

THE POWER OF
nutritioⁿ

2022
IMPACT
REPORT





The Power of Nutrition’s vision is a world where every child has the right nutrition to achieve their full potential. We work to achieve this by creating partnerships, raising money and leveraging resources to tackle global malnutrition.

We focus on nutrition as it’s key to breaking the cycle of poverty yet receives just 1% of international development aid. Through our unique focus, we create programmes that scale proven interventions, such as breastfeeding counselling, vitamin A supplementation and severe malnutrition treatment. Our multisectoral approach combines nutrition with climate, education, gender and others to accelerate impact for all the sustainable development goals.

We convene partnerships between private and public sectors, institutions and civil society to support the nutritional needs of mothers and children across Africa and Asia. By pooling funds and creating financial leverage, we’re able to invest in bigger programmes that break-down traditional silos in international development. Our programmes are run in partnership with local governments through to local communities, ensuring local ownership and long-term sustainability.

We have mobilised more than half a billion dollars for the nutrition sector, allowing us to reach more than 133 million mothers and children with better access to nutrition. We’ve achieved this by working in partnership – without us, smaller and more siloed programmes would have had less overall impact in tackling malnutrition.

Read on to learn more about our partnerships and programmes in 2022.

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MESSAGE FROM THE CHAIR OF THE BOARD OF TRUSTEES



“ We were delighted to achieve our original target of helping to avert 600,000 cases of stunting more than two years early at the end of 2022. ”

The Power of Nutrition was established in 2015 and so in our seventh year since inception we took a material step-change in direction. We launched an ambitious new strategy – expanding our traditional prescriptive model adding several agile new products, broadening our focus to all forms of malnutrition through a multisectoral lens and shifting our focus from ‘more money for The Power of Nutrition’ to ‘more money for global nutrition’. At the same time, we adopted a new purpose and an aligned vision statement, we defined new team values, we expanded our fundraising into the Middle East and refreshed our governance processes.

Ongoing global challenges, including the aftermath of the pandemic, the ever-increasing impact of climate change and global conflict continued to present huge challenges to the our sector. Most drastically, the need has increased – in 2022 double the amount of people across the globe experienced food insecurity compared to pre-Covid 19 pandemic levels. At the same time, aid budgets have continue to shrink. And we are seeing the global progress made in tackling malnutrition being reversed. That’s why our work, and in particular, our collaborative model, is more important than ever in mobilizing resources and ensuring they are used efficiently to tackle global malnutrition.

Despite this challenging context, our unwavering commitment to improving nutrition through collaboration with our partners, has resulted in tangible impact for a more hopeful future. We were delighted to report the achievement of our original target of averting 600,000 cases of stunting, more than two years ahead of our 2024 target. . We delivered on that commitment by reaching over 133 million mothers and children in with improved nutrition.

The Power of Nutrition is working to fulfil its mandate to drive transformative nutrition outcomes at scale. We want to close the \$10.8bn gap in core nutrition funding, and \$39-50 billion gap in funding to achieve Global Goal 2: Zero Hunger. In 2022 we built strong foundations to enable our organisation to adapt and thrive in a changing global context - to continue to bring in new funding, make additional programme investments and ultimately improve the lives of children and women across Africa and Asia.

Thank you for your continued support and commitment to our mission.

Mark Cutifani
Chair of the Board of Trustees

KEY ACHIEVEMENTS

In 2022, we reached over 40 million people with essential nutrition interventions, including 8 million women, 1 million adolescents and 31 million children

133 million people

Since our inception, we’ve reached more than 133 million people – 30 million women, 22 million adolescents and 81 million children



three new programmes

We had three new programmes approved in 2022, totaling 21 programmes in 16 countries across Africa and Asia



600,000 cases of stunting

Our programmes have helped to avert more than 600,000 cases of stunting*



averting over 20,000 deaths

Our programmes have helped to avert over 20,000 deaths of children under five averted*



600,000 cases of maternal anaemia

Our programmes have helped to avert over 600,000 cases of maternal anaemia averted*



mobilized \$636 million

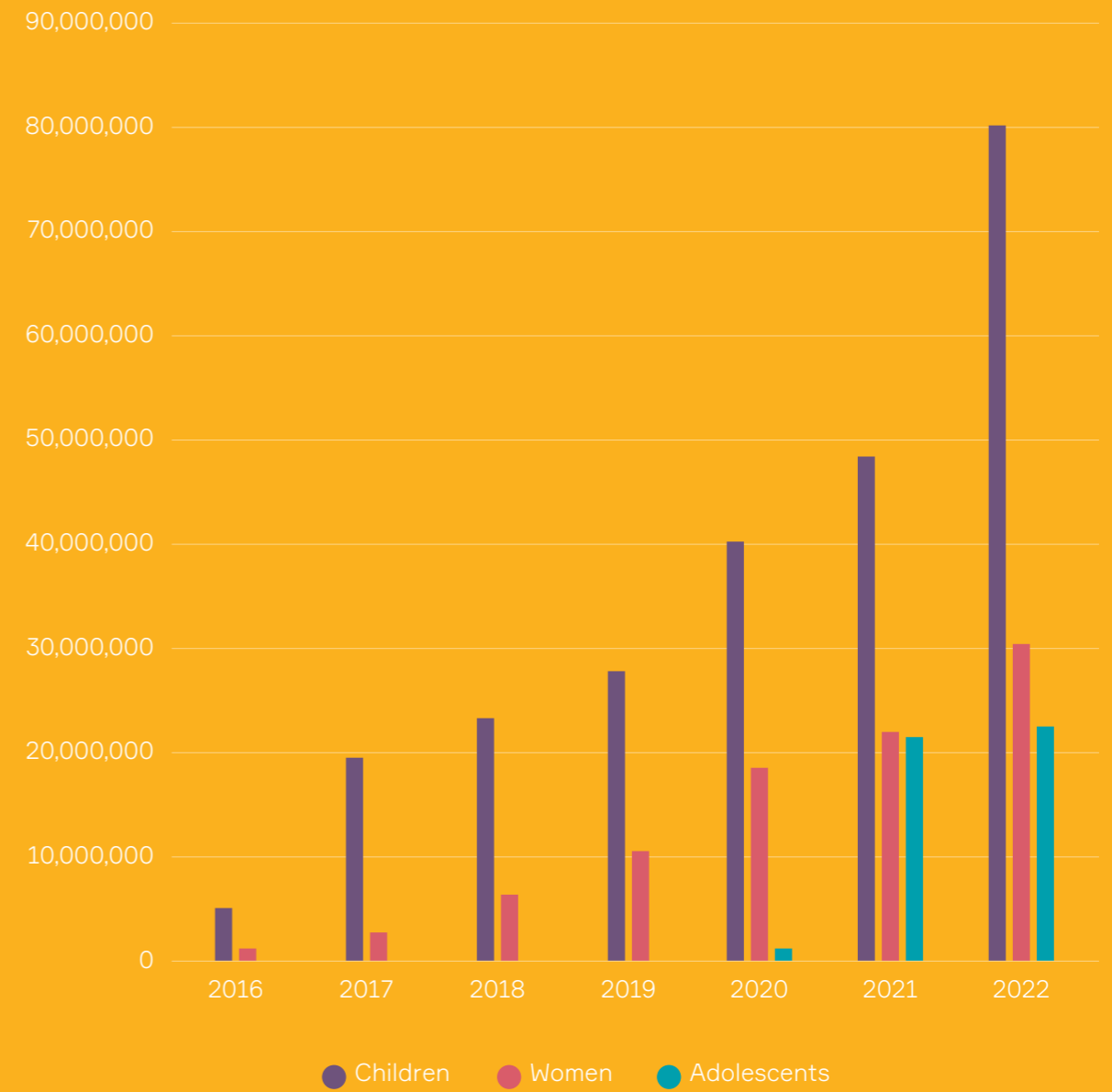
We’ve mobilized \$636 million for high impact nutrition programmes. We did this by raising \$80 million directly – achieving an average portfolio leverage of more than 6 times.*





PROGRAMME REACH

Programme Reach
(2016 - 2022)



SPOTLIGHT ON OUR PROGRAMME PARTICIPANTS

Zizine in the Democratic Republic of Congo

Zizine, 35, is a mother of five children living near Minova, DRC.

Zizine used to earn US \$1 a day by carrying goods for others – this was not enough money to feed her children, something she worried about every night. Her youngest child Shukuru, just nine months old, was suffering from malnutrition.

The first thing Zizine did when she received her cash transfer of \$392 was to buy a stock of food to feed the family. She then used the money to invest in proper mattresses. Well-fed and rested, they now sleep comfortably each night.

After feeding her family with a diverse diet – fish, meat, rice and fruit, Shukuru is now in good health. She tries to keep half of the cash transfers saved for bigger projects – she hopes to build a house soon.

Zizine is one of over 5,000 women who now receives direct regular cash transfers thanks to our partnership with Sida and GiveDirectly.



Baby Esther in Liberia

When Esther was taken to the Ganta community clinic in September 2022, she was so thin, weak, and restless, she kept crying and sucking on her fingers. She weighed around 3.5kg with a mid-upper arm circumference (MUAC) of 11cm, which meant she met the criteria for admission in the nutrition programme. “She was so sick that people in the community thought she will not make it. Fortunately, she started gaining strength and gradually gained weight and became a happy baby again. She stayed in the programme for a few weeks and was discharged when her weight reached 5kg,” said Teewon Karnue, a worker at the clinic.

Esther was brought back in the clinic after three months where she received treatment and was placed on micronutrient powder to improve her complementary feeding. Mr. Karnue explained that Esther relapsed because of the poor complementary feeding by her grandparents who are low-income earners. The clinic has counselled them on feeding her with different foods. She now has a diverse diet, including plantain, pawpaw and eggs. She’s also taking vitamins offered by the clinic.

Esther is one of 66,000 babies with wasting who were fortunate to get a second chance at life through our programme in Liberia, delivered in partnership with the Government of Liberia, Unicef, Concern Worldwide and Action Against hunger, and co-funded by FCDO, the Government of Ireland and Medicor Foundation, among others.



Hélène in Benin

Hélène is a mother of five. She shared how our programme with Unicef has benefitted her and her child’s health:

“With the support of the community-based relay worker in our locality, she advised us to practice exclusive breastfeeding for children aged 0-6 months.

Since that day I stopped giving my child porridge and herbal tea and gave her breast milk exclusively until she was six months old.

I saw a lot of difference in the health and development of this child compared to that of her brothers and sisters. My child no longer fell ill like in previous times. Today I am very happy because my child is in good health, growing well and I myself am comfortable”



Vumilia in Rwanda

Vumilia is a mother of three children, living in the Bugesera district in Rwanda. On TPON’s recent visit to Rwanda, she shared how the cash transfers she received as part of our programme with the World Bank and Government of Rwanda have enabled her to invest in livestock, to support her family both with food security but also income. She also talked about her kitchen garden – Vumilia and others learn about how to start and look after kitchen gardens in community gatherings, and how to cook balanced meals using the produce.

“I purchased the livestock with the money I was sent for the children. I vowed to do everything in my power to advance myself instead of regressing, so I bought the livestock. The livestock helps me in my daily life, in taking care of the children, and in many other things. Once in a while, I will sell them, in order to buy the things that I need at home. But I never sell them all. I sell some, and buy more.

I planted the kitchen garden in order to feed my children vegetables, to prevent diseases. It helps me out a lot, because I don’t need to buy vegetables. I cannot be using the money I earn to buy vegetables, so it’s best to grow them right here in my backyard. I have vegetables and fruits. I don’t buy bananas as I have them here. I just let them ripen and feed them to my children. I don’t sell them because I cannot sell something that I would have to buy again. So in short, my little kitchen garden has brought me quite a long way.”





RESPONDING TO THE GLOBAL MALNUTRITION CRISIS

Ongoing global conflict and the subsequent global cost-of-living crisis is having a devastating impact globally. Record inflation is life-threatening for the poorest communities who spend as much as 50% of their income on food. Climate change has caused continuous failed harvests, making the soaring inflation rates hit even harder.

Global fertilizer prices have risen even more than food, threatening a food availability crisis on top of the food affordability crisis.

This 'perfect storm' is having the greatest impact on those who did little to contribute to its creation. 43 million people in 51 countries right now are on the edge of famine, with 828 million people are unsure of where their next meal is coming from.

In response to the crisis, we launched our first ever public appeal in 2022. The appeal aims to raise funds for immediate and coordinated action to support those in urgent need, whilst also protecting others against future shocks.

By signing-up our new partner International Medical Corps (IMC), we now have a focused humanitarian response programme in Ethiopia, one of the countries hardest hit by the current drought.

As the crisis is set to continue, we are still promoting our Appeal to convene partners and raise much needed funds to support those most in need.

Crisis Hotspots & The Power of Nutrition's Programmes

DRC: One of the largest hunger crises in the world. Over 26 million people are expected to become acutely food insecure in the first half of this year.



Ethiopia: Five consecutive failed rainy seasons and local conflict has led to 4.5 million people becoming displaced and 20 million in need of food assistance.

Malawi: Global inflation is affecting Malawi - the cost of maize has risen by 48%, oil by 111%, eggs by 24% and fish by 10%. This has contributed to 25% of the population being chronically food insecure.

EMBRACING A MULTISECTORAL APPROACH TO NUTRITION WITH OUR PARTNERS

We are seeing our new strategy play out with our most recent programmes embracing a multisectoral approach. We know coordinated and collaborative efforts, combining many sectors and disciplines (such as health, agriculture, education, climate, social protection and water and sanitation) is the most effective way to address the various underlying causes of malnutrition. Here are a few highlights of our programmes which adopted this approach in 2022.

Combining nutrition and early childhood development with cash transfers to empower communities in Malawi

We launched our five-year \$12m multi-sectoral programme in Malawi in 2022, bringing together a range of partners – Save the Children, GiveDirectly, the Government of Malawi, UK Aid and the Conrad N. Hilton Foundation.

By bringing together partners, we've designed a holistic programme that aims to tackle both the root causes and contributing factors of chronic malnutrition (as many as 39% of children under five suffer from 'stunting' – they are too short for their age due to malnutrition) as well as poor early childhood development (ECD) in Malawi. Unconditional cash transfers are being given to pregnant women and mothers of young children through GiveDirectly, which is integrated into a broader package of nutrition and ECD services through Save the Children. By addressing the economic barriers to food insecurity, service use and uptake, the programme aims to improve gender equality as well as generating evidence on the benefits of integrating nutrition and ECD with cash transfers for improving child nutrition and development.

The first tranche of cash transfers were distributed in November 2022 to nearly 6,000 families. As we also spent the year gathering baseline data, we will be able to track real impact of the transfers and look forward to sharing results with our partners.



Integrating health and nutrition in Côte d'Ivoire with early childhood development, water, sanitation hygiene, social protection and food systems.

Our five-year, \$60 million multisectoral programme in Côte d'Ivoire brings together a range of funders, including TRECC, The Bill & Melinda Gates Foundation and FCDO to leverage \$50m of World Bank loans. The programme is being implemented across 14 regions with the highest rates of malnutrition in Côte d'Ivoire.

Working hand-in-hand with the government, the programme includes a range of proven nutrition interventions such as antenatal care and nutrition counselling for pregnant women, promotion of early and exclusive breastfeeding, education on infant and young child feeding, and community-based management of moderate and acute malnutrition. Alongside health and nutrition interventions, the programme embraces a multisectoral approach, including a strong focus on early childhood development (ECD), such as parenting education and early stimulation, recognising the strong link between nutrition and ECD and how the impact is greater when integrated. The programme also incorporates other areas such as water, sanitation and hygiene (WASH), social protection through unconditional cash transfers and supporting local food systems and agriculture to support resilience to climate change.

The programme is primarily being delivered through community groups with support from local and national NGOs. To date, it's supported more than half a million women and children under five with improved access nutrition services. Over 300,000 caregivers have been educated on parenting practices and early child stimulation, and over 2,000 child-friendly spaces have been created by local groups to support ECD in communities. In terms of community-level resilience, safety net and social protection approaches: cash transfers have been distributed to more than 8,000 pregnant women or mothers; over 100,000 mothers have been trained and are now involved in the production of diversified and micronutrient-rich foods and over 2,000 community granaries and food banks have been established, providing vital community-led safety nets. The project has also supported the establishment of more than 15,000 household latrines and over 31,000 handwashing facilities.

A new partnership with Gavi, the Vaccines Alliance

2022 saw us advance conversations with Gavi, the Vaccines Alliance, agreeing a new partnership to explore programmes together – integrating nutrition with immunisations.

The partnership kicks off with a new \$8m programme in Indonesia, combining nutrition with water sanitation and hygiene (WASH) and immunisation. It will build on both Gavi and Unilever previous programming in India and The Power of Nutrition's existing BISA programme. The programme is targeted to reach more than 1 million children and is currently under design, due to start in August 2023.



BUILDING PARTNERSHIPS TO CREATE MORE IMPACT

At the centre of everything we do is the recognition that strong partnerships - made up of diverse organisations bringing different skills, resources and experience – can achieve far more to improve nutrition and transform children’s futures than any organisation can do alone.

Our unique model allows us to maximise the impact of every dollar donated – by convening partnerships between investors and implementors (from the private, public and non-governmental sectors), we’ve been able to drive up standards and instill a focus on effectiveness to ensure that each programme delivers the best possible return on investment.

By pooling funds and working together, many of our programmes have seen greater scale and efficiency than had we have been working in silos.



Ethiopia

Our second programme in Ethiopia, launched in July 2021, brings together Eleanor Crook Foundation, The END Fund, Rotary International and UK Aid as donors and the Government of Ethiopia, UNICEF and Action Against Hunger as implementers. Reaching one of the world’s worst off countries when it comes to food and nutrition security, it’s a great example of a holistic programme, that brings together development and humanitarian partners with the private sector, pooling expertise and resources from a variety of sectors including Health, WASH, and of course Nutrition.

The programme supports the Government of Ethiopia’s commitment to accelerate the reduction of stunting and to end child malnutrition by 2030. Over five years, it aims to reach at least **one million pregnant women** and **three million children** with vital health and nutrition services. It is also expected to promote long-term improvements to the population’s nutrition as well as socio-economic indicators by making Ethiopia’s health and food systems more resilient and encouraging healthier, more productive communities.



Rwanda

Our programme in Rwanda works closely with the Government of Rwanda (both its health and childhood development ministries) to tackle malnutrition and ultimately help to drive down stunting levels. We’ve brought a wide range of partners – from the World Bank and the British Government, through to Children’s Investment Fund Foundation (CIFF), Bill & Melinda Gates Foundation and Herbalife Nutrition.

The first phase of the programme saw a pooled investment of **\$35 million** leverage **\$66 million** from the World Bank and **\$18 million** from the Global Financing Facility. The programme is implemented in 17 high-burden districts and integrates early childhood development with nutrition and social protection (through cash transfers).

Since inception, the programme has reached over **18 million mothers** and children, helping to reduce the national level of stunting for children under five from **38% to 33%**. We are now seeking new partnerships as we enter the second phase of the programme together with the World Bank, to reach millions more.



Bangladesh

Our programme in Bangladesh is a great example of private, public and non-governmental sectors working together, with businesses playing an active role in supporting the health of the local communities they work in. Working hand-in-hand with the Government of Bangladesh, the programme convenes the Norwegian Agency for Development Cooperation, PVH (the clothing company), UBS Optimus Foundation and CIFF. It aims to improve maternal and child nutrition, with a particular focus on tackling malnutrition in the ready-made garment industry to support PVH’s community investments. By pooling resources and expertise across sectors, we aim to reach **over one million women** in Bangladesh with nutritional support.

PROUD TO BE CHAMPIONING NUTRITION FOR THE WIDER SECTOR

The third pillar of our new strategy sees us expand from focusing on our own fundraising and programming to also act as a sector champion and public good. We were proud to see this come to life in 2022 with four key advocacy moments.

- 1 Following FCDO’s lack of financial pledges at the 2021 Nutrition for Growth (N4G) Summit, our strong advocacy saw UK Aid commit £1.5bn towards nutrition between 2022 – 2030.
- 2 We were at the heart of sector lobbying efforts ahead of the G7 Summit, pushing for leaders to act ambitiously in response to the emerging global malnutrition crisis.
- 3 We partnered with Soccer Aid for Unicef, matching the public’s donations up to £4million. Our partnership saw nutrition become the top priority message throughout the campaign and motivated the public to donate an extra £3 million.
- 4 We published ground-breaking research on the Cost of Stunting in The Lancet, revealing that the private sector in low and middle-income countries loses more than a quarter of a trillion dollars per year due to stunted workforces.



THANKS TO OUR PARTNERS

The Power of Nutrition would like to thank all its partners that have made a financial contribution to our work in 2022 – and since our inception in 2015.

We are determined to continue to bring new investors together to build powerful new partnerships to tackle global malnutrition.

We are facing an extremely challenging external environment, with significant aid cuts and diversions, and a lack of global attention on the worst malnutrition crisis in 40 years, so see our job of maximising limited resources and flying the flag for nutrition, more important now than ever.

Founding Partners:



Programme Partners

- Aliko Dangote Foundation
- Action Against Hunger
- Africa Global International
- Aga Khan Foundation
- ANADER
- Anglo American plc
- Asia Philanthropy Circle
- Australian Government - Department of Foreign Affairs and Trade
- Bernard van Leer Foundation
- Bill and Melinda Gates Foundation
- Care International
- Cargill
- Comic Relief
- Conrad N. Hilton Foundation
- DSM
- Eleanor Crook Foundation
- Equinor
- Gavi, the Vaccine Alliance
- GiveDirectly
- Group M
- Herbalife Nutrition Foundation
- Hilton
- International Medical Corps
- Irish Aid
- Jacobs Foundation
- Kantar Public
- Kelloggs
- Kirk Humanitarian
- London Stock Exchange Group
- Foundation
- Margaret A. Cargill Philanthropies
- Medicor Foundation
- Norwegian Agency for Development Cooperation
- Nutrition International
- Olam
- ONG EICF
- Otsuka
- Patrick J. McGovern Foundation
- PVH Corp
- Rotary Foundation
- Save the Children
- Sir Christopher Hohn
- Swedish International Development Cooperation Agency
- The End Fund
- The Waterloo Foundation
- Unilever plc
- University of Liberia
- Wood plc
- World Food Programme
- World Vision


And of course, thanks to the governments in-country who we work with hand-in-hand, to prioritise nutrition.



For more information on
The Power of Nutrition or to
enquire about partnerships,
please contact Shelley Pigott,
Director of Strategic Engagement:
spigott@powerofnutrition.org

www.powerofnutrition.org

 [@fundnutrition](https://twitter.com/fundnutrition)

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