



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. Globally, 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. The average rate of adolescent pregnancy in the Pacific is five times higher than in Australia, forcing girls out of school. 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.

Thank you.

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



WE ARE MSI ASIA PACIFIC

As part of the MSI Global Partnership, we are leaders 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



ACKNOWLEDGEMENT OF COUNTRY

MSI Asia Pacific wishes to acknowledge the Traditional Custodians of the land on which we work, learn and live. We pay our respects to Elders past and present.



MESSAGE FROM OUR EXECUTIVE OFFICER



I'd like to begin by acknowledging the Indigenous peoples of the lands on which we work, which includes Indigenous communities both in Australia and across the Asia Pacific region. We pay our respects to Elders past and present, and we recognise their ongoing connections to land, water, community and culture.

The past year demonstrated that there is no post-pandemic 'Business As Usual' for MSI Asia Pacific: many of the countries we work in are still feeling the flow-on effects of the COVID-19 pandemic. We've built on innovations that began in response to the pandemic, including ways of flexibly meeting the urgent need for sexual and reproductive healthcare. Generous support from our donors has enabled us to respond with agility to the unique challenges of this time.

Furthermore, know that around 140 million women and girls across the Asia and Pacific regions lack access to modern contraception; this represents nearly 55 percent of the global unmet need. We're uniquely placed to address this need, and we will continue to scale up so that even more women and girls have the power to choose.

The coming decades will likely see the intensification of climate-related events, which pose a risk to the rights of women and girls everywhere. Operating in regions particularly vulnerable to the effects of climate change, MSI Asia Pacific is working hard to understand how we can best support communities to uphold reproductive rights and access in times of crisis.

When we imagine a world in which nobody is left behind, we are also vocalising our commitment to the Asia and Pacific regions' most vulnerable people, including children, people with disabilities, and people experiencing sexual and gender-based violence. In 2023, we successfully built on initiatives that protect vulnerable clients and ensure they can receive the care they need.

I'm very proud of our passionate team, who work collaboratively to enhance sexual and reproductive health in the Asia Pacific and beyond. I'd like to acknowledge the hard work of our country teams who achieve incredible impact, often under very challenging circumstances. I'd also like to thank our board, which provides the governance expertise needed to do this work sustainably, and key partners including the International Planned Parenthood Federation.

Into the future, I will work with the MSI Asia Pacific team to advance its role as a leader in sexual and reproductive health. We will always champion choice, bodily autonomy and rights as central to our approach. We will continue to partner, develop solutions and advocate for our vision: by 2030, no abortion will be unsafe, and everyone will have access to contraception.

My sincere and heartfelt thanks to our donors and supporters, without whom this work would not be possible.

If you have ideas for how you might partner with us on this journey, don't hesitate to reach out to me.

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 around the world?

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

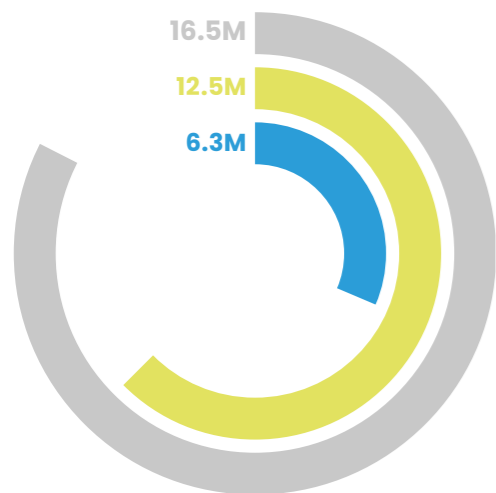


The last ten years of growing impact looks like:

130M

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

Unintended pregnancies prevented

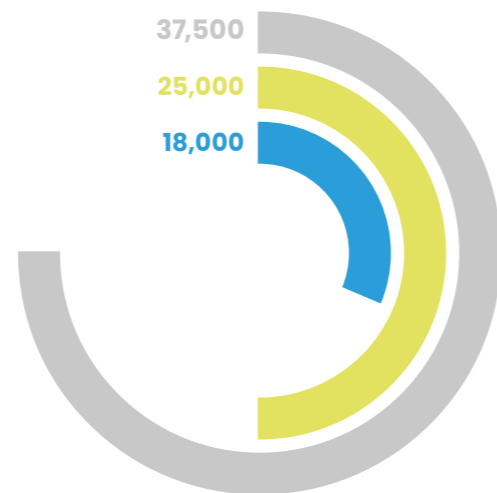


2013 2018 2023

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

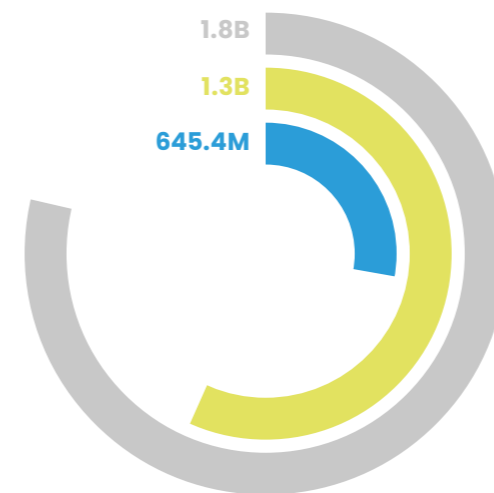


2013 2018 2023

\$18.1M

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.



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.



Myanmar

I CHOOSE CHOICE BY PROVIDING HEALTHCARE IN A HUMANITARIAN CRISIS

Mi Mi* 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.

*Name changed for privacy

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.”

I CHOOSE CHOICE BY GETTING A VASECTOMY

Papua New Guinea's road infrastructure is still developing, and millions of people rely on very basic roads, which are often impacted by floods and landslides. Many people walk for days to access basic services like healthcare.

As climate and weather events impact movement, transportation and livelihoods, the importance of family planning continues to grow.

Paul* is a 32-year-old man who lives in a rural area on the border of Gulf and Morobe provinces. He's married and has five children under the age of six.

Paul was a coffee grower, but this became unsustainable due to the condition of local roads, which were affecting the transport of his produce. As a subsistence farmer, this had a major impact on his family's financial security and wellbeing.

Paul heard about MSI from some of its Community-Based Mobilisers who were raising awareness near his home. He'd also heard from others in his community, who were sharing stories of their positive experiences accessing services through MSI.

Though customary taboos in Papua New Guinea tend to shape attitudes toward family planning, Paul made the decision to get a vasectomy.

He considered several factors including the family's distance from essential services like healthcare, the number of women in his community dying from childbirth complications, and the shortage of land to farm locally. He also wanted to relieve his wife from the stresses of undergoing an invasive procedure.

The MSI vasectomy procedure uses a quick and minimally invasive technique with low levels of pain. Vasectomies have fewer complications compared to other surgical procedures and are a reliable form of contraception. They usually don't require overnight stays at health facilities, meaning men can return to work or other commitments the following day.

Though the decision to get a vasectomy was not made lightly, Paul felt it was the right one for him and his family. He and his wife travelled for two days and nights, crossing rivers and mountainous terrain to reach the MSI Morobe Outreach team where they were stationed. This highlights the extent of the country's challenging terrain and the need for outreach services, which may still be hours away from people living rurally.

After the procedure, Paul was happy with the quality of care provided by MSI. He feels the benefits of a vasectomy outweigh the challenges of customary taboos and the hard journey. His vasectomy story will be shared in his community, which will hopefully encourage others to consider their family planning options.

Paul's story highlights the role men can play in family planning, and the ability of individuals to overcome stigma to ensure the health of their families. MSI is working hard to ensure more men like Paul understand the benefits of and can access vasectomies.

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.



Papua New Guinea

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.

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.

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.

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 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.”

\$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.

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.



Pakistan

[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 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.

Why support MSI Asia Pacific?

- 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 your support. Thank you.

Make a donation at support.msichoice.org/auztz

“ 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.”

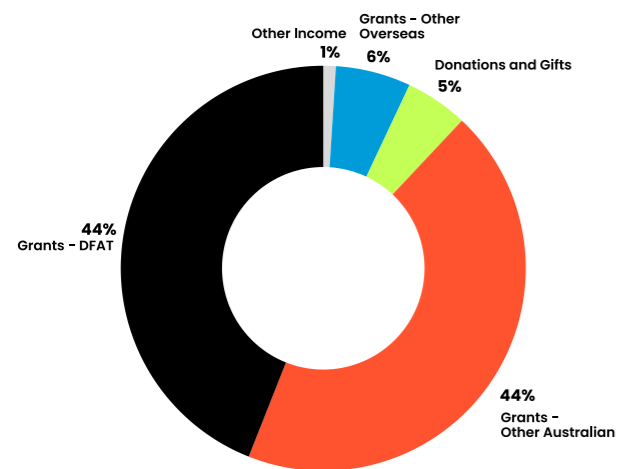
– Rachel R., MSI donor



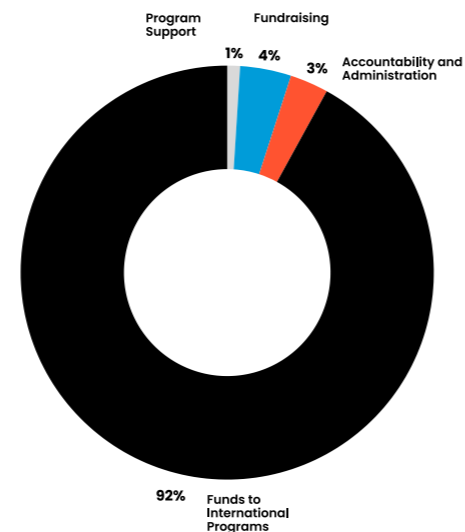
Financial performance

MSI Asia Pacific financial snapshot

2023 revenue by type



2023 expenditure by type



MSI Asia Pacific Income Statement Year ended 31 December 2023

REVENUE	2023\$	2022\$
Donations and gifts		
Monetary	711,984	1,155,846
Grants		
DFAT	6,881,465	10,398,757
Other Australian	6,869,121	5,137,175
Other overseas	849,593	662,523
Investment income	223,572	223,606
Other income	3,138	201,925
Total Revenue	15,538,873	17,779,832
EXPENDITURE	2023 \$	2022 \$
International Aid and Development Programs Expenditure		
Funds to international programs	13,623,968	22,798,266
Program support costs	131,113	924,464
Fundraising costs		
Public	343,688	427,800
Government, multilateral and private	182,148	259,099
Accountability and administration	520,434	1,833,089
Total International Aid and Development Programs Expenditure	14,801,351	26,242,718
Exchange rate (gain)/ loss	(22,837)	(56,981)
Impairment of branch		1,256,906
Total Expenditure	14,778,514	27,442,643
Excess / (shortfall) of revenue over expenditure	760,359	(9,662,811)
Other comprehensive (loss) / Income		104,971
Total Excess / (shortfall) of revenue over expenditure	760,359	(9,557,840)

The figures above have been extracted from MSI Asia Pacific's Audited Financial Statements for the year ended 31 December 2023. For a copy of this report, please call us on 1300 478 486 or email info@msichoices.org.au. Further financial information is available at the Australian Charities and Nonprofits Commission (ACNC).

HOW CAN YOU SUPPORT US?

Donate

Support our work to make choice possible around the world via our website: support.msichoices.org.au/

Contact us directly for a conversation about how you would like to support MSI Asia Pacific at philanthropy@msichoices.org.au

Stay in the know

Subscribe to our newsletter to receive the latest news and campaigns on global reproductive health and rights straight to your inbox.

Sign up via our website: www.msichoices.org.au

Join the conversation



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