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ABOUT PSI

PSI is a global nonprofit that makes it easier for all people to lead healthier lives and plan the families they desire.

PSI brings innovation to scale, shaping healthcare market systems through our presence in over 50 countries and a vast network of global, regional, national and provincial partners.

With an unwavering commitment to the healthcare consumer, PSI designs effective and sustainable solutions to the world’s biggest healthcare challenges.

50+ MEMBERS
A global network structure of more than 50 member organizations

50 YEARS
A 50-year track record of developing cutting-edge health solutions

" "

PSI is focused on the right goals. Quality, affordable, accessible basic healthcare for all, and alignment to Universal Health Coverage and the Sustainable Development Goals. PSI is a systems-change agent, working in the interface of understanding primary healthcare but also understanding that many others have a role to play, like the private sector and government. PSI is not a standalone silo but a systems change agent.

- Dr. Angela Gichaga
Chief Executive Officer at the Financing Alliance for Health and PSI Board Member

TOGETHER WITH OUR PARTNERS WE

Invent and innovate effective health solutions

Test concepts and bring investments to the right ideas

Deliver healthcare to our consumers where, when, and how they want it
A NOTE FROM OUR LEADERSHIP

In 2020, PSI’s 50th anniversary coincided with one of the greatest challenges to global health in our lifetime: COVID-19.

In the face of COVID, we leveraged innovation and impact, world class talent, experience from previous pandemics, and a resilient global network to respond. Doing so required that we: fundamentally shift how we work (we became a nearly all-remote workforce); significantly adapt our existing health programs; and rapidly design and introduce entirely new interventions to expand COVID-19 diagnostics and address vaccine hesitancy.

PSI’s global efforts were guided by capabilities 50 years in the making, but also by a new strategy that charts a pathway forward in a world marked by persistent health worker shortages, strained healthcare facilities and health financing shortfalls. This new strategy commits us to working with government partners and others, to design healthcare systems that are more responsive to consumer needs and that take advantage of medical and digital technologies to put more care and control into consumer hands. We believe these consumer-powered approaches to Universal Health Coverage (UHC) will dramatically improve both equity and effectiveness.

OUR APPROACH

Align with and support health ministries. We work to ensure our efforts are in service of government plans and priorities.

Work locally. We work to maximize national capacity and local decision-making power. Last year, more than 20% of our funding went directly to local and national partners in the countries where we work, to achieve the health impact we collectively seek—and that percentage continues to steadily increase.

Strive for sustainable impact. Donors are rightly concerned about the never-ending need for external funding; shouldn’t the need for subsidy decline? Our social business work is one example of how to achieve this.

Connect globally. PSI delivers health programs through our network members in 50+ countries. The technical leadership, talent overall, learnings shared, and standards upheld collectively represent the value this network brings to every project.

Celebrate diversity. To counter sector-wide power imbalances, we aim for 50% of our leadership to be comprised of underrepresented gender identities, and 50% comprised of underrepresented groups by 2025. On the former, we’re already above target.

2020 was a year of immense challenges and grief. We lost colleagues and family members, dearly loved and sorely missed members of our community, to COVID-19. We will never lose sight of the human aspect of living and working through a pandemic. But this was also a year in which we discovered what we are capable of delivering during a global health crisis. This was possible in large part due to the many partners who helped us get through 2020, together. These partnerships will remain equally vital in 2021 as we navigate continued uncertainty, meet the urgent health needs where we operate, and build more consumer-powered health systems for the long-term. We are grateful to all our partners for making this important work possible.
We recognize that when we advance our strategies, not everything is certain, but with a relentless focus on the metrics that matter, we will learn from our experience and support Sara in securing a brighter future for herself.

- Byron Pollitt
Former Chief Financial Officer at Visa Inc. and PSI Board Member
THE POWER OF THE NETWORK
RAPIDLY ADAPTING OUR
PROGRAMS TO THE
COVID-19 CONTEXT

This year, PSI found itself operating on the front lines of the pandemic. In response, we adapted over 300 healthcare programs worldwide, innovating to continue responding to the health needs of Sara – our archetypal consumer. Our network enabled rapid learning – marrying strong local capacity and experience with global expertise. Our programs ensured that consumers could continue to access high quality, essential health services in the context of COVID-19. From March to December 2020 we specifically tracked where and how we continued to show impact through our programs spanning: HIV and TB, malaria, sexual and reproductive health and rights, and water, sanitation and hygiene, or WASH.

Visit our COVID-19 map at: psi.org/practice-area/covid-19

In 50+ countries across Asia, Africa, and Latin America, PSI’s work continued in advocacy, capacity building, commodity security, COVID-19 prevention, demand creation, quality assurance and service delivery. We put self-care tools into Sara’s hands, such as HIV self-tests. We launched social behavior change campaigns to encourage hand washing and mask wearing. We implemented digital tools like chat bots, HNQIS¹ and DHIS2² to support all participants across mixed, public-private healthcare systems from consumers to health workers; and we worked directly with governments to respond to the pandemic.

We also launched COVID-specific programs and partnerships, including bi-lateral initiatives, to address the clarion call for health systems strengthening. We look forward to carrying the best practices and lessons learned from these efforts into our long-term global health security efforts over the next fifty years of PSI’s – and Sara’s – future.

DURING THE GLOBAL PANDEMIC, PSI DELIVERED OVER 21 MILLION YEARS OF HEALTHY LIFE

PSI has been a vital partner in supporting our health partnership programs to expand how global health teams can use Facebook as a part of their social behavior change communications work. In this year, when access to accurate health information is more important than ever, global health partners, including PSI, are essential to our ability to increase access to authoritative information in an agile way that resonates with communities globally.

- John Cantarella
Vice President, Community and Impact Partnerships at Facebook

Norway is taking a leading role in the digital public goods alliance...What have we learned?...Work in partnership with countries and institutions like the US President’s Emergency Plans for Aids Relief (PEPFAR), Population Services International, and Doctors without Borders. Over time, provide solutions, build support relations, and expand in-house capacity.

- Bård Vegar Solhjell
Director General of the Norwegian Agency for Development Cooperation

¹HNQIS: Health Network Quality Improvement System
²DHIS2: District Health Information Software 2
THE SCALE OF PSI PROGRAMMING IN 2020

SERVICES PROVIDED INCLUDE

- **5.19 M** children protected by seasonal malaria chemoprevention (SMC) during malaria transmission season
- **10.33 M** people received artemisinin-based combination therapy, saving lives by treating malaria
- **38.53 M** people were protected by long-lasting insecticide-treated nets, protecting families from malaria
- **38.7 K** people received directly observed therapy, saving lives by treating tuberculosis
- **213 K** people received a treatment course of antibiotics, saving lives by treating pneumonia
- **1.6 M** people received diarrhea treatment, saving children’s lives by reducing the severity and duration of diarrheal disease
- **1.55 M** people received long-acting reversible contraceptives including implants and intrauterine devices, and permanent contraceptives including tubal ligation and vasectomy
- **6.72 M** people received short-term contraceptives including condoms, emergency contraception, oral contraception, injectable contraception, and cycle beads
- **128,500** deaths due to malaria, diarrhea, and pneumonia prevented
- **13,800** maternal deaths prevented
- **110,900** HIV infections prevented
- **4.98 M** unintended pregnancies prevented
- **702,400** people were voluntarily tested and counseled for HIV and other STIs, reducing transmission rates and increasing access to treatment through referrals
- **946,500** people received HIV self-test kits, mitigating barriers to get tested and increasing the adoption of HIV prevention and treatment
- **1.65 M** people received HIV testing services or products, ensuring vulnerable and key populations know their HIV status
The figures on these pages are excerpted from statements and schedules issued by PSI’s external auditors. Copies of audited statements are available at psi.org/annual-reports.

FINANCIAL STATEMENTS

2020 REVENUE BY DONOR TYPE

- **41%** U.S. Government
- **27%** International Organizations
- **13%** Non U.S. Governments
- **11%** Foundations & Corporations
- **7%** Other Sources
- **1%** Individual Contributions

EXPENSES BY YEAR (IN MILLIONS)

- **2020**
  - Programs: $506.5
  - Management & General: $458.6
  - Fundraising: $422.4
- **2019**
  - Programs: $36
  - Management & General: $2
  - Fundraising: $1.6
- **2018**
  - Programs: $2
  - Management & General: $0.9
  - Fundraising: $0.3

REVENUE BY YEAR

- **2020** $457,172,281
- **2019** $503,845,982
- **2018** $542,349,734
This is what I find the most attractive about PSI: it is consumer driven and people focused. This enables PSI to be thoughtful about what it engages in and very focused on the types of services that are provided. And it is an interesting model; sure, there is a standard NGO component to PSI but because of the market and consumer driven approach, it is broader than a standard NGO.

- Tariro Makadzange
Senior Director of Biology at Gilead Sciences and PSI Board Member