02
Letters from the Chairman + the CEO
Tom Freston, Chairman + Gayle Smith, President + CEO

06
GIRLS COUNT: Calling Out a Global Education Emergency
Roxane Philson, Chief Marketing Officer

12
SEEING (RED): Raising Money for the Global Fund, One Purchase at a Time
Deborah Dugan, Chief Executive Officer, (RED)

16
PLAYING DEFENSE: An Existential Fight in the U.S.
Tom Hart, North American Executive Director

24
MESSAGE OF HOPE: On Tour with U2
Danny de Varona, ONE Member and Congressional District Leader for Florida’s 25th District

28
FIGHT OF OUR LIVES: A Closing Window of Opportunity
David McNair, Executive Director for Global Policy

32
ONE AFRICA: Influencing Investments and Commitments
ONE Africa Team

38
FIGHTING FOR AID: Preparing for Challenges Ahead Amid Shifting Political Sands
Kate Critchley, European Executive Director (Interim)

44
YOUTH AMBASSADORS: An Unforgettable Experience
Pierre Jothy, French ONE Youth Ambassador

50
THE AFRICAN CENTURY: An Engine for Progress, Peace, and Prosperity
Jamie Drummond, Executive Director, Global Strategy

56
ONE NIGERIA: A New Office and ONE’s Fastest-Growing Membership
Serah Makka, ONE Nigeria Director

62
TRUE CHAMPIONS: Fighting Until We Overcome Extreme Poverty
Temitope Awelewa, ONE Champion, Nigeria

66
Appendix
For myself — and I’m sure, for many of us — 2017 was about change.

Political change around the world meant that, for many ONE offices, a change in strategy was in order. Our nimble teams moved from offense to defense as ONE members around the world fought to protect foreign aid from those who would see it cut.

Leading this effort has been our new CEO, former USAID Administrator, Gayle Smith. Gayle’s lifelong commitment to ONE’s issues, extensive hands-on experience in Africa, and track record of working across the aisle — in not one but TWO White Houses — made her the clear choice to lead this organization.

Gayle is taking charge at a critical time in the fight against extreme poverty. The world has cut extreme poverty by more than half since 1990, but there are still 767 million people living on less than $1.90 per day. The world is tantalizingly close to getting ahead of the AIDS epidemic, but AIDS-related illnesses are still the leading cause of death for women, globally.

That’s why ONE is upping the ante on its efforts to help those living in extreme poverty, who now face the most consequential humanitarian and security challenges in a generation. In this current environment, our work to defend aid budgets under attack will continue to get tougher.

But I believe the ONE team is up to the challenge. Our new Abuja office is thriving — there are now 2.5 million ONE members in Nigeria, second only to the United States. In Europe, hundreds of young people representing 35 nationalities came together at the ONE Youth Ambassador Summit to help defend the European Union’s aid budget. And in the U.S., our advocacy team gathered testimony from faith leaders, four-star generals, and politicians from both sides of the aisle to send the Trump Administration one message: Cutting foreign aid is shortsighted and dangerous.

Some of our strategies may have changed this year, but one big thing will remain the same: ONE’s determined dedication to eliminating extreme poverty.

Tom Freston
Chairman
It has been quite the journey since I took on the mantle of President and CEO of this extraordinary, vibrant and lively organization.

Thanks to the ONE big team working across Europe, North America and Africa, I’ve had the privilege of welcoming some big wins — I walked through the doors as the U2 tour took off and our volunteers signed up over 44,500 new members. Thanks in no small part to our brilliant Poverty is Sexist campaign, member growth in 2017 is 1,217,739 — over twice the levels of the previous two years. And our ingenious #GirlsCount campaign made October 11, International Day of the Girl, the highest-ever day of web traffic in ONE’s history.

In the face of unprecedented cuts proposed by the President, our U.S. team has worked diligently with bipartisan allies in Congress to secure a budget that will restore funding to our priority accounts. In Canada, ONE is readying for the G7 Summit in 2018 by pressing Prime Minister Trudeau to ensure his feminist foreign policy has real and meaningful impact on women worldwide.

In Europe, our France team secured pre- and post-election commitments from the Macron government to chart a path to reaching our 0.7% aid target. Against a backdrop of heated political debate, our team in Germany has mobilized the public to put the heat on politicians and continue Germany’s leadership on global development. And in the UK, where that government’s longstanding commitment to 0.7% aid levels is under fire from the media, ONE has been fighting to elevate the evidence of aid’s effectiveness on the ground.

One of the things I have been most excited to see is our membership growth in Africa. From increasing women’s land rights in Mali to promising increases in health financing in Nigeria — the ONE model is proving just as effective in Africa and we feel confident that we can mobilize the domestic resources that are needed to finance development alongside overseas aid. I look forward to the growth and opportunity I know the future holds for this incredible team.

And then there’s (RED). WOW. The organization that has already emerged as a key donor to the Global Fund for AIDS, TB and Malaria — $500,000,000 so far — is on the move, and to say it is impressive or stunning is to understate.

So what’s up for 2018? We at ONE anticipate a complex global political environment, with continued challenges to protecting aid, competition for resources and some uncertainty. But we also anticipate a growing recognition — worldwide — that the equality, fairness, justice and opportunity that lie at the heart of ONE’s mission are the principles that will shape our collective future, and that the simple, bold idea that we can, should and must eliminate extreme poverty will continue to resonate.

Gayle Smith
President + CEO
What started three years ago as a nugget of an idea has become a full-blown movement.

On International Women’s Day 2015 — armed with data showing girls in the poorest countries don’t get the same opportunities as their brothers, and a gut instinct this injustice could inspire people to act — we launched the Poverty is Sexist campaign with a simple open letter calling for equality.
“Poverty is Sexist has mobilized millions of people to take action and made poverty feel personal for a hugely engaged demographic.”

Since that day, Poverty is Sexist has mobilized millions of people to take action; allowed us to forge powerful relationships with influencers and partners; and made poverty feel personal for a hugely engaged demographic. It is one of ONE’s most successful campaigns ever, and — most importantly — it is helping us deliver advocacy wins that will transform and save lives.

This year, we used the firepower of Poverty is Sexist to sound the alarm on a global crisis unfolding. More than 130 million girls didn’t go to school today — not because they didn’t want to, but because they didn’t have the opportunity. The consequences of this injustice can be dire: Girls out of school are more likely to become child brides, more vulnerable to diseases like HIV, and more likely to die young. To put it plainly, this is an emergency the world can’t afford to ignore.

We kicked off the year with an open letter — signed by nearly half a million activists including more than 130 of the world’s most influential people — calling on leaders to take urgent action for girls education. On International Women’s Day, we marched directly into politicians’ offices to hand-deliver this letter so our message couldn’t be ignored. In total, we met with 3,355 elected officials in 144 cities and 12 countries in one day — from Brussels to Abuja, in all fifty U.S. states, and even the halls of the United Nations General Assembly. It was a powerful show of boots-on-the-ground activism for gender equality, and ONE’s biggest day of global advocacy ever.

We also launched #GirlsCount, a crusade to count every single girl out of school — each one, out loud, all the way to 130 million — to remind the world that this massive number represents individual girls with hopes and dreams who deserve an education.

So far, the response to #GirlsCount has been incredible for a user-generated campaign. More than 20,000 people from 181 countries — including influential voices like Robyn Wright, Laura Bush, Sheryl Sandberg, David Oyelowo, and Malala Yousafzai — have filmed a video of themselves counting a number and explaining why this issue matters to them. Powerful corporate partners like YouTube have also thrown their weight behind the campaign. As of this writing, we have more than 37 hours of powerful footage of people counting the girls out of school — a moving show of global support. Perhaps our favorite thing about #GirlsCount is it isn’t just a social media campaign: We plan to deliver each and every video to the people with the power to get those 130 million girls into school where they belong.

Since that day, Poverty is Sexist has mobilized millions of people to take action; allowed us to forge powerful relationships with influencers and partners; and made poverty feel personal for a hugely engaged demographic.
We’ve brought Poverty is Sexist straight to leaders in other ways this year too, and to great effect. We took #GirlsCount to the African Union and G20 Summits, where heads of state pledged to invest more in girls’ education in the poorest countries. And while education has been the campaign’s focus this year, we’ve used the campaign to move the needle on other critical gender equality issues too, including helping secure greater land rights for women in Mali. We’ll continue to hold these governments’ feet to the fire in 2018 to ensure they deliver on their promises to create a more just and equal world for all girls and women.

All along the way this year, we’ve been creating fierce and shareable content that’s started conversations and reached new audiences — from videos that pushed the envelope, to cutting-edge policy research that stole headlines, to popular social media content that attracted millions of users and motivated new people to take political action for the very first time. International Day of the Girl is one of my personal favorite examples from the year: We created a quiz about the toughest countries for girls’ education and it went viral, crashing our web servers, bringing in half a million new ONE members, and yielding ONE’s biggest day for web traffic and organic member growth ever. It’s a powerful reminder that Poverty is Sexist is more than a campaign — it’s an idea, and it’s a movement.

While we’re thrilled about what we’ve accomplished together so far with Poverty is Sexist, there’s a long way to go. There are still too many girls denied the right to go to school and too many women denied the right to own the land they farm, bank the money they earn, or decide when or if to marry and have children. Poverty is Sexist is better positioned than ever — and backed by a bigger, more enthusiastic movement than ever — to help tackle these challenges and I sincerely hope you’ll join us in that fight.
SEEING (RED)

RAISING MONEY FOR THE GLOBAL FUND, ONE PURCHASE AT A TIME

(RED)'s cornerstone campaigns — the (RED) Shopathon for World AIDS Day and EAT (RED) SAVE LIVES during June — both expanded in 2017 with more activations and more opportunities to engage people around the AIDS fight.
WORLD AIDS DAY:

Jimmy Kimmel Live (RED) Show

On November 28, Jimmy Kimmel once again generously donated his entire show to (RED) to kick-off the Shopathon campaign. Jimmy was joined in the studio by Bono, Chris Martin, Kristen Bell, Sean “Diddy” Combs, Ashton Kutcher, Bryan Cranston, Rita Wilson, Sean Penn and DJ Khaled, with special videos from President Obama, Reese Witherspoon, Charlize Theron and Jack Black.

Amazon Turned (RED) for the First Time Ever

An exciting new World AIDS Day collaboration with Amazon made available more than 150 (RED) products that raised money for the Global Fund with every purchase. A custom website created by Amazon brought together great products and (RED) holiday gifting ideas from celebrities including Neil Patrick Harris, Uzo Aduba, Tyra Banks, Zachary Quinto and Javier Muñoz, among others. On December 1, the Amazon homepage in the U.S. turned “(RED),” promoting the Shopathon to millions of customers across the country.

Driving further impact, (RED) partner Bank of America donated 50 cents for every dollar spent on Amazon.com/RED during the campaign, up to $1.5 million.

To raise awareness around (RED) on Amazon, Bono, Julia Roberts, Kumail Nanjiani, Olivia Wilde and Chriissy Teigen appeared in a special “holiday shopping FAQ” video.

Winnable Celebrity Experiences to Fight AIDS on Omaze.com

On fundraising platform Omaze, (RED) teamed-up with a number of top stars to offer winnable experiences through sweepstakes starting at just a $10 donation. The available experiences included playing mini golf with U2, hanging “on-set” with Sean “Diddy” Combs, and “being a star for the night” by walking the red carpet with Jack Black and Cate Blanchett at a movie premiere in 2018, along with experiences from other stars like Reese Witherspoon, Charlize Theron and K-pop star, TAEYEON.

On World AIDS Day itself, a (Coca-Cola)RED-presented experience took place at the iHeart Jingle Ball in Los Angeles, where Ed Sheeran met winners for a pizza party and a love song serenade.

Apple also 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 work on the ground in Africa. Additionally, gaming developer King rolled out limited-edition bundles across its popular titles — Candy Crush Saga, Candy Crush Jelly Saga and Candy Crush Soda Saga — with all proceeds from those in-app purchases going to the Global Fund.

Pro-bono media placements in support of World AIDS Day included billboards in Times Square, (RED) digital takeovers donated by media companies including Vice and Funny Or Die and donated print ads in The New York Times and Elle. The Moth included (RED) in their broadcast of a number of stories told by African storytellers in the run-up to December 1.

EAT (RED) SAVES LIVES:

In June, EAT (RED) SAVE LIVES activated multiple (RED) partners, culinary brands and chefs to raise awareness and money for the Global Fund. Supported by a number of leading chefs, the campaign debuted its first annual EAT (RED) FOOD & FILM FEST, presented by Bank of America, in the heart of New York’s iconic Bryant Park. Nearly 1,000 guests gathered for a chef-designed picnic and an outdoor movie screening.

Restaurant chains and culinary brands activated EAT (RED) nationwide during June, including Blaze Fast Fire’d Pizza, Hedley & Bennett, Hello Fresh, Jimmy John’s, Luke’s Lobster, The Palm Restaurants, Lou Malnati’s, Cheesecake Factory and Max Brenner. These institutions all went (RED) throughout the month with creative activations to raise awareness and money to fight AIDS.

(RED) and Superfly teamed up for The (RED) Supper at Bonnaroo in Manchester, Tennessee. On June 8, ticket holders joined (RED) for a three-course family-style dinner created by top southern chef Hugh Acheson and served on tableware by (LE CREUSET)RED. Special guests included Angelique Kidjo and 2DopeQueens Jessica Williams and Phoebe Robinson.

OTHER (RED) HIGHLIGHTS FROM 2017:

2017 also included the launch of the first ever (RED) hotel suite at the Andaz West Hollywood, (RED) races in Mexico with partner Telcel, and the Moto GP in Valencia turning (RED) thanks to Vespa. (RED) also won a Shorty Award for Best Use of a Hashtag for #REDFoodFight during EAT (RED) 2017.
AN EXISTENTIAL FIGHT IN THE U.S.

Facing one of the most chaotic and challenging political eras in recent American history, ONE has — quickly and effectively — reshaped its approach to advocacy in the United States to confront a severe threat to programs to help those living in extreme poverty.
Within a week of the 2016 election, our new strategy was framed. We would largely shift from playing offense with new policies and funding to playing defense to protect the investments in programs that have helped millions climb out of extreme poverty.

We would double-down on what we do best — working with Congress to resist proposed cuts from the White House to important programs — by making foreign assistance a domestic issue. We would elevate the voices of retired military leaders to talk about why development was important to national security; the voices of faith leaders to remind Congress about the moral imperative of helping those in need; and the voices of local leaders to show members of Congress that their constituents care about these issues. And unlike in the past, instead of advocating a specific program or policy area, we would band together with partners across the community to advocate on behalf of the entire international affairs budget.

ONE’s volunteers in the United States stepped up in a big way, sending 43,000 letters, cards, and emails to their members of Congress urging them to fully fund the international affairs budget. They published letters to the editor in dozens of newspapers in their communities, and staged “field hearings” to get on the radar of key leaders in Arizona and Mississippi. They made 11,000 phone calls and — perhaps most impressively — went to their representative’s offices more than 500 times during the year for in-person meetings.

The sight of 200 passionate advocates in ONE shirts on Capitol Hill literally the day after the White House revealed that it would attempt to cut foreign assistance, specifically, was one to behold, and one noted by quite a few lawmakers.

Recognizing the influence of constituent phone calls on Congress, ONE worked with several partner organizations to create a new grassroots lobbying organization, Investing For America, to pool resources and drive-up the number of calls going into the congressional leadership. The experiment yielded 2,500 constituent calls over two months to each of the top four congressional leaders — something never
achieved before on our issues. Three of those offices remarked to us how many calls they were getting.

Working with World Vision and others, ONE helped recruit more than 100 Christian leaders — including national Catholic and Evangelical leaders, pastors, heads of faith organizations, recording artists and authors — to sign a letter to House and Senate leaders urging them not to “turn our back on those in desperate need” with disproportionate cuts to America’s foreign assistance budget. Several of its signers joined ONE on Capitol Hill to lobby key members of Congress directly.

ONE also organized joint testimony from 16 retired four-star generals and admirals to the Senate Armed Services Committee and other committees imploring Congress not to cut America’s foreign aid budget. They wrote that “It is clear to us that strategic development assistance is not charity — it is an essential, modern tool of U.S. national security.” Senator Lindsey Graham, who chairs the Senate Appropriations Subcommittee on State and Foreign Operations, put excerpts from the testimony on poster boards and displayed them around the room during a hearing about international affairs spending.

To help bring the issue home for Senate Majority Leader Mitch McConnell and House Appropriations Subcommittee on State and Foreign Operations Chair Hal Rogers, ONE worked with Jonathan Barnes, a ONE member and passionate local leader, to produce a short film that debunked the false notion that poor Americans don’t want to help people living in extreme poverty overseas. So compelling was the story that we turned it into a television and radio ad that ran in the Lexington, Kentucky media market — home to both Senator McConnell and Congressman Rogers.

In Washington for a stop on U2’s The Joshua Tree 2017 tour, our co-founder, Bono, did his part and went up to Capitol Hill for a battery of meetings with key leaders, including Speaker Paul Ryan and the House Republican leadership, and Senate Appropriations Vice Chair Patrick Leahy.

“The sight of 200 passionate advocates in ONE shirts on Capitol Hill literally the day after the White House revealed that it would attempt to cut foreign assistance, specifically, was one to behold.”
No western leader has quite embraced the reality that girls and women are hit hardest by extreme poverty quite like Canadian Prime Minister Justin Trudeau.

After responding to ONE’s open letter to world leaders on International Women’s Day last year, and then picking up on ONE’s message and emphatically declaring that “poverty is sexist” at the Global Fund replenishment in Montreal, the Trudeau government took it a big step further this year. In June, the Trudeau government unveiled its “feminist international assistance policy” — a mandate that 95 percent of Canada’s foreign assistance be devoted to programs that promote gender equality and the empowerment of girls and women by 2021.

Unfortunately, this excellent new policy was not matched by new resources, leaving Canada punching well beneath its weight on the global stage. ONE is working closely with the government, other NGOs and our volunteers to promote a step-change in Canada’s investment in education and women’s economic empowerment, particularly when Canada hosts the G7 Summit in 2018.
After the ONE Power Summit in March of this year — in which more than 200 ONE members, representing all 50 states, gathered in D.C. for advocacy training and more — I set out to grow my volunteer team. Filled with fresh ideas from the summit I began planning my strategies.

MESSAGE OF HOPE

BY DANNY DE VARONA, ONE MEMBER AND CONGRESSIONAL DISTRICT LEADER FOR FLORIDA’S 25TH DISTRICT

ON TOUR WITH U2

After the ONE Power Summit in March of this year — in which more than 200 ONE members, representing all 50 states, gathered in D.C. for advocacy training and more — I set out to grow my volunteer team. Filled with fresh ideas from the summit I began planning my strategies.
Vanessa was amazed at how easy it is to speak to like-minded people and get them to fill out the petition. Many folks had faint knowledge of what ONE was and it did not take much effort to convince folks that a simple effort on their part — coupled with the same effort by thousands of others — really can effect change.

Walking the concourses and spotting our fellow ONE members was fun — we gave each other high-fives in passing. And as we talked to the concertgoers, we got many different reactions from people of different backgrounds.

I had one group of concertgoers tell me if I could convince a particular woman — a supporter of President Trump — in their group to sign the petition, they would all sign.

After I went through some talking points about the budget and eased her fears and misconceptions about how the foreign aid budget really works, the entire group of ten signed our petition!

This year was the year that I really found my voice for ONE. I look forward to finishing the year strong, and staying strong in the fight against extreme poverty!
Africa’s population is projected to double by 2050 — creating an opportunity for investment in the continent’s youth boom. But instead of seizing the closing window of opportunity to make investments in education, employment, and empowerment to harness what could be a demographic dividend, many donors are stepping back.
ONE’s 2017 DATA Report: "Financing for the African Century" was published in September and revealed that three significant forms of financing for African countries — aid, domestic revenues, and foreign direct investment (FDI) have been declining in aggregate since 2012 and are at their lowest aggregate levels since 2009.

At first glance, global ODA levels hit a record high of $142.44 billion in 2016. But the share of aid allocated to the poorest countries — less than a third of the total in 2013 — has declined by percentage points. The reality is that many donors are using aid budgets to cover refugee costs at home or in pursuit of short-term foreign policy interests rather than fighting poverty.

In the UK, a sustained attack on aid from some parts of the media has created downward pressure. While the cross-party commitment to spend 0.7 percent of GNI on ODA remains, the UK sought to weaken international aid definitions set by the OECD Development Assistance Committee to allow it to spend more on military expenditures and peacekeeping, and humanitarian relief to its overseas territories.

In Europe, more aid is being spent in efforts to reduce migration rather than promote prosperity and a trend toward leveraging greater private finance using aid is contributing to more money being channeled to middle-income countries.

To compound the problem, domestic resources and foreign investment in Africa are also in decline.

The total volume of domestic resources, the largest source of finance in African countries, stood at $568 billion in 2012, buoyed by the commodity boom. Since then, these revenues have witnessed a dramatic 24 percent decrease in nominal terms, creating holes in budgets for education and health and increasing debt burdens.

Foreign direct investment to Africa has been volatile since the crisis and remains a tiny proportion of global investment. For every dollar of global FDI, only three cents reached Africa. Just six countries, five of which are resource-rich, attracted 75 percent of FDI inflows into the poorest African countries and fragile states.

"The political and economic headwinds mean that we are in for the fight of our lives."

All of this adds up to a picture where during a period when Africa’s population increased by 15 percent, resources to the continent declined by 22 percent.

ONE will continue to fight for investments in ending extreme poverty through aid and through our increasing focus on domestic finance and private investment. But the political and economic headwinds mean that we are in for the fight of our lives.

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In 2017, ONE Africa focused on catalyzing successful advocacy coalitions on the continent. Through political outreach, strategic partnerships, and smart policy analysis, our team succeeded in three big areas:

**INFLUENCING INVESTMENTS AND COMMITMENTS**
SEATING WOMEN’S LAND RIGHTS IN MALI

In Mali, women produce 80 percent of the country’s agricultural produce and make up 65 percent of the agricultural labor force, but they do not receive proportional recognition or benefits from this industry. Less than 5 percent of the current agriculture budget serves women in farming, and women’s rights to own land in Mali have, until now, been severely limited — they were only able to access land for use via their husbands and sons.

In 2016, ONE joined forces with a group of Malian partners to focus on securing land rights for women. This effort was in line with the Malabo commitments on transforming agriculture made at the 2014 African Union Heads of State meeting. ONE and its partners in Mali called on the government to:

• Pass and enact the Land Tenure Law, which would ensure that a minimum of 10 percent of irrigated land is allocated to women and the youth
• Allocate at least 10 percent of the national agriculture budget to women.

ONE used both its insider and outside strategies to secure support for the draft law. During the advocacy meetings, the Malian government pledged to adequately fund and transform agriculture and empower women. Finally, in the last quarter of 2016, the Malian parliament agreed to pass the Land Tenure Law, surpassing the 10 percent initial ask by legislating that 15 percent of irrigated land in Mali be allocated to women and youth. The new law officially passed in April 2017.

INCREASING THE NIGERIAN HEALTH BUDGET

Despite being Africa’s biggest economy, Nigeria proportionately spends very little on the health of its citizens. That is why ONE started the “Make Naija Stronger” campaign last year.

As part of our continued push in 2017 for more money for health in Nigeria, ONE launched a Make Naija Stronger digital campaign targeting the Health Minister, the Senate President, the Speaker of the House of Representatives, the Senate Committee on Health, and the Senate Committee on Primary Healthcare Services. The campaign resulted in the government inviting ONE members to a budget deliberation meeting. This push garnered 19 million impressions on social media, and trended three times on Twitter across Nigeria.

As a result of ONE’s efforts and those of our partners, the Federal Government increased its health sector allocation from Naira 354 billion in 2016 to Naira 380 billion in 2017. The Naira 380 billion is about 5.1 percent of the 2017 National Budget, which still doesn’t meet the 15 percent Abuja Declaration target set 15 years ago — but it’s an essential step in the right direction. ONE Africa plans to build on that momentum in 2018.
EDUCATION, EMPLOYMENT & EMPOWERMENT

INFLUENCING YOUTH INVESTMENTS AND GIRLS’ EDUCATION COMMITMENTS AT THE AFRICAN UNION

Africa has an increasingly narrow window of opportunity to harness a potential demographic dividend. With the continent’s population set to double by 2050, investing in the education, employment, and empowerment of its youth must be prioritized.

ONE Africa has been engaging in strategic activities looking ahead to the January 2018 African Union Heads of State summit — a key decision-making moment where plans will be charted for a road map on harnessing the demographic dividend through investments in youth. Our advocacy efforts led to stakeholder consensus to prioritize youth employment, education, and empowerment, as well as girls’ education policies and investments at the summit.

ONE worked with a coalition of partners and experts who developed and submitted a set of recommendations on the demographic dividend to the AU Chairperson and Guinea President, Alpha Conde. To build even more political support, we promoted the joint partner recommendations directly to the governments of Senegal and Rwanda.

To build public support for girls’ education at regional and national events, influential participants added their voices to the #GirlsCount campaign, including Selmor Mtukudzi of Zimbabwe, Angelique Kidjo of Benin, Omotola Jalade-Ekeinde of Nigeria, H.E. Dr. Joyce Banda of Malawi, Waje Iruobe of Nigeria, and many more. A public campaign calling on all African citizens to support the call for girls’ education is running ahead of the January 2018 AU summit.

We encouraged and participated in public launches of national demographic dividend road maps in Nigeria and Senegal to further advance our efforts at the national level. In response to our demographic dividend recommendations, Senegal President Macky Sall has pledged to become a ONE champion and partner. This is especially good news ahead of the financing conference for the Global Partnership for Education (GPE), to be co-hosted in Dakar by the governments of Senegal and France in February 2018.
2017 began with the prospect of populist political parties winning in key European elections and with that, a real threat to progress on aid and development just when it is needed most. With general elections in four of our European markets — the Netherlands, France, UK, and Germany — ONE’s Europe team geared up for the huge challenge of keeping aid on the political agenda and in the minds of the public.
We ran ONE Vote campaigns across all election campaigns, calling for candidates, elected politicians, and the public to pledge to continue the fight against extreme poverty. Our efforts yielded great results:

- The French “Cap ou pas Cap” (Do you dare?) election campaign got more than 10,000 signatures, including signatures from six of the ten presidential candidates and a number of new Members of Parliament. Meanwhile, the campaign video generated one million views. As part of the campaign, ONE succeeded in obtaining the commitment from Presidential Candidate Emmanuel Macron to increase Overseas Development Assistance (ODA) and reach 0.55 percent of Gross National Income (GNI)/ODA by 2022—a pledge he has subsequently reinforced as President.

- At the time of writing, more than 15,000 people had signed the German “Artikel ONE” pledge, including 37 percent of new members of parliament.

- The five main UK political parties committed to maintaining 0.7 percent of GNI/ODA in their manifestos. More than 47,000 people signed our “Speak Up, Speak Out” pledge1, committing to ensuring the UK continues to be a global leader in the fight against extreme poverty.

- Ten of 13 party leaders signed the ONE Vote pledge in the Netherlands, publicly announcing their promise to do their part in ending extreme poverty. Though populist parties did not win in any market, their share of the vote and their influence has undoubtedly grown. These elections also saw the arrival of large numbers of new MPs. In France, for example, 75 percent of MPs are entirely new to politics. ONE is already meeting and building relationships with new political faces, as well as preparing for the challenges ahead in maintaining public support for aid amid shifting political sands.

The summer saw two major global moments take place in Europe. The G7 in Taormina, Italy, was the closest in proximity to Africa ever held, and while the final communiqué was disappointing, the presence of four ONE Europe representatives on the ground strengthened our advocacy toward Italy, the EU, and France in particular. It was a great opportunity to raise ONE’s profile and develop new European media contacts, through which we generated more than 400 articles on our core issues.

This was swiftly followed by the G20 in Hamburg, Germany. In the run up to the summit, more than 122,000 members took our G20 postcard action, asking world leaders to support new financing and policies to help get every girl in school. Teams delivered this petition in several markets, including to the Prime Minister of Italy and to the German Chancellery. We also deployed guerrilla-style postering around key meetings, such as the G20-Africa Partnership Conference in Berlin in June.

"ONE is already meeting and building relationships with new political faces, as well as preparing for the challenges ahead in maintaining public support for aid amid shifting political sands."

1 ONE Vote is a project of ONE Action, a nonprofit corporation organized according to Section 501(c)(4) of the US Internal Revenue Code. As such, any part of ONE vote is paid for by and exclusively attributable to the activity of ONE Action.
Africa Partnership Conference and the final G20 Sherpa meeting in Hamburg. Youth Ambassadors even took to the streets of Hamburg to record #GirlsCount videos. A highlight of the Summit was ONE supporter and German comedian Carolin Kebekus appearing on stage at the Global Citizen Festival to showcase our #GirlsCount campaign and invite the 12,000 members of the audience to record a count together.

While the G20 meeting was largely overshadowed in the media by violent demonstrations and the United States’ decision to withdraw from the Paris agreement, ONE’s advocacy efforts on education were successful. The communiqué acknowledged the need for an innovative funding mechanism and took note of the Global Partnership for Education and the Education Cannot Wait fund.

Our 300 European Youth Ambassadors were out in force throughout 2017. Starting with International Women’s Day on March 8, they carried out more than 70 lobby meetings in six countries asking representatives to support our girls’ education campaign. They signed up thousands of new ONE members at summer festivals and events, including more than 17,000 on the European leg of U2’s The Joshua Tree Tour 2017. They campaigned in support of our ONE Vote campaigns, met with new MPs, and carried out awareness raising activities with their local communities, as well as national and local media.

Perhaps our biggest European ONE moment of the year was the Youth Ambassador Summit in October, to which we welcomed 220 young people from seven national programs, representing 35 nationalities.

After two days of training and team building, the Youth Ambassadors carried out a mass lobby of the European Parliament, meeting with more than 100 MEPs to call for support in reversing proposed cuts and increasing the EU aid budget. Many MEPs pledged their support and received the #GirlsCount petition, and seven MEPs also joined us for a series of panel discussions at the European Parliament. The high point was hearing the EU Budget Rapporteur, Siegfried Muresan, committing to defend the EU aid budget in forthcoming negotiations, and seeing #ONEYouth17 trending on Twitter.

As we look ahead to 2018, our focus will be on continuing to build new and existing political relationships across Europe, continuing our girls’ education and EU budget campaigns, and planning for the Multiannual Financial Framework negotiations, which will set the EU budget for the next seven years.

Photo: Rio. As part of ONE’s ONE Day in support of International Women’s Day, ONE mobilized more than 100,000 people in 20 countries, in support of girls’ education.
I first discovered ONE through taking online action on social media, but I wanted to do more. ONE was different from any other organization; integrating young people and putting them at the center of an advocacy campaign is a game-changing strategy. It made me feel that, as a Youth Ambassador for ONE, I and other young people could really help fight extreme poverty.
This year, I became a French Youth Ambassador for ONE. I joined a team of 300 young people from seven different countries, representing more than 35 nationalities. It’s fair to say that since I joined, I’ve never been bored.

No week has been the same: I’ve had the chance to meet many French citizens and convince them to sign our petitions at events across the country, raised awareness of our campaigns via interviews with local newspapers, and met with two newly elected members of the French National Assembly at their inauguration. I even had the opportunity to question a presidential candidate on his position regarding international cooperation between France and developing countries.

But what makes this especially exciting? Teamwork.

Take our election campaign: Cap ou pas cap? — literally meaning, do you dare or not dare? While I was using Twitter to ask presidential candidates to make a bold commitment towards fighting extreme poverty, my fellow Youth Ambassadors were outside the presidential candidates’ headquarters, posterising for the same purpose. And that’s just in France! The joy of being a ONE member lies in watching other members work to fight against aid budget cuts in the United States or for better health investment in Nigeria. You truly feel like a citizen of the world.

Between our campaigning around the presidential campaign, and the legislative campaign where politicians took their seats in the National Assembly, it has been incredibly stimulating and rewarding to be part of a movement that advocates for political commitments that I believe are fundamentally and morally right.

Meeting National Assembly candidates from most of the major political parties made me realize that the fight against extreme poverty is not owned by a specific party. It is a shared concern all over the political spectrum. Challenging the candidates’ commitments on ending extreme poverty during the campaign and asking them to set out a plan after their election is a way to make them more accountable and more aware of the concerns of their constituents. I am convinced that citizen advocacy is complementary to the political process, and as a Youth Ambassador for ONE, I’ve been part of a movement that’s both nonpartisan and solutions driven.

“No matter the complexity of the process, if you’re firm in your beliefs, you can make yourself heard by advocating and mobilizing others to do the same.”
When I joined ONE, I would never have imagined that several months later, the forthcoming elected President Emmanuel Macron would change his position and increase his commitments for official development assistance. It is not just figures in a budget — this change can make a real difference for the lives of millions of people around the world.

I also would never have imagined meeting more than 200 Youth Ambassadors in Brussels to convince Members of the European Parliament to avoid cuts in the EU budget concerning development and humanitarian affairs.

The key thing I learned from this unforgettable experience: No matter the complexity of the process, if you’re firm in your beliefs, you can make yourself heard by advocating and mobilizing others to do the same. By taking time for this meaningful engagement, we can be active, feminist, global citizens and have a huge impact. Nothing is more motivating than that.

300 YOUNG PEOPLE.
7 COUNTRIES.
35 NATIONALITIES.
Africa’s population will double by 2050. By then, the continent will be home to 40 percent of the world’s youth — ten times the number of young people that will by then live in the European Union.
What will these young people be thinking, buying, doing, learning, or aspiring to be? The answer to these questions will determine the 21st century. Indeed if “Demography is Destiny,” then Desmond Tutu was absolutely right when he predicted that the 21st century would be “Africa’s century.”

The question is especially pertinent for Africa’s nearest continental neighbor, Europe. ONE, of course, works toward a partnership for development between nations, peoples, and regions that would make sure Africa's youthful population boom is a win-win scenario for all partners. We believe in the positive potential of this youth boom to be a fantastic engine for global progress, peace, and prosperity.

But it is not hard to look at some of the megatrends and data-lines and predict that, given most of this population growth...
ONE’S MISSION — TO HELP ERADICATE EXTREME POVERTY.

is taking place in the poorest, poorly governed, and most fragile states, this huge youth boom presents considerable peril as well as potential.

Let’s also consider that as we approach 2030, the portion of the world’s poorest people living in conflict and fragile states will dramatically increase. ONE’s core mission — to help eradicate extreme poverty — therefore demands we focus more and more over time on helping countries step out of fragility and conflict so they can develop and eradicate extreme poverty.

In 2017, ONE set about asking how we can best help promote development in these fragile settings, and also boost development in more secure settings — so that these could be regional growth engines to spur inclusive growth.

At the AU summit, the Italian G7, the German G20, and again at the EU-AU summits, we proposed the international community double its investments into the education, employment, and empowerment of this youth boom. These arguments were presented in ONE’s report “The African Century” and ONE’s 2017 DATA Report: “Financing for the African Century.” We argue both that attention and investments should focus on fragile nations, but made the point that investments must also increase for the more stable developing countries because the progress of these can help drive the development of their more fragile neighbors. However, the inverse is also true — reversals in fragile states can undermine the progress of more stable neighbors.

That is ultimately why more regional approaches are required. These regional approaches recognize that African economies are often sub-scale and need to be more economically integrated. Regional approaches are also needed to tackle the challenges of extreme poverty, extreme climate, and extreme ideology. That is why French President Emmanuel Macron’s proposal of an alliance with the Sahel — to tackle the regional challenges of the Sahel — is so very important.
By 2050, Nigeria is projected to be the third largest nation in the world with a population of 400 million people, 58 percent of whom will be between the ages of 15 and 59.

A NEW OFFICE
AND ONE’S FASTEST-GROWING MEMBERSHIP
Our work in Nigeria is marked by a necessity to match the country’s vibrant population, daunting challenges, stunning potential, and immediate opportunities. ONE had conducted several programs in Nigeria with partners since 2015 — but in 2017, we formally launched a presence in Nigeria. From our new office in Abuja, ONE is growing its team, partnerships, membership, political influence, and cultural relevance. We are positioning ourselves to push through policy changes that will prepare Nigeria for the brilliant future it deserves.

Our year began with President Muhammadu Buhari spending months abroad, receiving treatment for an undisclosed ailment — which made our #MakeNaijaStronger campaign on health care incredibly relevant! Nigeria continues to fail at providing adequate health care to its citizens, resulting in very poor health outcomes across key indicators — such as maternal health, infant and child mortality, and HIV.

For example, 58,000 women in Nigeria die every year from pregnancy or childbirth-related causes and Nigeria’s immunization coverage has been rated as the eighth worst in the world by UNICEF. Our campaign continues to call for an increase in basic health care, increase in overall health budget, and a commitment to transparency (through open contracting) in health care.
Big Brother Naija — which had more than 26 million viewers across Africa. On the show, we challenged the house members to make a case to policymakers about removing obstacles to girls’ education in Nigeria. The winner was Bisola Aiyeola, who has now become a strong ambassador for us in Nigeria. She used her experience to make a passionate case for increased international funding for girls’ education at the United Nations General Assembly in September, as well as in the local media.

Today, there are 2.5 million ONE members in Nigeria — second only to the United States with 2.9 million. ONE in Nigeria has activities in more than 20 states and the Federal Capital Territory. As our presence and capacity continue to grow, we remain focused on moving Nigeria toward freedom from extreme poverty and disease.

Champions are a committed group of volunteers from across the country. They work to support ONE Africa’s advocacy efforts by engaging policy decision makers, helping recruit and manage members, supporting media advocacy, and mobilizing public support for ONE issues. This year, one of our Champions, Olalekan Sipasi, represented Nigeria in the Future Rural Lab and the G20 conference in Germany. Another Champion, Benedicta Uweru, represented Nigeria at the ONE Youth Summit in Brussels in October.

Meanwhile, ONE’s cultural and pop culture relevance in Nigeria continued to grow, thanks to our partnership with

Similarly daunting challenges are present in the country’s education system. Nigeria is failing to take advantage of its ongoing population boom by not preparing young people for employment through education and empowerment. The situation is particularly bad for Nigerian girls. In the northeast part of the country, 52 percent of girls never attend school and only three percent of girls complete secondary school. That’s why we brought ONE’s Poverty is Sexist campaign to the northwest state of Kebbi. ONE met with the Executive Governor of Kebbi State, Abubakar Atiku Bagudu; the Permanent Secretary for Education, Rafatu Hamman; and the First Lady of Kebbi State, Dr. Zainab Bagudu — and asked them all to sign the Poverty is Sexist open letter to world leaders.

This year also marked the strengthening of our ONE Champions program. ONE Champions are a committed group of volunteers from across the country. They work to support ONE Africa’s advocacy efforts by engaging policy decision makers, helping recruit and manage members, supporting media advocacy, and mobilizing public support for ONE issues. This year, one of our Champions, Olalekan Sipasi, represented Nigeria in the Future Rural Lab and the G20 conference in Germany. Another Champion, Benedicta Uweru, represented Nigeria at the ONE Youth Summit in Brussels in October.

Meanwhile, ONE’s cultural and pop culture relevance in Nigeria continued to grow, thanks to our partnership with

2.5 MILLION ONE MEMBERS IN NIGERIA
In my life, I have seen poverty, and now I want to fight it with all I have. I’m especially passionate about education and nutrition because they play a key role in ending poverty.
As a child of a local farmer, I know that schoolwork is deprioritized when a student is hungry. When you are poor, food is the number one item on your agenda.

I remember when I was admitted into university; my parents called a family meeting to talk about how to pay my school fees to complete my education. To help feed myself, I did jobs like painting, and even took notes for other students. I may have slept on an empty stomach sometimes, but I had books to read!

These stories from my rural upbringing are part of why I developed a passion for community development. For example, I advocate for feeding schemes as a requirement in children’s education.

So when I heard the call for young people to serve as ONE Champions in Nigeria, I filled out my application with excitement and hoped to be a part of this great cause.

My journey as a Champion has been fulfilling. I am already seeing real progress through the training I get from ONE staff members, as well as the support from fellow Champions during regular engagements on our WhatsApp group. As I mobilize communities to join the fight against extreme poverty in my country, my confidence has been boosted.

I’ve also hosted events to showcase ONE’s work, including a series of meetings with students at five different universities to discuss ONE’s mission and how students and staff can join the fight against poverty. I also went to a series of youth forums to tell young people about all the ways they can take action with ONE. I’ve even been to the law department in Ekiti State to mobilize barristers to support our lobbying.

Since my passion is education, I was particularly honored to facilitate the filming of 215 #GirlsCount videos and go to schools to speak about girls’ education on behalf of ONE.

I am proud to belong to this family that has given me a greater opportunity to speak and ensure that poverty ends in Nigeria. I have also made many new friends, including fellow Champions and ONE staff members, who are all extraordinary beings.

Through this opportunity, I hope the battles I fought growing up will never happen to another child. I’ll continue with ONE in this fight until we overcome extreme poverty in Nigeria and the whole of Africa.

“As I mobilize communities to join the fight against extreme poverty in my country, my confidence has been boosted.”
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 2017. 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.

Alex and Ani
America Movil
Anonymous Fund of MCF
Bank of America
Cindy and Ryan Beedie
Lynne and Marc Benioff
Bloomberg Philanthropies
Bono
Lauran and Myrna Bromley
The Bromley Foundation
Caterpillar Foundation
Columbus Foundation
Dangote Foundation
DEMDACO
Ann and John Doerr
Tom Freston
Fund for Policy Reform
Bill and Melinda Gates Foundation

The David Geffen Foundation
Google
William and Flora Hewlett Foundation
Iger Bay Foundation
Marilyn and Jeffrey Katzenberg
Mark and Mary Ann Kaufman Foundation
Robert Kraft, New England Patriots Foundation
George Lucas Family Foundation
Paddy McKillen
New Venture Fund
Denis O’Brien
Ronald O. Perelman
Sherwood Foundation
Sheryl Sandberg
Skoll Foundation
Trott Family Foundation

LEFT: After joining with ONE and Restless Development for her campaign, #StandWithEva, 17-year-old Eva Tolage successfully petitioned her government to install a clean water source in her community. (Photo credit: Sam Vox)
BOARD OF DIRECTORS

ONE’s Board of Directors includes individuals with extensive experience in advocacy and activism, policy, politics and business. The board oversees ONE’s work and helps to ensure we are making progress against our mission.

Kelly Ayotte
Former United States Senator

Joshua Bolten
President & CEO, Business Roundtable

Bono
Lead singer, U2

Co-founder, ONE and (RED)

Susan A. Buffett
Chairwoman, The Sherwood Foundation and the Susan Thompson Buffett Foundation

David Cameron
Former Prime Minister of the United Kingdom

Joe Carrell*
Managing Director, Global Policy & Advocacy, Bill and Melinda Gates Foundation

Aliko Dangote
President/Chief Executive of the Dangote Group and Chairman of the Dangote Foundation

John Doerr
Partner, Kleiner Perkins Caufield & Byers

Jamie Drummond
Co-Founder & Executive Director, Global Strategy, ONE

Tom Freston
Chairman of the Board, ONE

Principal, Firefly3

Helene D. Gayle
President and CEO of The Chicago Community Trust

Morton H. Halperin
Senior Advisor, Open Society Foundations

Dr. Mo Ibrahim
Chairman, Mo Ibrahim Foundation

Ronald O. Perelman
Chairman and Chief Executive Officer, MacAndrews & Forbes Holdings Inc.

Sheryl Sandberg
Chief Operating Officer, Facebook

Kevin Sheekey
Global Head of Government Relations and Communications, Bloomberg L.P.

Chairman, Bloomberg Government

Bobby Shriver
Co-founder, ONE & (RED)

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

AFRICAN POLICY ADVISORY BOARD

ONE’s Africa Policy Advisory Board is a regular forum for many of ONE’s friends and advisors to come together to discuss the pressing issues facing the continent, and play a key role in informing ONE’s work in Africa and globally.

Acha Leke
Senior Partner, McKinsey & Company

Aidan Eyakuze
Executive Director, Teweze East Africa

Amadou Mahtar Ba
Co-founder and Executive Chairman, AllAfrica Global Media, Inc

Angelique Kidjo
Grammy Award-winning Artist and Activist

Archbishop Njongonkulu Ndhongane
Founder and President of African Monitor

Bunmi Makinwa
Chief Executive Officer, AUNIQUEI

Catherine Chichi Okoye
Country Director, Girl Effect Nigeria

Cho Seung
Divisional Executive, Corporate Affairs, Eskom

David Barnard
South African Development Expert

Dr. Chikwe Ihekweazu
Chief Executive Officer, Nigeria Centre for Disease Control

Dr. Richard Mkandawire
Vice President, African Fertilizer and Agribusiness Partnership (AFAP)

Eleni Z. Gabre-Madhin
Co-founder and Chief Executive, Eleni LLC

Erik Charas
Founding and Managing Director, Charas LDA

Irene Ovonji-Odida
Chief Executive Officer, The Uganda Association of Women Lawyers (FIDA-Uganda)

Jacqueline Chimhanzi
Chief Executive Officer, African Leadership Institute

John Githongo
Chief Executive Officer, Inuka Kenya Trust

John Ulanga
Country Director, TradeMark East Africa

Jon Loney
Director, Development Co-operation Directorate

Lai Yahaya
Senior Special Assistant to President Buhari of Nigeria, with responsibility for Policy and Strategy

Dr. Li Xiaoyun
Chief Senior Advisor, International Poverty Reduction Center in China

Mandla Sibeko
Founder and Chairman, Seed Capital Ventures

Melvin Ayogu
Visiting Professor, American University of Sharjah, UAE

Mike Dada
President and Executive Producer, All Africa Music Awards

Mpule Kwelagobe
Head, QuesS Capital’s Africa Investments

Neville Gabriel
Chief Executive Officer, The Other Foundation

Nic Dawes
Deputy Executive Director for Media, Human Rights Watch

Oluseun Onigbinde
Co-Founder and CEO, BudgIT
## FINANCIAL SUMMARY

Combined Unaudited Draft Financial Statements for The ONE Campaign and Affiliates
For the year ending December 31, 2017* (with comparative totals for 2016)

### STATEMENT OF ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>Year Ending 12/31/17*</th>
<th>Year Ending 12/31/16</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Contributions and grants</td>
<td>9,864,908</td>
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<td>Earned Income</td>
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<td>Other Revenue (loss)</td>
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<td><strong>Net Assets released from restrictions</strong></td>
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<td>25,351,749</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td>$38,393,252</td>
<td>$37,115,036</td>
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<td><strong>EXPENSES</strong></td>
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<tr>
<td>Program services</td>
<td>30,728,906</td>
<td>29,883,987</td>
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<td>Management and general</td>
<td>6,677,574</td>
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<td>Fundraising</td>
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<td><strong>CHANGE IN UNRESTRICTED NET ASSETS</strong></td>
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<td>$(536,913)</td>
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<tr>
<td><strong>CHANGE IN TEMPORARILY RESTRICTED NET ASSETS</strong></td>
<td>($323,242)</td>
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<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>$23,918,678</td>
<td>$(18,340,066)</td>
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<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
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<td>$41,795,990</td>
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<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$47,374,603</td>
<td>$23,455,925</td>
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</tbody>
</table>

*Unaudited drafts
**Including Board-designated net assets

ONE is a combined effort of several organizations: the ONE Campaign, ONE Action, ONE Campaign Africa, ONE Global (Canada), and ONE Against Poverty UK. The ONE Campaign is a nonprofit charitable and educational organization under Section 501(c)(3) of the U.S. Internal Revenue Code. ONE Action is a related 501(c)(4) advocacy organization. ONE Campaign Africa is a South African not-for-profit corporation. ONE Global (Canada) is a Canadian non-profit organization. ONE Against Poverty UK is a United Kingdom charitable organization. (RED) is a division of the ONE Campaign.

### STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th></th>
<th>As of 12/31/17*</th>
<th>As of 12/31/16</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Investments</td>
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<td>Grants receivable, net of discount</td>
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<td>Accounts receivable</td>
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<td>Furniture, equip., lease improvements, net</td>
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<td>Intangible assets, net</td>
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<td>Deposits and prepaid expenses</td>
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<td>Other assets</td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td>$29,123,728</td>
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<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<tr>
<td><strong>LIABILITIES</strong></td>
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<tr>
<td>Accounts payable and accrued liabilities</td>
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<td>Line of credit</td>
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<td>Deferred revenue</td>
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<td>Deferred rent and lease incentives</td>
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<td><strong>NET ASSETS</strong></td>
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<td>Unrestricted**</td>
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<tr>
<td>Permanently Restricted</td>
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<td>2,032,494</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>$47,374,603</td>
<td>$23,455,925</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$52,381,939</td>
<td>$29,123,728</td>
</tr>
</tbody>
</table>

* Unaudited drafts
** Including Board-designated net assets
BECOME A ONE MEMBER AND JOIN MORE THAN 9 MILLION PEOPLE WORLDWIDE IN THE FIGHT AGAINST EXTREME POVERTY AND PREVENTABLE DISEASE.

VISIT ONE.ORG TO JOIN THE MOVEMENT.