



Against a backdrop of political uncertainty and constrained funding, Malaria No More UK (MNMUK) has worked to ensure malaria stays a priority globally as well as nationally in both the UK and Kenya. Through our ongoing engagement with malaria partners and targeted advocacy and creative communications tactics, we've seen significant results:

The UK committing over £10 million to malaria initiatives and committing to multi-year funding to Product Development Partnerships (PDPs) – a vital instrument for malaria.

The Commonwealth reaffirmed its commitment to ending malaria in its communique from the Commonwealth Health Ministers Meeting and Commonwealth Heads of Government Meeting.

However, we are at a critical juncture in the fight to eradicate malaria. The latest World Malaria Report from the World Health Organization paints a mixed picture of progress. While we are seeing reduced mortality and advancements in science and innovation, there is a significant risk that funding gaps will stall global efforts and put lives at risk. 2025 is a significant year with the Global Fund for HIV, TB and Malaria, and Gavi, the Vaccine Alliance due for replenishment. According to new modelling data prepared by the Malaria Atlas Project (MAP), if the Global Fund fails to secure increased funding, the world will be facing a malaria resurgence with as many as 300,000 additional lives lost. Any rise in the disease pushes us further away from any hope of ending malaria as an epidemic that kills almost half a million children a year.

We cannot let that happen. We must Change the Story.

On behalf of myself and the Board of Trustees at MNMUK, I would like to thank everyone who helps make this change happen – our incredible and determined staff, our fantastic ambassadors, and our vital partners, funders and supporters. Thank you for being an integral part of the fight to end malaria.



David Reddy Board Chair

# 2024 marked the first year of Malaria No More UK's ambitious five-year strategy, and already we can clearly see impact.

Reflecting on the past year, partnerships have been the driving force behind all we have achieved.

We proudly announced His Majesty King Charles III's role as our Royal Patron. The King's commitment and leadership will undoubtedly amplify efforts to combat malaria in the Commonwealth and across the globe.

In the UK, during a General Election year and a shift to a new government, we focused our efforts on building relationships across parties and deepened our collaboration with malaria and broader civil society partners. The result has been increased investment from the UK government, and for the first time, a more joined up collective strategy for how we can engage the UK in the upcoming Global Fund and Gavi Replenishments in 2025 – vital tools if we are to get back on track to end malaria.

We have deepened our engagement with the Commonwealth, a group of nations that are pivotal in galvanising both donor and endemic countries behind the malaria fight. Through the development and dissemination of key malaria reports and targeted advocacy we've seen the Commonwealth reaffirm its commitment to ending malaria and specifically call for the successful replenishment of the Global Fund in 2025.

In Kenya, we worked with the National Malaria Control Programme, the Zero Malaria Campaign Coalition, media partners, young people and local leadership to launch the Power of EveryONE – a campaign to build awareness and knowledge and shift attitudes and behaviours. So far, the campaign has reached 34 million people, with many of those reached committing to take action to end malaria.

In September, we celebrated the launch of a powerful new partnership with the African Leaders Malaria Alliance (ALMA). ALMA is instrumental in driving action and holding governments accountable, while MNMUK brings expertise in creative communications campaigns and targeted advocacy. Through a strengthened partnership, our joint engagements will centre on amplifying the voices of affected communities and strengthening the connection between African leaders and the global community of donors to the malaria fight.

Our team worked with malaria scientists, global health experts, campaigners and Zero Malaria ambassadors, including David Beckham, to deliver the Zero Malaria Experience – a film and immersive installation showing how innovation and funding can help save millions of children's lives, showcasing the power of partnership in beating malaria.

And there is more to be done.

With the world around us changing and with major replenishments expected in 2025, we must continue to harness our combined power, set bold ambitious targets and deliver long-lasting impact. I am incredibly proud of the work we have delivered together and would like to thank everyone who continues to play their part in the fight to end malaria.



# WHO WE ARE

**Our Vision** A world without malaria in our lifetimes.

**Our Mission** Our mission is to catalyse and inspire the global partnerships,

leadership and financing to end malaria.

# **OUR VALUES**

#### **Collective Voice**

We believe that through the combined power of many voices, lived experiences and diverse perspectives, we will end malaria for good.



#### **Creativity**

We believe in the power of creative ideas. Drawing from diverse skills, experiences and cultures, we foster innovative thinking that will bring us closer to our vision of a malaria free world.

#### **Ambition**

We will embody a brave, bold and determined spirit, challenging ourselves and others to aim for greater impact in the malaria fight.





#### **Inclusivity**

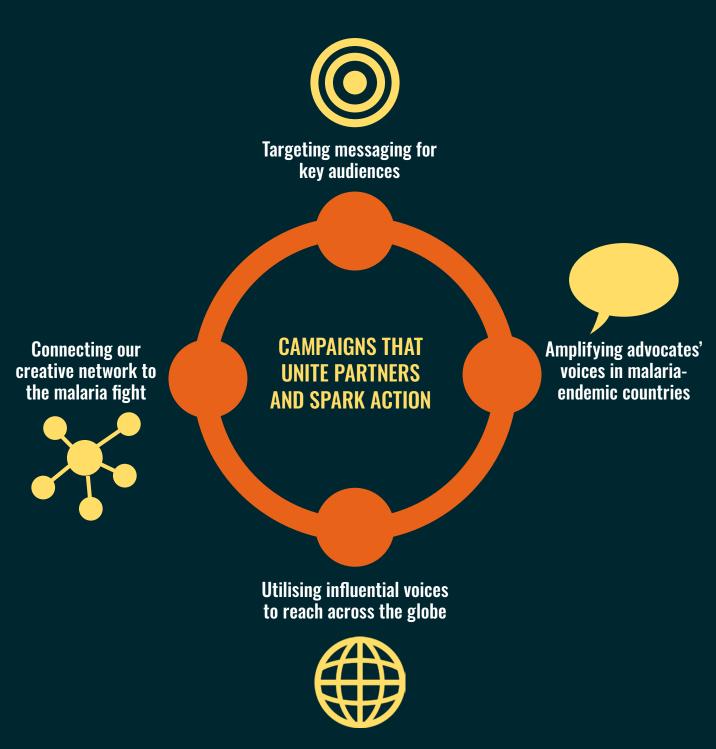
We are fully committed to the practices and behaviours that promote and uphold principles of equity, diversity and inclusion.

#### **Agility**

To be responsive to the needs of our communities and deliver impact in an ever-changing world, we actively listen, learn and adapt.

# **OUR APPROACH**

We deliver strategic campaigning: the right message, to the right audience, at the right time. Through our unique mix of creative communications, bold political advocacy, powerful partnerships and sheer determination, we work to make the voices of those affected by malaria impossible to ignore.





17 COUNTRIES

started rolling out new malaria vaccines

1 CHILD

dying every minute from malaria

# THE PATH TO ZERO

44 COUNTRIES

and one territory certified malaria free

# 25 ENDEMIC COUNTRIES

now reporting fewer than ten cases of malaria each year

# **16% REDUCTION**

in malaria mortality rate in the African region since 2015



Because I get malaria, I miss a lot of school, and I miss exams. If there was no malaria, everyone could reach their dreams and do what they want.

**Building the case for ending malaria** 

Our work is driven by the urgent need to end malaria and its devastating impact, not only as a moral imperative but also as a vital investment in global health security and economic resilience. In a world where governments face competing budget priorities, in 2024 we continued to develop compelling messaging and arguments to help make the case for them to invest.

# Fighting malaria offers a global economic boost

This year Malaria No More UK commissioned brand new research, carried out by Oxford Economics Africa, that revealed that getting back on track to the Sustainable Development Goal of cutting malaria by 90% by 2030, could boost the economies of malaria-endemic countries by an incredible \$142.7 billion.

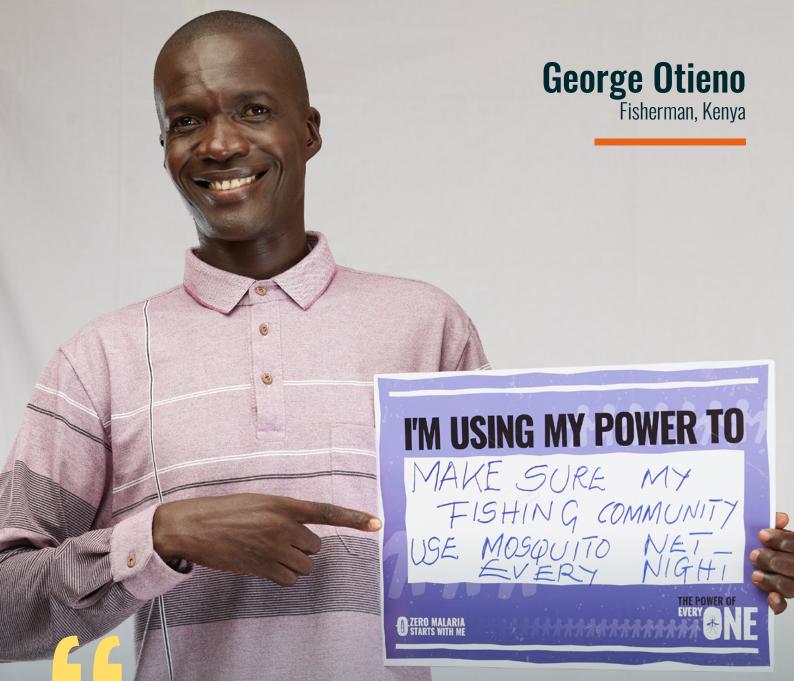
The report The Malaria Dividend: why investing in malaria innovation creates returns for all helped make the economic case for investment in malaria. Its findings supported direct advocacy and media coverage in G7 nations, and several malaria endemic countries.

#### **KEY SUCCESSES**

COVERED BY 66 DIFFERENT MEDIA OUTLETS ACROSS 13 COUNTRIES

OUR PARTNERS USED THE REPORT TO ADVOCATE FOR INVESTMENT IN FIGHTING MALARIA. USED BY THE UN TO ADVOCATE FOR MALARIA FUNDING IN GLOBAL GOVERNMENT BRIEFINGS, INCLUDING THE G7





Malaria is always affecting my family. When you are sick with malaria, it means you are not going to work. It's important to advocate to end malaria so it can give us the energy to build our economy.

# Championing UK commitment: the path to sustained support

Malaria No More UK has a strong history of championing and encouraging UK support for the malaria fight. In 2024 we focussed on laying the groundwork for sustained contributions by the UK to the 2025 Global Fund and Gavi replenishments, and for continued investment in Product Development Partnerships (PDPs) who help develop and expand access to malaria innovations.

During a year in which a General Election saw a change in the governing political party, Malaria No More UK successfully engaged Parliamentarians, Ministers and their advisors from across the political spectrum, through events, reports and targeted media coverage. Following the general election, we helped reestablish the APPG for Malaria and Neglected Tropical Diseases.

# Science and innovation saving lives

Never have such a powerful set of tools existed to fight malaria, from next generation mosquito nets and new treatments to two new malaria vaccines that are now being delivered to children across 17 countries in Africa.

In 2024 the life-saving power of science and innovation continued to be a golden thread running through our advocacy and communications – from seeking out and profiling examples of innovation from African based research institutions to showcasing the long history of achievement from UK-backed science.

Highlighting the power of "British Backed Science" through media and directly to Parliamentarians has been especially powerful as we work with PDPs to ensure the UK strengthens its support of malaria R&D. PDPs are central to the development of new vector control technologies and life-saving malaria treatments. By profiling their innovative work we worked together to secure new commitments to multi-year funding from the UK.

### **KEY SUCCESSES**

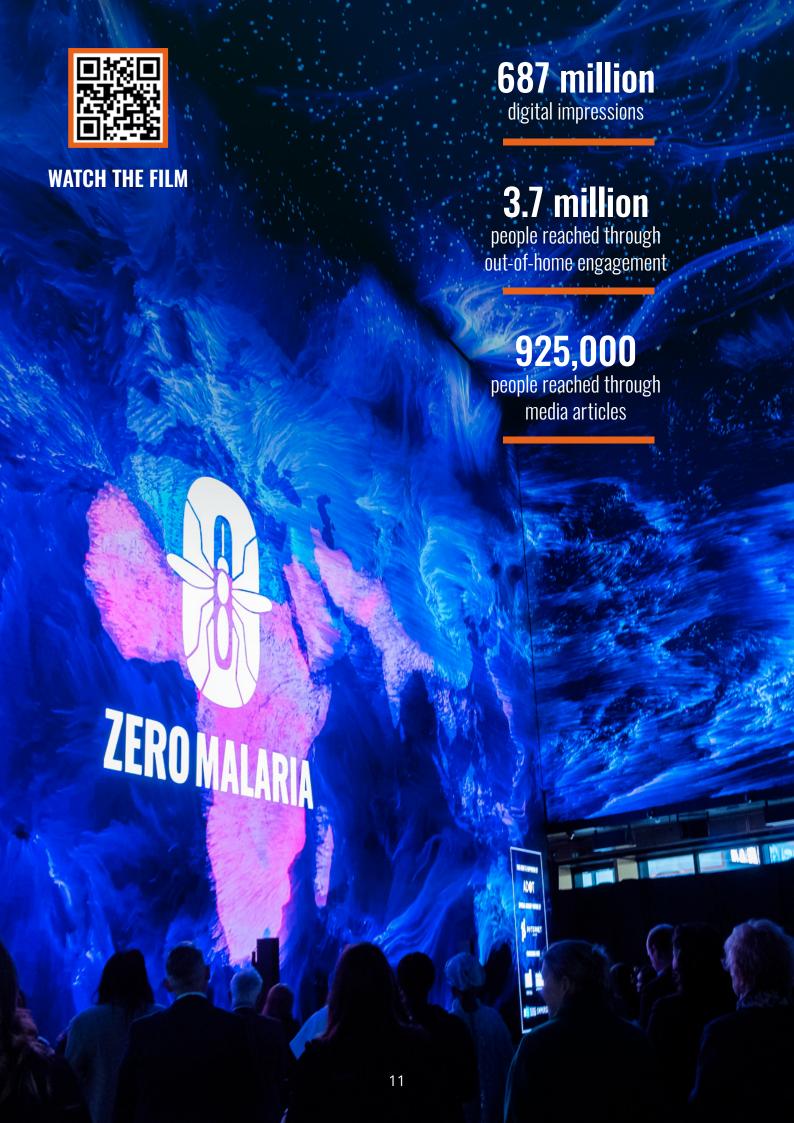
In January, the UK Government announced it would match the first £2 million of pledges from the private sector to Gavi, the Vaccine Alliance, and a further £10 million for research into effective malaria vaccine deployment. The year saw PDP partners able to access new multi-year funding from the UK for their work developing life-saving malaria prevention and treatment innovations.



# Ugandan dance troupe The Ghetto Kids meet Lord Cameron

In March, young malaria champions
The Ghetto Kids joined Commonwealth
Day celebrations in Westminster Abbey,
after which we arranged a meeting
with UK Secretary of State for Foreign,
Commonwealth and Development Affairs,
The Rt Hon Lord Cameron.
The Ghetto Kids were able to share why a
Zero Malaria world is important to them
from personal experience.





# The Zero Malaria Experience: How innovation and funding can save children's lives

As Gavi and the Global Fund approach critical replenishments, keeping malaria on the global political agenda has been more important than ever. In a powerful film, Zero Malaria ambassador and MNMUK Leadership Council member David Beckham joins malaria scientists, global health experts, campaigners, and leaders to highlight the lifesaving potential of existing and new malaria-fighting tools.

Research from Imperial College London estimates that – if malaria fighting tools reached those who need them – **13.2 million lives** could be saved over the next 15 years in sub-Saharan Africa.

That's 900,000 lives a year.

With support from renowned creative agency The Mill, the research and film were the basis of an immersive installation and event at London's Outernet. The "Zero Malaria Experience" (ZMX) was developed for the malaria community, to deploy at key moments, bringing together a broad range of malaria partners and representing the multiple tools, geographies and individuals that need to work together to combat malaria.

ZMX provided a platform for Gavi and the Global Fund to demonstrate their vital role in reaching communities at risk from malaria. Both organisations were featured in the film and spoke at the launch event, allowing the two replenishments to be discussed together on a public stage. With over 47 organisations participating in the launch, the film and event united voices across the malaria community, showcasing the unified strength of one collective voice, calling for action to end malaria for good.



In February 2024 we and the Zero Malaria Campaign Coalition launched the Zero Malaria Starts with Me: The Power of EveryONE, a campaign developed in collaboration with partners in Kenya including the National Malaria Control Program. It shows the opportunity every Kenyan has, to help end malaria and is distinctive as it features community malaria champions as its heroes.

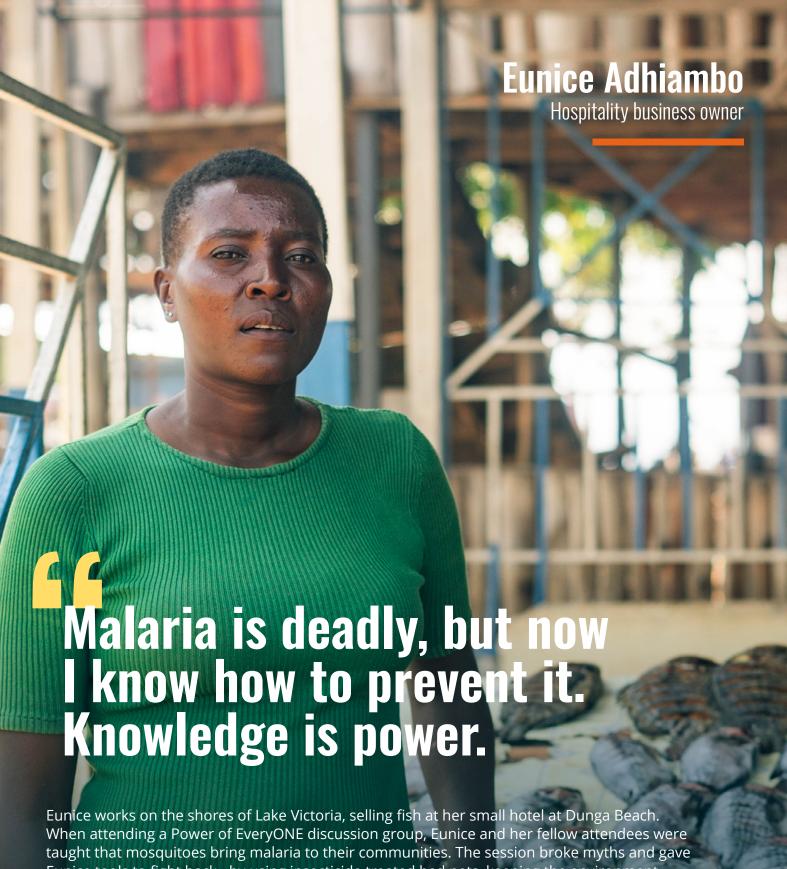
A national launch saw The Power of EveryONE featured in media and on billboards across Kenya – highlighting the chance to end malaria nationwide. Two months later it featured as part of the country's World Malaria Day activity.

The Power of EveryONE also drove awareness in three target counties where people are living at particular risk from malaria — Kilifi, Kakamega, and Kisumu. We supported partners to deliver social behaviour change communications (SBCC) encouraging correct use of insecticide treated mosquito nets, care-seeking when sick and prevention of malaria during pregnancy.

We trained campaign spokespeople to appear in county media while radio stations ran Power of EveryONE adverts, recorded in local languages. As community champions appeared in billboards and posters, we supported our partners the Kenya Malaria Youth Corps to deliver SBCC events designed to deepen malaria understanding amongst groups such as boda boda riders, fishing communities and young mothers.

Early indications suggest community members taking part are ready to make a difference.
98% of those attending a Power of EveryONE SBCC event said they would speak to family, friends and loved ones about malaria (an increase from 40% in an earlier study), showing how the campaign is helping change lives, one conversation at a time.





Eunice tools to fight back - by using insecticide treated bed nets, keeping the environment clean, and seeking proper medical care.

The sessions gave Eunice the confidence to advocate for malaria prevention, urging others to see a doctor, use mosquito nets, and protect themselves. Her commitment deepened after her seven-year-old daughter's contracted malaria; she thankfully made a full recovery. Now, Eunice educates her community, including fishermen, turning her experience into action to help others stay safe and healthy. For Eunice, malaria isn't just a part of life, it's a battle that can be won. "Malaria is deadly," she says simply. "But now I know how to prevent it. Knowledge is power."

Change the Story: Raising voices in the fight against malaria

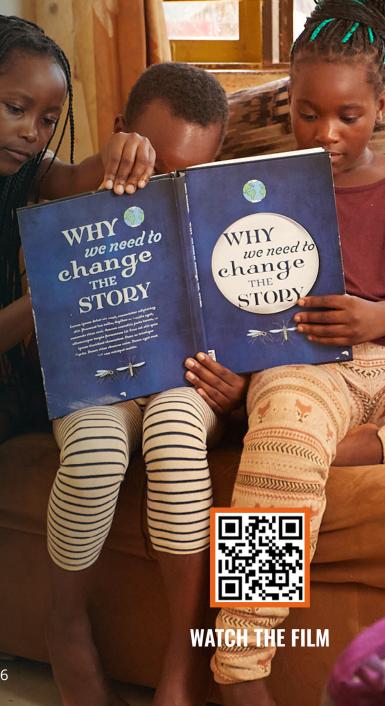
Launched in 2023 'Zero Malaria: Change the Story' set out to amplify the voices of children affected by malaria while spotlighting the growing threats to malaria elimination including extreme weather events, insecticide resistance and drug resistance.

Recognising the campaign's impact, the World Health Organization (WHO) commissioned us to create Zero Malaria: Ghetto Kids X Change The Story, a powerful film for the Malaria Ministerial High Burden High Impact (HBHI) Conference in Yaoundé, Cameroon. At the conference health ministers signed the Yaoundé Declaration, a pledge by the 11 countries with the highest malaria burden to accelerate action against malaria deaths.

To mark World Malaria Day 2024, we created another compelling Change The Story film, shedding light on the devastating impact of malaria on women and girls. The film calls on global leaders to champion their leadership and empowerment as a means to drive lasting change.

These films gained significant traction, and were shared by David Beckham, The Ghetto Kids, Eliud Kipchoge, Anyika Onuora, Charlie Webster and Faith Kipyegon, as well as the WHO. Their reach extended to tens of millions of people worldwide, keeping malaria at the forefront of the global agenda and reinforcing the urgency of action.

Building on this momentum, the WHO commissioned two additional Change The Story films to coincide with the launch of the 2024 World Malaria Report (WMR). These films explored the human toll of malaria, highlighting female empowerment, vaccines and next generation bed nets. Featured prominently on WHO's World Malaria Report homepage and social media channels, the films achieved a combined potential reach of 12 million - with one film alone having been watched for the equivalent of 6 days.





# **Looking ahead to 2025**

As we move into 2025, our work has never been more crucial.

With key global funding replenishments taking place during the year, we will use Change The Story to advocate for increased commitments to Gavi and the Global Fund. The launch of the second chapter in February 2025 amplified African voices, ensuring those most affected are heard at the highest levels. Through bold advocacy and strategic storytelling, we will continue to drive action and secure the support needed to fight malaria and strengthen global health systems.

At the time of writing in early April 2025, global financing for malaria programming is facing multiple challenges the likes of which haven't been seen since the inception of the Global Fund more than two decades ago.

Malaria No More UK is working with our partners to ensure that our advocacy and communications are able to meet the needs of advocates in all key markets, especially to support the Global Fund and Gavi replenishments and efforts to drive country level resource mobilisation. Our resolution to deliver support that is targeted, audience specific, and that maximises identified political and public engagement opportunities, together with our commitment to solidarity with partners across the community, remains clear and steadfast.



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