

ONE

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ANNUAL REVIEW





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ONE Activists

ABOUT ONE

ONE gives your voice power. Together we are a megaphone for justice.

We speak out

for a just and dignified future for everyone.

We bring people together.

People like you to amplify our voices and ensure they're heard by those in power.

We demand change

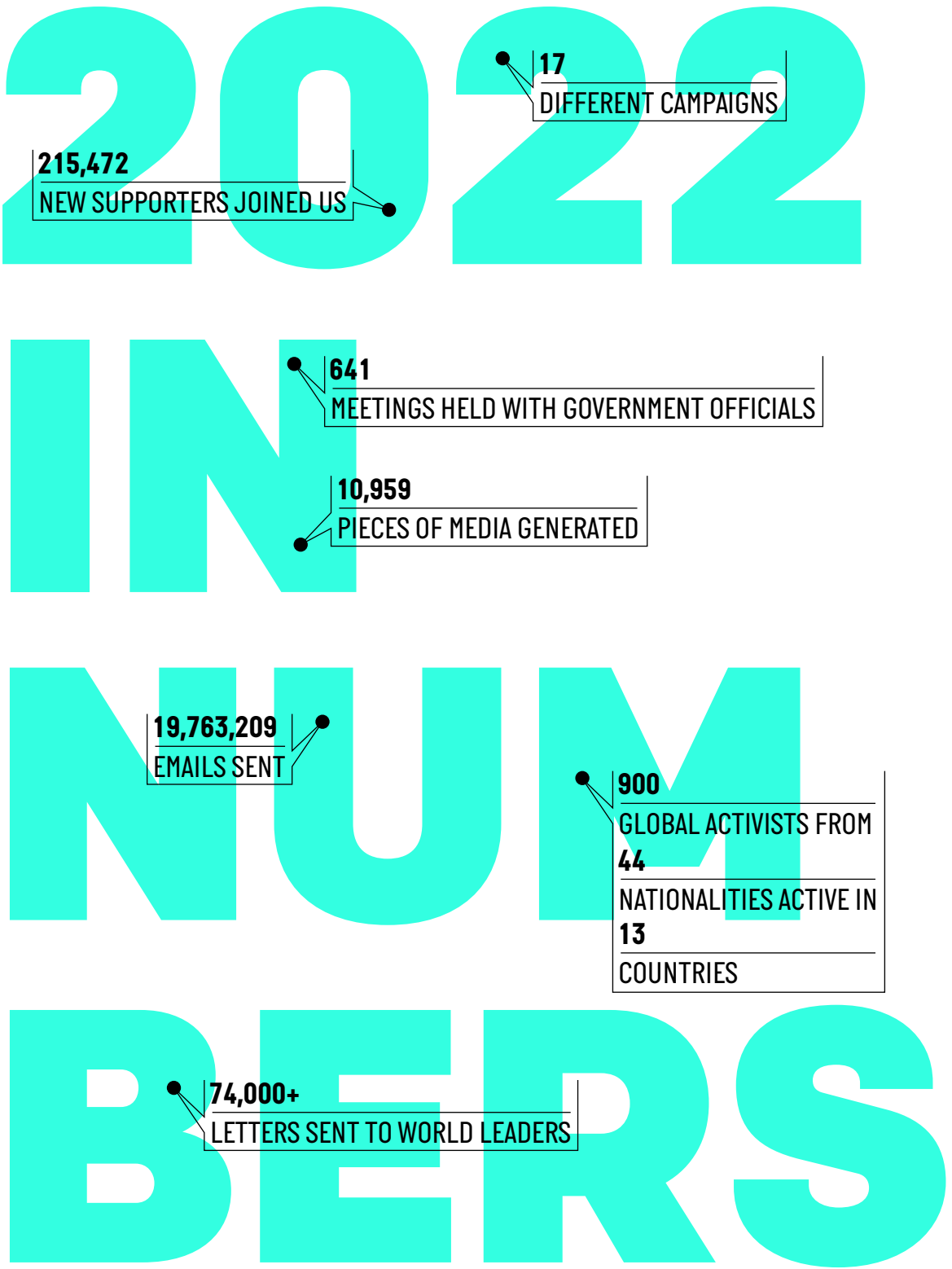
from the people who can make it happen and hold them accountable.

And...

We never give up.

Always persistent in the face of resistance. We make sure the demand for policies and funding to create a more just world are heard loud and clear. In a divisive world, we bring people together and unite them around a common mission, and together we persuade those in power to act. And we're in it for the long haul. Over the years, we have fought for better laws, pushed for global cooperation, and secured billions of dollars for the world's most pressing problems. We won't stop until we have a world with the opportunities, the rights, the healthcare, the education, the equality that everyone, everywhere deserves.

Together, when we speak as ONE our voices are heard.





LETTER FROM THE CEO AND BOARD CHAIR

Dear Friends and Supporters

2022 proved to be another challenging year for the people and countries at the heart of our mission. With the pandemic still in force, the potency of climate change increased, the Russian invasion of Ukraine spawned grain shortages and sharp increases in the cost of food and fuel, and global inflation and ongoing supply chain disruptions sent the prices of basic goods even higher. Unlike wealthy countries in Europe and North America, low- and low-middle-income countries in Africa had little to fall back on; with national income and reserves already reduced by the pandemic, a significant number of these countries fell into debt distress, while millions of people grew poorer.

The international response was, throughout 2022, woefully inadequate – but the potential for positive change became clear. Urged on by the US Treasury Secretary, the International Monetary Fund issued a new round of Special Drawing Rights – a form of reserve currency – and major shareholders agreed to re-allocate \$100 billion from their allocations to the poor countries with much smaller allocations. Borne largely of frustration with the performance of the World Bank and other multilateral development banks during the pandemic, the G20 called for a series of reforms that could yield hundreds of billions of dollars in new capital investments for development and climate. Mia Mottley, the Prime Minister of Barbados, launched with partners the “Bridgetown Initiative,” which aims to protect poor countries from the macro-economic crises that emerge in the wake of climate-induced natural disasters. Africa’s call for action on debt began to get some traction, and its united stance on the need to reduce the dependency exposed by the pandemic and Russian invasion of Ukraine was translated into concrete proposals put forward at the EU-Africa and US-Africa Leadership Summits.

ONE had a hand in all of these developments – working behind the scenes to influence and inform key donor countries, joining our African partners to develop and advocate for Africa’s positions and proposals, engaging the media and influencers,

and mounting public campaigns for action. The world isn’t where we want it to be yet, but the fact that the issues we care about are now squarely on the agenda of the international community is an important win.

At the same time, 2022 saw the first signs of risk to international financing for global public health, for the first time in almost 15 years. ONE campaigned across North America, Europe, and Africa for the replenishment of the Global Fund for AIDS, TB, and Malaria, securing a record-breaking \$15.7 billion in funding – but less than the Fund’s goal – and (RED) made a robust pledge of \$150 million, making them the largest private sector contributor to the Global Fund’s lifesaving work and the 13th largest donor. Our U.S. team also launched its strategy for securing the reauthorization of PEPFAR by the U.S. Congress. And on the organizational front – we developed a brand “refresh” for launch in 2023 and a new strategy for engaging our digital supporters, launched data.one.org, a tool that enables our partners, supporters, the media, and others to access and manipulate comprehensive real-time data on all of our issues, and partnered with over 900 global activists. All of which will help us cut through and build support for our mission at a crucial time.

2022 was a busy year, and a tough one. Largely due to their focus on Ukraine, great power competition, and global economic instability, the time, attention, and resources allocated to development and Africa’s progress by the world’s major donor countries declined noticeably. But the determination of the ONE Campaign grew in direct proportion to that challenge – and with your continued support and engagement, we will together secure progress as we move forward.

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



THE FIGHT TO END THE PANDEMIC

Facing a world of converging crises

2022 began with the prospect that, with the right steps, the world could create a global recovery that would enable all countries to rebuild after two years caught up in the pandemic and its devastating economic aftershocks. Instead, as the year progressed, renewed opportunity turned to desperation as people from all walks of life were caught in a spiraling storm of interconnected crises.

Conflict, COVID-19, and climate — and their economic devastation — threatened our future security and hopes of progress and prosperity. Low-income countries were especially vulnerable amid rising debt and skyrocketing food and fuel costs, even as they continued to bear the brunt of climate change impacts. And we faced the real danger that unless the world could chart a path through these converging challenges, they would not only undermine much of the progress of recent decades but jeopardize the future health, security, and prosperity of millions of people around the world.

At the same time, the Russian invasion of Ukraine pulled global attention, political prioritization, and resources away from the COVID-19 response even as the pandemic entered its third year. And while the response to the Ukraine crisis was impressive, there was no sign of the same energy being applied to the other major challenges facing the world.

In response, ONE doubled down in the fight to end the pandemic and its economic aftershocks with a unique combination of insider political advocacy, mobilization of young voices, and real-time, data-driven policy analysis. Our fight included taking action on issues ranging from vaccine access, to debt relief and economic recovery. We campaigned to protect vulnerable countries from the worst effects of COVID-19: pushing for universal access to COVID-19 vaccines, at least \$100 billion reallocated in IMF Special Drawing Rights (SDRs), and a reserve asset to help countries in debt distress.

No small feat, our actions helped mobilize 6 billion for medical countermeasures through ACT-A and \$33 billion in SDRs direct to African countries to support their economic recovery. Our message reverberated through the halls of leadership, with 43,000 people signing our petition and joining our fight to free the funds. And in a single week, we reached over 140 million people and executed 71,197 actions on four continents - all in the name of vaccine equity.

We knew that bold action was our only way out of this global crisis and the only way to prevent the next one. Read on for deep dives into major projects in our fight to end the pandemic and beyond.



DEEP DIVE VACCINES

COVID-19 – Forgotten but far from beaten

In 2022, discussions of vaccine equity were all but dead as the supply of vaccines from G7 countries outstripped demand. This was driven by a few factors: vaccine hesitancy, a lack of capacity to administer vaccines, and a perception that COVID-19 was no longer a serious threat. And yet the virus continued to spike around the world, remaining a threat to millions of unvaccinated and vulnerable people. And the reality was — and still is — that until the world can truly control the pandemic, the risk of new strains and further deadly waves of the virus remains dangerously possible.

What we did

By the end of 2021, our campaign to end the pandemic and its economic aftershocks helped deliver over 600 million COVID-19 vaccine doses around the world. Our campaigns and petitions on issues ranging from access to vaccines, to debt relief and economic recovery, resulted in over

1 million actions from activists globally. In 2022, we continued our fight by pushing for G7 governments to provide the funding needed to secure the supply of vaccines, diagnostics, and therapeutics to meet the demand and need for COVID countermeasures over the long term.

To do this, we found bold ways to take action. We amplified our message for a global COVID response, pushing our creativity to new levels to make our voices heard in the halls of power. We pushed the Biden administration to set a date for its committed second Global COVID-19 Summit by launching an edgy Doodle Poll Action — which received high-level nods in a White House National Security Council meeting. In partnership with Now This Media, we shared stories that showed the real effects of COVID on people in Nigeria. And we produced high-level policy analysis and data dives, which included dynamic, real-time data visualizations on topics including how Russia's invasion of Ukraine impacted Africa and the roots and implications of the hunger crisis on millions of struggling families.

Harnessing people power in a pandemic

Our impact was largely driven by the power of our Global Activists and key partnerships. Early in the year, we delivered a Global Week of Action, supported by some of the world's leading foundations, to increase citizen involvement and hold leaders' feet to the fire. We mobilized activists, supporters, and the public across two dozen countries to pressure leaders to vaccinate the world and mitigate the economic aftershocks. Activity took many forms. Activists across Africa took to the streets armed with placards, flyers, and loudspeakers to make their voices heard. Supporters and activists emailed, tweeted, and called politicians in the US and Canada and built support behind an open letter written and shared by our European and African activists.

Our message was shared far and wide: over 2,000 billboards were spread from Paris to Lyon, there were posters and stunts in Berlin Central Station, and advertisements placed at Westminster tube station, alongside activists dressed up as the COVID-19 virus in Parliament Square. We were supported by a collection of partners including Global Citizen, the People's Vaccine Alliance, Save the Children, and Trinity College Dublin. Throughout the week, stunts, online actions, and media events with 16 partners across over 20 countries reached at least 147 million people, spurred over 71,000 actions, and generated 400 media mentions.

Ahead of the AU-EU Summit in February, we delivered an open letter written jointly by African and European Global Activists, calling for a global response to the pandemic. The letter was signed by 20,000 supporters and 26 former presidents, prime ministers, and experts. By the end of the summit, commitments included the Global Gateway package, potentially worth €150 billion, €100 million to support the African Medicines Agency over 5 years, and €40 million to support the WHO Tech Transfer Hub. The EU also announced a dedicated investment package to strengthen African health systems.



Campaign outcomes

Overall, our advocacy for greater access to vaccines and other measures resulted in at least \$6 billion committed to ACT-A and other mechanisms. We helped mobilize around \$70 billion in bilateral and multilateral funds for the global effort to deliver vaccines, therapeutic treatments, and other medical countermeasures for COVID-19. We also helped push G7 countries to commit to sharing vaccine doses, leading to a total of 2.7 billion vaccine doses pledged as donations at a time when they were critically needed.

And in pursuit of these goals, we reached 150 million people via billboards, press adverts, branded buses, stunts, posters, and street stickers across ONE's markets. And we secured 1 million campaign actions from half a million people.





SPOTLIGHT

#MythOrVax

Challenging vaccine misinformation through #MythOrVax

In 2022 we launched the second phase of the #MythOrVax campaign, in partnership with TikTok, UNICEF, the African Union, and the WHO's Viral Fact Africa. This interactive campaign brought Africa's biggest celebrities and Africa's top health experts together to counter false information on the COVID-19 vaccine, and assess public awareness. With an online quiz and an interactive

myth-busting filter, we paired some of the biggest names on the continent, like Yemi Alade from Nigeria, SautiSol from Kenya, Pearl Thusi from South Africa, and more, with health experts to dispel myths and raise awareness about the importance of COVID-19 vaccinations in Africa. In 2022 the #MythOrVax campaign reached more than 4 million people.





Based on feedback received following the publication of the health ranking, we published the Post-Pandemic Health Financing by State Governments in Nigeria 2020 - 2022. The report contributed to the discussions on financing primary healthcare in Nigeria at the PHC Financing Forum, which included 36 state health commissioners and the Nigeria Governors Forum.

SPOTLIGHT

Nigeria Health Report

Strengthening the health system for the next pandemic

In Nigeria, we are ensuring commitments are delivered to those most in need. Several years ago, our #MakeNaijaStronger campaign contributed to the Nigerian government committing to a budget of ₦55.1 billion (US\$153 million) for basic healthcare provisions, giving citizens easier and more affordable access to healthcare services. This funding then went to the Nigerian States for implementation.

To hold the government accountable for delivering on this commitment, we launched and disseminated the Primary Health Care Service Delivery Report, which highlights the need for subnational governments to strengthen the health system for future pandemics.

Since its publication in July 2022, Nigeria's federal government established a committee to review the implementation of the Basic Health Care Provision Fund, and this report is now seen as a key milestone in providing insights into how the country's primary healthcare system is performing. Additionally, several state leaders have met with ONE to discuss how to improve their ratings by delivering what was pledged. And many organizations have also welcomed the report, including the EU Commission in Nigeria, Resolve to Save Lives, and the Bill & Melinda Gates Foundation. The report also empowered citizens to push for improvements to their healthcare.





DEEP DIVE
ECONOMIC RESPONSE

Diverted attention – diverted resources

In 2022 the Ukraine conflict pushed food prices to an all-time high – exacerbating major existing pressures on the global food system. As a result, 147 million people faced acute malnutrition. And while the economic downturn and cost-of-living crisis were being felt by people everywhere, for people in the world’s poorest and most vulnerable countries, these crises were life-threatening. A daunting 40% of African countries were in or at high risk of debt distress with debt service costs rising.

In June 2022, leaders had a chance to agree on a plan of action to end the pandemic and address these converging crises when they met at the G7 Summit in Schloss Elmau, Germany. However, while G7 leaders were rightly focused on the fallout of the Ukraine war, the COVID-19 response was barely mentioned at the summit and no new resources were committed. At that point, the estimated cost of recovery in the Ukraine stood at \$750 billion — on top of the \$82 billion in humanitarian, financial, and military support that countries had already committed.

Commitments from the international community to address these challenges were anemic at best. Pledges of recycled IMF Special Drawing Rights (SDRs) had amounted to \$73 billion (including the US in Congressional limbo) but at that point, none had actually been delivered to countries. And G7 commitments of roughly \$5 billion to respond to the food security challenges - itself less than a quarter of the World Food Programme’s humanitarian appeal - included old commitments being re-pledged.

What we did

In response, we launched a campaign asking leaders to Free the Funds and help all countries deal with the global economic polycrisis. This meant meeting the G20 commitment to channel \$100 billion SDRs to the most vulnerable countries, unblocking the Common Framework (an initiative endorsed by the G20, to support, in a structural manner, low-income countries with unsustainable debt). And reforming the multilateral development banks, like the World Bank, so that they can leverage up to \$1 trillion in new lending.

As part of the campaign, we launched an open letter penned by ONE Champions (asking global

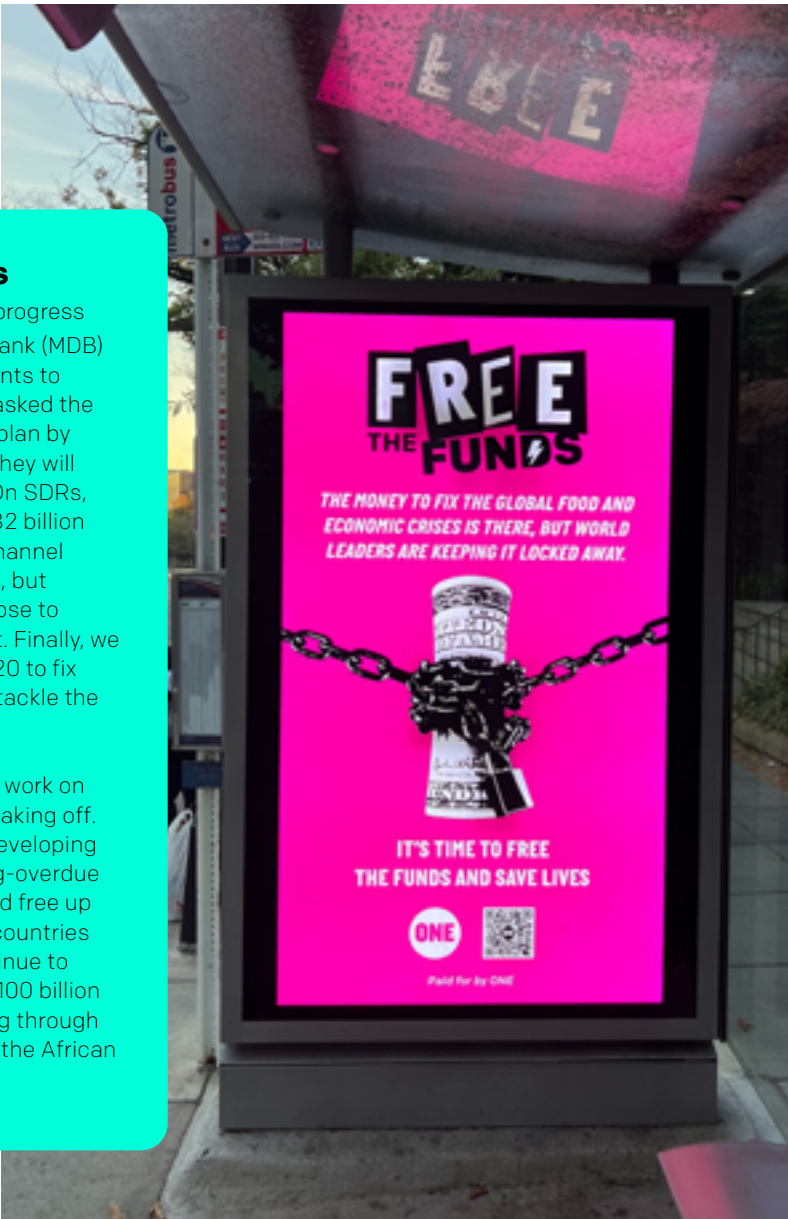
leaders to Free the Funds), gathering over 43,000 signatures. ONE Global Activists also joined in a challenge and brought several hundreds of additional signers to the letter. A week ahead of the World Bank-IMF Annual Meetings, and the G20 Finance Ministers meeting, supporters sent thousands of messages to their respective Finance Ministers, by email in the UK, Canada, Belgium, Finland, Denmark, Sweden, Austria

and Luxembourg, and on Twitter in France and Germany. This culminated in a stunt in DC calling on finance ministers to CASH IN ON THEIR PROMISES and FREE THE FUNDS accompanied by an ad in the Washington Post and across bus stations in DC. Behind the scenes, we worked to feed into Janet Yellen’s speech and shaped the news coverage by co-hosting a press briefing.

Campaign Outcomes

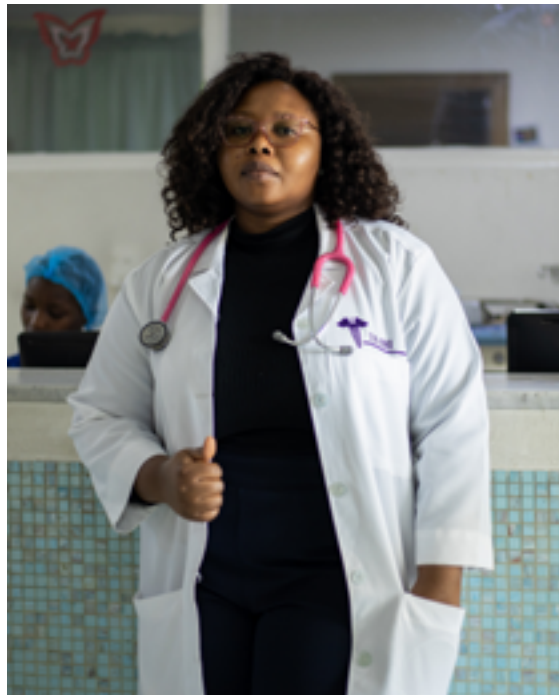
Our campaign helped secure progress on Multilateral Development Bank (MDB) reform with strong commitments to move forward. Leaders even tasked the World Bank with developing a plan by the end of the year as to how they will achieve some of ONE’s asks. On SDRs, commitments increased to \$82 billion (including the US pledge) to channel these to the poorest countries, but unfortunately, we’re still not close to meeting the \$100 billion target. Finally, we kept up the pressure on the G20 to fix the Common Framework and tackle the growing debt crisis.

Looking into the next year, our work on MDB optimization is only just taking off. We will be campaigning and developing policy products calling for long-overdue reforms to MDBs —which could free up to \$1 trillion in new lending to countries hit hard by polycrisis. We continue to push to fulfill the promise of \$100 billion in rechanneled SDRs, including through channeling to other MDBs like the African Development Bank.



THE GLOBAL FUND

TO FIGHT AIDS, TB, AND MALARIA - 7TH REPLENISHMENT



The road to a record-high pledge

Since the start of the pandemic, global inequalities have been growing, with millions of people falling into extreme poverty. And as COVID-19 continues to cripple vital health systems in the most vulnerable communities, it threatens to reverse decades of progress in fighting diseases like HIV/AIDS, tuberculosis (TB), and malaria.

That's why, alongside our sister organization (RED), we worked to ensure the Global Fund is fully funded. The Global Fund is an innovative partnership between governments, businesses, health organizations, civil society, and affected communities designed to accelerate the end of AIDS, TB, and malaria as epidemics and ensure a healthier, safer, and more equitable future for all. Since its creation, the Global Fund has helped save 50 million lives. That's 50 million people who can live, work, attend school, and contribute to their communities.

In 2022, world leaders once again had the opportunity to reinvest in the Global Fund. And in this 7th Replenishment, the Global Fund sought \$18 billion to get the world back on track in the fight against AIDS, TB, and malaria - a 30% increase. A commitment at this level could help save 20 million lives by 2026.

ONE activists fight for the Global Fund

With so much at stake, we geared up and set our sights on making sure donor countries stepped up and increased their commitments to fighting AIDS, TB, and malaria by 30%. ONE activists were central to this campaign, leading the charge through creative digital and on-the-ground campaigning.

In Europe, ONE activists took over the European Parliament for two days to remind members of the European Parliament of the impact the Global Fund has had since its founding in 2002. In Canada, our activists took to the Capital Pride festival in Ottawa to raise awareness and campaigned outside the International AIDS Conference in Montréal. In Germany, our activists swarmed the Chancellery dressed as giant mosquitoes to draw German Chancellor Olaf Scholz's attention to the Global Fund's fight. In the US, ONE activists held grassroots meetings with legislators and delivered handwritten letters to congressional offices around the country to build support for President Joe Biden's commitment of \$6 billion to the Global Fund. Activists helped secure over 55,000 signatures for ONE's Global Fund petition through digital activism. ONE also supported partners in Australia, Ireland, Norway, and Spain by running campaign actions targeting the key decision makers in each country.

A historic Global Fund replenishment

Our efforts culminated in New York, where ONE Activists joined us in creating a buzz about the Global Fund with an audio installation stunt highlighting the world's deadliest animal, the mosquito, and recording 'Live from New York' videos that activists tweeted and posted tagging their members of Congress.

We put pressure on leaders to deliver until the last minute, through our insider advocacy and public engagement efforts. Navigating political instability in key markets, a challenging global economic landscape, and the impacts of Russian's invasion of Ukraine and the ongoing pandemic, ONE played an integral role in securing a record-breaking total of \$15.7 billion, with many world leaders increasing their commitments to the Global Fund by 30% during the pledging session. While this falls short of the \$18 billion target, it is a historic win and the most ever raised for the Global Fund to date.



"Activists helped secure over 55,000 signatures for ONE's Global Fund petition through digital activism"

(RED)

In 2022, the Global Fund raised over \$15 billion - the largest global commitment to fight preventable and treatable disease. As part of this effort, (RED) joined world leaders, the private sector, and community organizations at the Global Fund’s Seventh Replenishment Conference to pledge \$150 million to the Global Fund over the next three years. The commitment made (RED) the largest private sector contributor to the Global Fund’s life-saving work and the 13th largest donor overall.

During the conference, which was hosted by President Biden, (RED) was represented by activist Connie Mudenda who shared the stage with the world leaders.



World leaders and (RED) activist Connie Mudenda gather together on stage at the Seventh Annual Global Fund Replenishment.



(From left to right) Former U.S. President Bill Clinton, Dr. Tedros Adhanom Ghebreyesus, Dr. Karen Miga, and Bono discussing global health at CGI.

Clinton Global Initiative

To further highlight the critical work of the Global Fund and the role of (RED)’s partners, Jennifer Lotito and (RED) Ambassadors announced the \$150 million pledge as an official Commitment to Action at the Clinton Global Initiative (CGI).

The conference brought together over 1,000 global leaders to collaborate on solutions to some of the world’s most urgent challenges, which included a panel discussion with Bono, Co-founder of ONE and (RED), who joined President Clinton on stage to underscore the critical work of the Global Fund in the fight against AIDS.



(Left to right) Phoebe Robinson, Bono, and Brian Moynihan celebrate (RED) collaborators at the (RED) Nightcap.

The (RED) Nightcap at Goals House

To close out Replenishment week, Bono joined Bank of America CEO Brian Moynihan, and comedian and (RED)UCATOR Phoebe Robinson to host the (RED) Nightcap at Goals House. Held at Central Park’s historic Tavern on The Green, the nightcap celebrated (RED) partners and collaborators that have helped raise more than \$700 million to date for the Global Fund.

Campaigns

In June, (RED) launched its (LIVE SUMMER) campaign, which included a live gaming tournament that raised over \$350,000 in just three hours, and for its annual Q4 campaign, CHOOSE (RED) SAVE LIVES: GIFTS THAT HIT DIFFERENT, (RED) and its partners lit up social media and offered more ways than ever for fans to shop, game, cook, skate, and give (RED). On World AIDS Day 2022, (RED) partners and ambassadors took social media by storm with dedicated activations, in-person displays, and employee engagement opportunities from longtime partners Apple, Vespa, Merck, and Bank of America.

Partner activations and launches

Throughout the year, (RED) partners continued to step up and showcase unwavering support for (RED)’s mission while driving meaningful change.

Stellantis released a brand-new fleet of (RED) cars across its Fiat, Jeep, and RAM brands. These vehicles were highlighted across key media moments and activations, with Jeep launching its (Jeep®)RED Renegade Special Edition during a giveaway on the final season of The Ellen Show, while the 2022 Ram 1500 Limited (RAM)RED Edition Truck was promoted on-air during the CMT Music Awards.

(RED) announced its entry into the NFT marketplace in collaboration with Partisia Blockchain. Teaming up with some of the world’s hottest NFT artists for a special one-week-only drop, the NFT raised \$660,000 for the Global Fund thanks to generous matching by The Bill & Melinda Gates Foundation.

Building on its longstanding partnership with (RED), Apple released its new (PRODUCT)RED lineup, including the iPhone 14 Plus, Apple Watch Series 8, and new accessories.

Santander Asset Management and (RED) launched a ‘first in-kind’ social investment fund, Santander Prosperity. The fund invests



(left to right) Jennifer Lotito, Santander Senior Executive Víctor Matarranz, and Global CEO Samantha Ricciardi celebrate the launch of the Santander Prosperity Fund.

in multi-theme, global equities of companies whose products and services aim to tackle the SDG challenges of health and well-being, nutrition, education, and financial inclusion. Santander is donating 15% of its management fees to the Global Fund and aims to generate a minimum of \$1 million annually.

(RED) teamed up with Gagolian and revered American artist, Ed Ruscha, to launch two collections of exclusive scarves based on Ruscha’s *Science Is Truth Found Out* drawing (1986).

Produced in limited quantities by Massif Central and priced at \$1,200 per scarf, 100% of the net proceeds from each sale have gone directly to the Global Fund with The Bill & Melinda Gates Foundation generously matching every dollar raised. To date, the scarves have already raised more than \$1 million for the Global Fund.

(RED) also welcomed a variety of new brand partnerships and products throughout the year, including a Girl Skateboard deck and apparel collaboration with Tuesday Lewman, a range

of (PANASONIC)RED products—including the SoundSlayer gaming speaker, the Technics turntable, and the Multishape groomer, Earth Rated pet care products, (KISS)RED beauty products, The Ridge (PRODUCT)RED wallet, the (MOREL)RED sunglasses collection, (EMBER)RED temperature-control smart mugs, the (LEVOIT)RED air purifier, and more. These new partnerships enabled (RED) to expand its product catalog, tap into new industries and audiences, and diversify its global reach.



Ed Ruscha: Science Is Truth Found Out (RED)ITION Winter 2022 Scarf.

ONE DATA & ANALYSIS



ONE data at your fingertips

Ever wonder how many additional jobs could be created in the energy sector by 2030 through an African transition to renewable energy? Or how much Africa owes the US in debt payments? How about the number of women that were pushed into extreme poverty in a single year alone?

In 2022 we launched data.one.org, our Data & Analysis platform which explores the major challenges and opportunities facing African countries — all powered by a backend infrastructure that ensures the data is always up to date.

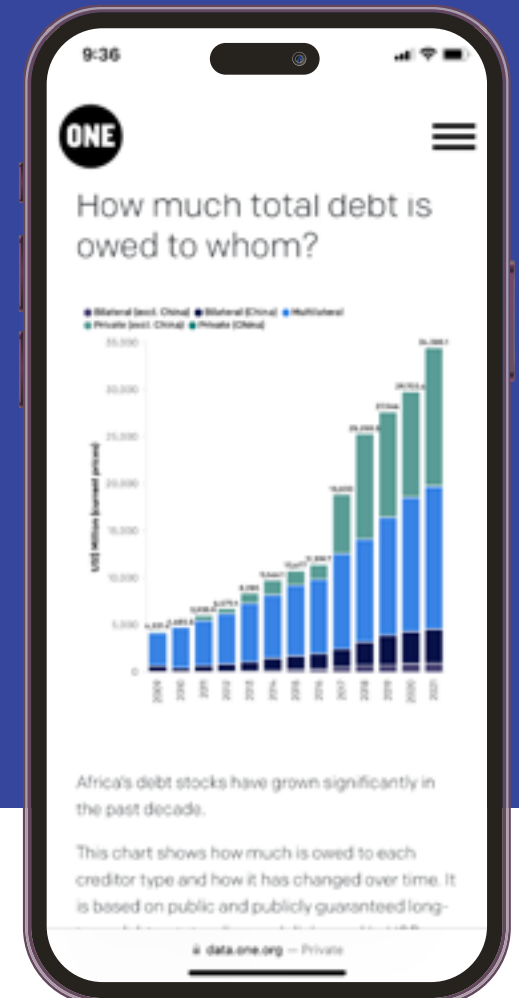
Expect no-jargon explainers and fresh takes on big issues: 'Women aren't given power, they make it' highlights gender's relationship to power and how women are transforming the landscape. 'How Africa can drive global climate change solutions' lays out the potential of Africa to power a renewable energy transition across the world.

Data.one.org will be at the forefront of ONE's efforts to educate, influence, and inspire action on key development challenges by getting up-to-the-minute data and analysis to those who can make a difference.



Already we've also seen applause from key influencers from governments, think tanks, and civil society.

In 2022 we released 13 Data Dives on the platform spanning health, food security, debt, vaccine uptake, and poverty. With over 16,000 Aftershocks subscribers to date, our newsletter has received praise as a vital tool in the battle for global justice from leaders, decision-makers, and experts in the field.



"It's things like this that keep me optimistic about the Internet. It's undeniable that the democratization of publishing has opened the door to a lot of misinformation, but it's also enabling entirely novel and sophisticated resources like this. We have an incredible amount of data available to us these days, and we need a lot of people dedicated to #sensemaking to put data to good use."

Jed Sundwall, of Amazon Web Services on DATA.ONE.ORG



ONE GLOBAL ACTIVISTS

A pursuit for a global justice

ONE Global Activists have always been central in our fight against global injustices. And in 2022, their impact was pivotal in our ability to influence and mobilize decision-makers and supporters alike to join the fight.

Ahead of the AU-EU Summit in February, ONE Activists played a crucial role in shaping the debate by ensuring ONE's priorities were featured in the surrounding events and reporting. They held over 20 high-level advocacy meetings with key decision-makers from Africa and Europe, including ministers, commissioners, and ambassadors to communicate key messaging. They also delivered an open letter signed by 20,000 supporters and 26 former presidents, prime ministers, and experts.

In 2022, ONE Activists were monumental in our mission; from our ONE Vote Campaigns in France and Italy; to our work to fund the Global Fund and our fight to #FreeTheFunds in the lead-up to the World Bank-IMF Annual Meetings and the G20 Finance Ministers meeting.

Their relentless pursuit of a more equitable and just world has inspired action across the world. And our activist footprint keeps growing: we have about 900 Global Activists from 44 nationalities active in 13 countries —: Belgium, Canada, Ethiopia, France, Germany, Italy, Kenya, Mali, the Netherlands, Nigeria, Senegal, the UK, and the US.

A summer of action

In the summer of 2022, activists took the reins in redefining an entire generation through activism. Motivated by the converging crises of conflict, COVID-19, and climate change, our GenerAction campaign called on a generation built for action to implore world leaders to tackle these crises. Our activists traveled through nine cities across Europe, organizing and participating in several tours, shows, and festivals, and directly engaging with policymakers to take action to advance a more equitable global COVID-19 response.

Throughout the GenerAction movement, activists asked supporters to sign a pledge to fight for a fairer, more economically just future. They sent emails directly to ministers ahead of the joint health and development G7 ministerial. And they wrote personalized postcards to G7 leaders. Through creative games, stunts, and digital actions, activists built buzz for key issues in the lead-up to the G7 summit. They also penned open letters, sent over 65 letters to the editor, spoke at high-level events and conferences, delivered thousands of postcards to decision-makers, and mobilized thousands both offline and online to endorse the petitions.

At the end of the campaign, over 32,000 actions were taken, instigating a positive response from G7 health and development ministers, MPs in Brussels, and the German chancellor.

ONE VOTE FRANCE

The 1990s are back...for better or worse

In addition to the resurgence of '90s fashion and cultural trends, extreme poverty is increasing in the world for the first time since that decade. During the 2022 presidential election in France, ONE highlighted this worrying fact by calling on candidates to “reverse the trend” in our ONE Vote France campaign — a powerful, offbeat campaign to solicit strong commitments to international development.

As part of the campaign, we organized an in-person event in partnership with the newspaper *Libération*, during which each candidate’s spokesperson answered questions on international solidarity from our Youth Ambassadors and journalists. Through this event, we were able to clarify our advocacy arguments in front of a live audience and assess the candidates’ proposals on our issues. The event increased our visibility and created stronger links with NGO partners and candidates’ representatives, with over 500 people at the event and thousands more joining online.

Campaign outcomes

The campaign successfully captured the attention of seven candidates, who responded to our asks. Over 50% of the candidates took commitments, thanks to our campaign, including the four major candidates (but excluding the extreme right). More than 6,000 people signed our petition demanding candidates prioritize extreme poverty and inequality. We got President Emmanuel Macron’s attention too. In fact, over the course of his entire campaign, President Macron only responded to two NGOs, including ONE. Through the campaign, we solidified our profile as a serious, reliable partner, which will make our work and engagement with the government easier, at least for the next five years.



ONE VOTE ITALY

Taking on an Italian election

After over a year of Italian prime minister Draghi’s governance, snap elections were called in Italy for late September, opening a new era for Italian politics. To ensure that Italy continued to prioritize sustainable development after the election, we launched the ONE Vote Italy Campaign in less than three weeks.

Playing with the popular Italian saying “mannaggia la miseria” (translates as “damn poverty”), we brought forward four fictional candidates. Two of the fictional candidates acted as key allies of our recommendations, in opposition to two other fictional candidates who were embodying negative stances on development cooperation. And, just as an official electoral campaign launched, we launched our campaign too. We asked candidates to follow the positive examples and to sign our ONE Vote pledge committing to act for a more fair and sustainable future.

Once again, our activists were at the core of our campaign, helping secure the signatures of over 50 Members of Parliament, including six out of the ten party leaders. This would not have been possible without their perseverance: our activists hijacked party conferences, they delivered postcards and letters to each party’s headquarters, and they participated in 15 Twitter storms in one week to ensure we received full support for our asks.

Campaign outcomes

After the elections, our activists co-authored a youth manifesto, later shared with elected members of Parliament, to highlight the role the newly elected executive should play in address-ing these converging crises. Thanks to all those actions, our activists were featured in newspapers, radio stations, and podcasts.

This year, we will continue this important groundwork ahead of Italy’s G7 Presidency in 2024.



KEY HIGHLIGHTS – 2022 CALENDAR

IN 2022 WE DELIVERED:

JANUARY

We partnered with the *Financial Times* to discuss the question, “Is vaccine nationalism undermining the global economic recovery?”

FEBRUARY

We made a spoof video with a Doodle poll designed to land the perfect date for the US-hosted COVID summit. The video made its rounds on Twitter, and with some important US politicians.

MARCH

We unveiled ONE’s #JobsNowAfrica campaign to mobilize 1 million youth voices calling for urgent reforms at the national level in selected African countries.

MAY

ONE activists kicked off their summer of action, by taking over cities across Europe with a call to leaders to rewrite the future, and deliver real, meaningful change.

JULY

In partnership with NowThis we shared the voices of three people from Lagos, Nigeria, who shared how they have been affected by COVID-19.

SEPTEMBER

ONE supporters were on the ground in New York City to ensure a strong replenishment for the Global Fund, and they succeeded, with a historic total of \$14.25 billion raised.

NOVEMBER

Ahead of attending COP27 we shared our petition to global leaders demanding climate justice today.

APRIL

ONE’s co-founder Bono was honored with the Fulbright Prize for his work with ONE and (RED). He later visited Capitol Hill for a conversation with lawmakers on the importance of funding a global response to COVID and the Global Fund.

JUNE

We released ONE’s five-point plan to end the pandemic – outlining the urgent actions needed from global leaders and the world.

AUGUST

ONE activists attended the 27th session of the Youth Assembly in New York City to share their experiences as young activists.

OCTOBER

We hit the streets of DC ahead of the World Bank-IMF Annual Meetings and the G20 Finance Ministers meeting to call on finance ministers to cash in on their promises and “Free the Funds.”

DECEMBER

In our ONE Minute On series, ONE CEO Gayle Smith wrapped up our year with 3 good things that happened in 2022 – a record \$14.25 billion for the Global Fund, progress on a new HIV vaccine, and a year of big moments of advocacy.

STAKEHOLDERS

ONE is 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 2022.

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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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.

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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.

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

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

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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.

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