculosis and Malaria in 2002 was called the Ottawa Process.

RESULTS Canada, through its then National Coordinator, Dr. Alec Soucy, also played a key role in ensuring that the World Bank, a key global player, was doing its part. Dr. Soucy's original work consisted of reviewing past and planned financial outlays by the World Bank in relation to malaria and tuberculosis.

The research on tuberculosis demonstrated that the levels of disbursements by the Bank were very low and this lay the foundation for a long-term program of advocacy for the international network of RESULTS chapters in the following years. This culminated in the Bank's commitment to increase funding in the East Africa region, which had the highest tuberculosis prevalence at the time.



The research on malaria was even more impactful. Dr. Soucy's research concluded that funding for malaria by the World Bank was not only very low, but that the data was of dubious quality with funding supposedly spent in countries where malaria was not even present, and that what little funding there was, was scheduled to be further reduced. This challenged the Bank's public rhetoric of being a strong, if not a leading contributor in the fight against malaria, who was increasing its financial contribution. The research was submitted to the World Bank where analysts had to acknowledge that the analysis was sound and irrefutable. This led to an internal review by the Bank that concluded that a substantial overhaul was in order.

A new program was developed, the Malaria Booster program, with an additional budget of 500 million dollars, and Dr. Soucy was invited to join its External Consultative Group, the only of representative of a Non-Governmental Organization.

*An op-ed written by Stephen St. Denis, a citizen advocate, published in the Ottawa Citizen, 2003*

AID

# Put our money where our mouth is

Canada can prove it's the caring nation it claims to be by adding more cash to fight against the world's three deadliest diseases.

BY STEPHEN ST. DENIS

**W**ith the recent outbreak of SARS and the threat of mad-cow disease, we now have first-hand knowledge of how an outbreak of infectious disease can put enormous burden on health-care systems and the economy. But as we are experiencing in Canada in comparison to what developing countries face on an ongoing basis.

Last year, AIDS, tuberculosis and malaria combined killed six million people and disabled hundreds of millions more, mostly in developing countries. AIDS is expected to slash overall economic activity in Africa by one-quarter. The potential cost of lost productivity due to its four to seven per cent of GDP in high-burden countries. It is estimated that malaria costs Africa \$1 billion U.S. annually in lost productivity.

The economic and social devastation caused by AIDS in sub-Saharan Africa is on the verge of spreading to highly populated countries such as China and India. These two countries alone account for one-half of the world's cases of TB, which is the leading cause of death among people with AIDS. The introduction of HIV virus into these countries will be putting a match to a powder keg.

Imagine seven 747 jets crashing in a day with no survivors. That's the equivalent daily death toll of children under five from malaria, according to Harvard researcher Dr. Jr. Attaran. And yet malaria barely receives any public attention and funding.

One of the brightest multilateral agencies ever, the Global Fund to Fight HIV, Tuberculosis and Malaria was created in 2002 to respond to these global challenges. It is, by all accounts, one of the leanest and most organizations ever to come into existence. It was set up to get rid of some of the worst aspects of national development: cumbersome and wasteful bureaucracy; corruption and stealing of public money by recipient governments and



BOB D'AMICO, THE ASSOCIATED PRESS

*Imagine seven 747 jets crashing. That's the equivalent daily death toll of children under five from malaria.*

private sector institutions, NGOs and aid organizations.

Another cornerstone is accountability. The quarterly disbursement of funds is tied to the achievement of mutually agreed-upon outcomes and appropriate expenditure. Independent organizations are hired to assess prospective recipients' capacity to administer funds before grants are approved and to verify recipients' reported progress on an ongoing basis. A thorough performance review is conducted after two years before renewing grants through to their full term (typically five years).

The results of this novel, pragmatic approach are stunning. In the first two rounds, the Fund has approved 153 grants to 93 countries, with priority given to those with

in Africa to prevent transmission.

Despite its tremendous initial success, the Fund has received a lukewarm response from Canada. Last year, we pledged \$100 million U.S. over four years to the Fund, proportionally one of the smallest contributions of all donor countries.

The U.S. has pledged \$1 billion to the Fund this year, but under the proviso that it does not exceed one-third of total contributions. At the G8 meeting in France last month, France and Britain responded to the U.S.'s challenge by announcing significant additional pledges. Canada was conspicuously silent.

But this is not because of lack of support. The House of Commons subcommittee on human rights

The Fund is expected to have a shortfall of \$1.6 billion U.S. for the next round of proposals unless major additional pledges are forthcoming. If this does not occur by mid-October, no new proposals will be approved.

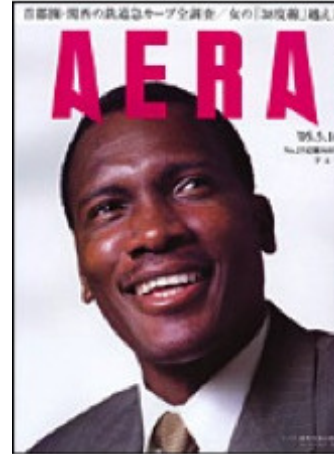
There will be a key donor meeting in Paris on Wednesday to discuss the Fund's current financial crisis. The time has come for Canada to stand up and commit its fair share.

The Fund, with its emphasis on local ownership and its results-oriented approach, is a model mechanism for mobilizing resources to address the most serious global health problems of our time. Allowing it to fall from lack of funds would be a serious indictment of our capacity to

As citizen advocate Randy Rudolph recalled, "[Dr Soucy] was looking at the projected programs in malaria and they had promised \$500 million a year in malaria programs and looked at the [next] two-three years and there were none in the funding pipeline. So he documented that research, documented the fact that they were not coming anywhere near to meeting these promises, and took that back to the World Bank." The result of that was a turnaround infunding—not a full reversal, but a return to around \$200 million annually.

In 2005, renowned Zambian HIV and TB activist Winstone Zulu worked alongside RESULTS Canada on this cause, speaking twice at RESULTS Canada fundraisers after his Japan tour, which was also sponsored by RESULTS. To many who had previously fell into the mindset that TB was a disease of the past, Winstone served as a living example of why it needed to be at the forefront of international policy and funding priorities.

*RESULTS Canada, Calgary Group, 2004*



*Winstone Zulu, AERA (magazine), May 16, 2005*



## **"No Sweat": Fair Trade**

One of the incredible things about RESULTS is the insight that citizen advocates can have—to see beyond just the afflictions and instead, unearth the source.

Microcredit was a campaign that many advocates were passionate about because it broke the cyclical poverty that many people were facing. Fair trade would be the next campaign along that line of thought. Coffee, the world's second most valuable export commodity after petroleum, was one example of how trade rules and practices were perpetuating poverty in the developing world in order to maximize profits for large multinational corporations. Oxfam Canada was one of the earliest NGOs to criticize companies such as Kraft, flipping the slogan for its subsidiary Maxwell House coffee from 'good to the last drop' to 'squeezed to the last drop.'

RESULTS Canada was quick to show its solidarity in the movement, writing to MPs, Kraft, Nestlé, and Proctor and Gamble right off the bat. RESULTS in Calgary joined a Fair Trade

Furthermore, 17 letters were sent to the mayor and various aldermen; this resulted in the declaration of May 1-15 as Fair Trade Week.

Ethical purchasing policies continued to be adopted across Canada in major cities including Calgary, Toronto, Vancouver, and Ottawa. The 'No Sweat' movement also emerged throughout the nation, denouncing unethical outsourcing and promoting labour protections for workers.



## **Generating Political Will: Parliamentary Delegations Abroad**

RESULTS' mission to generate the political will to end extreme poverty took on an intensified and targeted approach in January 2007 and complemented the well-established work being done for years by citizen advocates and staff in Canada.

Four parliamentarians from the three main federal political parties participated on a trip to Kenya as part of the first RESULTS Canada Parliamentary Delegation. The purpose of this trip was not to gain politicians' sympathy towards the dire circumstances across the country, but rather to focus on the constructive efforts and impact in the fight against extreme poverty. The trip sought to build political champions who could use their public role to push for change and amplify the message that Canada can help win the fight against extreme poverty.

RESULTS developed a program coined the 'walking and talking' program. "[It was] heavy on field visits, light on PowerPoint presentations.



*Parliamentarians in Nairobi, Kenya, 2007*

the Executive Director of RESULTS Canada from 2005-2011.

Through this formula, RESULTS Canada was able to profoundly reach several MPs, who would return with a better understanding of the solutions available to tackle the complex challenges of global poverty. Similar delegations have occurred since, to countries including Ethiopia, Bangladesh, Tanzania, Malawi, and Senegal.

## **Water and Sanitation for All**

"I became involved through trying to establish a forum to advocate for water and sanitation investments by Canada. I and a couple of others called a meeting of NGOs that seemed relevant, and one of the NGOs that turned up was RESULTS, whom I knew very little about previously. I'd just seen a couple references to them, when I'd been researching to compile a list of the NGOs, so I included them as a longshot.

"Chris Dendys turned up, and whereas most of the other NGOs sat on their hands and looked glum, when we talked about advocating, especially addressing CIDA... Chris got it! She said, 'Absolutely, this is a really important issue and RESULTS can take it on board.'"

### **Alan Etherington, Citizen Advocate, Ottawa Group**

In preparation for the 2008 Year of Sanitation announced by the United Nations, RESULTS started collaborating with Water, Sanitation, and Hygiene (WASH) practitioner and citizen

and second, due to the need for privacy, each household would ideally have its own toilet, making the unit cost very high.

The issue was not at the forefront of everyone's priorities, even for those being directly affected. Etherington explained that "there's always the resistance that says, I've got to spend X dollars on a toilet, I've got school fees to pay for and I'd rather have a colour television or whatever. It's hard to crank up a lot of motivation to spend that kind of money and it's an investment by households; it's not a public, community water supply system."

But, the undeniable fact was that improved sanitation was necessary to achieving wider gains in health and overcoming this barrier was critical to breaking the cycle of poverty.

In 2007, RESULTS joined a group of Canadian NGOs to form the Sanitation & Water Action Network (SWAN) Canada to catalyze sanitation advocacy leading up to the Year of Sanitation. In addition to the calls of countless individual grassroots advocates lobbying CIDA, ministers, and members of Parliament, coalition members composed their own formal open letter to the Prime Minister, the leaders of the opposition parties, and the Minister of International Cooperation. On Parliament Hill, RESULTS advocates were seen fundraising and promoting awareness for the Year of Sanitation.



*Citizen advocates perform a stunt on Parliament Hill, 20*



## **The Muskoka Initiative**

In 2010, another major international conference proved to be a rallying point for RESULTS Canada. The Canadian government was hosting the G8 Summit in the Muskoka region in Ontario, to be followed by a G20 Summit in Toronto. This was an opportunity for the major political and economic powers of the world to come together and highlight common challenges and priorities. For RESULTS, this was an opportunity to bring attention to the topic of child survival. The Summit provided an opportunity for its host to set the agenda and also champion a particular signature initiative.

### **Chris Dendys remembers:**

"We're smart, so we rallied around what I call the child-friendly five and it was at first, 'who wants to be a participant?' And it was the likely suspects who would think and want child survival to be a core focus. So we started forging our own little network of calls. It was Unicef, CARE, Save [the Children Canada], Plan [Canada], and World Vision—the child-friendly five—and RESULTS. They [were] probably more natural allies than us, tacking on, but we were

"It really became effective advocacy because [it was] a win-win."

Early in 2010, Prime Minister Stephen Harper announced that he would set the signature development theme of the G8 Summit 'the well-being of mothers and children.' It was a response that RESULTS had been advocating for in the year preceding. RESULTS, alongside the child-friendly five, took on the role of giving the government knowledge for Canada to play a leadership role on maternal and child health, while simultaneously creating the political incentive to do so. In reaction, Canada not only reinforced its own commitments in that area, but also now planned to use its position as a middle-power to lobby other leaders around the world, especially those acting on a much larger budgetary scale.

The Muskoka Initiative yielded \$7.3 billion in new global investments, \$1.1 billion from Canada alone, to promote maternal, newborn, and child health worldwide.

## Reverse the Cuts

2011 saw the Canadian government announce a series of budgetary cuts due to the global economic downturn at the time. As a result of this, the international development budget was frozen; CIDA faced significant cuts and the aid agenda was reframed in order to align itself with the new economic interests of Canada.

RESULTS Canada remained stalwart behind its purpose despite the bleak outlook, creating the Reverse the Cuts campaign, bringing together 40 Canadian NGOs alongside thousands of citizen advocates who contributed over 2,200 petition signatures, more than 60 published letters to the editor, countless letters sent to the Prime Minister, an online presence, and various meetings with key MPs.

The campaign was successful in halting further cuts to the foreign aid budget and in bringing the non-governmental sector together despite fears of cuts of government subsidies. Because RESULTS Canada received no government funding, it was able to act in full independence and gain further exposure and recognition in



# Building community

RESULTS Canada had modest roots, but a powerful conviction. Through its early years, the scratching of pens and clicking of keyboards could be heard from the homes of volunteers across Canada.

Blaise Salmon recalled that Jean-François would essentially be working until 2am every night from his basement, inspiring the rest of the crew with his "infectious energy...seem[ing] to be able to do everything."

The first groups started up in Montreal, Calgary, and Victoria sporting a similar fervor, with Ottawa and Gatineau soon following, supported by group leaders in other parts of the country occupied with their own regions. In the early years, the community attracted committed people who were deeply passionate about poverty eradication, and they supported each other as best they could to grow the voice, impact and influence of RESULTS Canada.

However, working in this informal way also had its challenges. Given the scarce number of people who could dedicate a large amount of time to foster the growth of an advocacy group or recruit new members who did not initially share the same level of passion, larger-scale political capital and credibility was difficult to establish.

"We had to give ourselves titles to appear credible, so if we went to see an MP and said 'I'm the VP of Policy and Issues,' he'd make time [for us]... We also split the leadership in three, to split the [workload]: we had a National Coordinator, a President and we had a National Director. We found that to be a really good way [to do it] because all three of us could sound like we were really the one boss of the organization," Jean-François reminisced jovially.

This shared leadership approach was representative of RESULTS Canada's



Based on this core belief, as the impact and ambitions of the RESULTS community developed, so too did the need for coordination. It was agreed that greater support was needed to coordinate and bolster individual volunteer efforts, so the community fundraised and then introduced staff roles.

As Cathy Little described, staff could "do some of the day-to-day and some of the more detailed stuff that takes time and effort that someone who's working and has a family wouldn't have time for". In 1994, RESULTS Canada hired its first part-time staff member.

Prior to becoming the RESULTS Canada President in 1995, Cathy began imagining the National Conferences as a space to bring together citizen advocates from across the country. "Every year," she recounted, "a number of us went to D.C. [where the United States-based RESULTS held its National Conferences for US advocates]. And I saw what D.C. provided in bringing us together and having workshops and doing the lobbying. I thought that it was something we needed to do

1994 saw the first formal RESULTS Canada National Conference held in Ottawa, an important step in creating a physical bond between the different Canadian regions. Cathy explained, "talking on the phone doesn't give you the whole person, so coming together was a deepening of our relationships... It's always an inspirational time, getting together."

These sentiments were echoed across the RESULTS membership, with Elizabeth Dove describing for herself: "Communities of interest that are e-centered [or locally strong] are very valuable... [But] nothing replaces the kind of community where people actually know the names and even the personalities and have the opportunity for one-on-one connection with people in that [national] community."

Since 1994, RESULTS Canada National Conferences have been organized every two years on average, and are a place for citizen advocates to come together to build advocacy skills and strategy, connect with others who share their passion for poverty eradication, and to meet with MPs on Parliament Hill to raise their voices and advocate for change.

As the activities of the community took on even more of a national character, and with the magnitude of RESULTS Canada's local, national and global actions consistently increasing, it became clear that the organization needed to evolve into an organizational model that could respond to the ambitions and potential of the community, while maintaining high standards of accountability, transparency, engagement and impact.



*Citizen advocates attend the International Conference in Washington, D.C. in 1988 and 1991*

# Expansion

When Chris Dendys joined as the first full-time paid Executive Director in 2006, RESULTS Canada already had an active Board and had taken on staff in a variety of ways and locations but everyone employed by RESULTS Canada was a consultant or working part-time.

We were kind of separated across the country and I think it became apparent that as RESULTS had grown, that organizationally, it hadn't kept up with the growth...The evolution was just a recognition that RESULTS had grown up... so we just needed to make sure that our organizational strengthening was keeping up to our campaign strengthening and grassroots strengthening.

**Chris Dendys, Executive Director (2006-2011)**

Through this transition from informal community to grassroots advocacy organization, fundraising has remained a key lifeline in the growth of RESULTS Canada, serving not only as a method of generating funds to support campaigns and advocacy, but also as a way to bring grassroots advocates closer together and to expand their reach and recruitment.

"Fundraising is always the craziest time, and the hardest time, and the most rewarding time, for most people," said Cathy Little. "I had my list of people I thought that would give, and people I was willing to ask. And it was often the opposite as to who actually gave. Those they thought [would]—didn't. And those they weren't sure about—gave. So it's a huge learning, personal experience as well, which for me is what RESULTS has always been about—personal growth."



The Calgary group has traditionally been one of the most active, raising over \$100,000 annually through the late 2000s; their annual fundraising breakfasts attracted up to 750 attendees.

Cathy reminded everyone in celebrating the success of these events that "it always took the team... Ash and his family also hosted John Hatch for the 2 1/2 days... Randy Rudolph did his amazing tricks with putting our program together. Alex Audette created a couple of PowerPoint slide shows to add with Randy's couple of DVDs... Tracy Franks was in charge of our new venue this year. With her charm and creative ways she had them all on track for a new level of serving us like never before... Cathy Lotwin was in charge of the production on Saturday... Mike Gretton and Audrey Smith teamed up for the media team, which produced stellar results as well... Jen Khan headed-up the admin team."

The fundraising efforts of the RESULTS family to keep the community together and effective demonstrated the passion and synergy amongst committed volunteers working in classic



2012 marked another milestone for RESULTS Canada, formally separating the charity branch of the organization, RESULT:ED into its own independent organization, and re-branding it as Global Poverty Solutions (GPS). RESULTS Canada continues to work in partnership with GPS to this day on research and education activities that support Canada's engagement with issues related to poverty.

Another important partnership was established in 2008, when RESULTS Canada joined the ACTION global health advocacy partnership, involving all of the RESULTS chapters around the globe along with several other civil society organizations. ACTION is a global partnership of like-minded organizations working to influence policy and mobilize resources to fight diseases of poverty and achieve equitable access to health.

As a partnership of independent organizations, RESULTS Canada co-operates with other partners to mobilize resources, shape policies and raise the profile of global health issues, working together where joint action

This network not only shares the same goals, but also the same method of targeting the most efficient and effective ways to combat extreme poverty, and has been a major asset to the RESULTS Canada advocacy coordination and impact efforts.

# The next 30 years

Although RESULTS Canada has never shied away from taking a vocal stance on difficult discussions around global poverty, it has not always sought the public spotlight.

We always used to pride ourselves, back in the 90s and part of the 2000s as well, on being this tiny little organization that no one knew about and no one had heard about, and yet we're getting all this stuff done. It was kind of this badge of honour, but it was nice too to finally transition from that... Become better known and more visible, known more on the Hill and all that sort of thing. It's been a very interesting and fun ride and transition.

**Dr. Bob Dickson, Citizen Advocate, Calgary Group**

Politicians, decision-makers, and other organizations have positively recognized RESULTS Canada since its early days. Even when RESULTS was 'the best kept secret in

James Grant, Executive Director of UNICEF from 1980-1995 conveyed his "heartfelt thanks for the unflagging and satisfyingly successful efforts of RESULTS on behalf of vulnerable children and mothers everywhere."

RESULTS Canada has gained recognition from the government as well, from both political and policy leaders. For example, Hon. Maria Minna, Former Minister for International Cooperation commended "RESULTS for their unstinting dedication." Dr. Ives Bergevin, a former CIDA health specialist credited RESULTS Canada for being the creative force behind the Canadian International Immunization Initiative.



For much of its history, the RESULTS Canada community focused on its advocacy and impact, and was reluctant to promote its own achievements and successes.

The celebration of the 25th anniversary of RESULTS Canada in 2011 was one of the first times for the organization to put on a more public face and accounting of its long history of successes, which helped to inspire a new generation of citizen advocates to raise their voices and take action.

As the RESULTS Canada community enters its 30th year in 2016, the organization and grassroots community continue to generate the public and political will to fight extreme poverty, to strengthen its reputation of strategic, effective and powerful advocacy, and empowering Canadians to raise their voice for change.

Long-time RESULTS advocates and community leaders, new advocates passionate about ending extreme poverty, expert staff, a committed Board, Canadian CSO collaborators and global advocacy partnerships: the combined efforts of

and where Canadian citizens are empowered to raise their voice and contribute to changing the world for the better.

RESULTS Canada's mission and vision will be strengthened by the strategic planning and vision developed by this community moving forward, and will be guided by the ambitions set by the global community with the United Nations Sustainable Development Goals (SDGs).

With continued perseverance, strategic advocacy and empowering Canadians to take action, we will indeed be the first generation to end extreme poverty—and the RESULTS Canada community will remain an important part of



"You think, my one voice—how's that going to change the world? But if it's one small voice with hundreds of small voices across Canada, we have a better chance of changing direction...

"Can we end poverty in the next generation? I don't know. Can we help somebody not have to suffer so much, for a time? I think we can. For me, that's worth it, to do that, to take the time and effort to write a letter to an MP and build those relationships.

"It's going to take a while and there's lots of unfair things that happen in the world. But unfair things and social injustice, they'll always continue and I have a choice. Am I going to sit by and let it always continue and just complain about it? Or am I least going to do something and then still complain about it [laughs]?"

"I'll have done something."

**Roshelle Filart, Citizen Advocate, Toronto Group**