



CHAMPIONING GENDER EQUALITY FOR A BETTER TOMORROW

2023-2024 ANNUAL REPORT



**Crossroads International works
to overcome poverty and
advance gender equality in
Burkina Faso, Ethiopia, Ghana,
Guinea, Ivory Coast, Senegal,
Eswatini, Tanzania, Togo,
Uganda and Zambia.**



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LETTER FROM THE EXECUTIVE DIRECTOR

Dear friends and supporters of Crossroads,

As we reflect on the past year, it is with immense gratitude and pride that I present to you our Annual Report for 2023-2024. This report encapsulates the tireless efforts and remarkable achievements made possible through the unwavering dedication of our donors, partners, volunteers, staff and supporters at Crossroads International.

Throughout the year, we have witnessed extraordinary moments of impact and transformation. In the face of unprecedented challenges, Crossroaders have demonstrated remarkable resilience and innovation. Through our carefully chosen partnerships and projects undertaken, we have continued to amplify voices, foster dialogue, and drive sustainable change across 11 countries in sub-Saharan Africa.

In this report, you will find compelling stories of change, insightful data on our programs' impact, and a glimpse into the lives touched by your generosity. From enhancing access to education to promoting gender equality, every achievement underscores the profound difference we are making together.

None of this would be possible without you. Your steadfast support has fueled our efforts and enabled us to reach new heights in our mission.

I invite you to delve into our Annual Report and join us in celebrating the milestones achieved and lessons learned this year. Together, let us continue to build ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled.



A Thank You Message from Heather Shapter:

<https://youtu.be/O8upgNPBzpQ>

With deepest gratitude,
Heather Shapter
Executive Director
Crossroads International



ABOUT CROSSROADS

Vision

ONE WORLD
WHERE POVERTY
IS ELIMINATED,
EQUALITY PREVAILS,
AND THE RIGHTS OF
WOMEN AND GIRLS
ARE FULFILLED.

Crossroads International is dedicated to learning from and addressing the needs of our partner organizations and the women and girls they support. We prioritize programs based on their expressed needs and collaborate with experienced organizations in women's rights and gender equality. This partnership allows us to understand and respond to the evolving needs of marginalized women and girls. Our holistic, gender-transformative, and sustainable approach to development is grounded in collaboration and consultation with those we serve.

Mission

Crossroads International works to overcome poverty and advance gender equality in 11 countries; Burkina Faso, Ethiopia, Ghana, Guinea, Ivory Coast, Senegal, Eswatini, Tanzania, Togo, Uganda and Zambia.

We are creating an equitable and sustainable world by engaging and empowering individuals, organizations and communities through mutual learning, solidarity and collective action.



Areas of Focus



Ending gender-based violence



Women's leadership



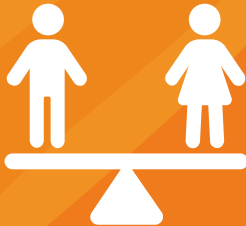
Girls' rights and empowerment



Economic empowerment and resilience to climate change

Together, we're working for an equitable, joyful world where women and girls can fulfill their vast potential.

Values



Equality

Advancing human rights and fundamental freedoms for all – regardless of social, cultural, political and economic background.



Empowerment

To champion the agency of individuals and communities in pursuing their autonomy and claiming their rights.



Diversity

Promoting equity and inclusion of all – engaging diverse perspectives and experiences – to enrich each other and to contribute to our common cause.



Accountability

Honouring our commitments and answering to our stakeholders. Engaging in best practices in program development, planning, measuring impact and owning our results.

IMPACT NUMBERS



**78 local
partnerships**
in
11 countries

16 events
conducted across Canada
with just under
**1,000
participants**

Directly supporting
**123,481
community
members**
and indirectly reaching
**870,381
constituents**

Trained and placed
**122
volunteers**

**\$888,264.⁷⁸
raised**
thanks to generous
private donations
and grants from donors!



CELEBRATING 65 YEARS OF VOLUNTEERING – CROSSROADS’ FIRST ANNUAL VOLUNTEER CONFERENCE

On November 25th, 2023, Crossroads International hosted its first in-person Annual Volunteer Conference in London, Ontario, at Western University, chosen for its historical significance as the birthplace of our organization’s journey over 65 years ago. The conference brought together attendees from all corners of the country, composed of alumni (past volunteers), university students, the general public and Crossroads’ staff. It provided a platform for volunteer alumni to share their invaluable knowledge, experiences and accomplishments with the Canadian public, showcasing the profound impact of their work on critical issues related to gender equality.



Previous Crossroads volunteers during a panel discussion.

Connecting the Past and Future of Crossroads

To foster connections, Crossroads’ staff and alumni met at a social dinner the evening before the Conference, on November 24th. This event set the tone for the following day’s activities, promoting a sense of unity and shared purpose among participants. Founding member and keynote speaker Donald Simpson, along with other engaged Crossroaders such as Susan Green and Lawrence Hill were present to connect with younger alumni from recent years and build a bridge between volunteers.

The conference featured two concurrent workshops designed to provide hands-on learning experiences and stimulate meaningful conversations. The first workshop, facilitated by recent volunteer Nanasaofoa Pabi on “Empowering Women in Leadership,” focused on strategies to encourage and support women’s leadership roles across various fields. The second workshop, presented by recent volunteer Anthony Gebrehiwot, highlighted “The Importance of Photography to Tell Stories”, demonstrating how photography can effectively capture and communicate the volunteers’ mandates and deliverables. These workshops not only equipped attendees with practical skills but also inspired them to remain engaged long after the end of their volunteer mandate.

Celebrating Volunteer Accomplishments



A significant highlight of the conference was the opportunity for alumni to discuss specific actions they've undertaken with local partner organizations. These discussions illuminated the tangible progress made towards gender equality, emphasizing the critical role of Crossroads' volunteers in these areas. Furthermore, the conference provided a platform for Crossroads to honour exceptional alumni through awards, recognizing their outstanding contributions and inspiring others to continue striving for excellence.

Choosing London, Ontario as the conference location was a deliberate and meaningful decision. It allowed us to reconnect with our roots and celebrate our rich history of door-to-door community engagement, which laid the foundation for our current successes. As we reflected on our remarkable journey, the conference also served as a moment to

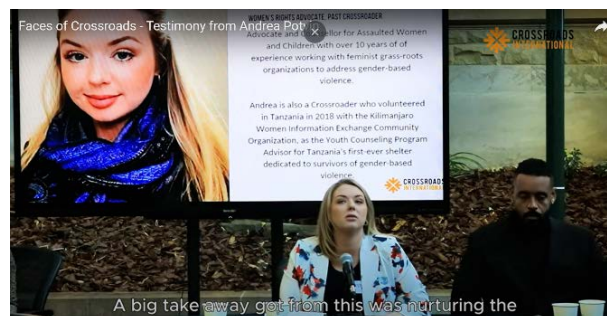
express our deep gratitude to our supporters, whose unwavering commitment has been instrumental in our achievements.

In conclusion, Crossroads' first in-person Annual Volunteer Conference was a significant milestone, celebrating the dedication and impact of our alumni, fostering new connections, and reinforcing our commitment to making a difference in the world. We look forward to continuing this tradition and building on the successes of last year's event in future conferences.

Hear from our volunteers at the Conference, Nanasofoa Pabi and Andrea Potvin:



<https://www.youtube.com/watch?v=3KuA4UsZGkU>



<https://www.youtube.com/watch?v=TBjXZ4g4m4c>



EMPOWERING WOMEN FARMERS FOR SUSTAINABLE AGRICULTURE AND ECONOMIC GROWTH

In Ghana, women contribute widely to agricultural practices yet own practically no land. Crossroads is supporting local partner Songtaba (Securing Rights for Women and Girls) with an ambitious and transformative project, as they equip 500 women farmers with critical knowledge and advocacy skills to secure their rights under Ghana's *New Land Act of 2020*. This 12-month pilot project, focusing on the Kumbungu and Yendi districts, aims to empower women farmers by ensuring they have access to and control over productive land. The project's dual objectives include training women farmers and engaging traditional and clan leaders to formalize land access.

Building a Strong Foundation with Education

Training sessions took place between December 2023 and February 2024, where 120 women farmers from the Kumbungu and Yendi Districts were educated on *the New Land Act* and advocacy techniques. These workshops were designed to be interactive and inclusive, using local languages and audio-visual aids to enhance comprehension and engagement.

The sessions focused on empowering women with a thorough understanding of their legal rights and effective advocacy strategies. This “train-the-trainer” approach ensures that these women can pass on their knowledge, creating a ripple effect that extends the project's reach and impact.

From Knowledge to Action: Advocacy in Practice

Armed with new skills, the newly trained members developed advocacy action plans to secure land rights. These plans included step-down training sessions for their peers and strategic engagements with community leaders. The women's advocacy efforts culminated in productive dialogues with traditional chiefs and landowners, leading to the formal documentation of land distribution. This agreement not only grants women access to productive lands but also sets a precedent for other communities.



Community members during a training session.

Paving the Way for Future Success

When women have secure land rights, they invest more in their land, cultivate diverse crops, and improve household food production. This leads to better-nourished families and communities less vulnerable to hunger. So far, over 2,500 community members have benefitted from this project, directly and indirectly.

Empowered women farmers play a crucial role in rural economies. With land ownership, they gain decision-making power and income potential, leading to increased agricultural productivity and economic growth. Surplus produce can be sold, generating additional income and creating jobs within the community.

Brenda Okorogba, a Crossroads volunteer who supported Songtaba, shares a powerful testimonial after she was informed that a grant proposal she developed was successfully awarded (the largest amount Songtaba has ever received!): “I want to encourage all volunteers to keep creating positive impact wherever they go. Our work may come with challenges, but it’s never in vain. This news serves as a reminder that our efforts can lead to significant outcomes and make a real difference.”

“The peer-to-peer support networks cultivated during the project provided a sense of community, fostering resilience in the face of adversity. The legal advocacy initiatives contributed to dismantling systemic barriers, creating pathways for enhanced economic independence and environmental sustainability. What gives me hope is witnessing the collective power of women striving for change.”

– Anonymous Community Member

CROSSROADS AT THE 68TH SESSION OF THE UN COMMISSION ON THE STATUS OF WOMEN

The Commission on the Status of Women (CSW) is one of the UN's largest annual gatherings on gender equality and women's empowerment. The 68th session of the CSW took place this year from March 11th to the 22nd, under the priority theme, *"Accelerating the achievement of gender equality and the empowerment of all women and girls by addressing poverty and strengthening institutions and financing with a gender perspective"*.

Crossroads was honoured to partner with the Barbra Schlifer Commemorative Clinic to attend the sessions of the Commission and organize a panel on *"Gender Based Social Purpose Enterprise"* which discussed the nexus of accessibility and economic empowerment. This year, under its Volunteer Cooperation Program (VCP), Crossroads sponsored the attendance of one of its partners from Tanzania, TUSONGE Community Development Organization at the CSW.



TUSONGE Executive Director Aginatha Rutaaza (left) and Crossroads' Regional Program Officer, East & Southern Africa Jacqueline Mwandu (right).



Aginatha Rutaaza also spoke at a joint event with Crossroads and OCIC on the impact of TUSONGE's programs.

Crossroads and TUSONGE participated in several lateral events that were focused on ending violence against women and girls, promoting women's economic empowerment, inclusive access to Sexual Reproductive and Health Rights services, increasing women's participation in decision-making, financing for gender equality, reforming and regulating the care economy, and ensuring access to quality education and healthcare.

The discussions were lively and thought-provoking, with participants spanning from policy makers, academia, civil society organizations and youth from across the globe sharing their lived experiences and innovative approaches towards gender equality.

The CSW platform has always had a resounding success in terms of bringing global attention to women's rights and empowerment. The 68th session highlighted the importance of accelerating the achievement of gender equality and the empowerment of all women and girls by addressing poverty and strengthening institutions and financing with a gender perspective. The conference ignited a collective commitment to creating a more inclusive and equitable world for all genders and to putting in place feasible and actionable mechanisms to address the challenges.

"I have always believed in women's rights, education, and economic empowerment as the key to leveling the playing field between men and women and to witness it being discussed seriously and at length on a massive platform with like-minded women and men who had committed their lives to the fight for equality, from all over the world was encouraging and mind-expanding, to say the least."

*– Aginatha Rutaaza,
founder and Executive Director of TUSONGE,
a Tanzanian NGO and partner of Crossroads.*

CELEBRATING EMPLOYEE ENGAGEMENT: CROSSROADS IS TRULY A GREAT PLACE TO WORK!

Crossroads International was recognized as a Great Place to Work in Canada, for the second year in a row. In 2023, Crossroads completed an employee engagement survey through Great Place to Work® (GPTW) and following the organization's excellent survey results, along with submission of a culture brief sharing unique and appreciated aspects of the work environment, Crossroads was certified as a GPTW.

Great Place to Work® (GPTW) Canada, a global leader in workplace culture, specializes

in certification, employee surveys, and Best Workplaces™ recognition, recognizing employers who establish an outstanding employee experience and an exceptional workplace culture. For the 2023 survey, the organization was recognized among the Best Government and Social Services Workplaces and as a GPTW in Senegal as well. The GPTW employee engagement survey evaluates employees' experiences of working at Crossroads in five focus areas: Credibility, Respect, Fairness, Pride, and Camaraderie.



Staff from the Toronto office celebrating the GPTW announcement: Chris Carabott, Wanjiro Ndungu, Esha Modgil, Rachel Singh, Brandon Chang, Samridhhi Saraswat, Georges Issa, GERALYN Klassen.



Sophie Kanza

According to Sophie Kanza, Volunteer Mobilization Officer – Diversity & Inclusion Lead in Montréal, what makes Crossroads a Great Place to Work® is the organization's commitment to Diversity, Equity and

Inclusion: "Achieving the Great Place to Work certification is a testament to Crossroads' commitment to fostering an inclusive environment where every team member can thrive. I think Crossroads is a great place to work because I feel valued, supported, and empowered to contribute to global change in an environment that celebrates diversity and inclusion."

Other notable aspects of the organization are its established policies, procedures, and working groups that empower staff to work with volunteers, partners, and all stakeholders to align with the vision of ONE WORLD where poverty is eliminated, equality prevails and the rights of women and girls are fulfilled.



Babacar Samb

"The Great Place to Work status confirms our dedication to creating a work environment that promotes safety, inclusivity, passion, enjoyment and love."

*Babacar Samb
– Manager, Institutional Funding Development – Toronto, Canada,
Crossroads International*



Patience Adoganga

Crossroads' commitment to employee and volunteer wellness, safety, and security, along with Diversity, Equity, Inclusion and Belonging, providing feedback in support of capacity-building, professional

development, and upholding mechanisms to measure employee engagement, are a few of the many reasons why Crossroads is a GPTW. Crossroaders work together to empower one another to accomplish their fulfilling work and spread awareness, with an overall goal of fostering an environment where everyone feels a sense of equity, inclusion, and belonging both within and beyond Crossroads.

"Crossroads gives everyone an equal opportunity to grow and develop no matter your position or location!"

*Patience Adoganga
– Finance & Administration Officer
– Accra, Ghana, Crossroads International*

ACCESS TO SAFETY FOR THE MOST VULNERABLE COMMUNITIES IN GHANA

Human rights abuses, stigma, and discrimination against already-marginalized populations in Ghana are rife and exist at all levels, with an apparent lack of information and knowledge in the Ghanaian context about the distinct gender and sexual identities and orientations that exist within communities. These human rights abuses, caused by systemic intolerance, have been recently sustained by the introduction of legislative and policy frameworks in Ghana, the “Human Sexual Rights and Family Values Bill. It’s the traditional cultural and religious backdrop of the Ghanaian society that has influenced the introduction of this Bill. Consequently, it has deepened the harmful normative sentiments against the sexual health and rights of these groups.

Recognizing the need to create a more robust and coordinated support system for these marginalized groups, Crossroads put forth the MAPSAFE Project in collaboration with local partner HRAC (Human Rights and Advocacy Centre).

The MAPSAFE (Map and Provide Safety) project supported the repositioning of existing structures to provide legal, medical, and psychosocial support for key populations, relying on the existing gender-based violence response mechanism and introducing an innovative solution to provide services to vulnerable groups. The project also made provision for other stigmatized groups like persons with disabilities and persons living with HIV/AIDS.



Safety training preparation in a project community.

Change Starts with Education

The training and advocacy efforts of the project afforded community frontliners to now demonstrate a better understanding of the various forms of gender-based violence, how to identify its presence and how to respond adequately. A significant addition to the frontliners' knowledge repertoire was the inclusion of cultural competency training for service providers and responsibility holders, providing the needed context to deliver supportive and affirming care to vulnerable

minority groups. This change in awareness is relevant as misinformation has been a primary factor for the prevalence of violence against these communities. Accurate information is the first step in advancing access to justice for marginalized groups.

By empowering individuals with knowledge, resources, and a network of allies, the project has taken critical steps toward ensuring that the voices of sexual and gender minorities are not just heard but protected.

ÉCO-ÉCOLE – PIONEERING ENVIRONMENTAL EDUCATION IN IVORY COAST

Ivory Coast, particularly the northern region, faces severe environmental challenges such as pollution, extreme weather events, and biodiversity loss, exacerbated by climate change. This region, characterized by a dry savannah climate, is especially vulnerable to droughts, soil erosion, and decreasing rainfall, which threaten food security and community well-being.



Éco-école participants maintaining and watering a vegetable garden.

The Solution: Ecological Citizenship Education

The “éco-école” project, spearheaded by RIDDEF (*Réseau Ivoirien pour la Défense des Droits des enfants et de la femme*) in partnership with Crossroads, is making waves in three villages in Ivory Coast by combining environmental education with women's empowerment. This initiative has brought together key community leaders and stakeholders, including the village chief, the women's president, and the youth president, to discuss the critical issues of land access for women and gender equality. The project has not only raised awareness among men, but also empowered women to become agents of change.

Recognizing the pivotal role of mothers, the project trained women to become environmental ambassadors, capable of teaching sustainable practices to the next generation.

The project includes practical components such as tree planting to enhance food security and soil preservation, as well as shea butter production to provide a sustainable income source for women combatting climate change.

One of the project's most significant achievements is granting women access to land, breaking down harmful and outdated cultural barriers. Women in three villages now have one hectare of arable land (land able to be plowed) each, enabling them to practice sustainable agriculture and contribute to their households' economic stability.

So far, 75 schoolchildren and 164 adults, including 131 women, have developed a deep understanding of environmental issues and sustainable practices.

A Holistic and Replicable Model

The éco-école project paves the way for a more resilient and sustainable future, one community at a time. Its success has garnered interest from neighboring communities, eager to replicate the model and benefit from its transformative potential.



Community actors involved in the éco-école project during a field visit.

“The community development advisor, Frederique Kanga (a Crossroads volunteer), embodies the heart and spirit of the éco-école project. From planning to awareness raising, she guided each step with determination. Her commitment to gender equality and environmental sustainability opened doors that were once closed, offering women opportunities and children a greener future.” – RIDDEF staff member.

LETTING GIRLS BE GIRLS

Crossroads International supports girls who have experienced violence or abuse and girls at risk so they can live free from violence. In this program, girls develop the courage and determination necessary to build a brighter future for themselves and their community. They have the power to change their world.



https://youtu.be/rFDy5_ulxMQ

POSITIVE MASCULINITY FOR GENDER EQUALITY – THE MAKING OF BARNABAS TINKORANG

“Almost everything I learned was through DUNK. They are able to create a very diverse, equal, and all-inclusive environment,” says Barnabas Tinkorang, a 22-year-old who found a lifeline in DUNK (Developing Unity, Nurturing Knowledge), a local partner of Crossroads in Ghana.

Growing up in Jamestown, one of Ghana’s most notorious neighbourhoods, Barnabas lived with his mother and three sisters after his father passed away when he was three. He dreamed of becoming a pilot, but the lack of accessible opportunities made the journey seem impossible.

Enter Jessie, a friend who introduced Barnabas to DUNK, which soon became a beacon of hope and new opportunities. DUNK’s workshops and leadership programs, some which were developed by Crossroads volunteers, helped Barnabas transform from a shy, quiet boy into a confident, empathetic communicator. His involvement paid off in 2019 when he traveled to Germany for a youth exchange program, marking his first journey out of Ghana. This experience opened his eyes to new cultures, lifestyles, and ideas, leaving both his family and community in awe.



Barnabas Tinkorang during a workshop on Sustainable Development Goals.

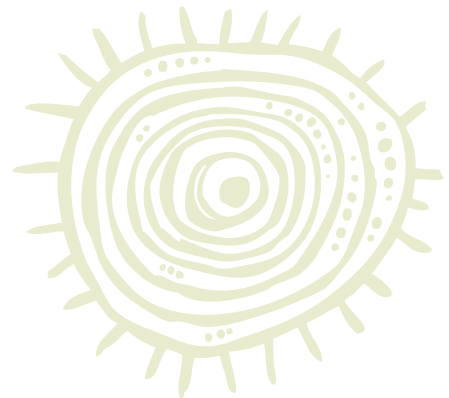
DUNK's impact on Barnabas didn't stop there. He attended the African Youth SDG (Sustainable Development Goals) Summit twice, participated in the Mandela Leadership Programme, and joined Model United Nations Ghana. Now, as a Youth Coach and leader at the DUNK Center in Agege, Barnabas thrives on the continuous learning opportunities the organization provides.

Barnabas passionately advocates for DUNK, highlighting its role beyond basketball. The organization promotes education, organizes capacity-building programs, and runs initiatives like Sew Your Future, Slum Art Studios, and library sessions. He stresses that without this program, kids in his community would lack safe spaces to play and learn.

Barnabas believes that with more support and recognition, organizations like DUNK can transform even more lives. He suggests the addition of a female coach for the three girls' basketball teams and calls for more capacity-

building workshops on communication. Inspired by his own journey, his two younger sisters have joined the club, and he eagerly anticipates their growth alongside him.

"I have always measured my wealth according to the number of people that I impact," Barnabas reflects. His story is a testament to the transformative power of support, education, and community, and how dreams can become reality for countless young people in underserved areas.



PLANTING THE SEEDS OF CHANGE – BUILDING THE CAPACITY OF WOMEN FARMERS

In Eswatini, where women make up 45% of the 1.3 million population, gender inequality remains a significant challenge, particularly in agriculture and farming. The Woman Farmer Foundation (WFF), in partnership with Crossroads, recently launched the project “Upscaling Adult Woman and Female Youth Farmer’s Agribusiness Development Skills”. This project addresses the issues of land ownership and women’s entrepreneurship head-on, empowering women and youth farmers with the skills they need to succeed in agribusiness.



Members of the Woman Farmer Foundation gathered after a training.

Women in Eswatini perform over 70% of agricultural activities, yet they face significant barriers. Limited access to agricultural inputs, financial capital, and markets restricts their productivity and income. This innovative project aims to bridge this gap by providing comprehensive training in agribusiness management, gender equality, climate change adaptation, and human rights.

Training for Transformation

The project equips women and youth farmers with essential skills in smart climate farming, including tunnel production and shade net protection. These methods enhance crop yields, promote intensive land use, and increase profitability. Additionally, the training emphasizes gender equality, empowering women to take on leadership roles and secure land rights.

The Woman Farmer Foundation’s strategic focus on capacity building has been pivotal. Since 2007, the annual “Woman Farmer of the Year Competition” has encouraged innovation in agribusiness, with support from the Ministry of Agriculture. Over 2,000 women and youth farmers have been trained in best agricultural practices, climate change resilience, gender equality, land rights, agribusiness management, and market access.

Meet the Women Farmers



Zanele Maseko, a farmer from Mbekelweni, Manzini, epitomizes the project's impact. Before the training, Zanele struggled with basic agribusiness practices and the adverse effects of climate change. Today, she uses record-keeping and climate-adaptive techniques, such as incorporating root vegetables, to secure her agribusiness. Zanele mentors her children and grandchildren in farming, passing on her knowledge and standing against gender-based violence in her community.



Similarly, **Sibongile Ndaba**, a youth farmer from Dwaleni, faced uncertainty regarding land rights. The project educated her on securing landownership, resulting in a formal agreement for her agribusiness, *Sibongile Ndaba Veggies*. With newfound market access and business acumen, Sibongile's agribusiness thrives, and she hopes more women and youth farmers can benefit from similar opportunities.

The Woman Farmer Foundation is set to embark on a new phase, supporting 2,000 women and youth farmers in commercial farming and exports. The "Upscaling Adult Woman and Female Youth Farmer's Agribusiness Development Skills Project" is more than a training program; it is a catalyst for change. As women like Zanele and Sibongile continue to transform their lives and communities, the project's ripple effect promises a brighter, more equitable future for Eswatini.

MY VOICE MY HEALTH – THE SUCCESS OF THE DAMCAM PROJECT



My Voice My Health participants marching during the International Day of the African Child.

After five impactful years, the DAMCAM (My Voice, My Health) project in Senegal has reached the end of its cycle and exceeded its goals. Launched in 2019, this ambitious initiative has made a lasting impact on the lives of adolescents in the Kédougou region, a part of the country where access to sexual health and reproductive rights has historically been limited.

Funded by Global Affairs Canada, institutional funders and individual donors, the project was executed by Crossroads International alongside local partners ActionAid, APROFES, and CONAFE. DAMCAM has transformed the lives of over 30,000 adolescents aged 10 to 19, while reaching more than 85,000 community members in Senegal and in Canada.

The project's efforts have equipped 46 youth counseling centers and health facilities and provided modern contraceptives and vital information to over 25,000 women and adolescent girls. The project also installed 15 Mobile Learning Labs; equipped spaces with modern educational technologies consisting of tablets, solar installations for energy independence, as well as interactive educational software. These tools allow learners to access a variety of educational resources on sexual and reproductive health and rights which intersect with gender equality, human rights and other subjects.



Transforming Attitudes and Behaviors

One of DAMCAM's most profound impacts has been on changing attitudes towards sexual and reproductive health and rights (SRHR) in the region. Initially, only 6% of women and adolescents had opted for family planning, with HIV/AIDS prevalence rates, as well as early pregnancies, surpassing national averages. Today, 82.1% of adolescents can name at least one SRHR service location within a 5km radius in Kédougou.



*My Voice My Health participants
in Kédougou, Senegal.*

But the impact goes beyond numbers. By educating young people, reducing stigma, and empowering community leaders, DAMCAM has laid the groundwork for sustained improvements in health and gender equality. As DAMCAM concludes, its achievements—ranging from increased knowledge of sexual and reproductive health service locations to the positive shift in attitudes among religious authorities—signal a safer, healthier future for the youth of Kédougou.

“The knowledge and services we now have access to will empower our youth for generations to come.” shares one of the youth leaders. DAMCAM's legacy will continue to inspire and guide efforts to improve adolescent sexual health and reproductive rights in Senegal and beyond.

“The knowledge and services we now have access to will empower our youth for generations to come.”



CHANGE STARTS WITH ME: WOMEN AND GIRLS AGAINST FEMALE GENITAL MUTILATION

Despite being illegal in Tanzania, Female Genital Mutilation (FGM) and child marriage persist as deeply entrenched cultural practices, notably among the Maasai community. Cultural norms, women's lack of agency, and reliance on men for resources and decisions make it difficult for mothers to protect their daughters from violence. This often leads to girls dropping out of school and being subjected to FGM and child marriage at a young age.

Since its establishment in 1989, the Network Against Female Genital Mutilation (NAFGEM) has been combatting child marriage and FGM in Tanzania, achieving significant strides in recent decades. Crossroads International, in partnership with NAFGEM launched the "See me, be me" project in January 2024 to mobilize women and girls to champion and advocate for the elimination of Female Genital Mutilation in Maasai communities

in the Kilimanjaro region. The goal of the project is to build capacity on sexual and reproductive health and rights, combat gender-based violence and identify and engage women cutters to end their practise while introducing an alternative income generation activity.

Eight Maasai girls who escaped child marriage and FGM in their early teenage years, now aged 19-22, have graduated from secondary school and are waiting to begin university. Those girls were chosen to share their stories with their communities and raise awareness against the harmful practice.

Over a transformative three days, the young women visited two primary schools and two secondary schools. They shared their personal journeys, engaging young girls to overcome challenges and pursue education. Additionally, boys were encouraged to reflect on cultural norms and embrace education.

Learn more about Crossroads' and NAFGEM's work here:

Venosa's journey: <https://youtu.be/KsFpKlgxYJY>

Grace's journey: https://youtu.be/lpP_rWYTS6k





NAFGEM with members of the Maasai community gathered under a baobab in Moshi, Tanzania.

Promising Results

The project has managed to teach the women and girls, including traditional birth attendants on sexual and reproductive health, nutrition and hygiene. The identified women cutters were also provided information on the harmful practice and have since surrendered their tools.

The impact peaked on International Women's Day, where NAFGEM partnered with the district government to host an event attended by over 1,500 Maasai individuals. Here, the girls passionately shared their experiences, urging mothers to protect their daughters from early marriage and FGM. They called out government leaders to be serious about following up on cases of child marriage.

The inclusion of Maasai girls as speakers elicited a far more profound reaction and engagement than any previous intervention.

Women empowered to come forward to ask for support from NAFGEM

Following the girls' speeches, a distressed woman approached NAFGEM with her young daughter, revealing that her ex-husband had forcibly married their seven-year-old daughter off within their village. Seeking assistance from NAFGEM, the case was escalated to involve the Regional Commissioner and local police, who verified the claims. As a result, NAFGEM successfully facilitated the girl's return to Moshi, where she is now under their care and attending school.

Only people-driven change can effectively end the practice. A distinctive feature of this project is about affirming important cultural values, while building aspiration for change, and empowering communities to create an environment conducive to a positive decision-making process, leading to a cultural shift regarding this harmful practice.

What immense gratitude we feel for the people and organizations that fund our activities, who have helped us make a meaningful difference for women and girls even in challenging times. Whether you are one of our generous donors or a corporate partner or sponsor, you inspired hope through your giving. As an organization built on thoughtful partnership, our community of supporters like you, mean the world to us! If we stand for resilience and hope, your ongoing and generous support is what makes that possible.

MARGARET NEWALL



Margaret Newall, long-time Crossroads supporter.

We graciously acknowledge Margaret Newall's incredible generosity through her last gift to Crossroads. Proudly from Saskatchewan and fiercely Canadian, Margaret had a strong sense of compassion and justice. She had dedicated her life to fighting injustices, which was one of her core values and part of the reason she supported Crossroads – to empower women impacted by inequality.

Margaret lived a life of service and leadership, supporting several other organisations and received notable awards including the Order of Canada and the Queen Elizabeth II's Jubilee Medal in recognition of her contributions to Canada. Her thoughtful gift to Crossroads International will make a real and lasting difference to the lives of the marginalized women and girls we support.

WHELTON HIUTIN BARRISTERS

The Whelton Hiutin law firm has been supporting our girls' empowerment programming for years now through corporate sponsorships and other donations. The firm also provided matching funds to support Crossroads' work to build resilience of women and girls during and after the

pandemic which allowed us to provide flexible funds for the urgent needs of partner organizations. We gratefully acknowledge this support.



ONE WORLD LEGACY CIRCLE



The ONE WORLD Legacy Circle is composed of a special group of supporters who opted to make their core values known to future generations through a legacy gift. With gratitude, we are pleased to recognize Crossroaders who have taken the generous and compassionate act of including Crossroads International in their Will. These supporters are helping to reduce poverty and empower women and girls for generations to come.

Please let us know if you have included Crossroads in your estate planning.
We will be honoured to welcome you as a member
of the ONE WORLD Legacy Circle.



One World Legacy Circle

Anonymous (3)
Agnès van't Bosch
Angèle Bouffard
Charles Brown
Danae Mack
Daphne Loukidelis
Darlene Bessey & Ken
Pontikes & Zoë Pontikes
Delphine Melanson
Donna McGee
Francine Baril

Gwen Schauerte
Janek Jagiellowicz &
Dorothy McCabe
Jennifer Mitchell
Joan Fair
Jo-Ann Mackie
Marli Ramsey
MaryAnn Jansen
Norine Baron
Patsy George
Richard Lane

Realized

Anonymous (2)
The Estate of Alan and
Corinne Lane
The Estate of
Phyllis Jane Bloch
The Estate of Randy A. Pepper

A gift that benefits your loved ones and Crossroads

Creating a Will doesn't have to be complicated. This year again, Crossroads has partnered with [Willfora](#), a FREE resource to help make creating or updating a Will easier than ever. You can create a legal Will online in 20 minutes or less, at no cost to you.

Willfora's confidential, secure Will-writing platform makes it easy to write or update your Will from home—while giving you the option to support causes that are important to you. This way, you can show your care for those you love, while helping Crossroads.

With a legacy gift, you can make a statement about how you want to be remembered and what matters most to you. In addition, legacy gifts provide convenience, tax savings, and other benefits to you, your estate and your loved ones.

Visit our [planned giving page](#) to learn more, or speak with **Wanjiro Ndungu**, our legacy advisor at (647) 373-5944 for a confidential conversation about how to make a gift in your Will to Crossroads.

THE CHARITY CHALLENGE – OFF TO SENEGAL IN 2025!

A group of dedicated Crossroaders, led by long-term volunteer and leadership donor, Susan Green is fundraising to head to Senegal in February 2025 for a life-changing expedition. The trip will offer participants a fun and educational experience, allowing them to visit picturesque areas of Senegal while interacting with women and youth from our empowerment projects and

providing them with the opportunity to see the impact of their support. We gratefully acknowledge our Charity Challenge participants.



OUR PARTNERS

It is only through mutual and respectful cooperation that we can champion gender equality. With local partners, we collaborate to bridge local and international, public and private sector organizations to create sustainable change.

Burkina Faso

Association Burkinabè pour le Bien-Être Familial (ABBEF)
Association Songui Manégré / Aide au développement endogène (ASMADE)
Coalition Burkinabè pour les Droits de la Femme (CBDF)
Groupement d'Interêt Public – Programme National de Volontariat au Burkina Faso (GIP-PNVB)

Canada

Barbra Schlifer Commemorative Clinic, Toronto
Centre for Innovation in Health and Wellness – Humber College, Toronto
CPA – Sans frontières, Montréal
Department of Global Development Studies - University of Toronto
Equitas – International Centre for Human Rights Education, Montreal
Sales Force
Sayaspora
Fonds d'investissement agricole
Centre multi-conseils agricoles
Rêve Nourricier
Fédération pour la relève agricole au Québec

Eswatini

Bantwana
boMake Rural Projects
Coordinating Assembly of Non-Governmental Organisation (CANGO)
Imbita
Kwakha Indvodza ("Building a Man")
Swatini Action Group Against Abuse (SWAGAA)
Swaziland Fair Trade (SWIFT)
Woman Farmer Foundation

Ethiopia

Children and Youth Development Organization (ECYDO)
Network of Ethiopian Women Association (NEWA)
Progynist
The Authority for Civil Society Organizations (ACSO)

Ghana

ActionAid Ghana
Coalition of Volunteering Organization (COVOG)
Commission on Human Rights and Administrative Justice (CHRAJ)
Developing Unity, Nurturing Knowledge (DUNK)
Human Rights Advocacy Centre (HRAC)
iSpace Ghana
Network for Women's Rights in Ghana (NETRIGHT)

Northern Sector Action on Awareness Center (NORSAAC)
Prolink
Songtaba
United Nations Population Fund (UNFPA)
Women in Law and Development in Africa (WiLDAF Ghana)

Guinea

Association Guinéenne pour le Bien-être Familial (AGBEF)
Centre International de Recherche et de Documentation (CIRD)
Club des Jeunes Filles Leaders (CJFL)
Maison de la Démocratie et des Droits de l'Homme (M2DH)
Observatoire national de protection sociale et des violences basées sur le genre (ONPS-VBG)
OSEZ INNOVER
Women in Mining (WIM)

Ivory Coast Association Ivoirienne pour le Bien-Etre Familial (AIBEF)

Centre Féminin pour la démocratie et les droits humains (CEFCI)
Direction de la Promotion du Genre et de l'Equité du Ministère de la Femme, de la Famille et de l'Enfance
Génération Femme du Troisième Millénaire (GFM3)
LeadAfricaines
Office du service civique national (OSCN)
Réseau Ivoirien pour la Défense des Droits de l'Enfant et de la Femme (RIDDEF)
WiLDAF Côte d'Ivoire

Senegal

Association des Juristes Sénégalaises (AJS)
Association pour la Promotion de la Femme Sénégalaise (APROFES)
Association Sénégalaise pour le Bien Etre Familial (ASBEF)
Conseil Sénégalais des Femmes (COSEF)
Ministère de la Jeunesse
Réseau des organisations paysannes et pastorales du Sénégal (RESOPP)
Union nationale des femmes coopératrices du Sénégal (UNFCS)

Tanzania

Amani Children's Home
Haki Zetu ("Our Rights")
Kilimanjaro Women Information Exchange and Consultancy Organization (KWIECO)
Tanzania Gender Networking Programme (TGNP)
The Network against Female Genital Mutilation (NAFGEM)
TUSONGE ("Let's move forward together")

Togo

Zanzibar Fighting Against Youth Challenges ORG
Agence Nationale du Volontariat au Togo (ANVT)
Association Togolaise pour le Bien-Etre Familial (ATBEF)
Coordination Togolaise des Organisations Paysannes et de Producteurs Agricoles (CTOP)
Direction Générale Genre & Promotion de la Femme
Groupe de réflexion et d'action de Femme, Démocratie et Développement (GF2D)
La Colombe
Plan international Togo
Women in Law and Development in Africa/ Femmes, Droit et Développement Afrique de l'Ouest (WiLDAF-AO)

Uganda

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"Africa Community Technical Service (ACTS for Water)"
Eastern African Sub-Regional Support Initiatiiv (EASSI)
Rape Hurts Foundation (RHF)
SIHA NETWORK
Solidaridad
Uganda Association of Women Lawyers (FIDA)
Women of Uganda Network (WOUGNET)

Zambia

ActionAid Zambia
Non-Governmental Gender Organisations Coordinating Council (NGOCC)
Solidaridad Southern Africa Trust - Zambia
Women for Change
YWCA Zambia



OUR VOLUNTEERS

Volunteers are the heart of Crossroads. They work with local partners to pilot new approaches and increase their capacity and their impact.

Burkina Faso

Giovanni Boris Evans
Ouedraogo
Luc Ebenga Lukano
Maminata Fofana
Aicha Shaza Diallo
Sidnoma Debora Nikiema
Yvette Tiendrébeogo
Hamidou Sankara
Franck Sanou
Maminata Fofana
Luc Ebenga Lukano

Eswatini

Tsitsi Ettienne
Wazi Lucy Dlamini-Kapenda
Yathan Vidyananthan
Leandro Gary Lima
Julie Lynn Nixon
Sbongile Mthembu Shongwe

Ethiopia

Saba Gebremedhin Hagos
Anab Gure
Saffiya Lulat

Ghana

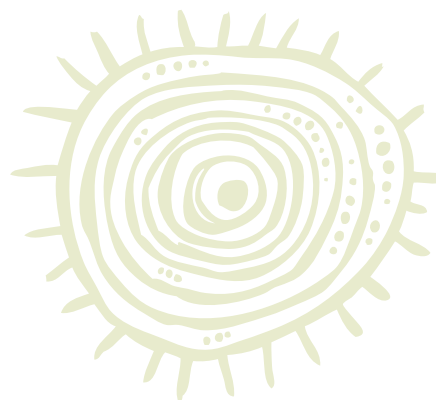
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Anthony Gebrehiwot
Peter Carlson
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Stephanie Otoo Kumi
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Christine-Ashley Naaashami Aryee

Guinea

Mah Traoré
Samba Diakite

Ivory Coast

Nabindou Traolé
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Roxane Alamyalagha
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Rachelle Sapphire Laplante
Marlyatou Massandjé Dosso
Johanne Tessier
Evelyne Kadidja Akoto
Nabindou Traolé
Adam Sow
Alex Yapo
Jacques Émile Bilé Anet
Bamby Traoré
Frédérique Adjo Kanga
Ibrahim Diawara



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Toure
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Christine Kitoko Likwekwe
Michèle Turenne
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Amy Sokhna Diop
Alioune Kebe Dia
Mah Traoré
Malick Ndiaye

Tanzania

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Bahati Herve Magene
Natalie Elyse Boag
Alexander Parker Ingham
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Saffiya Lulat
Anab Gure
Nadine Elsaddig
Rose Aloikin Egolet

Togo

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Kodjovi Dodji Tokpo
Salifou Seini Modi
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Amevi Sodjadan
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Crossroads International's work is expertly guided by an accomplished and diverse—and extremely dedicated! —volunteer board.

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With thanks to the regional offices and volunteer teams for their contributions



OUR DONORS

Your gifts make our work possible, give hope, empower and strengthen us, our partners and the communities we serve. Thank you so much for your generosity.

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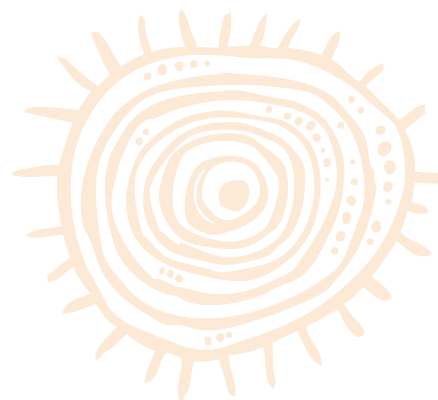
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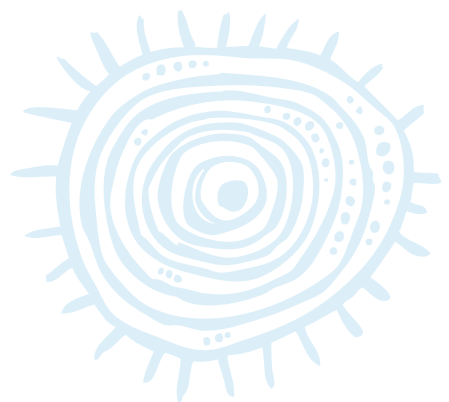
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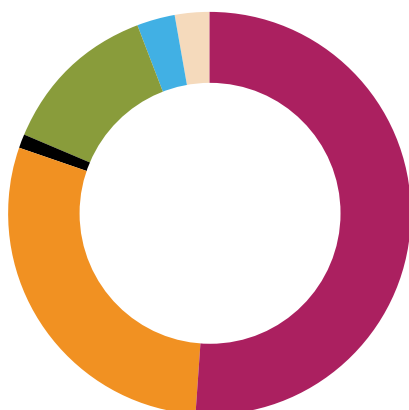
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FINANCIAL STATEMENT

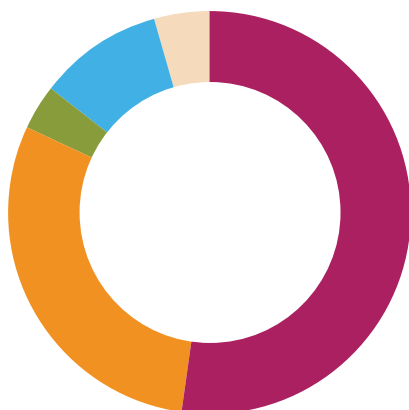
Audited financial statements for Crossroads International are available [on our website](#) or upon request.

Revenue



Global Affairs Canada (GAC)	6,836,640
Volunteer In-Kind Contributions	3,894,049
Other In-Kind	179,505
Donations	1,710,112
Province of Quebec	375,908
COVID Subsidies	–
Investment Income	369,393
TOTAL	\$13,365,607

Expenses



International Programs	6,840,640
Volunteer In-Kind Contributions	3,894,049
Public Engagement	477,247
Administration, Governance, and Overhead	1,330,960
Fundraising	552,106
TOTAL	\$13,095,002

STATEMENT OF FINANCIAL POSITION

Assets	2024	2023
Cash and Cash Equivalents	3,058,815	1,096,285
Investments	2,504,479	3,172,575
Capital Assets	30,544	34,833
Other	521,822	699,285
TOTAL	6,115,660	5,002,978

Liabilities & Net Assets	2024	2023
Current Liabilities	3,643,623	2,801,546
Net Assets	2,472,037	2,201,432
TOTAL	6,115,660	5,002,978

Revenue	2024	2023
Global Affairs Canada (GAC)	6,836,640	8,185,741
Volunteer In-Kind Contributions	3,894,049	5,438,184
Other In-Kind	179,505	–
Donations	1,710,112	1,202,703
Province of Quebec	375,908	152,29
COVID Subsidies	–	–
Investment Income	369,393	556,00
TOTAL	13,365,607	14,979,471

Expenses	2024	2023
International Programs	6,840,640	7,211,626
Volunteer In-Kind Contributions	3,894,049	5,438,184
Public Engagement	477,247	659,158
Administration, Governance, and Overhead	1,330,960	1,102,760
Fundraising	552,106	567,717
TOTAL	\$13,095,002	\$14,979,445
Surplus (Deficit)	\$270,605	\$26

GET INVOLVED

THANK YOU FOR YOUR CONTINUED SUPPORT AND YOUR COMMITMENT TO CHAMPIONING GENDER EQUALITY TOGETHER.



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