ONE **ANNUAL REVIEW**





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OUR ORIGIN STORY

In 2004, ONE was founded with the mission to mobilize millions to demand change from political leaders around the world in the fight to end extreme poverty and preventable disease in Africa. Since then, we've worked tirelessly to create a more just and equal world. We've fought for better laws, pushed for global cooperation, and secured billions of dollars for the world's most pressing problems, driving results for communities globally.

Two decades later, we're still in the thick of it.

Today, ONE has become a collective voice of campaigners, advocates, policy experts, partners, and engaged citizens from around the world, demanding change from the decision-makers who can make it happen and holding them accountable. With over 25 million actions taken to date, our efforts have helped secure over \$72 billion in funding to strengthen global health systems and \$114 billion to help African countries weather economic, health, and climate shocks.

The world has changed since our early days. Twenty years ago, 1 in 4 people lived in extreme poverty. Today, it's around 1 in 10 - unequivocal progress. But growing debt distress, volatile politics, and the impacts of climate change and conflict are increasingly threatening these gains, causing the most devastation to the poorest and most vulnerable countries.

In this spiraling state of global inequality, there's so much more left to do. So, we're here for the long haul. We never give up. And we won't stop until we have a world where every person can access the opportunities, healthcare, education, and equality they deserve. Our work championing global progress has evolved over the years, meeting the rising challenges of an ever-changing world. But our roots stand firm in the pursuit of a fair and dignified future for everyone, everywhere.

LETTER FROM THE BOARD CHAIR

Dear Friends and Supporters,

2023 saw significant change and ongoing challenges, both for ONE and globally. Amidst a backdrop of persistent issues, including the conflict in Ukraine, climate change, and the economic repercussions of COVID-19, new crises have emerged that underline the interconnectedness of our global challenges. The world's pressing needs and our global leaders' priorities have become starkly divergent. Poverty is rising for the first time in decades, while climate-induced disasters, hunger, and unemployment threaten to undermine hardfought achievements. Facing these challenges, in 2023 ONE showed it is possible to galvanize support, inspire action, and influence policy changes that mobilize critical funds for economic development and health initiatives.

Last year brought new World Bank leadership. President Ajay Banga pledged to modernize the Bank and have greater scale, impact, and speed. The greatest challenge now is bringing the Bank's shareholders along, a task ONE has taken head on, using advocacy and policy analysis to push for substantial reforms that will enhance financial support for Africa. Our efforts, in partnership with other stakeholders, led to a G20 agreement endorsing major reforms and the African Union gaining a permanent G20 seat, which ensures 1.4 billion people are represented in global economic discussions. However, more work is needed to ensure Africa's equitable participation in global decision-making.

The political landscape in the United States has been particularly challenging. For the first time, partisan tensions threatened the critical, bipartisan HIV/AIDS program, PEPFAR. Through relentless advocacy, collaboration with diverse stakeholders, and strategic media engagement, ONE helped secure a one-year reauthorization of PEPFAR in March 2024. The private sector continued to support the fight against AIDS. (RED) doubled down on engagement with existing partners like Apple and Bank of America and forged new collaborations, including a \$5 million commitment from technology firm IQVIA. This contribution and others are critical as we head into the Global Fund's 8th replenishment in 2025.

Data.ONE.org, in partnership with Google, created ONE Data Commons which significantly advanced our work to demystify complex data. These platforms use AI to provide accessible, credible data, enhancing our influence on decision-makers. Our analysis on climate financing, debt, and health were featured in global media and cited by world leaders.

These achievements underscore ONE's unique approach to advocacy, combining behind-the-scenes efforts, public engagement, and collaboration with activists and influencers to exert political pressure and drive change. I acknowledge the significant force behind many of these accomplishments, Gayle Smith, ONE's longest-serving CEO, who left ONE this January. ONE achieved many great things under Gayle's leadership, and she ensured the organization is well-positioned to empower citizens around the world to fight poverty and disease.

As we head into our 20th year and navigate a complex geopolitical landscape, ONE has been introspective, taking stock of our impact and where we must refine our strategy and structure. After an extensive strategic review, ONE is modernizing, including implementing a new structure and strategy that will streamline operations and double down on influence and relationships with decision-makers. Core to this work is a deeper commitment to promoting African agency and achieving collaborative successes across the African Union. I am confident these changes will ensure ONE has the strongest footing in our fight to end extreme poverty.

As we look forward, we have welcomed a new CEO, Ndidi Okonkwo Nwuneli, our first African leader. Ndidi brings more than 25 years of international development experience. With Ndidi at the helm, I am excited to see ONE lead the way in innovative new approaches to tackle the complex issues behind extreme poverty. With your continued support and engagement, we are confident in our collective ability to make significant strides as we approach our 20th anniversary.

Your partnership in these endeavors has been invaluable, and I look forward to our continued collaboration in the pursuit of a more equitable and sustainable world.

Warm regards,

Tom Freston, Chair of the Board of Directors



OUR IMPACT

How we advocated for policy change and funding commitments in 2023

2023 put our resilience to the test. From climate change to COVID-19's lingering impact, to conflicts, rising debt levels, economic losses, and food insecurity, we faced a perfect storm that unleashed waves of chaos and devastation. This all threatened to erase hard-fought gains in education, health, and economic growth. The situation in Africa was especially dire, where global inflation and rising interest rates made borrowing and debt increasingly unsustainable for many countries, forcing many leaders to prioritize debt repayments over investments in climate, economic, and future development solutions.

Recognizing these challenges, ONE did what we do best: We mobilized our activists, policy expertise, and strategic campaigns around high-visibility political moments to put these issues at the center of the global agenda. We focused our efforts on policy change that would make a real difference: unlocking more development finance to help countries grow their economies and invest in their people. Read on to learn more about how we tackled the challenges of 2023 and continued our work pushing for a more equal and just world.

CREATING A GLOBAL FINANCIAL SYSTEM THAT WORKS FOR ALL



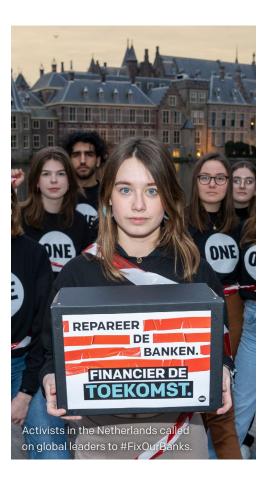
(X) Our impact:

The World Bank and other multilateral development banks (MDBs) hold over \$1.8 trillion in mainly untapped assets that are sitting idle due to outdated policies. We need urgent reforms to unlock these resources and address current and future global challenges. So ONE worked alongside African leaders and other key partners to launch long-overdue MDB reform to the top of the international development agenda. Our sustained work across the G20 led to tangible wins, including a recommendation by African Finance Ministers and the G20 Independent Expert Group to triple lending by 2030, the African Union finally gaining a permanent seat as a G20 voting member, and the announcement of two new instruments by the World Bank that could leverage up to \$100 billion in new low-cost loans to combat climate change.

(4) How we achieved it:

In 2023, the World Bank welcomed a new president, Ajay Banga. With new leadership and a genuine appetite for reform among key shareholders, we seized the window for change. We made our demands clear and worked to coalesce the political will needed to get decision-makers to support reforms to modernize the World Bank. We shared a New Leader, New Bank petition, which garnered over 50,000 signatures. We drafted a 10-point plan for his first 100 days, which was signed by 120 public figures, including presidents, celebrities, and economists. We deployed attention-grabbing campaign stunts, interactive policy tools to demystify the World Bank's balance sheet and launched supporter action petitions and activist engagements at the inaugural African Climate Summit and beyond. In September, ONE brought this issue to the front page with a landmark report exposing how rising interest rates are crushing African economies and impacting everyday lives. We also co-authored articles and op-eds in prominent news media, including Le Monde, the Financial Times, and The Washington Post.

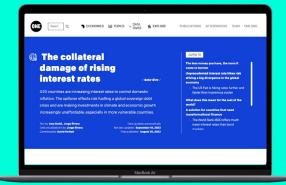




Why we're campaigning on this:

Countries across Africa need access to financing to tackle poverty and inequality, the skyrocketing cost of living, global health crises, and climate challenges. MDBs like the World Bank were created specifically to address these global challenges by providing low-cost, long-term finance to the countries that need it most. Unfortunately, the scale of money required to address urgent development and climate needs far outweighs current investment. And there's a lack of speed and agility needed to respond due to outdated institutions. At its core, this is an issue of equality, justice, and accountability. In line with ONE's mission, we are fighting for reforms that will lead to inclusive growth for everyone, everywhere

ONE's Policy Report on Debt Makes Headline News



ONE's breakthrough analysis on The Collateral Damage of Rising Interest Rates brought the unseen impacts of rising interest rates to the forefront. In 2023, African countries struggled to access needed financing and debt relief to keep their economies afloat as interest rates increased. African countries often pay a 500% premium on their debt. These debt burdens have serious implications: Around 3.3 billion people - nearly half of humanity - live in countries that spend more on debt interest payments than on health or education. This debt burden is not just a financial issue but a clear threat to people's lives and to future stability and prosperity.

Our analysis told this underreported story and drove the discussion at the G20 Summit and the 2023 Africa Climate Summit in September, where Kenyan President William Ruto mentioned our report in his opening remarks as summit host, planting the data at the center of the discussions.

Through unique, compelling data and humancentered stories, we used our research to connect our issues with headline issues to spread ONE's work and mission far and wide. The report garnered over 130 media hits, reaching more than 530 million people, including in TIME Magazine, BBC's flagship Today Program, BBC Newsnight, BBC World, BBC World Business Report, and Al Jazeera.





② Our impact:

The US President's Emergency Plan for AIDS Relief (PEPFAR) initiative has been a rare bipartisan success since its creation by former President George W. Bush in 2003. In 2023, the program celebrated its 20th anniversary, having saved 25 million lives and ensured that 5.5 million babies were born HIV-free through funding for testing, treatments, and prevention of mother-to-child transmission. ONE's advocacy has been at the center of PEPFAR's remarkable global impact.

ONE worked together with activists, co-founder Bono, faith leaders, and global health experts throughout 2023 to secure bipartisan support and reauthorization of the program. We worked with the White House to ensure that PEPFAR's 20 years of impact was mentioned in the President's State of the Union speech. And we collaborated with the Bush Institute for their event commemorating the anniversary, where Bono gave remarks praising the bipartisan efforts that have transformed so many lives, stating that "we find common ground reaching for higher ground." While the program's reauthorization was stalled in Congress in 2023, our efforts led to the one-year reauthorization of PEPFAR in March 2024. The critical, albeit shortterm, victory signals the US remains committed to the fight against AIDS and gives ONE a foundation to continue our fight for a longer-term reauthorization.

(4) How we achieved it:

PEPFAR's reauthorization sat in question in 2023, with partisan politics in Washington jeopardizing its future. ONE's US advocacy team executed a strategic campaign that struck the right balance of behind-the-scenes lobbying, strong partnership work, and targeted national and local media. Our ONE Activists made sure that support for PEPFAR was a top priority for their Members of Congress. During our annual Power Summit, 100 activists - including 14 who were recognized for a decade of activism with ONE - gathered in DC for three days of training and meetings with legislators. Activists took over 25,000 actions in support of PEPFAR, including 270 congressional meetings, sent 3,000 handwritten letters, made 1,000 calls to key offices, and published 36 letters to the editor or op-eds in local papers. We also partnered with 80 faith leaders across denominations and all 50 states who drafted a powerful letter to Congress, referenced by a Catholic priest in a New York Times op-ed in support of PEPFAR's work.

Why we're campaigning on this:

ONE has been fundamental to PEPFAR's success and continued bipartisan support, bringing together diverse stakeholders to ensure access to life-saving medicines around the world. ONE worked with a range of political allies and partners, and we are leading the fight to sustain US support for PEPFAR now and in the future so millions more have life-saving access to treatment and testing.



ONE GLOBAL ACTIVISTS

ONE Activists demand climate action

Africa has contributed the least to climate change yet is the most climatevulnerable region. Communities need the means to adapt now, but adaptation costs in Africa alone are estimated to be \$41 billion per year. That's why ONE Activists have been campaigning in donor countries to increase contributions to Africa for climate adaptation by at least double what was promised at COP26 in 2021. ONE Activists led the charge at the AU Summit in Ethiopia, the Africa Climate Summit in Kenya, and COP28.

During the Africa Climate Summit, they participated in the Africa Youth Climate Assembly, helping draft a youth declaration on climate and financial reforms. This led to the inclusion of ONE's ask in the Nairobi Declaration, the first official joint statement on climate and global financial architecture reform from African leaders.

Our Activists in Europe also played a crucial role in advancing global climate finance priorities. They ensured that our message resonated with decision-makers at the France-hosted Summit for a New Global Financial Pact in June by engaging with hundreds of MPs through lobby days, letters, and petitions in the leadup to the Summit. They also met with key decision-makers in France, including Aurélien Lechevallier (Director General of Global Affairs in the Foreign Affairs Ministry), Chrysoula Zacharopoulou (International Development Minister), and President Emmanuel Macron.

Climate change affects everyone, everywhere. But the most vulnerable are often the people who have done the least to cause it, and the ones with the fewest resources to respond. To address this, we must invest in people and give them the tools to build solutions and take control of their future. Getting this right will reduce the threat of climate change and help drive progress on health, tackle extreme poverty, and build a safer and more resilient world for all. We're ready to continue our work with greater zeal, knowing ONE Activists are all in our fight for climate justice.

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At the Global Fund's 7th Replenishment in Fall 2022, (RED) pledged \$150M to fight AIDS, through 2025. To deliver this pledge and underscore the organization's heatdriving abilities, (RED) doubled down on efforts to deepen relationships with existing partners, new partners, and high-profile individuals who can rally fans and followers, and create models that drive fundraising opportunities.

New Models, Partners, and Supporters

Throughout the year, (RED) welcomed a variety of new partners, including IQVIA with a \$5M commitment to the Global Fund through 2025, and new product partners, Veronica Beard, Lobos 1707, and Okay Bears.

In the gaming and culture space, (RED) co-produced two successful Apex Rising x (RED) gaming tournaments, delivering over \$300,000 to the Global Fund while introducing (RED) to new audiences in and around the Apex Legends world.

(RED) also developed new ambassador relationships, joining forces with former InStyle Editorin-Chief, Laura Brown, to Chair a new 'Creative Council', while Lexi Underwood brought together young peers from Hollywood at a special (RED) event to mark World Health Day. Also joining forces with (RED) in 2023 were actress Logan Browning and Chef Tolu Eros, among others.







Deepening Existing Partnerships

(RED) partners continued to step up and show unwavering support for its mission.

Bank of America highlighted the (RED) partnership with (RED)UCATOR, Dayo Okeniyi, speaking at various Bank-sponsored summits including the Student Leaders Summit and Neighborhood Builders Summit. For the holiday season, Bank of America turned their ATMs across the country (RED) in honor of World AIDS Day and hosted a (RED) pop-up shop in the Winter Village at Bryant Park.

FIAT expanded its (RED) partnership and launched two (RED) vehicles, the (600e)RED in Europe and the (500e)RED in North America. The expansion of the partnership was announced on stage at the Clinton Global Initiative.

(RED) joined new partner, IQVIA, on stage at its annual African Health Summit in Kigali, Rwanda. While at the conference, (RED)'s President and Chief Operating Officer, Jennifer Lotito, joined fellow panelists Dr. Regis Hitimana, from the Social Security Board, and Dr. Ama Fenny, a Senior Researcher at the University of Ghana, for a panel titled "Innovative Approaches to Health Financing." The summit highlighted the various ways public health experts and clinical research can advance healthcare in Africa.

Roche employees from across the globe participated in a competition to join a '(RED) Impact Trip' in NYC. During the trip, delegates engaged in meaningful conversations with (RED) and Roche leadership that deepened their understanding of the partnership and (RED)'s mission.

Apple activated its longstanding (RED) partnership around World AIDS Day, with the App Store and three hit gaming titles turning '(RED)', including Monopoly GO, Gardenscapes, and EA Sports FC Mobile. Each offered special (RED)- branded ingame purchases, with 100% of the money going to the Global Fund.



Best-in-class events and campaigns

In 2023, (RED) expanded its campaign model to a year-round approach while delivering a holiday shopping program that activated partners and consumers in new and exciting ways. During the United Nations General Assembly week, (RED) hosted its annual Nightcap at Goals House, which was sponsored by Salesforce and co-hosted by José Andrés and Laura Brown. The evening was attended by more than 350 guests including partners, collaborators, and friends who celebrated (RED)'s progress in the AIDS fight and underscored the work still to be done.

(RED) also produced its annual Q4 campaign, the 'Holiday Edit', offering more than 100 ways for people to shop, choose and be (RED) during the holiday season. Through daily 'drops', fans and followers were directed towards a broad range of gift ideas and reveals from partners. Each drop was introduced by (RED) ambassadors including Phoebe Robinson, Logan Browning, Javier Muñoz, Carl Nassib and Chef Eros.

On World AIDS Day, December 1st, Phoebe Robinson co-hosted a special (RED) Run on the Peloton platform, alongside instructor, Jeffery McEachern.

Closing out the year, Laura Brown and actress Lake Bell hosted a very special event in Los Angeles - 'Auction of Nothing' - that brought together names including Melissa McCarthy, Allison Janney, Sarah Silverman, Reggie Watts, and Kiernan Shipka, among many others, to raise money for the Global Fund and generate considerable buzz in the digital space.

Across the year, (RED) was supported through donated, pro-bono media from Clear Channel, Captivate, and Healthline, all of which helped bring attention to campaigns, initiatives, and impact.

REFLECTING ON THE YEAR

Thinking back on other milestone moments that helped define our year in 2023

Partnering for a better world through data

In 2023, the ONE Campaign and Google partnered under a common objective: to get data into the hands of people. Our joint work on ONE Data Commons enables users to harness the power of AI to access and make sense of vast amounts of data on global economic, political, and social topics. All to ensure that everyone, everywhere, is empowered to challenge the status quo, demand action, and catalyze an end to extreme poverty and preventable disease. ONE Data Commons is a powerful tool that combines data and research from data.one. org and hundreds of billions of data points on economics, climate, health, demographics and more from Google's Data Commons.

As part of this partnership, we launched the Climate Finance Files, an explosive analysis revealing how little climate finance is being disbursed to climate-vulnerable countries despite big promises. Our analysis found that two-thirds of climate finance promises between 2013 and 2021 had never been delivered or had little to do with climate (including money allocated for coal-fired power plants, natural gas facilities, chocolate shops, hotels, and police). Our data story was featured in the BBC, Reuters, and Devex, among other notable publications. Our analysis even made it into the COP28 talking points of Kenyan President William Ruto, former Nigerian Vice-President Yemi Osibanjo, and British MP Alok Sharma.

ONE Activists honored for their commitment to the Global Goals

In 2023, Eden Tadesse and ONE's cofounder Bono were recognized for their outstanding contributions to social activism at the Goalkeepers Awards, organized by the Bill & Melinda Gates Foundation, Eden Tadesse, a social entrepreneur, human rights advocate, and ONE Champion from Ethiopia, received the Goalkeeper Progress Award for her relentless efforts in advocating for refugee rights. Bono was honored with the inaugural Goalkeepers Voice Award for his work to help build a movement of millions dedicated to ending extreme poverty and the AIDS pandemic. This recognition is a testament to the power of individuals to propel change, and we're proud of the work Eden, Bono, and all our ONE Activists have done to drive global progress.



Fighting poverty with equality and gender equity



In 2023, Germany's new government announced a feminist revision of its development and foreign policy. In response, ONE launched the "Feminismus Global" campaign, urging the government to define feminist development and enhance the quality and quantity of its gender-specific official development assistance (ODA). Our work with the campaign has sprouted exciting new partnerships, including with the World Health Summit and Women's World Banking, and successfully brought all parties of Germany's government to the table for a discussion around feminist development policy. We fueled our work on gender inequality with data, releasing our "Women aren't given power, they make it" data dive. ONE CEO Gavle Smith amplified our narrative by publishing the Forbes article "Fighting for Gender Equality: How Far We've Come and How Far We Have Left to Go" and joining an episode of the "Smart Women Smart Power" podcast, among other media moments. And on International Day of the Girl, we leaned into social media to explain what the viral hashtag "girl math" actually represents, like the fact that women grow 70% of the world's staple crops yet are 10% more likely than boys to go hungry.

A sphere-shaped megaphone to amplify our message on global health

In 2023, Bono and U2 gave ONE and (RED) the opportunity to share a World AIDS Day message on the screen of the Las Vegas Sphere. On World AIDS Day, we used the world-famous real estate to share a message of continued support for US leadership in the global AIDS fight, highlight the incredible 25 million lives saved from HIV/AIDS through PEPFAR, and give thanks to the American people and (RED) partners for their contributions. With a 360° viewing angle and visibility from over 150 meters away, plus the eyes of millions worldwide via media hits across the country and posts on social media, the Sphere was the perfect megaphone to amplify our call for stronger, more equitable global health systems through policy change.



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 2023.

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.

ONE DONORS

Ann and John Doerr Ann and Joshua Bolten

Bill and Melinda Gates Foundation

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Cindy and Ryan Beedie **Chris Lim and John Spears**

Climate Emergency Collaboration

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Skoll Foundation

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#StartSmall **Tom Freston**

Bill and Melinda Gates Foundation

Clear Channel

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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

Founder and Chairman of Angel Capital Management and Milano **Investment Partners**

Cindy Beedie

Executive Director, Beedie Foundation

David Giampaolo

Founder and CEO, Pi Capital

Diane Whitty

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Don Gips

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President, The Rockefeller Foundation

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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

Aliko Dangote

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

Bobby Shriver

Co-founder, ONE and (RED)

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

Gayle E Smith

CEO, ONE *

Helene D. Gayle, M.D., MPH

President, Spelman College *

Dr. Jackie Chimhanzi

Chief Executive Officer, African Leadership Institute

Jamie Drummond

Co-Founder, ONE & Founder, Sharing Strategies

Managing Director, Global Policy & Advocacy, Europe, Middle East & East Asia, Bill & Melinda Gates Foundation

Chairman, Kleiner Perkins

Joshua Bolten

CEO, Business Roundtable

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Former Secretary of the Treasury of the United States

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Managing Partner, Semai Ventures; LLC & Senior Advisor to Three Cairns Group

Morton H. Halperin

Sheryl Sandberg

Founder of Lean IN

Susan A. Buffett

Chair, The Sherwood Foundation, and The Susan Thompson Buffett Foundation

Tom Freston

Board Chair, ONE, and Principal, Firefly3 LLC *

AFRICAN POLICY ADVISORY BOARD

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

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Chief Executive Officer, African Leadership Institute

John Ulanga

Country Director, TradeMark East Africa

Lai Yahaya

Advisor

Zohra Dawood

Independent Policy Analyst

Oluseun Onigbinde

Co-Founder and Director, BudgIT

^{*}Serves on both the ONE Campaign Board and ONE Action Board



