

# 2024 IMPACT

“ While we witness seismic changes in global health and development with the dismantling of USAID, it is more important than ever that we recognise and honour the commitment of healthcare workers worldwide.

In the face of attacks on reproductive health and rights, I'm incredibly proud of our frontline teams and what they achieved in 2024. Around the world, MSI's providers and partners showed tremendous grit and determination, remaining steadfast in their commitment to deliver reproductive choice.

Whether going the extra mile to protect abortion services, working in remote communities to provide a choice of contraceptive, or advocating for reproductive freedom, our teams across 36 countries reached more people than ever in a single year, transforming access to reproductive healthcare for this generation, and the next.

We won't compromise our mission, and we'll stop at nothing until every woman and girl has true choice. We can do this due to the unwavering support of our diverse global donors and partners, and the fact that, as a social business, we are often able to continue services where others cannot.

This year, these partnerships will be more important than ever as we aim to sustain services impacted by cuts to foreign aid, and fight for reproductive choice even when the odds are against us. Please stand with us, with MSI providers everywhere, and with the millions of women and girls who deserve a better life.



**Simon Cooke**, CEO of  
MSI Reproductive Choices



## 2024 in numbers

What was our estimated impact?

**23.8M**

people accessed MSI  
reproductive healthcare in  
2024 (94,000 every day)

**17.1M**

unintended  
pregnancies  
prevented

**46M**

couple years of  
protection (CYPs)\*

**8.8M**

unsafe abortions  
prevented

**25M**

DALYs  
averted\*\*

**38,700**

women's and girls'  
lives saved

\*CYP = Couple Years of Protection is protection from pregnancy for one year. \*\*DALY = expresses the number of years lost due to ill-health, disability, or early death.

A woman, identified as Pragati, is walking across a suspension bridge in a lush, green forest. She is wearing a blue uniform, a green scarf, and a grey cardigan. She has a pink bag and a backpack. The bridge is made of metal grating and is suspended by ropes. In the background, other people can be seen walking on the bridge. The text "REACHING WOMEN, WHEREVER THEY ARE" is overlaid in large white letters at the top of the image.

# REACHING WOMEN, WHEREVER THEY ARE

MSI provider, Pragati, treks through the mountains of Nepal to deliver abortion and contraception.

## Leaving **no one behind**

Last year, our local teams drove, sailed and trekked to rural places, reaching thousands of communities who haven't had access to services like contraception and abortion care.

With a range of choices to avoid or space their pregnancies, we can bring healthcare, hope and opportunities.

- **14 million people** with little or no prior access to reproductive healthcare were supported by MSI teams
- **10 million kilometres travelled** by MSI's mobile outreach teams, to reach the most marginalised people and remote communities with life-changing care
- **4.6 million vulnerable or displaced people** supported by MSI in countries affected by climate disasters and humanitarian crises

## Working with partners

In 2024, we partnered on long-term solutions, so that a client accessing a service today can expect high quality care in the years to come.

By working with governments and private health networks, investing in digital and expanding safe health products, we're building health systems that are more sustainable and resistant to changes in the global funding environment.



## Changing lives and future generations

Our impact won't stay in 2024. The benefits of sexual and reproductive health and rights will ripple out for years, changing lives and generations.

A person's choice to access contraception or an abortion service can change the course of their life, and in some cases, it can save their life. It gives them control – whether that's to finish school, start a business, take on a leadership role, space their children, gain financial independence, or simply have agency to do whatever they choose.

- **Every \$1 invested in contraception generates over \$120 in health and socio-economic gains**
- In the countries MSI works in, **pregnancy related deaths would be 15% higher without our programmes**
- Beyond abortion and contraception, MSI supported **2.5 million people with other reproductive healthcare**, including safe motherhood services and deliveries, and testing and treatment for cervical cancer and HIV
- **13,400 healthcare providers** quality assured by MSI in 2024, so they have the skills to provide quality care for years to come

- **12,800 government health workers** trained by MSI to provide quality reproductive choices in their communities, across 22 countries
- **8.2 million people** accessed contraception or abortion services from government health facilities supported by MSI with training or supplies
- **11 advocacy wins were achieved by MSI and our partners**, across the spheres of policy, law and finance, helping to secure reproductive rights
- **500+ partnerships helped us to expand services**, strengthen health systems, advocate for change, share expertise and deliver impact – from grassroots to global

## Supporting young people

We proudly supported millions of young people's futures and their ability to access education and opportunities.

Every young woman should have agency over her body and choices. Reproductive healthcare gives girls the ability to finish their education, embark on careers, and ultimately decide their own futures – helping to advance gender equality across the world.

- **2.6 million adolescents supported with reproductive choice**, so they were able to pursue their own futures
- **Nearly one in five clients** (18%) served by MSI in 2024 was under 20 years old
- **600,000 adolescents supported to continue their education** with access to reproductive choice



# In 2024, our local teams in 36 countries across the globe delivered choice at scale for women and girls.

As a social business we generated around half of our income by selling health products and services. And our committed donors fuelled our programmes to reach marginalised and remote communities with no alternative access to care.

But the reality is hundreds of millions of women are still left behind, without the life-changing reproductive rights and choices they need, and recent cuts to international aid risk dragging us back further.

We know from our work around the world that the demand for reproductive choice has never been higher. Access to contraception and abortion will always be needed, and we are determined to be there for women, no matter what.

Help us protect access to life-saving reproductive healthcare in 2025.

£5

**That's the amount it takes for MSI to give someone their choice of contraception for a year. At scale, the impact is transformational.**



@msichoices



@msichoices



MSI Reproductive Choices



MSI Reproductive Choices



@msichoices.org



MSI Reproductive Choices  
1 Conway Street, Fitzroy Square,  
London W1T 6LP, United Kingdom  
Telephone: +44 (0)20 7636 6200  
Email: [partnerships@msichoices.org](mailto:partnerships@msichoices.org)  
Registered charity number: 265543  
Company number: 1102208

**CHOOSE CHOICE**  
**MSICHOICES.ORG**