



CHOOSE CHOICE

2023 Annual Review

CHOICE MATTERS

When you give someone reproductive choice, you give them agency over their body and power over their future—and that builds a fairer world for us all.

But people are still being left behind. 257 million people want contraception and have no access to it, and 35 million women and girls resort to unsafe abortion each year.

Why choice matters

Autonomy. Access to sexual and reproductive healthcare is essential for women and girls to have autonomy over their own bodies, and the ability to determine their own future paths. It is a human right.

Education & equality. Young people's futures can be derailed by unintended pregnancy. In sub-Saharan Africa, up to four million girls are forced out of school every year due to pregnancy. With reproductive choice, girls can remain in education, and each additional year of school can increase their future earnings by up to 20%.

Economic empowerment. When women are denied abortion access, they are more likely to experience poverty, debt and eviction. On the flipside, women who can choose if or when to become pregnant are better able to pursue careers, become financially independent, and support their families with more time and resources.

Health & wellbeing. The future health of our communities and nations depends hugely on women's access to reproductive healthcare. Every \$1 invested in contraception generates **over \$120** in health and socio-economic gains.¹

With MSI's support, a woman can choose if or when to become pregnant. That creates immediate impact in her day-to-day life, but also has a generational knock-on effect for her future, finances, career, family, and community. We're proud to accelerate gender equality, break cycles of poverty, and contribute to the global Sustainable Development Goals.

Our partners and supporters are the bedrock of MSI, helping to expand choice and change the course of millions of lives for the better.

[1] Copenhagen Consensus Center
copenhagenconsensus.com/post-2015-consensus/health-women-children

WE ARE MSI REPRODUCTIVE CHOICES

We are a global leader in providing reproductive choice. Our local teams, based in their communities around the world, have an unmatched ability to deliver cost-effective, life-changing reproductive healthcare, including abortion and contraception.

6 continents
36 countries
9,000 team members
500+ partners



MESSAGES FROM OUR CEO AND CHAIR

Simon Cooke, CEO:

“ In 2023, we supported our 200 millionth client. That’s 200 million futures supported by MSI teams since we opened our first blue door in 1976.

Passing this huge milestone prompted me to reflect on the incredible contribution MSI teams have made to reproductive rights over the last 47 years. Thousands of healthcare providers have served their own communities, innovating and persisting through profound social, political and technological changes, always with clients—and their needs, hopes and dreams—at the forefront.

MSI has evolved considerably in the face of these changes. But we’ve stayed true to our founding principles: an impact-focused social business, unafraid to challenge the rules in pursuit of everyone’s right to choose, and uncompromising in our commitment to bring choices to the most marginalised communities, at the very last mile. Our services are increasingly delivered in partnership with national governments, and we are proud to work hand-in-hand with the public and private sectors, as well as local partners, to build sustainable access to reproductive choice. One by one, we’re giving women and girls a chance to change the course of their lives, creating generational impact.

While the trend in reproductive rights over these decades has been towards progress, we are still rocked by the 2022 decision to overturn the constitutional right to abortion in the United States. It reminded us that hard-won rights can be lost. That reality check, combined with a visible rise in US-fuelled anti-choice and anti-rights activity globally, and the deeply concerning trend of voters turning to populist leaders, is disturbing for those of us working to advance liberty and human rights. Our teams are having to be braver and bolder to protect gains made in the face of an aggressive opposition.

This confluence of factors can feel overwhelming. But what I see from being part of MSI, is that by focusing on the things within our control, we can make a huge—and quantifiable—difference. Reproductive healthcare contributes to improved global health, progress in girls’ education, political participation, women’s ability to

adapt to the climate crisis, poverty reduction, economic development and more. And just £6 invested in MSI, can provide someone with contraceptive choice for an entire year.

In 2023, we were humbled and thankful to receive an extraordinary contribution of £81.9 million from the Ballard Legacy Fund—a donor who wanted to ensure access to choice was part of their legacy. They recognised the unparalleled return on investment the world receives from investing in choice, as well as MSI teams’ ability to deliver life-changing programmes at scale. At a time of intense funding uncertainty for many global health organisations, this gift reminds me of the immense power of philanthropy. And it gives me cause for optimism.

That in the face of grave global challenges, and attacks on our rights and freedoms, more and more individuals will stand up and choose to invest in choice, in impact, and in women’s lives and futures.

At MSI, we know that when we choose choice, the whole world benefits. That is why we keep fighting for it. We are grateful to every single one of our supporters and partners for being on this journey with us. Our impact is testament to what’s possible when individuals, organisations and governments unite to stand up for choice. There’s never been a more important moment to do so than now.”



Frank Braeken, Chair of the Board of Trustees:

“ Looking back, 2023 feels like the culmination of everything that we had worked towards in the previous decade.

A magnificent team who reached more women than ever before, and a brand and vision that stands strong. But I am confident we can expand our life-changing healthcare to reach more people. The view from the top of our Everest is a world where everyone is in control of their own body, health, and future.

I have always been proud of what MSI does, and I was even prouder when last year I was asked to be its Chair. One is fortunate if, in the last innings of your career, you can do something this meaningful—with experiences that make the role “sing”. Recently, I had the opportunity to visit an MSI Lady in her home in Kano, Nigeria. In the courtyard were 30 to 40 women waiting to be counselled on their contraceptive options. To know that this incredible work is being repeated many times over across our 36 MSI country programmes and that we are having this tremendous impact every day astounds and energises me. And we need that energy because we must push hard to do more—there are still millions more women who need access to choice.

We must stay close to the core of our mission: giving women control over their bodies and their futures, including access to abortion. When a woman can decide what is right for her life, it supports families, drives change in communities, helps countries thrive, and builds a fairer world for everyone. Yet today, so many are still prevented from participating fully in their societies and economies with all the positive benefits that brings. I have always clearly felt and seen what this work is all about: every time you give three dollars to MSI, you change a woman’s life—not to mention changing the course of a nation, or even a continent.

Knowing the incredible work our teams do, I am confident that MSI will continue to attract new donors, that providers will find ways to reach deeper into communities, and that we will support millions more. Of course I am biased, but I think that anyone who truly understands what this organisation is about and the impact it brings will want to join our mission. It is up to all of us to reach those who still need us.”

CHOOSE CHOICE: A MANIFESTO

Your body.
Your education.
Your career.
Your future.
You should decide what you do with them.

And yet, for millions of women worldwide, that choice is impossible. Because they cannot access the contraception they want, or the safe abortions they need. Paying with their potential, and even their lives.

Reproductive choice, and the freedom it affords, is a fundamental human right. And that is why we fight for it. Through our clinics, services, and our partnerships, we make choice possible.

We believe that a world in which every woman can choose when and if she has children, is a fairer, safer and more sustainable one. We open doors. We break down stigma. And we go further than anyone else to make sure everyone who needs us can decide their own future, on their own terms.

Until every girl is respected.
Until every woman is empowered.
Until every pregnancy is wanted.
Until no-one is left behind.

2023 IN NUMBERS

Who did we reach?

We work to deliver care to women wherever they are—from the world’s most remote communities to humanitarian frontlines. We reach people with little or no prior access to reproductive healthcare, so no one is left behind. In 2023, we estimate that:

23.3M
people accessed MSI’s sexual and reproductive healthcare

2.3M
adolescents were reached at a critical juncture in their lives

4.6M
people were supported with safe abortion or post-abortion care

31%
of our clients were accessing contraception for the first time

93,000+
people were supported with reproductive choice every working day

1 IN 3
of our clients were living in poverty

4%
of our clients were living with a disability

What was our impact?

37,500
women’s and girls’ lives saved

13
high-impact reproductive rights policy wins

9M
unsafe abortions prevented

7.5M
people accessed reproductive healthcare from over 6,000 government facilities supported by MSI across 22 countries

16.5M
unintended pregnancies prevented

44.5M
couple years of protection² (CYPs), including 35.4 million contraceptive CYPs

37M
women are using contraception provided by MSI or from a public sector facility we support

“You saved my life. When I was scared and unsure, you were there for me, and treated me only with kindness, compassion, and love.”
– MSI abortion client and donor

[2] Couple years of protection (CYPs) is a measure that estimates the protection from pregnancy provided by contraceptive methods over a one-year period. Each contraceptive method has a unique CYP which depends on how long the method can be used for, the likelihood of wastage, and how effectively they prevent pregnancy.

CHANGING LIVES ON A GLOBAL SCALE

Behind every number is a woman or girl with greater agency over their body, healthcare decisions, and future path. Reproductive choice has a ripple effect that shapes lives and communities, so year on year, we create both immediate and generational impact.

In MSI's history, we've supported over **200M** people.

"I firmly believe that reproductive choice is the single most important factor enabling women to achieve their goals in life."

- Gary L., MSI donor

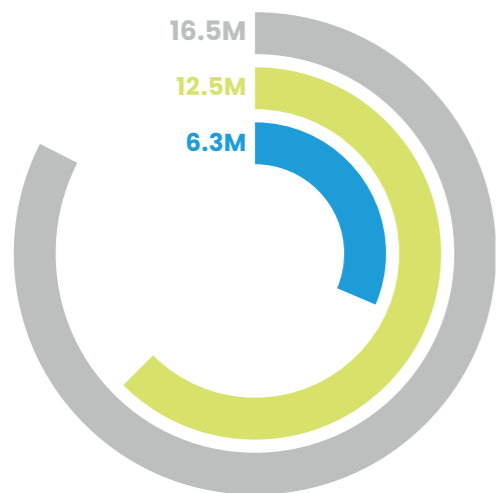


The last ten years of growing impact looks like:

130M

women and girls prevented an unintended pregnancy, changing the course of their lives.

Unintended pregnancies prevented

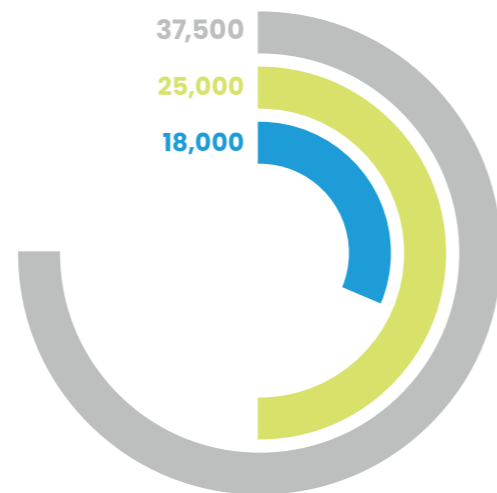


2013 2018 2023

300,000

women's and girls' lives have been saved. Pregnancy-related deaths would be **15% higher** without MSI programmes, in the countries where we work.

Maternal deaths averted

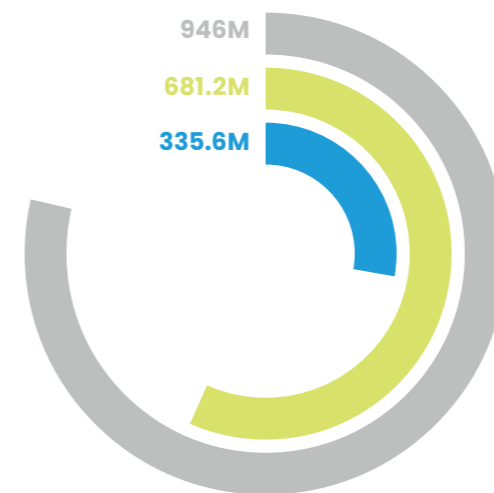


2013 2018 2023

£9.4B

in direct healthcare costs saved. Investing in sexual and reproductive healthcare pays dividends.

Direct healthcare costs saved



2013 2018 2023

More than 12,000

public sector healthcare workers trained by MSI to provide contraceptive choice and abortion care in their communities.

In their own words:

WHY I CHOOSE CHOICE

MSI is made up of almost 9,000 dedicated professionals fighting for and delivering reproductive choice around the world. We partner with thousands more individuals and organisations to make choice possible for women and girls. In the following stories, you'll hear from our healthcare providers, clients, and partners on why and how they choose choice.

Their own experiences of 2023 and first-hand stories bring MSI's mission and work to life—from delivering contraception to women who never had access before, to leveraging their power as a religious leader to advocate for choice.

I CHOOSE CHOICE BY GIVING WOMEN LIFE-CHANGING CONTRACEPTION



Anna provides contraception in Sierra Leone. She's a force of nature, well known across the country for changing lives. She shares her story, and why she's proud to provide contraception.

PREVENTING UNINTENDED PREGNANCIES

In 2023, MSI prevented 16.5 million unintended pregnancies and saved 37,500 women's lives.

CONTRACEPTIVE COUNSELLING

Our providers counsel people on more than five different methods of contraception (on average). We trust people to make the best choices about their own reproductive health.

CHOICE IN PUBLIC HEALTH CLINICS

Last year, we trained 12,000 healthcare workers to deliver a comprehensive suite of contraceptive methods, from short-term to long-term and permanent options.

IMPACT IN SIERRA LEONE

We estimate that without our services, the number of maternal deaths in Sierra Leone would have been more than 40% higher in 2023.

EQUITABLE ACCESS

We measure and track impact to ensure that our services are rooted in equity. 82% of the clients we support are from marginalised or underserved communities—helping expand choice to those who have been left behind by health systems.



Sierra Leone

“They call me ‘Mama G’. G as in General. That’s because I’ve worked in family planning for 24 years, so they see me as a leader. I’ve worked all over Sierra Leone providing contraception. I’ve been by boat to Bonthe Island and visited rural communities by foot. A lot of women and girls know me, they point to me and say, ‘Oh, it’s Mama G! This woman helped me. She changed my life!’ That makes me so proud.

There are many MSI clients who stick in my mind. For instance, there’s a woman, a mother of two, who lives in the northern part of Sierra Leone. After our community talk, she told me her husband wanted eight children, but she didn’t want any more. I counselled her on contraceptive choices, and the next day she asked for an IUD. Over the years, I saw that she didn’t have more children, and she eventually enrolled her children in education, which was very rare in those communities. She saved her money and started helping other women, giving out loans and talking to them about contraception. Community people believe community people, so this helped break down misconceptions. This whole community changed. Children started being sent to school. The men saw this change and now they’re calling MSI to keep coming back! They say, “Had it not been for you, our eyes would still be closed.”

I am proud to provide contraception. Giving a woman choice is so important; it makes her happy, makes her live longer, empowers her.

MSI is doing a lot to expand contraceptive choice. We’re serving women and girls directly to bridge healthcare gaps, travelling to communities where

6 out of 10 people don’t know of any other option to access contraception. We’re partnering, advocating, and educating in schools. We have community-based health mobilisers and roaming nurses. We’re selling quality products at pharmacies. Our presence is felt everywhere.

My role now focuses on training public health providers. We coach and support them, help strengthen supply chains and ensure quality. The more the merrier, I say! When they feel confident in providing contraceptive choice, they’ll continue to serve these communities when we’re not there. In this way I feel we’re making a long-lasting impact.

Sierra Leone was once known as the deadliest place in the world to get pregnant. But MSI has helped maternal deaths plummet by giving women contraception and better reproductive health services. Our smart evidence team worked out that an estimated 40% more women in Sierra Leone would be dying in childbirth and pregnancy without us. That’s showing what I’ve known to be true all along: contraception is life-saving.

Unfortunately, the data isn’t always enough to secure money. Here in Sierra Leone, funding shortfalls are causing our services to close. There’s a lot for women and girls to lose, including their lives. We’re doing everything in our power to ensure services stay open.

My passion for this work is all about changing and saving people’s lives. And MSI matches my passion. I left for a few years, but I came back, because MSI is building capacity in people, thinking about the long-term, bringing choices to our clients and opportunities to our staff. MSI works for women and girls, and that’s what my life is dedicated to.

I may be 60, I may be a grandmother, but I am not tired... so I don't think I should go and sit. I have more to give so I choose to continue, I choose MSI, and I choose choice.”

“Giving a woman choice is so important; it makes her happy, makes her live longer, empowers her.”

– Anna, MSI provider and trainer, Sierra Leone



I CHOOSE CHOICE BY PROVIDING HEALTHCARE IN A HUMANITARIAN CRISIS

Mi Mi (name changed) leads programme support for MSI Myanmar. She manages our frontline staff's safety and ability to deliver care, which is difficult right now. Myanmar is one of nine MSI countries experiencing a humanitarian crisis, and all of them remain determined to keep delivering women's healthcare. She tells us more:

“The situation here in Myanmar is precarious to say the least. Following a military coup in 2021, we've experienced conflict between armed groups, violence, increased poverty, collapsing systems—all kinds of turmoil. We have lost the future that we'd imagined.

Public health facilities aren't functioning well. They suffer from a shortage of supplies and staff, and some hospitals have been forced to close for months. The value of MSI and our work has come into sharp focus: we are still operating, and we're filling the gaps wherever we can.

Movement within and out of the country isn't easy. Some roads, airports, and even phone lines are closed. That makes our role as healthcare providers harder. But we all agree—we can't pause our services. MSI Myanmar has outreach teams that travel to rural communities, delivering reproductive healthcare to people with no other access. I'm sure you can imagine that the logistics of travel, while ensuring staff safety, can be a headache. But I'm proud of our teams who are trying to overcome these challenges to reach communities with health services.

We've adapted how we work and continue to pivot regularly. We have made closer ties with midwives and nurses in communities to build their capacity to deliver care, and have strengthened our civil society partnerships. We've also changed approaches for our outreach community visits, and when it is unsafe for us to enter a community (in case our staff aren't from the locality and may face armed groups), we buckle down in an office and get the word out that the local women can visit us to receive services.

The price has been especially high for women. Our healthcare and education have been interrupted, there's increased trafficking and sexual violence. A lot of women here used to work in factories—those are now closed, leaving many jobless. By the end of 2023, the UN reported almost 2.6 million people had fled their homes. Without jobs and homes, it's not easy for women to access healthcare like contraception... meaning there will be more unwanted pregnancies, unsafe abortions, and maternal deaths if organisations like MSI don't step in to make reproductive healthcare available.

I have a 16-year-old daughter. I think about her future, and the future of all the girls and women who should have control over whether or not they become pregnant... especially in the face of escalating violence and an uncertain future. So this makes me proud of the work we do.

Compounding political insecurities, we experienced a severe cyclone in 2023. They say the winds were roaring at 280 km per hour! Our teams continue working throughout these emergencies because pregnant women, women giving birth, and women wanting to avoid pregnancy still need our help. Giving women healthcare choices helps them reclaim their lives and builds community resilience in the face of the climate crisis.

And all this is on top of our business-as-usual, providing women's holistic healthcare across the health system in seven regions!

I'll end on a positive note. I'm happy to report that—even with the extreme challenges we're facing—our teams reached 117,000 women and girls with reproductive choice in 2023 (which is more than we achieved in 2019, before the military coup, which is outstanding if I do say so myself). And we must continue.

Women need reproductive choice, and we have an unwavering commitment to give it to them.”



Myanmar



SUPPORTING PEOPLE IN MYANMAR

Since 1997, our programme in Myanmar has delivered sexual and reproductive healthcare while navigating significant political turmoil. Right now, about a third of Myanmar's people need humanitarian assistance. In 2023, MSI Myanmar prevented an estimated 247,000 unintended pregnancies and supported almost 5,000 displaced people.

ADAPTING WITH RESILIENCE

Our security teams support MSI country programmes with tactics on adapting, engaging with authorities, staff safety & resilience—sharing learnings from what works in other countries, while responding to each unique situation.

ON HUMANITARIAN FRONTLINES

MSI teams were on humanitarian frontlines in nine countries last year. Five of these countries experienced the most underreported humanitarian crises of 2023: Burkina Faso, Senegal, Zambia, Zimbabwe and Uganda.

I CHOOSE CHOICE BY TRAVELLING TO THE MOST REMOTE COMMUNITIES TO SERVE THOSE WHO NEED US MOST



Inonge is the Operations Director for MSI Zambia. She oversees the outreach programme, where teams travel far distances into communities to provide care. She shares their fresh approach to reaching people with life-changing reproductive choice.

“My beautiful home of Zambia is a vast landscape with rugged rural regions, where many live without the things you and I take for granted—like contraception. Women who want contraception often cannot access it.

Our outreach teams travel into Zambia’s most rural and remote communities with the highest unmet need for contraception. We use different sources of data and information to map out areas of poverty to help us know where to go to reach those who need us most. And when our teams arrive, we offer people a range of contraceptive methods and a different future path—one that they choose.

When I travel with our outreach teams, it’s not uncommon to find 100 women from a community queueing for contraception in the morning. Some tell me how they walked tens of kilometres to get there; some passed through game parks, risking their lives against lions and elephants.

These women can sometimes be desperate to use contraception, saying they can’t afford to look after the children they already have. In these moments, this is no longer ‘a job’. We are here to save their lives in every sense.

When your work is this important, you constantly want to do more. Previously, each outreach team could only reach 20 community sites every month. We kept asking ourselves the million-dollar question: how can we reach more people in the most efficient way possible?

So we tried a new approach: we split our teams in half! Each team now partners with four healthcare providers from the Ministry of Health. This means we can divide them into two sub-teams, and they can be in two places at once. While one sub-team serves the furthest communities more than 100 km from ‘basecamp’, the other is delivering services in more urban places.

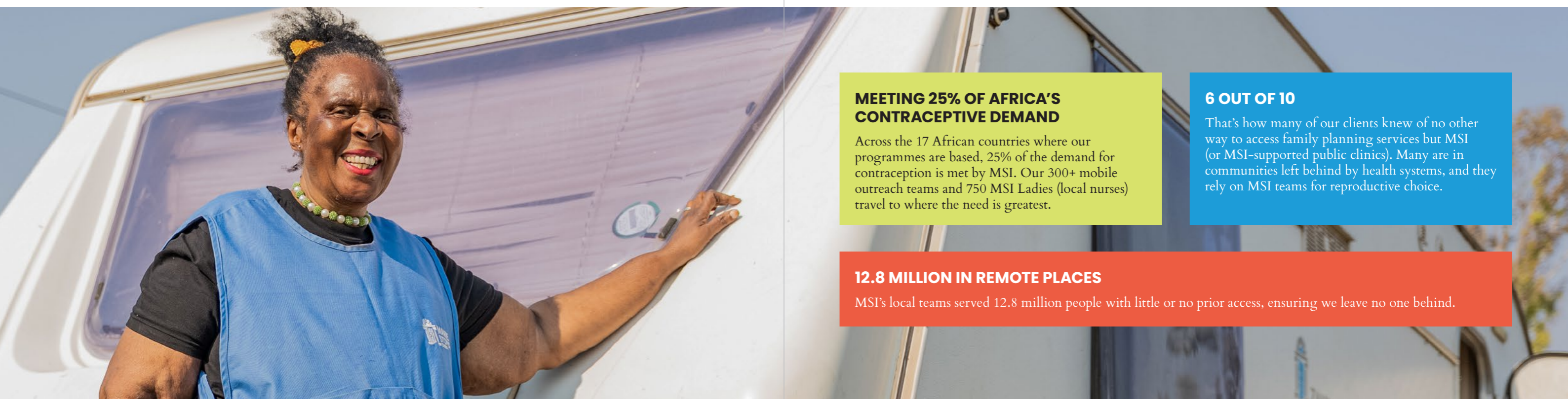
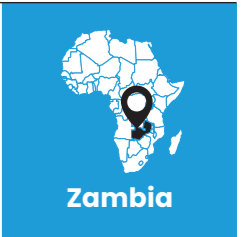
Working with the public sector in this way is innovation and partnership at its finest. Public healthcare providers are integrated into our teams and mentored by MSI to build their skills in delivering quality reproductive choices—short-term, long-term, and permanent methods. This doesn’t end here. When they return to their public sector facilities, they bring these skills back to teach others. In return, they bring insights from the public health system and enable us to tap into their community networks, so we can mutually grow and reach more people. The impact we can have on women’s lives is exponentially greater.

The number of people each team can serve every month is now 4,700 (a 420% growth from the old model). I know that other MSI country programmes are using this split-teams model now, too. At MSI, we make our approaches and insights known, we share learnings between MSI country programmes and with the entire sector, and we’re proud to shout about the impact of choice. So in 2023, I was glad to speak on different platforms about our innovative split-teams outreach model, and was humbled for our approach to be featured on the global health news site Devex.

One in three of the people MSI supports with reproductive healthcare through our last-mile services is living in poverty, so giving them the choice to space pregnancies or avoid getting pregnant can be truly transformative. One by one, we’re breaking cycles of poverty and opening opportunities for women’s and girls’ futures, giving them a chance to change the course and quality of their lives. I’m so glad to be part of it.”

“Some tell me how they walked tens of kilometres to get there; some passed through game parks, risking their lives against lions and elephants.”

– Inonge, Operations Director for MSI Zambia



MEETING 25% OF AFRICA’S CONTRACEPTIVE DEMAND

Across the 17 African countries where our programmes are based, 25% of the demand for contraception is met by MSI. Our 300+ mobile outreach teams and 750 MSI Ladies (local nurses) travel to where the need is greatest.

6 OUT OF 10

That’s how many of our clients knew of no other way to access family planning services but MSI (or MSI-supported public clinics). Many are in communities left behind by health systems, and they rely on MSI teams for reproductive choice.

12.8 MILLION IN REMOTE PLACES

MSI’s local teams served 12.8 million people with little or no prior access, ensuring we leave no one behind.

I CHOOSE CHOICE BY USING MY POWER AS A RELIGIOUS LEADER TO ADVOCATE FOR REPRODUCTIVE RIGHTS



Reverend Cliff is a minister of the church, and coordinates the ‘Religious Leaders Network for Choice’ in Malawi. They partner with MSI Malawi to fight for reproductive rights. He shares why religious leaders have a unique power to expand access to contraception and abortion.

“ I don’t know how much you may have in common with me, a deeply religious man living in Malawi. But given that you’re reading this, I expect that you, like me, choose choice.

Many ask me why I choose to be both a religious leader and an advocate for reproductive rights. Well, I believe religion is for moral guidance, not an all-powerful conscience. We need to liberate people, not just from sin but all sorts of social injustice—including the way that we deprive people of their sexual and reproductive health and rights.

I choose choice because I look around with open eyes and an open heart. The lived experiences of individuals are guided by so many things, and religion is just one.

So I take in the whole picture: the women dying from unsafe abortions; the high instances of child marriage, teenage pregnancies, and sexually transmitted infections; people struggling without information about their own reproductive health. Will any personal or community growth come out of this?

The landscape right now is worrisome. The overturning of *Roe v. Wade* (abortion rights) in the USA has empowered the anti-choice movement everywhere. Malawi has not been spared. We already have one of the world’s most restrictive abortion laws, and we have so-called “pro-family” groups blocking our nation’s progressive legal reforms.

But I turn my worry into action. Many look to religious leaders for direction about how to live their lives, and I know I have a unique power and voice to make change. The popular view is that religion is inherently anti-choice. But I happen to know many religious people who are pro-choice because of their faith, and some of us came together in 2019 to form the ‘Religious Leaders Network

for Choice’. The bottom line is that all people should have the power and resources to make decisions about their bodies. And we work closely with MSI and in coalition with other local organisations to make that a reality.

I value our partnership with MSI. They help us build our capacity to change mindsets. I (and my peers) now confidently deliver Value Clarification and Transformation workshops to different stakeholders including other religious and community leaders. We sensitively challenge negative attitudes and beliefs on abortion and contraception. When someone like me facilitates these learning sessions, they’re even more powerful. I know many people who had a rigid stance against abortion and youth access to contraception because of their faith, who then changed their whole perspective. I’ve seen some of them turn into champions for choice in their communities.

With MSI’s support, we ramped up our advocacy in 2023. We’ve now trained over 1,000 religious leaders, 350 traditional leaders, 100 journalists, and have engaged with youth and MPs. We created more resources on the intersection of religion and reproductive choice to help combat all the misinformation. Working with MSI has given us a platform for exposure and networking both locally and internationally—meaning more impact.

Advocacy and culture change takes time. But the most important thing is that we eventually do achieve full access to sexual and reproductive health services and reproductive justice for all. The current surge of youth-led initiatives demanding change is a great motivator for me, and so too are the deep partnerships we are building. I have studied liberation movements and how their efforts have borne fruit, and I am confident that change will come.”



Malawi

13 ADVOCACY WINS

MSI contributed to another 13 high impact policy and legal changes in 2023 across the globe, helping to secure reproductive rights.

ALMOST 100 CHANGES IN 8 YEARS

MSI works with and learns from grassroots, local, national and global partners across six continents to ensure women and girls aren’t denied healthcare and rights. Since 2016, we’ve contributed to the reform of over 92 policies.

80% AGREE LOCAL LEADERS ENCOURAGE CHOICE

Local and religious leaders have a significant role to play in expanding choice—80% of our outreach clients agree or strongly agree that local leaders support the use of contraception in their community.

PARTNERING WITH RELIGIOUS LEADERS

In MSI programmes like Afghanistan, Malawi, Tanzania, and Senegal, our teams work closely with Muslim, Christian, and traditional religious leaders to build acceptance for choice.



I CHOOSE CHOICE BY PROVIDING ABORTION



Shanti is a nurse, team leader, and abortion provider for MSI Nepal. She tells us more about what abortion care is like in Nepal, and what she hopes for the future of abortion.

“ I see women every day who are conscious about their career, family, economic status and their dreams. They come to me seeking an abortion because they want the future that’s right for them.

These are the lucky ones. For one, they live in Nepal—where abortion laws are liberal and the government supports it. For another, they have found MSI which means they’ll receive safe and quality abortion care.

Some are not so lucky. They might instead find unauthorised ‘abortion providers’—there’s even one across the street from our clinic trying to lure clients in. They are not safe or quality. I was saddened to hear about a woman who recently died from heavy bleeding in one of these places. Some women even take things into their own hands, using unsafe methods to abort their pregnancies. Even with our liberal laws, the stigma surrounding abortion lurks, leaving devastation in its wake.

Last year, a woman came to us after taking dodgy medical abortion pills from a non-registered supplier. I was grateful to be able to support her with post-abortion care, and thankfully, this woman got her life back. I’m happy about providing abortion. If anyone can confidently say that abortion saves lives, it’s me, because I see this every day. And even if it isn’t a life-or-death situation, women should have choices to protect their own health and wellbeing.

Let me tell you about my great team at MSI Nepal who are expanding abortion access. We build awareness via radio jingles, social media, billboards, tv ads, you name it! Our lovely contact centre staff field people’s calls and messages and give information and advice. The free, government-accredited phone number is also featured in school textbooks so adolescents can seek help with us.

Our clinics offer in-person abortion. When a client enters our blue door, we are there for them. When we see a young person feeling uncomfortable sitting in the waiting room, we take them into a separate counselling room quickly. We don’t ask if they’re married or interrogate their reasons for having an abortion. We let them know that we will respect their confidentiality and choices, and we provide them with healthcare.

But some people can’t come to a clinic. And not all government health providers are able to provide abortion. So we hire and train healthcare providers based in local communities, and coordinate with local governments to bring reproductive healthcare to rural places. We also have roaming nurses called MSI Ladies that trek to far-reaching places (when I say trek, I mean they literally scale mountains!) to provide medical abortion as well as contraception and support.

2023 was an interesting year globally when it comes to abortion; it feels like we’re on a precipice and anti-choice ‘noise’ is getting scarily louder. But when I look around, I see my brave colleagues who are as passionate as I am about making abortion available to those who want it.

In the future, I want nations to learn from Nepal’s liberal stance. I hope for more international funding. And I’d love for everyone to know about their rights and where they can seek safe services.

I’ve had the privilege of providing countless women with abortions, even one of my family members. Some women come and ask for me by name, they write to me, and they want to touch my feet out of respect. They respect me, and I respect them. And we should all respect abortion. Namaste.”



Nepal



ENDING UNSAFE ABORTION

In 2023, MSI prevented 9 million unsafe abortions. Pregnancy-related deaths would be 15% higher without our programmes, in the countries where MSI works.

4.6 MILLION ABORTION & POST-ABORTION CARE CLIENTS

81% of our abortion clients said they didn’t know of an alternative provider other than MSI. Whether they visited a clinic, received care from a mobile team, or used one of our quality products from their local pharmacy or delivered to their home, MSI gave millions of people the choice they needed.

ABORTION QUALITY

Our Abortion Quality Index is used to monitor the safety and quality of our care. In 2023, 32 MSI country programmes reported on their quality scores, generating insights on future improvements.³

^[3] MSI country programmes that do not report quality scores are our commercial programmes which have a different way of reporting, and those where the volume is too low (below 140 cases per year).

I CHOOSE CHOICE BY ADVANCING GENDER EQUALITY AND INCLUSION



Mana Zita is a Timorese working mother who leads MSI Timor Leste's work in gender equality and social inclusion. Reflecting on 2023, she shares more about how and why MSI is creating a more inclusive culture, from the inside out.

“ We have this saying in Timor Leste— *Ema kontinua moris ba nafatin*—which roughly translates to ‘The person lives on’. I believe every single person who encounters MSI lives on... and can create a future they want.

I started working at MSI when I was 23—about 15 years ago now—and I have learned so much. The emphasis now on safeguarding, on building inclusivity, and on how we communicate and use language is energising. We do refresher trainings and values workshops, people are respectful, women can freely express themselves. This organisation is a safe space.

When we host community information sessions on reproductive healthcare, I meet all kinds of people: people with disabilities, people who can't hear or see, people with different sexualities, people who need information shared in a different way. These groups are vulnerable in Timor Leste, and around the world. They face discrimination and have less access to information and services.

My role is addressing their unique needs and partnering with organisations and the government to build more inclusive sexual health. We must be thinking about inclusivity when we're providing services. If we don't, people are left behind and we move even further towards an unequal, unjust world—one that I wouldn't be proud to be a part of.

MSI's inclusion and equality work spans many projects and initiatives. After all, education and culture is weaved throughout every aspect of our communities and lives. But let me touch on just a couple.

Our work to prevent sexual and gender-based violence, and to give support to survivors, is something I'm incredibly proud of. Because of the nature of our healthcare delivery, MSI staff can be the first to hear of a person's experience of violence. We respond with compassion and support and have built a network so we can refer survivors to the support they need. Our growing partnerships really are the crux of this. In 2023, we continued building partnerships across civil society

in Timor Leste, and piloted school and community engagement curriculums to help prevent this violence.

Last year, we also hosted successful male engagement sessions. To be frank, it's difficult to make headway without getting men on board. Otherwise we see women who access contraception then remove or stop using it because of unsupportive men in their life. We partner with other local organisations to host male-only sessions about topics relevant to them, including a component on sexual and reproductive health and rights. We make men aware of its importance and how they can support women's rights and decision-making. I personally see the shifts, and I'm glad of this progress, as my 9-year-old son will grow up in a different environment and will support the women around him.

I met a young transgender person at a community session, and was honoured that they opened up to me. They explained they were feeling really down, knowing that their family and community will disown them. I listened and ended up meeting with their family to act as a bridge. Now, they still have their family support and they're doing well in their career, too... *the person lives on!*

This culture-shifting and system-changing work is slow. But looking at how far we've come even since I've been with MSI, and seeing young people's attitudes now, I know that this work is multiplying, cascading, progressing. One day, every single one of us will have the reproductive choice we deserve.”

“We must be thinking about inclusivity when we're providing services. If we don't, people are left behind and we move even further towards an unequal, unjust world.”

— Mana Zita, Gender & Programme Support Specialist, Timor Leste



Timor Leste



EMBEDDING EQUALITY

18 MSI countries across Africa and Asia are actively participating in a ‘Gender Equality and Social Inclusion Community of Practice’, working to embed equality and inclusion into our programmes and culture, and to build the capacity of other local organisations and governments to do the same.

CULTURAL CHANGE

Men are still a barrier to the women in their lives accessing contraception and abortion. 1 in 4 of the clients we served in 2023 do not believe that men in their communities are supportive of family planning. We host community dialogue and male engagement sessions to support a step change towards gender equality.

REACHING THOSE EXCLUDED

A focus of our programme delivery is reaching those that are traditionally excluded from accessing sexual and reproductive healthcare, such as adolescents, people living in poverty and those with a disability.

I CHOOSE CHOICE BY ACCESSING CONTRACEPTION, SO I CAN HAVE THE FUTURE I WANT!



Hingis (24)



Sheila (25)

Hingis and Sheila are friends who are both MSI clients and university students in Ghana. We spoke to them at their university about their hopes and dreams for the future—and why they choose to use MSI’s sexual and reproductive health services.

H: “There is stigma around contraception here in Ghana. One time, I went to get the morning-after pill at a pharmacy, and they started preaching to me about making better choices. Why would they offer it if they felt this way? I paid for it and quickly left.”

I first heard of MSI on social media and got in contact. The woman I spoke to was friendly and told me my options. I wanted to pick a method that wouldn’t disturb my studies. Once I had decided on the method that was best for me, she directed me to the nearest centre for an in-person appointment. The staff there made me feel relaxed and the nurse reassured me that no-one was judging me for being there.”

S: “Having access to contraception from MSI has also helped me to continue as a student. Before I came to MSI, I was scared that family planning wouldn’t work, and I was scared to try it. When I started taking contraception and it worked, I felt so much calmer.”

I can live without the fear of getting pregnant and dropping out of school. I can focus on my studies better. Without contraception, I would probably be a single mum now—I would have got pregnant too early and would not have been prepared to raise a child. It should be your choice if you want to get pregnant.”

H: “When my friend went in for her abortion, she was scared. But the nurses talked her through it and everything about it was safe and without any complications. I think if she had done it alone then she might have died, had complications or wouldn’t be able to give birth again. Going to MSI was a good thing. Now, she’s at university and working. If she had carried on with the pregnancy, I’m sure she wouldn’t be able to attain what she has now.”

S: “You know, in the next ten years, I’m hoping to be a lawyer. A lot of people in our country need help and I think I can help them. I want to also be a CEO of my own company.”

My hope for women and girls in Ghana is for everyone to have a bright future. More people know of the importance of contraception now, so there is hope!”

H: “Once I have completed my national service after university, I hope to get a job in a hospital. I have a long way ahead of me with my studies, so it’s important that I have contraception, so that I don’t get pregnant right now. I don’t want to be in a situation that I didn’t choose.”

Things are evolving, and access to contraception has helped to close this gap between men and women. Women can now plan when to have kids and when not to. Now, women are out there in the working world. We can be making money, pushing our families to the top and making our country proud.”



REACHING YOUNG PEOPLE WITH DIGITAL PLATFORMS

Around 12% of our conversations via our contact centres are with adolescents. Social messaging platforms like Facebook and WhatsApp are a popular way for young people to reach out to us for advice and information on their sexual health.

SUPPORTING 345,000 GIRLS IN SCHOOL

We estimate that 345,000 girls have been supported to continue their education in 2023. Research shows that each additional year of school increases a girl’s future earnings by 10–25%, supporting their future economic stability.

2.3 MILLION FUTURES

In 2023, MSI supported 2.3 million adolescents with reproductive health information and services at a critical juncture in their lives. When we launched our tailored adolescent strategy in 2018, 6% of our clients were adolescents—we’ve almost tripled that to 17%.

I CHOOSE CHOICE BY FUNDING MSI AND PARTNERING TO BUILD A BETTER FUTURE



Mara is a Senior Manager at the philanthropic Children's Investment Fund Foundation, also known as CIFF. She's worked closely with MSI since 2021. She shares her thoughts on why funding partnerships are so crucial, and her first-hand experiences of visiting MSI's frontline programmes.

“ I am a proud funder, on behalf of CIFF, of MSI's global work providing sexual and reproductive healthcare to millions of women and girls.

We partner with MSI because their strategy aligns with our values, and they have a steadfast commitment to deliver for women and girls—including those who are hard to reach. MSI's approaches to gender equality, reaching youth, and equitable services are very important to us.

When I think of MSI's work in 2023, my mind transports to the Democratic Republic of Congo where I visited in October. At a rural healthcare site, MSI was providing services and training local health nurses. I met an 18-year-old who shared she was recently widowed soon after her son was born, but she had a huge smile on her face, because she'd just chosen to receive an implant. She was so proud, excitedly telling me that she could have a break, maybe go to school or work before she had more children. For her, and for so many others, having choice can be truly life-changing.

And when I visited an outreach site in Kano, Nigeria, I'll never forget how there were hundreds of women patiently waiting during Ramadan and on a hot day. They'd started queueing long before we got there, determined to choose a method of contraception, and have agency over their lives. It blew me away. As I spoke with them while they waited, it stood out to me how diverse their experiences were. Some had given birth to 10 or 13 children and shared they were “ready to finish” now; others were adolescents seeking their first contraceptive method because they wanted to wait to have children.

I've also spoken to male traditional leaders who saw their religious texts as supportive to contraceptive services. They said things are changing and resources are scarce, so they wanted to support access to contraception for the women in their communities.

All this to say, I've seen first-hand how organisations like MSI are doing amazing work. Over the last decade, there's been inspiring progress to empower women to choose sexual and reproductive healthcare services if they want them.

However, we're experiencing a global context where both funding and rights are being squeezed. This is a huge challenge and women and girls are feeling the impacts.

The freedom to choose and have control over our own bodies is a universal right which is why we need people and philanthropies who care about this issue to step up to provide access to choice.

So, why do I choose choice and enjoy partnering with MSI? For that girl in DRC who was over the moon with her contraceptive method. For the woman in Nigeria who was absolutely exhausted after having had 12 children, of whom only six survived. And for the 17-year-old girl who can remain in school because she could access a safe medical abortion. These people are my why.

Funding partnerships like ours create huge change at the most local level. Which is the foundation for a better, more equal and joyous world where we can all thrive.”



DRC

\$120 FOR EVERY \$1

Every \$1 invested in contraception generates over \$120 in health and socio-economic gains. Contraception is a development 'best-buy'. It has a positive ripple effect on other socio-economic issues, from health to human rights, from poverty to sanitation.

93,000 EVERY DAY

Fuelled by our partnerships and donors, MSI supported 93,000 women and girls with reproductive choice every day in 2023. Each was supported to make their own decisions about their body and future, helping to unlock their potential.

PARTNERSHIPS ARE KEY

MSI collaborates with people and foundations who want to invest in changing and saving lives. Right now, the largest generation of young people in history approach their reproductive years; investment in their reproductive choices will have a lasting impact.

I CHOOSE CHOICE BY ENSURING IT'S HERE FOR THE LONG-TERM



Asma is the Country Director of MSS, a locally based NGO in Pakistan supported by the global MSI partnership⁴. She reflects on what she's seen change over the years, and the innovations in motion that are making reproductive choice more sustainable for the future.

“ I can hardly believe that I started at MSI in Pakistan back in 1996! I was a volunteer then. Now, I am at the helm, leading the entire programme. That's my way of saying that I've seen a lot of change in my time.

With the support of donors and the global MSI partnership, we've grown, reshaped, and innovated, and now we're one of the biggest providers of sexual and reproductive healthcare in Pakistan. We're built from the grassroots up. Our field and support teams are made up of local people who share our clients' culture and language, which has enabled us to grow our presence and impact while shifting attitudes around contraception.

Because we're rooted here, it also helps us think long-term. We've ramped up efforts to make sure reproductive choice is sustainable, so women and girls will be able to access it for generations to come.

So, how are we doing that? One way is for our clinics to generate their own funding. In 2023, we broke even in our 17 clinics, meaning they are sustaining themselves with no donor income. A huge achievement! We're working towards the same in our 20 pharmacies that provide quality health products while generating income. All profits are channelled back into our work reaching rural and poor communities. That makes us a social business, combining the best of the commercial and non-profit worlds to create impact.

Another way that we're looking ahead is by diversifying our services (and therefore our income streams).

Known for providing contraception, we're evolving our ability to provide different types of healthcare for 'every stage of woman'—from menstruation to menopause.

Governments also have an important role to play. I know many MSI country programmes are partnering with governments in their own ways to strengthen health systems. I think this is a groundbreaking shift to train and empower people, to cascade knowledge and skills outwards.

Some years ago, we invested in franchising—training healthcare providers across the nation to provide quality reproductive healthcare. In 2023, we transitioned some of them from our direct support to receive government support and quality monitoring, and domestic funding. This is a sustainable approach as we build the capacity of a local healthcare provider, and then ensure they're in a network of national support and can continue to provide quality services in future.

I remember one of our clients living in an underserved area. She had lost her hand in an accident with a threshing machine so had a disability, was suffering from depression, and had four children to look after. Our field officer and I were visiting her community to train up a local health provider. She told us she was in constant fear of getting pregnant again, so we counselled her on her options and she quickly decided to get an IUD. In a follow-up visit, she shared how her life had transformed now that she has contraception. And I think about the fact that we'd trained her local provider who was walking distance from her home, so she wouldn't lose access in future. That's what sustainability is all about.

Choosing choice, for me, is about enabling future potential. I hold this mission very dear to my heart. Making sure women have access to reproductive healthcare is a big contribution to their lives and to this nation. And if we can ensure that choice is here to stay, well, that's the legacy I want to leave.”



Pakistan

MSI IS A SOCIAL BUSINESS

Our unique commercial approach has enabled the clinics in 14 of our MSI country programmes to cover their own costs, so they can reinvest profits into reaching more people.

PARTNERING WITH GOVERNMENTS

In 2023, MSI partnered with governments in 22 countries to build capacity and strengthen health systems. 7.5 million people accessed reproductive healthcare from 6000 public clinics supported by MSI.

RESPECTFUL MATERNITY CARE CERTIFIED

MSI's respectful maternity care training package was professionally certified by the CPD Certification Services in 2023. Our training ensures women giving birth have safe and respectful experiences, and in its first year we trained over 300+ MSI providers.

[4] The MSI Partnership refers to the global network of MSI's support office and our MSI country programmes in 36 countries around the world.

Looking ahead: what's at stake?

Protecting women's health in 2024 and beyond

While we take stock of the year that was, it's essential that we remain focused on the current realities and keep looking ahead. 2024 is the biggest election year in history, with more than 60 elections set to shape the future of women's health and rights. In this critical year, those of us who believe in the right to choose—healthcare organisations, governments, and donors—need to step forward.

The world still has a public health crisis on its hands, and anti-choice groups around the world are doing everything they can to deny people their basic reproductive rights.

257

million people want to be using contraception but have no access.

40%

of women live in countries where abortion is banned or restricted.

35M

women and girls will resort to an unsafe abortion this year, and 22,000 will die.

Funding for women's health remains uncertain. International government donors continue to reallocate women's health funds to competing priorities like economic instability and global conflicts. And MSI teams who focus on providing services to women and girls in some of the hardest to reach communities—for example in Sierra Leone, Madagascar, and Afghanistan—are at risk of closure. This threatens to undo decades of progress.

Right now, the largest generation of young people in history approach their reproductive years. The world can't afford to deprioritise sexual and reproductive healthcare at this critical juncture.

Our investment now will help women and girls to remain in education and pursue careers, break the cycle of poverty, and support communities and nations to thrive.

Partner for choice

- Teams embedded in their local communities
- 500+ partnerships across the world
- Unique local and global infrastructure
- Five decades of experience

MSI delivers quality contraception and abortion care at scale. We reach the world's poorest and most remote communities where the need is greatest.

But we can only continue to do this with strengthened investment and support. You can help protect women's access to healthcare and transform lives with a donation or by partnering with us. Calculate your investment impact with our new calculator at msichoices.org/impact



£6 can provide someone with their choice of contraception for an entire year. Join us to unlock potential, change women's futures, and build a fairer world.

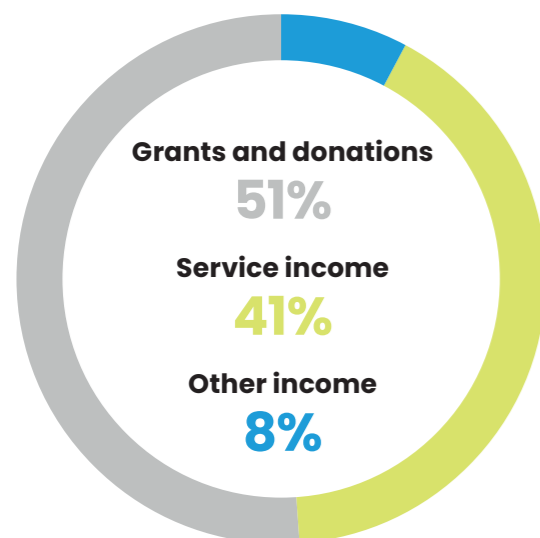
“ We are in the midst of a war over women's rights for reproductive freedom. This is literally a matter of life and death. Support is needed now, right now, to carry on and expand the fight in which MSI plays a vital role.”

– Rich R., MSI donor

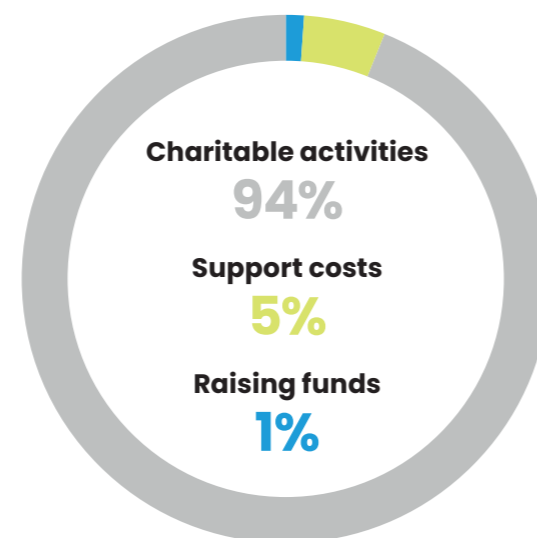


Financial performance

2023 income by type



2023 expenditure by type



Consolidated statement of financial activities (incorporating the income and expenditure account) for the year ended 31 December 2023

	Unrestricted funds £'000	Restricted funds £'000	Total 2023 £'000	Total 2022 £'000
Income from				
Donations and legacies	88,193	-	88,193	9,735
Charitable activities	173,402	145,746	319,148	308,799
Investments	5,256	-	5,256	1,811
Other income	1,758	-	1,758	2,159
Total income	268,609	145,746	414,355	322,504
Expenditure on				
Raising funds	(2,065)	-	(2,065)	(1,415)
Charitable activities	(166,028)	(145,746)	(311,774)	(300,660)
Total expenditure	(168,093)	(145,746)	(313,839)	(302,075)
Net gains / (losses) on investments	1,602	-	1,602	(1,504)
Net income	102,118	-	102,118	18,925
Transfers between funds	2,571	(2,571)	-	-
Other recognised gains / (losses)				
Unrealised exchange gains / (losses)	(7,279)	-	(7,279)	1,716
Net movement in funds	97,410	(2,571)	94,839	20,641
Fund balances brought forward	102,826	47,902	150,728	130,087
Fund balances carried forward	200,236	45,331	245,567	150,728

All amounts relate to continuing activities. All gains and losses recognised in the year are included in the Statement of Financial Activities. There is no material difference between the net income for the year and net movement in funds stated above and their historical cost equivalents.

Trustees' report

The Board of Trustees presents the report and an extract of the audited consolidated financial statements for the year ended 31 December 2023 under the Charities Act 2011 and the Companies Act 2006, incorporating the directors' report and strategic report.

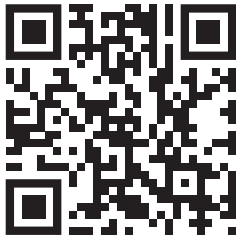
HOW CAN YOU HELP?

Donate

Support our work to make choice possible around the world via our website: www.msichoice.org/donate

Support reproductive choice into the future through a legacy. Contact partnerships@msichoice.org to speak about this further.

Learn about the impact of choice



MSICHOICES.ORG/IMPACT

Join the conversation



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MSI Reproductive Choices



MSI Reproductive Choices

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