FALL 2008

Kingsway Greenhouse Helps ADRA Canada Grow!

$225,602 Grant Secured

ADRA Canada has been granted $225,602 by the Canadian government to respond to the needs of survivors of the deadly 7.9 magnitude earthquake that struck southwestern China May 12, killing nearly 70,000 people and leaving 18,000 missing.

This grant will be used to improve or maintain the health of 400 displaced pregnant women and 300 newborn babies in 35 villages in Tibetan and Qiang autonomous areas of Sichuan until local hospitals are able to resume provision of maternal and child healthcare services.

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$100,000 MATCHING GRANT AWARDED

ADRA Canada Supporters Come Through Strong!

ADRA Canada has been awarded a $100,000 matching grant by the CIDA/HAPS (Canadian International Development Agency/Humanitarian Assistance, Peace and Security) branch of the Canadian government to improve sanitation for the people in Myanmar (Burma) displaced by Cyclone Nargis.

When the Canadian government announced in late May that it would provide matching funds to qualified NGOs (Non-Governmental Organizations) making successful application, ADRA Canada supporters rose to the challenge, donating $100,000 before the June 13 deadline.

The additional $200,000 will be used to continue the construction of latrines, washing areas, and solid waste disposal areas, and the distribution of hygiene kits in Laputta, in the Delta region of Myanmar.

This grant brings ADRA Canada’s total Myanmar Cyclone Nargis Relief contribution to THREE QUARTERS OF A MILLION DOLLARS ($750,000)! THANK YOU!

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>ADRA Canada Emergency Management Fund</td>
<td>$50,000.00</td>
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<tr>
<td>CIDA/HAPS Grant</td>
<td>500,000.00</td>
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<tr>
<td>New Donations from ADRA Canada supporters</td>
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<tr>
<td>CIDA/HAPS Matching Grant</td>
<td>100,000.00</td>
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<td><strong>TOTAL</strong></td>
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Confucius’ famous quote, “give a man a fish and he will eat for a day - teach a man to fish and he will eat for a lifetime”, is a simple illustration of how the “Development” part of Adventist Development and Relief Agency (ADRA) works. In fulfilment of its mission to empower the poor around the world and in Canada with the resources, skills and opportunities to live a better life with dignity and hope, ADRA Canada is currently teaching people to “fish” in 15 countries around the world.

One such country is São Tomé, the smallest African country with an area of only 1,001 square km. While the island’s tropical climate, spectacular volcanic mountain terrain, beautiful beaches, and unique species of flora and fauna make São Tomé very attractive to tourists, those who live in the country struggle with poor quality roads, no electricity, and little access to medical help and education. A 50% rate of unemployment means jobs are scarce, and many people live in poverty.

ADRA Canada’s “Promoting the Exchange of Information, Fruit Tree and Gender Balance” program is an example of successful agricultural development that is changing lives and improving communities. Through this program, the people in rural São Tomé are learning a variety of skills so they can generate income for themselves and their communities.

Along with providing farmers and their families the skills to earn an income, this program also offers women management training. Participating women study the market and inflation, learn concepts of economy, and are taught how to budget.

The goal of a development program is to empower the local people by making resources, opportunities, and skills available to them so they can become self-sufficient. Development is not a “quick fix”, but requires concentrated effort and commitment over a significant length of time to ensure that the improvement in the lives of the people is sustainable without external (foreign) help.
Currently, the “Promoting the Exchange of Information, Fruit Tree and Gender Balance” program offers training and support in the following areas:

- Beekeeping and honey production; bean cultivation; animal production (goats and chickens); plant grafting; disease and plague identification and control.

- The formation and operation of farmers’ cooperatives, and information/experience exchanges on planting, fertilization, plant diseases, treatments, and sustainability.

- Distribution of tools and seeds to farmers, including technical support; repair, training and support on irrigation systems.

- Regular contact with farmers, fishermen, associations, cooperatives and small private initiatives.

- Production of *Actividade Rural*, a quarterly, high quality, glossy magazine, in publication since June 2004, that promotes the exchange of information between small farmers in the rural communities of São Tomé and Príncipe and provides technical field support to small farmers.

- Production of a radio program called *Voz Rural*, covering topics such as: Grafted Plants I and II, Livestock, Techniques to Raise Goats I and II, Raising Chickens I and II, How to Prepare a Vegetable Garden, and Cultivation of Green Peppers.

The interest expressed by several small farmers in response to articles published in issue 7 of *Actividade Rural* recently led ADRA to choose three neighbouring communities to each receive approximately 25 kg of bean seeds. This seed will cover a total cultivated area of four hectares with a potential production of 1.5 tons of beans. The price of beans is approximately $1.90 per kg, so there is a good potential income for the participating farmers. If this experience is successful, the amount of support and number of communities involved will be expanded.

The most recent issue of *Actividade Rural* promotes and teaches techniques to improve the cultures of avocado and peanut; the use of vitamin A, the protection of the environment, and apiculture, (beekeeping).
Kingsway Greenhouse Helps ADRA Canada Grow!

Kingsway Greenhouse, a privately-owned business located in Oshawa, Ontario, entered into a partnership with ADRA Canada for a month this summer to grow funds and friends.

Coupons were distributed that provided a discount to customers who filled in their name, address, and phone number, and Kingsway Greenhouse donated 5% of the customer’s purchase to ADRA Canada. Everyone who used a coupon was entered into a draw to win one of three 11” hanging baskets.

As a result of this initiative, Kingsway Greenhouse donated more than $2,500.00 to provide relief for the survivors of Cyclone Nargis in Burma (Myanmar).

Letters were recently sent from the ADRA Canada office to the 814 people who provided contact information in the hope that many will choose to subscribe to our mailing list and get to know more about the important work we do.

Thank you Dave and Linda Curtis for helping ADRA Canada grow!

Now Available! Coming Soon!

If you’re looking for more ways to raise funds for ADRA Canada, you’ll love our new Fundraising Toolkit.

Packed full of ideas, it’s sure to inspire you to try something new!

Give gifts this year that can change the world!

The 2008/2009 Really Useful Gift Catalogue is bigger than ever and includes handy icons that make it easy to choose gifts fitting within the 8 UN Millennium Development Goals.

email pr@adra.ca or phone 1-888-274-2372 to request your free copies.
Lamsuren lives in Mongolia with her husband and four children. For three years beginning in 2000, zuds* caused the deaths of an estimated ten million animals, driving herders such as Lamsuren’s family to the brink of starvation.

ADRA provided Lamsuren’s family with agricultural training and the necessary means to plant vegetables. Mongolia has such a short growing season that vegetable crops were almost unheard of, but with new seed varieties from Canada and instruction from ADRA staff, Lamsuren and her family were soon growing vegetables that they had never tasted before!

The garden brought food security and the training in food preservation provided for good nutrition year-round. Lamsuren is very happy that the garden also quickly became a good source of income.

Your support is improving the lives of people like Lamsuren and her family, and is GREATLY APPRECIATED.

*Zud is an extreme winter storm resulting in animal starvation.

Did you Know?

The non-profit sector contributes $79.1 billion to Canada’s Gross Domestic Product. It is estimated that there are 161,000 charities and nonprofits in Canada. There are 2.073 million full time workers in the sector. Canadians donate around $9 billion annually.

Canadians make a difference in our country—and around the world.