

IMPACT OPPORTUNITIES FOR INDIVIDUAL DONORS

Healthy Diets for Children & Families -
Nourishing Children & Families for a Brighter Future
2026 Investment Cases



MESSAGE FROM OUR EXECUTIVE DIRECTOR

The Global Alliance for Improved Nutrition (GAIN) stands at the forefront of the global fight against malnutrition, operating as an independent non-profit foundation since 2002. Our mission is both ambitious and essential: to transform food systems so they deliver better nutrition for all people, especially those most vulnerable to malnutrition. GAIN works through market-based approaches, engaging businesses, governments, and civil society to create sustainable solutions that reach millions. We've pioneered innovative programmes ranging from food fortification that reaches over a billion people annually to agricultural initiatives that connect smallholder farmers to nutritious food markets, all united by a commitment to evidence-based interventions that create lasting change.

Supporting GAIN's work on food systems and nutrition offers an unparalleled opportunity to create lasting impact. Every dollar invested in nutrition yields exceptional returns: healthier children who can learn better, workers who can produce more, and communities that can thrive economically. At GAIN, we've developed evidence-based interventions that systematically address malnutrition while creating sustainable market systems that will continue delivering nutritious foods long after our direct involvement ends.

This document presents nine opportunities for impact designed to appeal to individual donors. Most expand existing GAIN programmes which have already demonstrated the ability to scale and transform, for the better, people's lives in low- and middle-income countries. A few represent innovative ideas which we believe have great transformative potential but are yet to be tested at scale. We hope you will be excited to join our large group of engaged donors and we look forward to working with you.

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**Nutrition is the
'super-investment'** that keeps on
giving for people, society, and the
planet.

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**Lawrence Haddad,
Executive Director, GAIN**



OPPORTUNITY #1: NUTRITIOUS SCHOOL MEALS FOR BETTER LEARNING



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The Gap

Africa has nearly 400m children aged 5-14 years and the future of the continent depends on their ability to attend school and learn. But malnourished children are unable to learn. Critical nutrients can be provided in school meals, yet in low-income countries seven out of eight school age children receive no food at school at all. This is not just a crisis of nutrition, but a crisis of opportunity—every hungry child is a missed chance for a better future.

How GAIN works to solve this problem

Education authorities in each country must find ways of providing food at school so that children can learn, but with very low budgets they find this very challenging. GAIN has made this task much easier by helping schools access nutrient-dense foods from local sources at very low cost. Specifically, GAIN helps local millers add minerals and vitamins to staple grain flours, introduces varieties of legumes that are naturally higher in key nutrients, and creates the supply chains that allow schools to procure enriched salt and cooking oil. Consumed together, adolescents in beneficiary schools are able to meet much of their needs for the most important nutrients for growth and development.



Why this matters

Investing in school feeding with nutrient-dense foods addresses immediate hunger, improves concentration and academic performance, and supports long-term health and economic outcomes. It also creates economic opportunities for local farmers and processors, contributing to more resilient food systems. For these children, a nutritious meal is more than just fuel—it is a foundation for learning, growth, and a brighter future.

Impact

GAIN's school feeding programme has already reached 225,255 students across 495 schools in Tanzania, surpassing its original target of 120,000 students in 240 schools. The programme delivers nutritious, locally sourced meals at just \$2.60 per child per year, making it one of the most cost-effective interventions for improving educational outcomes and health.



The new beans cook faster and children are more focused and engaged, particularly in afternoon lessons. Some parents have cleared plots to grow High-Iron Beans during the next planting season.

Teachers at Maguliwa Primary School, Tanzania



Beneficiaries
Children



Region
Africa



Area
Rural

Act Now!

The need is urgent. By 2026, we aim to double the number of children reached through this programme, ensuring that no child goes to school hungry. Join us in transforming lives today.

\$1 million can reach 380,000 children in 500 schools

For USD 1M, GAIN will bring its school feeding solution to an extra 500 schools in East Africa, reaching an additional 380,000 school children with nutritious meals rich in iron, zinc, vitamin A, and iodine, significantly enhancing their learning environment while reinforcing local economies in the same communities.

OPPORTUNITY #2: HEALTHY EATING WITH 'VEGETABLES FOR ALL'



OPPORTUNITY #2: HEALTHY EATING WITH ‘VEGETABLES FOR ALL’

The Gap

Nearly one billion Africans are trapped in a nutrition crisis. Surviving on monotonous diets of starchy staples, they face a cascade of devastating consequences: children whose stunted growth can never be reversed, mothers dying in childbirth from preventable complications, and entire communities caught in cycles of disease and poverty. Each year of inaction doesn't just maintain the status quo—it deepens the crisis, wastes billions in healthcare spending, and squanders the economic potential of millions of food system workers who could be driving Africa's growth.



How GAIN works to solve this problem

In Kenya, Uganda, Nigeria and Benin, GAIN focuses on vegetables. Vegetables are nutritional powerhouses that directly address what's missing from starchy staple diets. Their value chains create jobs at every level—from smallholder farmers to traders and retailers, all in the communities most affected by malnutrition. But they are currently consumed at levels far below what is recommended. GAIN has studied the vegetable supply chain in Kenya and has found that, in addition to low productivity (yields), consumption is sensitive to vegetable quality and accessibility. Consumers also report a lack of excitement about eating vegetables.

GAIN has developed an integrated intervention to increase vegetable consumption called 'Vegetables for All'. Starting with the consumer, the intervention includes a high-profile media campaign using commercial marketing approaches. Moving on to neighbourhood (women) vegetable sellers, the project trains and provides them with basic inputs to help them maintain vegetable freshness and safety and promote sales. Promotional activities are regularly conducted close by. The project also links the vegetable sellers with certified Good Agricultural Practice (GAP) farmers, who have been mapped and registered. The linkage is managed by specially trained and equipped Market Facilitators, who aggregate orders from the vendors and deliver the vegetables to their stalls. GAIN's solutions are commercially sustainable for the vendors and for the Market Facilitators.

Impact

In Kenya, GAIN's 'Vegetables for All' is already reaching over 5m people living in five counties around Nairobi and Mombasa. Over 11,000 women vegetable sellers have been trained and are being provided with fresh vegetables every day, while a lively media campaign reaches consumers across the country. Real-time monitoring is being used to track vegetable sales, and an impact evaluation has been put in place to measure changes in consumption. Similar activities are underway in Uganda and Benin.



As a result of the training and linkage to suppliers of safe and fresh vegetables, I now sell a variety of vegetables and my customers and sales have increased.

Mary Wanjiku, Kiambu County, Kenya.



Beneficiaries
Families,
Vendors



Region
Africa



Area
Peri-urban
/urban

\$1.4 million will increase vegetable consumption in 200 local zones!

For USD 1.4m, GAIN will bring its 'Vegetables for All' project to an additional 200 local zones, reaching a further 1m consumers and thereby improving the diets of an additional 300,000 people. An additional 2,000 neighbourhood vendors will have their livelihoods sustainably enhanced through the project activities.

OPPORTUNITY #3 EMPOWERING ADOLESCENT GIRLS THROUGH NUTRITION



OPPORTUNITY #3: EMPOWERING ADOLESCENT GIRLS THROUGH NUTRITION

The Gap

Over 500 million adolescent girls live in low- and middle-income countries. The confluence of deep-rooted social disadvantage with rapid penetration of unhealthy processed foods have left them nutritionally vulnerable, with exceptionally high rates of anaemia combined with dangerous levels of thinness in some contexts and burgeoning obesity elsewhere.

This shocking level of malnutrition leaves them unable to perform well at school, reduces their chances in the labour market and puts at risk any children they may have in the future.

How GAIN works to solve this problem

GAIN believes that it is both necessary and possible to address the fundamental causes of poor eating beyond the purely economic. By working with institutions that shape the evolution of culture—in religion, entertainment, education, and even fashion—it is possible to shape narratives, change values, strengthen culinary systems, and even address social identity. GAIN works on both the immediate (using marketing to modify purchasing decisions at the point of sale) and the longer-term (changing preferences society-wide), as well as working to increase the agency of adolescents through its several leadership initiatives.



Impact

In Bangladesh, GAIN co-designed with adolescents a national campaign (“Eat Well, Live Well”) that mobilised over one million young people to make a pledge to eat more healthily and successfully built their knowledge and skills. In Mozambique, GAIN also worked with adolescents to develop the “Heroines Game” which aims to increase their agency and decision-making power, improve knowledge about good nutrition practices and increase exposure to new foods and ways of cooking.



With the knowledge I have from the sessions, I am confident that I have the skills to influence healthier diets in my households and as a mentor, I am confident that I can empower and influence other girls in my community.

Marciela MATEU, Memba District, Mozambique.

At societal level, GAIN has created national and global Food Culture Alliances, bringing together actors who have the power to influence consumer preferences at a fundamental level, such as media agencies, organised religious groups, community mobilisers, and culinary luminaries. The Alliances have supported members such as Akili Kids! edutainment giant in Kenya develop healthy eating content and has helped organised innovation challenges in Kenya and in Indonesia.

Act Now!

The future cannot wait. Invest in the next generation of women leaders today by supporting their health, education, and potential for a brighter tomorrow.

\$1.5 million reaches 5 million adolescent girls threatened with anaemia

For \$1.5m, help us reach 5m adolescent girls threatened with anaemia and severe thinness, tackling deep-rooted cultural issues through our tested partnerships with the Ethiopian Orthodox Church, commercial marketing agencies, and the federal and regional governments.



Beneficiaries
Adolescent
girls



Region
Africa
(Ethiopia)



Area
National

OUR EXCEPTIONAL TEAM



GAIN's projects are delivered on the ground by an exceptional multi-disciplinary team based in 16 different locations. These are a few of them:



Edwin Josiah

has a BSc. in Food Science and Technology and an MBA in Marketing. He has been at GAIN for over seven years, working on both industrial fortification and biofortification.



Miriam Shindler

has an MA in International Development and a Graduate Certificate in Global Nutrition Programming. Leads a team working on Consumer Nutrition from Geneva.



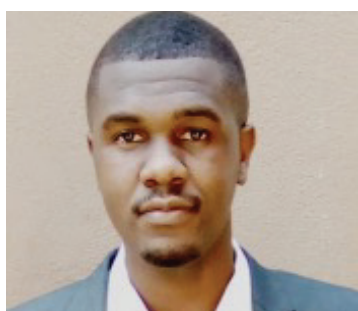
Dennis Mayaka

is based out of our Kenya office, where he is Deputy Country Director and Head of Programmes. He has an MSc in Food Science & Technology and 14 years' experience in agribusiness development.



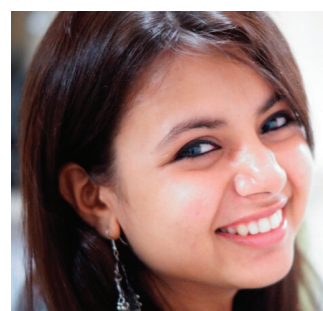
Laura Wekesa

has a BSc and nearly 20 years of professional experience in marketing. She joined GAIN Kenya three years ago and leads the office's work on consumer communication.



Francisco Muchadenhe

oversees the (re-) construction of multiple large food markets. He is a Civil Engineer with post-graduate certification in construction management.



Aishwarya Choubey

leads India's workforce nutrition programme. She specialises in health, nutrition, and sustainability, leading cross-sector partnerships to deliver measurable impact across complex, multi-country environments.

OUR EXCEPTIONAL TEAM



Catia Pedro

specialises in food systems and nutrition. She leads Country Food Systems Dashboards and has extensive experience designing and evaluating programmes across GAIN.



Sutamara Noor

leads GAIN's work on food culture in Indonesia. He has an MSc in Public Health Nutrition and previously worked at the National Ministry of Development Planning.



Tannaza Sadaf

is a portfolio lead in GAIN Pakistan. She has an MSc in Agriculture, and 20 years of experience in a variety of NGOs. She is a qualified project manager.



Faith Saalu

integrates environmental sustainability across GAIN's programmes, drawing on seven years of experience in Environmental and Social risk management, climate adaptation, and agricultural value chain development.



Roberta Bove

leads GAIN's work on innovative financing. Roberta has a Masters degree in corporate finance and has worked as an investment analyst and advisor at PwC and Duff & Phelps, and at Palladium Impact Investments.



Aime Kwizera

leads GAIN's work to support the capacity building of nutritious food value chain SMEs. He has an MBA and a BSc in agricultural economics and agribusiness. He has over seven years' experience managing SME programmes.

Healthier Diets.

FOR ALL.



Get In Touch :



philanthropy@gainhealth.org



+41 22 749 18 50

Learn more about our work:



www.gainhealth.org



Global Alliance for Improved Nutrition



GAINalliance