# **2022** Overcoming obstacles

NOT YOU BODY

> NOT YC CHOI



# **STHSISANOLENT OF OPPORTUNITY**

Representative Jan Schakowsky speaking about women's reproductive health and rights in Washington, DC, June 2023

### WE COULDN'T AGREE MORE

We knew as we developed our ambitious 2030 strategic plan, that there would be obstacles to ending unsafe abortion and ensuring universal access to contraception. What we didn't know though, was that there would be a global pandemic or that Russia would invade Ukraine and foreign aid budgets-funding essential to MSI-would be redirected. We didn't know that the federal protections to abortion afforded to women in the United States would be eliminated, nor could we have imagined the impact on our operations worldwide.

The opposition to choice is formidable. Well-organized and well-funded, U.S. organizations are increasing activity in countries where MSI carries out our essential work, harassing and threatening our clients and team members, as well as spreading misinformation and lies. It is a relentless battle.

Nonetheless, we have tremendous hope. It is in moments like these that seismic change is indeed possible. Public sentiment is on our side. A new generation is coming into power: the largest demographic group since the Baby Boom. They are educated and ready to challenge the status guo. And, according to a Pew Research Center study, three-quarters of them think abortion should be generally legal, supporting the trend-for the last half-century-toward the liberalization of abortion laws.

We see further evidence of that trend in the policy and law changes that MSI helped secure in 2022, and we see it in the 37 countries that have expanded access to abortion over the last 20 years with our support. We see it in the courageous women who reject social norms and come to MSI to take charge of their bodies, and in the impressive successes outlined in this report. And we are committed, from our core, to reaching even greater numbers of women and girls with the reproductive health information, services and products that they want and need to take control of their futures.

It's true-the opposition is formidable, but so are we, and now is not the time to waver. Your support of MSI has never been more important, never been more necessary, and never had so much possibility and impact attached to it. In 2022, you helped MSI serve 21.1 million people. We have momentum, and we know that with your help, we will continue to stand strong and change lives.

On behalf of the amazing MSI team, I want to express my thanks.

With an ocean of gratitude,

Amanda Seller, President, MSI United States



Women in Madagascar challenge ocial norms to access family planning services because climate change has devastated farming there

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## **YOUR IMPACT IN 2022**

Our supporters know that nothing can stop MSI from reaching the women who need us the most. Even though there were many who tried to interfere with our services last year, MSI still reached more people than the year before. Behind each of these numbers are sometimes heartbreaking, but always inspiring stories of women who chose to take charge of their bodies and their lives.

#### IN 2022, YOUR SUPPORT HELPED US TO: **REACH MORE PEOPLE**

**80.000 PEOPLE** every working day, in fact! That's 21.1 million clients, nearly two million of whom were adolescents, like Blessing in Ghana. She chose a contraceptive implant because she didn't want to bring a child into the world that she couldn't take care of. She plans to study agriculture at the university and dreams of helping Ghana plant more trees and preserve its forests.

35% were accessing contraception for the first time

5% were people living with disabilities

#### **SAVE MORE LIVES**

42.600 LIVES WERE SAVED. That's because 14.6

million unintended pregnancies—and the associated risks were avoided and 7.2 million unsafe abortions were averted. Midwife Ni Sokmakara from Cambodia said: "I love midwiferv because I want to help women in need. Most of the people I've helped are ordinary women, the majority are married. This service is very important for women because if there were no places like MSI to provide safe services, they might go to unsafe places instead."

#### **CHANGE LAWS AND POLICIES**

13 HIGH-IMPACT CHANGES in policy, law, regulation,

and financing made abortion and contraception more accessible, thanks to the tireless work of MSI advocacy teams and their allies. It is now possible for unmarried women in India to access abortion care, for Ethiopian women to take abortion medication at home, for schools in Tanzania to offer sex education, and to find post-abortion care through the public health system in Kenya.

1/3 were people living in poverty

## 53%

of family planning clients were unaware of any alternative options for their service

**66** Where I grew up in Ethiopia, our lack of access to information and services ruined lives...So, I've dedicated my career to expanding reproductive choice, helping women and girls make informed decisions about their bodies and futures on their own terms."

> - Banchi Dessalegn, PhD MSI Africa Director

## THE WOMEN YOU HELPED

#### <sup>ghana</sup> HINGIS

"My proudest achievement is being the second in my family to go to university," Hingis told us. At 24, she's working towards a degree in health and psychology. She plans to work in healthcare administration in Ghana after she graduates.

An unintended pregnancy would mean the end of her hard-earned education. But Hingis has had previous negative experiences when buying contraception. "One time, I went to get the morning after pill at a pharmacy and they started preaching to me about making better choices."

Then, she saw a social media post about MSI's services and decided to make an appointment. "The nurse told me that no one was judging me for being there," Hingis explained. "I don't want to be in a situation that I didn't choose."

Hingis says that Ghana is becoming more equal—and that contraception is a contributing factor. "Now, women can be out there making money, pushing our families to the top and making our country proud. Access to contraception has helped to close this gap between men and women."



Hingis and a friend talk on campus at the University of Ghana.



#### INDIA DEEPA

"When I found out that I was pregnant, my first reaction was that I would have to keep the baby because I didn't have a choice," Deepa told us. With two children already and money tight, she and her husband were worried about how they would make ends meet.

Then, a community health worker came to Deepa's door to talk about family planning options. Hearing that Deepa was pregnant and didn't want to be, the health worker told her that she could get a safe, legal abortion at a nearby MSI center. Deepa made an appointment immediately.

At the MSI center, Deepa learned about her contraceptive options. She chose an IUD for five years of protection. Before, she'd only heard about condoms and birth-control pills.

Deepa has big hopes for her family that feel within reach now that they won't have to support a third child. "I want a good future for the children. I want to show equal love and favor to my girl and boy."

Deepa recovers at an MSI center after having an abortion.

## YOUR REASONS FOR GIVING KEEP US GOING

I have sometimes fallen into helpless grief and anger at the plight of women and girls in the developing world. I lived for many years in Africa and witnessed bright futures lost and families pushed to the edge of survival by unplanned pregnancies.

That the United States has now been wrenched in that direction breaks my heart. But MSI's work is a source of special hope and comfort for me. Despite everything, they persist, knowing that women are counting on them. I am inspired by their undaunted commitment to choice."

- Sarah R., MSI supporter since 2021

### WHY DID YOU DECIDE TO GIVE TODAY?

It's a simple question that we ask every donor who gives through our website, and we get all kinds of answers. We want our supporters to know that we read the messages you leave and that your generosity is making an impact. Your gift is the beginning of a conversation with us, and we're motivated every day by the knowledge that there are generous people in the world standing alongside us in the fight for reproductive freedom.

So, why would someone want to make choice possible for women they will never meet, living in places they may never have even heard of? Here's what you told us, and how we're making an impact in those areas and beyond.

While the repeal of *Roe v. Wade* is tragic, this issue is not limited to the U.S. ALL women should have choice."

- M.M., MSI supporter since 2023

- The once-unthinkable prospect of U.S. women crossing the border to access safe and legal reproductive healthcare in Mexico is now a reality. Abortion is healthcare and we will continue to fight for access to safe, legal care everywhere."
  - Araceli Lopez Nava Vázquez, MSI Latin America Regional Managing Director

MSI travels to flooded areas of Bangladesh to reach people with little or no other options for care.  Every girl should have the right to control her own body.
 Educating girls educates the world."

- J.R., MSI supporter since 2022

Teenage pregnancy robs girls of their education. In Zambia, eleven thousand girls are forced out of school every year due to pregnancy. Last year, 17% of MSI Zambia's client visits were under the age of 20. We're focused on increasing our work with adolescents because they are the future."

- Amanda Seller, MSI US President

The world does not need more unwanted children who will mostly grow up to suffer hardship. I want to reduce unnecessary suffering in this world and maximize the potential of every individual."

- M.N., MSI supporter since 2021

<sup>6</sup> Thanks to family planning, we can support ourselves, look after our children and get on with everyday activities. This is why we use contraception, to reclaim our lives."

> - Binetou Sonko, President of the Baba Yaye Association, which helps to rebuild local mangroves and forests in Senegal

## **FUNDING THE MISSION**

As a nonprofit organization that provides reproductive healthcare to underserved women and girls worldwide, we're part of a sector that continues to face a considerable funding crisis. Traditionally, our work has been supported by a small group of private foundations and forward-thinking governments committed to providing overseas development aid for reproductive healthcare. But global economic uncertainty, the ongoing aftermath of the global pandemic, and the conflict in Ukraine have impacted these traditional donor budgets, resulting in a challenging funding gap for MSI. In the U.S., the reversal of Roe v. Wade and subsequent state laws that restrict access to abortion have driven some individual donors to redirect their support toward domestic organizations.

Funding the mission has never been more important, and ensuring true sustainability is our top priority. That's why we're diversifying our funding sources while also advocating for expanded domestic financing for sexual and reproductive healthcare in the countries where we operate. Our pitch is simple: reproductive choice is the key to creating a more equitable world.

Five years ago, one-third of our income came from governments. We witnessed firsthand that shifting political headwinds in a single country could endanger choice for millions of women on the other side of the world, and so we made a commitment to diversify our funding base. In 2022, individual donors and private foundations stepped up to ensure continued access to life-changing reproductive health services, increasing our funding from non-government sources by 18%.

MSI stepped up too, increasing the income from our social business: including our center networks and the sale of MSI contraception and abortion medications in pharmacies, health centers, and other outlets by another 17%, reducing the reliance on government sources by almost 14%.

In the United States, we witnessed a surge in support in 2022, with generous donors contributing an impressive \$33.4 million to empower women and girls with choice last year. More than 1,200 new individual donors joined us last year, and our monthly donor program, Partners for Choice, grew by 115%. Our Blue Door Society-for donors who have identified global reproductive health as a philanthropic priority and make gifts of \$1,000 or more-experienced a 55% growth rate last year. On average, our donors increased their giving by 45% last year.

Every day, an increasing number of U.S. donors like you are taking a stand for women and girls around the world. Your generosity knows no borders.

## **WE FEEL IT AROUND THE WORLD**



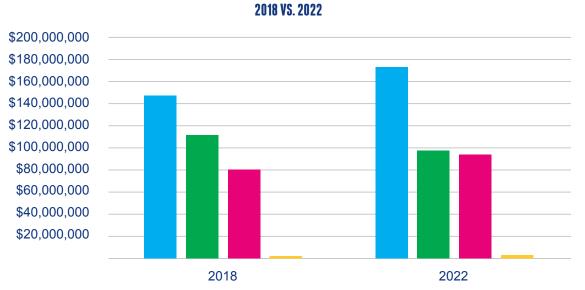
Dr. Susana Oyamburu at an MSI center in Mexico City.

In June 2022, the U.S. Supreme Court revoked the right to abortion, unraveling decades of progress for women and girls. We felt the consequences immediately. Anti-choice campaigners rallied around the world to roll back rights in other countries. But we also saw a groundswell of support from people like you who believe in the freedom to choose.

Dr. Susana Oyamburu of MSI Mexico told us, "When I heard about the Supreme Court's decision. I was shocked, MSI Mexico guickly responded to help American women seeking options for safe care. We opened a clinic in Tijuana right across the border in 2022. We're soon opening another bordering America's southern states. The anti-choice movement has felt validated by what's happening in the U.S., but they're fighting a losing battle. Most countries are expanding abortion rights and access."

Dr. Oyamburu continued, "Years ago, my good friend needed an abortion while we were in school. We went to a dark, dirty clinic. All I could think was: how can I change this? I'm so proud now to work for MSI, training abortion providers. I'm glad that no one who visits MSI has the same experience as my friend had. They get safe, quality care and support to choose the life they want.

"MSI Mexico is just getting started. We plan to open more clinics and expand our safe abortion care training for healthcare providers in Mexico and the U.S. We're on the right side of history with more resolve than ever.'



**REVENUE BY SOURCE** 

Service Public Private Investment

## WHEN ABORTION RIGHTS ARE UNDER ATTACK,

Mexico

#### **MSI'S IMPACT ON ABORTION ACCESS WORLDWIDE:**

- **4.7 million** clients accessed abortion or post-abortion care services with MSI. That means in the past ten years, we've doubled the number of people we've supported with abortion. As a result, in 2022, MSI's services averted 7.2 million unsafe abortions.
- We collaborated with others to create legal and policy changes to expand access to medical abortion in the United Kingdom and Ethiopia, and successfully advocated for local governments in Kenya to increase their budget for life-saving post-abortion care.
- We are committed to offering both medication abortion and surgical abortion wherever possible. Across our global centers, the method choice split is balanced with **54% of clients** choosing medication abortion in 2022.

### PROTECTING WOMEN'S HEALTH DURING Humanitarian and climate crises

In times of crisis, the demand for sexual and reproductive healthcare rises while access falls. Your support was instrumental in assisting MSI's local teams working in crisis and emergency settings last year. From the floods of Pakistan to conflict-affected Myanmar, your support helped ensure that women's reproductive health services remained accessible wherever possible.

Dr. Tasneem Fatima, a representative from MSS, a Pakistan NGO supported by MSI, shares her firsthand experiences from the frontlines of the crisis there.

"In the summer of 2022, more than a third of Pakistan was submerged under flood water in a climate disaster. Over 1,700 people died. People lost their homes, businesses, and certainly any conventional access to healthcare.

"Almost all of our providers are women, and their bravery has been extraordinary. We've traveled to 1,600 emergency flood relief camps, serving more than 185,000 people with sexual and reproductive healthcare. We've also contributed to primary healthcare efforts, providing treatment for skin infections and diarrhea whenever possible. We've been distributing menstrual health kits so that women and girls can manage their menstrual health on their own, which is an essential aspect of their dignity.

"Amid all of this, our team remained resilient. Our unique offering to this emergency response has been our 15 mobile outreach clinics traveling into affected areas to reach people where they are. Going to the frontlines has been difficult, people we've come across have told me: 'You are the first people to come here and help us.'

"Displaced women are coming up to our vans seeking prenatal and postnatal care, emergency contraception, condoms, and clean birth delivery kits. I know of two women who have come to us in labor—our midwives brought them into our care, delivering their babies safely into the world in the back of a van. I remain deeply concerned for the health of the estimated 650,000 pregnant women in these flood-affected areas. The maternal mortality rate here is already incredibly high, and while there's no reporting yet on how this disaster has affected maternal deaths, I'm certain it won't be positive news."





In Pakistan, we are living through the stark reality of the climate crisis. We're being told to expect more events like this. We must prepare for the future. That means delivering climate-resilient reproductive health programs and strengthening community healthcare infrastructure. Women and girls should always have access to essential reproductive healthcare, both in normal times and during unthinkable crises like this."

- Dr. Tasneem Fatima, MSS

#### MSI'S IMPACT IN Humanitarian Settings

- In 2022, MSI provided support to over
  **3.5 million** people in humanitarian settings, including in Afghanistan, Pakistan, Myanmar, the Sahel region of Africa, and the Tigray region of Ethiopia.
- In Ethiopia, MSI teams have provided services to nearly **11,000 people** in humanitarian settings over the past three years.
- We have implemented safeguarding measures to support survivors of sexual and gender-based violence (SGBV)—which rises in crisis settings. These measures include training and development of programs for team members, client-centered and confidential counseling services, and partnerships with specialized SGBV organizations.

An MSI outreach vehicle serves women impacted by flooding.

## **SUPPORTING GIRLS' FUTURES** WITH REPRODUCTIVE CHOICE

Your generosity empowers young people to make decisions about pregnancy and education, and to pursue their dreams.

In the countries where we work, adolescents aged 15-19 who want to avoid pregnancy have much higher unmet need for modern contraception than do all women of reproductive age: 43% vs. 24%. They tell us that they fear being judged for stepping into a family planning clinic-if they know about contraception at all. Restrictive laws and policies make access even harder. That's why MSI has developed tailored strategies to remove the barriers that young people face. In fact, since 2017, we've dramatically increased the proportion of our clients who are adolescents through targeted investment in services designed to be adolescent-friendly.

We start by engaging community gatekeepers in conversations about adolescents' sexual and reproductive health. When parents, grandparents, teachers, and other adults in the community are aware that contraception can help their children stay in school and achieve a healthier, more secure future, they're more inclined to support our efforts to educate young people.

Then, we develop communication strategies that will resonate with adolescents. Our marketing is most effective when it's targeted at specific audiences. We speak differently with married, rural adolescents compared to unmarried, urban adolescents. We also involve adolescents in program design to ensure we're meeting their needs.

Finally, we examine existing services to make sure they're adolescent-friendly. This can encompass everything from training providers to redesigning service delivery sites. Cost is frequently a barrier for young people. That's why we employ strategies such as waivers to ensure that adolescents can afford necessary care.

By investing in adolescent-friendly services, you're helping more young people than ever plan for a brighter future.



Access to contraception helps girls avoid pregnancy and stay in school.

#### **MSI'S IMPACT WITH ADOLESCENTS**

- In 2022, MSI supported nearly **two million** adolescents with their reproductive health and rights.
- Each year, more than four million teenage girls in sub-Saharan Africa are forced out of school due to unintended pregnancy. Across the MSI partnership, we estimate that **400,000** girls had the opportunity to continue their educations because of MSI donor support. Data shows that each additional year of education increases a girl's future earnings by **10%-25%**.
- In Uganda last year, more than **100,000** adolescents received services from a public service facility supported by MSI.

## THE POWER OF TECH AND TELEMEDICINE: **EXPANDING ACCESS IN A DIGITAL FUTURE**

#### MSI'S IMPACT THROUGH TECHNOLOGY

- In 2022, our global contact center agents had nearly **three million** interactions with clients via phone calls and social media messages.
- Approximately 10% of our phone conversations are with adolescents. Social messaging via WhatsApp, Facebook, and other platforms are also popular ways for young people to reach us for advice and information.
- · Telehealth is an essential tool for expanding and ensuring access to critical services such as early medication abortion. In 2022, MSI Ghana provided medication abortion telemedicine services to an average of 112 women per month, with a higher percentage of students and young professionals reached.



Your support is essential in expanding a unique strategy to empower more women and girls to have agency over their reproductive health and improve continuity of care: telehealth services provided through 33 contact centers.

Afua Krah-Kessie works at MSI's contact center in Ghana. She said. "By investing in digital, we can ensure that no one will be more than one contact or one hour away from accessing a safe service. We're mapping all local reproductive health services so that we can direct people to the most convenient quality provider; whether it's MSI or not.

"It's free to call or message us because we believe everyone has the right to accurate information. We provide nonjudgmental counseling and inform individuals about how and where to access safe services.

"Last week, I spoke to a 20-year-old woman who had just found out she was pregnant. She was feeling completely lost and scared about how her parents would react. By the end of our conversation, she was calm and knew what she wanted to do."

Working at the contact center isn't without its challenges. Agents must remain alert for calls from anti-choice activists, who have targeted our contact centers for the purpose of harassment. But despite these challenges, Afua is more determined than ever to ensure that every woman can access the care she needs.

"My favorite part of my job is showing people that they're not alone. Telling them, we are here for you."

## PUBLIC PARTNERSHIPS THAT UNLOCK CHOICE

In rural communities, access to reproductive healthcare can be limited. At local public sector facilities, options can be limited due to providers' lack of training or products being out-of-stock. That's why MSI partners with governments at the local, state, and national levels to change the landscape of reproductive healthcare. Particularly in this work, we see the effect of the anti-choice movement, which targets politicians and influences their willingness to support and work with organizations that offer abortion services. Public sector partnerships are essential for expanding our reach with all reproductive healthcare services and our advocacy teams persevere in this endeavor.

In Nigeria, donor support has played a crucial role in advocating for the right policies for reproductive healthcare. Donor support ensures that facilities have necessary supplies, provides training, conducts quality checks that contraceptive options are available, and builds community awareness. Zainab, a midwife at a primary health care center in Wunti Dada, Nigeria, shares her experience:

"In 2018, we started partnering with MSI Nigeria. We received training on the insertion and removal of contraceptive methods like IUDs and implants. I now provide training, mentoring, and supervision to my public sector colleagues, so that these skills are available for the long-term.

"In my community, there was a lot of stigma surrounding contraception. I would meet women who were already pregnant a couple of months after giving birth, because they just couldn't access contraception. Now, women and girls have the information and power to decide if or when to become pregnant. They can remain in school, or support their existing kids to stay in education, some go to work or start their own business—they can achieve what they hope for. I know that the services we are providing are changing lives, and they're saving lives, too."

#### MSI'S IMPACT THROUGH Public Sector Partnerships

In 2022, MSI partnered with governments in 24 countries to strengthen reproductive healthcare and support over six million clients to access high-quality care.

- Across **6,000** public health clinics globally, we strengthened the skills of health providers, put clients and evidence at the heart of decision-making, and built strong supply chains.
- MSI Nigeria partnered with the government to provide reproductive healthcare to **2.5 million** clients across 2,700 public sector facilities in 2022. This work has saved an estimated **\$199 million** in direct healthcare costs in Nigeria's healthcare system.
- Through MSI's partnerships with local governments, we have reached nearly **800,000** young people.



Helen Murphy, an MSI provider, counsels a group of women and girls in Adobe, Nigeria.

## IN THEIR OWN WORDS

Every year, MSI conducts client exit interviews, speaking to 18,000 MSI clients about their backgrounds, communities, and experiences accessing healthcare with us.

This groundbreaking study is one of the largest in the world conducted among individuals seeking contraception and safe abortion care. It provides valuable insights to us and our partners regarding the obstacles people encounter when accessing reproductive healthcare.

These interviews help us ensure that we're reaching the clients who need us most—for example, people using contraception for the first time, adolescents, and people with disabilities. In last year's interviews, we learned that approximately half (51%) of our clients were unaware of alternative options for the service they were seeking. One-third of them live in poverty.

Naomi, a young woman living in rural Nigeria, expressed: "If you hadn't come, I wouldn't have known what to do. We wouldn't have gotten access to these contraceptives. We can't get them from the hospital in our community." Our client exit interview data also teach us about the social norms in the communities where our clients live. Support for contraception and abortion varies widely. In Papua New Guinea, only 48% of women reported that men in their community are supportive of their partners using contraception. But in Zambia, 92% of women say that men in their community are supportive. We've also witnessed changes in attitudes over the years.

Pal in Cambodia told us, "Now, people talk openly about abortion. It is different from before. In the past, Cambodian women were too shy to speak about it."

Finally, our exit interviews ensure that we're providing the highest quality care to every client, whether they visit us at a rural health post or a busy urban center. We're proud that 93% of clients have told us that their experience with MSI exceeded their expectations. Maureen, a student in Zambia who visited an MSI mobile caravan, said: "The staff was very friendly. With the help of MSI, we can conveniently visit the caravan right in our community."

## TRANSFORMING SOCIAL NORMS: OUR BEHAVIORAL CHANGE APPROACH

In many of the communities where we work, social norms can prevent women from using contraception or accessing safe abortion services.

We hear from our clients just how influential these social norms can be. Hanta, from Madagascar, shared with us: "In our village, society banishes women who use contraception; it's taboo."

Women face a variety of barriers to accessing the healthcare they need. There are anti-choice campaigns, sermons, disapproving family members, and more. For women to truly have choice, we need to change the conversation.

We take the time to understand the communities where we work and adapt our approaches. No two countries will approach this challenge exactly the same way. Our goal is to create lasting change in communities empowering women to control their bodies and futures.



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In Nigeria, where having many children is considered a sign of wealth and status for men, we have adopted an innovative approach by employing an unconventional group of social influencers: tea vendors. Tea carts are hubs of conversation where men discuss the issues and challenges of the day. We offered business training to 60 tea vendors and their wives while also encouraging them to engage in conversations with their clients about contraception.

The tea vendors and their wives have become champions of family planning in their communities. And the wives are now taking on a more significant role in making family business decisions. The tea vendors' activities generated almost 4,000 referrals for contraceptive services in nine months. They also helped spread the idea that a respected, responsible man is one who plans the spacing of his children and shares decision-making with his wife.

> MSI's Patience Chipango speaks to clients awaiting services at the Population Services Zimbabwe clinic in Chitungwiza.

## **OUR 2022 OBJECTIVES: WE MET THEM!**

In 2022, MSI delivered a record year of impact. Against a tide of challenge—such as the reversal of abortion rights in the U.S. and the ongoing recovery from COVID-19, we collaborated with our partners to deliver choice for women and girls.

IN 2022, MSI COMMITTED TO:	HOW DID WE DO?
Expand access to contraceptive choice, delivering a minimum of 28.3 million contraceptive CYPs.*	We delivered 32 million contraceptive CYPs in 2022, exceeding our goal by 13%.
Ensure our programs are less dependent on donor income, with program service income exceeding \$10.9 million in growth vs 2021.	We achieved \$11.7 million in growth, with total program service income 23% ahead of 2021. Income from our services is a crucial component of our social business approach and financial sustainability.
Fill the grant income pipeline for 2023 and beyond to ensure we reach the most marginalized communities, whose access to reproductive healthcare is typically supported by donor income.	We secured the grant income required to fill the pipeline for 2023, but we face some uncertainty around donor funding for 2024 and beyond due to cuts in overseas development assistance. We continue to actively raise grant income to address the gaps.
Ensure our centers are sustainable, moving our core centers closer to 100% service income to cost, meaning they are self-funded, via service diversification and stronger commercial management.	87% of center operating costs were self-generated by service income in 2022, up from 74% in 2021. By the end of 2023, our network of centers will meet or exceed 100% income to cost. Our service income to cost ratio in our maternity centers increased to 92% in 2022.
Ensure our Diversity, Equality and Inclusion (DEI) goals remain on track, with a focus on increasing overseas representation in the Global Support Office and country leadership.	In 2022, we launched MSI's DEI strategy. We made progress towards our goal of 100% local leadership in our country programs, with 95% of leaders now from the countries and regions where they work. And, moved closer to our goal of 50% female senior leadership positions, now at 47%. We also increased overseas representation in our global support office, with a third of our support office now based outside of the UK.

\*A CYP or Couple Year Protection is a year of protection against unintended pregnancy for a couple. We use CYPs in conjunction with other measures to make sure that the services we deliver are equitable and that we are expanding choice for our clients.

## **OUR 2030 COMMITMENTS: WE ARE ON TRACK!**

This was the second year of our 10-year strategy, MSI 2030: Your Body, Your Choice, Your Future, which presented our bold vision for the future: by 2030, no abortion will be unsafe and everyone who wants access to contraception will have it. We're getting closer every day.

2030 GOALS
By 2030, we will serve at least 120 million women and girls with voluntary, high-quality sexual and reproductive health- care, or at least 20 million a year throughout the decade.
By 2025, we will achieve "gold standard" in MSI's three quality measures across all MSI country programs: Clinical Quality Score, MSI Abortion Quality Index, and Client-Centered Care.
By 2030, 100% of the countries where we work will have improved access to sexual and reproductive health and rights because MSI is actively influencing laws and policies, creating an enabling environment.
By 2030, at least 35% of all MSI program revenue will be from product sales or service income. This will ensure services are available for the long term.

66 It has been an incredible year for our teams. I am so proud of the progress we have made as an organization and the results we have delivered. I am humbled by their drive and commitment to our mission. The performance of our organization depends entirely on their energy, innovation, and dedication.

- Glenda Burkhart, Chair of the Board of Trustees, MSI Reproductive Choices

#### HOW DID WE DO?

In 2022, we reached 21.1 million clients with sexual and reproductive healthcare, which alongside the 19.4 million clients reached in 2021, puts us on track to meet our goal.

In line with our quality commitments, we measure our teams with a Clinical Quality Score and Abortion Quality Index. In 2022, we did this across 32 programs. As standards improve, we can shift the goal posts and ensure a culture of continuous quality improvement. Last year, we were proud to also launch our Client-Centered Care metric across 28 programs, to track and improve client experience. With all three metrics now in place, we are able to monitor progress and identify where there's still work to be done.

In the face of a well-funded anti-choice movement and persistent abortion stigma, MSI and our grassroots and coalition partners remained resilient, progressing advocacy campaigns to expand reproductive choice. In 2022, we contributed to 13 high-impact changes in policy, law, regulation, and finance, keeping us on track to deliver this goal.

In 2022, 27% of all MSI program revenue was generated from product or service income—from clients who have the means to pay either out-of-pocket or via health insurance—up from 24% last year. This puts us on track to deliver this goal.

### WE HAVE SEVEN MORE YEARS TO DELIVER ON OUR 2030 VISION OF A WORLD WHERE NO ABORTION IS UNSAFE AND EVERYONE CAN ACCESS CONTRACEPTION. WE'RE LASER-FOCUSED ON OUR NEXT STEPS, PRIORITIZING THE FOLLOWING GOALS:

- Remain on track to deliver our MSI 2030 goals of expanding access and impact.
- Increase revenue through our social business channels, including social marketing and our commercial centers, to support the sustainability of our global partnership.
- Generate growth in our grant and donor income pipeline.
- Ensure all programs meet MSI's standards for governance, clinical quality, values, and behaviors.
- Continue to build a 'One MSI' culture that reflects the diversity of our team members and provides equal opportunities to thrive.
- Integrate and build new ways to collaborate remotely, reducing the need to travel, thereby cutting our carbon emissions.



#### **BOARD OF DIRECTORS**

Jess Search, Board Chair Amanda Seller, Vice Chair Danielle Berfond Mohsina Bilgrami Glenda Burkhart Vanessa Evans Alexis Meredith Elena Otero Susan Rich Owen Rogers Gokul Sundar Neha Wattas

Andrew Seddon, Ex Officio

PRESIDENT

Amanda Seller



We were about to go to press with this annual report when we received the terrible news that Jess Search, our Board Chair had died.

Jess joined the MSI United States board five years ago and was also on the Board of Trustees for MSI Reproductive Choices. She was a tireless and deeply committed advocate for women and girls, and for the right to reproductive choice across the globe.

Jess was a legend in the documentary film world and firmly believed in the power of great filmmaking to transform individuals and societies. She co-founded Doc Society and supported the making of dozens of documentaries, including the Oscar-nominated *Virunga* about mountain gorillas in the Democratic Republic of the Congo. Jess was also a board member of the UK think tank Institute for Public Policy Research and the crowdfunding company Kickstarter.

She was passionate about fairness, justice, and inclusion and—as our Board Chair—consistently challenged, pushed, and inspired us to think differently, do more and be better.

Jess was without question, one of the most charismatic and life-enhancing people I have ever encountered. All of us at MSI US feel fortunate to have known her and to have had the honor to work with her. She will be sorely missed.

– Amanda Seller, MSI US President



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