



The Against Malaria Foundation

Citi supports charity with free global accounts

The Against Malaria Foundation raises funds to buy mosquito bed-nets designed to help protect people from malaria. To date almost 400,000 people and organizations have helped raise more than USD4.4 million worldwide.

The challenge

The Against Malaria Foundation is backed by a number of major global companies including professional services firm PricewaterhouseCoopers (PwC), software giant Microsoft, law firm Allen & Overy, sportswear group Speedo, and advertising agency Saatchi & Saatchi. It raises funds to buy long-lasting insecticidal bed-nets that it distributes through aid agencies such as the Red Cross/Crescent and the Malaria Consortium. These agencies ensure the correct installation and use of the bed-nets. Malaria kills more than 1 million people every year – 70% of whom are children under five.

The Against Malaria Foundation was initially established in 2005 and its first fundraiser was a worldwide sponsored swim held in the same year. Rob Mather, the founder of The Against Malaria Foundation, approached Citi to become a principal sponsor for the event and provide free worldwide banking to receive sponsorship donations.

The solution

Citi is proud to support The Against Malaria Foundation. It opened 25 free accounts in Australia, Hong Kong, Singapore, New Zealand, the US, the UK (where the principal account was held) and elsewhere to process donations received on the Internet and by post in the form of checks.

After the successful sponsored swim in 2005, the charity continued to receive donations and it was decided that it would maintain an ongoing campaign to raise funds to buy the long-lasting bed-nets. Givewell, an independent charity evaluator, recently rated AMF as a “recommended” charity, one of only 6 of 500 reviewed to receive this rating.

Following a request from the charity, Citi agreed to maintain a free rationalized network of 16 accounts for The Against Malaria Foundation and to continue to provide CitiDirect, so that the charity could move funds between accounts.

The result

Four years after it was founded, The Against Malaria Foundation continues to receive strong support and has now purchased more than 1 million long-lasting bed-nets, which cost less than USD5 each. The charity spends 100% of its public donations on nets and any unavoidable costs are covered by private donations from the trustees and other philanthropists keen to ensure that the charity succeeds. Citi is pleased to show its support for The Against Malaria Foundation through the provision of free banking.