

ANNUAL REVIEW

ONE

2019



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ABOUT ONE

ONE is a global movement campaigning to end extreme poverty and preventable disease by 2030, so that everyone, everywhere can lead a life of dignity and opportunity.

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.



**FIGHTING FOR
THE WORLD
WE WANT**

Artist and campaigner Black Queen joins ONE activists to campaign against gender-based violence in Senegal.

**ONE
2.0**

THE ONE REVOLUTION

Since 2002, ONE has built a strong foundation and a track record of success. With partners by our side, our campaigning activities have helped empower individuals to lift themselves out of poverty. Our model for change works, and we've got the wins to show for it.

But the world remains dramatically off track to achieving the equality outlined in the Sustainable Development Goals (SDGs) by 2030 and delivering on the promise of Agenda 2063, Africa's blueprint to become a global powerhouse. As things stand, it will take 108 years to achieve gender equality, the number of people living in poverty in sub-Saharan Africa will continue to rise, and we won't come close to eliminating AIDS by 2030. This is a global failure of unparalleled proportions and we intend to fight with every ounce of our strength, every tool in our arsenal, and every voice in our movement. Our efforts are needed now more than ever.

So ONE is rebooting for the future. We will continue to come together with partners to fight for more money, better policies and empowered citizens. But we will be bolder, smarter and more agile in how we do business. We are embracing a number of strategic shifts—each of which will require us to innovate and thus take more risks:

01

ONE in Africa:

We will ramp up our efforts to continue bringing African voices to the forefront of all policy discussions. We plan to prioritize the issues at the top of the continent's development agenda and will push for greater policy changes to deliver our mission.

02

Supporters:

We will further modernize our supporter strategy. We plan to invest more in our supporters and high impact activists, devolving more power to them and leveraging their passion, voices, and expertise at key events and opportunities.

03

Partnerships:

We will build smarter, sharper collaborations with like-minded partners. We plan to capture the attention of new, diverse, and influential audiences, and engage them in the fight for better policies, more investments, and empowered citizens.

04

Digital first:

We will better integrate technology into how we work, placing digital at the forefront at every level, on every campaign, and with every team. We will take a bolder, smarter, and more agile approach.

05

Sophisticated and scrappy:

We will strengthen our communications and campaigns techniques, and plan to develop and deploy new ways to engage our audiences. We will marry the sophisticated with the scrappy, the slick with the street.

2019 IN NUMBERS



MOBILISED
128,870
SUPPORTERS

GENERATED
7,221 PIECES OF MEDIA



LED
13
GLOBAL
CAMPAIGNS



CAMPAIGNED WITH 1,000+
GLOBAL ACTIVISTS FROM 40
COUNTRIES



CHAMPIONED
35
POLICY
CHANGES



LETTER FROM THE PRESIDENT & CEO AND BOARD CHAIR

In 2019 everything was on the line—and we held the line.

So much of what we care about was on the line this year. We faced some major roadblocks as we kept on fighting to build the world we want to see—one where everyone, everywhere can lead a life of dignity and opportunity.

The world has made massive progress in reducing poverty but extreme poverty in Africa is rising, and inequality is on the increase across the globe. Over the years, multilateral cooperation has yielded huge gains for sustainable development, but much of the world is now turning inward. Our imperative in 2019 was to make sure that the world's decision-makers made the right choices.

With over 800 young women in sub-Saharan Africa contracting HIV every single day (Newsflash: AIDS is still a crisis), we committed in 2019 to campaign to mobilize \$14 billion for the Global Fund, the world's biggest funder in the fight against AIDS, TB and malaria. We knew it would be a tall order for governments to meet their targets, but with 16 million lives at stake, failure was not an option. The ONE team—along with our supporters, activists and (RED)—ran a global campaign, relentlessly urging governments to support the fight against these diseases. In a real test of political leadership, the result was astonishing – not only was the \$14 billion target met, but almost every country we campaigned in increased its pledge by 15% or more. (RED) Ambassador, Constance (Connie) Mudenda, shared the inspiring story of her fight against AIDS and how she was able to access treatment and raise a healthy daughter, thanks to the Global Fund. The fight continued right up to the last minute, with (RED) upping its pledge and President Macron, Bill Gates, and Bono committing to raise the last \$200 million in the final push to reach the target. A huge victory for humanity.

We also scored some big wins in the fight for stronger political leadership on development and accountability on aid and other development finance—driven in a big way by our dedicated activists. When the White House tried to cut \$4 billion in foreign aid already approved by Congress, we flooded key congressional offices with hundreds of calls and emails and worked behind the scenes to ensure the reversal of the decision. In Nigeria

we launched the #VoteYourFuture campaign, which mobilized thousands of young Nigerians to campaign for their solutions to the country's most pressing challenges ahead of the general election. During the European elections, our European activists lobbied candidates and Members of the European Parliament to sign on as champions in the fight against extreme poverty. In the UK, our Real Aid Campaign pressed for aid quantity and quality, and focused public attention on the importance of ODA, even as Brexit debates and planning dominated the stage. In Senegal, where public outcry was sparked by serious, violent attacks on young women, ONE collaborated with Senegalese rapper, Black Queen, as well as other grassroots organizations and activists to push the government to criminalize sexual violence.

Progress on these fronts was not matched by progress on global gender equality, however. The ONE team was out in force throughout the year to showcase and support African women on the frontlines of the fight for gender equality and influence the G7 to tackle the issue. Despite the ambitious declarations that were made on gender equality, education, digital inclusion and a revitalized partnership with Africa, G7 leaders failed to commit the necessary political capital, new policies and financial resources needed to yield tangible progress for real people.

We cannot afford to wait 108 more years to achieve real gender equality. And we won't. The Global Fund campaign showed us what's possible when the world comes together. We need more of this, and fast. As we gear up for 2020, we'll fight for more—and we're ready for it. We've done a lot to strengthen ONE—by revamping our internal operations, implementing the strategic shifts set out in our five-year strategy and building out ONE in Africa—and Africa in ONE. It's going to be—and must be—a good year, a time to think the unthinkable, challenge those in power and set the stage for the next decade.

As we embark on a new year, be sure to go (RED) and to join the ONE team, supporters, activists, board members, staff and friends for the fight against injustice and inequality.

Gayle Smith, *President and CEO*

Tom Freston, *Chair of the Board of Directors*

In 2019, (RED) continued to generate heat, awareness, and funding for the AIDS fight, with a specific focus on the Global Fund's Sixth Replenishment Conference in France.

(RED) in Zambia

In April, (RED) hosted a delegation of partners and prospects to see the impact of Global Fund supported HIV programs in Zambia. Participants included representatives from Blaze Fast-Fire'd Pizza, Lionsgate, Cameo, Durex, and (RED) Chef Ambassador, Hong Thaimae. The group witnessed programs providing LGBTQ outreach, peer mentoring, sexual health education for young women and girls, and prevention of mother-to-child transmission of HIV.

EAT (RED) SAVE LIVES sixth annual campaign

June 2019 marked the sixth annual EAT (RED) SAVE LIVES campaign, with partners including Blaze Fast-Fire'd Pizza, Dana's Bakery, Alessi, Truff Hot Sauce and (RED) chef ambassadors.

Top street artists joined PAINT (RED) SAVE LIVES

Leading up to the sixth Global Fund Replenishment Conference in France, a collective of the world's top street artists turned cities (RED) to drive awareness for the AIDS fight in our first-ever PAINT (RED) SAVE LIVES campaign. More than 30 unique installations in 20 cities called attention to the AIDS fight and the need for a fully funded Replenishment. The campaign culminated in Lyon, where 10 artists created unique works, including murals, paste-up artwork, and costumed performances.

PAINT (RED) also took to the streets in Lyon through a 1,500-poster campaign that featured (RED) ambassadors Connie Mudenda and her daughter, Lubona, and thanked citizens for France's contribution to the AIDS fight. (RED) also worked with the City of Lyon to turn iconic buildings (RED), feature banners at City Hall, and host an outdoor exhibition about the campaign. PAINT (RED) generated global media attention and 35 million engagements across social media platforms.

As part of the campaign, e-commerce art platform Artsy also launched the PAINT (RED) SAVE LIVES auction in December, featuring pieces from more than 45 renowned street artists.



(RED) at the Global Fund Replenishment Conference

(RED) Ambassadors Connie and Lubona traveled to Lyon for the Global Fund Replenishment Conference. Connie was a featured Conference speaker and participated in media opportunities alongside Bono, Bill Gates, and ONE's youth ambassadors.

The evening before the formal pledging session, (RED) and ONE worked with the City of Lyon and the Élysée on a special "Diner en Rouge" at the Hôtel de Ville de Lyon. Hosted by French President Emmanuel Macron, the dinner featured PAINT (RED) art and decor, and was attended by (RED) partner CEOs and senior executives, alongside heads of state, policy leaders, and ONE youth ambassadors.

On the last day, Connie announced (RED)'s pledge of \$150 million for the 2020–2022 funding period, representing a 50% increase from our pledge at the previous Replenishment, and ranking as the 14th largest pledge among all donors. To show private sector support, Bank of America, Salesforce, America Movil, and Starbucks renewed their partnerships and announced additional financial commitments for the AIDS fight.



(RED)

Artists Trevor Wheatley & Cosmo Dean's PAINT (RED) SAVE LIVES installation on Capitol Hill, Washington D.C.

New (RED) partner launches

(RED) launched new partnerships throughout the year. We teamed up with the social media app **TikTok** in support of World AIDS Day to raise money and awareness for the AIDS fight, turning its app (RED) for one week with limited-edition features, effects, and promotions. For every post using the special (RED) effects, TikTok donated \$1 to the Global Fund.

Primark launched a new collection of over 50 (RED) clothing items, shoes, and accessories in their retail locations worldwide, with 10% of the retail price from each purchase going to the Global Fund.

In September, (RED) launched a new partnership with **Johnson & Johnson's** BAND-AID brand. Sold exclusively at U.S. retailer CVS, the new (BAND-AID)^{RED} Adhesive Bandages contribute 20 cents from the sale of each package.

(**DANNON**)^{RED} strawberry yogurt cups hit stores in North America, triggering a 20 cent donation to the Global Fund with every purchase.

To raise awareness around AIDS and (RED) in France, we also partnered with iconic French brands, including **Agnès B., Balmain, Louis Vuitton, Stella Luna,** and **Atelier Paulin** to create special-edition products and events.

(SHOPATHON)^{RED} returned to Amazon

(RED)'s fifth annual Shopathon campaign galvanized consumers to turn their holiday shopping (RED) with products that fight AIDS. We took over Amazon's home-shopping studio for a live show hosted by Phoebe Robinson, selling only (RED) products. Phoebe was joined by special guests Chef Angie Mar, Anne V, Javier Muñoz, and Allison Williams. In addition to the more than 150 (RED) products available, Amazon released a brand new (RED) Echo in the U.S. and several European markets. The campaign included public service announcements from Jenny Slate and Robin Wright, as well as video messages from (RED) friends, including Olivier Rousteing, Elliot Knight, Fred Armisen, Andy Cohen, Kristen Bell, Judith Light, Leona Lewis, Tyler Cameron, Bono and the Edge.

We also reached new audiences through a partnership with celebrity shout-out app, Cameo, with proceeds donated to the Global Fund by both Cameo and participating talent. A number of stars—including Billy Porter and Dyllón Burnside from *Pose*, La La Anthony and Lorenz Tate from *Power*, Caitriona Balfe from *Outlander* and Bobby Berk from *Queer Eye*—offered shout-outs.



(RED) ambassadors Javier Muñoz, Phoebe Robinson and Allison Williams participate in the first ever Amazon Live (SHOPATHON)^{RED} show.

DEEP DIVE

GLOBAL FUND

Progress against AIDS, tuberculosis, and malaria are some of the most recognized and celebrated success stories in global health over the past 20 years. Thanks to increased investment and technical breakthroughs, AIDS-related deaths dropped by nearly 33%; TB deaths were reduced by 22%; and deaths from malaria fell by 50% globally between 2000 and 2015.

This is a proud legacy and a benchmark for what is possible. But it is not a guaranteed indicator of future success. Despite world leaders' commitment to ending the epidemics of HIV, TB and malaria by 2030, ambition has atrophied, awareness of these diseases has waned, and progress has slowed.

The HIV epidemic still claims more than 2,100 lives every day and is growing at a steady pace; three people contract HIV every minute. TB is the top infectious disease killer in the world, killing 1.6 million people in 2018 alone. And malaria infections are on the rise globally for the first time in over 10 years.

As the largest funder for both malaria and TB, and the second largest donor for HIV/AIDS, the Global Fund to Fight AIDS, Tuberculosis and Malaria is the single most powerful tool to take on these collective challenges. The Global Fund has already helped save 32 million lives and is one of the most effective health organizations.

The Global Fund Replenishment

That's why in 2019 we worked to ensure that all donors stepped up when the Global Fund requested \$14 billion for its sixth replenishment. The \$14 billion target represented a 15% (\$1.8 billion) increase from the Global Fund's fifth replenishment in 2016. Responding to this challenge required every country to increase funding, a task that seemed impossible in a complex political environment and amid flatlining aid budgets.

But ONE stepped up with a campaign that was really ONE at its best. We took a methodical, country-by-country approach to execute bespoke campaigns that placed pressure on reluctant governments. In every market, we used a range of tactics to create a "surround

*Bono joins President Marcon, Bill Gates and other supporters of the Global Fund as they celebrate reaching the \$14 billion goal.
Credit: The Global Fund / David O'Dwyer*



sound” that could not be ignored: sharp inside advocacy, tailored policy pitches, energetic youth ambassadors and volunteers, digital actions, media coverage, and engagement from (RED) partners. Each tactic reinforced the other.

The result was unprecedented. With only one exception, every country where ONE works increased their pledge to the Global Fund by 15% or more:

- Canada pledged CAD 930.4 million (a 16% increase)
- The European Commission pledged €75 million (a 16% increase)
- France pledged €1.296 billion (a 20% increase)
- Germany pledged €1 billion (an 18% increase)
- Italy pledged €161 million (a 16% increase)
- Netherlands pledged €156 million (flat)
- U.K. pledged £1.4 billion (a 16% increase)
- U.S. pledged \$1.56 billion a year for three years (a 15.5% increase)

Campaigners from ONE hand in our Global Fund petition - with 138,446 signatures— to 10 Downing Street and the Department of International Development.



WHAT'S NEXT?

This financing will help save an additional 16 million lives between 2021 and 2023. So at the end of 2019, we took a moment to say 16 million thank yous, to all the governments and private sector leaders who increased their commitments, to the activists who wouldn't give up, and above all, to the real superheroes—the nurses and health workers who fight these diseases day in and day out in their communities.

And in 2020, we are getting back to work, capturing the momentum to propel the fight forward. New commitments are never the end, but the beginning. Because we cannot afford to stop thinking AIDS is an emergency; for the 14 million people who still don't have access to life-saving medicines, it is. Unless we keep moving faster than the virus, we are losing.

Critical targets for AIDS treatment and prevention are expiring in 2020, and the world still lacks a credible global plan for ending the epidemic. In July 2020, activists will gather in San Francisco at the 23rd International AIDS Conference, where we will hold international donors, including recipient countries and the private sector, accountable to their commitments to end AIDS for good.

DEEP DIVE

GENDER EQUALITY

We are a long way from achieving real gender equality: 108 years, to be exact. And worryingly, the wait is even longer in sub-Saharan Africa: 135 years. If current trends hold, no country in the world is on track to achieve gender equality by 2030, the target date for the Sustainable Development Goals. This lack of progress is a threat to the fight against extreme poverty and the entire SDG agenda. In 2019, ONE called on G7 leaders to use the G7 Summit in France to launch an accountability mechanism to give the issue the boost it needs: a Global Alliance for Gender Equality.

I. We partnered with frontline African activists on gender equality

On International Women's Day 2019, we stood in solidarity with women on the frontlines of the fight for gender equality. We released a powerful crowd-sourced open letter demanding "genuine progress, not grand promises" as a springboard for our G7 campaign. Forty-five gender activists from across Africa co-signed the letter, and 11 became spokeswomen for the campaign during the year.

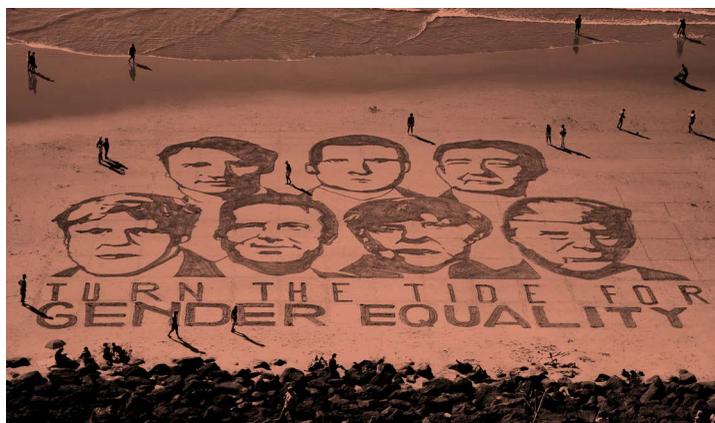
Throughout 2019, we engaged with the 45 gender activists, amplifying their work and leveraging their voices and stories to raise awareness on the fight for gender equality. For instance, in May 2019, Tunisian activist and Youth Envoy for the African Union Aya Chebbi went on tour in France and Germany to hand the open letter to prominent government officials and engage with talent and media.

II. We introduced our *Yours In Power* documentary series

On International Day of the Girl, we launched *Yours In Power*, a short documentary series taking a deeper look at three of the gender activists who co-signed our open letter: Melene Rossouw, Dr. Joannie Marlene Bewa, and Wadi Ben-Hirki. The films feature each activist reading a letter she has written to her younger self, giving advice, counseling through tough times, and hinting at the greatness she'll soon achieve.

The series draws attention to the challenges these women face, amplifies their important work and promotes girls' empowerment.

ONE commissions sand artist Sam Dougados to carve the faces of G7 leaders in Biarritz urging them to accelerate action on gender equality.



The videos have already generated over 690,000 views on our YouTube, Facebook, Twitter and Instagram platforms.

III. We engaged with world leaders on gender equality at the G7 Summit

From March to August, we engaged our supporters in a series of targeted actions to put pressure on world leaders before the G7 Summit in Biarritz, France.

Ahead of the summit, ONE convened the “Gender 7,” seven women leading the fight for gender equality, to challenge world leaders to put women and girls at the top of the agenda. The line-up included gender advocates and talent such as Dr Joannie Bewa, Angelique Kidjo, Melinda Gates, and Marlène Schiappa. The Gender 7 amplified ONE’s call for progress on gender equality, engaged those who can influence change, and laid out a vision and path on how we can make it happen.

We also partnered with local advocates working on issues related to our mission to amplify the

momentum towards equality around the world. The event engaged local ONE volunteers, brought broader awareness to how poverty impacts women, and elevated the voices of our advocates in Africa.

At the G7 Summit in France, we pushed French President Emmanuel Macron, who had made gender equality a central issue of his presidency, for real change. We demanded legislative change, new funding, and the creation of an independent accountability mechanism to track commitments made in Biarritz to completion. It was a huge and complex process, and for the first time, African governments were at the table from the start. We seized every opportunity, every ministerial meeting, every creative angle to get our message out, including an Avengers parody and a piece of sand art that called on G7 leaders to “turn the tide for gender equality.”

All participating countries signed the gender equality declaration—but commitments fell short. Countries committed around \$500,000 to the fight against gender equality, far short of the \$15 billion needed.

Meet Wadi Ben-Hirki, a youth Nigerian activist and philanthropist, who is one of the three activists featured in our Yours In Power series.



WHAT'S NEXT IN 2020?

2020 will mark 25 years since the Beijing Declaration on gender equality, the most progressive blueprint for advancing women’s rights. Despite progress, women are still fighting for some of the most basic forms of equality. Nowhere is that starker than among the poorest communities.

We will build on our past gender work to develop a long-term narrative that allows us to consistently shine a spotlight on the women who are fighting on the frontlines of injustice and inequality, ensuring that no woman is left behind in the fight to end extreme poverty. We will have an eye to Beijing +25. We will leverage partnerships, and look to build new long-term partnerships, while raising public awareness and connection to these issues.

DEEP DIVE

ACTIVISTS

Our global activists have the power to deliver messages with authenticity and to inspire support from those we couldn't reach without them. They remain at the heart of all we do. Our goal in 2019 was to bring them closer together, by creating a common identity and experience where they learn from each other, work with each other, and make their advocacy even more powerful.

They came together at the U.S. Power Summit, the G7 Summit, and the Global Fund replenishment. Activists at our newer programs in Nigeria and Francophone West Africa are now leading the fight against extreme poverty in their communities.

I. Vote Your Future (VYF)

ONE launched our first ONE Vote campaign in Africa in 2018, energizing young people to vote and promoting policy-based voting instead of voting based on ethnic and religious sentiments, which have long been major drivers. We galvanized thousands of young Nigerians around solutions to the country's most pressing policy challenges, created important opportunities for greater accountability in government, and made important contributions to an atmosphere of open debate and greater engagement between candidates and citizens.

While implementing VYF, major civil society and private sector partners sought partnerships with ONE, resulting in collaborations with YouTube, local and international television stations (such as BBC and TRACE TV), and respected civil social organizations (including Enough is Enough and Transition Monitoring Group). These collaborations led to valuable platforms for youth engagement with candidates.

Campus events created opportunities for discussion and youth activation ahead of the polls, and impacted the elections on a truly national grassroots level. These events introduced ONE to a large number of Nigerians for the first time, generating thousands of new members and declaration signatures. Nearly 67,000 young Nigerians signed the VYF youth declaration, which outlined the hopes and policy preferences of young Nigerians. ONE members and champions later presented the declaration to Vice President Yemi Osinbajo.

ONE supporters, activists and staff meet with Vice President Prof. Yemi Osinbajo of Nigeria to hand the #VoteYourFuture signatures to him.



II. ONE Vote 2019

Since the European Parliament elections in May 2019, more than 250 youth ambassadors across Europe have lobbied candidates and Members of the European Parliament (MEPs) to become champions in the fight against extreme poverty. Youth ambassadors have called, tweeted, and met with the European Parliament's new intake—60% of whom are new to European politics—to make sure they are briefed on ONE's priorities, particularly negotiations on the EU's next long-term budget.

Italian youth ambassadors went the extra mile and handed in more than 300 postcards to Prime Minister Giuseppe Conte's advisor. In return, they received a letter from Prime Minister Conte thanking them for their commitment and encouraging them to continue pushing to make sure no one is left behind. Youth ambassadors from France, Belgium, the Netherlands, Italy, and Germany gave more than 200 interviews to the press. Their support has been instrumental in getting ONE Vote signers to become the biggest political force in the European Parliament: 204 MEPs have signed the ONE Vote pledge, passing in numbers the major political group, the center-right European People's Party with 182 MEPs.

III. Power Summit

ONE's annual Power Summit continues to get bigger, bolder, and better each year. In February 2019, 147 of ONE's dedicated volunteers from congressional districts, college campuses, and communities of faith all over the United States attended the four-day, invitation-only leadership conference. As our most impactful ONE members, they led the charge to all 535 offices on Capitol Hill, holding 210 meetings to ask for increased funding for the Global Fund to Fight AIDS, Tuberculosis and Malaria. Their hard work paid off. On that day alone, 40 U.S. representatives and 36 senators agreed to join ONE's "Go on the Record" campaign and pledge their support to maintain the United States' commitment to end HIV/AIDS.

This served as a foundation for us to secure the United States' historic one-third pledge and get nearly 300 congressional members to go on the record in support for the Global Fund. Beyond our engagement on Capitol Hill, we also secured media coverage on our volunteers in key markets across the country and #ONEPowerSummit was even trending on Twitter.

Italian Youth Ambassadors standing outside Palazzo Chigi, the Prime Minister's office.



WHAT'S NEXT IN 2020 FOR OUR ONE ACTIVISTS?

In 2020, we will provide more opportunities for collaboration between our activist programs, online and in person. Plans are underway for an Africa-Europe youth summit, as well as our annual Power Summit. We will track their actions and impact and create the space for them to shape and drive our campaigns. Their engagement is more than just the execution of our campaigns; they are the heart and soul of our work, and their activism and ideas must be embedded into every part of ONE.

OTHER 2019 HIGHLIGHTS

Campaigning against gender-based violence in Senegal

In May 2019, two young Senegalese women—Bineta Camara and Coumba Yade—were raped and murdered on the streets of Senegal, becoming two of the latest victims of gender-based violence in the country. In response, there's been a public outcry with thousands taking to the streets, demanding permanent action and justice for victims of those crimes. At the time, President Macky Sall called for laws to be strengthened and rape fully criminalized.

In partnership with other grassroots organizations that have been campaigning on this issue, ONE teamed up with Black Queen, a Senegalese rapper, to join the fight and call for a new law to treat rape as a serious crime in Senegal. The campaign engaged supporters, both in Senegal, where 48% of Senegalese supporters took action, and globally, where the petition saw an incredibly fast response rate from supporters across the world. We saw 90,000 petition signers in just over a month.

In December 2019, the draft law was presented to the Senegalese Parliament to debate, where it was passed on December 31. We are currently waiting for President Macky Sall to give the final approval before this becomes an official law and for the text of the law to be made public.

U.S. rescissions

In August, the White House tried to cut \$4 billion in foreign assistance already approved by Congress through a device called rescissions. In response to what Gayle Smith described as "the biggest threat to aid in decades," ONE, along with the NGO community, CEO partners, faith leaders, and congressional champions, worked to put pressure on Congress and the Trump Administration.

ONE volunteers took 17,000 actions around the rescissions threat, flooding key congressional offices with hundreds of telephone calls. We also secured coverage in over 400 media outlets across the country, putting a giant spotlight on the Trump Administration's attempt to quietly slash programs that would hurt the world's poorest.

Senegalese artist and campaigner Black Queen participating in ONE's campaign to end gender-based violence.





The power of people in politics were on full display, and in late August, the White House officially backed down from its rescissions package. Thanks to our campaign, which generated some of the highest member engagement in 2019, and the work of our partners, funding for foreign assistance was preserved, protecting those most in need globally.

Better Aid Scorecards

In September, we released our Better Aid Scorecards, which assess donors on their aid volume, aid targeting, and aid quality, in order to give a snapshot of how well the world is doing on the Sustainable Development Goals. The Better Aid Scorecards, formerly known as the DATA report, rank the 20 largest bilateral OECD DAC donors, plus the European institutions, on how much and how well they spend development assistance in the fight against extreme poverty.

Our analysis showed that not only has aid not been given to those with the greatest needs, but the quality of aid has also deteriorated over time. We found that less than one-third of global aid goes to the poorest countries; and only 36% of global aid is “gender responsive,” despite gender inequality being a major barrier to overcoming extreme poverty.

We timed the launch of the Scorecards with the World Bank meetings in order to reach an audience of officials and campaigners. We published a series of blogs and external comment pieces in specialist outlets, and engaged in active conversations on Twitter. These scorecards have already sparked honest conversations in Germany and Ireland and been referenced in budget speeches in France.

Seyi Awolowo, winner of the ONE health advocacy challenge at Big Brother Naija with Bisola, former Big Brother Nigeria constant, Waje, Nigerian singer and Serah Makka-Ugbabe, ONE Country Director.

Make Naija Stronger (MNS)

Throughout 2019, ONE has played a crucial role in advocating for Nigeria to expand health care access. Following ONE's key role in securing money for Nigeria's Basic Healthcare Provision Fund in 2018, ONE has been an advocacy leader around ensuring the government properly implements the program. The fund has been called “Huwe,” a crowd-sourced name meaning “life” in Ebira, a local language.

A major development in 2019 was the inclusion of Huwe funding in the proposed 2020 budget as an automatic statutory transfer. This was a crucial part of MNS policy objectives and means that the program's funds are guaranteed in perpetuity.

In May, ONE led an effort of the Health Sector Reform Coalition to engage the Nigeria Governors Spouses Forum as it held an induction for spouses of new and returning governors following the 2019 general elections. ONE also helped organize The Third Annual Summit of the legislative Network for Universal Health Coverage in November. This was a crucial meeting of allies from civil society and the legislature to discuss the country's path to universal health coverage. To further amplify current efforts, ONE introduced Huwe to millions of Nigerians by participating in Big Brother Naija, a major pop culture phenomenon and by far the biggest reality TV show in the country.

ONE remains in close contact with the Federal Ministry of Health and numerous other stakeholders to monitor and support the successful implementation of Huwe across the country.

STAKEHOLDERS

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.

Kelly Ayotte

Former United States Senator

Joshua Bolten

President & CEO, Business Roundtable

Bono

Lead singer, U2 Co-founder, ONE and (RED)

Susan A. Buffett

Chairwoman, The Sherwood Foundation and the Susan Thompson Buffett Foundation

David Cameron

Former Prime Minister of the United Kingdom

Joe Cerrell*

Managing Director, Global Policy & Advocacy, Bill & Melinda Gates Foundation

Aliko Dangote

President/Chief Executive of the Dangote Group and Chairman of the Dangote Foundation

John Doerr

Partner, Kleiner Perkins Caufield & Byers

Jamie Drummond

Co-founder, ONE

Tom Freston

Chair of the Board, ONE Principal, Firefly3

Helene D. Gayle

President and CEO of The Chicago Community Trust

Morton H. Halperin

Senior Advisor, Open Society Foundations

Dr. Mo Ibrahim

Chairman, Mo Ibrahim Foundation

Ronald O. Perelman

Chairman and Chief Executive Officer, MacAndrews & Forbes Holdings Inc.

Sheryl Sandberg

Chief Operating Officer, Facebook

Kevin Sheekey

Global Head of Government Relations and Communications, Bloomberg L.P. Chairman, Bloomberg Government

Bobby Shriver

Co-founder, ONE & (RED)

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