



# Marking 55 Years



# Message from the CEO

Each year, I am more proud to serve as the CEO of Concern Worldwide US, but this year is particularly notable as it marks Concern's 55th Anniversary. This celebration is nothing short of a testament to you, our Ambassadors, who, time and time again, act without hesitation when called upon to make a difference. **With your support, I am so proud to share that we reached 36 million people last year.** Thank you for being the foundation that drives Concern's legacy of dreamers and changemakers who refuse to let the challenges of our time deter us from our vision of a world free from fear, poverty, and oppression.

Our heritage takes us back to Ireland in 1968 when a small group of volunteers were determined to act in the face of famine. They had neither fundraising experience nor a road map to bypassing a military blockade to deliver aid, yet they prevailed. It is their story that I take great pride in, for without them, **CONCERN'S MILESTONE MOMENTS** you will find on page 3 would not be possible. And on page 5, Dominic MacSorley, Concern's Humanitarian Ambassador, shares a personal reflection on his 40 years spent with Concern and the humanitarian challenges of our time:

- The hunger crisis in the Horn of Africa is reaching unimaginable proportions as **23 million people across Ethiopia, Kenya and Somalia** are highly food insecure and face severe hunger and water shortages.
- **Nearly 3 million people have been displaced by the earthquakes in Türkiye-Syria** with an estimated 1.7 million people living in informal settlements, mostly in makeshift shelters or tents with extremely basic living conditions.
- More than 10 million people, including children, living in flood-affected areas of Pakistan **do not have access to safe drinking water.**
- Haitians are living through **one of the worst human rights crises in decades**, with people living in areas under gang control exposed to the highest rate of abuses.

Nevertheless, we at Concern do not look at these challenges and wonder why; we mobilize immediately. **I witnessed such action by our Concern team in Türkiye when visiting families living in tent communities where the earthquake's devastation destroyed entire cities.** As you will see on page 7, responding to emergencies over the decades is in our DNA. And around the world, whether it be supporting mothers seeking therapeutic food for their malnourished babies or trucking water to the most remote drought-affected locations, we find a way to reach the most vulnerable communities and make an impact because of your support.

No matter how often an emergency strikes or the scale of challenges that risk crippling the very operations we build to be sustainable, **your generosity is the fuel that powers our organization of over 4,700 colleagues across 25 countries.** By using the enclosed form to give a gift now, we will continue to make an even greater impact in the years ahead.

With Gratitude,

**CEO**  
**Concern Worldwide US**

# Highlights from 2022

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**16.4 Million** PEOPLE REACHED  
through 76 emergency responses in 2022.

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**8.3 Million** PEOPLE REACHED  
through health and nutrition programs.

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**5.4 Million** PEOPLE REACHED  
through livelihood and financial empowerment programs.

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**1.5 Million** PEOPLE REACHED  
severely affected by drought in Somalia, Ethiopia and Kenya.

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**676,000** CHILDREN REACHED  
with education programs.

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**116,000** PEOPLE REACHED  
with safe water from repairing 50 water systems in South Sudan.

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# 55 Years of Milestone Moments

Concern Worldwide's 55th Anniversary is a time to celebrate some milestone moments – and the stories behind them – that have made us who we are throughout the decades.

## 1968

### BIAFRA FAMINE

In 1968, a small group of concerned men and women launched the grassroots movement called 'Africa Concern' to respond to the Biafra famine. With no experience or training, they gained the trust of a nation through a first-of-its-kind fundraising campaign, which raised the equivalent of \$6 million. They purchased a ship and renamed it the MV Columcille, sailing from Dublin on September 6 for the Portuguese island of Sao Tome on the West African coast. It could not sail directly into a Biafran port because the Nigerian military had captured all Biafran-held seaports. Instead, relief supplies were flown nightly from the island of Sao Tome into Biafra by a unique group of pilots and planes known as "God's airline."



## 1970

### AFRICA CONCERN RENAMED TO CONCERN WORLDWIDE

Cyclone Bhola hits East Pakistan (now Bangladesh), taking the lives of 500,000 people and sparking a civil war of secession from Pakistan. The Bhola Cyclone marked the expansion of Concern's operations internationally, with Africa Concern responding to the crisis and renaming itself "Concern" and, later, "Concern Worldwide."



## 1997

### US SECRETARY OF STATE MADELEINE ALBRIGHT VISITS CONCERN IN RWANDA

Children present soccer balls to US Secretary of State Madeleine Albright during her visit to the Runda transition camp in Rwanda. Concern is helping to repatriate refugees of the genocide, including children orphaned or separated from their parents during the conflict.

**"We all know that saying 'See something, say something.' I have added a line to that: Do something. And the bottom line is that Concern is really doing something."**

**- MADELEINE ALBRIGHT,  
Women of Concern Honoree '18**



# 2022

## CONCERN TREES

On a road in Gowainghat, a region of Sylhet district in north-eastern Bangladesh, rows of trees on either side soar high above the heads of the people walking along it, providing a natural umbrella of shelter from the midday sun across the road. Known locally as the 'Concern Trees,' they've stood in this spot for over 25 years. Following the historic rains and floods in Bangladesh in June 2022, they stood their ground, protecting the road from flash floods, which would otherwise have destroyed the raised route due to the speed and power of the rushing flood waters. The road provides vital access for the local community and would have left people isolated and unable to reach local markets and schools if destroyed.



# 2023

## CELEBRATING 55 YEARS

As we celebrate 55 years of transforming lives around the world, we're not pausing for a moment because we are needed now more than ever. Conflict, climate change, and hunger continue to perpetuate a cycle of extreme poverty that devastates lives worldwide, and we continue to respond with the support of our Ambassador Community.



# 2012

## CONCERN INTRODUCED DIGITAL DATA GATHERING

Concern introduced digital data-gathering devices to conduct farmer surveys in Dwerog Field, Kabudula, Lilongwe District, Malawi. With mobile handheld devices, the data is captured and uploaded through the internet to analyze in Concern's offices.

The speed and accuracy with which the data is available and displayed in surveys allows Concern to make changes to the project based on the information coming through, for example, about pests or crop diseases. With the success of digital data gathering, Concern rolled this innovation out throughout all its countries of operations.



# 2009

## RESPONDING TO PAKISTAN'S INTERNALLY DISPLACED

Concern was first awarded the RAPID Fund by the US government's Office of Foreign Disaster Assistance (OFDA) in 2009 to fund and support local organizations in the immediate aftermath of disasters in Pakistan. Using the funds to build local disaster management and response capacities through over 100 local organizations and disaster management authorities, RAPID is one of the longest donor-funded humanitarian programs in the history of Concern.



# 2000-2007

## FROM PILOT TO GLOBAL PROGRAM: COMMUNITY-BASED MANAGEMENT OF ACUTE MALNUTRITION

Concern partnered with Dr. Steve Collins and his humanitarian research organization Valid to pilot a community-based therapeutic care (CTC) program called Community-Based Management of Acute Malnutrition (CMAM) during a famine in Ethiopia in 2000. While previous famines had resulted in an average child mortality rate of 20%, our pilot community saw just 4.5%. From 2002 until 2006, Concern executed the first large-scale pilot of the program in Malawi. By training community members to identify malnutrition with MUAC tape (which uses the measurement of a child's arm) and treat with Plumpy'nut (a Ready-to-Use Therapeutic Food), the program yielded profound outcomes in coverage, community acceptance, cost-effectiveness, and ultimately lives saved. In 2006, Concern and Valid published a manual on the program, and in 2007, the World Health Organization, UNICEF, and the World Food Program issued a rare joint statement recognizing CMAM as a best practice, setting into motion a transformative approach that is now the global standard.





# 55 Years On

BY DOMINIC MACSORLEY,  
CONCERN HUMANITARIAN AMBASSADOR

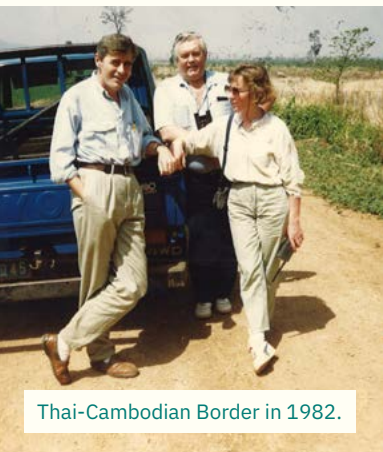


I've been waking up to the security alerts on my phone, telling me which roads in Port-au-Prince are blocked and whether it's safe or even possible to travel. It's a daily reminder of the frustrations, risks, and challenges that the Concern team in Haiti faces to support communities caught up in poverty, hunger, and violence.

Gang violence here is paralyzing the country and obstructing the movement of people, goods, and humanitarian aid. It has fueled the resurgence of

cholera, increased food insecurity to unimaginable levels, displaced 128,000 people in the city alone, and disrupted the education of thousands of children. And yet it is also here where, despite the challenges, **I witness the daily courage of the men and women who work with Concern.** It is tough, demanding work, not without risk, and exemplifies Concern's continued commitment to response, recovery, and development in the world's most fragile environments.

**This commitment is part of Concern's DNA and goes to our very origins in the late 1960s, during the conflict in Biafra that was at the time resulting in the starvation and death of hundreds of thousands of people.**



55 years later, our focus on working where the needs are greatest isn't just a slogan – it defines who we are and where we work.

I started with Concern in 1982 when I joined the team on the refugee camps along the Thai-Cambodian border. While running extensive maternal child health clinics, Concern recognized that not enough was being done for the mental well-being of young people trapped in the camps, so centers that provided sports, drama, and skills training from carpentry to hairdressing were set up. At the time, no other organization was doing work like this, and I was to see this commitment to innovation and new ways of working everywhere in Concern. From piloting a radical new approach to treating malnutrition in Ethiopia that empowered mothers to treat their children at home to being the first to use cash transfers as part of an effective emergency response in Kenya, millions of lives have been saved.

Here in Haiti, we first implemented a bold social and economic inclusion program called 'Graduation' that targets households living in extreme poverty. Using multiple interventions — some as simple as registering a woman for a birth certificate, which in turn allows her to register her land and gives her access to health services — are simple but transformative changes being used across multiple countries to unleash human potential.

So much is being achieved; however, conflict, the climate crisis, COVID-19, and now the cost-of-living crisis driven by the conflict in Ukraine has pushed people back into poverty levels that we haven't seen for 20 years. Famine, something we thought consigned to history, is back, and nowhere is this more evident than in the Horn of Africa. Over 23 million people are estimated to be acutely food insecure in Ethiopia, Kenya, and Somalia. After three years of drought, their ability to cope has been worn to the limit.

Mother Maana with her 18-month-old baby Saabirin in Baanadi hospital in Mogadishu seeking treatment for malnutrition.

**PHOTO:** Gavin Douglas/  
Concern Worldwide



On a recent visit to Mogadishu, I was staggered by the fragility of the children being treated in the intensive care center that Concern is operating with the Ministry of Health. **In my time with Concern, I have seen children die from hunger, and it is always deeply and profoundly shocking. It makes you angry and drives you to do all that is possible to prevent it from happening.** We had already redoubled our efforts in Somalia and across the Horn of Africa, and many children are being saved, but more can and needs to be done. An immediate priority is getting all donors to step up and fund the \$7 billion needed for the Horn of Africa response, of which only 21 % has been met to date.

It was only 5 years ago that the number of people suffering from hunger was under 700 million – the first time in decades, and we must remind ourselves that we do have the knowledge, the technology, the early warning systems, and the resources to prevent and ultimately eliminate hunger in our lifetime. The collaboration and extraordinary action shown during the COVID-19 pandemic that resulted in a massive reduction of suffering and saved countless lives shows how the world can come together, and we urgently need that now.

**Among all the noise and distraction of news and even indifference, we must remember that the extraordinary rise in international humanitarian action is one of humanity's great moral achievements in the last 60 years.** It means that with adequate resources, everyone in the world caught up in crisis stands a real chance of receiving life-saving aid, access to health, protection from violence, and the chance for a better life. In its best form, it embodies our shared humanity — an antidote to the cruelty and devastation of conflict and disasters.

**I've been privileged to work with Concern and in all of the difficult situations, whether it was Rwanda, Darfur, Afghanistan, and today Haiti, it is here in the toughest of places where I don't see just problems, I see above all potential, resilience and the power of the human spirit to overcome.**

40 years on from my time on the Thai-Cambodian border, Concern is providing training, education, and a safe space for a new generation of young people working across the front lines of gang violence towards their vision of peace and stability. We are committed to their future, which is possible through the collective action of the communities, our donors, and the public. When this comes together, it is a forceful driver of change, a defiant statement of human development, dignity, justice, and shared compassion.

Now more than ever, we need this support. Our commitment, as we have held firmly to for the past 55 years, is that we will stay true to our mission, working where the needs are greatest and subscribing to the highest standards of accountability, organizational transparency, and efficiency, standards we have worked hard to achieve. I'm proud to say we can act on this commitment because of you, our Ambassadors.

# 55 Years of Emergency Response

Concern's work started with one emergency response in one country, beginning in 1968, and it has continued for the last 55 years with multiple responses to increasingly complex and compounding emergencies throughout the world.



**1973**

## ETHIOPIA

Images of emaciated children shock the world as a historic famine strikes Ethiopia.



**1968**

## BIAFRA

African Concern is established in response to famine in Biafra and a major relief operation begins.

**1992**

## SOMALIA

Drought and civil war cause a famine in which 300,000 people lose their lives.

1960

1970

1980

1990

**1970**

## BANGLADESH

Concern responds as over half a million people lose their lives to Cyclone Bhola.



**1988**

## SUDAN

Over 300,000 refugees from Ethiopia flee into Sudan in search of food. Concern recruits professional workers for the first time as it scales up relief efforts.



**2004**

## SOUTHEAST ASIA

Nearly 230,000 people lost their lives following the Indian Ocean earthquake and tsunami.





2010

## HAITI

Concern launches its largest-ever emergency response in Haiti – reaching over 1 million people in the first year – after a magnitude 7.0 earthquake strikes Port-au-Prince.

2015

## NEPAL

A 7.8 magnitude earthquake strikes Nepal, killing over 9,000 people.



2020

## COVID-19

As COVID-19 threatened to reverse decades of hard-fought progress to end extreme poverty, Concern remained in the hardest-hit communities to deliver life-saving programs.



2022

## HORN OF AFRICA

Concern scales up its response as droughts accelerate an already-alarming food crisis.

2000

2010

2020

2030

2013

## SYRIA

War in Syria has displaced over 16 million people. Concern's response addresses internally displaced populations and displaced communities in nearby Türkiye and Lebanon.



2022

## UKRAINE

Concern responds to the conflict in Ukraine with supplies and cash assistance to communities in the eastern and southern regions.



2023

## TÜRKIYE & SYRIA

Earthquakes in Türkiye and Syria impact tens of millions, and Concern responds within hours to provide shelter and food.

2017

## BANGLADESH

Hundreds of thousands of Rohingya people seek refuge in Bangladesh.



# Upcoming Events

For more information on our events, please visit [concernusa.org/events](https://concernusa.org/events)

## ANNUAL GOLF OUTINGS

Each year's golf outing is an opportunity to help Concern raise critical funds for our life-saving programming around the world. This year's golf outing will take place at Hamilton Farm Golf Club, Gladstone, NJ on July 10th and another at Chicago Highlands Club, Westchester, IL on July 31st.

## BOSTON RECEPTION

We are thrilled to host Concern's second annual event in Boston at the University of Massachusetts Club on October 26th. If you are located in the New England area, please join us for a festive evening to learn more about how you can support Concern's lifesaving work.

## CONCERN GLOBAL GALA

Experience the power of food this fall. Continuing the tradition of Concern's take on dinner and a show, the Concern Global Gala will be a journey around the globe with music, dancing, and celebration of the human spirit! Mouthwatering flavors come together with the colorful stories of work and life across Concern's program areas with celebrity guests and musical performances.

For more information, to become a sponsor, or RSVP for these events, please email Marisa Maltese Dunnan, Director of Special Events, at [marisa.maltese@concern.net](mailto:marisa.maltese@concern.net).

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# Recently Seen On



# Impact of the Ambassador Community

As an Ambassador, your support greatly increases our capacity to create and implement long-term solutions to extreme poverty and respond quickly to urgent humanitarian needs. You ensure that our global staff go to the hardest-to-reach places so that no one is left behind – and give us the ability to:

- Respond quickly to disasters that never make the news
- Support programs in places that typically receive little donor attention
- Spur innovation and take thoughtful risks that increase the effectiveness of our work

You can give a gift online at [go.concernusa.org/ambassadornewslettergiving](https://go.concernusa.org/ambassadornewslettergiving).

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## BENEFITS OF THE AMBASSADOR COMMUNITY

The Ambassador Program provides committed supporters with personal and in-depth access to the work of Concern. Each level receives the benefits of the preceding levels.

### The Humanitarian Circle

**\$5,000–\$24,999**

- Subscription to the Ambassador Newsletter
- Invitations to program presentations and exclusive Ambassador gatherings
- Recognition in the Annual Report
- Direct access to Concern staff

### The Innovation Circle

**\$50,000–\$99,999**

- Lunch with the CEO
- Private dinners with visiting field staff
- Opportunity to visit a country Concern supports with a senior team member

### The Transformation Circle

**\$25,000–\$49,999**

- Direct access to Concern's program experts
- Lunch with a senior team member
- Opportunity to visit a country Concern supports

### The Leadership Circle

**\$100,000+ per year**

- Lunch with the Board Chair and CEO
- Private dinners with visiting country directors
- Opportunity to visit a country Concern supports with the CEO
- Custom benefits to reflect your interests

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## YOUR LEGACY: A BETTER WORLD

We all dream of a better world – not just for the people we love, but for people everywhere – and your generosity helps make that future possible. There are many ways our dedicated supporters help empower future generations. We would be honored to help find the right way for you to make eliminating extreme poverty part of your lasting legacy, whether that be through a bequest in your will or a beneficiary gift of life insurance, retirement plans, donor-advised funds, or accounts. Please contact us or visit [concernusa.org/legacy](https://concernusa.org/legacy) to learn more about how you can include Concern in your estate plans.

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worldwide US

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