

# THE POWER OF nutrition

## GLOBAL MALNUTRITION CRISIS APPEAL

Conflict, COVID, the climate crisis and rising global costs have combined to create a perfect storm – a hunger catastrophe the likes of which not known since World War II. 45 countries are teetering on the edge of famine. More than 800 million go to bed hungry every night and this number is rapidly rising.

The world is sleepwalking into a global tsunami of malnutrition and hunger. We must act now.

**The Power of Nutrition** creates partnerships and raises funding to advance the fight against global malnutrition. We are the only organisation that exclusively focuses on malnutrition and brings together governments, implementing organisations and the private sector to achieve results at scale.

We are looking for partners to work with us to reach millions of the world's most vulnerable. **We'll match every donation dollar for dollar**, making the money go further and reaching twice as many women and children.

**Will you, your company or organisation join us?**

Global food and nutrition insecurity has been rising since 2019 – Russia's invasion of Ukraine sent these levels off the scale. The effects of **climate change** have led to unprecedented droughts and back-to-back failed rainy seasons across the Horn of Africa. **This region also relies on Ukraine and Russia for 92% of its grain**, which simply isn't arriving.

Add the **pandemic** and **soaring global inflation rates** to the mix and we have a **perfect storm**. The poorest countries are suffering the most, **threatening to reverse years of gains made in development**. It's not long until we'll see harrowing pictures in the media – it's too late to prevent that, **but we can reduce the impact of the inevitable widespread famine**.

**Soaring food prices mean families in Africa and Asia are struggling to feed their children.**

**Work with us to change that – just \$5 a month provides a child with a daily food paste packed with nutrients.**

# WORK WITH US TO TURN BACK THE WAVE OF GLOBAL MALNUTRITION

THE POWER OF  
**nutritio<sup>n</sup>**

**The Power of Nutrition** works with implementing partners (such as **UNICEF** and **Save the Children**) to co-design programmes that respond to immediate nutritional needs and build for sustainable futures. Since our inception in 2015, we've reached **92 million women and children** across **19 countries in Africa and Asia**, with better access to health and nutrition services.

**With your partnership, we can work to ensure that no child goes hungry by:**

- Providing cash assistance to the most vulnerable households so they can continue to feed their families
- Ensuring that vulnerable children have access to Ready-To-Use Therapeutic Food (a life-saving mix of formula milk and peanuts provided in an easy-to-consume paste) alongside other treatments, so that they can continue to learn and play
- Coalescing governments and key players to raise awareness of a steadily growing crisis linked to climate change and global conflict
- Uniting with other partners to make significant impact on this global crisis



## CASH TRANSFERS

Just \$53 (£44) could help prevent a family of five from going hungry for a month.



## MALNUTRITION PREVENTION & TREATMENT

Just \$5 (£4) a month pays for a nutritious daily food supplement paste that provides vital calories, vitamins and minerals to help prevent a child from becoming malnourished. \$100 a month covers the cost of ready-to-use-therapeutic food (RUTF).

**Donate to our appeal and work with us to save lives.**

**Donate now**, or ask your company or organisation to donate directly or through employee giving. Every \$1 donated unlocks another, doubling the impact.

For more information and to discuss partnership opportunities, please contact: **Chris Grayson** [cgrayson@powerofnutrition.org](mailto:cgrayson@powerofnutrition.org)