

# ANNUAL REPORT

## 2024



Heights and Minds  
Foundation



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## ACRONYM GUIDE

- HMF:** Heights and Minds Foundation
- HMF-DS:** Heights and Minds Foundation Digital Solution
- MUM:** MindUp Manager
- M&E:** Monitoring and Evaluation
- GMP:** Growth Monitoring and Promotion



# 1 FOREWORD

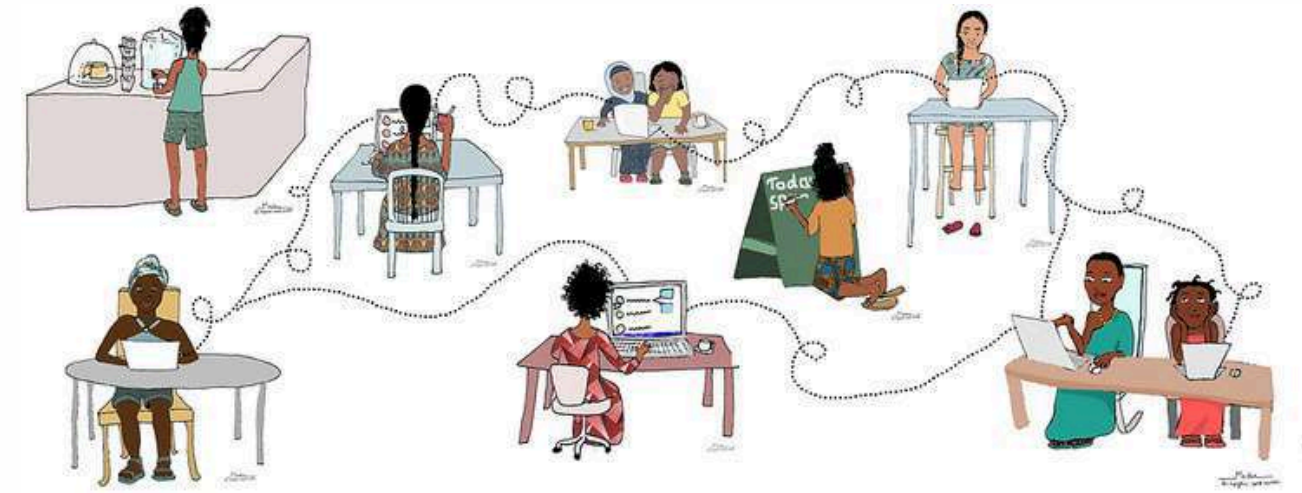
We wish you a happy, peaceful, healthy and successful New Year!

As we mentioned in our semi-annual report last July, the first 6 months of 2024 were a roller coaster. And this last semester of 2024 was no different, all in a positive way. We followed up on the excellent advice we were given by our advisory partner (Bateleur Partners in London) and consolidated new ideas during our successful staff retreat in Bangkok in October. We have started fleshing out our idea to create Mobile MindUps as spin-offs from the current MindUp to answer to growing demand. We also have started testing the new Heights and Minds Childcare Coop initiative in Jaxaay Senegal with high approval ratings from the early participants. We soft-launched two new MindUps, Tawfekhs in Woolof, in Dakar Rufisque area and a third will join the official openings at the end of January 2025. Check out our Instagram in February for all of this.

Our new MindUp in India has opened its doors in New Delhi with a bang, registering close to 100 participants in the first two months of operation. Uganda, Indonesia and Malaysia all continue to make excellent progress adding new activities and innovations, while maintaining steady growth in new registries. Malaysia's Pusat Cerdas has attracted many visitors interested in the MindUp operations and scale up opportunities may materialize this year. Our MindUp in Cambodia, as we reported in July, was on hold and sadly has had to stop its activities while awaiting new government policies. With our Partners iDE we are now looking into continuing the business model piloting in other countries. We will report as those become clearer.

2024 has been an incredible year for Heights and Minds as outlined briefly here and in more detail in this report. Not only the growth in MindUps, but also growth in sponsors, with the participation of Heights and Minds in the World Bank Community Connections Campaign and the support of local businesses like the The Pearl Kuala Lumpur. Thank you for all your contributions.

## THANK YOU TO OUR PARTNERS, SPONSORS AND UNIVERSITY COLLABORATORS



The guidance and advise from our board members, advisors and team of experts have helped us to continue to grow and navigate new challenges. We are grateful for the time and expertise they have shared with Heights and Minds. We are especially thankful to Alison Cave for helping facilitate our team retreat, Andrea L Spray for graciously sharing her monitoring and evaluation and qualitative expertise with us, Alessandra Galasso for helping us develop our training and coaching curriculum and our quality assurance framework and Alberto Manuel Fernandes Dias for his support. Needless to say, we have an A team of advisors! And through their dedication, Jody Harris and Grace Mathhabe inspired us to continue the good work we are doing.

Looking forward, we are excited to continue our engagement with Bateleur Partners who advise us on our growth and approach of moving towards a sustainable social franchise model. We look forward to adding more focus in our activities on maternal mental health with our ongoing study in Uganda, creating income generating opportunities for women in Senegal with the childcare coops and pursuing professionalization of our MindUp Managers profiles and jobs. Stay tuned for updates on all this and more throughout 2025 on our Instagram, Facebook and semi-annual report.

Last but not least, we take this opportunity to thank all our partners in country, our fantastic team of MindUp Managers, and our local coaches who are the frontline of all our activities and without whose dedication we would have very little to report.

## The Heights and Minds Leadership Team



**THE HEIGHTS AND MINDS GLOBAL TEAM**

# 2

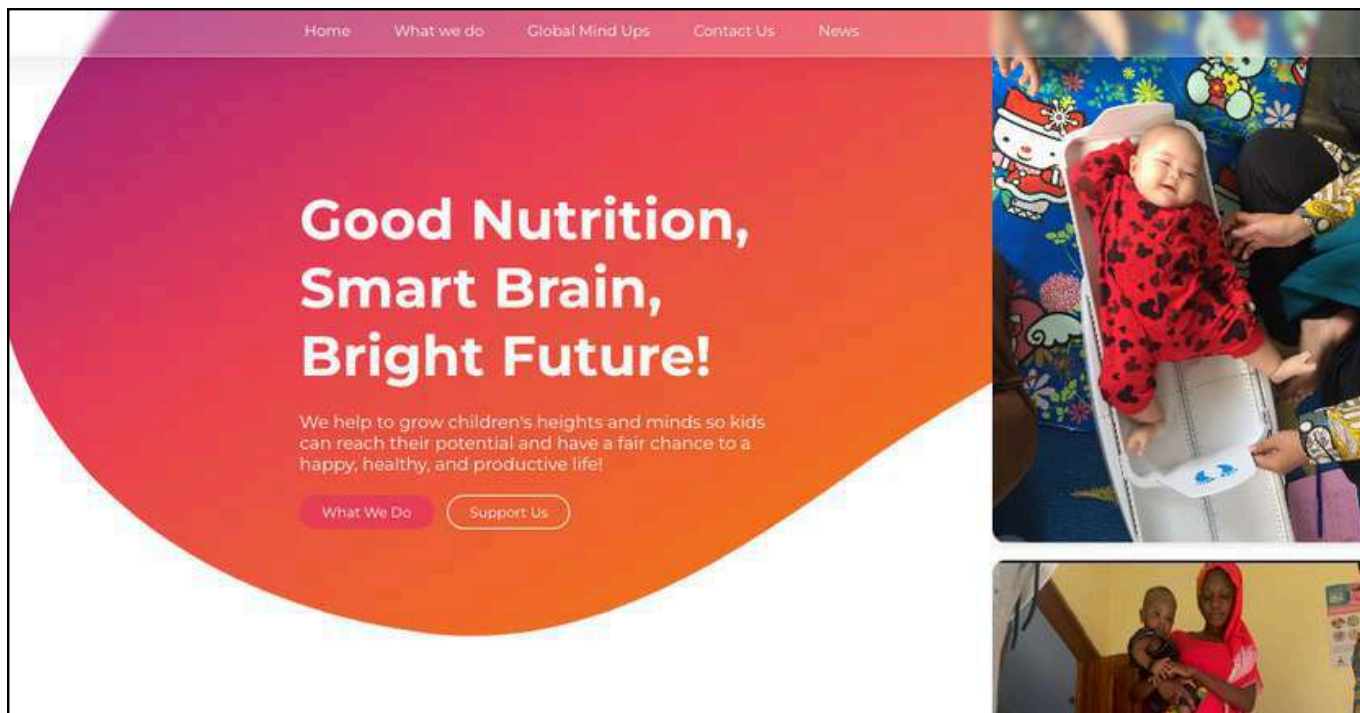
## HEIGHTS AND MINDS UPDATES



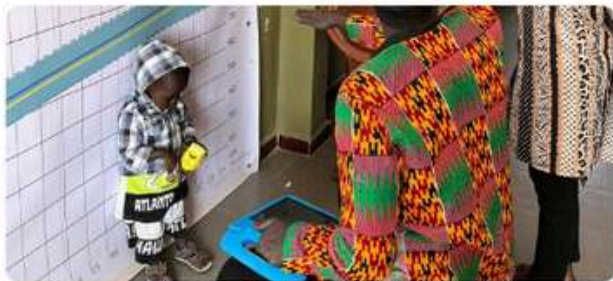
# 2 UPDATES FROM THE LAST 6 MONTHS

In December 2024, we gave Heights and Minds a fresh, updated look! While retaining our signature Heights and Minds illustrations and straightforward communication style, we modernized our designs and communication materials with bolder colors to better reflect our passion, energy, creativity, expertise, and commitment to making a meaningful impact in giving children a bright future!

As part of this update, we also redesigned and launched our website, which is now hosted and managed by our in-house IT team. The new site features a more intuitive design, making it easier to navigate for users from various backgrounds.



## Heights and Minds Mission & Vision



### Mission

Our **mission** is to give children a strong foundation by preventing chronic malnutrition and promoting cognitive development in the first 1,000 days of life.



### Vision

We **envision** a world where every child's first 1,000 days ensure a happy, healthy, and productive life, free from malnutrition and rich in cognitive development opportunities.



With new MindUps established in new and existing countries and growing engagement across many others over the past year, Heights and Minds is rapidly expanding. As we continue to grow, we remain committed to staying lean and sustainable, focusing on our core work that drives meaningful impact.

Recognizing the need for strategic consolidation, we are strengthening our internal operations while staying true to our mission and vision. We understand that insight, innovation, organizational structure, and talent are essential to our success. To that end, we are currently developing HMF strategic plan and playbooks that prioritizes both our impact, and the core work we do.

Heights and Minds is also working on a proof of concept, based on data, observations and lessons learned we collected from all our MindUps in the past 5 years. We look forward to sharing our findings soon.



# 2 HMF DIGITAL SOLUTION UPDATES

In the second half of 2024, we introduced several key updates to the HMF Digital Solution (HMF-DS) to enhance functionality and user experience. The dashboard was improved with clearer data organization and real-time insights, enabling easier tracking of metrics like registered children and growth status. New roles for local implementing partners now allow them to monitor key metrics within their MindUps.

Updates to the user interface include engaging animated HMF drawings, filters for pregnancy and growth status, and a note-taking feature for MindUp Managers. Automatic country code detection for phone numbers and validation checks for data entry—such as age and anthropometric data—help ensure accuracy, while confirmation popups reduce submission errors.

To improve user experience, a number of enhancements were made to the HMF-DS via improving request calls and refactoring for lazy loading calls. Moreover, various types of requests which were dependent on previous calls have now been optimised within Supabase via various types of JOINS and RPC functions. Further improvements are to come, such as local caching for each user to reduce repeated database calls.

Operational improvements included migrating data from the old Service Highway system, refining appointment scheduling with WhatsApp and Telegram integration, and launching a new training hub with a language option for India. These updates streamline processes, improve engagement, and empower MindUp Managers to deliver better outcomes.



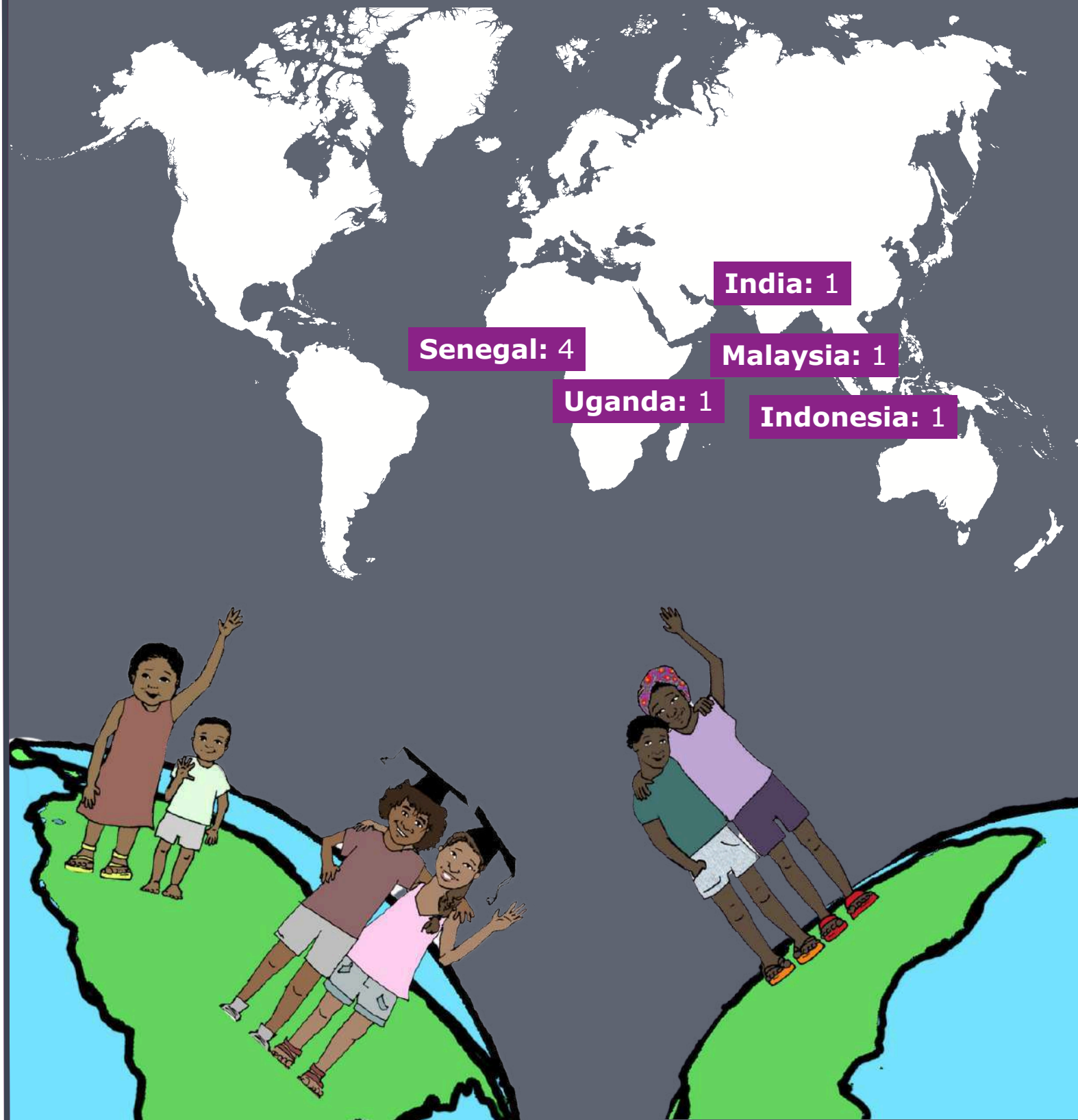
# 2

The screenshot shows the 'Dashboard' for a 'Training Hub'. At the top, it displays 'Admin Admin', 'Version 1.5.1', and a language dropdown set to 'English'. The main content area includes a 'Date Range' filter for 01/12/2024 to 31/12/2024 with a 'Search' button. Below this are four summary cards: 'New Pregnancy Registration' (2), 'Pregnancy Follow-up' (1), 'New Child Registration' (3), and 'Child Follow-up' (2). A 'Children Growths' section shows three categories: 'Well' (4), 'At Risk' (1), and 'Faltering' (0). There are three expandable sections: 'Appointments', 'Insights', and 'Exports'. At the bottom, two summary cards show 'Total Accumulated Moms' (51) and 'Total Accumulated Children' (46). A navigation bar at the very bottom contains icons for HOME, ACCOUNT, HUBS, MOM, CHILD, and ROLES.

# 3

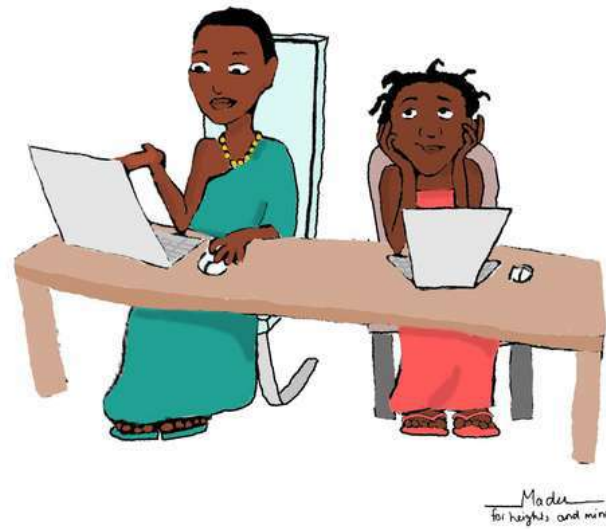
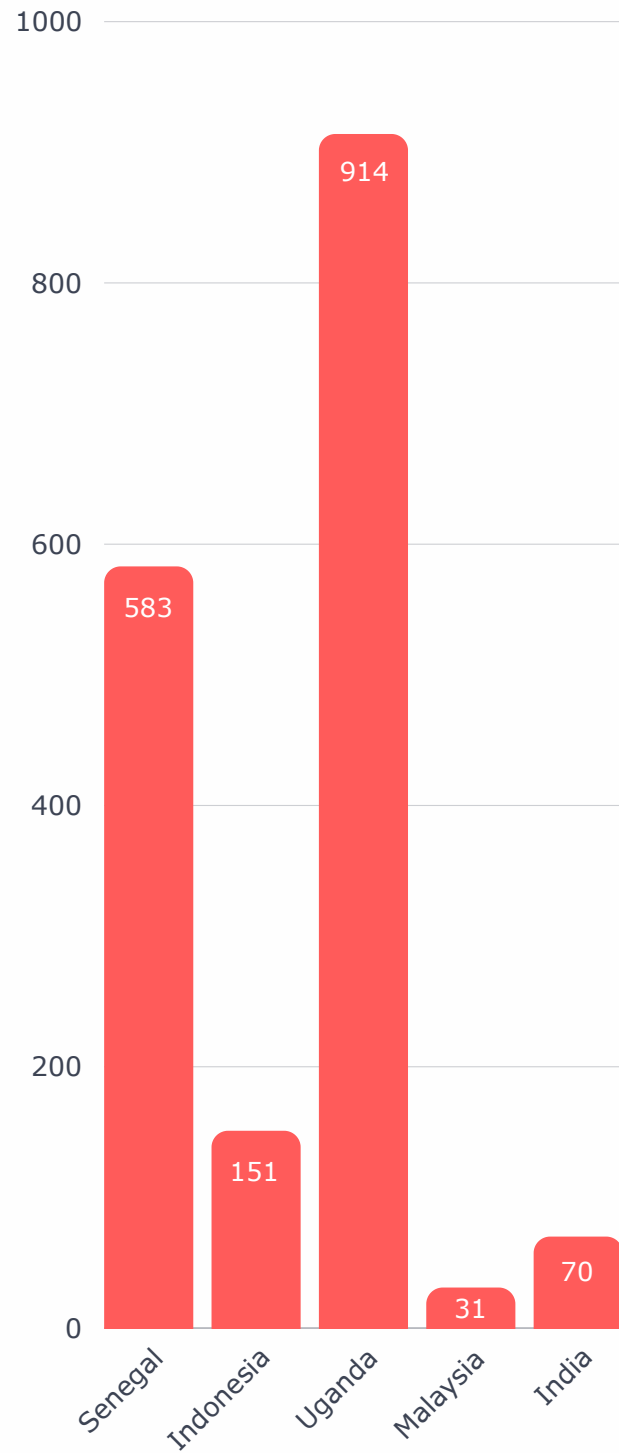
## GROWTH IN NUMBERS

TOTAL MINDUPS GLOBALLY: 8

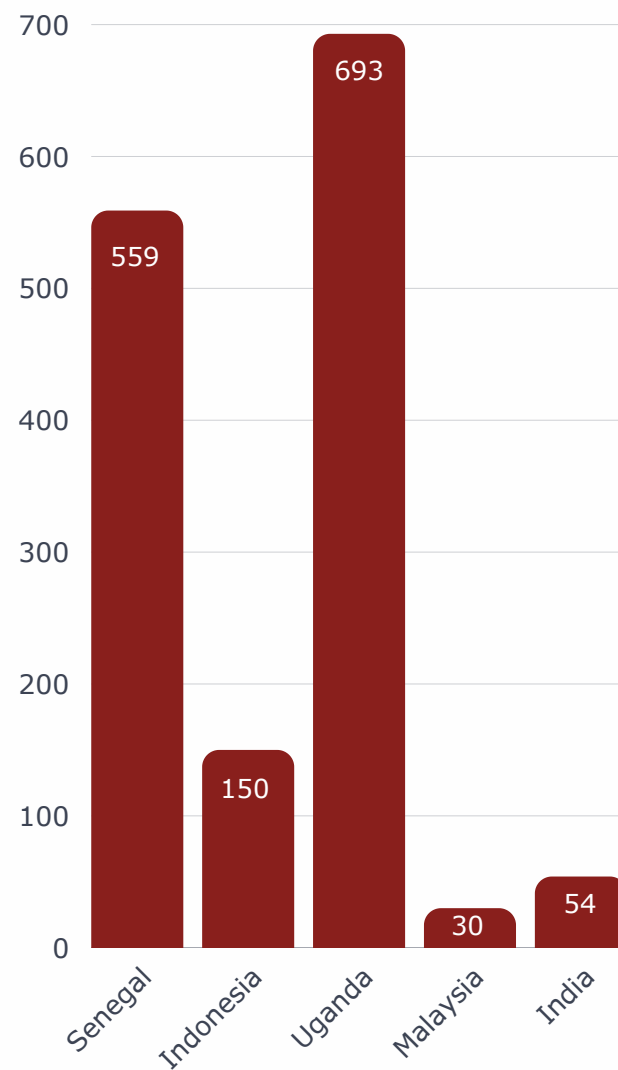


# 3 DATA GROWTH

## CUMULATIVE MOTHERS REACHED BY 2024

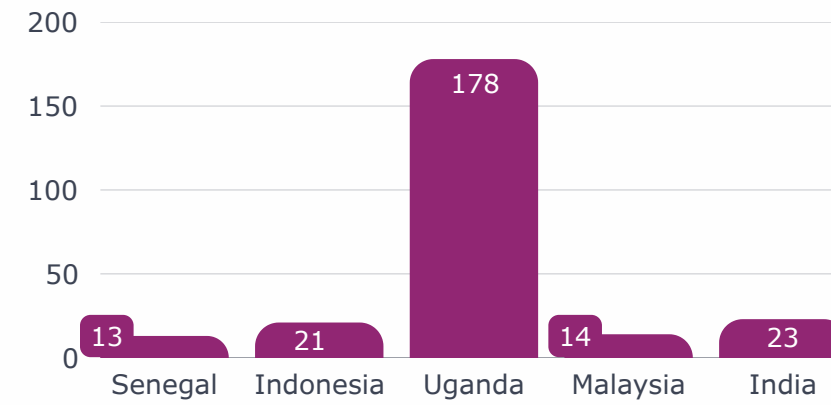


## CUMULATIVE CHILDREN REACHED BY 2024



## TOTAL PREGNANCY VISITS

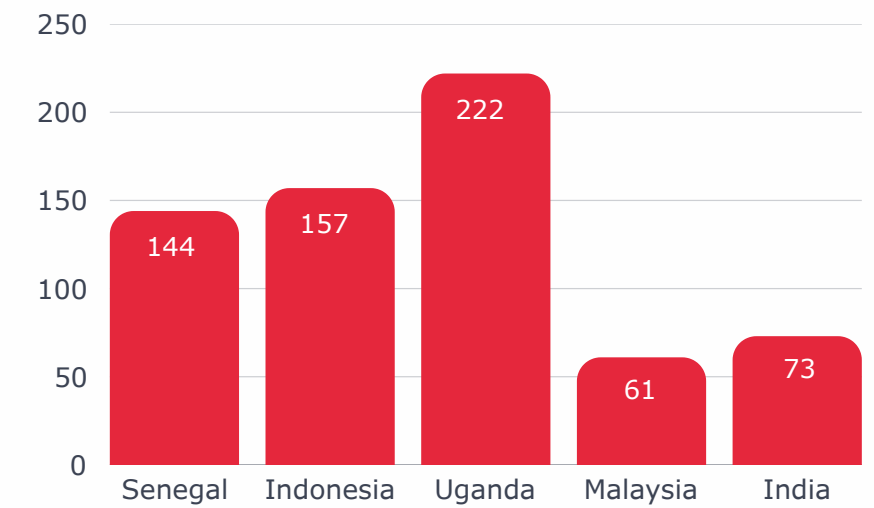
2024



3

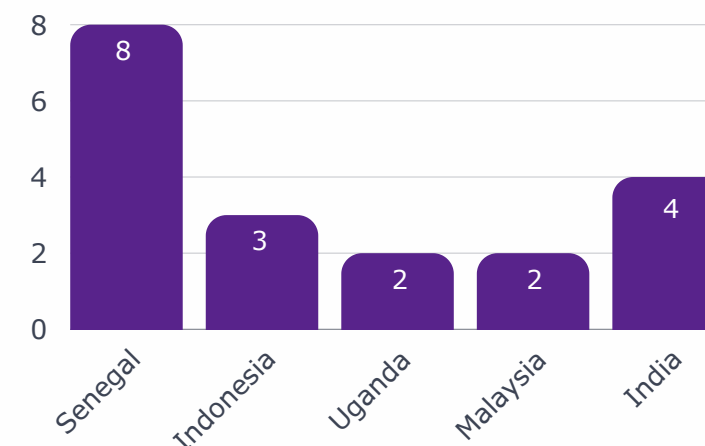
## TOTAL CHILDREN VISITS

2024



## MUMS IN EACH MINDUP

2024





# 4

## COUNTRY UPDATES



# 4 SENEGAL



Facebook: [Tawfekh Keur Jaboot](#)  
 Instagram: [@tawfekhkeurjaboot](#)



Facebook: [Conseil National de Développement de la Nutrition](#)

In the second half of 2024, MindUp Senegal has achieved remarkable milestones, driven by its commitment to supporting families and fostering community well-being. A key achievement was the approval of three new centers in Yeumbeul Nord, Yeumbeul Sud, and Malika, generously funded by the Partnership with CNDN. These new locations will extend MindUp's reach, offering essential services to even more families. Meanwhile, the Jaxaay MindUp, operational for four years, continues to serve as a pillar of the community, delivering critical services such as growth monitoring, culinary tastings, and parental education.

Daily tastings ensure children receive at least one nutritious meal, while solidarity circles for pregnant women provide a safe space to learn about maternal health, with topics like nutrition during pregnancy, breastfeeding, and delivery.

Parental education sessions have equipped mothers with practical knowledge on dietary diversification, active feeding, and the preparation of nutrient-rich meals using local ingredients. To complement these efforts, a dedicated WhatsApp group provides ongoing support, sharing child-friendly recipes and guidance tailored to the community's needs. In August, MindUp Senegal conducted innovative research using methodologies like Photovoice and time-use studies, shedding light on how mothers navigate the demands of work, childcare, and household responsibilities.

With these advancements, MindUp Senegal remains steadfast in empowering mothers, improving child nutrition, and creating a healthier, more resilient future for families.



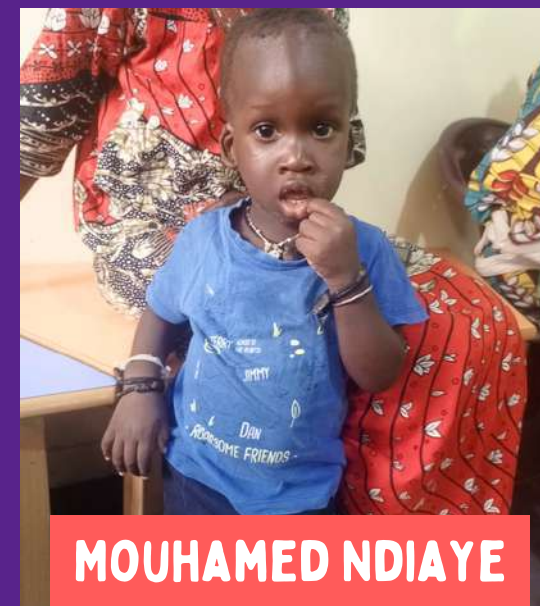
## Innovations in Senegal - Childcare Co-operative Pilots

In November 2024, the Tawfekh Childcare Cooperative launched its pilot test at the Jaxaay MindUp center in Senegal. This initiative, supported by the CISCO Foundation, aims to provide safe and affordable childcare while empowering mothers to focus on income-generating activities. The pilot welcomed 11 children and engaged them in structured activities, including song and dance, creative crafts, and educational play, while ensuring a nurturing environment.

The program received positive feedback from participating mothers, who valued the opportunity to manage household tasks and work responsibilities uninterrupted. Testimonials highlighted the cooperative's potential to significantly enhance productivity and well-being. The pilot also identified key needs, such as additional resources and team role definitions, to refine future operations.

Looking ahead, the project will conduct further tests to evaluate demand and sustainability while exploring expansion plans to extend its benefits to more families.

See the video of the first pilot on our Flickr page: <https://flic.kr/p/2quqDtU>



## Impact Stories - Yacine Diaw and Mouhamed Ndiaye

Yacine Diaw joined the MindUp program in 2023 when her son, Mouhamed, was just six months old. Living in Jaxaay, she learned about the program through her sister-in-law, who had experienced its benefits firsthand.

The program had a profound impact on her daily life. "I learned so many recipes for my son," she says, noting how the new meals helped improve his appetite and overall health. One of the most significant changes she observed was her son's increased enthusiasm for eating and noticeable growth.

# 4 SENEGAL MINDUP MANAGERS



## JAXAAY



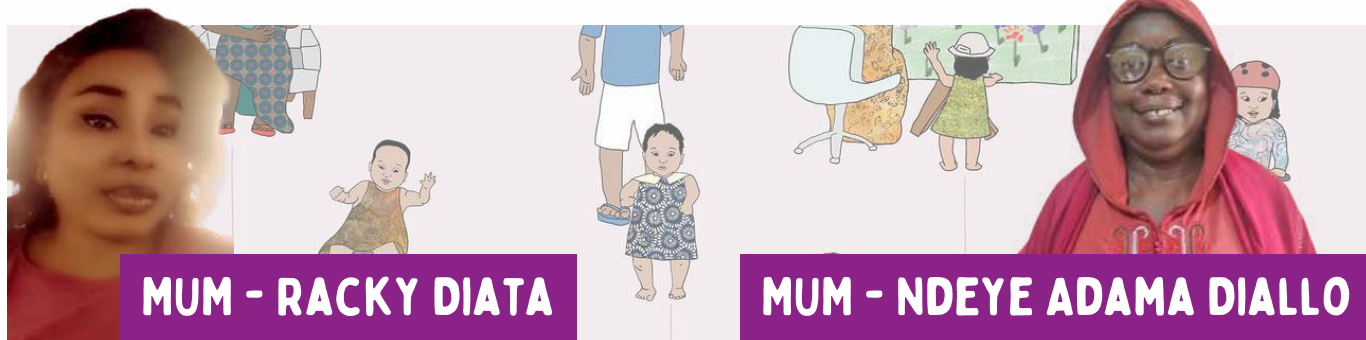
**MUM - MOUSSA SARR**

**MUM - MARIAMA**

For Moussa, being a MUM carries a profound meaning. "It represents a significant responsibility that has been entrusted to me, and it has a positive impact on my personal and professional development. This trust motivates me to work hard and remain committed to making a difference in my community."

Mariama Konaté has been a MUM in Jaxaay since the launch of the project in 2020. As the lead for culinary activities, she plays a vital role in supporting mothers and children in her community. "When we started, it was challenging. We never thought we would get to where we are today. But through dedication and effort, we built something meaningful."

## YEUMBEUL NORD



**MUM - RACKY DIATA**

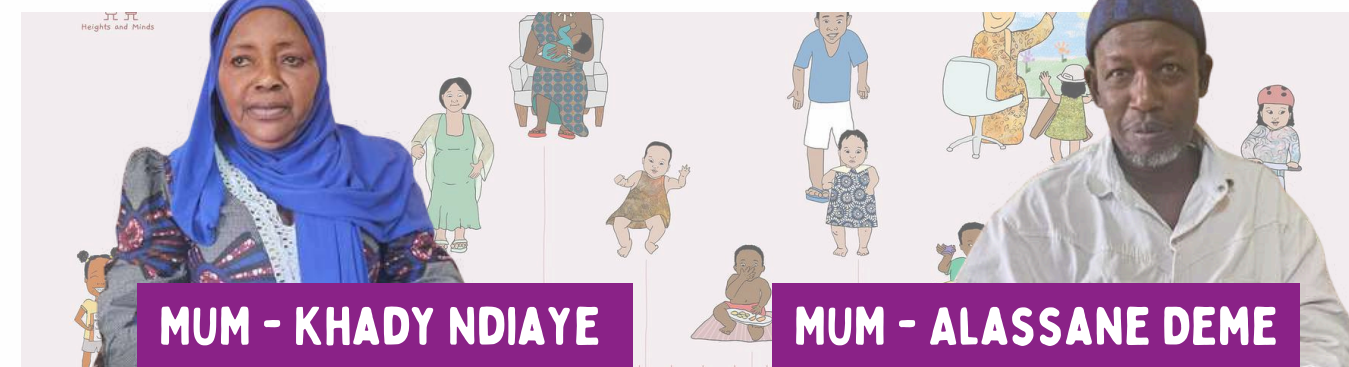
**MUM - NDEYE ADAMA DIALLO**

Community actress and member of the Yeumbeul Nord Maternity Community Development Committee (CDC), Raki Diatta is a dedicated MUM within the Heights and Minds project. Her focus is on acquiring new knowledge in nutrition, understanding the role of a MUM in this context, and contributing to the improved nutritional care of children

Ndeye Adama Diallo has been a committed community actor since 2010 and is now a MUM in Yeumbeul Nord.

For Ndeye Adama, the project represents a vision for the future. "This is a rich and forward-thinking project. My greatest hope is to see a day when no child suffers from malnutrition. It's essential to ensure that the project's reach is extended across all of Senegal to support as many families as possible."

## MALIKA



**MUM - KHADY NDIAYE**

**MUM - ALASSANE DEME**

Khady Ndiaye has been a dedicated community actor since 1998, starting as a community health relay and now serving as a Badjénou Ngokh. For Khady, the Tawfekh project is a vital initiative. "I hope it can be expanded in Malika to help combat malnutrition because we have many cases here. It's important that the project is sustainable so we can continue supporting families for years to come."

For Alassane, being a MUM is about giving every child a chance to grow up healthy and strong. "This is a great project, something truly important that offers children the opportunity to thrive. I hope we can expand the number of centers across the country to assist as many children as possible."

## YEUMBEUL SUD



**MUM - BINETA DIOP**

**MUM - MAIMOUNA KANOUTÉ**

Bineta Diop has been a community health relay since 2017 and now proudly serves as a MUM in Yeumbeul Sud. Her work focuses on supporting families, especially women, in combating malnutrition and improving children's health.

Maimouna Kanouté has been a community health relay since 2009 and is now a MUM in Yeumbeul Sud. Her experience and dedication make her a valuable asset to the Tawfekh project, which she sees as an opportunity to improve both her community and her own skills.

For Bineta, the Tawfekh project is a blessing. "It's an incredible programme, and we are so grateful because many families have already benefited. There are still many parents and families eagerly waiting for the project to reach them, so cases of malnutrition can become a thing of the past."

For Maimouna, the project has been transformative. "I think it's a great initiative that has helped us broaden our perspectives and increase our knowledge. It has truly opened our minds to new possibilities."

# 4 INDONESIA



Facebook: [Ruang Riung Ceria](#)  
Instagram: [@ruangriungceria](#)



Instagram: [@tunasnusafoundation](#)

In the second half of 2024, Ruang Riung Ceria (RRC) continues to be a center of learning and excellence for other MindUps and local hamlets. Having inspired other MindUps with their urban gardening, RRC is now inspiring local communities who are hoping to replicate the RRC MindUp ecosystem to prevent stunting in their own hamlets. Our local partner Yayasan Tunas Nusa and the RRC MindUp team have been collaborating to promote baby and toddler sensory play sessions with RRC participants at Kebon Belajar.

The RRC team continues to provide growth monitoring and counseling at the MindUp and at nearby hamlets. With many new faces at the MindUp, the MindUp Managers noticed the challenges of improving pregnant women's dietary diversity which impacts the complementary feeding of their babies in the future.

To address this, RRC and the local cadres introduce new vegetable recipes at the weekly cooking demonstration at RRC. RRC continues to provide eggs, fish and vegetables farmed and grown at the RRC to complement the supplementary feeding program provided by the local government.



**MindUp Manager - Enis N Nasyithoh**  
"Deciding to become a MindUp Manager, where I must influence the mindset and behavior of society—especially mothers and children as the future generation of this nation—has been a heavy and challenging responsibility for me."

It requires a solid foundation of knowledge and experience to earn full trust. However, this has not diminished my determination to continue giving my best. On the other hand, I have learned a great deal about starting with myself, so I can become an example for others. Hopefully, we can inspire others with good vibes."

**MindUp Manager - Citra Mustikawati**  
"When discovering a recipe that can unite generations, it truly warms the heart. It's wonderful to see everyone come together, preparing and enjoying the dish while planning to make it again at home. Thank you to those who discovered the Getuk Isi Buah recipe."

We found it randomly on Instagram, and then we tried to recook it at RRC. It was here that we realized that our role as MUMs is not just to support pregnant women, breastfeeding mothers, or babies, but also to pay attention to the elderly and young mothers."



# 4 INDONESIA



## Innovations in Indonesia

One challenge in providing nutritious complementary foods (MP-ASI) is the economic condition and food availability. Local, affordable foods are often overlooked due to their simple presentation.

RRC encourages innovative use of local ingredients to create healthy, everyday meals and affordable MP-ASI. One example is a breakfast sandwich made with surabi (Indonesian pancake) as the bread, catfish and tempeh for the patty, topped with quail eggs and spinach from our rooftop garden.

The MUMS also promote sweet potatoes, cassava, and corn as alternative carbs, mixing them with rice or porridge to make snacks like cakes or bread. Additionally, they advocate for catfish and eel as protein sources and teach how to make MP-ASI from family meals.

Some of the dishes RRC has prepared include Manado porridge, mushroom roulade, minced chicken opor, pumpkin porridge, grass jelly ice, steamed bread with vegetables and meat, tempe brownies, and banana biscuits for babies.



## Impact Stories - Putik and Aisyah

Putik, mother of Aisyah from RT08, was initially shy and avoided socializing. She never attended the Posyandu, but after several visits from RRC counselors, the MUMS convinced her to attend so Aisyah could get proper growth monitoring. Putik eventually started visiting RRC every Tuesday and Thursday, walking 1.9 km round-trip.

Over time, she became more confident and started dressing more stylishly, likely influenced by a makeup class that RRC held. The MUMS also noticed that Aisyah grew more comfortable around others, forming connections with the other participants.



# 4 UGANDA



[Kawempe Youth Centre Uganda](#)

[@kyouthcentre](#)

Kawempe Youth Centre (KYC) MindUp continues to deliver impactful services, focusing on family health, nutrition, and community resilience. This year, growth monitoring and nutrition education ensured consistent tracking of children's development, with mothers receiving guidance on balanced diets and child nutrition. Mental health support and stress management sessions provided caregivers with practical strategies and counseling to improve well-being.

Early childhood development activities, featuring educational play and social learning, fostered emotional growth among children, while community health outreach offered vital services like immunizations, deworming, and check-ups. Mothers benefited from skills training and economic empowerment initiatives, equipping them with tools to improve livelihoods.

A major highlight was the First 1,000 Days Graduation Ceremony in November 2024, celebrating families completing the program. Participants received nutritious porridge, mattresses, and clothing. Climate resilience activities also progressed, with seed distributions and planting demonstrations engaging mothers, fathers, and the broader community.

Improvements at KYC MindUp, including facility renovations, enhanced services, while Ruth's (MindUp Manager) ICT expertise significantly upgraded the HMF-DS platform, making it more effective and user-friendly. With growing participation from mothers and families, KYC MindUp remains steadfast in its mission to promote health, empower families, and strengthen communities.



## Innovations in Uganda

### Research on maternal mental health and early childhood development in Kawempe led by Andrea L. S. Bulungy, Ph.D., MPH:

Dr Andrea L S Bulungu is a public health nutrition researcher and a monitoring & evaluation advisor for Heights and Minds based in Uganda. She's especially passionate about the intersection of nutrition with early childhood development, women's work, and the food environment.

Currently she is working on a study with Harriet as a research assistant exploring the opportunities for improving Maternal Mental Health (MMH) during the critical "first 1,000 days" of child growth and development through a community-based early childhood development program, known as the MindUp model, delivered by Kawempe Youth Centre Uganda.



# 4

## UGANDA



### MindUp Manager Profile - Nalukwago Samalie

"Managing the MindUp Center has been an enriching experience, allowing me to engage directly with mothers and children in the community. I have developed skills in organizing programs such as growth monitoring, nutrition education, and stress management, all aimed at empowering mothers and promoting child development."

Through collaboration with dedicated teams and community members, I have seen the positive transformation in families, gaining confidence and knowledge to improve their well-being. This role has deepened my understanding of community needs and strengthened my passion for creating meaningful impact."



MUM - NALUKWAGO SAMALIE

### MindUp Manager Profile - Bulyaba Ruth

Bulyaba Ruth has been a dedicated MUM with the Heights and Minds Foundation (HMF) for over three years, serving the community at the Kawempe Youth Centre in Uganda. Her work focuses on empowering mothers and supporting early childhood development through growth monitoring, nutrition counseling, and community outreach.

Ruth has played a vital role in implementing innovative programs, including urban gardening initiatives and maternal education sessions, which have helped families adopt sustainable practices and improve their well-being. Her compassion and expertise have made her a trusted resource within the community, fostering lasting relationships with families and ensuring that children have the support they need to thrive.



MUM - BULYABA RUTH

### Local Coach Uganda - Harriet Naiga

Since October 2024, Harriet Naiga has been a valuable addition to the HMF team as a technical coach for Uganda. She holds a Bachelor's degree in Agro-Processing Engineering and a Master's degree in Agri-enterprise Development from Busitema University. Harriet is deeply committed to empowering women and youth, influenced by her own experiences as a mother. After facing a challenging childbirth, she developed a strong interest in maternal mental health and early childhood development, striving to foster supportive environments for mothers and their children.

With more than five years of experience in research and project implementation in Uganda, Harriet is dedicated to helping women achieve financial independence while ensuring their families have access to nutritious food. Her comprehensive approach, which integrates research, advocacy, and community engagement, significantly enriches the contributions she makes to the HMF team!



LOCAL COACH - HARRIET NAIGA



NAMUYIGA SHALIFAH & RASHAD SSALI

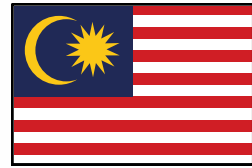
### Impact Stories - Namuyiga Shalifah and Rashad Ssali

Namuyiga Shalifah, a dedicated mother to Rashad Ssali and four other children, has experienced profound benefits since joining the MindUp program.

The nutritional assistance from MindUp has significantly improved the health and well-being of Shalifah's children, ensuring they receive balanced and nourishing meals. Additionally, the program's emphasis on maternal and child health has equipped Shalifah with vital knowledge about proper baby-feeding practices and essential care during pregnancy.



# 4 MALAYSIA



 [Pusat Anak Cerdas Ceria Selangor](#)

 [@pusatcerdas](#)

In the second half of 2024, Pusat Anak Cerdas Ceria Selangor (CERDAS) has been actively promoting parenting skills and early childhood education within the Pangsapuri Enggang community. In addition to their regular GMP sessions and popular sensory play activities, Pusat CERDAS organized two educational workshops for parents.

The first workshop focused on parenting and was warmly received by the community. Encouraged by the positive response, Pusat CERDAS followed up with a second workshop on complementary feeding for babies. These workshops provide an excellent opportunity for the community to connect, foster supportive relationships, and strengthen the MindUp network.

Following the end of the grant period from the Selangor State Government, the Pusat CERDAS MindUp is now focusing on using lessons learned from the pilot year to scale-up and expand to other sites in Malaysia. Having presented results from the pilot project to the Selangor Government and Ministry of Health, Heights and Minds is in discussion with the Ministry of Health Malaysia, local governments and also other NGOs to explore possibilities of collaborating to give Malaysian children the best possible start in life!



MUM - YUHANA

MUM - NORAINI

### MindUp Manager Profile - Yuhana

"I love talking, so meeting and socializing with people is truly the highlight of my job. Through these interactions, we build trust and forge meaningful connections within the community—something that's becoming increasingly rare in urban settings. My hope is that Pusat CERDAS will continue to thrive, even after my time as a MUM. I dream of it becoming deeply rooted in the community. Even if our impact isn't monumental, small, consistent efforts can create ripples of positive change."

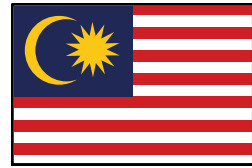
### MindUp Manager Profile - Noraini

"Being a MUM has given me the opportunity to meet people from diverse backgrounds, personalities, and beliefs, making this past year both fun and memorable. What I cherish most from this experience is the invaluable knowledge I've gained—insights that go far beyond what I learned in my formal education. The MindUp community holds a special place in my heart, particularly when parents come not for follow-ups but simply to let their children socialize and play. I hope we can continue this journey for the long term and see even more participants join us in the future."





# 4 MALAYSIA



## Innovations in Malaysia

Pusat CERDAS continues to innovate by focusing on urban families and equipping busy parents with the skills and knowledge to improve their children's growth and development.

This means providing activities beyond the first 1,000 days and Pusat CERDAS extends its reach beyond households within the first 1,000 days by offering a variety of community-focused activities.

During school holidays, they organize engaging programs for children, and have also welcomed couples trying to conceive to participate in their sessions. Additionally, children referred by state nutritionists are included, ensuring a broader impact on the community's overall health and well-being.



**DARWISY & KAK NONI**

### Impact Stories - Darwisy

Darwisy, the son of one of our MUMs, was initially observed to be smaller than his peers, with growth charts indicating he was approaching the  $<-SD2$  mark. His mother attended our training and diligently applied the knowledge to support her son's growth.

After 5 months, his growth showed significant improvement, particularly in his height. His most recent measurements now place him in the  $<-SD1$  category, reflecting good progress and the impact knowledge can have on improving a child's growth and development.

# 4

## INDIA



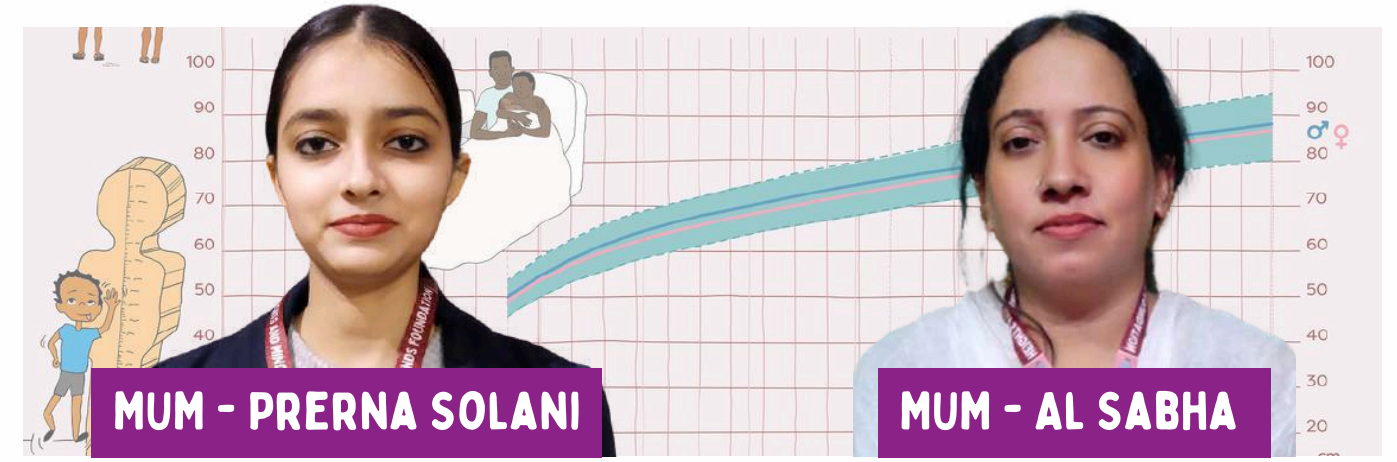
Foundation for Equal Citizenship  
@ffecindia

This year, the India MindUp program marked a major milestone with its official opening in August. Through our collaboration with the FFEC who has been instrumental in the success of this program launch, local expertise and community connections have enhanced outreach efforts, while their recent fundraising gala provided vital support for expanding MindUp activities.

The planning and training of new MindUp staff began with a virtual session led by our Program Manager and was followed by an in-person visit from the HMF team to conduct hands-on training in Growth Monitoring and HMF-DS frameworks, where four local dedicated MindUp Managers (MUMs) were hired, trained and welcomed to the HMF global community.

Our MindUp Managers share "our community, Trilokpuri, is a densely populated area with a low literacy rate, limited community awareness, poor basic hygiene, open sewers, a lack of health facilities, no advanced healthcare or emergency trauma care, minimal mental health support, and inadequate IT infrastructure. Unemployment is high, and healthcare and hygiene services for malnourished children are limited. Despite these challenges, the community does have some resources, including a dispensary, access to coaching classes for children, public parks, libraries to some extent, and affordable shops and vendors. Through the efforts of MindUp, many people registered with us have started eating healthier meals and paying attention to their basic hygiene."

The MindUp program builds on these foundations to address critical needs, such as growth faltering and stunting in children, while encouraging healthier lifestyles which has already helped families begin to overcome these challenges, with many participants adopting healthier meals and habits.



MUM - PRERNA SOLANI

MUM - AL SABHA

### MindUp Manager Profile - Prerna

Prerna Solani is a B.Com graduate, and has a love for trying different types of food and a passion for teaching students. Her key highlight from the MindUp Centre was learning about healthier alternatives to energy drinks, which many young people, including her younger brother, consumed excessively. She recalls, "I learned to make mint juice at the center and discovered its benefits as a healthy substitute. I prepared it for my brother, and when he tried it, he loved it and said, 'I won't drink energy drinks anymore; I'll drink this juice.' That moment filled me with pride."

### MindUp Manager Profile - Al Sabha

Al Sabha is passionate about interacting with new people and gaining knowledge. For her, one of the key highlights of the MindUp Centre has been engaging with teenagers and the memorable opportunity to meet the HMF team member, Whitley.

Reflecting on her experience, she shares, "Being a manager has been both informative and enlightening. I had the chance to meet new mothers and share essential knowledge that was truly beneficial for them and their children."

### MindUp Manager Profile - Samreen

Samreen is currently pursuing her BA, is our fourth MindUp Manager with a love for cooking, teaching, and reading.

For Samreen, the most fulfilling part of being a MUM is building bonds with mothers, listening to their concerns, and offering guidance. A moment close to her heart is when a mother confidently says, "On the next visit, my child will be in the green zone." This trust and hope reaffirm the impact of her work and the purpose behind it.

### MindUp Manager Profile - Shaheen

Shaheen Parveen, our first MindUp Manager, driven with a passion for community care. Having completed her 12th-grade education, she brings enthusiasm and creativity to her role.

For her, the spirit of teamwork at the MindUp Centre stands out as everyone works together to improve community health. She shares, "Being a MindUp Manager has been a great experience as I've been able to help my family and the community by sharing the right knowledge."



MUM - SAMREEN

MUM - SHAHEEN PARVEEN

# 4

## INDIA



### Innovations in India

This year, one of the most meaningful steps we've taken at MindUp India is dedicating a specific day to support caregivers of children at risk of stunting or experiencing growth faltering. Stunting, caused by long-term malnutrition and other challenges, affects children's physical and cognitive development, and is a serious concern amongst the children we work with.

To address this, we started offering the mothers registered with us a space, at least once-a-week, where they can access growth monitoring, practical nutritional advice, and simple, affordable tips to support their child's health. These sessions have also created a sense of community, giving mothers the confidence to tackle these challenges together. It's been inspiring to see parents feel more empowered and hopeful about their children's future, and we're proud to take this step toward addressing such an important issue.



### Impact Stories - Sunita Verma

Sunita Verma's commitment to her child's health has truly paid off. She registered with MindUp in August, when her 11-month-old daughter was in the yellow zone for growth. Sunita regularly attended most of the sessions as well as the Thursday sessions for children with faltering growth.

By the 100-day check-up in December, Sunita's daughter had made remarkable progress, moving from the yellow zone to the green zone, with both her height and weight showing significant improvement. She stated "I'm so grateful for what I've learned. My daughter is now growing healthy, and I feel confident in the choices I'm making for her," she shared.

# 5

## SOCIAL MEDIA ANALYTICS AND UPDATES



# 5 SOCIAL MEDIA ANALYTICS

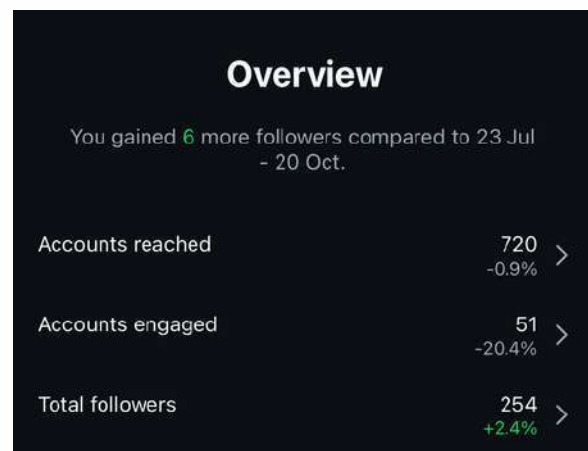
Throughout the remainder of 2024, our communications and MindUp teams continued to leverage social media as a vital tool for raising awareness, sharing impactful stories, and engaging with communities worldwide. This year saw a steady rise in followers and engagement, reflecting growing interest in our mission and the value of digital platforms in connecting with supporters and amplifying our work.



We are in the process of testing different stories, updates with the new graphic designs for posts seeing what will increase our reach and engagement to our stakeholders, including donors, partners and the Mindup community members.

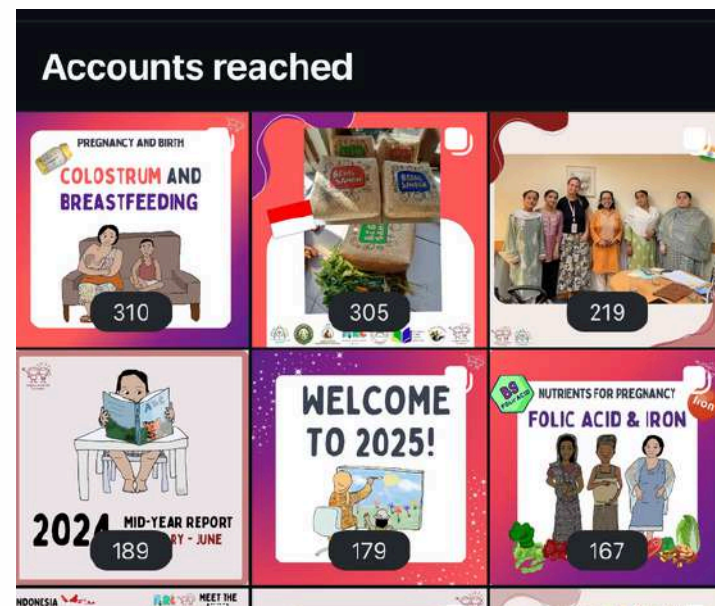
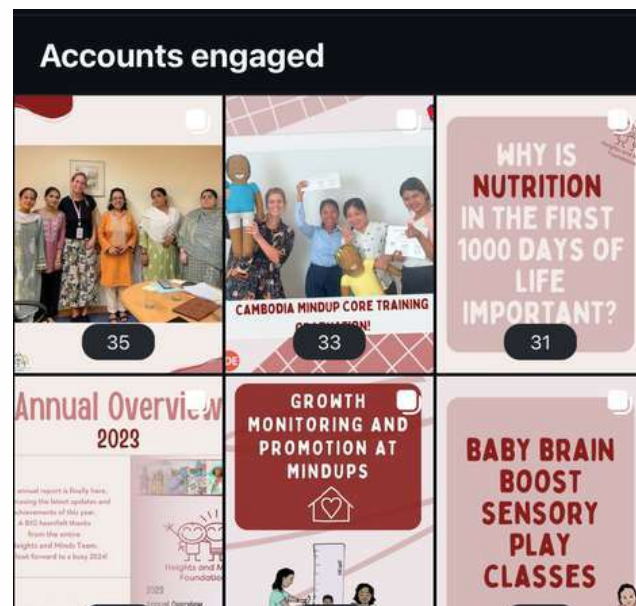
## INSTAGRAM

@heightsandminds



Instagram remains our most active and engaged social media platform, reflecting its role as a key channel for connecting with our audience and amplifying our mission. Over the past six months, we significantly increased the number of accounts reached, nearly doubling our reach compared to the first half of 2024. This growth highlights our expanding presence and the effectiveness of our efforts to engage a broader audience. Total followers on Instagram saw a modest increase of 10 accounts during this period, indicating steady but incremental growth in our community.

While there continues to be sustained interest in our work, engagement metrics suggest there is room for improvement in fostering deeper interactions with our audience which we can test out new strategies for the 2025.



## FACEBOOK [foundationheightsandminds](https://www.facebook.com/foundationheightsandminds)



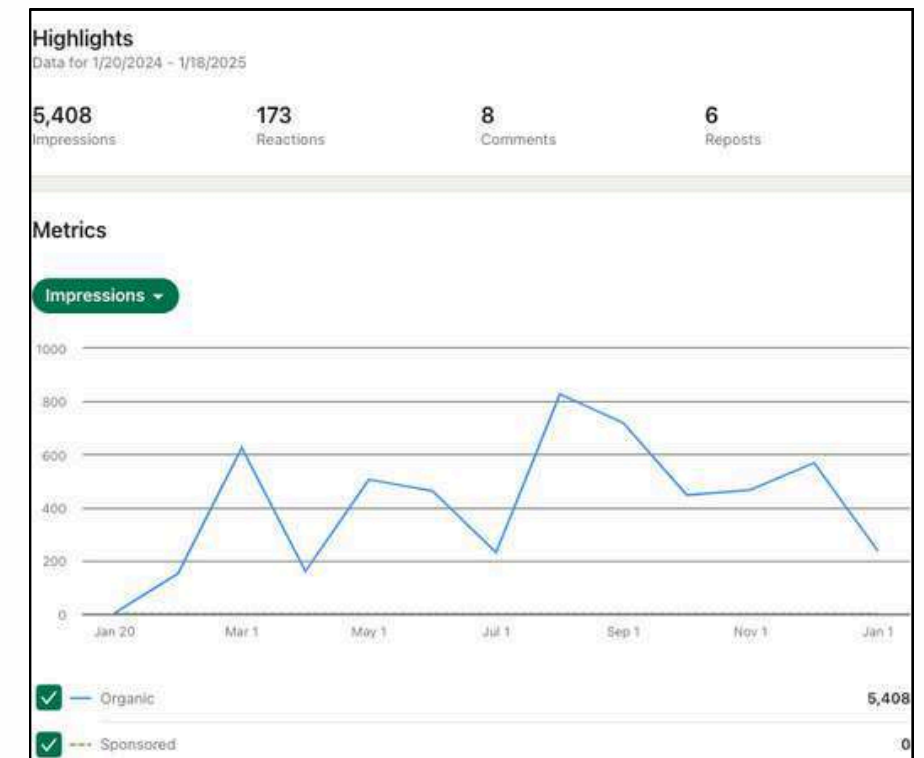
Posts with the most Reach include impact stories from our MindUp communities and MindUp updates.

We experienced significant growth in our Facebook page, with a 393.2% increase in reach (2,609) and a 692.4% increase in content interactions (626), driven entirely by organic efforts. It shows we have effective content strategy, though the decline in link clicks (-33.3%) suggests a need to improve calls-to-action for better engagement across Facebook and Instagram.

## LINKEDIN [linkedin.com/company/heights-and-minds](https://www.linkedin.com/company/heights-and-minds)

Our presence on LinkedIn is significant as it serves as a professional platform to connect with a global audience, including potential donors, partners, and advocates.

We achieved 5,408 impressions entirely through organic reach, with notable peaks in March and late July. While reactions (173) are solid, comments (8) and reposts (6) are relatively low, suggesting room for improvement in fostering engagement and creating shareable content. Incorporating strategies to increase interaction, such as asking questions or including calls to action, could enhance engagement.



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FOR  
YOUR  
SUPPORT!**



every child  
deserves

**GOOD NUTRITION  
SMART BRAIN  
BRIGHT FUTURE**

