

**malaria**  
**NO MORE**  
united kingdom



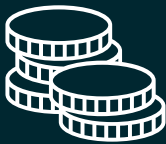
# RENTOKIL INITIAL

## PARTNER IMPACT REPORT - 2025

# Working together for a world without malaria

In 2025 Malaria No More UK was proud to help Rentokil Initial celebrate a century of fighting pests, while marking an incredible fourteenth year of partnership to end malaria.

## 2025 in numbers ...



**£53,000**

Donated by  
Rentokil Initial



**14**

years of  
partnership marked



**47 countries**

& 1 territory are  
now malaria free

Together, we're  
changing the story for  
malaria

# Thank you



# Progress when it matters most

In 2025, Rentokil Initial's support helped shine a spotlight on ending malaria. Despite severe global aid challenges, we helped ensure leaders prioritised saving lives and protecting communities.



## Inspiring global solidarity

In a year of vital funding decisions, threatened by cuts in global aid, we amplified the voices of those most affected by malaria, warning of a perfect storm of challenges to progress towards Zero Malaria.

Children's stories were shared through the *Change the Story* campaign, supported

by well known malaria champions including Chimamanda Ngozi Adiche, Sherrie Silver, Angélique Kidjo and Ugandan dance troop the Ghetto Kids.

African leaders and global media were reached with the call to act to prevent malaria cases – and deaths – rising.

## Change the Story platforms in 2025

**AFRICAN  
UNION  
SUMMIT SIDE  
EVENT**

**WORLD  
HEALTH  
ASSEMBLY  
SIDE EVENT**

**AFRICA CEO  
FORUM**

### LEADING TO:

- President of Botswana publicly calls for domestic investment
- 10 African Health Ministers commit to champion malaria
- A global reach of almost 210 million through news coverage, donated advertising space and social media


# Zoe age 10

Côte d'Ivoire

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Zoe has grown up with malaria as a constant threat. A threat not just to her health, but to her education, her dreams and her community.

Girls like Zoe and women like her mum often bear the brunt of malaria by missing school and work as the burden of caregiving often falls on them.

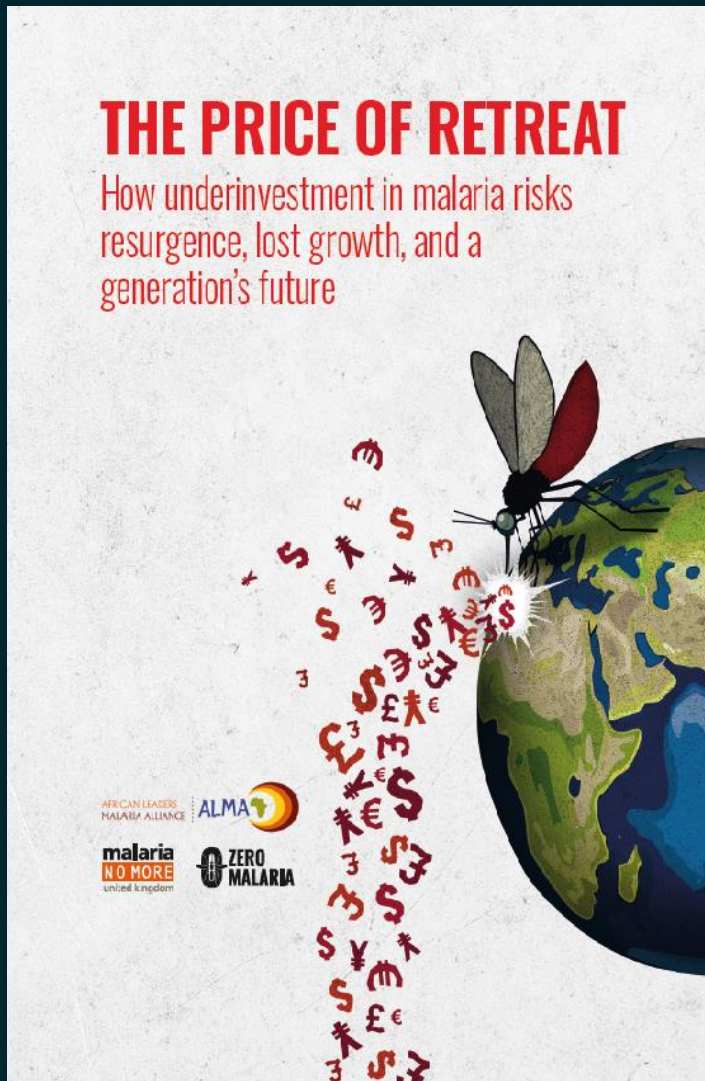


**“We need help to end malaria for good. We want to grow up healthy, go to school, and become who we want to be.”**

## Evidencing the “Price of Retreat”

Our new report, *The Price of Retreat: How underinvestment in malaria risks resurgence, lost growth, and a generation's future*, served as a warning to global leaders that unless the Global Fund to Fight AIDS, TB and Malaria meets its 8th Replenishment target, the world risks the biggest malaria resurgence on record - costing lives, holding back African economies, and disrupting global trade.

Evidence generated through the report formed an important part of the argument to leaders to invest, and was picked up by media in more than 10 countries with a reach of over 500 million and was shared by malaria partners and health leaders globally.



**Global media coverage secured ahead of the Global Fund Replenishment – 500 million reach across 10+ countries.**

**Credible voices amplify the link between malaria and economies.**

**Leaders use the economic case when referencing or making commitments to the Global Fund.**

## Spotlighting the malaria innovation pipeline

The pipeline of tools to beat malaria is stronger than ever before. By spotlighting the promise held by malaria innovations we worked with the science community to underline the opportunity to end the disease for good.

In 2025, a drumbeat of journalist trips, parliamentary roundtables, lab visits and digital media enabled us to highlight malaria prevention, treatment and vector control tools made possible by science and investment in the global north and south.

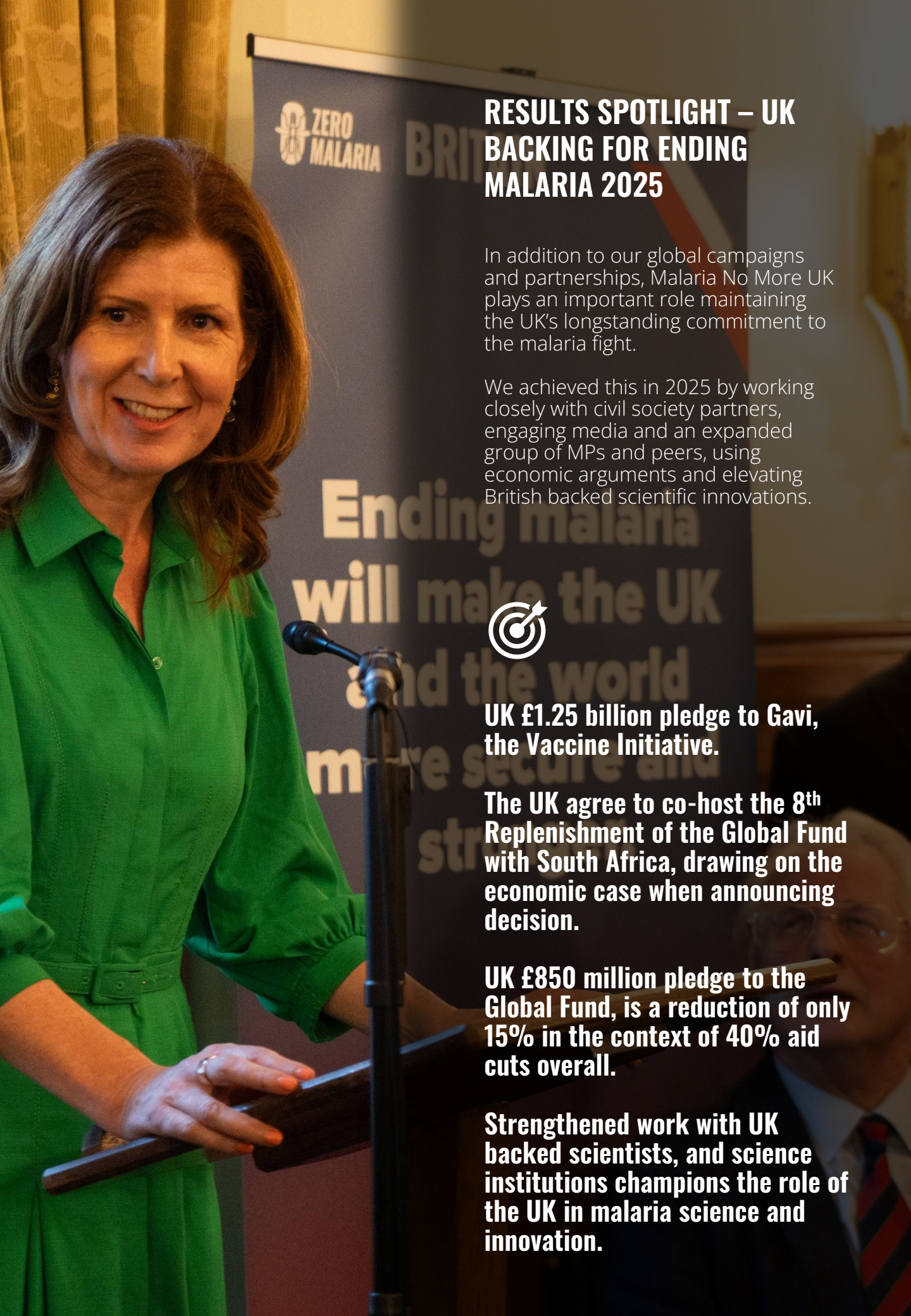
### TWO MEDIA TRIPS TO IFAKARA INSTITUTE, TANZANIA

We arranged for journalists to visit African and British scientists working at the Ifakara Institute in Tanzania, resulting in coverage in *The Express* and *The Sun*, spotlighting the life-saving innovations being developed through international partnership.

### UK CROSS-PARTY MP DELEGATION TO GHANA

In August, we led a visit for UK Parliamentarians to Ghana together with the Innovative Vector Control Consortium (IVCC). MPs witnessed first hand the results of Ghanaian leadership and Global Fund investment and the importance of driving malaria innovation.





## RESULTS SPOTLIGHT – UK BACKING FOR ENDING MALARIA 2025

In addition to our global campaigns and partnerships, Malaria No More UK plays an important role maintaining the UK's longstanding commitment to the malaria fight.

We achieved this in 2025 by working closely with civil society partners, engaging media and an expanded group of MPs and peers, using economic arguments and elevating British backed scientific innovations.



**UK £1.25 billion pledge to Gavi, the Vaccine Initiative.**

**The UK agree to co-host the 8<sup>th</sup> Replenishment of the Global Fund with South Africa, drawing on the economic case when announcing decision.**

**UK £850 million pledge to the Global Fund, is a reduction of only 15% in the context of 40% aid cuts overall.**

**Strengthened work with UK backed scientists, and science institutions champions the role of the UK in malaria science and innovation.**

# What we achieved: Building hope through investment

In a year of unprecedented global aid cuts, Rentokil Initial's support helped us urge world leaders to invest in malaria.

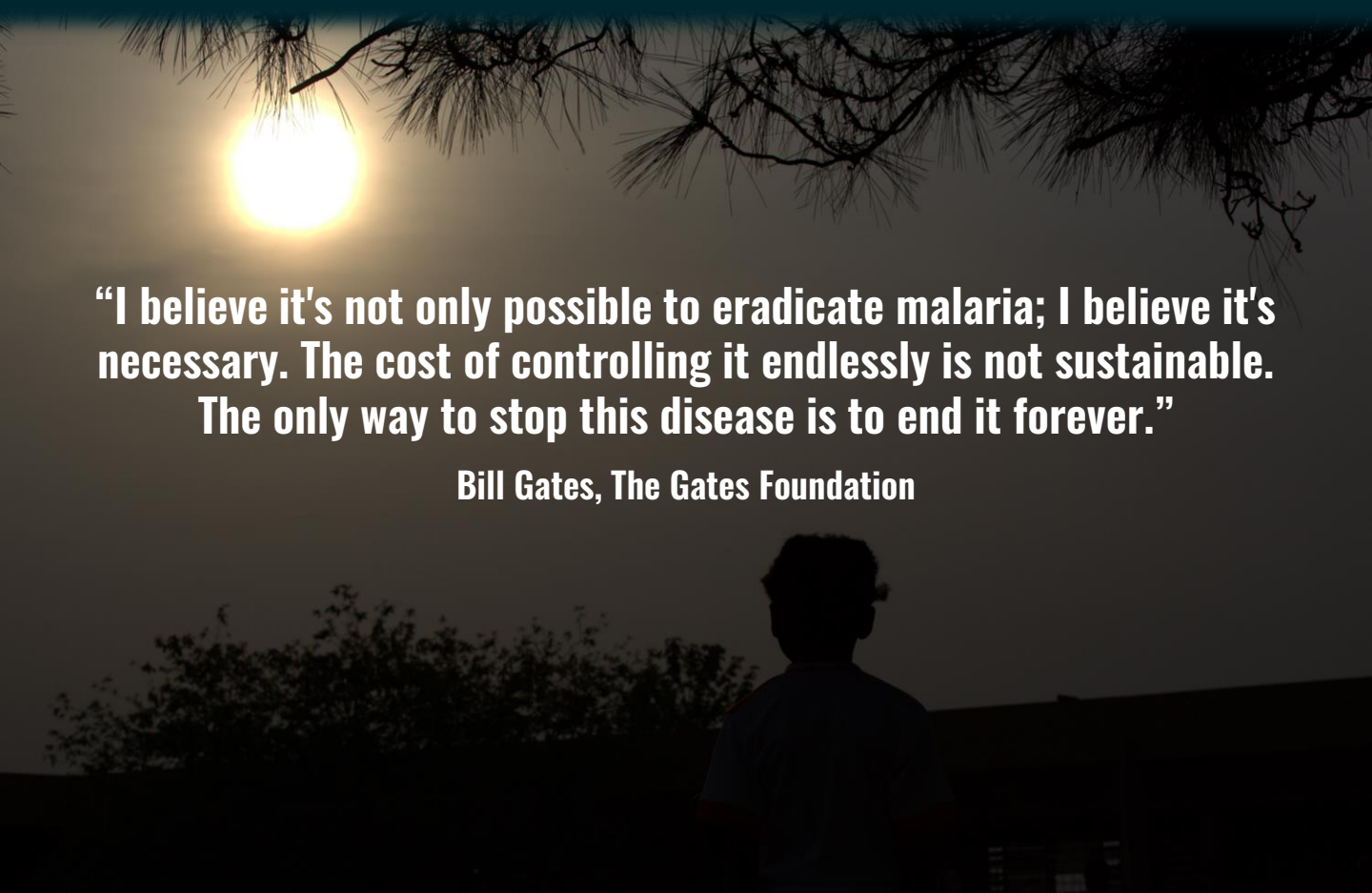
We warned of the economic cost of stepping back in the malaria fight and showed the life saving potential of science and innovation. We proved that progress is possible.

In 2025 we helped ensure that countries making substantial investments in the Eighth Replenishment of the Global Fund to Fight AIDS, tuberculosis and malaria, which provides nearly 60% of

international financing for malaria programmes. We also helped secure a strong UK pledge to Gavi, the Vaccine Alliance, helping the rollout of lifesaving vaccines, including malaria, to millions of children.

Each campaign, and every conversation has meant more children sleeping safely under bed nets, more mothers accessing treatment, and more lives protected.

**Thank you.**



**“I believe it’s not only possible to eradicate malaria; I believe it’s necessary. The cost of controlling it endlessly is not sustainable. The only way to stop this disease is to end it forever.”**

**Bill Gates, The Gates Foundation**

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