



Vital
Strategies

2024 Impact Report



Cover Image

(Top Right) The project in Bangkok's Bamrung Mueang neighborhood created more safe space for pedestrians.

(Top Left) León, Mexico surveyed residents about their experiences as pedestrians and cyclists and installed traffic-calming measures and other safety improvements, with support from Partnership for Healthy Cities.

(Bottom) Members of the New Jersey Harm Reduction Coalition, a Vital partner providing harm reduction advocacy, community health events, neighborhood outreach, and other services.

We tackle the world's
leading drivers of death
and disease so that
people, communities
and countries can thrive
and everyone can enjoy
longer, **more vital lives.**

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The key to our success?

Partnering with governments and civil society to build lasting, locally grounded solutions backed by data and experience.



The lead poisoning prevention data collection team in Chennai, India conducts a household interview to understand the source of lead in the household.

Promoting Health

Tobacco, alcohol and ultra-processed foods are driving a global wave of noncommunicable diseases. As one of the few global health organizations working across all three issues, Vital Strategies is galvanizing a movement toward healthier futures.

The Burden of Noncommunicable Diseases

NCDs—noncommunicable diseases like cancer, diabetes and lung disease—account for 74% of deaths, and 82% of NCD deaths before age 70 happen in low- and middle-income countries.

Global Progress

26% drop in smoking globally

Since 2005, smoking, the leading NCD driver, has declined from 31% to 22% globally.

Vital Strategies' Impact in Noncommunicable Diseases

As of 2024, Vital Strategies has worked across 36 countries to support health taxes on tobacco, alcohol and ultra-processed food.



HEALA and other Food Policy Program partners in South Africa are advocating for a stronger Health Promotion Levy by raising the tax on sugary drinks to 20%, with support from Vital Strategies. South Africa was one of the first countries in Africa to pass a sugary drinks tax.



Preventing Harm

Road traffic crashes, gender-based violence and overdose claim millions of lives each year. Vital Strategies brings science and policy solutions to bear on these preventable killers.

The Burden of Overdose

Overdose is the leading cause of unintentional injury death among adults under age 50 in the United States, and hits even harder among Black, Indigenous and other communities of color.

Progress in the United States

27% decline in overdose deaths

Overdose deaths declined 27% in the United States in 2024—the first significant decline in a decade.

Vital Strategies' Impact in Overdose Prevention

In 2024, the seven U.S. states where Vital promotes a public health approach to overdose experienced, on average, larger overdose decreases—over 34% in Michigan, North Carolina and Wisconsin.



A group of Black men attend a community information event to learn more about how the overdose crisis disproportionately impacts the Black community and discuss ways to change this through public service and health interventions.

Protecting Communities

Environmental causes claim 12.8 million lives each year. Vital Strategies works to protect communities from environmental harm such as lead poisoning, air pollution and heat.

The Burden of Childhood Lead Poisoning

Lead poisoning is a preventable public health crisis, affecting up to one-third of the world's children with a lifetime of cognitive and physical harms, and responsible for 3.5 million premature deaths each year from cardiovascular disease.

A Global Movement Is Growing

The Partnership for a Lead-Free Future, a \$150 million initiative launched in October 2024 with Vital Strategies as a key partner, more than doubled global funding for the issue and signals important momentum.

Vital Strategies' Impact in Lead Poisoning Prevention

In 2024, Vital Strategies expanded its world-leading expertise with new efforts to fill data gaps on blood lead levels, conducting and supporting regional and nationally representative lead exposure studies in India, Peru, Indonesia and Kyrgyzstan.



A child receives a treat after being tested for lead during the first national blood lead survey in Kyrgyzstan, which Vital supported with study design and quality control.





More than 900 children were tested in Kyrgyzstan's first-ever child blood lead level survey in October, undertaken by Ekois, NIH and Pure Earth with Vital Strategies' technical support.

Learn about other ways we are tackling major drivers of death and disease, from road traffic crashes to air pollution to sugary drinks.

To learn more about our work visit:
Vitalstrategies.org/programs



In Bangkok's Bammung Mueang neighborhood, new street updates are improving pedestrian safety.

How did we help drive lasting change in 2024? We bridge policy to practice to people.

Vital Strategies partners with governments and civil society to confront the world's most overlooked health threats. Our vision for public health systems transformation is simple: Data-informed **policy**, put into **practice** by strong institutions and amplified by strategic communication, establishes an environment where all **people** can live healthy lives. To achieve this, we apply policy solutions, data intelligence and strategic communication, with institutional strengthening as a foundation.

Policy Solutions

We partner with governments and civil society to advance and accelerate policies proven to improve health—such as health taxes to drive down consumption of tobacco, alcohol and sugary drinks to prevent NCDs and raise essential revenue.

RESET Alcohol contributed to the tax increase in Sri Lanka by supporting Alcohol and Drug Information Centre's advocacy and media campaigns. Below, advocates analyzed their elected officials' positions on alcohol policies.

34%

Total increase in alcohol taxes in Sri Lanka in 2023–2024, setting the stage for less consumption and fewer health harms.



Data Intelligence

We support the collection and analysis of health data that equips governments, civil society and communities with critical information—and the capabilities to use the data to improve health policy.

Policy analysis conducted during the Data to Policy partnership with Kenya's Ministry of Health informed the inclusion of routine HPV testing in the health benefits package. Below, a Data to Policy forum in Kenya in 2024.

178

Policy briefs—on topics ranging from road crash response to cancer screening—produced with Data to Policy Program support since 2016, including 47 in 2024.



Strategic Communication

We combine storytelling and science in high-impact, evidence-based media campaigns that change policy and behavior—such as powerful video testimonials from people who lost loved ones to overdose, road traffic crashes or NCDs.

Billboard in Bernalillo County, New Mexico for “You Have Power to Save Lives,” a campaign to expand availability and use of naloxone, a lifesaving overdose-reversing nasal spray medication.

32M+

Over 32 million impressions generated by the “You Have the Power to Save Lives” campaign, plus 95,000 website visits generating 3,300+ referrals to naloxone distribution sources.



Leaders From Leadership



Mary-Ann Etiebet, M.D.
President and Chief Executive Officer

A year ago, I had the honor of joining Vital Strategies and becoming part of this global team of 400+ professionals who apply their knowledge, experience and grit to the urgent work of strengthening public health systems meet the needs of today and tomorrow.

The more I learn about Vital's transformative work, the more I believe in the power of this organization to shape our collective futures by reducing the global burden of noncommunicable diseases and injuries.

Whatever health challenge people are facing—rising NCDs driven by consumption of unhealthy products, the profound impacts of climate change on health, road traffic injuries that cut young lives short—Vital Strategies partners with governments and civil society to tailor evidence-based policy responses that improve well-being and save lives. The success stories highlighted here are just a sample of our progress in public health in 2024, and they illustrate not just the impact we are having on the lives of people around the world, but also how we achieve that impact. We drive sustainable solutions: strengthening data systems that help inform public health priorities, advancing policies that cover people wherever they live, work and play, and designing strategic communication to drive behavior and policy change.

The global health landscape is changing rapidly, with funding and political constraints compounding existing challenges and creating new ones. We may not know yet where the dust will settle, but one thing is clear: Lasting public health impact can be achieved when we push the boundaries to bridge the continuum from policy to practice to people. Every day, every month and every year of dedicated effort brings us closer to our vision of tomorrow: A world where everyone, everywhere is protected by strong and effective health systems so they can live longer, healthier and more vital lives.

A handwritten signature in black ink that reads "MA Etiebet". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.



Bruce Mandell

Chairperson of the Board of Trustees

I am immensely proud of Vital Strategies. Over the past 17 years, I've witnessed the organization confront some of the world's most pressing health challenges—often in complex circumstances, and even during a pandemic.

Each year, Vital Strategies' ambition has translated into meaningful impact, and the 2024 numbers tell the story: 60 policy and practice improvements across 30 countries, 100 media campaigns, on topics from tobacco to road safety to overdose prevention, over 115 partnerships with national, subnational and city governments, and much more.

This 2024 impact report shows how our exceptional team works strategically with governments and civil society to make lasting improvements to public health and promote equity. Whether it's addressing the global NCD epidemic, confronting the health effects of climate change or fortifying health systems with improved data, Vital brings science, partnership and deep commitment to its work.

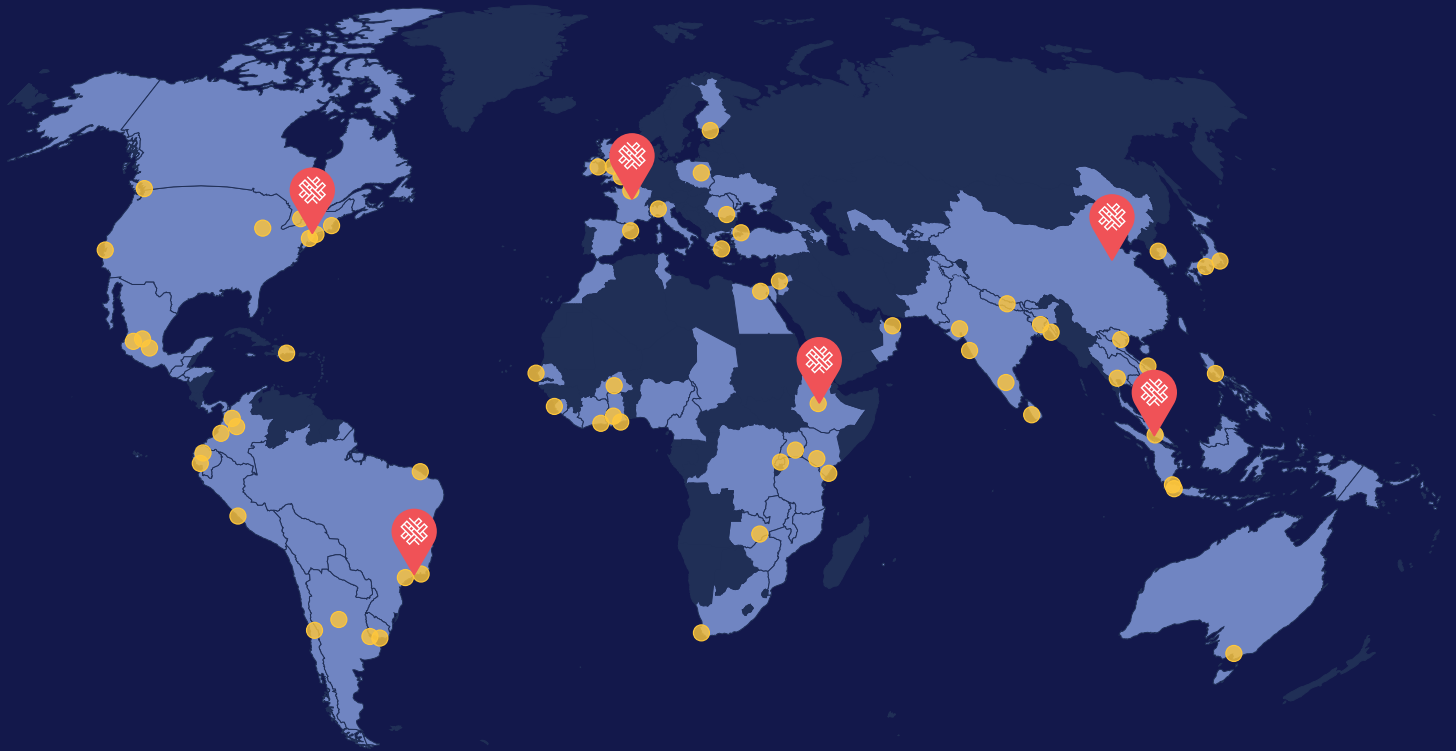
As Board Chair, my goal has been to match Vital's programmatic growth with strong investments in operations and infrastructure. Under the leadership of our new President and CEO, Dr. Mary-Ann Etiebet, and with the support of dedicated trustees, Vital Strategies continues to bring bold, evidence-based solutions to today's urgent public health needs.

Since joining the Board in 2008, I've watched this organization evolve into a global force, now collaborating with governments in more than 80 countries. Vital supports governments to take the long view on health, offering insights, building trust, and enabling sustainable policy. I am grateful to our donors, partners and dedicated team. Vital Strategies is poised to thrive for decades to come—and I'm honored to be part of this journey.

A handwritten signature in black ink, appearing to read 'Bruce Mandell', written in a cursive style.

By the Numbers

Where We Work



80+

Countries

70+

Cities

6

Offices

Countries

Argentina	Fiji	Moldova	Spain
Australia	Finland	Morocco	Sri Lanka
Azerbaijan	France	Mozambique	Tanzania
Bangladesh	Georgia	Nepal	Thailand
Barbados	Ghana	Nigeria	Timor-Leste
Bhutan	Greece	Niue	Tonga
Bolivia	Guatemala	Oman	Tunisia
Brazil	Honduras	Pakistan	Turkey
Burkina Faso	India	Panama	Uganda
Cameroon	Indonesia	Papua New Guinea	Ukraine
Canada	Ireland	Paraguay	United Kingdom
Chad	Italy	Peru	United States of America
Chile	Jamaica	Philippines	Uruguay
China	Japan	Poland	Uzbekistan
Colombia	Jordan	Romania	Vietnam
Côte d'Ivoire	Kenya	Rwanda	Zambia
Dominican Republic	Kyrgyzstan	Samoa	Zimbabwe
DR Congo	Laos	Senegal	
Ecuador	Liberia	Sierra Leone	
Egypt	Malawi	Solomon Islands	
El Salvador	Malaysia	South Africa	
Ethiopia	Mexico	South Korea	

Cities

Abidjan	Cape Town	Ho Chi Minh City	Mombasa	Santo Domingo
Accra	Chattogram	Istanbul	Montevideo	São Paulo
Addis Ababa	Chicago	Jakarta	Mumbai	Seoul
Ahmedabad	Colombo	Kampala	Muscat	Tokyo
Amman	Córdoba	Kathmandu	Nairobi	Toronto
Athens	Da Nang	Kigali	New York City	Vancouver
Bandung	Dakar	Kuala Lumpur	Osaka	Warsaw
Bangkok	Dhaka	Kumasi	Ouagadougou	
Barcelona	Dublin	León	Paris	
Bengaluru	Fortaleza	Lima	Philadelphia	
Bogotá	Freetown	London	Phnom Penh	
Boston	Guadalajara	Lusaka	Quezon City	
Buenos Aires	Guayaquil	Melbourne	Quito	
Bucharest	Greater Manchester	Medellín	Rio de Janeiro	
Cairo	Hanoi	Mexico City	San Francisco	
Cali	Helsinki	Milan	Santiago	

Our Global Reach



4 Billion+

People who live in countries where Vital has supported health policy and practice improvements. Here, children of tobacco farmers in Indonesia took part in a World No Tobacco Day drawing competition.



80+

Countries where Vital worked in 2024. Above, a Mexico City bus ad for “Alcohol Harms Those You Love the Most,” a campaign on alcohol’s effect on family violence.



38

Countries where our team members live and work. Above, Tobacco Control team members at the Union World Conference on Lung Health in Bali in 2024.



115+

Partnerships with national, subnational and city governments in 2024. Here, a New Jersey Harm Reduction Coalition member with the governor after signature of a paraphernalia decriminalization bill.



100

Media campaigns Vital supported in 2024, on tobacco, food policy, alcohol, road safety, and overdose, for a total of 750+ since 2008. Above, the launch of a speeding campaign in Guadalajara.



250+

Policy and practice improvements supported by Vital Strategies across 61 countries since 2013. Above, Food Policy partners in Colombia advocating for the "Junk Food Law."

Our Impact in 2024

Promoting Health

ALCOHOL POLICY



600

Media stories in just three days after Brazil's "Uma Dose de Realidade" campaign launched in 2024, highlighting the health and social harms of alcohol as policymakers debated a historic tax reform.

TOBACCO CONTROL



47,500

Tobacco control violations identified in 670 enforcement drives in six countries. Above, university students protest at the World Tobacco Asia and Vape Show Expo in Surabaya, Indonesia.



255,000+

People signed up to the Kick Big Soda Out of Sport movement in 2024. Launched during the Paris Olympics, the campaign urges the IOC to end its sponsorship deal with Coca-Cola.



500

Cancer cases identified by Cambodia's new population-based cancer registry established in November 2024. Here, registry staff abstract data from medical records at Khmer Soviet Friendship hospital.

Protecting Communities

PARTNERSHIP FOR HEALTHY CITIES



30+

Lifesaving policies to prevent NCDs and injuries established since the Partnership for Healthy Cities began in 2017. Here, gathering data about safe streets in León, Mexico.

CHILDHOOD LEAD POISONING PREVENTION



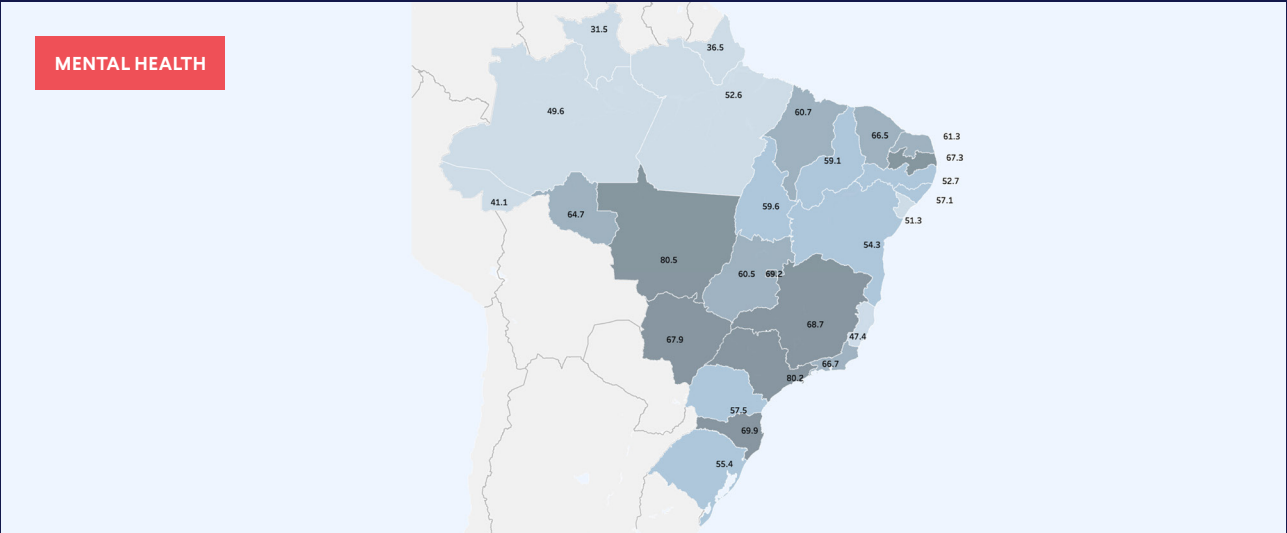
2,600

Children and pregnant women tested for blood lead levels to date in India, Kyrgyzstan and Peru. Above, a father and daughter in Chennai learn about lead poisoning.



17 Million

Residents in Dhaka, Kathmandu and Jakarta covered as of 2024 by networks of air-quality sensors that offer actionable data to communities affected by air pollution.



29

Children's and adolescents' mental health indicators tracked by municipality in the Children's Mental Health Promotion Platform in Brazil, strengthening public administration with local data.

Preventing Harm



300,000

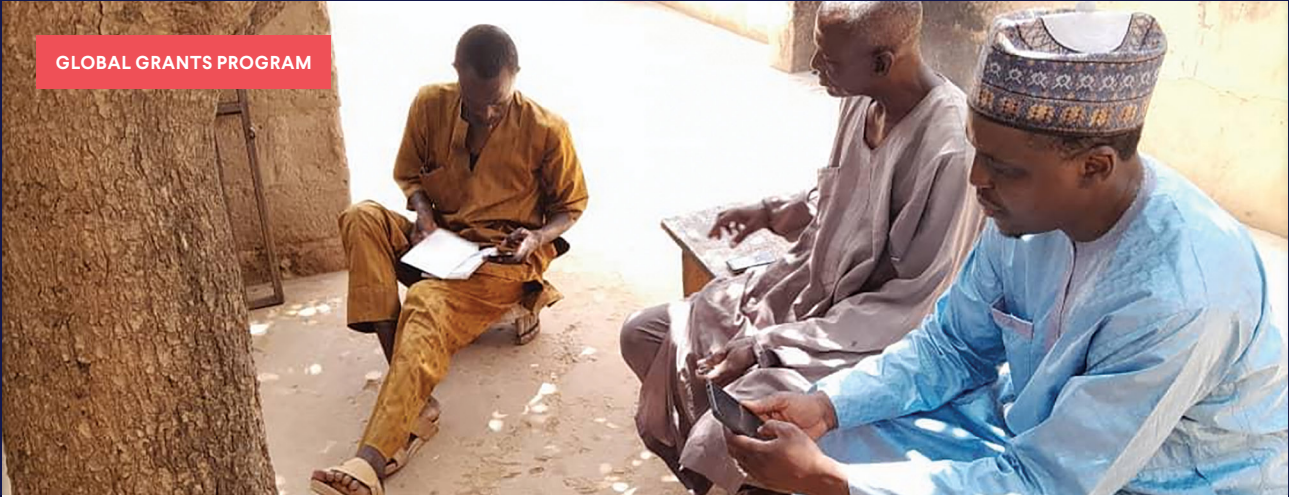
Road injury records cleaned to improve accuracy in 2024 with Vital support; 32 local data reports and 8 dashboards supported. Above, launching Campinas' road safety plan.



42

Crisis intervention centers for gender-based violence established in Mumbai, based on new data analysis. Above, the launch of a gender-based violence study in Mumbai.

GLOBAL GRANTS PROGRAM



28

Gender equity partnerships the Global Grants Program has launched, including 13 in 2024. Above, a verbal autopsy in Katsina State, Nigeria, part of a project to reduce maternal and neonatal deaths.

OVERDOSE PREVENTION



1.8 Million

Doses of naloxone distributed as of 2024 through online portals in U.S. states Vital supports. Above, materials about harm reduction strategies to prevent overdose displayed at an event in Harrisburg, Pennsylvania.

How Vital Strategies Tackles Today's Global Health Challenges

We apply our core approaches—data intelligence, strategic communication, policy solutions and institutional strengthening—in more than 80 countries on six continents. Whatever the challenge, we tailor our approaches to the context in close collaboration with government and civil society partners. Read on for some examples of our work in 2024.

Slowing the Rise of NCDs

Unhealthy products like alcohol, tobacco, sugary drinks and ultra-processed foods are fueling the rise in noncommunicable diseases such as cardiovascular disease, cancers and Type 2 diabetes—leading to disability or death for tens of millions of people each year.

Vital Strategies' partnerships are powering transformational change. We support evidence-based policy advocacy, strategic communication and industry monitoring to advance policies—such as health taxes, marketing restrictions and smoke-free cities—to ease the burden of NCDs on families and economies.

Brazil Passes Sweeping Health Tax Policy

Brazil's National Congress delivered a transformative victory for public health in 2024: a landmark tax reform that set the stage for a special tax on products that fuel the country's growing burden of NCDs. After decades of political logjam, this breakthrough marks a pivotal step toward protecting families and communities from preventable illness and premature death. The reforms also promote healthier eating and strengthen Brazil's agricultural sector by exempting minimally processed foods.

Vital Strategies has been working in Brazil since 2009, supporting partners in building healthy public **policy solutions**—including to reduce consumption of tobacco, ultra-processed foods and alcohol—and leveraging **strategic communication** to set the policy agenda, change behaviors and social norms, and strengthen public and policymaker support. Going forward, we are supporting partners so the tax rates are set at levels proven to maximize health outcomes by reducing consumption of unhealthy products, with a particular focus on shielding youth from lifelong harm. Together, we are turning bold policy into lasting progress.



On World Food Day 2024, Vital Strategies' partners in Brazil organized outreach across multiple cities to highlight the health harms of ultra-processed products and build public support for healthy food policies.



Chew on This—Food Politics in South Africa is a web series produced by partners Community Media Trust and HEALA with support from Vital Strategies.

Confronting the Health Impacts of Climate Change

More than 90% of the world's population breathes polluted air. The second leading global risk factor for death, air pollution was responsible for more than 8.1 million deaths in 2021, disproportionately affecting people in low-income countries.

Breathe Jakarta Offers a New Vision for Urban Air

The health impacts related to climate change, from rising temperatures to worsening air quality, are undeniable. In response, Vital Strategies has partnered with the Clean Air Fund and the climate leadership group C40 Cities to launch Breathe Jakarta, a pioneering program to improve air quality and combat climate change in the Indonesian metropolis of over 10 million people. The initiative weaves together local air quality **data intelligence** and technological interventions, leaning on local leaders to **strengthen institutions** and find **policy solutions** to bring about change.

In Marunda, a waterside section of Jakarta teeming with factories and ports, even tightly shut windows can't keep pollution out. Breathe Jakarta has installed air monitoring stations throughout the city to help residents and authorities track air pollution exposure and address leading sources of pollutants.

As Breathe Jakarta rolls out its air quality initiatives, it is also keen to share these lessons with other cities near and far, with the goal of fostering a global movement toward cleaner air and healthier cities.



In Jakarta, the Partnership for Healthy Cities hosted events in May 2024 featuring interactive sessions and games to educate and empower the community around air pollution and health.



As part of a series of activities on World Environment Day 2024 in Jakarta, Jakrace participants solved an air pollution quiz.



On World Environment Day 2024 in Jakarta, people participate in the Jakarta BERJAGA movement, which encourages citizens to adopt the habit of walking 7,500 steps per day.



Jirowes, the Ideathon competition winner, receives the Ideathon award from the Head of the Jakarta Environmental Agency during the World Environment Day 2024 event.

Fortifying Public Health Systems With Data

The first step in creating a world where everyone counts is ensuring everyone is counted. High-quality data is the foundation of effective public health policy, enabling decision-makers to understand health trends and focus resources where they are most needed. That's why Vital Strategies partners with governments to **strengthen institutions** to transform their systems to produce high-quality, timely **data intelligence** and the **policy solutions** to support the systems. That enables governments to count everyone, register causes of death and other vital statistics, and conduct analysis to inform better policymaking—leading to healthier families and communities.

Moreover, counting everyone is a foundational step toward building inclusive and robust digital public infrastructure (DPI). Especially vital for emerging economies, DPI enables seamless interactions between individuals, businesses, and governments. Well-designed DPI systems allow people to access essential services—such as health care, banking, and identity verification—more easily and securely, helping to unlock a lifetime of rights, opportunities and full participation in society.

In Rwanda, CRVS Underpins Digital Public Infrastructure

Since 2016, Vital Strategies has partnered with the government of Rwanda to modernize the country's civil registration and vital statistics (CRVS) system—transforming how births and deaths are recorded so no one is left out. Where once families had to travel long distances just to register a birth or death, Rwanda now boasts a decentralized, digitalized system with thousands of registration points. What was once an administrative burden is now a routine part of life.

But CRVS is about more than numbers—it's the foundation of equitable health and rights. The system now seamlessly connects with hospitals, government agencies, and businesses to enable access to some 200 essential services.

For example, in a groundbreaking step toward gender equity, Rwanda's digitized system automatically lists both spouses as co-owners of land upon marriage registration, strengthening women's property rights in a way that few systems worldwide allow. These ripple effects of #CountingEveryone are both lifesaving and life expanding.



During a VitalTalks Live event in October 2024, “Leaving No One Behind: A Digital Path Toward Counting Everyone,” experts discussed how digitalized civil registration and vital statistics systems can help ensure everyone is counted.



Lester Tan, Director of the Health Policy Development and Planning Bureau at the Philippines Department of Health, shares success stories from the country's experience with the Data to Policy program.

Easing Injuries and Championing Road Safety

Injuries, especially those related to road traffic crashes, are a major cause of death and disability worldwide. As cities continue to urbanize around the world and there are more vehicles on the road, road traffic injuries disproportionately affect vulnerable road users, especially those who use powered two- and three-wheelers. Vital Strategies **strengthens government agencies** by building their technical capacity and improving coordination; updates road crash **data intelligence** capacities so governments can easily track problems and solutions; and supports creation of robust, evidence-based **strategic communication** campaigns, coordinated with enforcement, to change driver behavior and social norms.

Making Streets Safer in Bangkok

In Bangkok, a bustling city awash with cars, motorcycles, buses and famous three-wheeled tuk-tuks, many residents have shied away from walking because of its dangers. In 2023 alone, road traffic crashes claimed over 860 lives and caused more than 136,000 injuries. For many residents, especially the elderly in historic neighborhoods like Bamrung Mueang, simply walking to the market or a friend's house carries risk.

Bangkok's local government, alongside the Thailand Walking and Cycling Institute and with support from the Partnership for Healthy Cities, implemented a safe and active mobility project in Bamrung Mueang. Focusing on six of the neighborhood's most heavily used streets, the initiative had a clear objective: Create safer streets for pedestrians and cyclists.

Working with the local community, the project expanded sidewalk space by nearly 50%, easing traffic and making room for people, not just vehicles. Early indicators showed that vehicle speeds have slowed, traffic volume has decreased, and cycling rates are rising. City officials are now analyzing this data to see how it might inform a scale-up of this model throughout this neighborhood and beyond.

This initiative, which builds on a long-term investment in road safety in the city, is more than an infrastructure upgrade—it's part of a global movement to prevent injuries, prioritize pedestrians, and reshape cities around people, not cars.



The team engaged community members in the design and implementation process, including through surveys and neighborhood events.

Snapshots From Around the World

Bengaluru, India

Bengaluru was pivotal in the adoption of a Karnataka State hookah ban, which prohibits the sale and consumption of hookah in public places. The policy win was a culmination of ongoing advocacy activities and other collaborative efforts, supported by the Smoke Free Bengaluru initiative and the Partnership for Healthy City's Policy Accelerator.

68M

People covered in Karnataka by the hookah ban.

On World No Tobacco Day 2024, the technical lead for Bengaluru's Partnership-supported work, Dr. Thriveni Beerenahally (left), joined a march to highlight the city's smoke-free initiative.



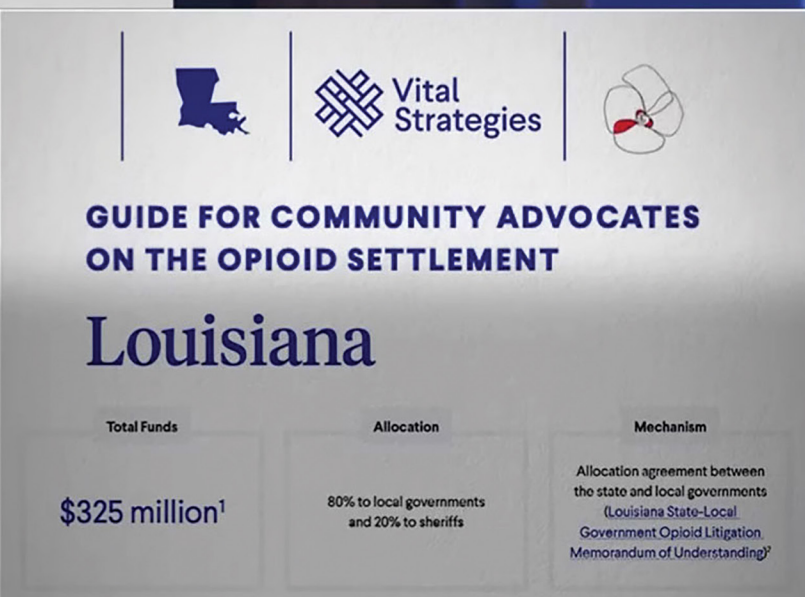
United States

The Overdose Prevention team supported communities in seven states to use their share of the \$50 billion opioid settlement fund to expand evidence-based overdose prevention strategies.

A feature on “Last Week Tonight with John Oliver” drew attention to the importance of holding officials accountable for how the funds are used.

286

U.S. counties—
nearly 10%
of counties
nationwide—where
Vital Strategies
provided technical
assistance and
funding for opioid
settlement
planning.



Total Funds	Allocation	Mechanism
\$325 million ¹	80% to local governments and 20% to sheriffs	Allocation agreement between the state and local governments (Louisiana State-Local Government Opioid Litigation Memorandum of Understanding) ²

“Louisiana is ... allocating 20% of its funds directly to ... sheriffs.”



Kenya

A survey of more than 6,000 people across RESET Alcohol priority countries—Brazil, Colombia, Kenya, Mexico and the Philippines—found significant public concern about alcohol’s role in health issues, violence against women and road crashes. The polling, supported by Vital Strategies, suggests that a majority support government policies that protect them from alcohol harms.

RESET Alcohol initiative partners SCAD and International Institute for Legislative Affairs of Kenya discuss the importance of taxes to reduce alcohol harms at a briefing breakfast.

6K

People surveyed across five RESET countries—62% agreed that taxes on alcoholic products would be effective in reducing consumption.



Quito

A road safety campaign, “Every life matters, slow down,” emphasizes the importance of abiding by speed limits to reduce road crashes in the Ecuadorian city.

A still from the Quito speeding campaign, which illustrates how different speeds can be the difference between life and death and encourages drivers to follow speed limits.

20

Government-led, evidence-based road safety mass media campaigns Vital Strategies supported worldwide in 2024 to change risky road behaviors and save lives.



Cambodia

The Ministry of Health established the country's first population-based cancer registry, in Phnom Penh, identifying 500 cancer cases in the first four months of operation—steps that will inform better cancer prevention and control policies. The Cancer Registry program also supported the first-ever report on childhood cancers in Rwanda, and the publication of Tanzania's first-ever cancer registry report.

2.4M

Population covered by Phnom Penh's newly established cancer registry.

In Cambodia, cancer registry staff are taught how to code cancers during a training workshop.





Hanoi, Vietnam is improving safety in school zones by implementing new traffic calming measures.

The Future

“

Every day, every month and every year of dedicated efforts brings us closer to our vision of tomorrow: A world where everyone, everywhere is protected by strong, effective and equitable health systems so they can live longer, healthier and more vital lives.

Mary-Ann Etiebet, M.D.

President and Chief Executive Officer



Our Funding Partners





To learn more about
financials visit:
[Vitalstrategies.org/
financials](https://Vitalstrategies.org/financials)



Vital Strategies Financial Statements

FY 2024

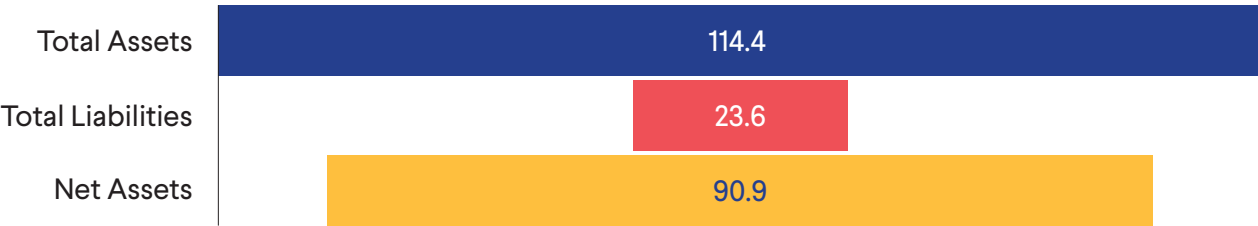
FY 2024 Balance Sheet Summary

Balance Sheet in \$.M

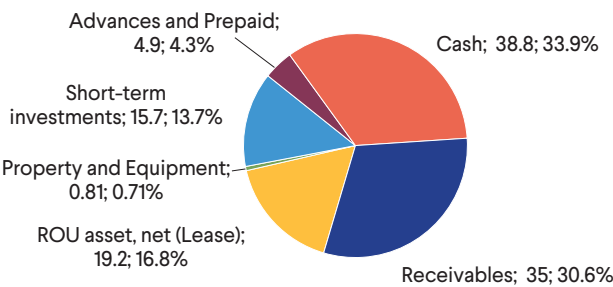
Budget Line item	As of 12/31/2024
Total Assets	114.4
Total Liabilities	23.6
Net Assets	
Without donor restrictions	7.2
With donor restrictions	83.7
Total Net Assets	90.9

FY 2024 Balance Sheet Breakdown

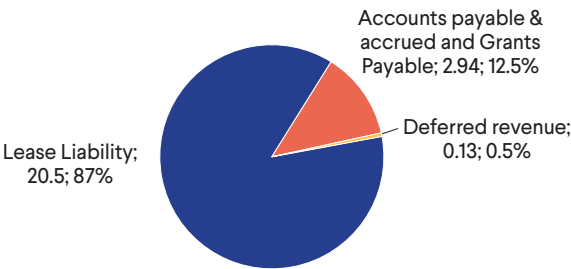
Balance Sheet in \$.M (Assets-Liabilities = Net Assets)



Total Assets \$114.4M

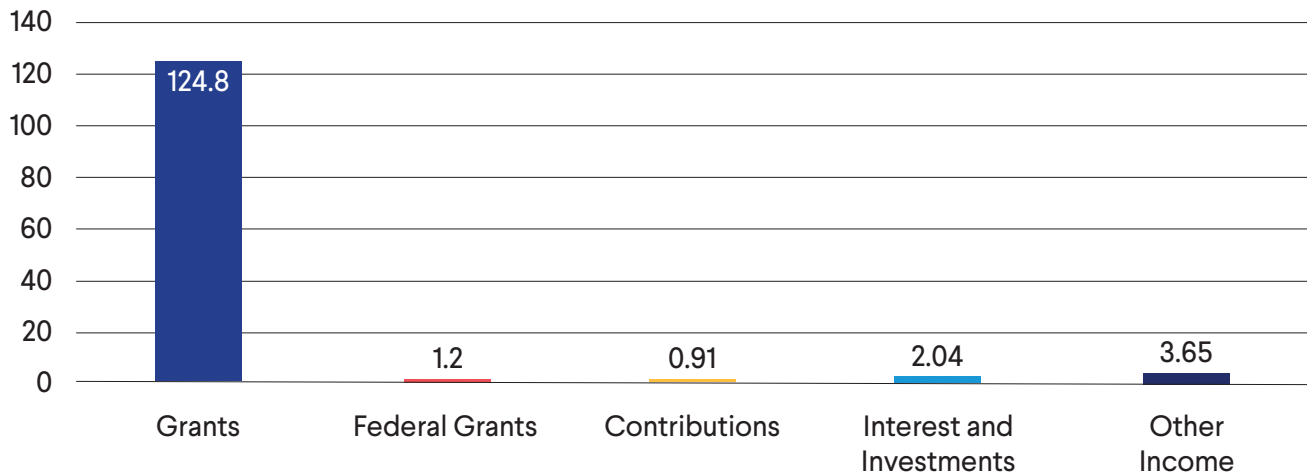


Liabilities \$23.6M



FY 24 Revenue Categorization (\$132.65M)

Revenue Categorization \$132.65M



FY 24 Expenditure (\$109.55M) - Functional categorization

Category	Program	Management & General	Fundraising	Total
Personnel & Fringe	28.13	7.86	1.83	37.82
Grants & Awards	39.13	2.67	-	41.80
Contracts & Consulting	11.93	2.04	0.08	14.05
Travel/Meetings/Workshop	5.09	0.39	0.09	5.57
Program Service Agreements	4.80	-	-	4.80
Other Direct Cost	3.26	2.18	0.07	5.51
Total	92.34	15.14	2.07	109.55
Percentage of Total	84.29%	13.82%	1.89%	100%

Expenditure Categorization (\$109.55M)

