

# ANNUAL REVIEW

ONE

# 2021



LET US  
STAND IN  
SOLIDARITY  
FOR ALL OF  
HUMANITY

TOGETHER  
WE CAN

IF YOU WANT  
TO GO FAST,  
GO ALONE.  
IF YOU WANT  
TO GO FAR,  
GO TOGETHER.

WE  
ARE  
ONE

STRENGTH



UNITED  
WE MUST  
STAND

THE FIRST  
STEP IN THE  
EVOLUTION  
OF ETHICS IS  
A SENSE OF  
SOLIDARITY  
WITH OTHER  
HUMAN  
BEINGS

SOLDARITY  
FOREVER.  
FOR THE UNION  
MAKES US  
STRONG

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## ABOUT ONE

We believe the fight against poverty isn't about charity, but about justice and equality. Whether lobbying political leaders in world capitals or running cutting-edge grassroots campaigns, ONE pressures governments to do more to fight extreme poverty and preventable disease, particularly in Africa, and empowers citizens to hold their governments to account. ONE's supporters are crucial to this work. They come from every walk of life and from across the political spectrum. They're artists and activists, faith and business leaders, students, and scientists. They take action day in, day out — organizing, mobilizing, educating, and

advocating so that people will have the chance not just to survive, but to thrive. ONE teams in Abuja, Berlin, Brussels, Dakar, Johannesburg, London, New York, Ottawa, Paris, and Washington DC educate and lobby governments to shape policy solutions that save and improve millions of lives — and which every year are under threat from cuts and other priorities. Co-founded by Bono and other activists, ONE is strictly nonpartisan. ONE is not a grant-making organization and does not solicit funding from the public or receive government funds. ONE is funded almost entirely by foundations, individual philanthropists, and corporate partners.



# 2021 IN NUMBERS



**304,968**  
USERS MOBILIZED TO ACTION

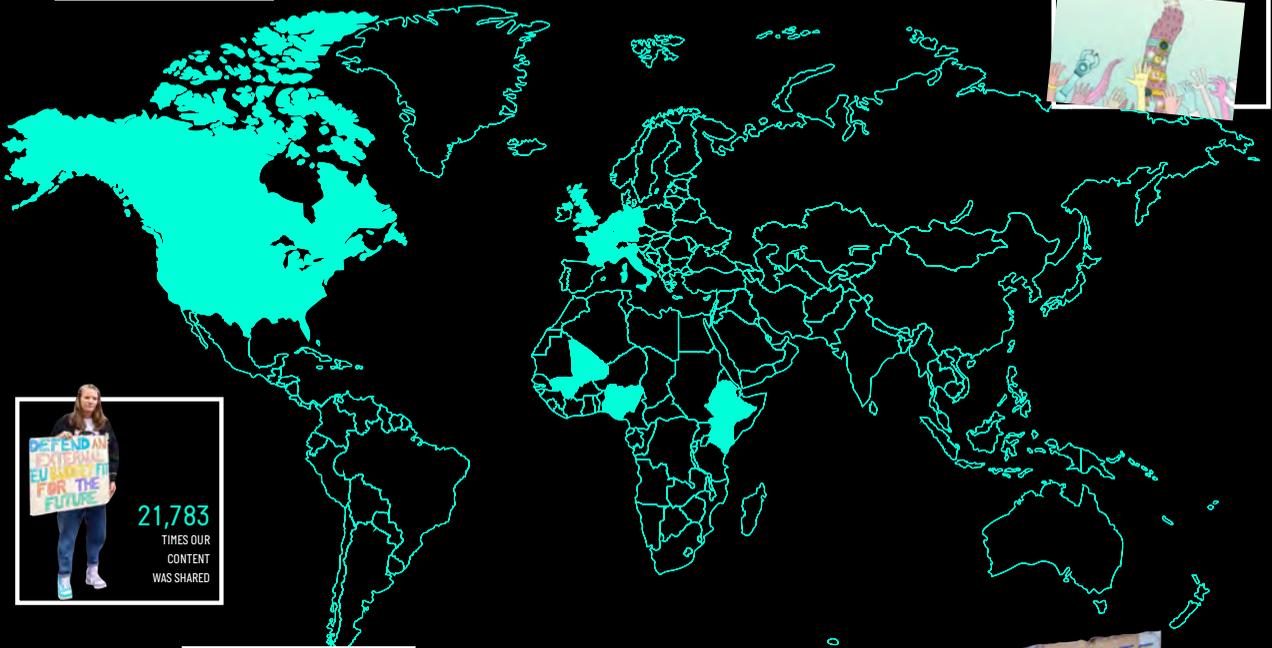
**154,724**  
NEW SUPPORTERS WHO JOINED THIS YEAR



**648,972**  
ACTIONS TAKEN BY USERS



**18,688,760**  
PEOPLE OUR SOCIAL CONTENT REACHED

**21,783**  
TIMES OUR CONTENT WAS SHARED



**12,397**  
PIECES OF MEDIA GENERATED



**1,000**  
ACTIVISTS WE CAMPAIGNED WITH

**38 342**  
PERSONNES DEMANDANT PLUS D'EFFORTS DU FIF DE PARTAGER LES DOSES DE VACCIN COVID-19 AVEC LES PAYS PAUVRES



**5,500+**  
ONLINE AND OFFLINE ACTIONS TAKEN BY GLOBAL ACTIVISTS



**13**  
COUNTRIES AND CONTINENTS FROM WHICH GLOBAL ACTIVISTS WERE FROM

## LETTER FROM THE CEO AND BOARD CHAIR

In early 2021, most of the world was in a terrible holiday-fueled surge of COVID cases and illness. Highly effective vaccines were beginning to roll out in some high-income countries, offering a glimpse of hope. But it didn't take long for hope to be dashed in many places, as round after round of vaccines were hoarded by a few countries, enough to cover three-, four-, even five-times their populations. Lower-income countries and COVAX – set up to ensure vaccines were distributed more evenly around the world – were left with nothing.

That reality - that inequity - fueled the pandemic and exacerbated the spread of illness, economic harm, and new variants. At ONE, driven by these realities and our mission to end extreme poverty and preventable disease, we campaigned – simultaneously – on three fronts. We fought, first, for an equitable global response to the COVID-19 pandemic; second, for a balanced global economic recovery and the targeting of critical resources to counter the economic shocks to African economies and communities; and third, for a sustained focus on core, pre-pandemic priorities – education, the fight against HIV-AIDS, and robust donor development budgets.

We had to adapt, finding new ways to connect, influence, and raise the alarm...while stuck at home for a second year. (RED), while maintaining a focus on the fight against HIV/AIDS, deployed Code (RED) to support action against the pandemic by the Global Fund for AIDS, TB, and Malaria and COVAX. Our global activists – in North America, Europe, and Africa – continued to train and campaign by Zoom. We generated media attention and award-winning content. Thankfully, we were able to maintain a steady drumbeat to garner the public's attention and focus the minds of policymakers.

We also continued to grow as an organization, upping our game on internal operations, marshalling data to drive our policy asks and our tactics, and, importantly, focusing on the health and well-being of our team as we lived through another year shaped by the constant presence of an ongoing pandemic. The strength of our advocacy and operations earned supplemental financial support from some of the world's biggest foundations to mount a bolder, louder, and more impactful response to the pandemic.

Credit for the success we achieved in 2021 goes to the ONE and (RED) teams, and much of the credit for leadership in 2021 goes to Tom Hart who, when I/Gayle Smith took leave to serve temporarily as the State Department Coordinator for Covid-19 and Health Security, stepped up and took the reins. To everyone, we are grateful.

And we're thankful for the friends and supporters who support our mission and the work that we do. We can't do this alone, and it's an honor to do it together.

***Tom Freston, Chair of the Board of Directors and Gayle Smith, CEO***

# THE FIGHT TO END THE PANDEMIC

*COVID-19 is the crisis of our generation, and the astonishingly unequal vaccine rollout that has followed is not merely unjust, it's dangerous for us all.*

In 2021 we faced the harsh reality that if the virus remains unchecked anywhere on the planet new vaccine-resistant variants could emerge that will put us back at square one. And as a double dose in one year, both the Delta and Omicron variants provided a glimpse at what we might be up against if this virus continues to grow stronger. At the same time, growing economic inequity was risking a 'great divergence,' according to the International Monetary Fund (IMF). Rich countries were opening up their economies as low-income countries were continuing to suffer economic hardships, leading to predictions of a further 150 million people facing extreme poverty.

## **A clearer road to a global response**

As the year continued, it became clear that the biggest hurdles the world faced in ending the pandemic did not include a lack of evidence, arguments, or necessary relationships. Instead, it was the lack of domestic political will in the countries with access to, and influence over, the resources needed to end the crisis. We were competing with fear and complacency — potent political forces. We knew we needed to marshal a brand-new scale of awareness of the issues and increase pressure on politicians if we wanted to make an impact.

And that's where ONE's strengths lie. Since the earliest days of the pandemic, ONE has pushed for vaccine equity and an equitable and sustainable recovery plan that doesn't leave vulnerable communities behind.

In 2021 we doubled down.

Our objectives were clear, to push wealthy governments to provide the doses and dollars to reach 70% vaccine coverage in all countries, and to recycle at least \$100 billion in IMF Special Drawing Rights (SDRs), as well as other financial instruments, to ease the economic impact of the pandemic on the poorest and most vulnerable people.

We took aim at creative ways to raise awareness of vaccine inequality by painting a picture of Pandemica, a pandemic purgatory that illustrated the realities for

people in low-income countries as they waited to receive the COVID-19 vaccine. We continued to leverage tools to sharpen our message and show the ways in which the pandemic was further exacerbating existing inequalities, especially those impacting African countries. Through (RED), our sister organization, we also mobilized the financial industry to support the fight.

And we held leaders accountable, with a louder and stronger message to bring to life a global pandemic plan, meant for all.

Looking ahead, we are committed to ensuring we are better prepared for future pandemics, including surveillance, strengthening health systems, and producing more vaccines globally, especially in low-income countries. We can't miss this opportunity to build back better.

Read on for deep dives into major projects in our fight to end the pandemic and beyond.

ONE Activists share an important message to leaders ahead of the G20



# DEEP DIVE VACCINES

## Calling for a global plan for vaccine equity

As safe and effective COVID-19 vaccines started rolling out in early 2021, rich countries hoarded the majority of the supply, leaving millions of people unprotected and allowing the virus to circulate unchecked in the world's poorest countries. The Delta and Omicron variants were stark reminders that none of us are safe unless we are all safe, but still world leaders failed to take the steps needed to end the pandemic for good. So, with the world quickly spiraling into a pandemic purgatory, we knew we had to take action to change the way the world's richest countries tackled vaccine equity.

### What we did

Throughout the year, we reminded the world that the quickest way through the pandemic is to protect people everywhere. As long as the virus remains unchecked anywhere on the planet, it will continue to mutate, breach borders, and wreak havoc on communities and the global economy.

In February, we released an analysis that showed that five countries plus the EU block of 27 countries could share nearly 1 billion doses of COVID-19 vaccines with other countries and still having enough to vaccinate their own populations. Earlier in the year, we also published a data dive on the astoundingly unequal vaccine rollout, in which we monitored the key numbers in the global vaccination effort, how vaccination rollout was going in Africa, and what was holding up progress and hindering the scale up of vaccine manufacturing. We continued to put pressure on wealthy countries to share excess doses in parallel to implementing national vaccine campaigns, calling on leaders to develop a global roadmap to vaccinate the world.

In September, the US hosted the first Global COVID-19 Summit where they asked world leaders to endorse and deliver on a new target to fully vaccinate at least 40% of the population in all income categories by the end of 2021, rising to 70% by September 2022. This was the first time world leaders had endorsed a collective, time-bound goal to control the pandemic. In response, we released an analysis of what it would take to reach these targets as well as a deep dive into the five biggest barriers to ending the COVID-19 pandemic. Both continued to echo calls for wealthy nations to share doses faster, stop monopolizing supply, increase transparency, and fully finance global access to vaccines, tools, and treatments.

And in November, we launched the Pandemic Response Report Cards to track how well countries are doing in fulfilling their commitments to end the pandemic, including those on dose-sharing, funding the global response, sharing SDRs, and supporting regional manufacturing efforts.

## Engaging our supporters in the fight

In total, 180,000 supporters took action for vaccine equity, including 64,000 new supporters who joined our fight to end the global pandemic and get vaccines to everyone, everywhere. Throughout the year, people signed petitions urging rich countries to stop hoarding vaccines and share surplus doses, asking pharmaceutical companies to share their knowledge and know-how, and calling on world leaders to adopt a global plan to vaccinate the world by September 2022.

Our teams delivered those petitions to decision-makers ahead of key events that punctuated the year (e.g. G7, the Global COVID-19 Summit, and G20), while thousands of our supporters sent tweets, personalized messages and letters to their governments, asking them to fund global access to vaccines, share doses, and lift patents to accelerate vaccine production across the globe. Online supporters helped amplify the offline work led by our Global Activists around the world, including at the G20 summit in Rome in November.

## What's next in 2022?

While the supply of COVID-19 vaccines available to low- and lower-middle-income countries has dramatically increased in 2022, there are a number of barriers to delivering those vaccines to the people who need them. Because of this, massive inequities persist. More must be done to address these logistical challenges in order to end the pandemic around the world.

That's why we'll be pushing governments to ensure international partnerships and regional mechanisms in Africa have the funding they need to scale up access to vaccines, diagnostics, and therapeutics in the first half of this year. We will also continue to call on both governments and pharmaceutical companies to share their know-how and increase regional manufacturing capacity in Africa to ensure the world is better prepared to respond to the next global health crisis.

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*ONE Activists share an important message to leaders ahead of the G20 in Rome*



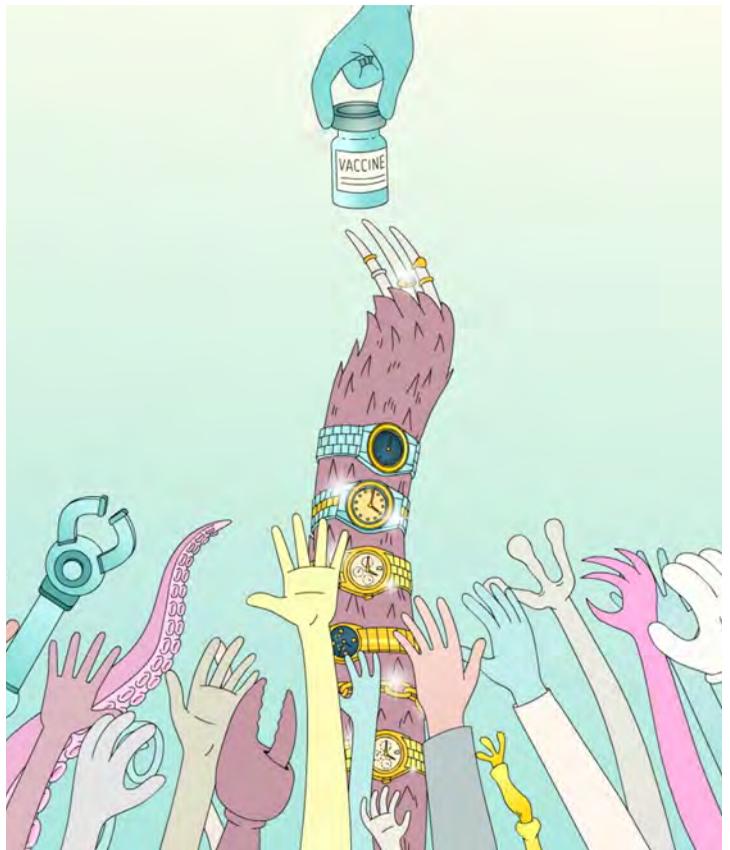
## SPOTLIGHT

## PANDEMICA

**Reaching a mass audience to raise awareness of the need for vaccine access**

In March 2021, ONE launched the Pandemica campaign to tackle the challenge of the lack of public awareness about global vaccine access. With our creative partners at Hive, we developed a series of short, animated films in multiple languages — a first for ONE. A kind of pandemic purgatory, Pandemica is an animated world that brings to life the realities of high-priced vaccines and rich countries hoarding all the effective treatments. At a time when the world was overwhelmed by a constant stream of paralyzing messaging, this unique and creative approach helped break through the complexities of vaccine equity and COVID-19 fatigue.

*Episode Title: HANDS; Pandemica Series*



ONE saw an opportunity to connect with younger audiences through this campaign. With 32% of the global population falling into the Gen-Z demographic, the generation most concerned yet most optimistic about the pandemic, we knew this audience was ready to hear this message — we just needed the right approach. We leveraged social media channels as a core part of our strategy and maximized video views, allowing us to connect with this audience on a huge scale and in a meaningful way.

The campaign outperformed all performance benchmarks set — we generated 6.5 million completed video views and thousands of click-throughs across Facebook, Instagram, and Snapchat through our paid campaign alone. Moreover, through partnerships with media companies, including Discovery+, Viacom/MTV, BuzzFeed, Vox, Banijay, and Trace Media, Pandemica achieved \$11 million

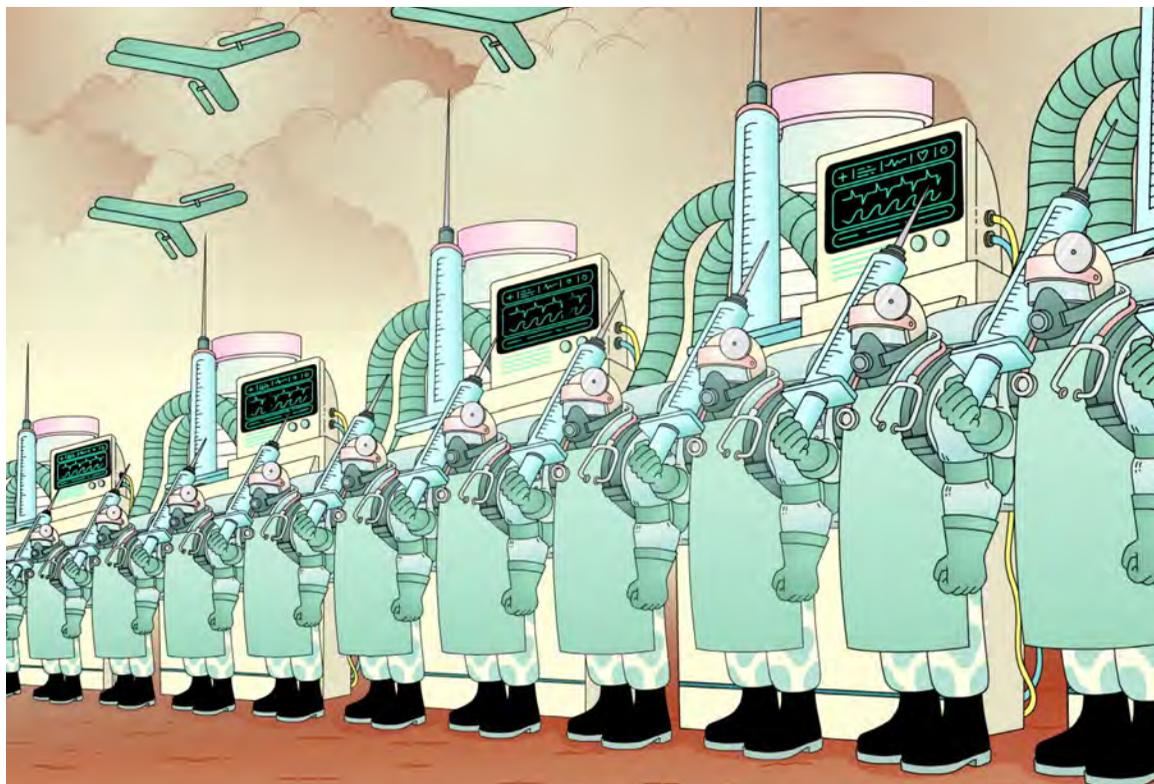
worth of pro-bono promotion across the broadcast, streaming, and web.

Along with existing friends of ONE, the series also called upon new talent to voice the story, including regional celebrities. The animated shorts series was brought to life by over 20 artists, including Bono, Penelope Cruz, Kumail Nanjiani, Nick Kroll, Wanda Sykes, and more. Leveraging talent and humor opened the door for coverage to go deeper on the issues. The campaign also allowed us to use our experts to bring facts and raise awareness to platforms and audiences that we don't typically reach.

Since the launch, Pandemica has been gaining recognition for its impact, including at the 2022 Anthem Awards, winning for Humanitarian Action — gold, Best Strategy — gold, and Campaign for Nonprofit — silver.

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*Episode Title: HORDE; Pandemica Series*



# DEEP DIVE ECONOMIC RESPONSE

## **Economic aftershocks — financing a recovery for all**

Along with news of the vaccine, the year kicked off with a more assured vision of economic recovery, providing the world with a sense of hope. But for many countries, this optimism did not translate into reality as the economic aftershocks of COVID-19 battered their economies.

The scale of needs is immense: Africa is facing additional financing needs of \$285 billion through 2025 just to respond to the pandemic. Thus, an equitable recovery requires substantial new and additional external financing. Securing a new, historic allocation of \$650 billion in SDRs was one critical way of doing that. SDRs are reserve assets that can help countries weather crises by providing a much-needed injection of liquidity, without adding to debt burdens.

ONE, alongside its partners, deployed an insider and outsider policy and advocacy strategy with G20 governments and the IMF to navigate the politics of an SDR allocation and get this over the finish line. The new allocation would give governments more flexibility to use their hard currency to import food or vaccines. Countries could also choose to hold on to SDRs to boost their reserves or use them to pay off debts.

However, since SDRs are allocated according to a country's IMF quota, wealthy countries — which have the least need — would receive the lion's share of the new liquidity. With this, we knew that we had to take action to ensure the most vulnerable countries had access to the support they needed to rise out of this economic crisis.

### **What we did**

Working with our partners, activists, and supporters, we successfully advocated for an historic new \$650 billion allocation of SDRs. But, because of the way IMF quotas work, only \$33 billion of that went to African countries. By lobbying political leaders, we helped to persuade the G7 and G20 to commit to recycling at least \$100 billion of their SDRs to where they are most needed.

We also helped convene efforts and resources to bolster globally coordinated, raising over \$50 billion in new financing to support low- and vulnerable middle-income countries. From partnering up with Paris Peace Forum



*Africa Director, Edwin Ikhuoria joins panel in partnership with Paris Peace Forum*

to catalyze debates and discussions, to issuing op-eds to reiterate what's at stake, to ensuring our research and analysis were picked up in the media such as The Times, CNBC Africa, and more, our voices were at forefront of influencing key political moments. Supporters also complemented our lobbying efforts as more than 25,000 signed an open letter outlining the action we need governments to take, a letter that was later handed in ahead of the G20.

### **What's next in 2022?**

The economic aftershocks of the pandemic are continuing to cause challenges in African economies — and those headwinds aren't likely to change in the coming years. Responding to the pandemic, much less building resilience to future pandemics

or other shocks, will require substantial financing and we'll be keeping up the pressure on world leaders to deliver.

In 2022 we'll be working to get more of that SDR allocation to where it can do the most good — pushing to reach the \$100 billion in SDR recycling African leaders have called for and more. That means governments stepping up to the plate with pledges and ensuring there are effective means to channel those SDRs.

Those same headwinds — and lack of progress on getting the Common Framework on Debt Treatment working — mean the risk of a new debt crisis is also deepening. We will continue to campaign for fair, effective, and rapid debt restructuring which brings all creditors to the table.



# (RED)

## CODE (RED)

In response to the global COVID-19 emergency, (RED) launched CODE (RED), a campaign to raise cash and awareness for COVID-19 relief through the Global Fund and Gavi. Partners activated across three central pillars within the CODE (RED) campaign, enabling consumers to take action through shopping, giving, or gaming.

The campaign kicked off with a launch event highlighting the giving pillar, (RED)EEM, which brought together a remarkable coalition of financial institutions — American Express, Citi, and PayPal. Introduced by the coalition's convener Bank of America, each financial institution supported the fight by transforming reward points into life-saving donations.

The event took place at a special performance of *Hamilton* on Broadway where leading executives including Connie Verducci (Market Executive & SVP, Bank of America), Elizabeth Rutledge (CMO, American Express), and Dan Schulman (President & CEO, PayPal) were joined by *Hamilton* star Lin-Manuel Miranda, alongside (RED) supporters Lea Michele, Beanie Feldstein, Phoebe Robinson, and Javier Muñoz.

For the fifth year running, (RED) and Amazon teamed up to provide customers a single online storefront to shop (RED). Amazon.com/RED boasted over 170 products for all holiday shopping needs and a portion of every purchase made went towards the fight against pandemics.

(RED) also entered the gaming space with The (RED) Creator Cup on Twitch and YouTube, with a cast of 16 creators and esports athletes all playing a special (RED) Minecraft world, while three anchor hosts presented a live studio show from New York.

## SUMMER REDISCOVER(RED)

In June, (RED) launched SUMMER REDISCOVER(RED), a digital campaign for fans of gaming, music, food, health, wellness, learning, merch, and more. Accessible on almost any device, the festival offered numerous ways for to join (RED). Extending the festival's impact, the Bill & Melinda Gates Foundation generously matched funds raised through ticket sales and donations, up to \$250,000.

## New partners and products

(RED) and **Louis Vuitton** launched an exclusive auction with Sotheby's for a 1 of 1 prototype of the Louis Vuitton | (RED) Trainer, personally signed by Virgil Abloh, raising nearly \$44,000 for the Global Fund. With two exclusive sneaker drops and the auction, Louis Vuitton has generated almost \$1 million for the Global Fund.

**Primark** partnered with (RED) for the second time to release a new range of tonal leisure and loungewear. The limited-edition collection features stylish tracksuits, t-shirts, and accessories for women, men, and kids and is available exclusively at selected Primark retail stores.

SHOP (RED) SAVE LIVES banner featuring a medley of (RED) products.



CODE (RED) launch event at Hamilton on Broadway.



(RED) launched a variety of new product partners throughout the year, including **The Honey Pot, Vahdam, and Anova**, expanding into new categories and reaching new markets.

### **Additional partner activations and milestones**

#### **Bank of America unlocks \$3 million to fight pandemics**

Bank of America supported CODE (RED) with a \$3 million commitment to the Global Fund through a match donation program that ran through December 31, 2021. Additionally, Bank of America launched an employee volunteer program, contributing \$100 to the Global Fund for every volunteer hour logged by its staff.

#### **Apple and (RED) celebrate 15 years of saving lives**

(RED) and Apple celebrated 15 years of partnership and \$270 million raised for the Global Fund. Apple unveiled three new (PRODUCT)<sup>RED</sup> devices: the iPhone 13, iPhone 13 mini, and Watch Series 7.

(RED) co-founder, Bono, celebrate the launch of the Fiat (500)<sup>RED</sup> alongside (RED) President & COO, Fiat CEO & Stellantis CMO, Chairman of the Pinacoteca, and Chairman of Stellantis



Apple also introduced a line of (PRODUCT)<sup>RED</sup> silicone cases with MagSafe for all the new iPhone 13 models. The partnership was featured across consumer-facing channels, and for the first time ever on Apple's core Instagram channels, reaching over 27 million people. Apple also created six downloadable Apple Watch faces in red to match the (PRODUCT)<sup>RED</sup> watch bands. Apple engaged employees around the partnership through an internal podcast and discussion featuring Jennifer Lotito and (RED) Ambassadors from Zambia. Lastly, the Apple Pay program was activated again, donating \$1 to the Global Fund for every purchase made with Apple Pay from December 1-6.

#### **(SALESFORCE)<sup>RED</sup> Dreamforce panel and co-branded merch drop**

Salesforce's Dreamforce conference featured a panel on fighting AIDS and COVID-19 with Jennifer Lotito, Carmen Villar from Merck, and Dr. Geeta Nayyar from Salesforce. Additionally, Salesforce announced the launch of a range of co-branded merchandise during the panel, which was also promoted on (RED)'s Instagram channel.

#### **Balmain honors World AIDS Day at Art Basel Miami**

To mark World AIDS Day and kick off Miami Art Week, Balmain unveiled the latest installation from French-Swiss artist Saype at a special event to support (RED) featuring music by DJ Moma, and brought together influencers, artists, and art lovers.

#### **(VESPA)<sup>RED</sup> MotoGP and EICMA 2021**

For the fifth year in a row, Vespa and Aprilia Racing hosted a (RED) takeover of their Aprilia Racing team during the final Moto Grand Prix (MotoGP) race of the season in Valencia, Spain. To generate further awareness for (RED) and the partnership, Vespa unveiled a prototype of the all-new (VESPA ELETTRICA)<sup>RED</sup> scooter at EICMA 2021 in Milan, building upon its long-standing partnership with (RED).

#### **(FIAT)<sup>RED</sup>**

(RED) announced a new partnership with Stellantis at the historic Lingotto racetrack in Turin, Italy, where Bono joined Fiat's Global President and Stellantis' Global Chief Marketing Officer, Olivier François, to reveal Fiat's new (500)<sup>RED</sup> fully electric vehicle. Through the launch of special edition (RED) vehicles and merchandise across the Fiat, Jeep, and RAM brands, the partnership will deliver a minimum of \$4 million to the Global Fund through 2023.

# ONE & THE GLOBAL PARTNERSHIP FOR EDUCATION SPOTLIGHT

## Tackling the Global Education Crisis

Nine in 10 children in low-income countries cannot read a simple story by age 10 — a critical milestone when children transition from learning to read, to reading to learn. In 2021, ahead of Global Education Summit, ONE built a global campaign calling on governments to fully fund the \$5 billion replenishment target and endorse the two global targets on girls' education.

As part of the campaign, we created the Lost Potential Tracker, an interactive tool design backed by the Global Partnership for Education (GPE) and Save the Children to spotlight the scale of this global learning crisis. For the first time, education experts, government officials, and the general public can track in real-time the increasing number of children who are unable to read and understand a simple sentence by age 10. It was

*Youth Ambassador organize a stunt in Paris, ahead of the General Equality Forum; Image by Julie Glassberg*



even featured on the Atlantic Council as the 'big story of the week'. In the lead-up to the summit, the team worked tirelessly to leverage our policy analyses and the Lost Potential Tracker to ensure everyone knew what was at stake. We had over 85,000 people taking more than 123,000 actions, gained 167,000 new supporters, produced a series of blogs, infographics, and videos, convened a series of high-level discussions, virtual lobby meetings, and offline stunts, and secured international media hits from the likes of BBC, the Guardian, CNBC Africa, the Financial Times, and many more.

ONE was also featured prominently at the summit itself, where our ONE UK Youth and GPE

Ambassador, Sikemi Okunrinboye, was invited to be the main youth host. We also had our ONE Champion, Selina Knoile, from Kenya on stage discussing the power of education alongside a panel including Malala Yousafzai, Julia Gillard, and heads of state from Somalia, Niger, and Sierra Leone. The Lost Potential Tracker and our online content — including the Learning in Lockdown video series — were also featured in the networking area.

Ultimately, we were successful in raising the profile of the global learning crisis and played a critical and leading role in helping put GPE firmly on the pathway to being fully financed for the next five years.

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*Youth Ambassadors in Paris call on Emmanuel Macron to make global education a priority, ahead of the General Equality Forum; Image by Julie Glassberg*



SPOTLIGHT

# ONE GLOBAL ACTIVISTS

## Putting our Global Activists at the center of our work

ONE's Global Activists are central to our mission, standing on the front lines in the fight to end extreme poverty and preventable disease. This year they've continued to demonstrate their commitment in outstanding ways. And with around 1,000 current Global Activists, that commitment has made a powerful impact.

From the Open Letter, written by our African and European activists, calling for a better Africa—Europe Partnership; the record \$4 billion raised for The Global Partnership for Education; and the increased allocation for international development in the 2022 EU budget — our activists have achieved significant results in this one year alone.

And despite the hurdles caused by the pandemic, our Global Activists carried out over 5,500 online and offline actions. Campaigning for a better world, these activities reached thousands of people and raised awareness of ONE's core issues. Actions include sending hundreds of handwritten letters to decision-makers, speaking at high-level meetings, and

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*ONE Activists and staff in the US delivering hundreds of notes to the USAID in support of Vaccine Equity.*



authoring insightful and engaging blogs that have been published in local media outlets and across the globe.

### Investing in Impact

Currently, our Global Activists are taking action across 13 countries around the world, including Belgium, Canada, Ethiopia, France, Germany, Italy, Kenya, Mali, Netherlands, Nigeria, Senegal, the USA, and the UK. This past year, as the network continues to grow, we've invested in tools and initiatives to help strengthen the programs. Through this effort, we've built a community of motivated, connected, and committed volunteers.

For example, this year we produced an innovative online vaccine course to help empower our Global

Activists as they campaign for this issue around the world. We also collaborated with partners like One Young World and the Bill & Melinda Gates Foundation to equip our activists with the knowledge they need to speak about critical issues on a local and global scale. And on Nelson Mandela Day, we hosted an exclusive virtual event with all our Global Activists from around the world. In honor of the day, we used this event to connect with our activists and reaffirm their commitment to the fight for vaccine and economic equity.

In the year ahead, we will continue to leverage and scale-up tools and initiatives that bring cohesion and impact to our Global Activists programs. We want to empower these change-makers, ensuring they can continue to connect, learn, and fight for issues that affect us all both locally and globally.

*Global Education Stunt in London; Image by AnnaGordonPics*



SPOTLIGHT

# ONE VOTE GERMANY

## Tapping into the political conscience

A lot was at stake in Germany in 2021, as the federal elections introduced a new political era after 16 years of leadership from Angela Merkel. And to ensure that Germany continued to prioritize poverty reduction after the election, we launched the ONE Vote Germany Campaign. Playing the 'conscience of world politics,' we had one ask for the candidates — to sign our ONE Vote pledge committing to global justice.

Once again, our activists were at the core of our campaign, helping secure over 5,000 signatures for the youth manifesto. Additionally, they mobilized many more inspiring individuals to speak up for global justice during a Twitter Storm as well as a postcard campaign, which targeted candidates in their local



cities. Ahead of the elections, they met with over 60 candidates in their constituencies, including the three chancellor candidates — even meeting twice with the current chancellor, Olaf Scholz.

Thanks to all those actions, our activists were featured in newspapers, radios, and podcasts.

Their efforts also brought them to live primetime national television, where they had the chance to ask two of the chancellor candidates about their commitment to development. Other efforts included reaching a wider public through chalk spray actions and supporting our ONE Vote bus stop in Berlin.

*Brandenburg Gate in Berlin; Olaf Scholz signs the Article ONE pledge ahead of the federal elections.*



IN 2021, we delivered...

JANUARY



## #OpentoBetter with Coca-Cola

Our Youth Ambassadors joined Coca-Cola and Katy Perry to embrace positive change in 2021 and pledged to do things differently.

FEBRUARY



## ONE Billion Doses Paper

We highlighted the crucial reality that rich countries were collectively hoarding 1 billion extra doses — enough to vaccinate Africa's entire population.

MARCH



## Pandemica

We raised awareness on the importance of getting vaccines to all countries as quickly as possible.

APRIL



## Lost Potential Tracker

In partnership with the GPE and Save the Children, we spotlighted the scale of the global learning crisis through real-time tracking.

MAY



## ONE Vote Germany

In partnership with the GPE and Save the Children, we spotlighted the scale of the global learning crisis through real-time tracking.

JUNE



## #LearninginLockdown

We shared real stories of students and teachers across Africa who have felt the impact of COVID-19 on their education and livelihoods.

ONE IN 2021

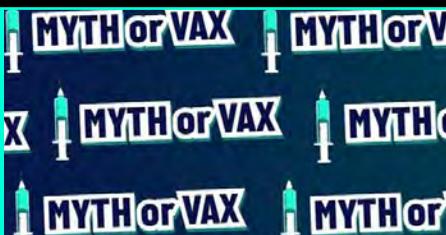
JULY



## Nelson Mandela International Day

We brought our Global Activists from Africa, Europe, and North America together for a virtual event to celebrate advocacy and organizing, and to reaffirm our mission to end extreme poverty and preventable disease.

AUGUST



## #MythorVax

We partnered with UNICEF and the African Union for a TikTok campaign to counter false COVID-19 information.

SEPTEMBER



## ONE World Podcast

We launched the ONE World Podcast in France to give visibility to international solidarity actors and build awareness in the fight against extreme poverty.

OCTOBER



## G20 in Rome

ONE's Youth Ambassadors took over the streets of Rome, campaigning to get world leaders to hear their message on the importance of global vaccine access.

NOVEMBER



## Pandemic Response Report Cards

We began tracking and ranking how the world's most developed economies are delivering on their promises to end the pandemic.

DECEMBER



## Omicron Transformers Video

We broke through the noise and leveraged pop culture to explain the threatening impact of the Omicron variant.

# STAKEHOLDERS

## DONORS

ONE and (RED) are funded by a combination of foundations, individual philanthropists, and corporations. We do not solicit funds from the general public or receive government funding. Below is a list of our financial supporters who have contributed at least \$5,000 to our work since January 2021.

ONE is especially grateful for the long-time partnership with and major support from our friends at the Bill & Melinda Gates Foundation for our 501(c)3 operations.

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**Aliko Dangote Foundation**

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## GLOBAL LEADERSHIP CIRCLE

ONE's Global Leadership Circle is a group of top financial supporters and surrogates from around the world who share our deep commitment to ending extreme poverty and preventable disease. They lend ideas, perspective, and assistance in advancing various elements of our work.

**Angelo Moratti**

Vice President, Saras S.p.A. |

Founder and President, Angel Capital Management

**Cindy Beedie**

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**Theresia Gouw**

Founding Partner, Acrew Capital

**Win Sheridan**

BDW Investments, LLC

**Zouera Youssoufou**

Managing Director and CEO, Aliko Dangote Foundation

## ONE Board of Directors

ONE's Board of Directors includes individuals with extensive experience in advocacy and activism, policy, politics and business. The board oversees ONE's work and helps to ensure we are making progress against our mission.

### Alexander Stubb

Director and Professor, School of Transnational Governance, European University Institute

### Aliko Dangote

President/Chief Executive of the Dangote Industries LTD and Chairman of the Dangote Foundation

### Bobby Shriver

Co-Founder, ONE & (RED)

### Bono

Lead Singer, U2 Co-Founder, ONE & (RED)

### Rt Hon David Cameron

Former Prime Minister of the United Kingdom

### Gayle Smith\*

CEO, ONE

### Helene Gayle\*

President/CEO, Chicago Community Trust

### Dr. Jackie Chimhanzi

Chief Executive Officer, African Leadership Institute

### Jamie Drummond

Co-Founder, ONE & Sharing Strategies

### Joe Cerrell

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### Sheryl Sandberg

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### Susan A. Buffett

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### Tom Freston\*

Chair of the Board, ONE Principal, Firefly3

\*Serves on both the ONE Campaign Board and ONE Action Board

## AFRICAN POLICY ADVISORY BOARD

ONE's Africa Policy Advisory Board is a regular forum for many of ONE's friends and advisors to come together to discuss the pressing issues facing the continent, and play a key role in informing ONE's work in Africa and globally.

### Amadou Mahtar Ba

Co-Founder and Executive Chairman, AllAfrica Global Media, Inc.

### ChiChi Aniagolu-Okoye

Regional Director, West Africa, Ford Foundation

### David Barnard

Programme Director - EPIC-Africa

### Erik Charas

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### Jacqueline Chimhanzi

Chief Executive Officer, African Leadership Institute

### John Ulanga

Country Director, TradeMark East Africa

### Lai Yahaya

Advisor

### Oluseun Onigbinde

Co-Founder and Director, BudgIT

### Zohra Dawood

Independent Policy Analyst



TOGETHER  
WE CAN

LET US  
STAND IN  
SOLIDARITY  
FOR ALL OF  
HUMANITY

IF YOU WANT  
TO GO FAST,  
GO ALONE.  
IF YOU WANT  
TO GO FAR,  
GO TOGETHER.

WE  
ARE  
ONE

STRENGTH



UNITED  
WE MUST  
STAND

THE FIRST  
STEP IN THE  
EVOLUTION  
OF ETHICS IS  
A SENSE OF  
SOLIDARITY  
WITH OTHER  
HUMAN  
BEINGS

SOLIDARITY  
FOREVER.  
FOR THE UNION  
MAKES US  
STRONG

**ONE.ORG**