

CONTRIBUTION & IMPACT 2012-2017



As of September 2017

120,000 CANADIANS REACHED
through in-person activities

21 MILLION FOLLOWERS/SUBSCRIBERS
through digital and print media

The range of **COMPLEMENTARY ACTIVITIES** across the PE&PL project served its objectives well.



AWARENESS

- Art Contest
- Exhibitions
- Social Media



GREATER CAPACITY

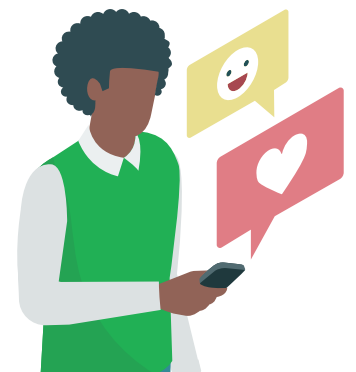
- Teachers Institute
- Workshops
- Media Fellowship

Investing in the connections and relationships with **MULTIPLIERS** paid off



SOCIAL MEDIA

was a successful strategy for increasing reach and awareness



PARTNERSHIPS

were integral to achieving project objective and outcomes



CAPACITY BUILDING

was also integral to ensuring the effectiveness of engagement strategies



89%

reported a positive change in

KNOWLEDGE AND AWARENESS



77% Learning more about international development issues and approaches



76% Having a more positive view of international development



68% Having a better understanding of what it takes to do good work at an international level



65% Having a better understanding of Canada's role in international development



63% Having a better understanding of ways Canadians can get involved in international development



59% Learning more about gender equality issues in international development



93%

reported

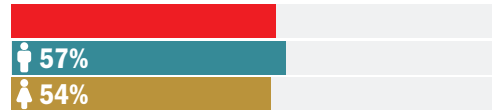
GREATER ENGAGEMENT in activities that support international development



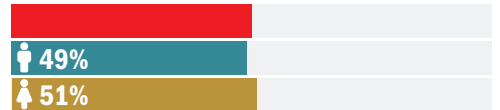
62% Sharing what I learned with family and friends



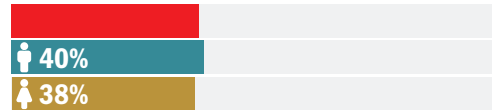
55% Sharing what I learned with colleagues and peers



50% Encouraging others to get involved



39% Donating to an international development organization



32% Applying new ideas/concepts to my work



23% Volunteering for an international development organization



19% Becoming more engaged in new projects



18% Fundraising for an international development organization

