



mothers2mothers QUARTERLY IMPACT REPORT

1 October 2023 - 31 December 2023



The Big Picture (as of 31 December 2023)

13,224,626

Index Clients* reached with direct services since 2002



Number of Mentor Mothers currently employed by m2m

910



Number of Mentor Mothers employed since 2002

11,947

Clients reached by eServices since inception (April 2020)

496,748 **

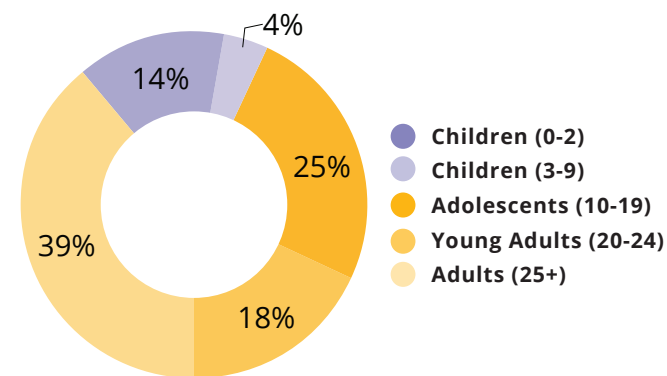
Three Key Takeaways From This Quarter

- Annual New Client Reach Targets Exceeded:** Despite revenue challenges which led to the downsizing of our footprint in certain countries, we surpassed our annual goal by enrolling 557,384 new clients (target: 441,073). Our support for adolescent girls and young women underpinned this achievement, with 146,893 new clients enrolled against a target of 60,457.
- Revenue Remains Challenging:** Conflict, political instability and partisanship, and economic shocks continued to affect the donor landscape, leading us to report annual revenue of 24% under budget. These effects are being felt across the not-for-profit landscape and we are responding with a dual focus on cost control alongside resource mobilisation and diversification.
- New Partnership Aligned with Strategic Plan:** This quarter, we secured a new, partnership with GlaxoSmithKline Plc (GSK). Thanks to this partnership, we will be integrating services for TB and Malaria into our work in Lesotho and Uganda—a development closely aligned to our strategic plan.

Number of New Clients Reached (Direct Service Delivery) Q4 2023	Q3 2023	Q4 2023	Progress Towards 2023 Targets		
	m2m Actuals***	m2m Actuals***	Annual Target	Cumulative Reach (Year To Date)	% Target Reached*** (Preliminary)
Children (0-2)	21 024	16 097	70 729	77 167	109%
Children (3-9)	3 155	4 706	28 419	28 908	102%
Adolescents (10-19)	18 887	29 050	60 458	146 893	243%
Young Adults (20-24)	25 343	20 580	77 203	90 498	117%
Adults (25+)	48 953	44 407	204 264	213 917	105%
TOTAL	117 362	114 840	441 073	557 384	126%

Our In-Person Service Reach in Quarter 4: A Closer Look	Our Reach this Quarter***	Our Reach this Quarter***	Annual Target	Cumulative Reach (Year To Date)	% Target Reached*** (Preliminary)
Adolescents and Adults (disaggregated by HIV status) Newly Enrolled					
HIV-positive 10+	26 693	38 392	145 230	133 312	92%
HIV-negative 10+	49 388	43 361	162 465	239 164	147%
Unknown Status at enrolment / status not documented 10+	19 401	11 824	34 697	86 955	251%
Subset of total: Clients 10+ reached by HIV status	95 482	93 577	342 392	459 431	134%
Children Ages 9 and Under (disaggregated by HIV exposure/status) Newly Enrolled					
HIV-exposed children 0-2	7 593	5 425	26 339	23 213	88%
HIV-unexposed children 0-2	12 568	9 375	35 006	47 005	134%
Children 0-2 of unknown exposure / exposure not documented at enrolment	25	46	2 953	255	9%
HIV-positive children 0-9	630	1 205	527	5 219	991%
HIV-negative children 0-9	157	199	15 669	8 928	57%
Children 0-9 of unknown status at enrolment or status not documented	907	2 619	18 187	10 940	60%
Subset of total: Children 0-9 reached by HIV exposure and HIV status	21 880	18 869	98 681	95 560	97%

New Clients Enrolled by Age (Q4 2023)



* Index clients: HIV-positive and HIV-negative pregnant women, new mothers, as well as HIV-exposed and unexposed children under 2 years old. Reached = received one or more m2m service including: Prevention of Mother-to-Child Transmission; Reproductive, Maternal, Newborn, and Child Health; Early Childhood Development; and Adolescent Health

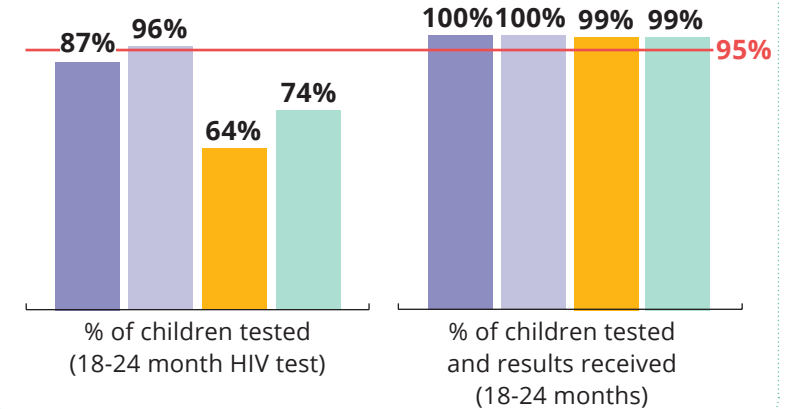
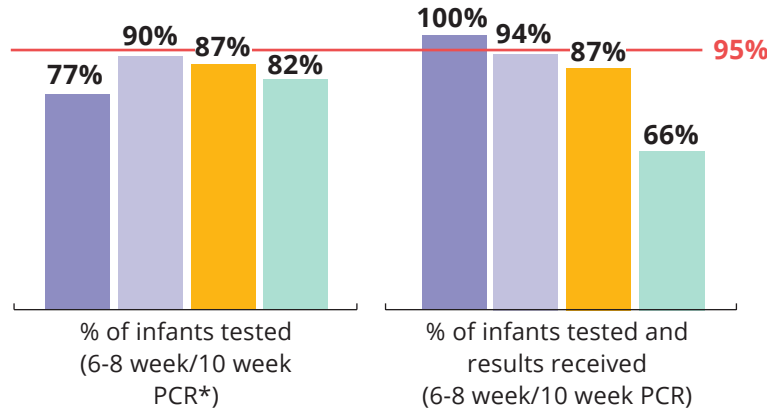
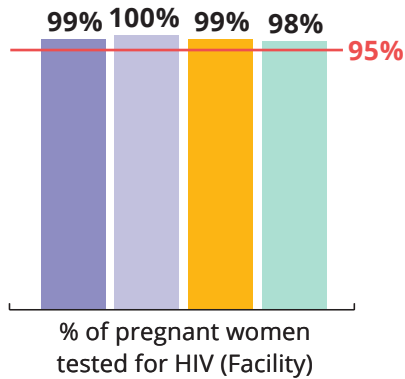
** eServices refer to both Peer Services delivered by phone and our automated Virtual Mentor Mother Platform (VMMP). Peer via phone services were rolled out by 15 April 2020, and a total of 442,197 clients have been reached through this channel. The VMMP was soft launched, in English only, on 10 June 2021, and by the end of Q4 (2023), 54,551 clients enrolled for this service.

*** Preliminary results, subject to further data audits

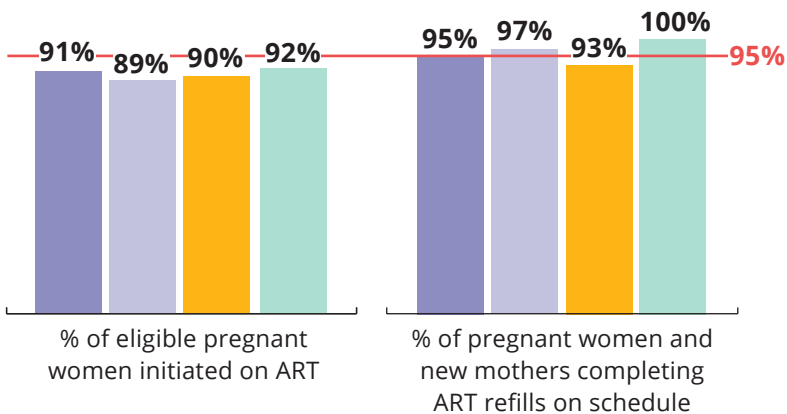
Progress Towards the Three 95s

1st 95 - Know Your Status

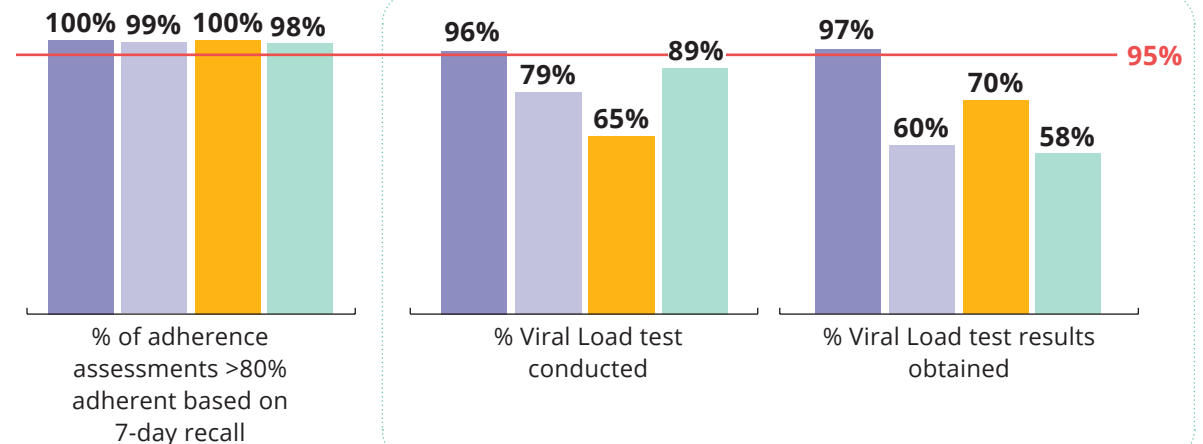
● Q4 2023 ● Q3 2023 ● Q2 2023 ● Q1 2023 — Target



2nd 95 - On Antiretroviral Therapy



3rd 95 - Adherent and Virologically Suppressed



* PCR = Polymerase chain reaction test—a highly sensitive and accurate test for early detection of HIV infection. It is administered at different times in different countries, depending on national guidelines.

Highlights by Country This Quarter

This quarter, we made significant strides towards integrating additional health areas into our model—a key focus of our 2022-2026 Strategic Plan. We rolled out offerings to tackle TB, cervical cancer, and malaria in Lesotho, Malawi, Zambia, and Uganda, ensuring that vulnerable families have access to critical primary health services they need.

Meanwhile, our dedication to ending HIV remains strong as we intensify efforts in countries with stubbornly high transmission rates, like Angola. Mentor Mothers continue to employ innovative strategies, ensuring people access essential HIV care and related health services—and stay in care—with a focus on pregnant and breastfeeding women and adolescents. In Ghana, we have also made progress in changing attitudes and behaviours around sexual reproductive health and HIV by implementing activities designed and targeted at adolescent girls and boys.

Throughout this year, our focus on strengthening health systems has yielded significant successes. m2m has emerged as a respected thought leader and partner to governments and stakeholders. Leveraging our expertise in peer-led, community-focused approaches, we've made notable contributions to local policies in Malawi, Kenya, and Tanzania and with global platforms like UNGA and through African Union agencies.

Looking ahead to 2024, m2m remains dedicated to advancing healthcare, forging partnerships, and empowering communities as we work towards a future where health for all brings opportunity for all.



Highlights by Country This Quarter (Continued)

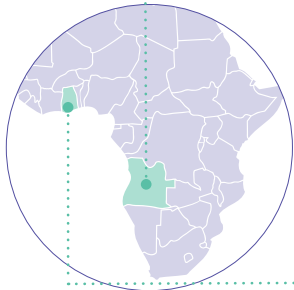


ANGOLA

New Clients Enrolled: 2,306

Mentor Mothers Employed: 12

- This was a quarter of transition for Angola, as we wrapped up one project, and began a new one. As the USAID-supported RISE II mechanism came to a planned end—we wrapped up work undertaken through this project and held an event to celebrate achievements. RISE II aimed to combat HIV/AIDS, improve family health, and strengthen health systems through the employment of paid, professional community health workers. Since 2019 (when RISE II launched in Angola), 85 Mentor Mothers were trained and employed through the project and 26,598 contacts had been tested for HIV, with 2,519 testing positive. Of the 2,519 clients who tested positive for HIV, 89% (2,239) were linked to antiretroviral treatment (ART). Beyond HIV, Mentor Mothers educated and screened 13,810 clients for malaria (576% achievement against target) and supported the Government of Angola's COVID-19 vaccination campaign by helping 88,351 people vaccinate against COVID-19 (160% above target).
- We recruited and trained 12 Mentor Mothers in Huambo province. These community health workers are now stationed at three health facilities and in surrounding communities, focused on providing HIV testing and prevention of mother-to-child transmission of HIV (PMTCT) services to pregnant and breastfeeding women, their children, and their families. During the initial two months of the programme, the Mentor Mothers tested 467 clients for HIV, with 21 of these clients testing positive. All newly identified positive cases were promptly linked to treatment, surpassing the UNAIDS target of 95%.



GHANA

New Clients Enrolled: 4,265

Mentor Mothers Employed: 35

- To achieve sustained improvements in health outcomes, it is vital that clients not only have access to the care they need, but that they also remain engaged and adhere to treatment. In Ghana, Mentor Mothers are ramping up efforts in reproductive, maternal, newborn, and child health (RMNCH) and HIV services to ensure consistent care for pregnant and breastfeeding mothers, children, and their families. They are employing various Active Client Follow-Up (ACFU) strategies like text messages, peer phone calls, and thorough tracing within households and communities to improve retention in care. Missed appointments decreased from 118 in October 2023 to 58 in December 2023 and there has been a steady increase in clients returning to care—in October, out of 282 clients followed up, 121 (58%) returned to care, by December, out of 578 clients followed up, 405 (70%) returned to care.
- As part of World AIDS Day events in December, m2m Ghana—in partnership with the Ga West Municipal Directorate for Health—hosted a quiz competition on HIV/AIDS, aimed at enhancing adolescent knowledge and understanding on HIV. One hundred students from two competing senior high schools in the municipality participated in the quiz competition which was the first of its kind. Event organisers which included teachers, school health education programme coordinators and m2m staff, hailed the event an overwhelming success. In their feedback on the event, students noted that the session was informative and taught them about safe sexual health practices.

Highlights by Country This Quarter (Continued)



KENYA

New Clients Enrolled: 0*

Mentor Mothers Employed: 0*

- m2m Kenya continues to provide health system strengthening support through the Born to be Healthy project as part of a consortium led by Medicus Mundi Italia (MMI). As part of this initiative, m2m has trained 26 Mentor Mothers and 25 Community Health Promoters (CHPs), empowering them to offer additional health services such as education, screening, and treatment referrals for diseases like TB and cervical cancer at six health facilities in Nairobi city. Mentor Mothers are based at local clinics and communities, while CHPs operate at the community level, identifying and connecting families with healthcare services. Since August 2023, a total of 2,221 new and returning clients have been screened for TB, and 432 women have undergone cervical cancer screening. All clients received adherence and psychosocial support and were appropriately linked to health services. This aligns with our strategic goal of leveraging our peer-led model to deliver primary healthcare services to tackle life-threatening health issues that pose major risks for people living with HIV.

**Under the MMI project, we do not employ any Mentor Mothers. m2m is only providing technical assistance and is not directly enrolling new clients under the programme.*

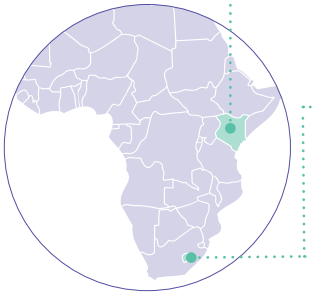


LESOTHO

New Clients Enrolled: 21,059

Mentor Mothers Employed: 70

- In a significant development for m2m, we are launching a pioneering project in Lesotho to address the TB burden in the country. Lesotho is officially listed as a “high-burden” TB country by the World Health Organization, and this project marks the first time m2m Lesotho will operate a standalone initiative specifically integrating TB services within our broader HIV and family health services. This quarter, we secured funding from GlaxoSmithKline Plc (GSK), and engaged with the Ministry of Health to lay the groundwork for implementation, which will begin in February 2024. We will be using our peer-led model to reach clients directly with a combination of integrated clinical services and peer support—we will hire eight community health workers and nurses who will provide specialised services to approximately 6,180 clients over a 12-month period. Simultaneously, we will engage in health system strengthening and raising community voices. Our goal is to decrease TB incidence and associated morbidity and mortality rates, as well as prevent and treat other conditions such as HIV, Cervical Cancer, and hypertension. This is an exciting development aligned to our 2022 – 2026 Strategic Plan—stay tuned for updates!
- m2m Lesotho is partnering with the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) for the Providing Universal Services for HIV/AIDS (PUSH) Project. The project’s goal is to expand family-centred HIV/AIDS care and treatment services in health facilities and reduce mother-to-child transmission of HIV through the provision of integrated and comprehensive PMTCT services. To achieve this, m2m has employed 58 Mentor Mother Coordinators (MMCs) to implement the Mentor Mother Model and conduct targeted HIV Testing Services (HTS) in three districts—Maseru, Mofale’s Hoek, and Mafeteng.



Highlights by Country This Quarter (Continued)



MALAWI

New Clients Enrolled: 29,755

Mentor Mothers Employed: 46

- To improve the identification and management of children aged 0-3 who do not meet their development milestones, m2m facilitated training of Community Mentor Mothers and Peer Mentors to provide services such as counselling and education on positive parenting and early stimulation. Since the training in November 2023, Community Mentor Mothers have identified 10 children with conditions such as cerebral palsy, Down syndrome, and spina bifida at m2m facilitated playgroup sessions. Mentor Mothers referred these children to specialists for care and treatment and provided education and support to their caregivers.
- In line with our commitment to strengthen health systems, m2m supported the development of Malawi's National Community Health Framework (2023-2030) through policy input and practical advice. The framework is a comprehensive guide for strengthening community health systems in Malawi, providing implementation guidelines across thematic areas such as health service delivery, human resources, and community development & participation—all essential building blocks to deliver an effective community health strategy. We were delighted to work collaboratively on this initiative with our peers in the Community Health Impact Coalition—including Last Mile Health, Wandikweza, Partners in Health, and Village Reach—and proud to have our contribution acknowledged by the Malawian President—Lazarus Chakwera—during the national launch in October.

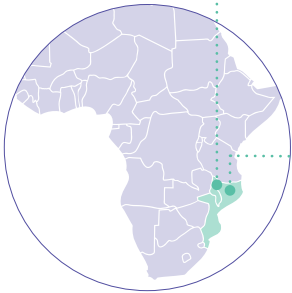


MOZAMBIQUE

New Clients Enrolled: 12,637

Mentor Mothers Employed: 376

- m2m concluded a six-month nutrition and food security pilot project as part of the WFP Innovation Accelerator Sprint Program. This initiative was specifically designed to improve nutrition outcomes for pregnant and breastfeeding women who are either living with or are at risk of HIV, as well as their families. The project involved the training of 70 individuals, including 48 Mentor Mothers and 15 health providers from the Ministry of Health, through a comprehensive Training of Trainers programme focused on culinary demonstrations. These Mentor Mothers were subsequently deployed to lead cooking demonstrations and provide education to clients regarding the importance of optimal nutrition and how to prepare nutritious meals using locally available ingredients. These sessions aimed to dispel myths, habits, and beliefs that contribute to malnutrition. A total of 1,035 participants attended the culinary school sessions, with an impressive 93% completion rate, as 958 participants completed the full package of five sessions. Overall, the project has made significant strides in promoting food security and nutrition education within the target communities.
- Leveraging our peer-based model, Mentor Mothers under the CDC/PEPFAR funded project, supported 32,367 pregnant and breastfeeding women living with HIV across Zambezia, Nampula, and Cabo Delgado Provinces through health services as well as psychosocial support and education. This resulted in reduced mother-to-child transmission risks and fostered a supportive environment. This quarter, the project witnessed a 5.3% surge in attendance for first ANC visits, marking a total of 32,367 women accessing essential antenatal care services. Remarkably, all women with previously unknown HIV status, totalling 30,375, underwent testing at ANC, resulting in a 2.4% positive rate. All newly diagnosed HIV-positive ANC clients were promptly initiated on life-long antiretroviral treatment, a significant achievement in strengthening the uptake of ARTs and mitigating transmission risks.



Highlights by Country This Quarter (Continued)



SOUTH AFRICA

New Clients Enrolled: **15,793**

Mentor Mothers Employed: **298**

- The Project AMPLIFY initiative, aimed at enhancing the health and well-being of gay, bisexual, and other men who have sex with men (GBMSM) in South Africa, has evolved into a proof-of-concept study. This study focuses on assessing the effectiveness of our peer-based model for this core client group, which aligns with our strategic plan for 2022-2026. By December, three research assistants conducted initial assessments with 338 GBMSM and 195 family members at project sites in Khayelitsha and Gugulethu in Cape Town. Life Peer Mentors, who are MSM living with HIV, are now providing peer education on topics such as gender, sexuality, HIV/TB/STI prevention, and psychosocial support through household visits, phone calls, and support group sessions. This engagement will continue for the next year. Following this period, an endline evaluation will be conducted by m2m to assess the impact of our interventions on participants, which will inform future programming decisions.



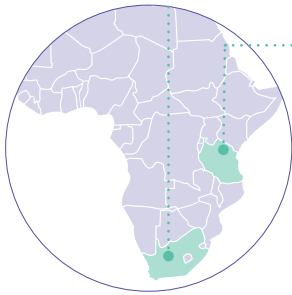
TANZANIA

New Clients Enrolled: **7,478**

Mentor Mothers Employed: **0***

- m2m Tanzania celebrated the successful conclusion of the four-year USAID-funded RISE II project, aimed at enhancing the government and its partners' capacity to deliver high-quality prevention of mother-to-child transmission of HIV (PMTCT) continuum of care support services. m2m supported the Ministry of Health (MoH) with the development of the Operational Framework for community PMTCT of HIV, which has since been launched and is now guiding service delivery nationwide.
- During the project period, m2m initiated direct service delivery, deploying 34 Mother Champions to 10 integrated sites in Morogoro, reaching 12,909 pregnant and breastfeeding women, 5,258 HIV-exposed infants, and 3,789 male partners. m2m exceeded the UNAIDS 95-95-95 goals, with 99.9% [23,036] of pregnant women tested for HIV at the first ANC visit, 100% [1,103] initiated on antiretroviral treatment (ART), and 97% [2,687] achieving viral suppression.
- Although RISE II has now ended, m2m will continue to support health system strengthening efforts in Tanzania, providing technical assistance to the MoH to address the critical issue of vertical HIV transmission. We will also continue to actively further collaborations to enhance direct service delivery efforts in Tanzania, contributing significantly to broader public health goals and outcomes.

**m2m is supporting the Ministry of Health with health systems strengthening efforts and concluded direct service delivery by the end of September with the completion of the RISE II programme.*



Highlights by Country This Quarter (Continued)



UGANDA

New Clients Enrolled: **20,144**

Mentor Mothers Employed: **44**

- In November, m2m actively took part in the Uganda National Digital Health Conference organised by the Ministry of Health in Kampala. This conference brought together leaders, policymakers, researchers, innovators, and funders to discuss ways to improve Uganda's health systems using digital solutions. At the conference, m2m presented on the potential benefits of integrating Mentor Mothers into these efforts, which received significant interest and positive feedback. As a result, we were invited to participate in the Health Sector Digitisation Coordination Meeting, recognising the potential of our peer-based approach to strengthening community-level health systems to achieve health for all.
- In 2024, m2m Uganda reached 169% of its annual client reach target. Through our Mentor Mothers working in health facilities and communities in 2023 we reached and served 103,437 children (0–9 years old), adolescents and young people (10–24 years old), pregnant and breastfeeding women, and other programme-supported community members against a target of 61,206. The strong multi-sectoral approach that supports involving and working closely with existing government community structures underpinned this success.

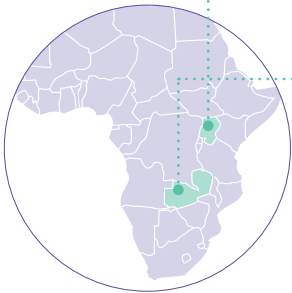


ZAMBIA

New Clients Enrolled: **1,404**

Mentor Mothers Employed: **28**

- The linkage of adolescents to economic skills and opportunities is a crucial aspect of holistic youth development. m2m Adolescent Peer Mentors successfully linked 10 adolescents to government-sponsored livelihood opportunities. These include seven adolescent girls and young women (AGYW) who were linked to study food production courses. One AGYW client was sponsored to study tailoring and design and two adolescent boys and young men (ABYM) have been sponsored to study metal fabrication. Empowering adolescents with economic skills not only contributes to their financial well-being but also enhances their overall resilience and ability to make positive life choices.
- Mentor Mothers, working under the ViiV-funded project, achieved an HIV retesting rate of 99% for adolescent girls and young women (AGYW). Out of the targeted 1,902, a total of 1,896 pregnant and breastfeeding AGYW underwent HIV retesting. This proactive approach aims to identify women who may seroconvert after the initial test, allowing timely measures to be implemented to reduce mother-to-child transmission of HIV. This commitment aligns with the guidelines established by both the World Health Organization (WHO) and the Zambia national guidelines on the prevention of mother-to-child transmission (PMTCT), which advocate for HIV-negative pregnant women and breastfeeding mothers to undergo HIV tests every three months.
- In the Iteshi-Tezhi District, Mentor Mothers have played a crucial role in conducting Early Infant Diagnosis (EID) testing for HIV-exposed infants (HEI), an essential step in the timely initiation of life-saving treatment for HIV-positive infants and in preventing mother-to-child transmission (PMTCT) for HIV-negative infants. During the period reviewed, a total of 248 HEIs were tested, representing 97% of the annual target of 256, with all tests yielding negative results. This outcome underscores the success of PMTCT interventions, where a negative status following confirmatory EID testing stands as the desired paediatric outcome.



Combined Financials (m2m Global) 2023

<i>Amounts in USD</i>	2023 Annual Budget (AB)	Total Provisional at end of Dec-23	Amount Variance	Percentage Variance
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TOTAL - ALL SOURCES

Opening Net Assets	39 154 249	39 154 249	-	
Revenue	30 015 100	22 807 343	(7 207 757)	-24%
Expenditure	31 823 165	25 958 729	(5 864 436)	-18%
Change in Net Assets	(1 808 065)	(3 151 386)	(1 343 321)	74%
Closing Net Assets	37 346 184	36 002 863	(1 343 321)	-4%

RESTRICTED FUNDING

Opening Net Assets	4 678 821	4 678 821	-	
Revenue	23 947 150	18 242 528	(5 704 623)	-24%
Expenditure	22 000 798	17 701 414	(4 299 384)	-20%
Change in Net Assets	1 946 352	541 114	(1 405 238)	-72%
Closing Net Assets	6 625 173	5 219 935	(1 405 238)	-21%

UNRESTRICTED FUNDING

Opening Net Assets	34 475 428	34 475 428	-	
Revenue	6 067 950	4 564 816	(1 503 134)	-25%
Expenses	9 822 367	8 257 315	(1 565 052)	-16%
Change in Net Assets	(3 754 417)	(3 692 499)	61 917	-2%
Closing Net Assets (Unrestricted)	30 721 011	30 782 929	61 917	0%

During this quarter, ongoing global political and economic uncertainty continued to influence the priorities of donors, leading to increased competition for limited funding opportunities. This pattern has been consistent since 2022 and has persisted into 2023. As a result, our revenue for the year ending December 31, 2023, amounted to \$22.8 million, which is 24% lower than our initial projections at the beginning of the year.

In line with this revenue shortfall, we have been prudent in resource allocation. Our total expenditure at year-end amounted to \$25.9 million, representing an 18% decrease from our projected spending. Programme costs accounted for 84% of our overall expenses. By the end of the year, we maintained reserves of \$37.4 million, of which \$31.3 million was unrestricted. Looking ahead to 2024, our primary financial objective remains revenue growth and diversification.

Q4 Fundraising Highlights

In November, m2m hosted The Inaugural Mothers' Ball—the first in a five-year annual Gala series. Taking place at V&A South Kensington in London, the event attracted around 400 attendees, the vast majority new contacts for m2m, and was a critical springboard to forge new partnerships and connections, as well as raising significant unrestricted resources.

m2m is excited to announce a new partnership with GlaxoSmithKline Plc (GSK). This new partnership will focus first on building commitment and capacity to end tuberculosis and malaria in Lesotho and Uganda. Over the next year, our partnership will see m2m deliver direct, integrated health services as well as health system strengthening to overcome barriers to knowledge, access, and treatment to these preventable and life-threatening diseases.

As one of m2m's longest-standing partners, we were delighted that The Starr Foundation renewed their commitment to m2m with an unrestricted six-figure gift at the end of Q4 that will continue to fuel the rollout of our strategic plan.

Reflections on 2023 from mothers2mothers

2023 has been a year of growth and impact for mothers2mothers (m2m)—from embarking on new collaborations with long-term partners to launching an award-winning campaign and raising the voices of women on the frontlines on global and national stages. Perhaps most exciting has been watching our ambitious five-year strategic plan, which launched last year, take flight and start delivering results. Thanks to this plan, we are responding to our clients' changing needs by expanding into new and enhanced programme areas, and deepening our partnerships with governments to strengthen health systems.

At the heart of our strategic plan are paid, trained, and recognised female community health workers (CHWs) delivering integrated primary health care to end HIV, tackle health challenges that pose greater risks to those living with HIV, and achieve health for all. This is core to everything we do. For 22 years, m2m has demonstrated that mothers living with HIV working as paid, professional CHWs can prevent and treat HIV and related diseases with transformative results for their communities and themselves. Throughout the year, we made the case to decision- and policy-makers at the highest levels that paid female CHWs must be integrated into formal health systems to ensure everyone, everywhere can access essential care. Furthermore, our new impact data demonstrate that our strategic plan can deliver impact at scale and prove what we see every day—when women lead, communities get what they need.

Here are our top 10 highlights of 2023:

#1 Taking a Stand on the Global Stage: We took m2m's work to the world during the 78th United Nations General Assembly (UNGA) week in New York in September. Among the highlights—m2m CHWs advocated in multiple high-level spaces for community-led solutions and more paid, professional, and fully digitalised female CHWs to deliver health for all. UNGA was the culmination of a year of advocacy efforts, including m2m Spokeswoman and Strategic Project Officer, Babalwa Mbono, delivering a statement on the critical contribution of CHWs on the floor of the UN at the Multi-Stakeholder Hearings in May.

#2 National Success: In February, we were delighted to participate in the launch of Uganda's first ever National Community Health Worker (CHW) Strategy—which we helped to shape through our close partnership with the Ugandan Ministry of Health. The strategy recognises the potential of paid and supported CHWs to achieve universal health coverage by delivering integrated primary health care in their communities.



In Focus (Continued)

#3 Enhanced Programme Areas: m2m was selected to participate in the World Food Programme (WFP) Innovation Accelerator Sprint Programme in Mozambique, to improve nutrition and food security for thousands of people with (or at risk of) key vulnerabilities for malnutrition—like HIV and tuberculosis—in Cabo Delgado province. We also expanded our Project AMPLIFY initiative in Western Cape, South Africa, to address the unique health needs of men who have sex with other men (MSM).

#4 New Strategy, Notable Results: We were proud to share the results of our 2022 Annual Programme Review, which reflect the first year of implementation of our ambitious five-year strategic plan. The report showed that we achieved continued impact at scale, contributed to the global goal of ending HIV/AIDS, improved health and opportunity for women and families, and made notable progress in addressing health challenges that pose greater risks to individuals living with HIV, such as tuberculosis, cervical cancer, and malaria.

#5 Taking the Spotlight: m2m co-hosted a side event with long-time partner Cartier Philanthropy at Women Deliver 2023—one of the largest multi-sectoral convenings for gender equality, which took place in Kigali, Rwanda in July. The event featured powerful accounts from individuals who are dedicated to making gender equality a reality by 2030, including m2m Spokeswoman Esther Mamba from South Africa.

#6 The Power of Partnership: m2m embarked on a collaboration with another long-standing partner—hosting three MSD employees as part of the MSD Richard T. Clark (RTC) Fellowship for Global Health, a three-month pro bono programme designed to harness the skills and talents of MSD employees worldwide. We also celebrated a decade-long partnership with Gucci.

#7 Addressing the Impact of Extreme Weather Events: Our peer-based model proved its effectiveness in responding to extreme weather events. Earlier this year, Cyclone Freddy had a significant impact on health and livelihoods in the Mulanje region of Malawi. Working in a post-disaster setting, 58 Mentor Mothers played a crucial role in identifying vulnerable populations, ensuring they received the necessary health services, and were reintegrated into care. Among m2m's notable results: 6,960 pregnant and breastfeeding women living with HIV went back on treatment; 3,264 HIV-exposed children and adolescents were identified and referred for appropriate services; and 6,670 parents and caregivers were supported to ensure their children accessed critical child health services. With the climate crisis making extreme weather events more likely, we have proven our ability to help respond.



In Focus (Continued)

#8 Award-Winning Campaign: m2m partnered with U.K.-based creative agency, RAPP, to develop a tactic that tackles head-on dangerous myths and misinformation plaguing adolescent girls and young women in Ghana. The result was “Don’t Buy It.”, a market stall in Accra’s busiest market for one week that sold “nothing but the truth.” The stall carried popular products such as shower gels and sunglasses, but with a twist—none were for sale, and all carried myth-busting messages. m2m Mentor Mothers hosted the stall, providing advice to their peers and a safe place to talk; and there was even a place set aside for private, on-the-spot HIV testing, and confidential counselling. In just seven days, the stall’s myth-busting messages reached hundreds of thousands of people in Ghana—and the campaign recently received two awards from the U.K. Data and Marketing Association, Gold in the Brand Experience category and Silver in the Health and Wellness category.



#9 The Power of Mothers: We capped off the year with The Inaugural Mothers’ Ball, an unapologetic celebration of the power of mothers, showcasing the rich diversity, creativity, and excellence of the African continent. Taking place at the V&A South Kensington in London, the event was hosted by m2m Ambassador Sabrina Elba, and featured performances by The Kingdom Choir, Grace Carter, and DJ Cuppy. With around 400 people in attendance, it was a triumphant end to the year and a fantastic platform on which to build as it becomes an annual event.

#10 You: We couldn’t have achieved any of this without the tremendous support of our new and long-standing donors, supporters, and partners. We are incredibly grateful for your support and for joining us to create a fairer, healthier future for everyone, everywhere.



