

THE POWER OF  
nutrition **10**

A decade of impact and learning

# 10 Years of The Power of Nutrition



**2015-2025**



# The Power of Nutrition: Our vision and mission

The Power of Nutrition's vision is a world where every child has the right nutrition to achieve their full potential.

We achieve this by convening innovative partnerships, leveraging resources and co-designing high-impact nutrition programmes that build healthier, more productive societies across Africa and Asia. We focus on nutrition because it's crucial to breaking the cycle of poverty yet receives less than 1% of international development aid.

Through our targeted focus, we create programmes that scale proven interventions, including preventative measures such as maternal nutrition support, breastfeeding counselling and vitamin A supplementation, as well as treating moderate and severe acute malnutrition. Our multisectoral approach combines nutrition interventions with gender, water, sanitation and hygiene (WASH), early childhood development (ECD), food systems and climate sectors, among others, to accelerate impact towards all Sustainable Development Goals (SDGs).

We convene partnerships between private and public sectors, institutions, civil society and communities. By pooling funds and creating financial leverage, we are able to invest in larger programmes that drive transformative impact at scale. Our programmes are led by national actors from governments through to communities, ensuring local ownership, long-term sustainability and lasting impact.

Over ten years, we have helped mobilise over half a billion dollars for the nutrition sector, allowing us to reach more than 180 million women, children and adolescents with better nutrition. Through impactful partnerships, we've broken down barriers and made lasting strides in nutrition across the globe.

Read on to learn more about the impact of our work over the last decade.



## Contents

<b>The Power of Nutrition: Our vision and mission</b>	<b>2</b>
<b>Letter from the Chair</b>	<b>4</b>
<b>Letter from the CEO</b>	<b>6</b>
<b>Our journey</b>	<b>7</b>
<b>The Power of Nutrition: A global response to hunger and malnutrition</b>	<b>7</b>
<b>Key milestones</b>	<b>8</b>
<b>A decade at a glance</b>	<b>10</b>
<b>Thematic pillars</b>	<b>17</b>
<b>1. Catalytic financing to increase impact, scale and sustainability</b>	<b>18</b>
<b>2. Championing partnerships to achieve transformational change</b>	<b>28</b>
<b>3. Multisectoral approaches for integrated nutrition initiatives</b>	<b>32</b>
<b>The way forward: Key lessons and strategic recommendations to accelerate progress in nutrition</b>	<b>38</b>
<b>Thanks to our partners</b>	<b>40</b>
<b>References</b>	<b>42</b>

# Letter from the Chair



This year, we celebrate ten years of The Power of Nutrition, a decade of action, learning, and impact. To mark this important milestone, we are proud to share our new *Impact and Learning* series, along with this *Impact Report* covering our work over the past ten years. These reports offer an honest and thorough reflection on our journey so far: the progress we have made, the lessons we have learned, and the challenges we have faced in our mission to improve nutrition for women, adolescents, and children in Africa and Asia.

The data and analysis featured in this report, drawn from leading academic institutions and external partners, paint a clear picture of our impact. Over the past decade, we have mobilised US\$647 million, built over 50 partnerships, and worked on 26 programmes across 17 countries, reaching more than 180 million women, adolescents, and children.

Beyond the numbers, we have helped reduce fragmentation in the nutrition landscape, supported governments and partners to strengthen national systems, and scaled cost-effective interventions. We have forged cross-sector partnerships that are unlocking new solutions and driving significant progress in the fight against malnutrition.

Over the years, we have adapted our model in response to an increasingly complex global nutrition landscape. Financial pressures, climate shocks, and competing priorities have tested, and continue to test, the sector. In the face of these challenges, including the loss in 2021 of critical platform funding, we have doubled down on innovation and collaboration, continuing to mobilise investment, advance blended finance solutions, and maintain our focus on the people and communities who need support the most.

This report is not a self-congratulatory exercise. It is an invitation to reflect, to learn, and to accelerate progress. We believe that collaboration, innovation, and role clarity with associated accountability are essential to delivering better outcomes for women, children, and communities. Our hope is that the insights in this report will help catalyse bold action across the nutrition sector, propelling progress over the next decade and beyond.

A handwritten signature in black ink, appearing to read 'M. Cutifani'.

**Mark Cutifani**  
Chair of the Board of Trustees



# Letter from the CEO



As we mark our ten-year anniversary, we are not only reflecting on a decade of impact but also looking ahead with concern. This milestone arrives at a time when global progress on nutrition is under serious threat. Major donors, including the United States and the United Kingdom, have announced unprecedented cuts to development funding. These decisions cast a long shadow over a sector that is already underfunded and underprioritised. The Nutrition for Growth (N4G) Summit in Paris earlier this year offered both inspiration and a sobering reminder: we must urgently rethink how we prioritise and finance nutrition.

At The Power of Nutrition, we have spent the past ten years testing and refining a model that works. Our experience has shown that we can drive sustainable, large-scale impact in nutrition through a comprehensive, multifaceted approach. We achieve this by combining funding from multilateral development banks, national governments, the private sector, and philanthropy; by embedding nutrition into broader development agendas; and by nurturing partnerships with actors from different sectors. Based on this, the content of this report is divided into three thematic pillars: catalytic financing, the power of partnerships, and a multisectoral approach for nutrition interventions.

As resources become increasingly scarce, we must be even smarter in how we invest. Nutrition continues to offer one of the highest returns on investment in global development, up to US\$23 for

every dollar spent. But its value goes far beyond economics. Improving nutrition is one of the most effective ways to address interconnected challenges such as education, productivity, climate resilience, and gender equality. It is a foundational investment in human capital and future generations.

We also know that lasting change happens when countries are in the lead. In many of our partnerships, we are seeing governments committing their own funds and including nutrition in national policies and budgets. In the face of shrinking donor funding, this shift towards locally-led responses opens new avenues for nutrition acceleration.

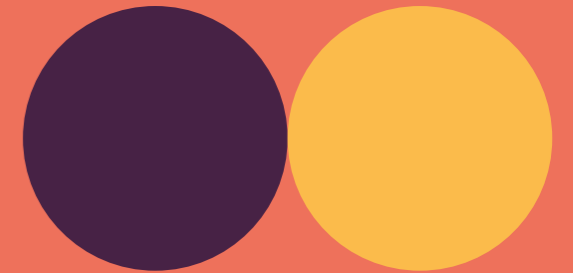
At the end of this report, we share practical and actionable recommendations based on our findings and learnings from the last ten years.

Despite persistent challenges, we remain confident. Achieving the SDGs and the global nutrition targets is still within reach by 2030. But doing so will require mobilising sustained funding, bold action, stronger coordination, and smarter use of the tools we already have.

Thank you to all our partners who have been with us on the journey over the last ten years – we are proud to have driven impact in nutrition together.

**Jim Emerson**  
CEO

# Our journey



## The Power of Nutrition: A global response to hunger and malnutrition

The Power of Nutrition was born out of the critical need to address global hunger and malnutrition. Conceptualised in 2013 at the very first N4G Summit, it was officially launched in 2015 with a mandate to increase funding for nutrition and deliver proven nutrition interventions at scale to drive lasting impact. The foundation was established as a collaboration between the UK's Department for International Development (now the Foreign, Commonwealth and Development Office - FCDO), the Children's Investment Fund Foundation (CIFF), and the UBS Optimus Foundation. These founding organisations pooled resources into "platform funds" which were then leveraged to attract additional resources through a matching mechanism with other public and private sector donors. The World Bank and UNICEF joined as our founding implementing partners.



# Key milestones

The creation of The Power of Nutrition proposed at the first N4G summit to address global hunger and malnutrition.

2013



- First World Bank partnership programme launched in Tanzania to improve the quality of primary healthcare services nationwide.
- First programme with UNICEF launched in Liberia, with our first matched funding from the private sector, to address malnutrition after the Ebola outbreak.

2015

The Power of Nutrition launched to drive transformative nutrition outcomes at scale.

2016



- Programme launched in Ethiopia on scaling up high-impact nutrition interventions nationwide.
- Baseline evaluation conducted by Mathematica and Avenir Health to provide initial assessment of The Power of Nutrition's impact and influence on the nutrition landscape.
- Building on the commitments made in 2013 at the 2017 Global Nutrition Summit.

2017



Programmes launched in Madagascar focusing on an integrated approach to improving nutrition outcomes, in Côte d'Ivoire on multisectoral nutrition and ECD, and in Rwanda on providing integrated services across the health, nutrition and social protection sectors.

2018

- First non-governmental organisation (NGO) partnership with Save the Children for the Better Investment for Stunting Alleviation programme in Indonesia.
- Programmes launched to improve children's nutritional well-being in Benin and Burkina Faso, and to support the Government of Nigeria with implementing the Accelerating Nutrition Results in Nigeria programme.
- Two programmes initiated in India, in Gujarat and Maharashtra, to enhance government and state-level nutrition systems and services.

2019

- The global COVID-19 pandemic impacts the progress of established and developing programmes.
- Midline evaluation by Mathematica and Avenir Health, indicating that The Power of Nutrition's investments have made considerable progress in delivering nutrition services at scale.
- Launch of second Liberia programme focused on scaling up the successes from the first Liberia investment nationwide.
- Launch of a programme in Lesotho to support government-led service delivery.

2020



- Loss of critical platform funding from FCDO and CIFF.
- Involvement in 2021 N4G Summit, calling on nutrition actors to increase financing for nutrition and work through multisectoral approaches.
- Launch of the organisation's 2022–2025 strategy "Transforming Global Nutrition Financing", to adapt to an increasingly challenging fundraising environment through flexible, innovative financing and holistic programming to tackle malnutrition.
- Programmes launched in Bangladesh, Ethiopia, India, Liberia and Malawi to tackle malnutrition through multisectoral approaches.

2021

- Groundbreaking research published in *The Lancet* by The Power of Nutrition and Modern Scientist Global on the cost of stunting "*Economic costs of childhood stunting to the private sector in low- and middle-income countries.*"<sup>1</sup>
- Launch of a programme in the Democratic Republic of the Congo (DRC) to support mothers and children through cash transfers.

2022

- Endline evaluation by Mathematica and Avenir Health of The Power of Nutrition's impact and influence on the nutrition landscape.
- FCDO Project Completion Report gives an overall 'A' rating – highlighting how The Power of Nutrition successfully leveraged FCDO funding to tackle malnutrition at scale.
- Programmes launched in DRC, Ethiopia, Indonesia and Zambia to champion a multisectoral approach to nutrition.
- Development of "Nutrition Ventures" and publication of "*Maximising resources for nutrition*" paper in partnership with Palladium.<sup>2</sup>

2023



Launch of a programme to deliver combined nutrition and immunisation interventions in Pakistan.

2024

- Launch of the *Impact and Learning Series* presenting The Power of Nutrition's impact and lessons learned over a decade of financing, programming and partnerships.
- Participation in the 2025 N4G Summit advocating for innovative financing and multisectoral approaches.

2025

# A decade at a glance

## Our impact over ten years

In ten years, we have transformed the lives of millions of women, adolescents, children and their communities by ensuring access to proven, high-impact nutrition interventions that have made a measurable difference in combatting malnutrition.

**50+**

partners

**180.5m+**

women, adolescents and children reached through our programmes

**11,101**

neonatal deaths averted

**429,553**

stunting years averted

**26**

programmes in

**17**

countries

**46,068**

deaths of children averted

**789,772**

cases of anaemia averted among pregnant women

**US\$260m**

additional lifetime earnings due to decreased stunting

**US\$647m**

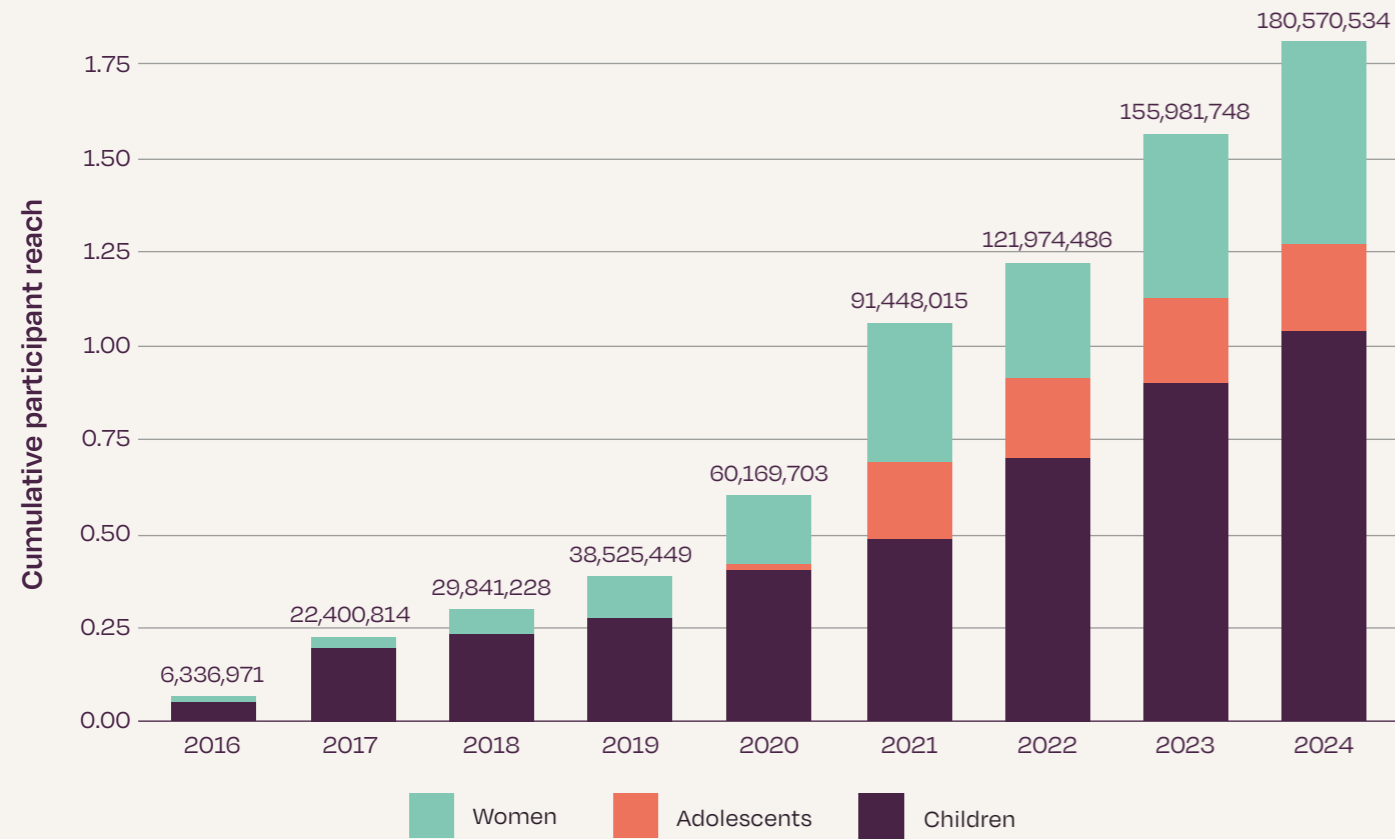
leveraged

**57,460**

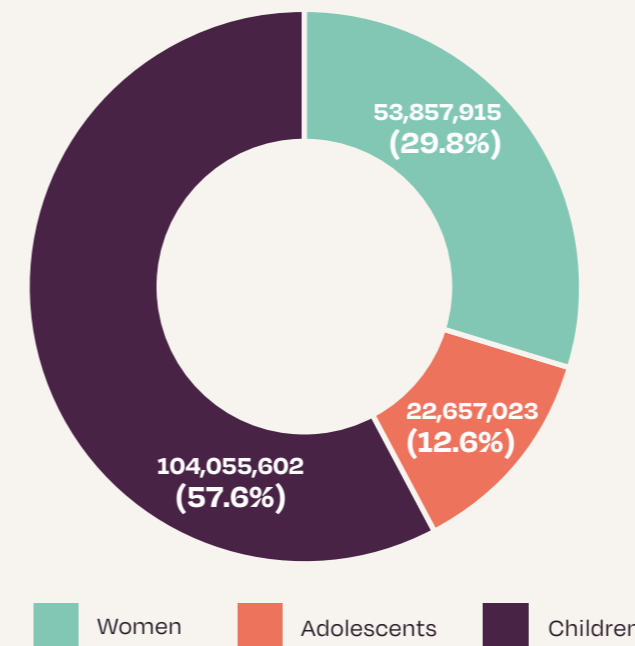
additional years of formal education completed by a birth cohort (i.e. those born in the same year)

Data from an evaluation of The Power of Nutrition's impact between 2015 and 2025 conducted by Modern Scientist Global, including quantitative analysis using the Lives Saved Tool (LiST) developed by Johns Hopkins University,<sup>3</sup> alongside qualitative and cost-efficiency analyses.

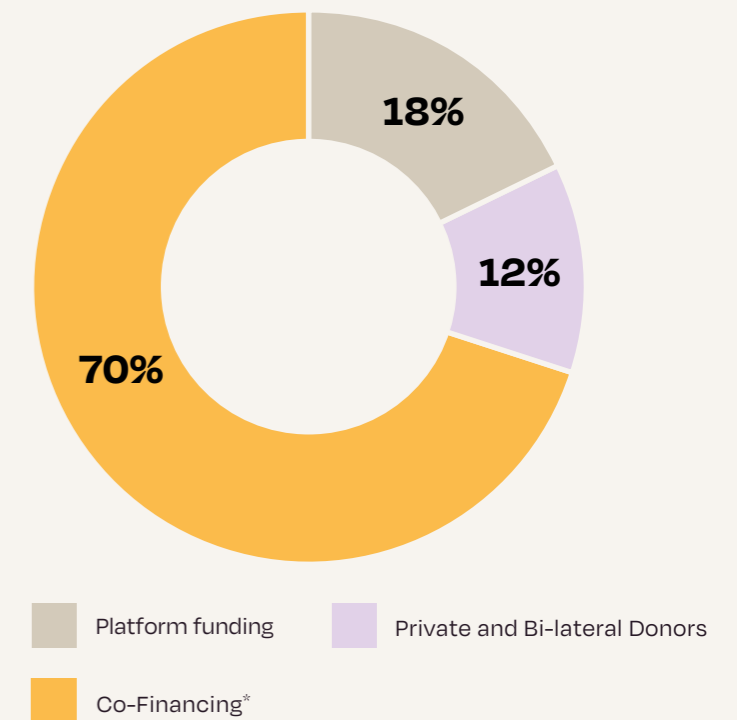
## Our reach 2016–2024



## Our programmes' participants



## Our funding sources 2015–2025



\*Co-financing includes contributions from implementing partners and for some programmes, domestic resource allocation by national governments.

## Our fundraising efforts

**68%** of total donor funding between 2015 and 2024 came from private sector contributions

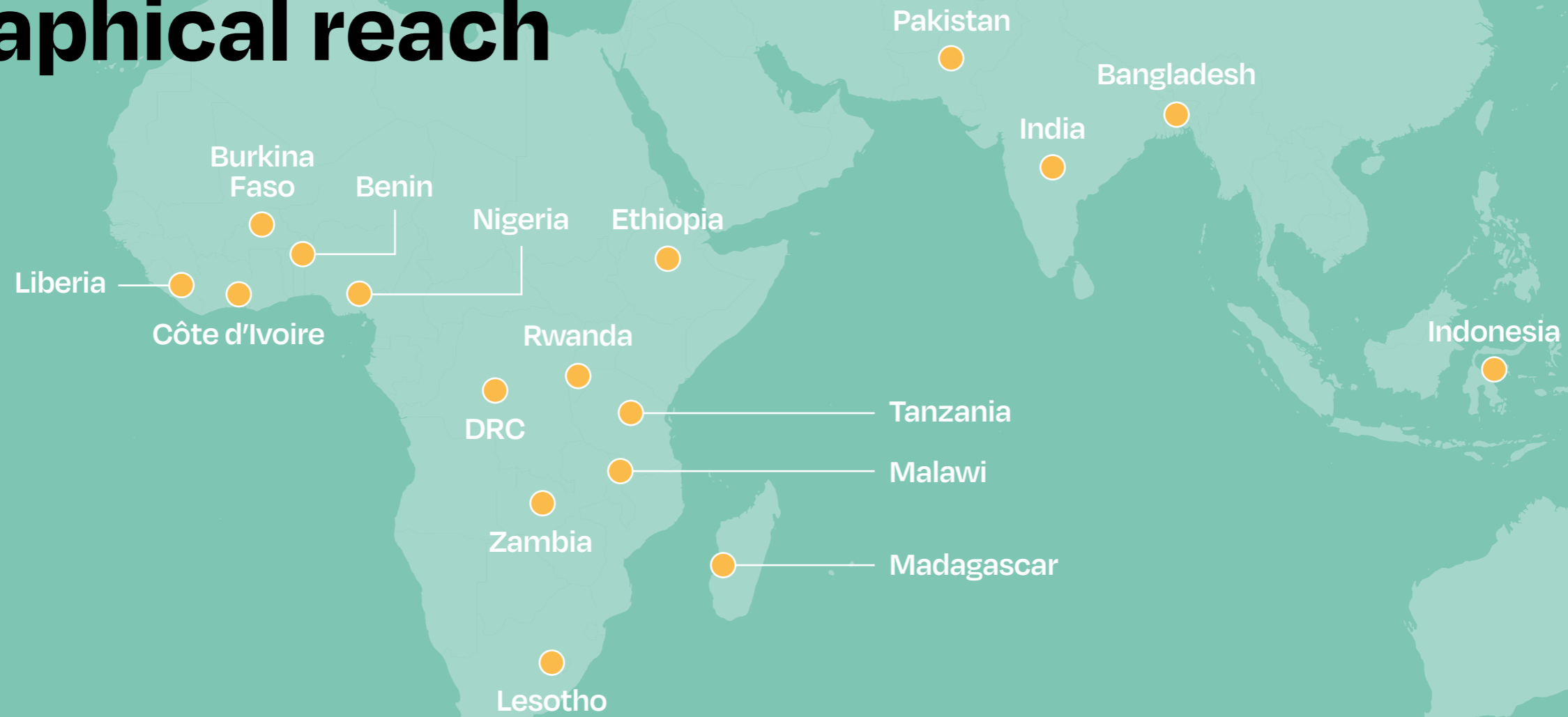
**28%** of total donor contributions between 2015 and 2024 are estimated to have come from new funders to nutrition

**US\$5.47** average leverage rate (for every platform funding dollar, The Power of Nutrition was able to generate US\$5.47 in additional funding)

**US\$51.16** programme leverage rate (for every dollar spent on operational programme costs, an average of US\$51.16 was used for programme activities)

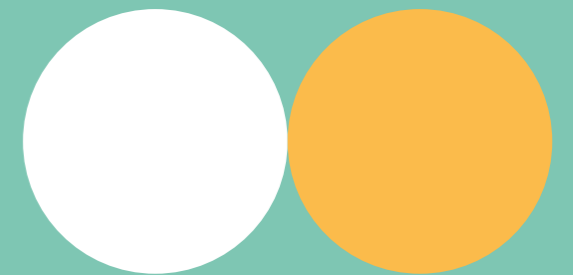
**US\$4.85** raised per dollar spent on fundraising

# Our programmes' geographical reach



**// The Power of Nutrition has formed key partnerships, built a strong portfolio, and successfully united smaller interventions into coherent programmes to support health systems and governments. The Power of Nutrition has also brought new players into the space and reached a significant number of people through its work. //**

Source: FCDO

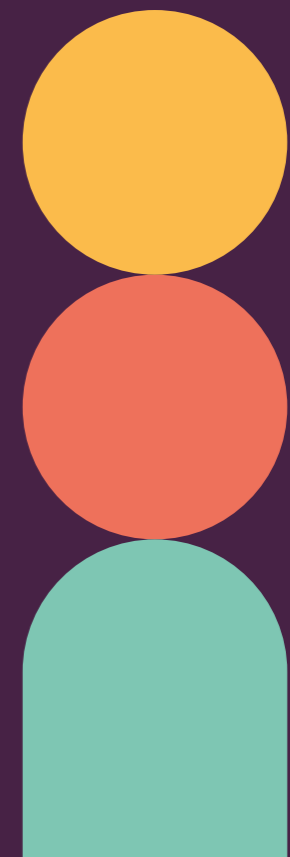




# Thematic pillars

Three thematic pillars highlight the core areas of The Power of Nutrition's work and impact over the past decade.

- 1** Catalytic financing to increase impact, scale and sustainability
- 2** Championing partnerships to achieve transformational change
- 3** Multisectoral approaches for integrated nutrition initiatives



1

# Catalytic financing to increase impact, scale and sustainability

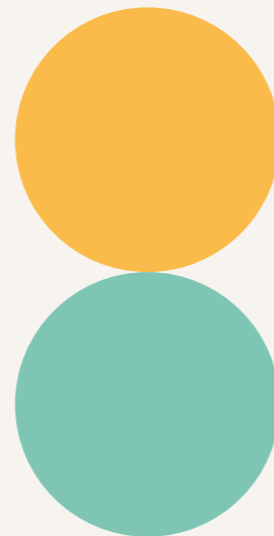
Traditional funding sources are shrinking and do not meet nutrition funding needs. A critical question is how to sustain and scale nutrition investments in an increasingly challenging financial landscape. While other sectors like climate and education have been exploring new ways of financing, the nutrition sector has been slower to adopt nontraditional financing mechanisms. In this environment, *catalytic financing* can make finite resources go further and has the power to unlock sustainable, long-term change.

## How The Power of Nutrition leverages funding for nutrition

The Power of Nutrition has effectively leveraged funds for impactful programmes, particularly when matched funding was present, mobilising over US\$647 million in the last ten years. Our ability to leverage resources and match funding has been an effective incentive for partners and donors. **For every platform funding dollar, we have been able to generate US\$5.47 in additional funding.** Through our innovative partnerships, we have successfully pooled resources for impactful multisectoral programmes in nutrition over the last decade.

An independent evaluation found that our leveraging of resources for nutrition raised the profile of nutrition both with the World Bank and at a country-level.<sup>4</sup> Since platform funding cuts, mobilising funds has become increasingly challenging, leading to a focus on nontraditional forms of financing.

In 2023, in response to platform funding cuts, we partnered with Palladium, an impact investment bank and advisory firm, to explore new funding avenues for the nutrition sector. These included payment-by-results, blended finance, impact investing, market guarantees, and capital market social bonds. This work led to the development of Nutrition Ventures – an innovative platform to identify, pilot, and scale innovative, catalytic finance mechanisms for nutrition. The platform generated substantial interest across the sector, and a report was published. To date, the initiative has not leveraged new funding, but Nutrition Ventures provides a valuable blueprint for future opportunities.



“ The need for The Power of Nutrition is even more acute than ever. The Power of Nutrition has significantly impacted the World Bank’s engagement in nutrition. ”

The World Bank



## Leveraging concessional finance: Our innovative partnership with the World Bank

Our long-standing partnership with the World Bank is unique in the nutrition sector and is paving the way for how other multilateral development banks can support increased scale and sustainability in nutrition. Over the past decade, our collaboration has supported health system strengthening and the delivery of proven nutrition interventions at scale, **reaching over 64 million women and children in eight countries and mobilising US\$488 million**. Yet, a challenge remains in making nutrition a priority within broader loan negotiations and ensuring that governments recognise these investments as drivers of economic growth. Our collaboration with the World Bank offers a successful template and demonstrates how dedicated funding can align with country-led priorities while ensuring technical support for effective implementation.



Through the partnership with the World Bank, we have implemented eight programmes across Africa over the last decade, in collaboration with governments, civil society organisations and community partners:

	Investment	Partners	Results
<b>Tanzania</b> 2015–2021	US\$15 million to leverage US\$306 million	FCDO, CIFF, The World Bank, Government of Tanzania	20 million women and children received nutrition services  11 million children vaccinated
<b>Ethiopia</b> 2017–2022	US\$20 million to leverage US\$40 million	CIFF, FCDO, The World Bank, Gates Foundation, Cargill Foundation, NLIFT, Comic Relief UK, Government of Ethiopia	40% reduction in maternal mortality  16% increase in monitoring of young children
<b>Madagascar</b> 2018–2023	US\$10 million to leverage US\$90 million	The World Bank, FCDO, Government of Madagascar	4.6 million women and children received health and nutrition services  Stunting prevalence decrease from 42% to 39.8%
<b>Côte d'Ivoire</b> 2018–2024	US\$10.4 million to leverage US\$60.4 million	The World Bank, UBS Optimus Foundation, Jacobs Foundation, Bernard Van Leer Foundation, Gates Foundation, FCDO, Government of Côte d'Ivoire	1.6 million women and children received nutrition services  1,700 children treated for severe acute malnutrition  489,000 caregivers supported by the programme
<b>Burkina Faso</b> 2019–2024	US\$10 million to leverage US\$30 million	FCDO, The World Bank, Comic Relief US, Government of Burkina Faso	11 million women and children reached with nutrition services  80% women received supplementation (up from 50%)  273,000 children treated with nutrient supplements
<b>Nigeria</b> 2018–2024	US\$10 million to leverage US\$30 million	Aliko Dangote Foundation, FCDO, Gates Foundation, The World Bank, Government of Nigeria	3.6 million women, adolescents and children reached with nutrition services  1,000 health facilities now offering maternal treatment  530,000 pregnant women treated at primary healthcare centres
<b>Rwanda</b> 2018–2025	US\$35 million to leverage US\$135 million	CIFF, The World Bank, Government of Rwanda, Herbalife Nutrition Foundation, Gates Foundation, FCDO, Sir Christopher Hohn	5% stunting reduction (from 38% to 33%)  14% more pregnant women now reached by health and nutrition services  100% more children enrolled at ECD centres
<b>Lesotho</b> 2020–2025	US\$4.4 million to leverage US\$26.4 million	FCDO, The World Bank, Government of Lesotho	6,000 adolescents reached with health training

Read more about our unique partnership with the World Bank [here](#).

## Building a healthier future: The impact of a multisectoral nutrition programme on reducing childhood stunting in Rwanda 2018–2023 (extension in 2023–2025)

Stunting affects one in three children under five in Rwanda and costs the country 11.5% of its GDP. Having already met its SDG target for wasting, the country is now focusing its efforts on the elimination of stunting. In 2018, The Power of Nutrition convened a group of private and public sector partners to build a US\$135 million programme with the World Bank and the Government of Rwanda's health and childhood development ministries. The [programme](#), implemented in 13 high-burden districts through community health workers, integrated early childhood development (ECD) with nutrition and social protection through cash transfers.

### Results

- **6.9 million women and children received nutrition, ECD and social protection services through the programme**
- **5% reduction in stunting at the national level (from 38% to 33%)**
- **38% of pregnant women reached by health and nutrition services (13% increase)**
- **Number of children enrolled at ECD centres more than doubled since before the programme**

The programme's success has led to a significant allocation of domestic resources in health and social protection for [2023–2025](#). Rwanda's government is continuing the cash transfers, with the extended partnership focusing on ECD and health and nutrition interventions. The Government is also scaling up Social and Behavior Change Communication activities including integrated community engagement efforts such as cooking demonstrations, community dialogues and mass media campaigns in over 495 villages, reaching an estimated 64,300 people.



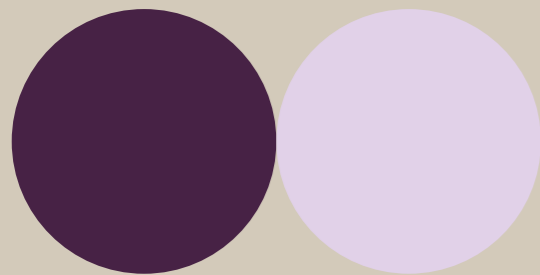
## Niyojehova's story

Niyojehova was eight months pregnant with her first child when we met at her home in Bugesera, a district one hour south of Kigali in Rwanda.

Like many first-time mothers, her head was spinning with questions about her future child. Fortunately, living in a district supported by The Power of Nutrition's partnership programme, she was able to receive practical advice from community health workers at the local health centre. There, she learned about prenatal care, the importance of regular check-ups, self-care and good nutrition.

"I have no worries," Niyojehova told us. "I am healthy, and the baby is doing well in the womb. Thanks to the advice I received at the health centre, I am now planning to breastfeed my child until the age of two. I hope my child will have a good life in the future."

As part of the programme, Niyojehova is also receiving financial support, which she plans to use to buy livestock. "I also want to buy some hens so that I can regularly feed my family with the nutrients they need." With her baby due in a few weeks, she is focusing on preparing for motherhood and building a stable future for her family.





## Private sector funding

At its inception, The Power of Nutrition was mandated to focus on bringing private funding to the nutrition sector. **As a result of our efforts, 68% of our total donor funding from 2015 to 2024 came from the private sector.**

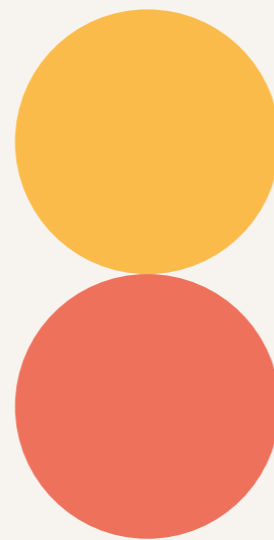
Engaging the private sector is essential to bridging the US\$13 billion financing gap per year<sup>5</sup> in the nutrition sector. Through increased funding, innovative financing tools, and multisectoral partnerships, the private sector can play a key role in scaling sustainable nutrition interventions and driving lasting change.

Our evidence shows that good nutrition positively impacts economic growth, and in reverse, malnutrition threatens productivity. Businesses in low- and middle-income countries lose more than a quarter of a trillion dollars – up to \$264.6 billion – in revenue every year, as a result of their employees experiencing chronic undernutrition in childhood.<sup>1</sup> Investment in stunting reduction efforts today yields some of the highest returns in development, with US\$1 invested annually potentially yielding up to US\$81 for national economies.<sup>1</sup> The economic returns for investing in nutrition are similarly high: generating a 23:1 return in economic benefits.<sup>6</sup>

**The evidence is clear: tackling malnutrition, including stunting, should be a leading priority for businesses, to transform lives and economies, as well as profits.**

By emphasising the economic returns of investing in nutrition, we have successfully increased the involvement of the private sector to mobilise funds for nutrition. Over the past decade, we have engaged with foundations, corporates and high-net-worth individuals. We've built partnerships with companies already interested in nutrition, such as Cargill and Unilever, and engaged with others, who integrated nutrition into their strategic goals (for example, as part of environmental, social and governance targets, sustainability strategies, and workforce health). In our model of pooling funds, we have capitalised on funding from the private sector to incentivise funding from governments, and often vice versa.

Our multisectoral approach has also introduced new funding into nutrition through our integrated programming approaches. For example, our programme in Ethiopia engaged funds from The END Fund (which focuses on deworming) and Rotary International (which focuses on polio eradication) into a nutrition-centric programme. **We estimate that 28% of the funds raised between 2015 and 2024 were from funders new to the nutrition sector.**



## PROGRAMME SPOTLIGHT

# Working with the fashion industry, civil society and government to support mothers and children in Bangladesh (2021–2026)

Bangladesh is one of the world's most densely populated countries. In recent decades, its national government has made significant strides in tackling poverty, but one in five people still live below the national poverty line. A high proportion of women in the country also suffer from malnutrition: 12% of women are underweight and 37% are anaemic. In addition, there are high levels of female micronutrient deficiency among non-pregnant women of reproductive age in the country. On top of this, less than one in five pregnant women receive quality antenatal care.

To tackle these challenges, The Power of Nutrition convened US\$13.1 million for a unique partnership between apparel company PVH Corp., the Norwegian Agency for Development Corporation (NORAD) and UNICEF to support the Government of Bangladesh in its goal to improve the quality and coverage of maternal and child nutrition services. The programme, running in 20 garment factories across six regions, includes the setup of new safe breastfeeding spaces and breaks, childcare provision, the distribution of multiple micronutrient supplements and paid maternity leave.

### Preliminary results

- **125,500 women reached with better nutrition advice and healthcare**
- **408,713 young children supported with nutrition services**
- **Over 800 nutrition sessions held for women**
- **Over 1,730 training sessions provided**

Building on the programme's success, The Power of Nutrition has now established a new partnership with PVH Corp. to work on a programme in India.

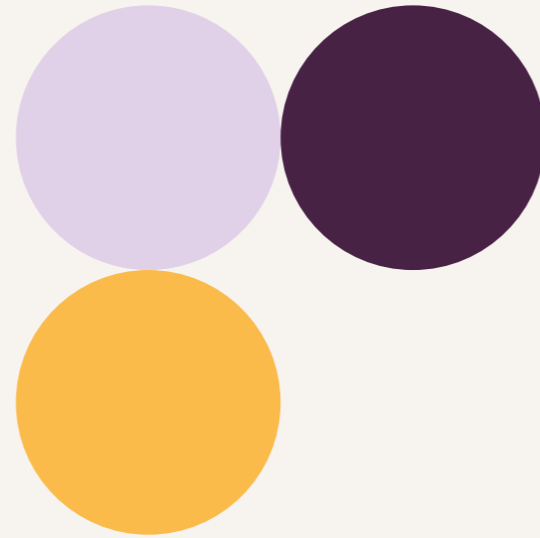


## Local partnerships for global impact: Domestic resource allocation

We embrace localisation throughout our work, by investing in government-led interventions and leveraging national and local expertise, insights and networks. We work with national academic partners and civil society organisations through community-led approaches to deliver sustainable change.

By putting local partners, including governments and communities, in the driving seat, we ensure that our programmes are relevant and sustainable for long-term impact. A localised approach is key to sustainable development, as it prioritises community-led solutions and local ownership, ensuring that investments are aligned with the needs and priorities of the communities they aim to serve.

In Ethiopia and Liberia, with funding from Irish Aid, we partnered with local academic institutions on the Product Access Initiative, an innovative project looking at the local barriers to accessing nutrition services. This pilot project has provided localised, data-driven insights to facilitate targeted action by communities, local governments and service providers. The project also demonstrates the value of an innovative model that can be replicated in other contexts to address gaps between the demand and supply of nutrition services.



## PROGRAMME SPOTLIGHT

### Working in partnership to tackle chronic malnutrition in Madagascar (2018–2023)



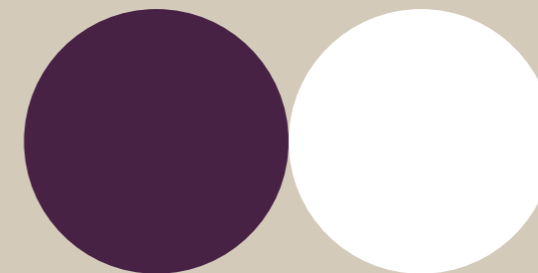
Madagascar is deeply affected by malnutrition, with 39.8% of children under five suffering from stunting – one of the highest rates in the world – and 17.1% of infants having a low weight at birth. The country also has high rates of anaemia among women of reproductive age, with 37.8% of women aged 15 to 49 years now affected.

In 2018, The Power of Nutrition partnered with the World Bank and the Government of Madagascar to build the country's first integrated, multi-phased programme to tackle childhood stunting. The US\$90 million programme took a multisectoral approach, and included antenatal care services, nutrition supplements for pregnant women and children under five, health monitoring, and breastfeeding support in targeted regions with the highest rates of stunting in the country. The programme also scaled up training and service provision to integrate primary care and nutrition services at local and regional levels for the first time in Madagascar.

By the time the programme ended in 2023, the national stunting rate was reduced from 42% to 39.8%. The Power of Nutrition's investment of US\$10 million galvanised the Government of Madagascar to double its International Development Assistance allocation from the World Bank for nutrition from US\$40 million to US\$80 million. The success of the programme demonstrates how partnerships like these can incentivise greater investment, coordinate efforts, optimise aid delivery and accelerate impact in nutrition and health system strengthening.

#### Results

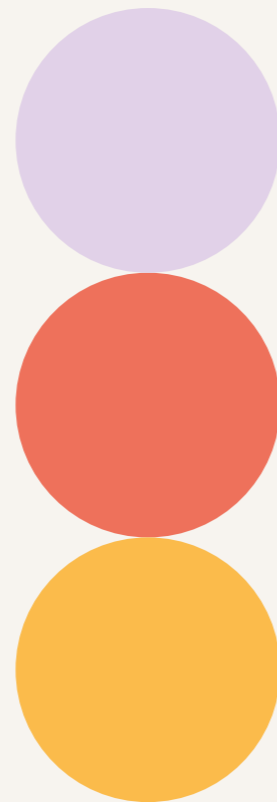
- **4,676,934 women and children received health and nutrition services through the programme**
- **3,388,552 children received nutrition interventions through the programme**
- **1,288,382 women received nutrition interventions through the programme**
- **More than 4,500 community sites and 1,120 primary healthcare facilities supported**



2

# Championing partnerships to achieve transformational change

Diversity fuels strength and sparks innovation, and partnerships are at the core of what we do. By uniting efforts, we can drive lasting change and create a better, more equitable world. Over the course of ten years, we have brought together over 50 partners with different expertise, perspectives, and ideas for a comprehensive approach to nutrition and health. Our unique role enables us to navigate the complexities of this multi-stakeholder approach and to create synergies between different actors, including the private sector, national governments, academic institutions, implementers and communities.



Since 2019, we have partnered with local and international NGOs and academic institutions. Thanks to these partnerships, we have been able to leverage their specialised expertise, local knowledge and networks, relationships with local governments, and on-the-ground presence. These collaborations have been instrumental in designing and implementing impactful, agile, and responsive community-focused programmes that drive measurable change in nutrition outcomes at the grassroots level.

Over ten years, we have established 11 diverse partnerships with NGOs and academic institutions across eight countries:

Indonesia 2019	Partnership with <b>Save the Children</b> and <b>Nutrition International</b> for <u>Better Investment for Stunting Alleviation (BISA) programme</u>
India 2019	Partnership with <b>CARE International</b> and <b>Action Against Hunger</b> to <u>strengthen nutrition system and services</u>
India 2020	Partnership with <b>GroupM</b> for <u>Hello Dr Didi programme</u> in Gujarat and Uttar Pradesh
Malawi 2021	Partnership with <b>Save the Children</b> and <b>GiveDirectly</b> for a <u>multisectoral programme</u>
DRC 2022	Partnership with <b>GiveDirectly</b> to <u>address malnutrition through cash transfers</u>
Liberia and Ethiopia 2022	Partnership with the <b>University of Liberia School of Public Health</b> and the <b>Ethiopia Public Health Institute</b> to launch <u>Access Initiative</u>
Zambia 2022	Partnership with <b>World Vision</b> to <u>address anaemia</u> in Zambia
Ethiopia 2023	Partnership with <b>International Medical Corps</b> to <u>prevent malnutrition</u>
Indonesia 2023	Partnership with <b>GroupM</b> for a programme <u>protecting children from illness, malnutrition and premature deaths</u>
Pakistan 2024	Partnership with <b>Aga Khan Development Network</b> for an <u>immunisation integration programme</u>

Read more about our partnerships with NGOs and national academic institutions [here](#).

## Maziko: A holistic approach to nutrition, climate resilience, gender equality, and early childhood development in Malawi 2021–2026

Malawi faces some of the highest poverty rates in the world, with one in three children suffering from stunting and only 9% having access to an adequate diet. Malnutrition fuels a vicious cycle, negatively impacting learning outcomes and reducing economic opportunities. These challenges are intensified by economic instability and climate-related shocks. At the start of our programme in 2021, 85% of households reported crop losses due to droughts or floods, deepening food insecurity and driving more families into poverty.

In response, The Power of Nutrition convened a US\$12 million partnership to start Maziko, a five-year programme designed to improve maternal and child nutrition and development outcomes. Maziko, meaning “Foundation” in Chichewa, was established through a partnership between the Conrad N. Hilton Foundation, FCDO and implementers Save the Children, GiveDirectly and International Food Policy Research Institute (IFPRI), alongside The Power of Nutrition. The programme, implemented in eight Traditional Authorities in Ntcheu and Balaka, works alongside the Government of Malawi to integrate maternal and child cash transfers with social and behaviour change interventions to boost gender equality, climate resilience and access to nutritious food.

### Results

While the programme continues until 2026, current results are on track to deliver sustainable change:

- **85,276 women and children reached by the programme’s interventions**
- **5,719 pregnant women and mothers have received unconditional cash transfers, with surveys and programme progress reports indicating that most of the funds were used to purchase nutritious food and livestock.**
- **8,000 people received climate resilient seeds to help sustain their own food and nutrition security**
- **5,000 parents have engaged in dialogue sessions promoting gender equality**



### Nancy’s story

Nancy, a mother of three from a village in Balaka district, smiles when she thinks of how her home garden, now flourishing, used to be.

“Before joining the Maziko Project, my husband and I didn’t give a lot of care to our backyard garden, so it wasn’t producing much,” she explains. “Back then, we didn’t know that by growing fruits and vegetables, we could improve our diet, have an additional source of income, and most importantly, reduce stunted growth among the children.”

Her once-neglected backyard is now a colourful mix of vegetables and fruits. It provides her family with fresh, healthy food, and offers a stable source of income. “We no longer have to buy vegetables and fruits because everything we need is right here in our garden,” Nancy says with pride. “My children enjoy balanced meals every day, and their health has improved significantly!”

Beyond her family, Nancy plays a key role in her community. As a care group promoter trained by the Maziko Project, she shares best practices on maternal and child health and nutrition. She encourages other families to adopt sustainable habits that improve their well-being and create a stronger, healthier community.

# Multisectoral approaches for integrated nutrition initiatives

Nutrition interventions are most effective when delivered alongside other sectoral interventions that improve health and development.<sup>7</sup> Our programmes integrate nutrition services and solutions within broader health systems, alongside interventions in WASH, food systems, social protection, Early Childhood Development (ECD), climate and gender.

## Nutrition as the foundation for health and development

Nutrition affects every aspect of health and development. Adequate nutrition is essential for a strong immune system, helping the body respond effectively to infections as well as immunisations. Conversely, poor nutrition weakens immunity, making individuals more susceptible to diseases. Access to clean water and proper sanitation is also crucial for preventing malnutrition, as contaminated water and sanitation issues can lead to infections that impair nutrient absorption and overall health. Consequently, improving nutrition, immunisation, and WASH together enables a comprehensive and holistic approach to health, supporting better growth, development, and disease prevention.

## Strengthening health systems with investing in nutrition

Rather than addressing nutrition in isolation, we take a systemic approach by working through and strengthening existing health systems to ensure interventions are non-duplicative, locally owned, and sustainable. We leverage data to inform decision-making around our programmes and investments to determine where and how funding can translate into the greatest impact. Our multisectoral approach creates lasting impact by working within existing government structures, promoting health systems strengthening activities and building local capacity.

Examples of systems strengthening elements within our programmes include:

- Supporting governments to develop multisectoral costed action plans for nutrition, for example in [Liberia](#);
- Developing maternal nutrition guidelines and supporting the recruitment of district nutrition officers as part our [Bangladesh programme](#);
- Strengthening national and decentralised planning and coordination of [nutrition service delivery in Benin](#);
- Establishing government-led multisectoral coordination bodies at national, sub-national and community levels in [Côte d'Ivoire](#).

## Broader impact of investing in nutrition: Addressing gender inequality

Investing in nutrition is also crucial to tackling gender inequality. Women and girls are more vulnerable to nutritional challenges, because of gender inequities and biology. Iron loss during menstruation and childbearing can lead to micronutrient deficiencies, and pregnancy and breastfeeding place additional nutritional demands on women. Inequalities can also limit women and girls' access to adequate nutrition, healthcare, and decision-making power, further perpetuating health disparities. Without interventions to improve maternal nutrition, malnutrition can be passed from mother to child, with lifelong impacts on a child's survival, growth and development.

Central to our work is addressing the nutritional needs of women and girls to break the cycle of malnutrition for households, communities and generations to come. Our programmes are actively working to reduce gender inequalities and create lasting change for future generations.

Our approaches include:

- Scaling-up integrated, cost-effective and high-impact nutritional interventions for women and girls;
- Strengthening healthcare systems to provide integrated packages of health and nutrition interventions, including quality antenatal care;
- Offering unconditional cash transfers for pregnant and breastfeeding women, and mothers of children under five years, to improve their food security and diet;
- Promoting social and behavioural change to empower women and girls, and engage men, boys and wider communities, to support maternal and child nutrition;
- Supporting women's economic empowerment through investment in women-led livelihood and agricultural activities and cooperatives, and adult education;
- Implementing gender-responsive data collection to improve the tracking and targeting of nutrition interventions for women and girls.



## The Power of Nutrition and UNICEF

We've been proud to have UNICEF as one of our founding implementing partners since our inception. Together, we invested US\$90 million to create seven transformational programmes across six countries serving **111,167,941 women, adolescents and children**.

Liberia 2016–2023	First programme with UNICEF working with the Government of Liberia to <u>reduce child undernutrition</u> after the 2012–2014 Ebola outbreak. Second phase of the programme initiated in 2020 to <u>scale-up to nationwide coverage</u>
Benin 2019–2024	Worked with the Ministry of Health and UNICEF on a programme to <u>improve the nutritional well-being of children under two</u>
Maharashtra, India 2020–2025	Programme in partnership with the Government of Maharashtra and UNICEF to <u>accelerate the nutrition agenda</u>
Bangladesh 2021–2026	Programme in collaboration with the Government of Bangladesh and UNICEF <u>focusing on maternal and child health</u>
Ethiopia 2021–2026	Partnering with the Government of Ethiopia, UNICEF and Action Against Hunger to <u>support the government's commitment to end malnutrition</u>
DRC 2023–2026	Programme with UNICEF and the Government of DRC to <u>tackle malnutrition through a multisectoral approach</u>

Thanks to UNICEF's unique role, we have supported governments in investing more domestic resources in nutrition. At the same time, using The Power of Nutrition's platform funding to leverage additional match funding, together we have been able to deliver systemic change through health system strengthening.

Recognising the multifaceted drivers of malnutrition, the partnership has moved to delivering strong multisectoral programming – for example, delivering nutrition interventions through the lens of ECD. These investments not only benefit individual children but also contribute to national economies and country-led development. By creating powerful synergies between nutrition, education and ECD, we help ensure that children develop physically, cognitively, socially and emotionally, enabling them to reach their full potential. Read more about our innovative partnership with UNICEF [here](#).

UNICEF co-designed and developed the programme with The Power of Nutrition, who, for us is more than just a donor. They are a true partner who brings added value to our work.

Rajalakshmi Nair, Nutrition Specialist  
at UNICEF Maharashtra (India)



## PROGRAMME SPOTLIGHT

# A multisectoral approach transforming communities in Maharashtra, India.

## 2020–2024

Maharashtra, home to more than 100 million people, is the second most populous Indian state. Approximately half of women and young children in Maharashtra are anaemic and 34% of children under five are stunted. In 2019, The Power of Nutrition convened US\$10 million and brought together five different partners to co-design a large-scale programme with the Government of Maharashtra to provide technical and financial support to government-led initiatives.

The programme, implemented by UNICEF with the support of NORAD, UBS Optimus Foundation and CIFF, is aligned with the government's POSHAN - PM's Overarching Scheme for Holistic Nourishment, and works with health workers, caregivers and communities to improve the health, nutrition and well-being of families.

Key aspects of the programme include education around the importance of breastfeeding, ECD, nutrition supplementation and advice, and treatment for severe acute malnutrition. The programme empowered communities across the state to champion their children's nutrition and ECD. The initiative also facilitated the adoption of innovative approaches to nutrition programming in the state, with a strong focus on promoting equity and inclusion. This included inspiring the Government of Maharashtra to invest increased domestic resources and replicate the model across the state. Building on its success, key aspects of the programme are being replicated in other Indian states and other countries such as Sri Lanka.

### Results

- **68 million children and adolescents reached by essential nutrition interventions**
- **5 million children screened for severe acute malnutrition**
- **22 million women reached with nutrition advice**



# The way forward

## 10 lessons and strategic recommendations from 10 years of learning to accelerate progress in nutrition

### 1. Prioritise multisectoral collaboration for greater impact

Investing in multisectoral approaches is essential to tackling malnutrition. We know that working across sectors increases the reach and impact of nutrition programmes. The focus must be on accelerating collaboration, breaking down silos and aligning efforts to drive cost-effective and sustainable solutions.

### 2. Strengthen health systems and build local capacity

Sustainable nutrition outcomes depend on integrating nutrition into health systems and empowering local actors. Successful programmes prioritise system strengthening and capacity-building, working closely with governments to embed nutrition within national frameworks. Without local ownership and strong systems, progress remains fragile and short-lived.

### 3. Leverage multilateral development bank financing at scale

The past decade has shown that multilateral development bank financing is a powerful tool for scaling nutrition investments. Our longstanding collaboration with the World Bank's International Development Association has successfully unlocked additional resources through country-led priorities and serves as a blueprint for leveraging other multilateral development bank financing.

### 4. Strengthen domestic resource allocation for ownership and sustainability

External funding is valuable, but long-term sustainability requires national governments to commit their own resources to nutrition. The results of our programmes highlight how aligning donor contributions with domestic budgets sustains progress.

### 5. Mobilise private sector capital for sustainable nutrition solutions

Despite growing awareness, nutrition remains underfunded in private sector sustainability strategies and impact investment portfolios. We've seen that when structured effectively, private sector engagement can unlock new resources, technology and expertise and align private sector incentives with nutrition outcomes.

### 6. Adopt innovative financing models to close the funding gap

Transforming nutrition outcomes requires bold and innovative financing strategies. This includes engagement with the private sector, innovative financing tools, and multisectoral partnerships.

### 7. Amplify knowledge-sharing and advocacy to sustain momentum

To keep nutrition on the global agenda, we must elevate its vital role in achieving the SDGs. Consistent advocacy efforts are needed to highlight the link between nutrition and broader development outcomes. Sharing best practices and fostering cross-sector collaboration and learning will drive greater investment and ensure that nutrition remains a policy and funding priority.



### 8. More robust and reliable data are crucial to supporting effective implementation and securing more funding

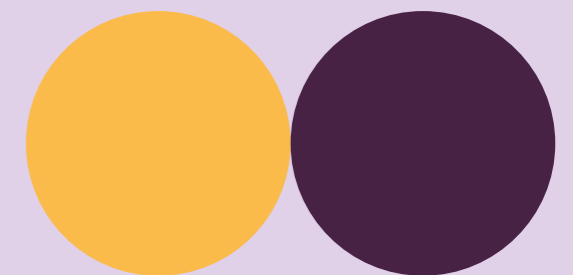
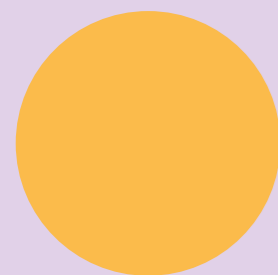
Locally led programmes such as the Product Access Initiative, and the strengthening of government data systems, are essential to facilitate evidence-based decision-making and improve the targeting, reach and efficiency of nutrition interventions. Impact data also serve to encourage increased funding, especially from the private sector.

### 9. A targeted convening body is vital to mobilise and leverage resources and expertise

A dedicated body – with the relevant expertise, resources and convening power – is essential to bring together diverse stakeholders in nutrition and complementary sectors and to mobilise and leverage funding, expertise and resources to achieve our collective aims. Without such coordination behind a targeted vision for nutrition, efforts will remain fragmented and under-resourced.

### 10. Platform funding to deliver matched funding models can incentivise funding at scale

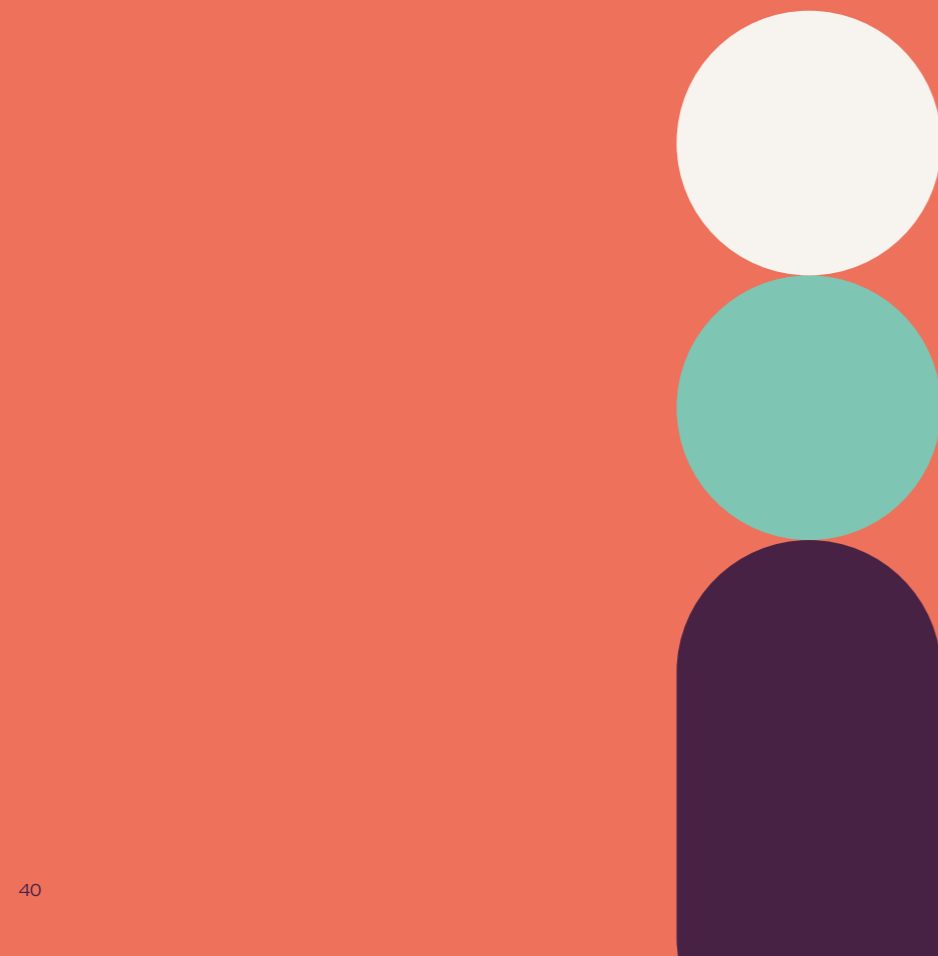
In an increasingly challenging funding environment, we must leverage resources and partnerships to maximise our reach and impact. By incentivising the pooling of resources through matched funding models, we can create synergies and invest in larger programmes that drive transformative impact at scale.



# Thanks to our partners

The Power of Nutrition is built on partnerships, and it is thanks to the support of our partners that we've made a lasting impact in nutrition over the past decade. Our thanks also go to governments and communities who work closely with us to keep nutrition a central priority.

We are grateful to our dedicated staff, Technical Advisory Panel, board members, generous donors and committed partners for helping us contribute to a healthier, more equitable future where every child has the right nutrition to achieve their full potential.



## Founding partners

UBS Optimus Foundation



CIFF CHILDREN'S INVESTMENT FUND FOUNDATION



Foreign, Commonwealth & Development Office

## Partners

Aliko Dangote Foundation

Action Against Hunger

Aga Khan Development Network

Anglo American plc

Asia Philanthropy Circle

Australian Government - Department of Foreign Affairs and Trade (DFAT)

Bernard van Leer Foundation

CARE International

Cargill

Comic Relief

Conrad N. Hilton Foundation

DSM

Eleanor Crook Foundation

Ethiopia Public Health Institute

Equinor

Gates Foundation

Gavi, the Vaccine Alliance

GiveDirectly

Group M

Herbalife Nutrition Foundation

Hilton

International Medical Corps

Irish Aid

Jacobs Foundation

Kantar Public

Kellogg's

Kirk Humanitarian

London Stock Exchange Group Foundation

Margaret A. Cargill Philanthropies

Modern Scientist Global

Medicor Foundation

Norwegian Agency for Development Cooperation (NORAD)

Nutrition International

Olam

Otsuka

Patrick J. McGovern Foundation

PVH Corporation

Rotary Foundation

Save the Children

Sir Christopher Hohn

Swedish International Development Cooperation Agency (SIDA)

The END Fund

The Waterloo Foundation

Unilever plc

University of Liberia School of Public Health

Wood plc

World Food Programme

World Vision



## References

1. Akseer N, Tasic H, Nnachebe Onah M, et al. *Economic costs of childhood stunting to the private sector in low- and middle-income countries*. eClinicalMedicine, 2022.
2. The Power of Nutrition and Palladium. *Maximising Resources For Nutrition*. 2023.
3. Walker N, Tam Y and Friberg IK. *Overview of the Lives Saved Tool (LiST)*. BMC Public Health, 2013.
4. Mathematica and Avenir Health. *Evaluation of The Power of Nutrition Compendium*, 2023.
5. World Bank Group. *Investment Framework for Nutrition 2024*.
6. Wellesley L, Eis J, Marijs C, et al. *The Business Case for Investment in Nutrition*. Chatham House, 2020.
7. *Maternal and child undernutrition progress*. The Lancet, 2021.

## Photo captions and credits

**Front page:** Rupa Maguniya with her nine-month-old daughter Ditya, at their house in a village in Gujarat, India. © Rohit Jain/The Power of Nutrition.

**Page 3:** Elizabeth and her three-year-old daughter Chifuniro in their family garden in Balaka district, Malawi. © Sam Vox/Save The Children.

**Page 5:** A mother and her child at a cooking demonstration in Nyamagabe district, Rwanda. © The Power of Nutrition.

**Page 7:** A family welfare assistant visits a three-day-old baby and mother in Sathkira, Bangladesh. © Islam Bitu/UNICEF.

**Page 8 (bottom left):** Participants at a community meeting and cooking demonstration in Nyamagabe district, Rwanda. © The Power of Nutrition.

**Page 8 (top left):** Mutuyimana Chantal outside a home-based ECD centre in Rwanda. © The Power of Nutrition.

**Page 8 (right):** A child eating at an ECD centre in Nyamagabe district, Rwanda. © The Power of Nutrition.

**Page 9 (top right):** Children playing outside a home-based ECD centre in Nyamagabe, Rwanda. © The Power of Nutrition.

**Page 9 (bottom left):** Radhika Patel with her 20-month-old child Goldie at their house in a village in Uttar Pradesh, India. © Rohit Jain/The Power of Nutrition.

**Page 16:** Rehema in front of her house in DRC. © GiveDirectly.

**Page 19:** Falguni Panchal with her 1.5-year-old daughter Charmi at their house in Gujarat, India. © Rohit Jain/The Power of Nutrition.

**Page 20:** Children with their teacher at an ECD centre in Nyamagabe district, Rwanda. © The Power of Nutrition.

**Page 22:** A child participating in a health check at an ECD centre in Nyamagabe district, Rwanda. ©The Power of Nutrition.

**Page 23:** Niyojehova outside her house in Bugesera district, Rwanda. ©The Power of Nutrition.

**Page 24:** A MUAC test being done to measure the health of a child in Sathkira, Bangladesh. © Islam Bitu/UNICEF.

**Page 25:** Khadija brings her son to a vaccination centre in Sathkira, Bangladesh. © Islam Bitu/UNICEF.

**Page 26:** Project Vrudhhi's staff and frontline workers visit the family of Rupa Maguniya, her husband Arjun Makavana and their eight-month-old daughter Ditya, in Gujarat, India. © Rohit Jain/The Power of Nutrition.

**Page 27:** Mother and child at the Ambatomirahavavy community site in Madagascar for health and nutrition advice. © Valentina Ortis/The Power of Nutrition.

**Page 28:** A woman and her child at a health centre in Bugesera district, Rwanda. ©The Power of Nutrition.

**Page 29:** Humaira with her mother-in-law Shehnaz Begum, four-year-old Ayesha, 20-month-old Mahira and five-year-old niece Sara at their house, in Uttar Pradesh, India. © The Power of Nutrition.

**Page 30:** Annie receives seeds at a Save the Children distribution in her community in Balaka district, Malawi. © Sam Vox/Save The Children.

**Page 31:** Nancy and her husband in their garden, Malawi. © Jimmy Gondwe/Save The Children.

**Page 33:** Sifa working in a village in DRC. © GiveDirectly.

**Page 35:** Family welfare assistant Jannatul Ferdous Putul in Sathkira, Bangladesh. © Islam Bitu/UNICEF.

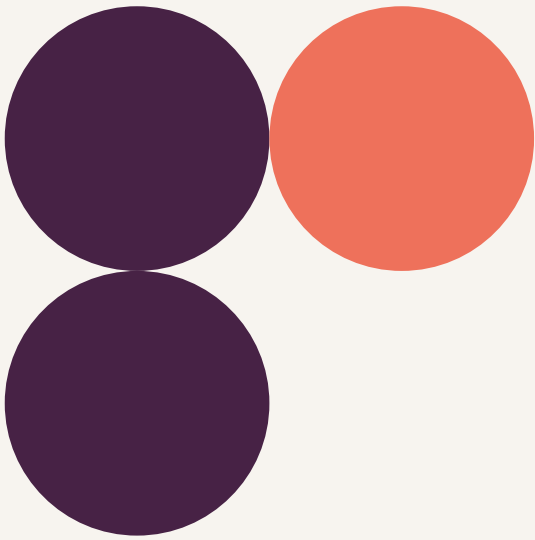
**Page 37:** Paro Ben and her daughter Priyanshi after attending a mothers' meeting conducted by the community health officer, along with Project Vrudhhi's supervisors and staff, in a village in Gujarat, India. © Rohit Jain/The Power of Nutrition.

**Page 39:** A girl at an ECD centre in Nyamagabe district, Rwanda. © The Power of Nutrition.

**Page 43:** A child eats lunch of leafy greens, lentils, rice, roti (flatbread made from wheat flour) and mango, at her house in a village in Uttar Pradesh, India. © Rohit Jain/The Power of Nutrition.

Names have been changed to protect the privacy of the individuals featured in this report.





THE POWER OF  
**nutrition** *10*

*A decade of impact and learning*

For more information:

[www.powerofnutrition.org](http://www.powerofnutrition.org)