



2018 PROGRESS UPDATE

**WE WILL
NOT STOP
UNTIL
WE'RE
DONE**

BECAUSE NONE OF US ARE EQUAL

UNTIL ALL OF US ARE EQUAL



2018 PROGRESS UPDATE

Our vision is a world without extreme poverty and preventable disease, where people can fulfill their full potential and actively participate in the decision-making that affects them. This is the world we want, and we fight for it alongside everyone who feels the same. It is our job to enable the power of the people to influence the people in power. We won't stop until we're done,

**BECAUSE NONE OF US ARE EQUAL
UNTIL ALL OF US ARE EQUAL.**

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LETTER FROM THE PRESIDENT & CEO AND BOARD CHAIR

GAYLE SMITH, PRESIDENT & CEO AND TOM FRESTON, BOARD CHAIR

While 2018 was a hard year for too many in the world, it was one of the most successful for the ONE Campaign.

On almost every front we’re facing an unprecedented battle on the need for and importance of overseas development assistance. On the other hand, we’ve never seen such a promising moment for greater investments by developing countries in their own development.

We did score several hard-earned and very significant wins on the official development assistance (ODA) front. In the US, the ONE team once again mounted a successful campaign, hand in hand with Democrats and Republicans in Congress, to restore the severe (about 30%) budget cuts proposed by the White House and, in what must be a legislative record, waged an intensive campaign that saw the passage, in just seven months, of the BUILD Act. The Act will provide an additional \$30 billion in spending authority to a new International Development Finance Corporation that will mobilize private sector investments in low-income countries.

In Germany, the team mounted its “Best Promise” Campaign, scoring a big win by securing a commitment to increase the aid budget there by €1 billion in 2019. A concerted effort led by Team France resulted in major commitments to the replenishment of the Global Partnership for Education, with France

increasing its pledge to €200 million over the next three years, in addition to the €100 million pledge our team in the Netherlands secured after more than a year of tough campaigning.

Fighting to maintain both the quantity and the quality of aid from one of the world’s leading and most influential donors, Team UK kicked off the Real Aid Campaign and assumed a prominent role in a coalition of NGOs working to keep aid on that country’s agenda; this work is vital given that the UK has been the world’s leader on achieving the 0.7% goal on ODA. And speaking of 0.7%, our amazing Youth Ambassadors and ONE staff engaged extensively with Ireland, and we can now celebrate another exciting commitment to 0.7% from a country widely considered to be one of the world’s most effective and respected donors.

We also continue to wage effective campaigns to secure funding from the EU, the world’s second biggest donor. Team Brussels, joined by its colleagues across Europe, our Youth Ambassadors and Bono, has launched a major campaign to secure a significant increase in the EU’s multi-year aid budget.

Importantly, in Africa itself, where we continue to pivot our activism model to build out ONE on the continent, we’re seeing early signs of success. Our offices in Johannesburg, Abuja, and Dakar are professionally staffed and work on important local priorities. Team Nigeria won a huge victory with

its “Make Naija Stronger” campaign when President Buhari signed off on a 2018 budget that included the increase in health spending that our Nigerian activists had fought for. Additionally, we kicked off our first ONE Vote Campaign in Africa in 2018, tailored to our members’ interests in Nigeria, under the banner of “Vote Your Future”. With minimal promotion, 3,500 people showed up for our first, overflowing meeting, where our team led policy and advocacy trainings and began engaging the candidates in Nigeria’s federal elections. Throughout Africa, we find the level of enthusiasm of these activists and their engagement with our issues extremely rewarding.

On the (RED) front, it was a record-breaking year in terms of contributions to the Global Fund, with more than \$60 million raised, bringing total contributions to date to over \$600 million. Importantly, we met our three-year \$100 million pledge made at the Montreal replenishment a year ahead of schedule. We scored a major win with a new, gorgeous and top-selling (RED) iPhone, and had an all-star line-up of female chefs participating in this year’s Eat (RED) Save Lives month-long culinary campaign. Around World AIDS Day, the (RED) Store on Amazon featured an amazing 145 AIDS-fighting products during (Shopathon)^{RED}, and the third (RED) Auction contributed \$10.5 million to the Global Fund, including matching funds from the Bill & Melinda Gates Foundation.

The Poverty is Sexist campaign surpassed one billion impressions and helped us sign up almost 150,000 new members. We were enormously proud that U2 featured Poverty is Sexist in

its “Women of the World” moment on tour, which included a huge visual shout-out to ONE and (RED) and moving comments from Bono, which unfolded as our volunteers worked the arenas and signed up support for our campaigns.

Finally, we’ve made major strides to upgrade and modernize our organization—welcoming new members to the team, including a new COO, launching a new Global Strategic Communications unit, updating our metrics on membership, and launching our refreshed mission, vision, and values. We also launched our new Global Leadership Circle, composed of a group of notable supporters and influencers who support our mission and, importantly, who are already providing us with advice, insights, and contacts that will enable us to be even more successful going forward.

We’re proud of what the team has achieved this last year, especially in a world that is increasingly divided and distracted. As always, our members, volunteers, Youth Ambassadors and other on-the-ground activists, board, staff, and friends deserve our thanks. Your commitment to what we do has real impact on the lives of real people, and your support sustains all of us. There is no question that, together, we can achieve the dignity and opportunity that all of us desire and deserve.

Gayle Smith
President & CEO

Tom Freston
Board Chair

AFRICA

BY RUDO KWARAMBA-KAYOMBO





LEVERAGING ONE’S 2017
SUCCESES IN AFRICA

In 2017 we aimed to influence investments and commitments towards ending extreme poverty and preventable diseases. In 2018 we built on that, identifying the potential for significant impact if the Government of Nigeria followed through on its health budget, and if land rights could be secured for women in Mali.

NIGERIA

In June 2018, President Buhari of Nigeria signed the 2018 federal budget, with ₦55.1 billion (\$153 million)—1% of the total—allocated for the Basic Healthcare Provision Fund (BHCPF). After two years of active campaigning, ONE—together with partner organizations, media institutions, and influencers such as Ali Nuhu and Waje, and of course our volunteer ONE Champions and our members—celebrated this momentous success for the Make Naija Stronger (MNS) campaign, which had worked to create public awareness and to lobby policymakers, the legislature, and the executive. Over 220,000 people signed our online petition to President Buhari, demanding action to bolster the

healthcare system. In addition, thousands of people watched and shared our video and documentary content, and hundreds attended street rallies, even marching to the gates of the National Assembly to demand action from Nigeria’s leaders. The next phase of the campaign will focus on tracking the provision and implementation of this 1% allocation.

MALI

In 2016 Mali’s Land Tenure Bill was adopted into law, ensuring that a minimum 10% of irrigated land is allocated to women and young people. In 2018, in partnership with the Ministry of Agriculture and the Secrétariat Permanent de la Loi d’Orientation Agricole, ONE continued to support the implementation of the



220,000 PEOPLE
SIGNED OUR ONLINE PETITION

Land Tenure Law. However, although the law has been adopted, the government has not yet adopted the implementing decree. ONE has a strong working relationship with the Government of Mali and, with its partners, held workshops to provide a framework for dialogue and advocacy with all stakeholders.

We led discussions on what to expect politically, and on which actions would enable the most effective implementation of the law. In addition to its advocacy work, ONE has successfully established 10 village land commissions to offer technical and financial support and to report on the implementation of the new law.

ONE staff prepare for the Make Naija Stronger March for Health in Abuja, Nigeria.



Safi Mballo, 18, writes on the board in her classroom at Sikilos School in the Kolda region of Senegal.

AFRICAN UNION SUMMIT

At the January Summit of the African Union (AU) in Addis Ababa, the AU's Department for Human Resources, Science and Technology (HRST), together with the Global

"Education must not be considered as a social burden, but one of the best investments for the future."

— PRESIDENT MACKY SALL OF SENEGAL

Partnership for Education (GPE) and ONE, hosted a high-level dialogue with a panel of African Heads of State titled 'Financing Africa's Future: Unlocking Development Potentials through Education'. The Chair of the Committee of Ten Heads of States and Government Champions for Education, Science and Technology, President Macky Sall of Senegal, affirmed his own government's commitment to allocating 20% or more of general government expenditure to education, stating: "Education must not be considered as a social burden, but one of the best investments for the future." Senegal is one of the countries to have achieved the 20% target encouraged by the GPE. In February President Sall and President Emmanuel Macron of France co-hosted the GPE replenishment conference in Senegal, with support from ONE and other partners.

GPE REPLENISHMENT WILL HELP CLOSE
THE GENDER GAP IN EDUCATION AND
**PUT MILLIONS OF GIRLS
THROUGH SCHOOL**



A student completes her assignment at the Nyange Secondary School in the Kilombero Region of Tanzania.

Though the conference fell short of its target to raise \$3.1 billion from donor governments for the period 2018–20, the \$2.3 billion pledged represented a significant increase from previous funding levels. Senegal became the

first ever African donor to the GPE, pledging to contribute \$2 million. Over the three-year period, the GPE replenishment will help to close the gender gap in education and put millions of girls through school.

CORRUPTION

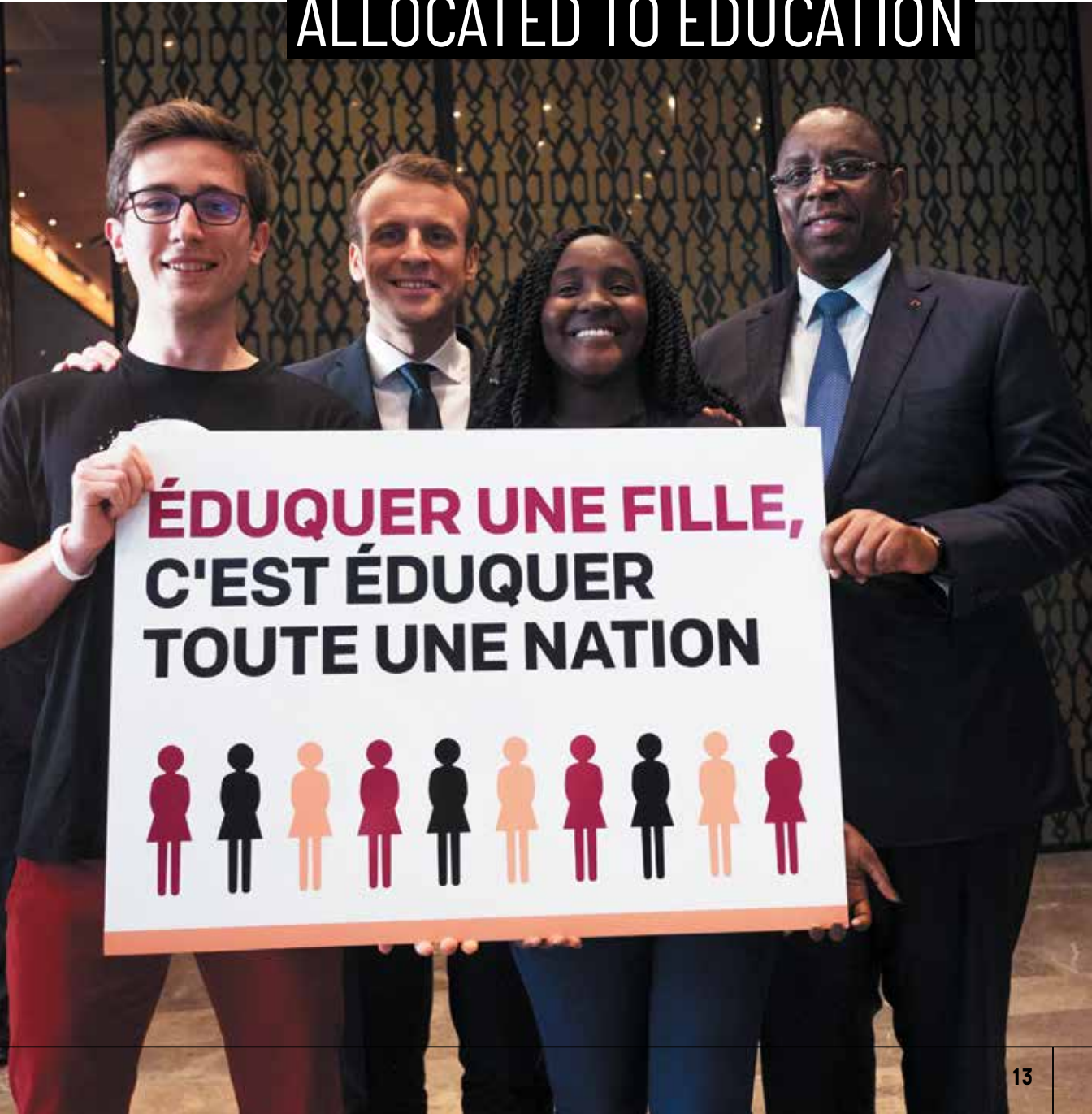
Recognizing the ruinous impact of corruption, the AU made ‘Winning the Fight against Corruption’ its theme for 2018, and this provided a focus for ONE’s transparency and accountability work. At the AU Summit in July, ONE in collaboration with its key partners successfully secured the inclusion of policy recommendations in the final AU declaration, including the endorsement of open budgets, transparency on tax and beneficial ownership, the strengthening of tax authorities and anti-corruption agencies, and participation in the automatic exchange of tax information agreements. Opening up civic space and engaging with citizens to track the delivery of these promises at the national level is imperative if meaningful progress is to be achieved on the continent.

“The sad experience that nearly cost me my life in a hospital in Akwa Ibom State inspired me to be part of the movement. This reflects how bad our healthcare system has become.”

— **ONE CHAMPION SIPASI OLALEKAN AYODELE**, ONE OF 50 CHAMPIONS INDUCTED INTO THE PROGRAM THROUGH OUR PARTNER CONNECTED DEVELOPMENT (CODE)

RIGHT: ONE members meet with President Macky Sall of Senegal and President Emmanuel Macron of France at the GPE Replenishment Conference in Dakar, Senegal.

20% OF GOVERNMENT EXPENDITURE ALLOCATED TO EDUCATION





A ONE member and her daughter show why they want to Make Naija Stronger at the March for Health in Abuja, Nigeria.

ONE did this by engaging with civil society organizations across Africa to create and deliver a draft Summit declaration and an open letter urging African leaders to deliver meaningful anti-corruption commitments. More than 150 organizations from 37 African countries added their names

to the letter. ONE engaged with President Buhari, the AU's designated champion for the theme, and with anti-corruption agencies across the continent, and we used the voice of our Africa Policy Advisory Board (APAB) to draw the attention of African leaders to anti-corruption efforts



and to strengthen their ambition to support these efforts.

Looking ahead, ONE in Africa would like to continue tracking the work it has begun on harnessing the continent's demographic dividend by focusing on creating jobs, on developing skills through education, and on governance and transparency, which are all issues that directly affect young people. ONE intends to

leverage existing partnerships with youth-led organizations in Africa and to build on their energy, experience, and engagement with young people to campaign and put pressure on leaders to reduce poverty by investing in youth. Our goal will be to encourage youth engagement and to create a platform for young people to voice their views to leaders in their own countries and at a continental level beyond 2018. ●

A ONE member marches at the Make Naija Stronger March for Health in Abuja, Nigeria.

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EUROPE

BY KATE CRITCHLEY





ONE IN EUROPE: UNITED IN DIVERSITY

2018 has been a year of unprecedented challenges for our mission to end extreme poverty. With public and political discourse dominated by Brexit in the UK and the rise of populism across the continent, we have had to work harder to make the case for Europe to maintain its global leadership role and to commit to a mutually beneficial partnership with Africa.

Maintaining public and political support for aid in European donor countries is a major focus. In France, after years of sharp declines and small increases, our advocacy efforts paid off and the government published a trajectory for increasing ODA to 0.55% of gross national income (GNI) by 2022. ONE in Germany influenced the newly formed government, helping to secure strong language on aid in its coalition treaty. Thanks in part to our campaigning, Germany's ODA will increase by at least €1 billion in 2019 compared with 2018, emphasizing the country's leadership as the second largest aid donor. The Development Ministry's

budget alone will grow by €800 million to €10.246 billion. Germany's contribution to the Global Fund will increase to €260 million and the Global Partnership for Education (GPE) will receive a top-up of €19 million.

ONE's UK team launched its Campaign for Real Aid in October 2018, which aims to ensure that all allocations of ODA in the government's 2019 Spending Review focus on reducing poverty, in an effective and transparent manner.

In Italy, our campaign in support of more and better aid already has strong support from across the political spectrum, while our campaigning in Ireland helped to secure a significant increase in ODA in this year's budget.

ONE Youth Ambassadors cheer during a session of the Youth Ambassadors Summit.





MULTIANNUAL FINANCIAL FRAMEWORK

EUROPE'S BIGGEST PRIORITY

Our biggest priority in 2018 has been our pan-European campaign focusing on aid in the next EU budget, the Multiannual Financial Framework (MFF). In early 2018, we developed and shared policy recommendations with key influencers, including EU Heads of

State, calling for at least €140 billion in EU aid. Our French and German teams mobilized around President Macron's visit to Berlin, placing an op-ed in *Redaktionsnetzwerk Deutschland* that was subsequently published in 34 other outlets.

In Brussels we organized events with ONE's Youth Ambassadors, who met the Commissioners for International Cooperation and Development (Neven Mimica) and for the Budget (Günther Oettinger). In October, Youth Ambassadors from six countries gathered in Brussels for an MFF lobby day, holding 26 meetings with MEPs, in five different languages. And through a mix of smart campaigning, advocacy, and media, we convinced the European Parliament to recommit

ONE Youth Ambassadors take to the plaza outside the EU Parliament in Brussels, Belgium.

"I really identify with what ONE promotes and I could not be any happier that I'm part of it."

— ONE YOUTH AMBASSADOR

to 0.7%—despite challenges from the two biggest political groups.

European support for ONE's global campaigns included an intense effort around the GPE replenishment conference in Senegal in February. We held a female leaders' meeting in Berlin, hosted by ONE's CEO Gayle Smith and GPE board chair Julia Gillard. ONE's French team on the ground in Dakar persuaded President Macron to boost his country's commitment to €200 million, up from €17 million, plus €100 million in bilateral aid for girls' education in the Sahel. ONE was quoted in almost every article about the conference, and in total we achieved over 100 media hits. Later in the year, ONE activists and partners convinced the Dutch development minister, Sigrid Kaag, to pledge €100 million to the GPE, the first time in seven years that the Netherlands has invested in global education. In total, governments pledged more than \$2.3 billion to education.



The UK team worked with ONE's Nigeria and Canada teams to deliver high-profile activities around the Commonwealth Heads of Government Meeting (CHOGM) in London in April. A group of CEOs and leaders from civil society, the private sector, and government met with Canadian Development Minister Marie-Claude Bibeau on ONE's proposal to promote economic empowerment for women in developing countries. This helped to build a consensus around the importance of the 100 Million Women Initiative in advance of the G7 Summit in Canada.

ONE also partnered with Transparency International and Chatham House to convene over 200 people for a panel discussion on tackling corruption. The event, with former Prime Minister David Cameron, helped build support for new laws on transparency in the UK's Overseas Territories.

Our Make Naija Stronger (MNS) open letter in the *Financial Times*, signed by prominent British Nigerians, helped to secure wins on the Nigerian health budget by bringing international pressure to bear on President Buhari.

Our 300 European Youth Ambassadors, from six countries and representing 35 different nationalities, were out in force throughout the year, raising awareness through local media and meeting their

A ONE Youth Ambassador addresses European leaders at the EU Parliament in Brussels, Belgium.



elected representatives in support of the world's poorest people. The UK team launched a new ONE Leaders program, bringing together 20 activists of all ages to campaign for aid and development across the country.

The arrival of U2 in Europe for the second leg of their 2018 tour was accompanied by an op-ed by Bono describing Europe as a "thought that needs to become a feeling". This had a powerful effect on our

ONE Youth Ambassadors in Germany meet with Development Minister Gerd Müller in Berlin on International Women's Day.

"I want to talk about the African century ... People are nervous about the rise of nationalism. I am excited about the rise of internationalism. I see an incredible opportunity ... we are on the way to two billion people in Africa. As we get older and greyer, they get younger and more vibrant ... we should sit across the table with our African partners as equals."

— BONO, SPEAKING AT THE EUROPEAN PARLIAMENT, OCTOBER 10, 2018

The UK team launched a new ONE Leaders program, bringing together 20 activists of all ages to campaign for aid and development across the country

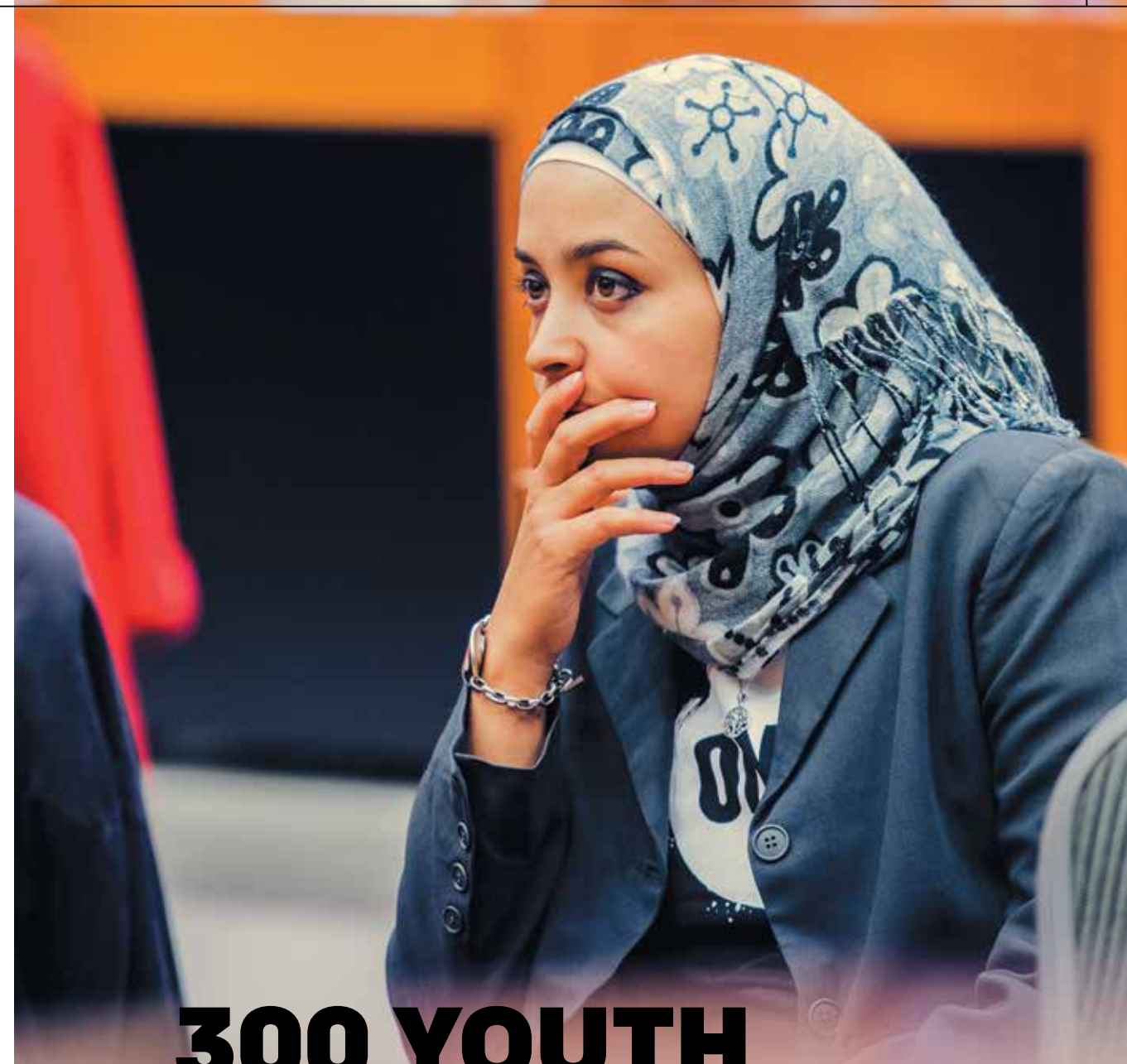


European advocacy work and contributed to fruitful meetings between Bono and Chancellor Merkel, President Macron, and leaders of the EU institutions on the role of Europe in the world, the importance of the MFF, and building a meaningful partnership with Africa. Additionally, more than 500 volunteers recruited 25,000 new ONE members at the U2 shows.

Our focus on global health in 2019 was given an early boost, with President Macron agreeing to host the Global Fund to Fight AIDS, Tuberculosis and Malaria replenishment conference in 2019, and it was supported by our CEO Gayle Smith's visit to Berlin for the World Health Summit in October. She spoke at a high-level panel discussion on vaccine delivery and at a joint media briefing organized by our German team with Seth Berkley, CEO of Gavi, and Peter Sands, Executive Director of the Global Fund. This work was vital in getting the message out there about the need for urgent action on global health. •

LEFT: Johnny Mercer, Conservative MP for Plymouth Moor View, recognizes the impact of UK aid on global health at the Conservative Party Conference.

RIGHT: A ONE Youth Ambassador listens during a panel discussion with European leaders at the EU Parliament in Brussels, Belgium.



**300 YOUTH
AMBASSADORS**
35 DIFFERENT NATIONALITIES

NORTH AMERICA

BY TOM HART





13,000 LETTERS TO CAPITOL HILL IN 72 HOURS



FOUR FINANCING VICTORIES IN NORTH AMERICA

The year began with ONE deeply concerned about declining ODA spending in Canada and attempted cuts to ODA in the United States, but after strong budget campaigns and successful new work to leverage private sector capital, it ended with a greater confidence that we can safeguard and even expand future North American investments in the fight against extreme poverty.

It started in February when the White House proposed a 30% cut to foreign aid for fiscal year 2019, repeating its failed proposal from the previous year. Fortunately, with a two-year budget deal in place and the vigorous 13-month campaign to defend

foreign aid still fresh in their minds, Republicans and Democrats in Congress made it clear early on that they intended to fully fund America's aid budget again for FY2019 and reject the White House's proposed cuts.

Not that that would stop the White House from trying again... and again. In August, the administration began floating a rescission package that would have unilaterally cut as much as \$3 billion in Congressionally appropriated foreign aid. ONE strategically engaged with journalists, lawmakers, and our volunteers—generating 13,000 letters to Capitol Hill in 72 hours—to put pressure on the administration, contributing to successful efforts to prevent the rescission package from being floated. This was the fourth time that the Trump White House had proposed foreign aid cuts in 18 months, and the fourth time that the cuts were rejected.

Meanwhile in Canada, despite Prime Minister Justin Trudeau's strong talk about gender equality and the importance of investing in girls and women, he had been curiously reticent about increasing Canada's contribution to the fight against extreme poverty. While the Canadian government has not threatened cuts like President Trump, the country's growing economy over the past few years has resulted in its aid-to-GNI ratio actually decreasing under Trudeau, to below even the levels achieved under his predecessors.

U.S. Representative Ted Yoho (R-FL) addresses ONE members during the ONE Power Summit on Capitol Hill in Washington, D.C.



After more than two years of relentless advocacy by ONE staff, members, and partners, in February Trudeau unexpectedly announced that he would increase Canada's foreign assistance spending by CAD\$2 billion over the following five years. While ONE was happy to see the new investment—and even celebrated it publicly in the hope of partnering on a bigger G7 announcement—a closer look revealed that the new increase would barely be enough to keep pace with inflation. While the new money was a step in the right direction, much more needs to be done.

The situations of aid in both the US and Canada underscore the importance of looking more creatively at how to fund the fight against extreme poverty. Poverty-focused assistance is critical, but on its own it will never be enough to bring an end to the scourge of poverty. Broadly shared economic growth, driven by private sector jobs, is essential to fighting extreme poverty. So ONE took a new tack this year with the G7's development finance institutions (DFIs), which leverage public capital for private sector investments.

As Canada's G7 Summit began to look increasingly disappointing, we saw an opportunity with the DFIs.

ONE Members at the U.S. Capitol Building in Washington, D.C. ahead of their lobby day for the ONE Power Summit.

ONE members pose for a photo during the ONE Power Summit on Capitol Hill in Washington, D.C.

For months we had been working quietly with the Overseas Private Investment Corporation (OPIC) in the US to try to multilateralize a program designed to create economic opportunities for women in developing countries. We helped OPIC connect with Canada's fledgling DFI, FinDev, which would take the lead on engaging with the DFIs of the other G7 countries. Working frantically as time ran out, ONE's team helped to deliver a partnership between the DFIs of all the G7 governments—a commitment to mobilize \$3

billion in investments by 2020 for the economic empowerment of women. The agreement was the only one made in any area by all seven countries at the 2018 G7 Summit.

The new partnership will focus on areas critical for gender equality, expanding women's access to good jobs, finance, markets, leadership opportunities, and products and services that meet their needs. Teaming up to leverage public capital to raise private investment is a savvy way to exponentially help more

women than any one DFI, or any one country, could do on its own.

For its part, OPIC has always punched below its weight, lacking the size and toolsets that the DFIs of other countries have enjoyed for years. That's why ONE got behind the Better Utilization of Investments Leading to Development Act of 2018 (the BUILD Act)—an innovative, bipartisan piece of legislation that promises to double US federal lending capacity to \$60 billion in order to leverage significantly greater private sector investment in developing countries to build infrastructure, increase first-time access to electricity, start businesses, and create jobs.

ONE worked with Congressional and White House staff to strengthen the bill. Then we mobilized members around the country to urge their representatives in Congress to support the BUILD Act, and on October 5—just seven months after it was introduced—President Trump signed the bill into law.

In addition to extensive behind-the-scenes engagement and media work by our staff in Washington, our volunteers:

- sent Congress more than 33,000 written messages;
- made more than 1,600 visits and 1,500 calls to Congressional offices; and
- hand-delivered petitions to 461 local state and district offices.

A ONE member prepares campaign materials for the Congressional Lobby Day in Washington, D.C.

“The volunteer work I do with ONE is extremely rewarding. We are living in a time when we can advocate for a better world or witness disparity, crisis, and tragedy. Our lobbying efforts affect millions of lives, and it can be as easy as writing an email or making a phone call.”

— SARAH DEFLON, ONE VOLUNTEER



“Our Congressman heard about the BUILD Act through our local ONE team at a town hall meeting. He became a co-sponsor. The BUILD Act became law. WE DID THAT!”

— **BARB BARRAR**, CONGRESSIONAL DISTRICT LEADER, NEW JERSEY

In addition, we organized three ‘fly-ins’ to bring Americans to Washington to directly engage with their members of Congress. ONE members also volunteered at every stop on U2’s eXPERIENCE + iNNOCENCE Tour in the United States over the summer, and when U2 played in Washington in June Bono personally lobbied for the

BUILD Act on Capitol Hill. Later, he discreetly helped the bill get added to must-pass legislation.

In the end, a blend of ONE’s tried and trusted advocacy model and innovative, opportunistic thinking turned what looked like a challenging year in the US and Canada into a successful one. ●

ONE Members excited to meet with their representatives during the U.S. Power Summit Lobby Day in Washington, D.C.

A BLEND OF ONE’S TRIED AND TRUSTED ADVOCACY MODEL AND INNOVATIVE, OPPORTUNISTIC THINKING
TURNED WHAT LOOKED LIKE A CHALLENGING YEAR IN THE US AND CANADA INTO A SUCCESSFUL ONE

POVERTY IS SEXIST

BY ROXANE PHILSON





BUILDING A MOVEMENT

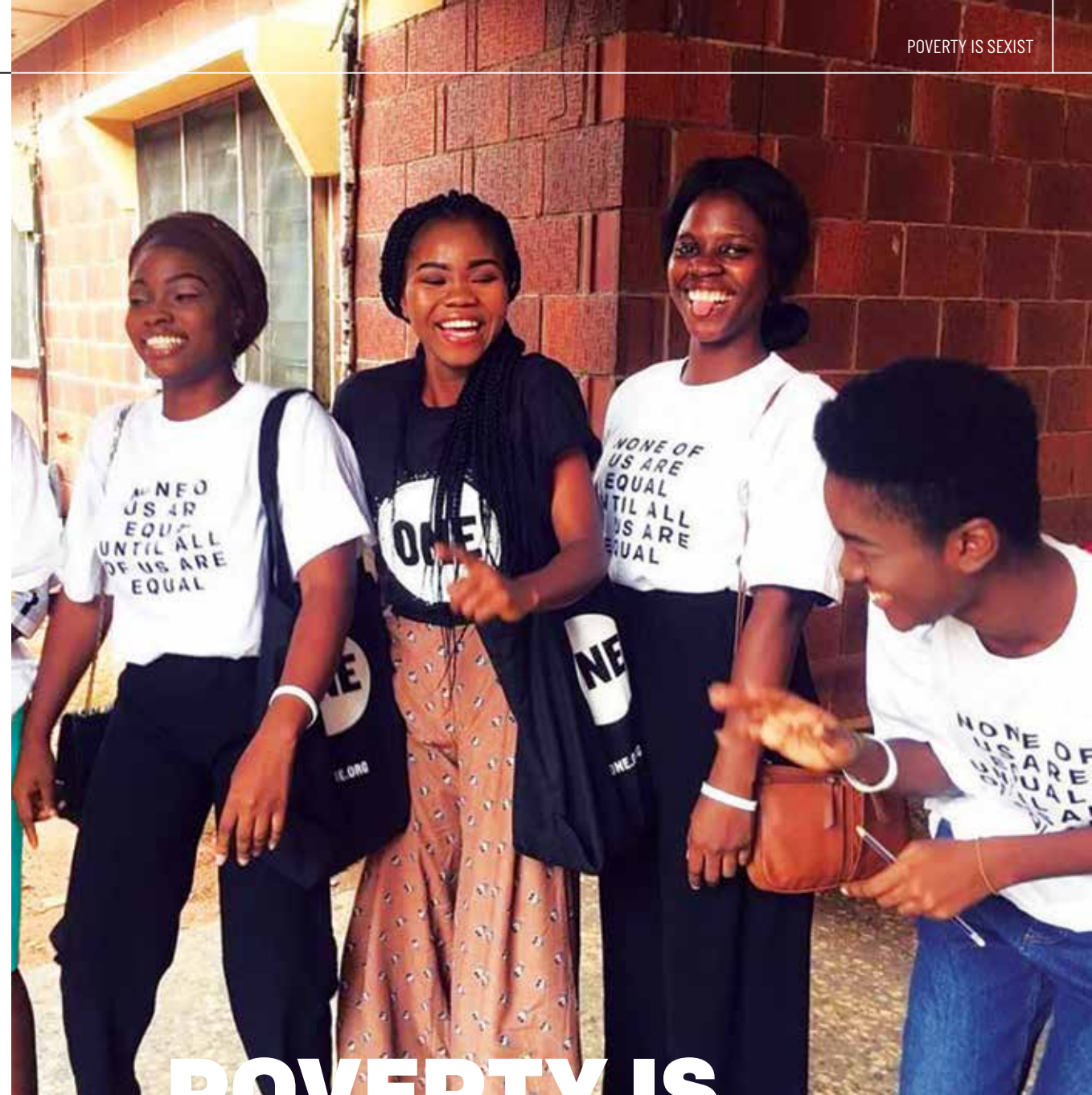
We are living in an era of heightened partisanship and nationalism—a time when people are narrowly focused on domestic challenges and bombarded by a seemingly infinite number of messages across an expanding number of channels and platforms. In this context, it's harder than ever before to 'cut through' and inspire a divided public to care about ending extreme poverty for people they've never met, in places they've never been to.

RIGHT: ONE members during a youth debate held at the Bells University of Technology in Ota, Nigeria on International Women's Day.

This makes attention-grabbing narratives like Poverty is Sexist—and accompanying slogans like “None of us are equal until all of us are equal”—all the more important to ONE.

Our Poverty is Sexist campaign spotlights the fact that extreme poverty and gender inequality hit the world's poorest women and girls the hardest. We can't end either without focusing on investments in these women. Plenty of people care about

gender inequality: from Time's Up to the Women's Marches, it is one of the most salient topics in popular culture globally right now. And we know that ending gender inequality is intrinsically linked to ending extreme poverty. By banding together with like-minded communities through Poverty is Sexist, ONE has been able to reach new audiences this year who had not previously had our other issues on their radar. It's been an enormous challenge, but an exciting one.



POVERTY IS SEXIST REACHED OVER ONE BILLION PEOPLE

EVERY VOICE COUNTS IN THIS FIGHT FOR EQUALITY, AND WE'RE HELL-BENT ON ADDING AS MANY VOICES AS POSSIBLE

In 2018 Poverty is Sexist reached new heights as we sought to build the campaign into a stronger, more cohesive movement. This year alone, it has reached more than one billion people (more than twice the figure in 2017), won several creative awards, driven more than half a million actions, and brought in more than 150,000 new members to ONE.

We've put out engaging content—including our most watched video ever on International Day of the Girl (IDG), and a kick-ass quiz testing our members' knowledge about sexist laws. We've also recruited new influencers to the fight, from Chadwick Boseman to Gal Gadot to Busy Philipps, and brought powerful new partners into the fold like Fossil

and Cargill. These friends of ONE have helped to ensure that our message reaches people around the world—whether it's Connie Britton on the red carpet of the Golden Globes, David Oyelowo and Danai Gurira penning powerful op-eds, Ngozi Okonjo-Iweala and Margot Robbie sharing our video on IDG, Phoebe Robinson shouting us out on stage on her book tour

in Brooklyn, or the 140 dedicated influencers signing our open letter to world leaders on International Women's Day. Every voice counts in this fight for equality, and we're hell-bent on adding as many voices as possible.

Most importantly, our campaign, and the people who took part, helped achieve real wins for real women and girls.



CLOCKWISE FROM TOP LEFT: Actor, activist, and ONE ambassador Danai Gurira in a photograph that accompanied her *Poverty is Sexist* op-ed in *Refinery29* on International Day of the Girl; comedian and ONE ambassador Phoebe Robinson in *The New York Times Magazine* wearing her "None of Us Are Equal until All of Us Are Equal" ONE t-shirt; actor and comedian Busy Philipps promotes *Poverty is Sexist* on her hit "late night" TV show, *Busy Tonight*; actor Chadwick Boseman poses in a ONE "None of Us Are Equal until All of Us Are Equal" t-shirt during the March for Families in Los Angeles, California; actor, activist, and ONE ambassador Connie Britton poses in a *Poverty is Sexist* sweater on the Golden Globe Awards red carpet.

\$3 BILLION

FOR WOMEN'S ECONOMIC

EMPOWERMENT



Thanks to the public pressure we helped to create, governments pledged more than \$2.3 billion to the Global Partnership for Education, which will help close the education gender gap and put millions of additional girls through school. And the firepower of Poverty is Sexist—including a sassy video targeting self-proclaimed feminist Justin Trudeau—helped push G7 leaders to commit to \$3 billion for women's economic empowerment, which will help more women get access to jobs, skills training, and financial resources. These are huge accomplishments, and we couldn't have done it without supporters like you.

While 2018 was a great year for Poverty is Sexist, we now turn our focus to 2019, which we see as a 'make or break' year for gender equality. We'll be campaigning hard ahead of a series of important political opportunities, including the Global Fund Replenishment (where we will sound the alarm that AIDS is the biggest killer of women) and the G7 Summit in France (where we'll challenge leaders to ensure



that women have an equal shot at economic opportunities). Along the way, we want to push the envelope with compelling narratives; engage with new communities and bring them into the fight; and highlight the incredible work of female heroes in Africa, who are on the front lines of this activism every day.

We won't stop until there is justice for women and girls everywhere. We hope you won't either. ●

Youth Ambassadors in Brussels hang posters promoting Poverty is Sexist on International Women's Day.

Thanks to the public pressure we helped to create, governments pledged more than \$2.3 billion to the Global Partnership for Education, which will help close the education gender gap and put millions of additional girls through school

LEFT: ONE Members in France rally in support of Poverty is Sexist on International Women's Day.

(RED)

BY DEB DUGAN





(RED)EFINING THE MANY WAYS PEOPLE CAN JOIN THE FIGHT TO END AIDS

In 2018, (RED) launched a number of innovative new partnerships that engaged more individuals and corporations in our efforts to end AIDS and generated money for the Global Fund. From EAT (RED) SAVE LIVES during June, to SHOPATHON(RED) for World AIDS Day, and a breathtaking year-end Contemporary Art Auction.

FROM LEFT:

Jimmy Kimmel, Bono, Kristen Bell, Zoe Saldana, Chris Rock, Channing Tatum, and Mila Kunis sing a song during the annual (RED) Shopathon launch on Jimmy Kimmel Live!

The total generated for the Global Fund by the broader (RED) Shopathon campaign was \$23 million, which included matching funds from the Bill & Melinda Gates Foundation.

WORLD AIDS DAY

We know that AIDS is not history but is a crisis of today, so for this World AIDS Day, we highlighted the urgency of beating the virus and ramped up our efforts to create more heat in the fight against AIDS.

Jimmy Kimmel Live (RED) Show

For the fourth time, Jimmy Kimmel donated an entire episode of his show *Jimmy Kimmel Live!* to kicking off the (RED) SHOPATHON campaign on November 19. Jimmy was joined in the studio by Bono and other celebrities, including Pharrell Williams, Kristen Bell, Will Ferrell, Mila Kunis, Chris Rock, Zoe Saldana, Brad Paisley, Snoop Dogg, and Channing Tatum, among others, all of whom promoted (RED) products on Amazon or winnable celebrity experiences.



ENGAGING PEOPLE AND COMPANIES TO JOIN THE FIGHT TO END AIDS

*Oliver Barker,
Chairman
of Sotheby's
Europe serves
as auctioneer
during the
(RED) Auction.*

Amazon turned (RED) for the second year
Amazon.com/RED lit up around World AIDS Day with more than 145 stylish gift products that raised money for

the Global Fund with every purchase. This year, for the very first time, the product selection included the full suite of (PRODUCT)RED Apple devices and accessories. Following the

success of its special edition (RED) Echo in 2017, Amazon expanded availability of the device, selling it in the UK and Germany, in addition to the US.

In addition, Bank of America donated 20 cents for every dollar spent on Amazon.com/RED during the campaign, up to \$1.5 million.

Winnable celebrity experiences to fight AIDS on CrowdRise.com

On the fundraising platform CrowdRise, (RED) teamed up with a number of stars to offer winnable experiences through sweepstakes, starting at just a \$10 donation. The available experiences included hanging with Drake, having Bono and Lady Gaga write a song about the winner, a double date with Armie and Elizabeth Hammer, and even the chance to cook with Snoop Dogg.

Bank of America donated 20 cents for every dollar spent on Amazon.com/RED during the campaign, up to \$1.5 million

The third (RED) Auction, curated by Theaster Gates and Sir David Adjaye

The third (RED) Auction, curated by artist Theaster Gates and famed architect Sir David Adjaye, and presented by Sotheby's and Gagosian, generated \$10.9 million to fight AIDS, including matching funds from The Bill & Melinda Gates Foundation. With more than 400 people attending, the evening set records for four artists, including Theaster, and brought together guests including Naomi Campbell and Christian Louboutin.



\$10.9 MILLION TO FIGHT AIDS

Other World AIDS Day initiatives

Apple turned more than 400 retail stores (RED) on World AIDS Day and App Store visitors saw a “Today” tab takeover featuring stories dedicated to (RED)’s impact on the ground in Africa.

Pro bono media placements in support of World AIDS Day included billboards in Times Square and ads on Taxi TV and Taxi Tops, as well as donated ad inventory in *The New York Times*, across iHeartRadio, and from OATH.

On World AIDS Day, December 1, fashion designer Alexander Wang hosted a fashion show that featured the brand new (AW)^{RED} PopSockets.

EAT (RED) SAVES LIVES

(RED)’s annual culinary campaign, EAT (RED) SAVE LIVES, was led by an all-female line-up of chefs and culinary figures including Elizabeth Falkner, Hong Thaimmee, Angie Mar, and Hannah Bronfman, among many others. Blaze Fast Fire’d Pizza activated each of its US restaurants for the second year running. In New York and LA, (RED) teamed up with PlaceInvaders for a series of pop-up dining experiences in unusual residences.

At the Bonnaroo Music Festival, the (RED) Supper returned for a sell-out dinner with chef Margot McCormack.

OTHER (RED) HIGHLIGHTS FROM 2018

2018 also included a number of new partnerships with leading companies including Durex, which



launched a (RED)-branded condom pack in more than 30 markets around the world with a campaign led by singer/songwriter Zara Larsson, in addition to AirAsia, MontBlanc, Vilebrequin, EOS, and Vizio, all of which introduced new (RED) products.

Additionally, (RED) activated at South by Southwest (SXSW) alongside

partner Volcom for “FEM”, a three-day festival of music and creativity, while designer Olivier Rousteing auctioned a number of pieces worn by top stars to the Met Gala 2018 to benefit (RED).

The Fight Continues in 2019

(RED) is preparing to bring the full force of its campaigning efforts to support the sixth Global Fund Replenishment in fall 2019, including

a financial pledge on behalf of private sector partners to support the AIDS fight over the coming three years. The year ahead will see activations from existing and new partners, special events, and creative, impactful campaigns to raise money and bring maximum heat to the fight in this pivotal year. ●

*Singer/songwriter Zara Larsson promoted the (DUREX)^{RED} “Give a F***” campaign.*

APPENDIX

2018 PROGRESS UPDATE



DONORS

ONE and (RED) are 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 \$25,000 annually to our work since January 2018. Some of our donors have asked for confidentiality and we respect this request. Funding from anonymous donors amounts to less than 1% of our total grants and contributions.

ONE is especially grateful for the long-time partnership with and major support from our friends at the Bill & Melinda Gates Foundation for our 501(c)3 operations.

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* Serves on The ONE Campaign Board only and not on the ONE Action Board

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Zohra Dawood
Director, Centre for
Unity in Diversity

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ONE’s Global Leadership Circle is a group of top financial supporters and surrogates from around the world who share our deep commitment to ending extreme poverty and preventable disease. They lend ideas, perspective, and assistance in advancing various elements of our work.

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PEOPLE AROUND
THE WORLD HAVE
TAKEN OVER 24
MILLION ACTIONS**

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