



A healthy start for every child



images © Max Foundation/Genaye Eshetu

Safe water, sanitation and hygiene, nutrition and care. Key components for a healthy start in life.

Max Foundation combines these components for long-lasting impact on child health. Local leaders (entrepreneurs, communities and government) drive the change.

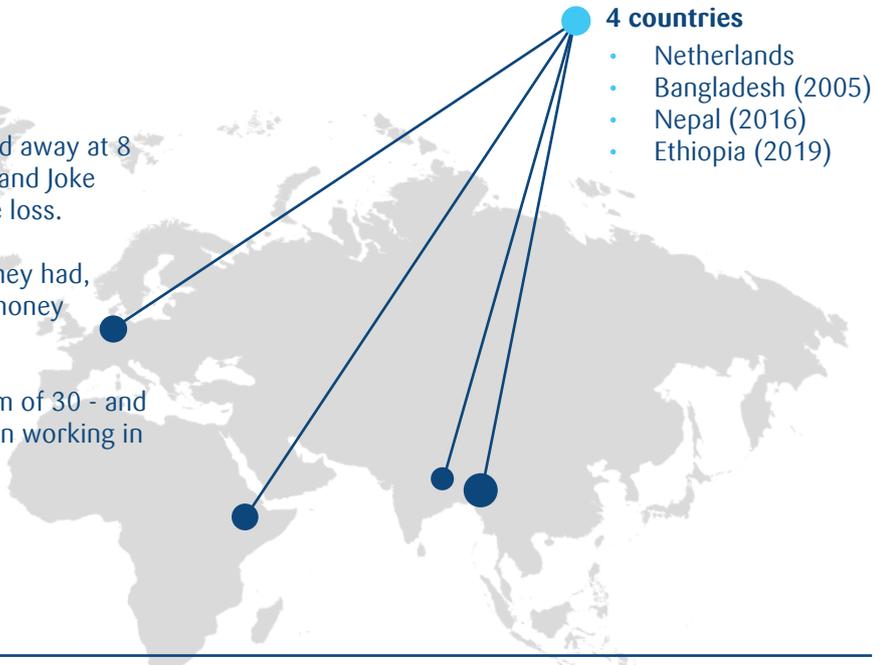
Our story

Max Foundation is named after Max Le Poole who passed away at 8 months due to a rare viral infection. His parents Steven and Joke Le Poole wanted prevent others from suffering the same loss.

To make the biggest impact with the limited resources they had, principles of effective altruism and maximum value for money guided their initiative.

Potential for impact led them to **Bangladesh** - now a team of 30 - and expanded to **Nepal**. Since 2019 Max Foundation has been working in **Ethiopia**, with a team of 10 fulltime Max employees.

We've reached 3 million people so far.



How we work



Child Health

We combine water, sanitation and hygiene (WASH) with food and nutrition security and care, to reduce undernutrition, disease, and stunting.



Building Business

We strengthen local supply and demand by training entrepreneurs, developing small-scale business innovations, and setting up social businesses.



Engagement & Advocacy

We work with all stakeholders from the get-go (from community leaders to government), and want others to adopt integrated approaches on international levels.



Data & Evidence

Data drives our decision making. Evidence through data collection and verification on what really works helps us be more effective for greater impact

What we do

The Healthy Village Approach

Our data-driven **Healthy Village** approach is proven to be successful at **improving child health (reducing stunting)**. It facilitates good WASH, nutrition and essential care for mother and child through **entrepreneurship, advocacy, and community**. The entire village is mobilised towards the common goal of child health.

Caregivers use charts to monitor child growth, **entrepreneurs** become catalysts for change through stimulated supply and demand, and **local government** officially designates Healthy Villages once they meet and maintain key criteria.



Healthy Village in practice

Max Nutri-WASH 2016-2021:

Reached 1.2M people in 62 municipalities in coastal Bangladesh, achieved drop in stunting rate from **51 to 25%** (19K children under 5 no longer stunted).



Healthy Village Ethiopia*:

Reaching 400,000 people in 4 districts in Ethiopia by 2025. Stronger focus on food security, climate resilience and gender-transformative aspects. With Plan International, iDE, ORDA and the Government of Ethiopia.

Healthy Village Urban*:

Contextualized for flood-prone urban & peri-urban areas in Bangladesh, emphasis on full coverage (disability-inclusive). Reaching 157,000 people by 2026.

* still seeking match funding

Max Social Enterprise

Established in 2019 as a business spin-off from Max Foundation, **Max TapWater** brings affordable, safe water to households in Bangladesh through mini-grid piped water supply systems.



A **local entrepreneur** (who co-invests) operates each system, which reaches a cluster of ~40 households.

The model is innovative but the technology is simple, using locally sourced materials.



12,000+ people have piped water at home to date thanks to Max TapWater.



Right2Grow

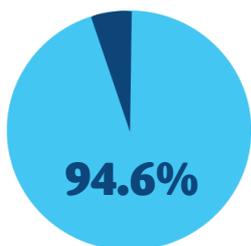
Right2Grow strengthens civil society to get to **zero undernutrition** and **access to safe Water, Sanitation and Hygiene for all**.

Right2Grow is active in Bangladesh, Burkina Faso, Ethiopia, Mali, South Sudan, and Uganda.

In this strategic partnership with the Dutch Ministry of Foreign Affairs, Max Foundation works together with the Hunger Project, Action against Hunger, Save the Children, World Vision, and CEGAA South Africa.

Our impact in numbers

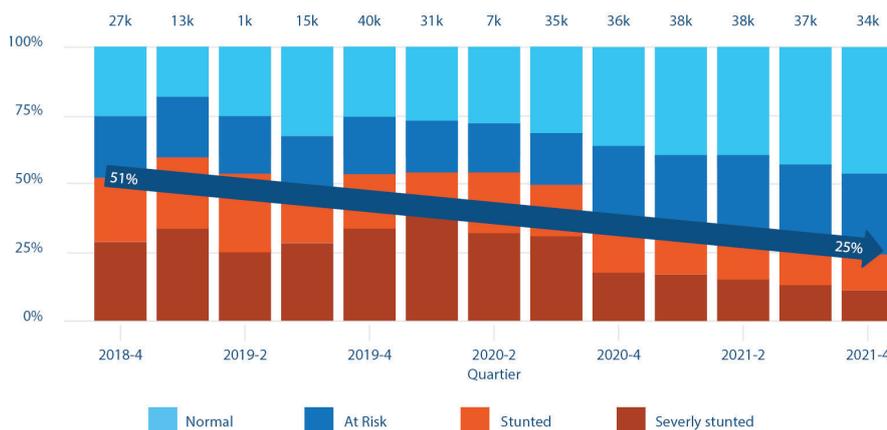
1. Financial Management



94.6% of our total expenditures is spent on our objectives!

5.4% is spent on overhead and fundraising.

2. Stunting Reduction



3. Stakeholder involvement

