

## QUARTERLY NEWSLETTER

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APRIL TO JUNE 2025



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### **EDITORIAL**



Rica Rwigamba, Interim director for the WAEMU Region

### **Accelerating** our impact, together

### Dear partners,

On April 24 and 25, we gathered in Dakar for a powerful moment of reflection and collaboration during the WAEMU Partner Impact Convening. For two days, nearly a hundred partners and around 20 young participants from our programs came together to connect, share, and re-align on our common ambition: to enable 6.2 million young people across the region to access dignified and fulfilling job opportunities, 70% of which for young women.

I want to warmly thank each and every one of you for your energy, your contributions, and your unwavering commitment. Your presence and active engagement made this convening a true success.

This moment was not just about sharing the results of our baseline study, although those insights are essential. It was also about taking a collective pause to listen, learn, and acknowledge what is working, and identify what still needs to evolve.

These results are both a source of encouragement and a call to accelerate. We must go further with sharper targeting, deeper inclusion of vulnerable groups, and better alignment with national priorities and local realities.

Partners and young participants recommended to:

- Expand the Foundation's reach in underserved rural areas by increasing allocated resources and aligning targeting with poverty and vulnerability indicators.
- Improve the availability of disaggregated data and concrete elements to assess the impact of actions, particularly on marginalized groups.
- Support the entire agricultural value chain.
- Promote gender equity through targeted actions towards young women, the promotion of positive masculinity, early leadership development, and greater community involvement.

Thanks to your recommendations, we are committed to:

- Reaching more rural and underserved communities, with a particular focus on young women,
- Strengthening our commitment to gender equity,
- Investing in longer-term programs,
- Giving a stronger voice to young people,
- And basing our actions on reliable data and realtime learning.

Now more than ever, we need stronger synergies between our organizations because the impact we seek is not possible in isolation. It is through collective effort, trust, and coordination that we will truly move the needle.

As we continue this journey, I invite you to keep the conversation going on our Partner Connect platform. It is designed for all of us to share resources, ask questions, connect directly with peers and Foundation teams, and build lasting partnerships. If you need assistance, feel free to contact us at: partnerconnect@mastercardfdn.ora

Once again, thank you for your dedication and partnership. Let's keep moving with purpose and urgency toward the future we are building together.

Warm regards, Rica Rwigamba



### **BREAKING NEWS**



Media pre-launch of the ASFS Forum

## Africa Food Systems Forum 2025 The major event announced for September in Dakar

From May 7 to 9, Dakar hosted the official launch ceremony of the Africa Food Systems Forum 2025 (AFSF), under the theme "The Role of Youth in Transforming Africa's Agri-Food Systems." This launch marks the beginning of a major momentum ahead of the Forum, which will take place from August 31 to September 5, 2025, in Dakar.

This event aims to promote a transformation of food systems that is inclusive, resilient, and sustainable, with particular focus on integrating women and young people to accelerate the achievement of the Sustainable Development Goals by 2030.

The official ceremony, held on May 9, was co-chaired by H.E. Ousmane Sonko, Prime Minister of Senegal, and H.E. Hailemariam Desalegn, Chair of the AFSF Partners Group and former Prime Minister of Ethiopia. It was inaugurated by H.E. Bassirou Diomaye Faye, President of the Republic of Senegal. This milestone event included the formal announcement of the Forum's theme and a strong call to action to policymakers, development partners, and private sector actors.

The main focus? Ensuring that youth voices are heard throughout the Forum, with a dedicated strategy to guarantee their inclusion, representation, and active participation before, during, and after the event.

### The flagship event is coming soon!

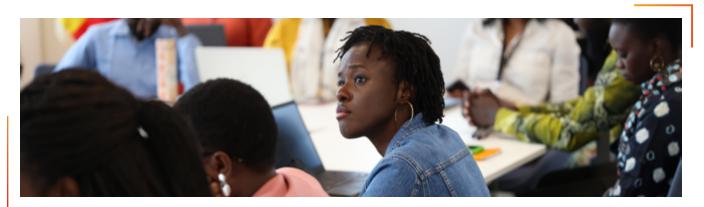
Please feel free to let us know if you will be attending so that we can make this event a collective success.

For more information and to join the Africa Food Systems Forum 2025 journey, please visit the following link: https://afs-forum.org/



### **NEWS**

## Strengthening partner communication through a community of practice



To better equip partners and amplify the impact of our actions for young people, the Communications Department launched the "Partners Communication Convening" in 2024, bringing together communications managers from partner organizations. The main objectives of these workshops are to address the challenges partners may face in developing and implementing effective communication strategies, and to foster better synergy and collaboration among them.

After exploring key themes in 2024 such as impact-driven communication, public relations management, and the strategic use of social media and digital tools, two Partner Comms Convenings were organized in 2025:

- On March 13, a workshop at the Pasteur Institute on inclusive communication, organized in partnership with FSAPH and Light for the World. Young people with disabilities shared their personal stories. This powerful session reinforced our ambition: to include 5% of youth with disabilities in our programs - around 1 million participants across the WAEMU region.
- On June 26, a second workshop focused on the challenges of artificial intelligence and the creation of storytelling videos.

Following these meetings, practical guides are produced to help partners integrate these learnings into their daily work.

This growing community of best practices marks a collective dynamic toward more inclusive, strategic, and effective communication in service of young people.





### **4 QUESTIONS TO...**



### **ESTHER DASSANOU**

Director, Gender Programs at the Mastercard Foundation

« Young girls and women in Africa have the potential to make a significant contribution to the continent's economic growth.»

The report titled "Young Women in **Africa: Drivers of Economic Growth** and Transformation by 2030" by the Foundation highlights that unlocking the economic potential of young women could generate up to \$287 billion by 2030. What are the Foundation's strategic priorities to turn this potential into reality?

Across Africa, young women and girls hold tremendous untapped economic potential. With the right support, they could contribute at least \$287 billion to the continent's GDP by 2030, with projections reaching up to \$4.1 trillion by 2040.

Recognizing this opportunity, the Foundation has chosen to position young women as full and essential contributors to Africa's economic transformation. Their inclusion is not only a matter of fairness□it is also key to achieving the Africa we all aspire to build.

Access to finance remains one of the greatest challenges for young women entrepreneurs, especially in rural areas. How does the Mastercard Foundation support financial institutions and innovators in developing financial products tailored to the needs of these young women?

Secure and appropriate access to finance remains one of the most critical enablers of young women's ability to access decent work or grow income-generating activities. Through its Young Women Centric Design approach, the Foundation aims to better understand young women's aspirations and barriers and co-develop with partners solutions that reflect their lived realities - particularly in rural and peri-urban settings. This includes supporting partners in designing financial products that are better suited to young women's circumstances, such as low savings capacity, lack of collateral, and limited trust in financial institutions. The approach also considers mobility challenges, care responsibilities (for children, elderly or sick relatives), and time poverty, all of which significantly constrain young women's ability to access and thrive in the world of work and entrepreneurship.





### **4 QUESTIONS TO**

It further explores how to mitigate the social risks they face while advancing their personal and economic goals

The report emphasizes the importance of a comprehensive ecosystem: beyond financing, there is a need for mentorship, networks, market access, and mindset shifts. How does the Foundation ensure that its gender strategy incorporates this systemic approach?

Many young women are producing goods or services but struggle to access the right markets or position themselves effectively. Supporting them goes beyond technical knowledge - it also involves helping them build confidence, expand their vision, and recognize the value of starting with their immediate environment.

Mentorship especially peer-to-peer among young women - plays a critical role in accelerating their ability to grow, learn from relatable journeys, and build resilience. In addition, access to professional and industry networks is vital to connect them with the information, skills, and opportunities they need to build stronger, more market-relevant businesses.

The concept of gender lens investing is presented in the report as a key lever. How is the Mastercard Foundation engaging private sector actors around this approach to support young women entrepreneurs in Africa?

Promoting gender lens investing is not only about helping young women - it is also about recognizing them as a strategic and often underserved market segment. They are tomorrow's entrepreneurs, leaders, and consumers. Evidence consistently shows their financial reliability and the positive performance of organizations that include more women in leadership. The Foundation continues to engage private sector actors to co-develop solutions that are more inclusive, with shared benefit for all involved.



### THE FOUNDATION'S IMPACT

The Mastercard Foundation uses several means of verification to regularly measure and evaluate progress and impact: baseline study, periodic partner reports, impact monitoring, strategic reviews, partner-specific studies, etc.

Here are the main figures for this quarter:

The global impact of the Mastercard Foundation in the WAEMU region at the end of March 2025 259 000

jobs have been created, 48% of which are for young women



7 200 000

people have been reached on the ground, including 49 % women

61%

of partner organizations are from Africa

9%

of partner organizations are lead by the youth (Youth Led Organizations)





### IMPACT STORY



### When Batonga circles transform the lives of rural women

Since 2023, the Batonga Foundation, with support from the Mastercard Foundation, has been supporting adolescent girls and young women in the rural regions of Kolda and Sédhiou, in southern Senegal, to help them achieve economic, social, and personal autonomy. Today, 103 business circles have been established, bringing together more than 3,000 young women every week to receive training, learn how to manage income, develop activities such as market gardening, soap making, and gain access to savings and microcredit.

Aminata Manga, 31 years old, married and mother of four, is one of the women who seized the opportunity offered by the Batonga circles:

After a coach presented the Batonga program in her village of Djiredji, Aminata joined the circle. "As soon as I heard about this opportunity, I knew I had to seize it," she confides.

Aminata has benefited from training sessions and support provided by local business coaches. She has learned to better manage her income, structure her sales, and plan for the long term. Little by little, she has expanded her business, which includes selling food products, ice cream, and household linens. Today, Aminata is a symbol of success: "I've become a role model for all the women in the village, because every woman dreams of having an ice cream freezer like Madame Sagna."

But her ambitions don't stop there. Aminata now dreams of owning several shops and becoming a recognized businesswoman. "We, the women of Djiredji, are hardworking and brave. All we need is the right support. My message to other women: work tirelessly - it's our responsibility!"

Today, Aminata is living proof that access to resources, training, and close support can truly transform lives. The Batonga program has not only equipped her with economic tools - it has given her vision, confidence, and a future to inspire others.

Boury Baldé, 26 years old, also married and mother of four, shares how much the Batonga program has transformed her life:

"Before the Batonga program, I couldn't do much to support myself, but now I'm doing very well. I manage to sell my products easily."

She also speaks to the broader impact the circle has had on her day-to-day life and her family's wellbeing:

"I can buy clothes for my children, pay medical expenses, help my husband with daily needs, and manage my household better."

The Batonga circles are more than just learning groups - they are spaces of empowerment, local leadership, and female solidarity. Led by coaches from the villages themselves, they enable participants to become agents of change in their communities.

### Videos coming soon!



### **IMPACT STORY**

### Sala Sow, student and Mastercard Foundation Scholars Program recipient, 22 years old

Moved by a tragedy she witnessed - a woman who died giving birth to twins - Sala Sow made a promise to herself: she would become a doctor and specialize in gynecology.

Now 22 years old, Sala is in her third year of medical school at Gaston Berger University, where she is supported by the Mastercard Foundation Scholars Program. Since childhood, her dream has always been to succeed in order to support her mother, whom she saw face life's hardships alone after the death of her father when Sala was only three years old.

While pregnant, she earned her science baccalaureate with honors. She became the first girl from her village to reach such a level of academic excellence - a great source of pride for her and her family.

Becoming a mother while pursuing her studies has been a daily challenge. To manage her responsibilities, she would wake up every morning at 6 a.m. to study before her son woke up. But she perseveres - determined to offer him a better future. At university, she was also able to count on the vital support of the student mothers' association.

She discovered the Mastercard Foundation Scholars Program through a post aimed at new science graduates. Beyond financial assistance, the program has provided her with comprehensive support: leadership training, personal development, confidence building, and public speaking. Her child was also able to enroll in daycare.



Committed and deeply connected to her community, Sala chose to give back through a symbolic gesture: distributing school kits in her home village. She remembers a time when she couldn't always afford a notebook or a pen. Her goal was clear: to show these children that they too can succeed. She also raised awareness among parents about the importance of education, especially for girls.

Today, Sala carries bold ambitions. She dreams of creating a state-of-the-art medical center to meet the needs of all, especially in rural communities where access to healthcare remains limited- particularly for women and children. Her ultimate dream: to become a renowned gynecologist, serving her community.

Watch her inspiring story in video below:







### **PARTNER SPOTLIGHT**



### Codou Diaw

**Executive Director of the Batonga Foundation** 

### What are the main barriers faced by young women in rural areas?

At the Batonga Foundation, our field experience shows that girls living in rural areas face numerous obstacles that hinder their development and limit their opportunities. These challenges are primarily rooted in deeply ingrained gender norms that confine them to traditional roles from a very young age. Most of these girls do not attend school or drop out early, often due to domestic responsibilities, early marriage, or unplanned pregnancies. Very limited access to menstrual hygiene, sexual education, and health services further increases their vulnerability, as does the distance from schools and training infrastructure.

As a result, they have very few means to develop their potential-personally or economically-reinforcing gender inequalities and keeping them in a cycle of exclusion. This is what Batonga strives to break, by creating spaces where young girls can learn, express themselves, take initiative, and become agents of their own future.

## How do these barriers affect their well-being, leadership, and access to economic opportunities?

These barriers have a profound impact on the lives of young women in rural settings. In terms of well-being, they affect their physical and mental health due to a lack of care, menstrual hygiene, adequate nutrition, and more. On top of that comes the burden of early responsibilities - marriage, pregnancy - which often leads to stress, isolation, and sometimes violence.

These conditions significantly hinder their ability to develop leadership skills. Without education or female role models in decision-making roles, it's difficult for them to assert themselves or have their voices heard. Social norms push them to remain in the background, even when they have high potential.

Economically, the lack of access to training, credit, digital tools, or support networks keeps them engaged in informal, low-paying activities, preventing them from achieving financial independence.

Ultimately, all these barriers are interconnected and create a vicious cycle. When a woman is denied her basic rights, her entire future is blocked. At the Batonga Foundation, we work every day to break that cycle and open new paths for them.

### How have you managed to remove these barriers?

At the Batonga Foundation, we firmly believe that every young woman is a change-maker. That's why we take concrete action to remove the barriers to their empowerment, particularly in rural areas. In Benin and Senegal, our business circles help over 7,000 women aged 18 to 35 acquire skills in business management and entrepreneurship. By organizing into groups and launching income-generating activities - supported by business coaches - they grow their businesses, strengthen their economic autonomy, and build long-term solidarity.

In parallel, our leadership program for adolescent girls reaches over 6,000 girls living in remote areas. Guided by mentors, they meet weekly in our «safe spaces» - inclusive and engaging environments open to both inschool and out-of-school girls - where they learn about reproductive health, leadership, their rights, and social entrepreneurship. Some of them also receive vocational training that enables them to earn a living.

We also integrate digital tools into our programs: all participants are trained to use digital tools to manage group finances, savings, secure their earnings, and access mobile banking services.

Every day, we see how, with the right tools, rural young women can transform their own future - and that of their communities.

### Can you tell us about the importance of community facilitators in your work?

Community facilitators are at the heart of Batonga's approach. Coming from the local communities themselves, they understand the social dynamics, power structures, needs, and challenges.

Their role goes far beyond sharing information or coordinating activities: they travel hundreds of kilometers each week to support mentors, business coaches, and participants. They build trust, listen, motivate, and encourage the women to believe in themselves.



They act as a bridge between Batonga, families, community leaders, and implementing partners. This greatly facilitates stakeholder engagement and the success of our programs. Without them, it would be very difficult for Batonga to have such a deep and lasting impact.

## What systemic changes have you been able to drive through the Batonga program?

We've succeeded in driving systemic change both within communities and at the institutional level. In certain rural areas of Benin, girls are now supported by their families to participate in our programs, launch businesses, or speak in public. That's a real shift in perspective.

Economically, our business circles have enabled many young women to generate income and gain autonomy. In recent months, Batonga's business circles have gradually been recognized as Economic Interest Groups (GIE), giving them formal status and access to funding opportunities from the government.

At the institutional level, our collaboration with local authorities is bearing fruit. In several municipalities, resources are now allocated to girls' empowerment, and our groups are recognized as local development actors. These kinds of shifts show that our impact goes beyond individuals Dit's part of long-term social transformation.

## How did you succeed in engaging the male community—what you call "champions"—and why was this a key factor for success?

We understood early on that for real, lasting change, it was essential to involve men and boys [fathers, husbands, brothers, and local leaders [in the process. Their involvement creates the conditions necessary for the socio-economic success of the young women we support.

Through community dialogues, awareness-raising workshops, and gender equality training, they have become powerful allies. They support girls, defend their right to education and economic independence, and influence other men around them.

Their engagement has helped break down deeply rooted cultural resistance and anchor our programs in the local social fabric.

### What challenges still need to be addressed?

Several challenges remain. Social norms are still deeply embedded and continue to limit girls' freedom and empowerment. Access to quality technical and vocational training, employment, and sustainable entrepreneurship remains insufficient.

In rural areas, illiteracy is a major barrier, making it difficult for women to access information, digital tools, and economic services.

Reaching women in remote areas also poses significant logistical, financial, and human resource challenges due to the costs of transportation, follow-up, and activity implementation.

Finally, to ensure lasting impact, it is crucial that communities, institutions, and local actors take full ownership of the changes underway.



### **DIGITAL FOCUS**



Conférence EdTech, Abuja

Mastercard Foundation at the forefront of EdTech in Africa: Innovation, impact, and regional outlook

Education in Africa stands at a crossroads, and technology is proving to be not a luxury, but a necessity. Through its Centre for Innovative Teaching and Learning (the Centre), the Mastercard Foundation is firmly committed to catalyzing a robust EdTech ecosystem to transform learning across the continent.

## Our EdTech strategy: Building the future of learning

Our mission, as emphasized by Tina Muparadzi, Executive Director of Education and Transitions at the Mastercard Foundation, is to create opportunities for young people across Africa. The Centre lies at the heart of this ambition - supporting innovation through ICT, sharing best practices, and bringing together key actors in education and technology.

### Our approach is threefold:

- Supporting local innovation: The Mastercard Foundation EdTech Fellowship supports entrepreneurs who develop solutions tailored to Africa's educational challenges.
- Improving access and quality: We aim to expand access to quality education for underrepresented populations.

Influencing policy: EdTech Mondays is a key platform driving dialogue and encouraging the integration of EdTech solutions into education systems - turning discussions into concrete actions for broader adoption and smarter use of digital tools.

### The Abuja Agreements: Commitments for action

In July 2024, the Mastercard Foundation EdTech Conference, organized in partnership with the Federal Government of Nigeria, brought together nearly 600 stakeholders. The message was clear: technological integration is essential. The event concluded with ten key recommendations, with three identified as priorities for accelerated implementation:

- Develop strategies and policies to integrate EdTech into learning systems.
- Improve the quality of education data and analytical capacity for informed decision-making.
- Address the challenge of 108 million out-ofschool children and youth in Africa.

As Peter Materu, Chief Program Officer of the Mastercard Foundation, stated: "Investing in education in Africa is not just investing in Africa; it's investing in human capital for the world." These agreements now guide our actions for lasting impact.

## Our partnership with EtriLabs in the WAEMU region

Our collaboration with EtriLabs is a cornerstone of our strategy in Francophone Africa. Operating in countries like Benin and Senegal, EtriLabs identifies, incubates, and accelerates innovative startups. This support includes mentoring, capacity-building, and market access - while tailoring solutions to local realities.



### DIGITAL FOCUS



Conférence EdTech, Abuja

Thanks to this partnership, 12 new startups from Benin and Senegal joined Cohort 2, bringing the total to 23 supported startups in the WAEMU region.

As of April, the program had reached 160,410 cumulative learners (+20,584 that month), exceeding its target by 182%, with inclusive participation (42% women, 22% from rural areas). Startups like Yello, Xarala, Logeco, and Blemama exemplify the program's concrete successes. The launch events for the second cohort of the Mastercard Foundation EdTech Fellowship, held in April 2025 in Dakar (Senegal) and Cotonou (Benin), marked a major milestone.

The Mastercard Foundation EdTech Fellowship aims to accelerate the development of innovative EdTech solutions tailored to African realities.

### Measurable impact at a continental scale

The EdTech Fellowship program now operates across 11 African countries (Kenya, Nigeria, South Africa, Egypt, Ghana, Senegal, Benin, Tanzania, Ethiopia, Rwanda, Côte d'Ivoire), through 8 leading partner hubs. To date:

- 141 EdTech startups have been supported 81 led by youth, 57 by women - demonstrating our commitment to empowerment and inclusion
- A total of \$9.92 million USD in grants has been allocated to support these innovations

### The impact on learners is remarkable:

- 848,929 learners reached through Cohort 1
- 1,164,499 learners reached through Cohort 2
- Cumulative total of over 2 million learners directly benefiting from these EdTech solutions

These figures are a testament to the reach and effectiveness of the program - consistently exceeding its initial targets.



## Future projects: EdTech as a driver of youth employment in Africa

Looking ahead, CITL 2.0 will intensify its efforts to directly link EdTech innovations with employment opportunities and economic empowerment for young people across the continent. Our goals include:

- Training alignment: Tailoring our digital training offerings to local economic needs and the realities of each region.
- Creating pathways: Developing strong partnerships with businesses to facilitate the professional integration of youth trained through EdTech.
- Promoting digital entrepreneurship: Providing training on leveraging digital tools for selfemployment and strengthening support for business incubators across Africa.

Our ultimate objective is to prepare young people for dignified and fulfilling work, ensure equitable learning outcomes, and build grounded, sustainable EdTech ecosystems in every participating country.

We are confident that these combined efforts will open new pathways for Africa's youth.

Watch the latest EdTech Mondays episode on inclusion below:





### **BEHIND THE SCENE**



SIARA Youth Panel – Abidjan, May 2025

## Highlights from the Youth Panel at SIARA: Employment opportunities in the dairy value chain

From May 13 to 16, 2025, Dakar hosted the International Livestock Resources Exhibition (SIARA) - a major event for the agro-pastoral sector in West Africa. One standout moment was the Youth Panel, co-organized by the MELITEJI-WASU program and the Mastercard Foundation, with active support from several other initiatives promoting youth employability.

The panel's theme, "Employment Opportunities in the Dairy Value Chain," brought together around 100 young participants from across Senegal - Dakar, Saint-Louis, Kaolack, Thiès, Fatick, and Tambacounda - mobilized through a joint effort involving programs such as FORCE-N, PFPI, CJS, the University of Sine Saloum, UGB, UCAD, EMIA, ESP, ENSA, and the Scouts of Senegal.

Alongside the panel, participants enjoyed a live cooking session led by culinary blogger Amaicha, showcasing simple and tasty recipes using local dairy products.

The momentum is clear: young people want to play an active role in transforming the dairy sector. The MELITEJI-WASU program reaffirms its commitment to building a more inclusive, sustainable, and youth and women-driven local dairy value chain.

## Joining forces to transform the cashew value chain: WEECAP technical launch workshop in Abidjan

From May 5 to 8, 2025, Abidjan hosted the technical kickoff workshop for the WEECAP program (West Africa Economic Empowerment through Cashew Processing), led by Winrock International in partnership with CARE International, GIZ, and Open Capital. The objective: to enable 330,000 young people to access decent and rewarding employment in the cashew sector in Côte d'Ivoire, Senegal, and Guinea-Bissau over five years.

The workshop helped align partners on the strategy, strengthen coordination, and lay the groundwork for ambitious operational execution.

Two highlights: a field immersion to better understand the sector's challenges (training, investments, supply, market) and the affirmation of a unified approach - «One WEECAP» - to pool efforts and maximize collective impact.





### THE FOUNDATION AROUND THE WORLD



 $Mastercard\ Foundation\ and\ UNHCR\ join\ forces\ in\ a\ historic\ initiative\ to\ empower\ young\ refugees\ in\ Africa\ through\ education\ and\ employment$ 

# The Mastercard Foundation and UNHCR launch a historic partnership to transform education and livelihoods for more than 500,000 young refugees and displaced persons an Africa

The Mastercard Foundation announced a landmark \$300 million strategic partnership with UNHCR, the UN Refugee Agency, that will enable more than half a million refugees and displaced youth across Africa to complete their education and 200,000 young people to transition into dignified work by 2030.

This five-year initiative represents one of the largest private philanthropic commitments of its kind globally and expands the Foundation's collaboration with UNHCR to improve long-term outcomes for refugees and displaced people.

«As part of our Young Africa Works strategy we are scaling high impact partnerships that enable young people to access the education and skills needed to get a job or build their own businesses. This new commitment to UNHCR is a continuation of that approach and builds upon remarkable results achieved enabling 68,000 youth to access work in just six months», Reeta Roy, CEO of the Mastercard Foundation





## Join us now and take an active part in the conversations on the Partner Connect platform!

This online platform was designed as a borderless community to facilitate exchanges between partners, encourage collaboration, knowledge sharing, and enriching discussions all beyond traditional email communication.

It's a great opportunity to connect with other partners, collaborate on joint initiatives, and engage directly with the Foundation's teams.

See you soon on Partner Connect!

Please request your login credentials at the following address: partnerconnect@mastercardfdn.org

