



"We Invest in Human Intelligence"

# **HEIGHTS AND MINDS FOUNDATION**

Annual Report  
2025

**GOOD NUTRITION  
SMART BRAIN  
BRIGHT FUTURE**



# Table of Contents

<b>1</b>	<b>Foreword.....</b>	<b>3</b>
<b>2</b>	<b>Heights and Minds Updates.....</b>	<b>4</b>
	Updates from 2025.....	5
<b>3</b>	<b>Growth in Numbers.....</b>	<b>7</b>
	Seeing Our Impact Since 2022.....	8
	Chronic Malnutrition and Early Intervention Data.....	9
<b>4</b>	<b>Country Updates.....</b>	<b>10</b>
	Senegal.....	11
	Indonesia.....	13
	Malaysia.....	15
	Uganda.....	17
	India.....	18
<b>5</b>	<b>Social Media Analytics.....</b>	<b>19</b>

## 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



# Foreword

Thank you for your support in 2025 and welcome to 2026!

2025 has again been a very good year for Heights and Minds Foundation, or Heights and Minds Family as most of us now call it. We grew in both numbers of MindUps, participants, team, and country engagement. We also continued building and strengthening our digital infrastructure, our monitoring and evaluation, training and coaching and refining our program delivery to suit each country and community we operate in. We defined our organisational goals and plans for 2026 during our annual retreat in November in Bangkok, including tracking how the Mobile MindUps can operate to suit each country's community contexts from Malaysia to Uganda. Our growing Monitoring and Evaluation team backs up our programs with high-quality evidence-based data analysis. We plan to disseminate our results through forthcoming blogs, so stay tuned.

Senegal now has a total of four MindUps in operation, an impressive achievement thanks to the hard-working teams. In Uganda, we successfully transitioned to a Mobile MindUp model to meet women directly at community medical settings, ensuring our support is integrated with existing health services. Our Pusat Cerdas MindUp in Malaysia is now also adopting this mobile approach to increase our reach and accessibility for women across the region. In Indonesia, our teams continue to operate through a dedicated center-based model in Ruang Riung Ceria to provide a consistent hub for local families with the very successful and loved Urban community garden. The Mahilla Centre in India has proven to be a success with over 200 mothers registering this year. We also continued to explore future horizons, conducting feasibility assessments and building bridges for potential expansion in our existing countries and beyond.

We are grateful for the continued strategic guidance from Bateleur Partners and Alberto Manuel Fernandes Dias, continued support from our funders and partners and special thank you to our academic partners who allow us to work with their students. A special shout out to Annemarie Nijhof from HAN University, who has reviewed and supported the quality improvement of our training program. We also thank Hafiz Ibrahim and Edy Purnomo for supporting us in strengthening our communication tools and skills. We are extremely proud we have been nominated as a finalist in the Good Start Challenge 2026 and are looking forward to put in a bid to become a winner.

None of this would be possible without support of our global partners, sponsors and collaborators. We extend our deepest gratitude to our dedicated local coaches and to the strategic partners and sponsors who provide the platform for our work. We are grateful to the Cisco Foundation, Good Start Challenge, the World Bank Community Connection Campaign and our private donors, whose contributions were instrumental in funding our digital rollout and scale up this year.

As we look toward 2026, are stay committed to investing in human intelligence at its foundation, and we thank you for your continued partnership in building a healthier, more equitable world where stunting and chronic malnutrition is an issue of the past.



## Thank you to our Partners, Sponsors and University collaborators



🌸🌸 From the Team at Heights and Minds! 🌸🌸





# 2

## Heights and Minds Updates





## 2 Updates From 2025

### Recognition by Academic Institution representatives for the MindUp First 1,000 Days Training and Coaching program

Heights and Minds made fantastic progress in 2025 towards formalizing and validating the MindUp First 1,000 Days Training & Coaching Program to ensure high quality. The curriculum received a highly favorable review in late 2025 from Annemarie Nijhof, MSc, a Senior Lecturer/Researcher at HAN University of Applied Sciences (NL), who confirmed the program's professional quality, comprehensive content, and use of engaging educational materials.

"The entire program looked very professional, both in terms of content and teaching methods. The Heights and Minds Foundation has developed truly engaging educational materials with beautiful images." – Annemarie Nijhof

A key strategic priority supported by this review is the continued development of additional video and visual training materials and the launch of an online learning platform to support the Global MindUp Network and enable experts to answer technical questions.

Going forward in 2026 we aim to co-design a 1,000 days focused short course with the vocation training institute in Senegal. The goal is to develop a certified short course for a new cadre of professional in holistic childcare including nutrition and early stimulation for the first, 2,000 days.



MindUp Managers in Senegal and Indonesia undergoing HMF Training and Coaching

### HMF - Digital Solutions

The Heights and Minds Digital Solution (HMF-DS) continues to be utilized operationally across all MindUps, and is recognized for its novel approach to managing chronic malnutrition and maternal health by key stakeholders and funders.

The HMF-DS strategic enhancements in 2025 include optimizing program management and directly support our Monitoring, Evaluation, and Learning (MEL) framework.

Key feature updates focused on improving data integrity and analytical utility, including refining the Pregnancy feature to be a central coordinator, standardizing terminology, and implementing clear status definitions (e.g., Active Tracking, Completed) to ensure precise tracking of child growth data across all countries.

Adjustments are continuously being made to keep the tool usable, helpful, and aligned with the evolving needs of the MindUp teams.



### Monitoring and Evaluation Team

We're happy to announce the addition of Stevie Ardianto Nappoe, David Gentili and Jasmine Jha to Heights and Minds as our new monitoring and evaluation (M&E) expert team. They are focused on improving how we measure our results and ensuring the quality of our MindUp program. Their work directly supports our mission by creating clear frameworks for measuring and evaluation success and making sure our approach is sound. They are currently refining our program model (the Theory of Change) and its indicators (the Results Framework) to better identify what truly drives progress in the communities we serve. By strengthening the analytical part of our work, this team generates solid evidence needed for our Proof of Concept, which helps us demonstrate that the MindUp program works.

All this work ensures that our strategic decisions and program adjustments are based on reliable data, allowing us to report our impact clearly and honestly to our partners, donors, and the mothers and children who are at the heart of our mission.



[Left to Right] Rayhanendra (IT) Stevie , David and Jasmine (M&E)

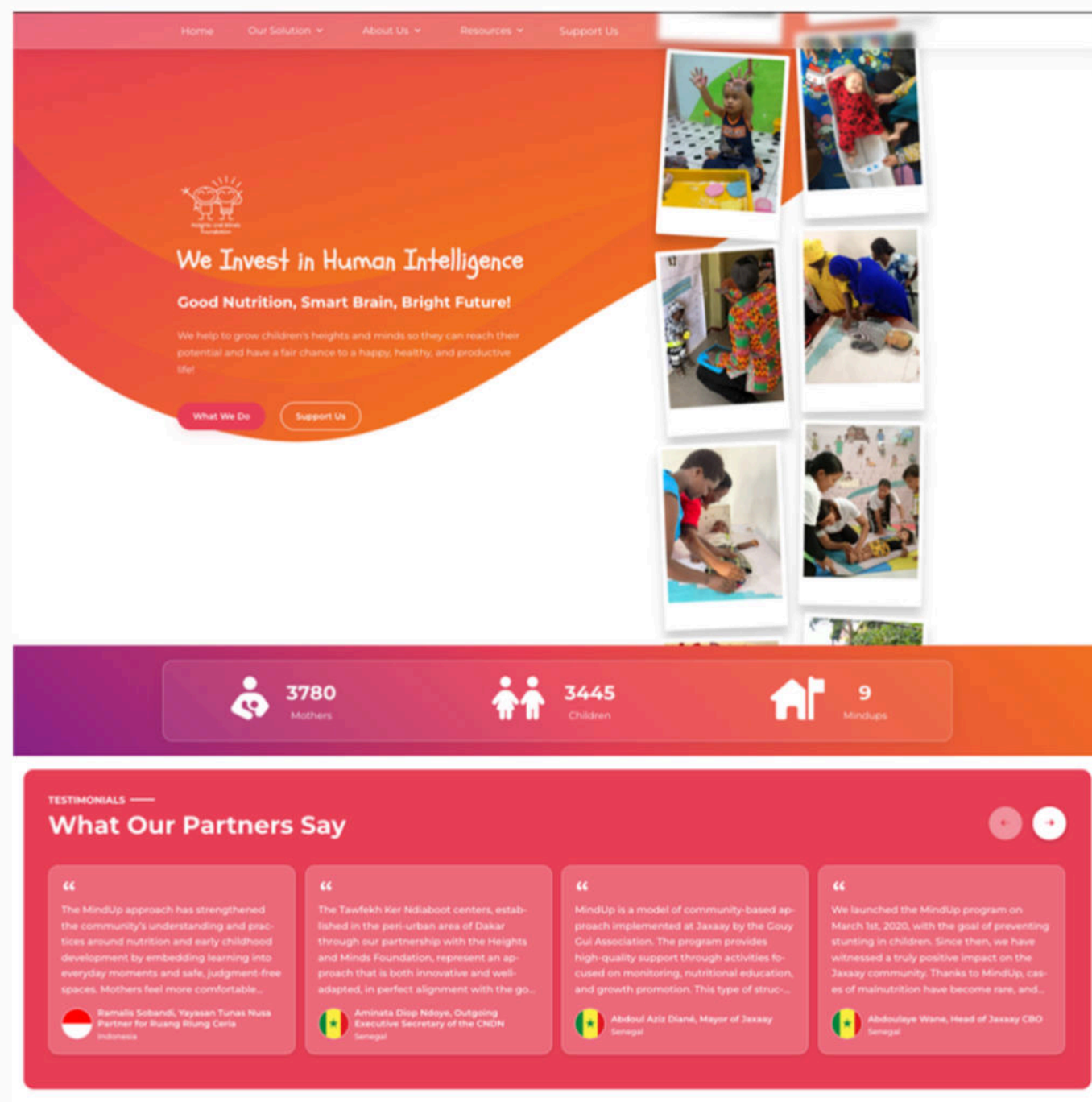


## 2 Updates From 2025

## Website Updates

The Heights and Minds website functions as the primary external platform for branding and information dissemination. Throughout 2025, the website was updated to effectively inform funders and stakeholders of our progress and mission relevance.

Updates also included revising content to accurately reflect current activities, ensuring legal compliance by placing documents like the Privacy Policy in the footer, and implementing visitor tracking to measure external engagement and optimize communication strategies





# 3

**Growth in Numbers**





# 3 Growth in Numbers

## Seeing Our Impact Since 2022

Since the inception of our current reporting framework in 2022, our program has experienced a period of remarkable and steady expansion across our global footprint.

We see the growth in numbers, moving from the foundational establishment of our first MindUp centers to a diverse and scaling network of physical and mobile MindUps that span 5 countries across Asia and Africa.



From a global perspective, our reach of mothers and children achieved an exceptional 126% growth rate in 2025, doubling our total reach to 6,687 participants by end of 2025.

Senegal has emerged as the largest program by volume, showing a large increase in participants over the last year to become our primary hub of activity since three new MindUps have opened.

This expansion in 2025 shows a remarkable 221% increase in participation compared to 2024, bringing our total reach in the region to 4,247 children and mothers.

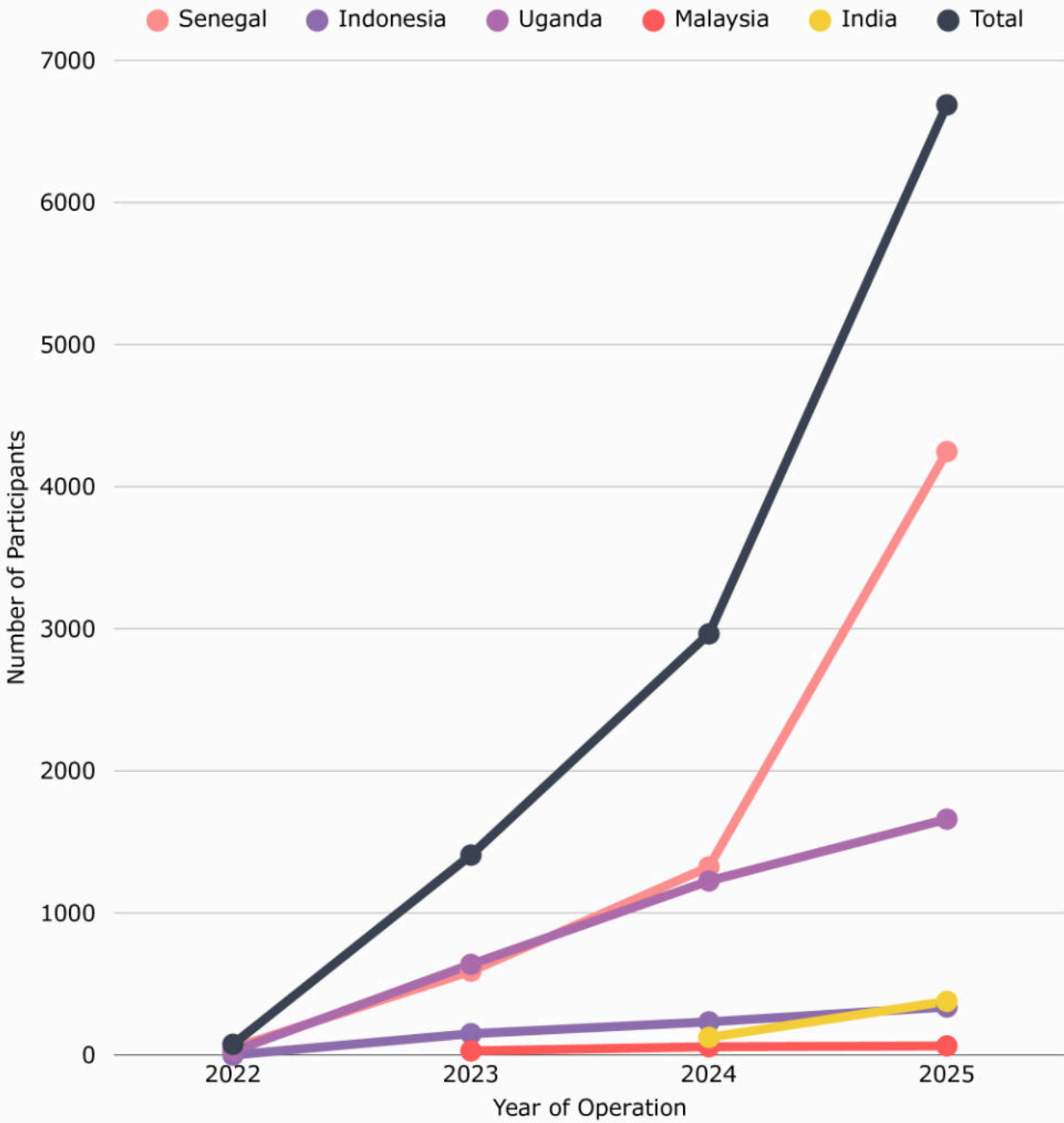
Outside of the major expansion in Senegal, India demonstrated the most significant relative progress with a 205% increase in its participant base during only its second year of operation.

Uganda maintained a strong, steady momentum with a 36% increase to reach 1,660 participants as it successfully shifted toward a mobile delivery model.

Meanwhile, Indonesia and Malaysia continued their consistent upward trajectories, with Indonesia growing by 45% and Malaysia seeing a 10% increase as it prepares for its own transition to mobile operations.



## Total Participants Reached Globally Total from 2022-2025

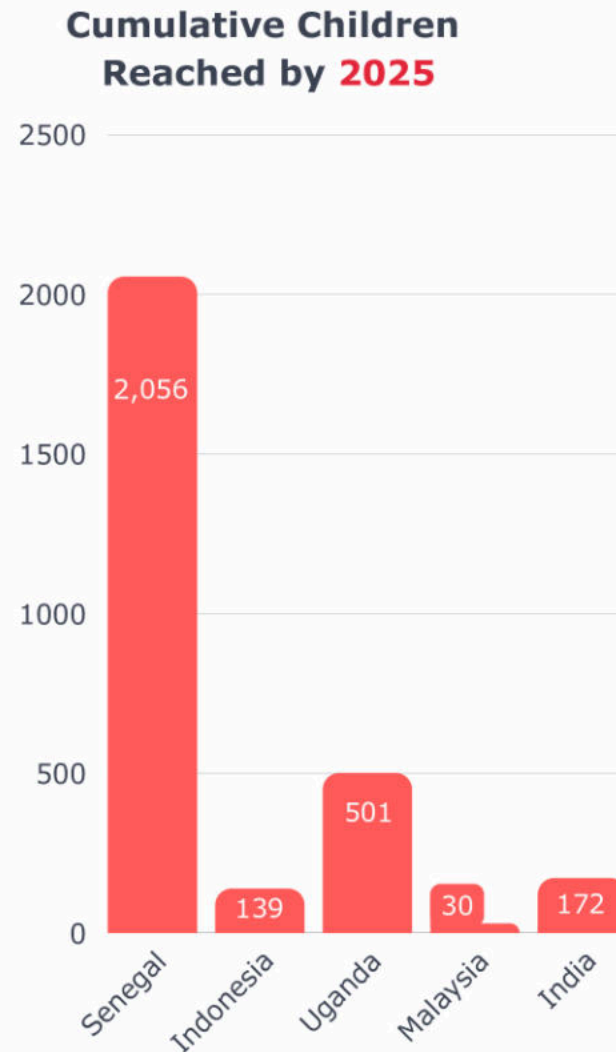
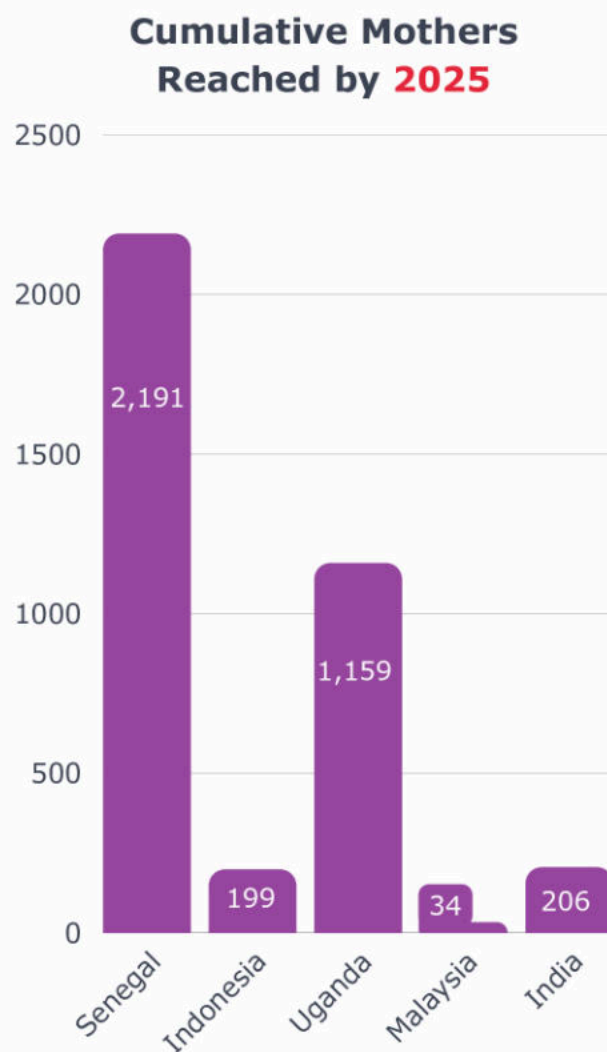


	2022	2023	2024	2025
Senegal	49	590	1,324	4,247
Indonesia	-	150	233	338
Uganda	26	638	1,225	1,660
Malaysia	-	29	58	64
India	-	-	124	378
Total	75	1,407	2,964	6,687

\*Our impact data is based on preliminary findings from ongoing proof of concept study of the MindUp Program



# 3 Growth in Numbers



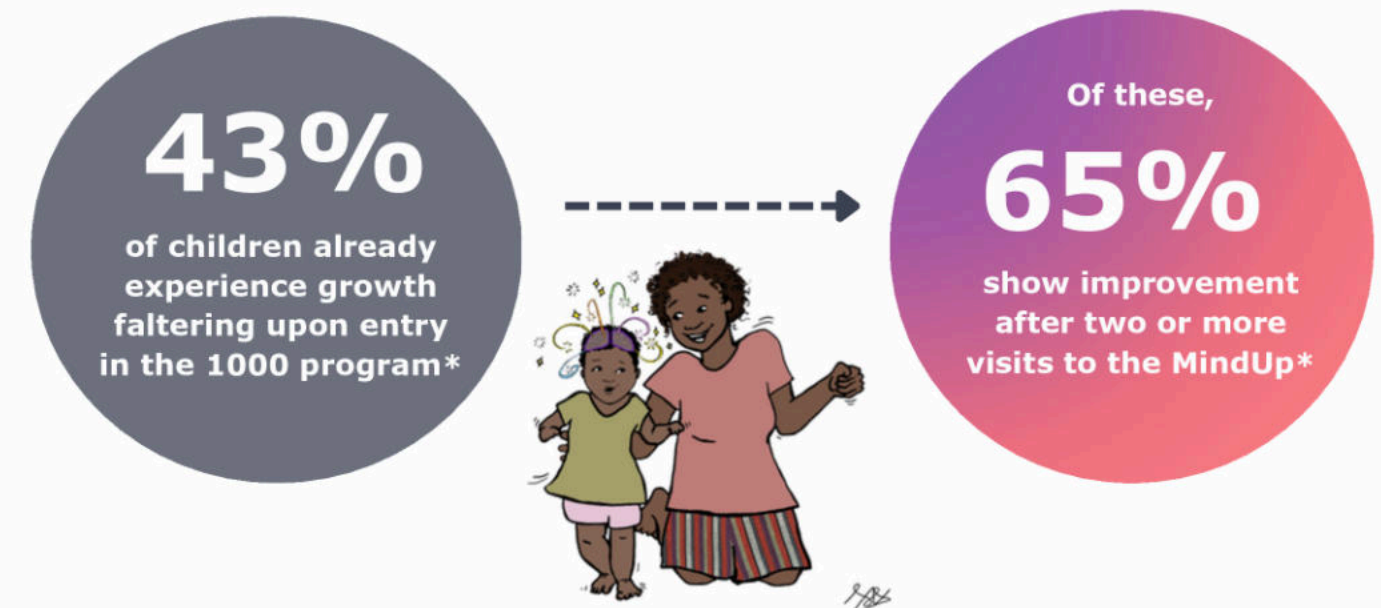
**87%**

of our current participating children in the MindUp 1,000 days program show stable and/or improving growth in height!\*

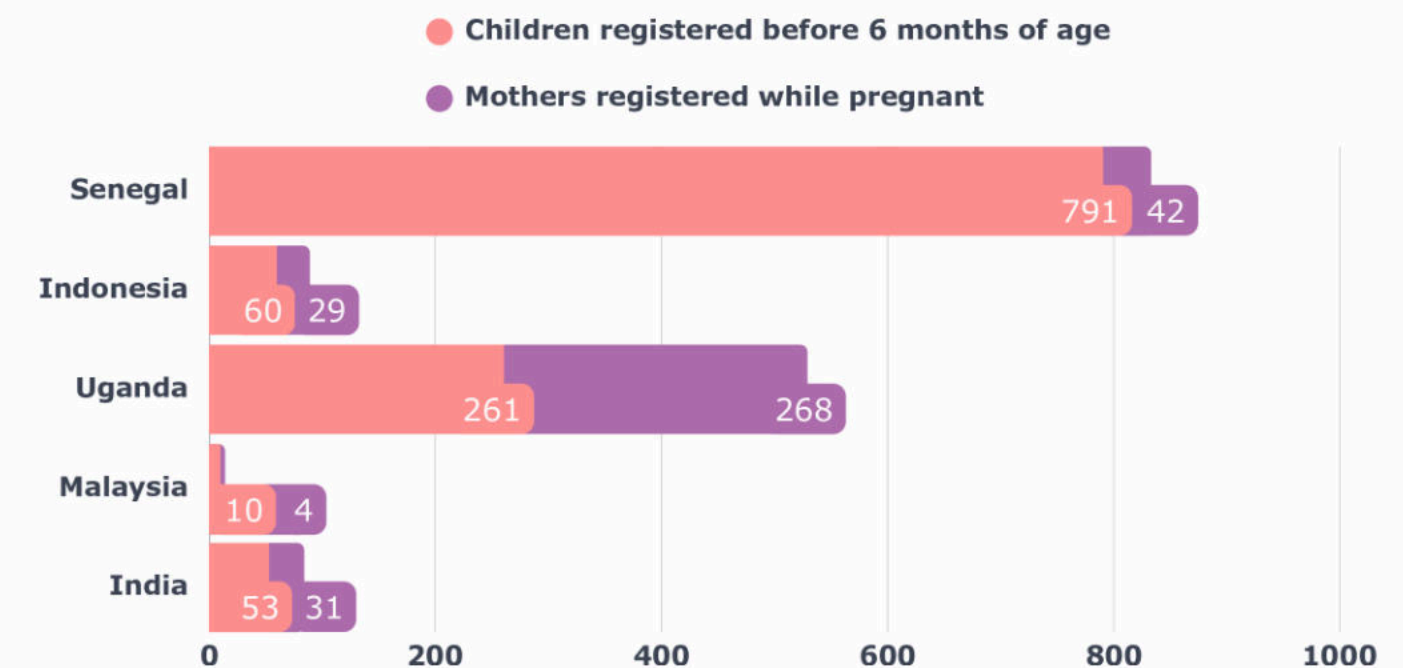


## Chronic Malnutrition and Early Intervention Data

The global scale of chronic malnutrition remains a critical challenge, with the latest data showing that stunting prevalence reached 23.3% among children under five years old in 2024. (1) Our focus on the critical First 1,000 Days is important as early and regular access to our MindUp services has proven to be a decisive factor in a child's long-term development.



We emphasize reaching children early, particularly those registered under six months of age, and engaging with women during pregnancy, as that is the prime time for intervention and reducing stunting risk. Below are the total number of participants who have registered in this ideal time period that we have reached from 2022-2025.



\*Our impact data is based on preliminary findings from ongoing proof of concept study of the MindUp Program. Growth faltering is defined as height-for-age <-1SD.

(1) World Health Organization - Global Health Observatory (2025) - processed by Our World in Data



4

## Country Updates





# 4 Senegal

## 2025 Overview

In 2025, Heights and Minds Foundation consolidated and expanded the MindUp (Tawfekh Kër Njaboot model) in Senegal, strengthening its position as a community-based, system-aligned approach to Nutrition and Early Childhood Development during the first 1,000 days of life.

Our four MindUp centers, Jaxaay, Yeumbeul Sud, Yeumbeul Nord, and Malika, were operational in 2025, with Yeumbeul Nord officially opening in July 2025 following close collaboration with local authorities.

Over the year, more than 3,000 children under two and mothers were registered and followed. Implementation relies on a quadripartite partnership bringing together the CNDN, Heights and Minds Foundation, local governments, and community-based organizations.

This governance structure ensures institutional anchoring, alignment with national priorities, particularly Senegal's National Nutrition Strategy and community nutrition policies and strong local ownership. The local government of Yeumbeul Nord has officially adopted the MindUp model in their annual budget.



Tawfekh Keur Jaboot

@tawfekhkeurjaboot



@atounutrition



Conseil National de  
Développement de la  
Nutrition



Childcare Coop activity at Tawfekh Kër Njaboot, Jaxaay



Childcare Coop activity at  
Tawfekh Kër Njaboot, Jaxaay



Nutrition and local foods display at  
Tawfekh Kër Njaboot, Jaxaay

## Key Innovation and Learning: Community-Managed Childcare Cooperative

A major innovation in 2025 was the consolidation of the CISCO Foundation supported Childcare Cooperative pilot in Jaxaay, developed in direct response to mothers' expressed needs for safe, affordable childcare to enable participation in income-generating activities. Importantly, the cooperative is co-managed with mothers, who contribute not only as beneficiaries but as active participants in caregiving, daily operations, and governance, alongside trained facilitators.

As participation increased, coordination and predictability emerged as key operational challenges. To address this, HMF initiated the development of a digital coordination application, designed for low-resource settings, to allow mothers to schedule the days they participate in cooperative activities, and better plan their time.

Early observations indicate improved engagement of caregivers, increased time available for work and income-generating activities, and a more stable developmental environment for children. The cooperative has also generated critical learnings around training requirements, safety standards, and the structuring of childcare as a recognized community-based service. This experience positions Senegal as a living laboratory for integrated Nutrition-ECD innovation within HMF.

The model, first supported by CISCO, was presented in 2025 to the Nutrition and Early Years Advisory Group as an example of integrated Nutrition and ECD delivery, and Senegal was selected as a finalist of the Good Start Challenge, highlighting the scalability and global relevance of the approach.



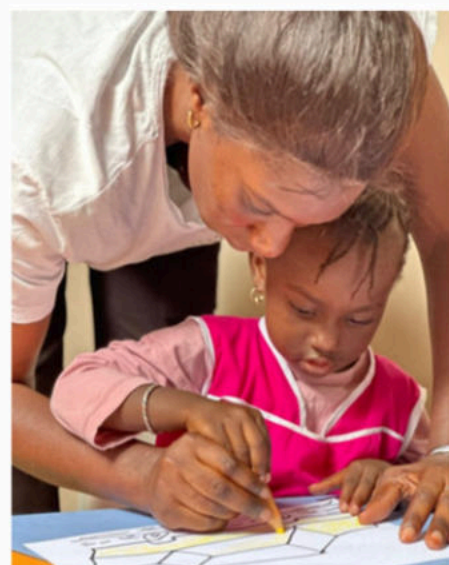
# 4 Senegal

## Our Senegal MindUp Managers

At the operational level, MindUp Managers (MUMs) play a central role in service delivery, combining growth monitoring, nutrition counseling, early stimulation activities, parenting group sessions, and community outreach. Our MUMs are leaders in the community and are an important bridge between our mission and the families we serve, ensuring that every interaction provides practical support and a sense of belonging.

Racky Diatta, a MUM from Yeumbeul Nord, says the arrival of the program met a critical and long-standing need for local families: "Opening this MindUp showed how much the community was waiting for a space like this for mothers and young children."

Khady Ndiaye, a MUM in Malika, views her role as a vital opportunity to impact the next generation at the most foundational level: "I am proud to contribute to my community by supporting parents during the most important years of a child's life."



**Childcare Coop activity at Tawfekh Kër Njaboot, Jaxaay**



Mariama Konaté and Moussa Sarr  
(MUMs at Jaxaay)

Bineta Diop and Maimouna Kanouté  
(MUMs at Yeumbeul Sud)



Racky Diatta and Ndèye Adama Diallo  
(MUMs at Yeumbeul Nord)

Khady Ndiaye and Alassane Dème  
(MUMs at Malika)

## Good Start Challenge Finalists

A major milestone for 2025 was the recognition of our work in Senegal, where Heights and Minds was awarded as a finalist in the Good Start Challenge.

This prestigious global challenge, provides us with both the platform and the resources to refine our MindUp model and demonstrate its potential for large-scale impact across the region.



**MindUp Managers from all Senegal MindUps**



**Childcare Cooperative Participants**

Looking ahead, HMF Senegal will focus on stabilizing financing, strengthening quality assurance, and leveraging digital systems to support scale-up, including mobile MindUp modalities for hard-to-reach areas. With strong community ownership, institutional alignment, and an expanding innovation portfolio, Senegal continues to serve as a strategic anchor for learning, adaptation, and scale within our global network.



### Participant Story: Ndeye Khady

Ndeye Khady is mom of YB, and was 7 months old when she came to the Coop.

"I used to go to work stressed, skipping meals, constantly worrying. The woman who used to care for my child terrified her. Now, when my daughter sees me, she runs to nurse with joy.

This project changed everything—for her, and for me. I talk about it to everyone, because I know it's making a real difference."



# 4 Indonesia

## 2025 Overview

Ruang Riung Ceria (RRC), our Indonesian MindUp established in partnership with Yayasan Tunas Nusa, had an exciting and impactful 2025. This year marked significant progress as the team expanded their reach to additional hamlets and strengthened food-security initiatives across new locations. Since the start of our partnership in 2021, RRC has worked tirelessly to champion stunting prevention through community awareness, caregiver education, and sustainable food practices.

With technical assistance from Heights and Minds and Yayasan Tunas Nusa, RRC continues to grow in capability and confidence, remaining deeply committed to equipping parents and caregivers with the knowledge and skills needed to ensure a healthy First 1,000 Days of Life for children in Rancaekek, Bandung.

In 2025, RRC continued to empower the local community by focusing on local entrepreneurship opportunities and creating local bazaar opportunities for women entrepreneurs. RRC actively participated in the Jaga Jagad (Taking Care of the Universe) exhibition held by Tunas Nusa, and educated the community about the importance of taking care of our water, forest, food, body and community further creating more awareness about the importance of preventing stunting for a healthy life. In 2025, RRC also proudly hosted the team from Ipsos Indonesia who participated in urban gardening and sustainability activities at RRC to support the Rancaekek community.



**MindUp Manager Interpersonal Nutrition Counseling**



**Urban gardening and sustainability activities**



**Collaborations with local Posyandu and Puskesmas to provide early childhood immunisations**



**Ipsos Indonesia gardening and sustainability activities with community at RRC**



**Sorting vegetables grown in urban garden**



**Fish, quail eggs and vegetables harvested from urban garden**



## 4 Indonesia

### From One RW to Many: How RRC is Broadening its Footprint

**Citra**, one of the MUMs at RRC, describes the team's scaling efforts:

"This year, the MindUp program focused on scaling up, both in counseling activities targeted at 12 additional RWs in Rancaekek Wetan Village through the Posyandu network, and in the food-security initiative through the Kebun Kader (now called Kebun Teras) across four new locations in RW 11.

This expansion was well received by the Rancaekek Wetan Village government, as it aligns with the Rembug Stunting program. Everything fits seamlessly; each Posyandu is able to deliver stunting-prevention support by monitoring the nutritional status of children and pregnant women, and by providing education and supplemental food assistance, similar to what Posyandu RW 011 has done in partnership with RRC.

With this approach, the Kebun Teras has become essential, not only supplying produce to RW 011 residents, but also supporting engagement with Posyandu teams from other RWs.

HMF's support has been instrumental in strengthening our team's knowledge and skills to implement all MindUp programs. Since the training delivered by Heights and Minds in February, we have become more confident and practical in delivering counseling. The guidebooks provided have also been very helpful, with visuals and language that are easy to understand."



[Left to Right] Enis, Mutiara, Citra (MUMs at RRC)

Our other MUMs continue discussing the program expansion and trainings, with **Mutiara** saying:

"This year, RRC expanded the MindUp program from only one RW (community unit) to 12 RWs. This expansion received very positive responses from all stakeholders involved.

The training provided by HMF has greatly helped us continuously update our knowledge and renew our motivation to keep improving in the future."

**Enis** follows up with on the popular gardening at RRC and training she experienced as a MUM:

"Gardening is one of the MindUp programs at RRC that always attracts the most participants. In 2025, RRC expanded the program through the Kebun Teras (Terrace Garden) initiative, which replicates the RRC garden model on small plots owned by nearby residents.

Alhamdulillah, this program is now running in four gardens with support from Alumni FK68 UNPAD as donor partners. We hope this innovation continues to be beneficial and sustainable.

Support from HMF is deeply felt, especially in strengthening the capacity of the MindUp team. The training sessions at the start of the year were full of valuable knowledge, helping us (especially me) feel more confident when supporting mothers during counseling. The three guidebooks provided are also very concise and attractively designed. Thank you for your support and guidance."



Community event at RRC to celebrate Indonesia's Independence Day



#### Participant Story: Tania & Arrayan

"I feel happy and very fortunate to be part of the activities at RRC. Since joining, I have learned and gained knowledge about how to be a mother. From pregnancy, breastfeeding, and even caring for a toddler. I now better understand how to maintain healthy and nutritious eating patterns.

At RRC, there are so many activities that teach us gardening, planting rice, making baby food (MPASI). For new mothers who are still unfamiliar with these things, there is also a place for sharing or counseling. When we talk about our child's condition that we don't fully understand, they answer kindly and patiently, and provide explanations that are easy to understand.

Overall, RRC is truly the best; they always monitor and pay attention when a child shows signs of poor growth. They genuinely work to prevent stunting.

Thank you, RRC. I hope you continue to grow in the future 😊 "



# 4 Malaysia

## 2025 Overview

The Malaysia MindUp operation had a strong year, marked by dedicated effort and a strategic shift toward the “Mobile MindUp” concept to strengthen community engagement and explore sustainable service delivery models. This evolving approach is helping the team better understand community preferences and identify the elements of the MindUp model that families value most.

At the same time, the team remained focused on identifying new communities to support through emerging partnerships. Malaysia continues to serve as an important testing ground for Heights and Minds’ training tools and learning materials, contributing to the development of community engagement resources such as the Heights and Minds Fuel and Function card game, now used across all MindUp locations.

 Pusat Anak Cerdas  
Ceria Selangor

 @pusatcerdas



HMFPusat Cerdas booth at Women Of Will community event



Women Of Will COO Mr. Zul and Pusat Cerdas MindUp team at WOW community day



Partnering with Yayasan Generasi Gemilang at Kita Main event held at Pangsapuri Enggang



### Exploring New Communities and Partnerships

Heights and Minds aims to expand into new communities across Malaysia, ensuring more parents and caregivers gain the knowledge and skills needed to give their children the best possible start in life. In 2025, Heights and Minds began exploring partnerships with organizations such as Women Of Will (WOW) and Yayasan Generasi Gemilang (GG). Participation in WOW community events helped assess potential locations and build early connections, while collaboration with GG’s Kita Main program deepened the shared focus on early childhood development and opened pathways for future large-scale collaborations.

Importantly, Heights and Minds continues to play a leading role in stunting prevention and First 1,000 Days advocacy in Malaysia, contributing to knowledge generation and policy recommendations through engagements with the Ministry of Health and UNICEF. The team also supports academic institutions by hosting interns from Universiti Malaya, Monash University Malaysia, and IMU Malaysia, offering students hands-on experience in community nutrition within a global organization with strong local operations.

Additionally, Heights and Minds remains in active dialogue with key donors and sector leaders—including Khazanah Research Institute and Asian Philanthropy Circle, to further advance the importance and impact of preventing stunting in Malaysia.



# 4 Malaysia

## Malaysia MindUp Team and Reflection

Aina Adlina is our Malaysia Country Program Coordinator and MindUp Coaching and Training Assistant, drawing on a strong background in the NGO sector where she has dedicated her career to working with children.

Her experience in community-led initiatives has shaped her evidence-based approach to maternal and child health, specifically in navigating the complex social and economic factors that influence family well-being.

In her reflection on the Malaysia MindUp pilot, Aina shares:

"Our preliminary data confirms that a community-based approach can successfully prevent growth faltering and catch those at risk in the early stages.

While changing deep-seated dietary habits is difficult, especially when up against prevalent myths and the high accessibility of sugar. We have seen that providing parents with knowledge and empowerment truly works.

Our sensory brain-boost playdates were a major hit, proving that when we maintain a constant presence and provide practical tools, we can inspire families to prioritize the nutrition and cognitive growth their children need for a bright future."



[Left to Right] Kak Noraini (MUM), Aina (Country Program Coordinator)



[Left to Right] Kak Yuhana and Kak Noraini (MUMs at Pusat Cerdas)



Heights and Minds participating in Ministry of Health Malaysia-Unicef First 1,000 Days of Life Workshop in May 2025



Growth measurement for MindUp participants



HMF nutrition game at Women Of Will Community event



### Participant Story: Aminah

"I have been part of MindUp for a year. The best thing to do in MindUp is the sensory playdate where you can see your children's progress in different areas.

The MindUp program inspired me to participate because it supports moms like me in many ways, such as children's development and preventing stunting from pregnancy.

The MindUp program also affects our family's diet because they also conduct group cooking activities. The MindUp program influences food choices because it includes guidance on nutrition and offers a healthy menu."



# 4 Uganda

## 2025 Overview

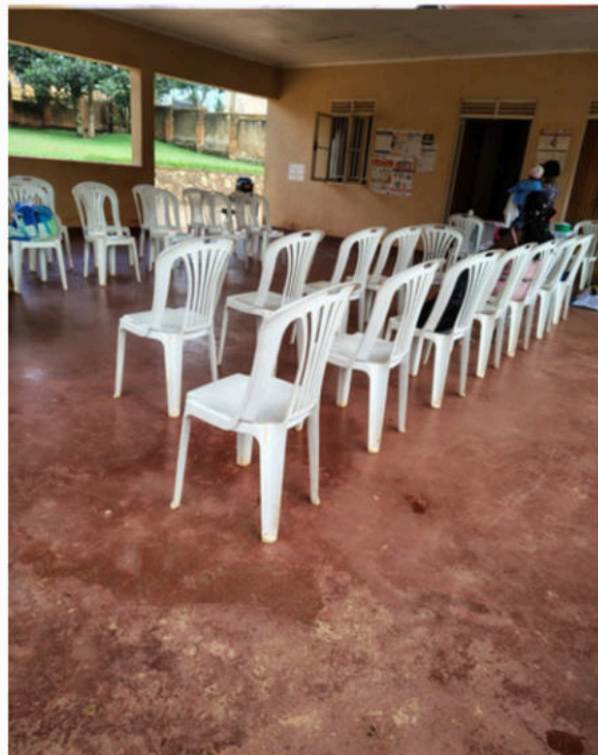
The year marked a significant shift in our vision and approach in Uganda. We began the year operating a physical MindUp model, but by August, we made a strategic decision to transition to a Mobile MindUp model. This shift was accompanied by the formal registration of a social enterprise franchise in Uganda, positioning us for scalable and sustainable impact.



Weight measuring



Length measuring



Waiting area of medical center



Local Coach Harriet counseling with participant

## The Uganda Mobile MindUp Model

The Mobile MindUp model is an outreach-based approach designed to deliver early childhood development and nutrition support directly to parents and caregivers within spaces they already access. In Uganda, we implement this model through partnerships with local medical centres where mothers routinely bring their children for immunisation services. During the waiting period for vaccinations, our local coach Harriet engages mothers in practical, evidence-based learning sessions focused on child nutrition, early stimulation, and responsive caregiving.

This model significantly reduces access barriers, makes productive use of mothers' waiting time, and ensures that critical information on child growth and development is delivered in a consistent, convenient, and trusted setting. By integrating learning into existing health-seeking behaviour, the Mobile MindUp model strengthens both knowledge uptake and continuity of engagement.

Since the transition, we have successfully registered 118 mothers and 119 children under the Mobile MindUp programme. These early results demonstrate the feasibility, acceptability, and potential for scale of the model, laying a strong foundation for deeper community reach and improved early childhood outcomes in the coming years.



GMP in medical center waiting area



### Participant Story: Benitah

I am very happy to have met the Mobile MindUp team. Since my daughter was registered on 2 October 2025, I have received consistent follow-up on her growth.

At the time of registration, her length growth was faltering, but through the regular measurements and guidance, I have seen a clear improvement. Today, her length measurements show that she is now growing well.

You encouraged me to continue exclusive breastfeeding, and I am proud to say that Madiina has now reached six months. I am excited to begin introducing the complementary foods that you recommended.

Thank you so much for the support and guidance."



# 4 India

## 2025 Overview

The Mahila center MindUp in Trilokpuri in New Delhi started in August 2024 and has been increasing their footprint with over 200 mothers and 165 children registered and participating. They have seen a very high need for nutrition and early childhood development services, with very high number of children at risk of stunting due to chronic malnutrition. They also see very positive results, after children start coming regularly for monitoring and counseling.

Demand is growing and FFEC, the implementing partner reports their satisfaction with the MindUp services and interest to continue in 2026.

For Heights and Minds, Mahila center is a valuable experience as they share innovative activities and experiences with the other MindUps in the Heights and Minds network. For example, the local team hosted multiple activities, including well-received Self-Awareness workshops for mothers, but adapted to attendance challenges during cold weather. For Ramadan they provided highly appreciated welcome gift purses to incentivize participation.

Building on this positive operational momentum and the partner's motivation to explore expansion opportunities, the partnership successfully concluded negotiations, renewing the collaborative agreement with FFEC for 2026 to continue utilizing the HMF-DS at the Mahilla MindUp Centre. Heights and Minds looks forward to a successful healthy 2026 with FFEC.



Facebook icon: [Foundation for Equal Citizenship](#)

Instagram icon: [@ffecindia](#)



[Left to Right] Samreen (MUM), Alsaba (MUM), Prerna (MUM), Hiba (Program Manager), Shahin (MUM), Nazma (Mobiliser), Shama (Mobiliser) and Ruby (Mobiliser).





# S

## Social Media Analytics






# 5 Social Media Analytics

## 2025 Overview

Throughout 2025, Heights and Minds continued to leverage social media as a core tool to build trust, increase visibility, and raise awareness of our mission. Our social media strategy focused on amplifying our core message, **"Good Nutrition, Smart Brain, Bright Future!"** and our newly integrated slogan **"We Invest in Human Intelligence"**, and directly supporting our partners and donors. We utilize the platforms Instagram, Facebook, and LinkedIn to connect with our primary target audiences: caregivers, potential partners, and funders.

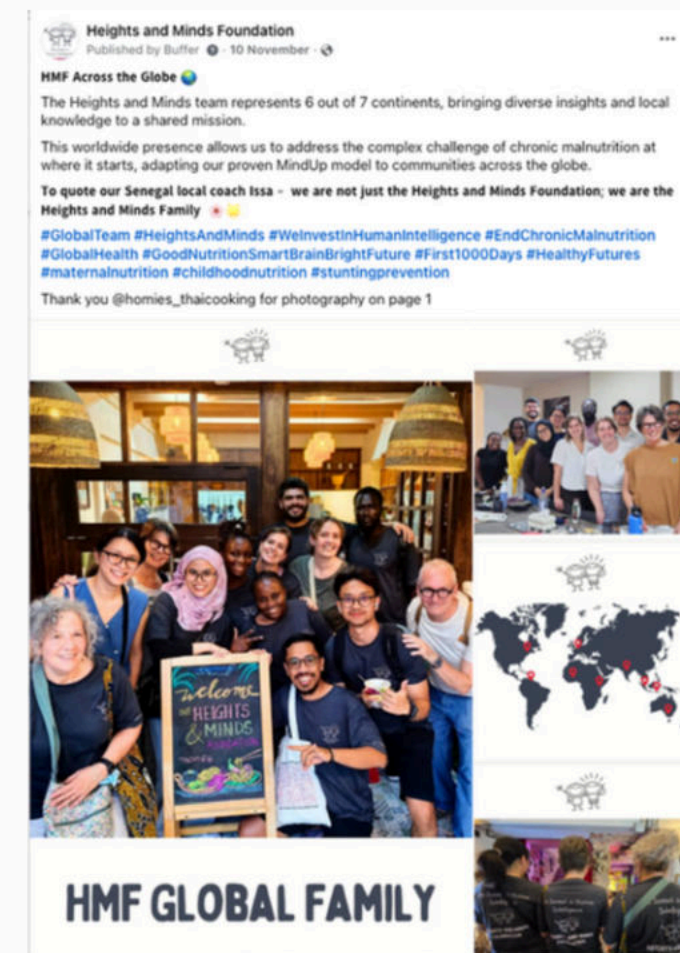
## Key Global Metrics

	LinkedIn (Professional/ Partnerships)	Facebook (Community & Awareness)	Instagram (Community & Awareness)
Total Impressions (Total Views)	6,446	7,356	15,889
Total Engagement (Reactions, Comments, Shares)	444	289	561
Total Followers	165	321	271

 [The Heights and Minds Foundation](#)
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## Top Performing Content



## Key Findings & 2026 Insights

	LinkedIn (Professional/ Partnerships)	Facebook (Community & Awareness)	Instagram (Community & Awareness)
Key Audience Reached	Professionals, Academics, and Potential Donors	General Public, Families, and the Senegal audience (as Senegal often views Facebook).	Caregivers/Women (Audience data confirms 72.0% of reach is female) - largely made up of MindUp Participants
Strategic Insight	Strong platform for building credibility and ensuring partner visibility through tagging. Focus needed on increasing comments/reposts.	Increase strong sense of MindUp participants using platform by improving Calls-to-Action.	Proven platform for reaching the primary beneficiary audience (MindUp Participants) with visually engaging health content.

Using the insights gathered this past year, our social media strategy for 2026 will focus on two goals; driving action and fostering dialogue. For our community-facing channels (Facebook and Instagram), we aim to use Calls-to-Action posts to engage MindUp participants for a strong sense of community both locally and globally online. For our professional channel (LinkedIn), we will adapt content to encourage more comments and reposts, strengthening partner relationships and reinforcing HMF's role as a trusted, credible voice in global health.





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