



**ACTION
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HUNGER**

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**ACTION AGAINST HUNGER & IHG
PARTNERSHIP
IMPACT REPORT**

FOREWORD

In August 2024 we agreed to a partnership with IHG Hotels & Resorts (IHG), one of the world's leading hotel companies, with more than 6,700 hotels worldwide, to help fight malnutrition for millions of people around the world.

Globally, nearly one in three people is food insecure. That means they don't know where their next meal is coming from—or when—and too often go hungry.

IHG is helping support and fund our nutrition programmes, with a specific focus on community outreach and initiatives that screen children for malnutrition, an essential first step towards ensuring they receive the potentially life-saving care they need.

This report outlines the impact of our partnership with IHG as they help us to increase awareness of hunger and tackle malnutrition globally.



We would like to thank IHG Hotels & Resorts for an incredible first year of partnership. Together, we've screened millions of people for malnutrition and helped bring life-saving care to communities around the world.

IHG's commitment to ending hunger is driving real, lasting change. We're so grateful for the partnership and the passion their teams bring to this mission. This is just the beginning—we can't wait to see what we'll accomplish together in the years ahead.

Jean-Michel Grand
EXECUTIVE DIRECTOR,
ACTION AGAINST HUNGER UK

and

Dr. Charles Owubah
CHIEF EXECUTIVE OFFICER,
ACTION AGAINST HUNGER USA



We are incredibly proud to partner with Action Against Hunger on their life saving work. This report highlights the power of our partnership - one founded on shared values that builds on the work we've been doing in our local communities for many years and Action Against Hunger's decades of experience tackling food insecurity. We thank our guests and colleagues around the globe who have all contributed to the cause, as we work towards our own target to improve the lives of 30 million people by 2030.

Elie Maalouf
CHIEF EXECUTIVE OFFICER
IHG HOTELS & RESORTS



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WHAT WE'VE ACHIEVED TOGETHER

Since August 2024, IHG Hotels & Resorts has supported Action Against Hunger in the following:



SCREENING

~4.5 million

PEOPLE FOR MALNUTRITION

across programmes in more than

55 countries



SUPPORTING

1 million

PREGNANT WOMEN and

3.5 million

**GIRLS AND BOYS
under the age of five.**

Figures reflect data through July 2025

IHG Resorts & Hotels donate funds to Action Against Hunger in a way that allows their support to be directed wherever it's needed most. The examples on the following pages in this report illustrate just some of the ways these contributions help make a difference across our screening and treatment programmes.



BEFORE



AFTER

CASE STUDY: INDIA

In Gujarat, despite being one of the most urbanised areas of India, many mothers die during pregnancy and childbirth, and a lack of healthcare and poor nutrition means thousands of children die before they even reach the age of one.

Action Against Hunger India, with support from IHG, is helping to tackle the issue using a variety of interventions:

- Screening of all children aged 6–9 months for malnutrition, and training for healthcare workers and caregivers to detect malnutrition sooner
- Providing home-based counselling sessions for caregivers of malnourished children
- Referring children identified as being malnourished to hospital for treatment
- Holding Community Information Sessions to create awareness of malnutrition, timely identification and importance of referral

Part of the project also focused on refurbishing the **Navpura Anganwadi Centre**, which serves as a crucial space for early childhood education, health, and nutrition. Over time, the centre had deteriorated, and damaged walls, broken doors and faulty electrics prevented it from being a safe and engaging environment.

This refurbishment helped to transform the Anganwadi into a child-friendly, safe, and stimulating environment where young learners can thrive. By improving structural integrity, enhancing aesthetic appeal, and ensuring the functionality of essential utilities, this initiative encourages higher attendance, active participation from the community, and overall improvement in service delivery. It is no longer just a physical space, but a foundation for early childhood development, supporting better health, hygiene, and educational outcomes.

CASE STUDY:

KENYA

Kenya faces recurring challenges including droughts, floods, and disease outbreaks, worsening the country's humanitarian crisis. An estimated 18.7 million people in Kenya—more than one-third of the population—are undernourished.

In one of Kenya's most remote villages, Veronica Lalakal spends her days trekking to visit families in need. The journey through Oldonyiro where some of the region's worst malnutrition rates persist—is long and often treacherous, but Veronica is deeply committed to her community.

As a Community Health Worker trained by Action Against Hunger, Veronica educates caregivers about nutrition and screens children for malnutrition. On one of her visits, she met two-year-old Enza. Using a Mid-Upper Arm Circumference (MUAC) band, Veronica identified signs of severe acute malnutrition and referred Enza to the nearby health centre.

At the Lebarsherik Health Centre supported by Action Against Hunger, nurse Emily Lerosion confirmed the diagnosis and prescribed ready-to-use supplemental food (RUSF). Within weeks, Enza recovered. "We see many children with malnutrition," says Emily. "We enroll them in feeding programmes and follow up every two weeks."

After Enza's recovery, her mother Narikuni joined a women-to-women support group led by Action Against Hunger. There, she learned how to grow a kitchen garden, diversify her family's diet, and safely store clean water. She now serves as the group's secretary and participates in a Village Savings and Loan Association (VSLA) that empowers women to invest in their futures.

"Through the VSLA, I've been able to buy goats to support my family," says Narikuni. "We're building healthier lives together."

// **We're building healthier lives together."**

—NARIKUNI, MOTHER
(pictured, right)



All photos © Abel Gichuru for Action Against Hunger, Kenya





© D'Elise Blanchard forv Action Against Hunger, Afghanistan

CASE STUDY: AFGHANISTAN

In Afghanistan, 22.9 million people (half the population) need humanitarian assistance. Funding gaps and access challenges have left 3.5 million children acutely malnourished. Action Against Hunger is responding by operating in six provinces, including the four most affected by food insecurity: Badakhshan, Ghor, Kabul, and Helmand.

To reach the most remote communities, our teams support seven Therapeutic Feeding Units and operate Family Health Houses (community-based clinics) that offer maternal care, outpatient consultations, malnutrition treatment, and psychosocial support. Each Health House can serve up to 3,000 people. However, 60% of people still live more than three miles from health services, leaving many vulnerable.

In Badakhshan, where high food prices, unemployment, and climate shocks such as droughts and floods drive hunger, Action Against Hunger launched a food basket and voucher programme to support families with malnourished children. Nafas Gul, a mother from the remote village of Robat Gelak, credits the clinic with saving her daughter's life after years of illness: "We are truly grateful to have a clinic nearby."

Recently, Family Health Houses in Ghor and Badakhshan provided 2,423 people with primary health care and conducted over 3,400 child consultations surpassing targets. These results highlight the urgent need for sustained access to health and nutrition services. Without continued support, families in these areas risk losing life-saving care.

"We are truly grateful to have a clinic nearby."

—NAFAS GUL, MOTHER

CASE STUDY: COLOMBIA

The Darién jungle (one of the most dangerous migration routes in the Americas) has seen a dramatic rise in foot traffic, with nearly 350,000 people crossing into Panama in the last year alone. Families travelling through this treacherous terrain face extreme conditions, limited access to healthcare, and high risk of malnutrition and illness.

Action Against Hunger has launched a humanitarian response in the Darién region, deploying mobile health brigades to provide maternal and childcare to those most at risk—pregnant and lactating women, and children under 10. “Our mission is to ensure people continue their journey with the essential health services they need,” says John Orlando, Country Director in Colombia.

Marcela, a 26-year-old Venezuelan mother, made the difficult decision to cross the jungle with her husband and two children. “People say we’re irresponsible, but we had no food left. We had to choose between rent and feeding our kids,” she says.

Since September, medical teams have treated children suffering from chronic malnutrition, respiratory infections, skin conditions, and hidden hunger (micronutrient deficiencies). “Crossing the jungle with respiratory issues is extremely dangerous,” says Dr. Angelica, an Action Against Hunger physician.

In Colombia, Action Against Hunger coordinates closely with local partners, patient advocacy organisations, and international agencies to deliver vital health and nutrition services.

// We had to choose between rent and feeding our kids.”

—MARCELA, MOTHER
(pictured, above right)



All Photos © Christian Valencia for Action Against Hunger, Afghanistan





All Photos © Elisa Bernal Arellano for Action Against Hunger, Lebanon

CASE STUDY: LEBANON

In 2023, Action Against Hunger began to use mobile medical units to reach vulnerable people, particularly pregnant women, new mothers and children under the age of five.

Five-month-old Rahgdad (pictured below left) arrived at an Action Against Hunger mobile medical clinic in Hermel, Lebanon, with her mother in May 2025. She had been referred by a community health worker, who worried that she was showing signs of malnutrition.

Action Against Hunger examined her and she started receiving treatment and getting better.”

—JINAN, COMMUNITY NUTRITION OFFICER
(pictured, above left)

The care provided by these mobile teams is critical: without it, and in the absence of health centres, families would have to pay high prices and travel long distances to access health services.

“She was only receiving one meal a day, which is far below the number of meals—five a day—that a girl her age should receive,” explains Jinan, a community nutrition officer for Action Against Hunger. “In addition, the mother stopped breastfeeding and could not afford to buy dairy products. This is why she was malnourished.”

Rahgdad was diagnosed with moderate acute malnutrition and began receiving treatment provided by Action Against Hunger. Her health is now improving, and she is being re-examined by Action Against Hunger staff, who check on both her physical and cognitive development to try to avoid any long-term problems.

Jinan also provided advice to Rahgdad’s mother on what types of food and how many times she needs to feed her daughter. “She was very excited about this because she was very worried,” says Jinan. “She was very desperate because her daughter was sick, until Action Against Hunger examined her and she started receiving treatment and getting better.”



IHG'S FOCUS ON FUNDRAISING

Employee Engagement

In September 2024, IHG and Action Against Hunger introduced their global partnership with **Giving for Good** internal panel events at IHG's Windsor and Atlanta offices. In the UK, Elie Maalouf, Chief Executive Officer, IHG Hotels & Resorts, Jean-Michel Grand, Executive Director, Action Against Hunger UK, and Catherine Dolton, Chief Sustainability Officer at IHG, led the discussion. In the US, a panel featured IHG's Heather Balsley, Chief Commercial & Marketing Officer, IHG's Townsend Bailey, VP of Corporate Responsibility, and Eric Bebernitz, Director of External Relations, Action Against Hunger.

These events introduced the partnership and kicked off IHG's annual, month-long Giving for Good campaign, spotlighting food insecurity as a key theme. Both panels emphasised the shared commitment to IHG's Journey to Tomorrow plan and highlighted the importance of working together to build more resilient communities around the world. These events also helped educate colleagues about Action Against Hunger's mission, while highlighting how this global partnership complements IHG's many local market initiatives to tackle hunger in different ways.



Power of IHG One Rewards

Since the launch of our partnership, IHG loyalty members have donated more than 8 million IHG One Rewards points to Action Against Hunger. Encouraging loyalty members to turn their travel into impact, IHG has run two campaigns: the first during Giving Tuesday 2024 across the US and the second on World Hunger Day 2025. The points donated through these campaigns helped fund critical programmes to detect and treat malnutrition.



IHG'S FOCUS ON FUNDRAISING

Meetings that Make a Difference

In the UK and Europe, IHG launched **Meetings that Make a Difference**, a programme designed to drive social impact through meetings and events. Participating companies received a discount on bookings, and IHG donated to Action Against Hunger for each event booked, supporting our shared commitments and IHG's **Journey to Tomorrow** plan.

Going the Extra Mile

IHG's **Giving for Good** campaign takes place every September and is a month dedicated to giving back to local communities around the world. During Giving for Good month and beyond, colleagues across IHG have stepped up to support Action Against Hunger through a variety of sporting challenges and fundraising activities.

In September 2024, nine members of the team from voco St David's Cardiff in Wales took on an impressive relay bike race, cycling a combined 520 miles across the city to raise awareness and funds for the cause. Team members from voco Oxford Spires and voco Oxford Thames in the UK took part in an 8-mile run to raise funds for Action Against Hunger, as well as volunteering for other community activities.

In Atlanta, US, IHG held a peanut butter and jelly drive to donate jars of the popular spreads to a local food pantry, with IHG matching each donation with a monetary contribution to Action Against Hunger.

Other colleague activities included marathon running, with one colleague fundraising by running the Paris Marathon to support the fight against hunger. Three team members from IHG's Windsor HQ are also gearing up to run the London Marathon in April 2026 in support of Action Against Hunger.





THANK YOU

to all who have helped to
support the partnership.



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