• ADRA Global

Small Enterprise—ADRA Helps People Help Themselves

On the first of November ADRA Canada Executive Director Oliver Lofton-Brook, flew into Tegucigalpa, Honduras - the first of many stops on his tour of ADRA Canada projects in South America. Lofton-Brook’s first visit was to an income generation project for women. The main purpose of this project is to improve the standard of living for families in this area. Local women create their own businesses and control the assets for these enterprises. The most common business is the corner store - a 10 foot-square shack where the women sell snacks, toiletries, ethnic foods, and more. ADRA Canada helped enable these women to improve their lives in every way.

Lofton-Brook went on to the Hurricane Mitch reconstruction site. ADRA Canada helped build an entire village of 200-300 homes complete with water supply, sidewalks, and a community center. From there, Lofton-Brook went to San Salvador, El Salvador where he met with other ADRA representatives. Together, they discussed potential projects to improve water supply. They want to help people stand on their own feet.

Lastly, Lofton-Brook visited the new ADRA office in Guatemala. Here they are focusing on agriculture improvement projects. This area is extremely fertile and can grow crops continuously. In addition to teaching the local people how to grow flowers and nutritious vegetables, ADRA Guatemala plans to hold training sessions to teach people how they can manage their resources better. Currently farms are growing healthy produce and selling it for export while feeding their own families unhealthy, refined foods. This results in malnutrition, obesity and diabetes in the local population.

• ADRA National

Care to Share

(left to right) Pastor Morris, Maria Morris, Mayor Karen Titus, Preston Flowers, Sandy Brittain, Fred Clark, Charles Alleyn

For several years, the Perth-Andover Seventh-day Adventist Church in New Brunswick has been collecting and distributing used furniture throughout several communities in that area. Fred Clark, the Adventist Community Services (ACS) leader, had a vision to recycle used furniture by giving it to people in need. With the help and support of the local church, the members started the Care to Share program. Clark continued to dream about having a truck to pick up and drop off furniture and eventually, through donations from church members, the conference, ADRA Canada, and the Seventh-day Adventist Church in Canada Inner-city fund, the church purchased a used moving truck. A special ACS truck dedication ceremony was held on October 25, 2003 with several dignitaries attending, including the local mayor, Karen Titus, and Sandy Brittain, ADRA Canada’s ACS Coordinator.

When the Care to Share truck is not hauling furniture, it will be outfitted with a mini-kitchenette to enable volunteers to serve soup, sandwiches, and hot drinks to fire, police, and ambulance personnel during local disasters.

One local woman who has been helped through the Care to Share program said, “We are very grateful. Due to a house fire, we lost our home and all our belongings. Thank God for a place in our community where we were able to get furniture and supplies to help us out.”
**ADRA Inside**

**Vision of a World Without Poverty**

New vision and mission approved by ADRA Canada board members

The Seventh-day Adventist Church in Canada established a strategic committee in June of 2003 to analyze the operations and future plans of ADRA Canada. The group was charged with determining the most effective way to carry out humanitarian work in today’s global village.

The committee members rolled up their sleeves and tackled three fundamental questions: What is ADRA Canada doing well that should be continued? What methods are no longer effective? And what new initiatives should ADRA Canada undertake? Led by Eric Rajah, an ADRA Canada Board member from Alberta, the committee considered the key areas of need identified by the United Nations and carefully examined how the programs of ADRA Canada have been offering solutions to these needs.

The committee’s work resulted in new vision and mission statements, which were presented at the November 2003 board meeting. Oliver Lofton-Brook, Executive Director of ADRA Canada, introduced Vision of a World Without Poverty, a summary of the strategic initiatives ADRA Canada will implement over the next five years. The Board embraced the new plan with enthusiasm and has committed to an ongoing assessment of the vision, mission, and procedures for ADRA Canada’s master plan.

Key to the success of the vision is the invitation to a wide-based partnership with other agencies, specialists, and volunteers. ADRA Canada invites you to become involved. Take the time to learn about the needs, examine the programs that ADRA Canada is implementing, and determine how you and your church or community can become engaged in the solution. Working together, we can realize the vision of a world without poverty.

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**ADRA Canada’s Vision and Mission**

**Our Vision of a world without poverty**

To achieve our vision of a world without poverty we will deliver lasting solutions that invest in practical interventions, involve others in innovative action, and implement effective procedures.

**Invest**—The poor often know what they need to break the cycle of poverty.

By including them in the planning process we invest in practical, lasting solutions.

**Involve**—Volunteers and organizations are invited to be our partners. With their expertise, we will deliver innovative solutions that will make the greatest impact on those in need.

**Implement**—Effective intervention is dependant on appropriate and efficient implementation. We will review and improve our procedures on an ongoing basis.

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**ADRA Canada’s Five-Year Strategic Plan**

Over the next five years, ADRA Canada will take very specific actions targeting poverty factors identified by the United Nations and the World Health Organization.

1. **POVERTY FACTOR 1**
   - Lack of Education

   Relevant education is critical for a life of success. Only half of the children in developing countries go to school. Studies show that educated individuals are more likely to have fewer, healthier, more educated children, and are more likely to break free from poverty.

   ADRA Canada’s Strategy is to promote new primary schools and adult-training centers with curricula, teachers, vocational trainers, agriculture experts,
Helping Beyond Our Borders
Small Enterprise Development–Honduras

This program intends to bring economic viability to approximately 3,000 low-income women in Honduras who have already had some experience in managing their own business. Expected results include a reduction in poverty and an improvement in quality and developmental capacities of the beneficiaries' lives.

One of the learning experiences we have is that when women are helped the children are cared for. By providing small capital money to buy tools and raw materials many are able to help themselves by establishing profitable businesses.

If each of our readers can contribute just $30 we can reach our goal.

Helping at Home
A New Canadian Health Project

The Healthy Lifestyle Van Ministry is an exciting new initiative that the National Program is developing. This service will be available to communities across Canada through mobile units operated by volunteers. Examples of services that could be offered are Health Age Appraisal, Lifestyle Factor Evaluation, Nutrition Counseling and Fitness Appraisals. After the screening is completed clients will have the opportunity to receive information/invitations to healthy lifestyle initiatives offered in their own community by a local Seventh-day Adventist church such as Vegetarian Cooking Schools, Smoking Cessation, CHIP, 8 Weeks to Wellness, and Stress Seminars. Through this ministry we can improve the lives of Canadians...one life at a time.

In order for this exciting new initiative to be a success volunteers, donations and prayer are needed. If you are a health professional and wish to volunteer your time and talents or find out more please call Nick Trent or Sandy Brittain at 1-888-274-2372.

My Gift Commitment

| Please accept a gift of $_________ for the Small Enterprise Development Project |
| Please accept a gift of $_________ for the Canadian Health Project |
| Please accept a gift of $_________ to be used where it is needed most |

Name: ____________________________ Address: ____________________________
City: ____________________________ Province: ______ Postal Code: ____________

Method of Payment: □ Cheque □ Visa □ MasterCard

Visa #: ____________________________ MasterCard #: ____________________________
Expires: ____________________________ Expires: ____________________________

I would like to discuss other giving opportunities with an ADRA Canada Representative.

Please contact me at phone #: ____________________________

Online Donations are most welcome. Visit www.adra.ca
and business coaches, offering primary education for boys and girls, and community-based practical training for adults.

2 POVERTY FACTOR 2
Disability

Two-thirds of the world’s disabled live in poverty—without access to income, basic social and medical services, or rehabilitation. Impoverished people are more vulnerable to becoming disabled because of malnutrition, squalid housing, hazardous occupations, and heightened exposure to violence.

ADRA Canada’s Strategy is to support projects addressing different disabilities, and support rehabilitation centers with medical services to ensure productive lives. Medical professionals and community health leaders will supply materials, clinics, and aid.

3 POVERTY FACTOR 3
Health

A healthier community is a wealthier community, as it is easier to be more productive when in good health. Preventative measures—safe drinking water and education about disease prevention and hygiene—are ultimately preferable to costly curative solutions like clinics, doctors, and drugs.

ADRA Canada’s Strategy is to assist with the provision of safe drinking water, health education, vaccinations, and primary health care. Medical professionals and community health leaders will assist with water projects and hospitals, as well as support public-health services and clinics.

4 POVERTY FACTOR 4
Hunger

Today 800-million people suffer from chronic hunger—their daily intake of calories is insufficient for them to lead active, healthy lives. In a world that is more than capable to produce enough food to feed everyone, this statistic represents an economic and moral failure of the global system. Some of the many factors contributing to world hunger and starvation are: poor use of land, inadequate infrastructure, and lack of agricultural knowledge, seeds, tools, basic food storage, and processing facilities.

ADRA Canada’s Strategy is to provide education for agricultural projects. Agricultural experts, scientists, supervisors, and specialty workers will provide tools, seeds, materials, and training in the best use of land. In locations where there are emergency needs ADRA Canada will conduct temporary programs of food-forward.

5 POVERTY FACTOR 5
Injustice

World peace is dependent on the eradication of injustice and poverty and a more equitable distribution of resources. Our priorities are human rights, peaceful relations, and equality and solidarity between peoples, genders, societies, and nations.

ADRA Canada’s Strategy is to provide expertise in conflict resolution, support individuals affected by injustice, and intervene on behalf of affected communities. Lawyers, retired RCMP officers, and government leaders will collaborate to establish local community monitoring and intervention programs and a team that provides on-going training.

6 POVERTY FACTOR 6
Inadequate Capital

Financial services such as loans generally are not extended to the rural poor because they have little or nothing to offer as collateral. Unless the poor can borrow, they are likely to remain trapped in poverty.

ADRA Canada’s Strategy is to expand its current small-loan program. Business coaches, financial planners, bankers, accountants, and entrepreneurs will work with village leaders to develop programs that combine the expertise of successful Canadians with local, culture-specific knowledge. Together they will establish small-business training and micro-finance programs that will help people help themselves out of poverty.

PLAN continued on page 4
7

POVERTY FACTOR 7
Disasters

Poverty and disaster are often interdependent. Proactive risk-management interventions, which include disaster preparedness and mitigation planning, can prevent disasters and reduce risk and impact.

ADRA Canada’s Strategy is to establish teams of experienced risk assessors to study vulnerable areas, ensure availability of relief funds, promote disaster preparedness, respond to disasters, and work proactively to ensure disaster prevention.

ADRA Community Partnership

Calgary Church Raises Money for ADRA Canada

Colleen Lachance, ADRA Walk Coordinator
Calgary Central Seventh-Day Adventist Church

On September 21, 2003, Calgary Central Church held their 3rd Annual walk for ADRA Canada at Baker Park. We had a beautiful, sunny day, and over 100 people participated in the walk.

This year the participants were able to enjoy some inspirational music as they walked. Evelyn Gregory, a member of the church, organized a Gospel Concert in the park. The concert included several singers from throughout Alberta as well as members from the Calgary Central Church. These musicians volunteered their time and talents to provide 4 hours of beautiful music.

Each year, thanks to our sponsors, we are able to award gifts to acknowledge those who are willing to collect funds for ADRA Canada. We had quite a few members, young and old, who raised $200 or more, but 12 year old David, Hannah, who raised $812, was the top fund raiser for the second year in a row.

We also encouraged Sabbath school classes to work as a team. The youth class came up with a great idea and organized a car wash to help raise funds. The Collegiate class went door-to-door and was the top fund raiser for this category, raising $1,064. In total, we were able to raise almost $10,000 for ADRA Canada! I am so grateful for all who were willing to participate in this year’s walk. Every effort to help, no matter how small, makes a big difference!

It is always a challenge for members to collect donations, but it is worth it. This is how we make others aware of the wonderful humanitarian work ADRA Canada does throughout the world and how we show our community that the Adventist church cares!