



2020 Blue Door Fund Report

 **MSI**
UNITED STATES

At first, I was scared to use family planning because there were a lot of rumors. But now that I understand it, I wish I had used it before.”

– Ndeye, MSI client in Senegal



MSI US supports MSI's work worldwide through the contributions we receive each year from generous US donors. Unrestricted and lightly designated gifts from US individuals and foundations are pooled through MSI's Blue Door Fund. The Blue Door Fund was established to enable the organization to amplify its services by making best use of its flexible funding. It is designed to:

- Deliver greater impact.
- Support transformational growth.
- Prevent product shortages, train staff and update equipment.
- Provide bridge funding to sustain vital services.

Country programs are invited to apply for Blue Door funding through a rigorous process. Applications focus on activities that reach underserved and marginalized groups for which other sources of funding are unavailable.

2020 turned out to be an unpredictable year. Funding from the Blue Door Fund allowed our country programs to respond quickly to the challenges presented by COVID-19 and keep essential healthcare services available to women and girls in need.

Blue Door Fund Guiding Principles:

Choice – provide an array of contraceptive methods, including long-acting and permanent, along with safe abortion services.

Cost – maximize our effectiveness to decrease the cost per service in each country where we work.

Quality – deliver the highest quality of client-centered care and clinical safety and exceed clients' expectations.

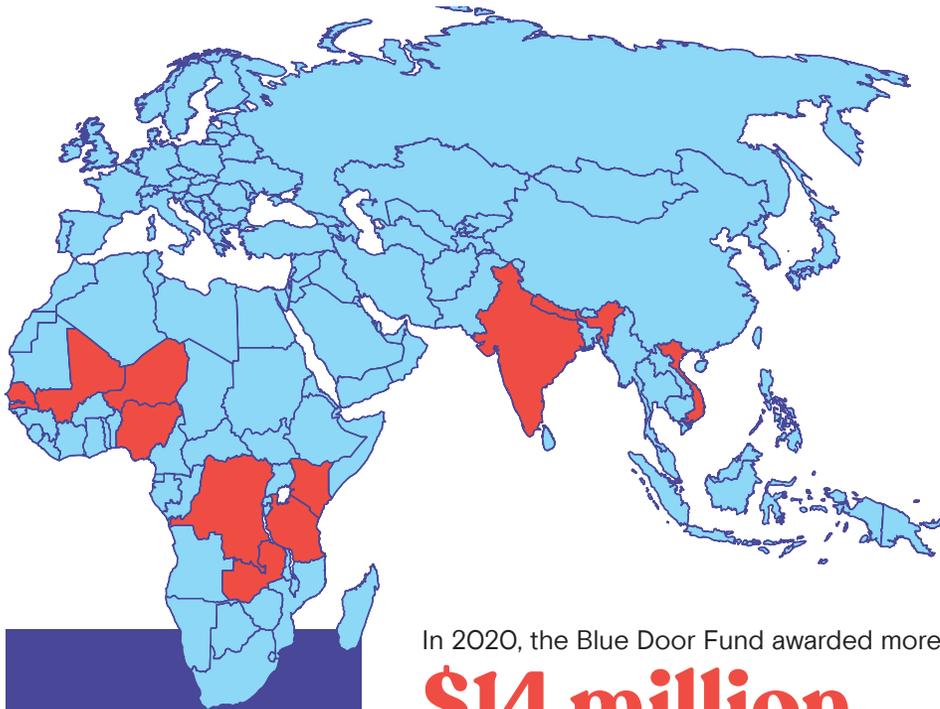
Results – make a significant contribution to national contraceptive use, particularly for underserved and poor women and couples in rural and hard-to-reach areas.

Sustainability – integrate services into the public system where possible and provide ongoing support and training for health providers.



I told one client that at MSI we won't judge her. She was able to get an abortion safely. She was very thankful. She hugged me and told me: "you have given me the gift of being able to live freely in my community."

– Meenakshi, MSI provider in India



Spending

DRC	\$96,000
India	\$1,956,000
Kenya	\$1,824,000
Malawi	\$785,000
Mali	\$422,000
Nepal	\$99,000
Nigeria	\$2,990,000
Sahel	\$171,000
General Support	\$894,000
Tanzania	\$2,514,000
Viet Nam	\$2,028,000
Zambia	\$707,000

Services Funded

Centers	3%
Public Sector Strengthening	39%
Outreach Teams	46%
Social Franchises	2%
Other	10%

In 2020, the Blue Door Fund awarded more than

\$14 million

in total across 13 country and regional programs.

The Blue Door Fund primarily supported outreach and public sector strengthening, with a focus on reaching underserved and marginalized women who could otherwise have no access to reproductive healthcare services.

Case Study – Nigeria

Through your generosity, the Blue Door Fund supported five outreach teams in Nigeria. These teams traveled great distances to reach women in remote areas of the South and North Central regions with contraception and care after unsafe abortion.

It can be hard to keep services going in these regions due to ongoing insurgency and violence, and COVID-19 caused further disruption. MSI's experienced teams built relationships with the communities they serve and partnered with the government to make sure they could continue providing healthcare.

In response to rising cases of COVID-19, the outreach teams were trained in COVID-19 guidelines, including wearing face masks, using hand sanitizer and ensuring social distancing. Service providers were equipped with PPE and essential supplies so they could continue services through the pandemic.

The teams focused on reaching high-impact clients, including adolescents and “adopters”, people using contraception for the first time. About 13% of clients are adolescents, who face unique barriers to reproductive healthcare.



The Blue Door Fund is a vital and strategic source of support that keeps MSI's programs running and allows us to move quickly to make a greater impact for the women we serve.

By uniting your philanthropy with others, you ensured that women and adolescent girls in many of the poorest, most marginalized areas of the world have access to contraception and safe abortion care. Your generosity is making a direct impact on women's lives, and you have my heartfelt gratitude.



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