

DAYS FOR
GIRLS

2020

Year End Summary



A vibrant photograph of a group of young people, likely of African descent, smiling and holding up various colorful patterned fabrics (possibly headwraps or scarves) in the air. The background shows green foliage, including banana leaves. The overall mood is joyful and celebratory.

Happy Holidays!

It always brings me so much joy to look back over the year and see all that we have accomplished together. It is *unbelievable* what we've done in 2020, despite unprecedented challenges. Our journey and triumphs could not have been possible without you. Thank you!

From the slums in Kenya to the shattered city of Beirut to the Guatemalan countryside, your support helped us provide menstrual products and menstrual health education to more than 1.8 million women and girls in 144 countries.

With the pandemic creating an uncertain future, we faced some difficult decisions. How do we respond to meet the needs of our global community? How do we manage our distribution centers safely? And how do we continue this vital work to reach women and girls who are disproportionately affected by COVID-19?

Perhaps this is where I am most delighted. To see our local leaders step up in extraordinary ways to ensure that *all* girls and women had menstrual supplies when their communities shut down — including some who walked door-to-door to check on girls in their local neighborhoods. It brings tears to my eyes just thinking about how we mobilized volunteers all around the world to make more than one million masks for those who were most vulnerable.

As we celebrate the holidays, I want to express my sincere gratitude to you for continuing to be a part of the Days for Girls (DfG) family in a year when so much was at stake. I am so grateful for your passion and open heart for those near and far.



**HAVE A WONDERFUL &
HEALTHY HOLIDAY,**

Celeste



COVID-19 Response

LOCAL LEADERSHIP SPOTLIGHT

When the United States' first case of COVID-19 appeared in Kirkland, Washington (not far from Days for Girls' headquarters) our phones began to ring. Local hospitals and clinics were without PPE and asked if our sewists could make cloth masks to go over their N95 respirators, so they would last longer.

Given our "can do" spirit, we immediately sent out a call to action to begin making masks. This resulted in more than 3,500 volunteers signing on to make more than one million cloth masks to give to front-line workers and other vulnerable populations. What began as an urgent response to a local

problem turned into a global initiative that has kept our Enterprise Program afloat with additional orders and a way to stay relevant while in lockdown.

Not only did mask shortages cause us to step up locally, but we also saw DfG leaders around the world spring into action. For example, when the border closed between South Africa and Zimbabwe last March, cutting off DfG Zimbabwe's primary supply of materials to make Kits. Chipo, one of our amazing Enterprise leaders, leapt to ensure her sewists were still able to make an income in spite of this, by making face masks. It was crucial to keep her team busy as there were periodic, strict shelter-in-place orders that did not allow people to leave their homes (not even for necessities such as food).

CHIPO SHARED THAT “COVID-19 HAS MADE DAYS FOR GIRLS KITS MORE POPULAR BECAUSE THEY ARE NOT ONLY REUSABLE, BUT LONG LASTING, ESPECIALLY NOW WHEN THE COST OF LIVING IS VERY HIGH FOR MOST HOUSEHOLDS.”



We witness critical leadership like Chipo's throughout all of our global programs — emphasizing the importance of our locally-led program

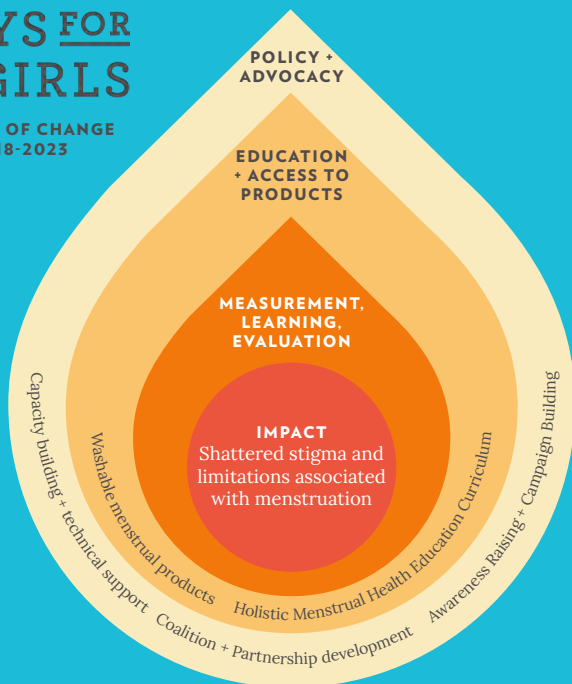
design. In the age of COVID-19, local leaders are most able to get our products and menstrual health education to vulnerable women and girls. In order to keep distributions safe and healthy, we now incorporate masks into our DfG Kits, which allows us to continue to conduct our health education classes out in the field.



A Roadmap to Scale

DAYS FOR GIRLS THEORY OF CHANGE

DfG has been refining our approach to systemic change over the past year. Throughout this process, we developed a roadmap to link to the big picture of our mission with three to five year strategies and actions on the ground.



**THE RESULT IS A PLAN THAT ILLUSTRATES
TANGIBLE SHORT AND LONG TERM OUTCOMES OF
OUR TWO MAIN ACTIVITY STREAMS:**

1

**MENSTRUAL HEALTH
SOLUTIONS & EDUCATION**

2

**POLICY
& ADVOCACY**

All activities within these two streams contribute to a singular impact goal: shattering stigma and limitations associated with menstruation for improved health, education, and livelihoods.

We are already taking concrete steps to put this plan into action (as you will see in many of the updates presented in this report), thanks to your support!

Volunteer Spotlight

STEPPING UP TO A CALL TO ACTION

When two devastating explosions struck Beirut, Lebanon on August 4th, our global network of volunteers rallied. DfG Chapters, Teams and Clubs mobilized in support of DfG Lebanon's Emergency Response efforts, raising more than \$26,000 USD to purchase 2,000 Kits and 3,500 masks from DfG Lebanon Enterprises for immediate distribution (led by DfG Lebanon Coordinator Khayrieh Al Assaad). In just two short weeks, 186 US and Canadian Chapters and Teams banded together to contribute an additional 21,875 DfG Kits. In partnership with Americares, DfG Kits were shipped in record time to Khayrieh and her fellow DfG Enterprise leaders.



This massive collective effort was instrumental in helping DfG Lebanon reach menstruators among the 84,000 people displaced by the explosions, who were suddenly struggling to access basic necessities. Together, we brought immediate comfort and dignity to women and girls during

this challenging time. Thanks to you and our thousands of DfG volunteers and enterprise workers, we truly can say that every girl – no matter where she lives – matters.



Advocacy Spotlight

Our Theory of Change is shaped by a need for systemic change. And we all know that this level of change must include everyone: women, men, NGOs, corporations, and governments. No one person or one organization can do this alone. That is why we dedicated time and resources this past year to advance our advocacy agenda by building coalitions and partnerships across sectors.

HERE IS A BRIEF SUMMARY OF ALL THAT OUR CORE TEAM, VOLUNTEERS, AND ENTERPRISE LEADERS WERE ABLE TO ACCOMPLISH:

- ✓ We developed a suite of Menstrual Health Hygiene (MHH) wellness materials during COVID-19.
- ✓ We partnered with UNFPA and the African Coalition for Menstrual Hygiene Management to host a webinar on lessons learned from the MHH COVID-19 response in Africa.
- ✓ This included co-producing two learning documents that were circulated globally from the webinar.
- ✓ We helped plan and launch the South African Coalition for Menstrual Hygiene Management in March and joined their steering committee.
- ✓ We were invited to serve on the Toilet Board Coalition (a group of corporate and social investors focused on developing a sustainable Sanitation Economy).
- ✓ We played a leading role in securing the South Africa Washable Reusable Sanitary Towel standard.

“FROM OUR REVIEW, DAYS FOR GIRLS SEEMS TO HAVE ONE OF THE BROADEST REACHES IN TERMS OF THE GEOGRAPHIC BREADTH THEY COVER THROUGH KIT DISTRIBUTION ... DAYS FOR GIRLS IS WORKING TO TACKLE LACK OF KNOWLEDGE, STIGMA, AND LACK OF INVOLVEMENT FROM MEN AND BOYS TO ENSURE COMPLETE MHH FOR WOMEN AND GIRLS IN THE AREAS IN WHICH THEY WORK.” - THE KULCZYK FOUNDATION AND THE FOUNDERS PLEDGE REPORT.

Social Entrepreneurs

DFG ENTERPRISE SPOTLIGHT

Our Enterprise Program continues to be a shining light in building market-based solutions for long term and sustainable access to period products worldwide, with 150 Enterprises in 28 countries. The ability of local leaders to be agile and provide direction in an ever-changing environment was needed more than ever this year. As a result of their insight, we took on a number of key challenges.

THESE INCLUDED:

- ✓ Finding ways to reduce the costs of our pads to increase affordability and quality.
- ✓ Helping more Enterprises reach our Gold Standard level.
- ✓ Providing virtual and in-person refresher courses, and mentoring to improve market and business skills.
- ✓ Sourcing locally as much as possible.
- ✓ Working to improve our supply chain.
- ✓ Marketing to new customers including prisons, governments, and NGOs.
- ✓ Serving as a spokesperson to spread awareness throughout countries and regions.



Shattering Stigma

EDUCATION SPOTLIGHT

This past year, we made significant advancements towards our goal to end shame and stigma associated with menstruation. We continue to host our Ambassadors of Women's Health training in-person and online with 46,790 people trained so far, and our Men Who Know curriculum also continues to gain traction.

HERE ARE TWO INITIATIVES WE ARE PARTICULARLY PROUD OF:

1

In partnership with the Cambodian Ministry of Education, Youth and Sport and a local organization, CRESO, Days for Girls launched a pilot teacher training and education program in Cambodia. The unique pilot focuses on a body-positive introduction to menstruation, and was developed alongside a Training of the Teachers program specifically tailored to the Cambodian context and culture. Days for Girls was honored to work with the Ministry and Phnom Penh Teacher Education College to train master teachers, who will then go on to train other teachers. This program is ready to test in primary schools across four Cambodian provinces as soon as COVID-19 restrictions are lifted. We look forward to sharing more in the next year, including formal monitoring and evaluation outcomes that will measure program impact.

2

On September 9th, Days for Girls and Kenya's Bomet County community relaunched their campaign to commemorate the one-year anniversary of the tragic death of a 14-year old girl, who took her own life due to menstrual shaming. Seven DfG Kenya Enterprises led the event, and were able to distribute Kits and education to 800 girls, boys, women, and men. Bomet County Enterprise Leader Anita Cherono shared, *"these girls will spread what they learned from this day and have an even greater impact."* Their ongoing campaign focuses on breaking stigmas and taboos around menstruation by promoting interventions in both schools and communities. They are well on their way!

Creating a Global Movement to End Period Poverty

PARTNERSHIP SPOTLIGHT

When Dominika Kulczyk, philanthropist, journalist and Founder/President of the Kulczyk Foundation, started her research on period poverty, she decided to see Days for Girls' work for herself.



Her documentary, *Taboo*, captures her travels to the remote region of Kalikot, Nepal, to meet with our Nepal Country Director Maya Khaitu – and to speak with women and girls who are impacted by *chhaupadi* (a harmful practice that banishes women to cow sheds and open fields during menstruation). Struck by the harsh realities of their lives, and the

transformative work our local team is doing, she set out on her own journey to play a leading role in ending period poverty. With the help of the Founders Pledge, Kulczyk Foundation conducted extensive research and selected eight menstrual health programs that were ready to scale.

We were honored to be one of the eight organizations featured in their report. To read the entire first-of-its-kind report, please visit kulczykfoundation.org.



Two Million Women & Girls

We believe that *every single girl* is a superstar with unlimited potential. Girls are strong, smart, talented, fierce and so much more.

With the right tools, they can do and be anything they want. They have the power to change the world!

Our job is to make sure menstrual health barriers never get in the way of a girl's ability to shine. That's why we plan to **reach 2 million women and girls** with essential menstrual health solutions and education by the end of 2020. That's just 200,000 more by December 31st. We're all in.

We invite you to keep track of our progress by following @DaysforGirls on Facebook, Twitter, and Instagram. Together, let's make sure more girls are free to move mountains, chase dreams, and share their magic with the world in 2021 and beyond!

DAYS FOR GIRLS

DAYS FOR GIRLS INTERNATIONAL

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  **@DAYSFORGIRLS**





DAYS FOR GIRLS

2021 YEAR END
SUMMARY



"I RAISE UP MY VOICE—
NOT SO THAT I CAN
SHOUT, BUT SO THAT
THOSE WITHOUT A
VOICE CAN BE HEARD.
WE CANNOT ALL
SUCCEED WHEN HALF OF
US ARE HELD BACK."

Malala Yousafzai

Happy Holidays!

The Days for Girls family is pleased to share our 2021 annual summary. Thanks to your support, we are celebrating gains made despite the unique challenges and global uncertainty we all faced this year.

Throughout this report, you will hear directly from our local leaders who produced incredible results because of their innovative approaches. Your donations made this ground-breaking work possible and we are excited to celebrate with you these life-saving outcomes.

We are not done, yet!

Last year we made it to 2 million served, and by this December we plan to reach 2.4 million.

Special thanks and celebration to you, our passionate and vibrant community of menstrual health advocates. Together, we are making sure women, girls, and communities have a fair, equitable shot at a bright and abundant future!



Photo Credit: eMite.org



Thank you
for your
support!

Prioritizing Local Leadership

Spotlight: DfG Kit Distribution



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“Local leadership has enabled our enterprises to build trust and understand better the needs of the communities we serve resulting in better delivery of our services. This approach has been momentous given the complexities that came with the pandemic.”

Bridgit Kurgat, Kenya
Programs Manager

Starting in July 2020, we began implementing a game-changing strategy called The DfG Impact Zones. A key design element is ensuring that our Volunteer (Chapters and Teams) and Social Enterprise Programs elevate one another by directing volunteer-made DfG Kits to countries without DfG Social Enterprises where they are needed most (read more about our volunteer humanitarian efforts later in this summary). Thereby ensuring countries with thriving DfG Social Enterprises are sourcing locally made Kits and locally led distributions. This was a big shift in our approach and we are proud to report that it has paid off, particularly in Kenya!

In a single year, we saw a significant shift in both the volume of Kits reaching women and girls and the percentage made locally as a direct result of Kenyan leaders taking the lead. Each year from 2017-2019, DfG collectively distributed between 21,936-23,452 Kits in Kenya. Of these Kits 74-83% were made by DfG Chapters and Teams and sent to Kenya, while 17-26% were made locally.

When we applied the DfG Impact Zones, expanding our ongoing commitment to elevating local leaders and their solutions, DfG witnessed an incredible shift in outcomes. Kenyan Social Entrepreneurs distributed 43,573 washable pads (a 47% increase from the previous year) and of those Kits, 95% were locally produced. This trend continued even during the pandemic!

Scaling for Impact with Global Leaders

Spotlight: New Partnerships

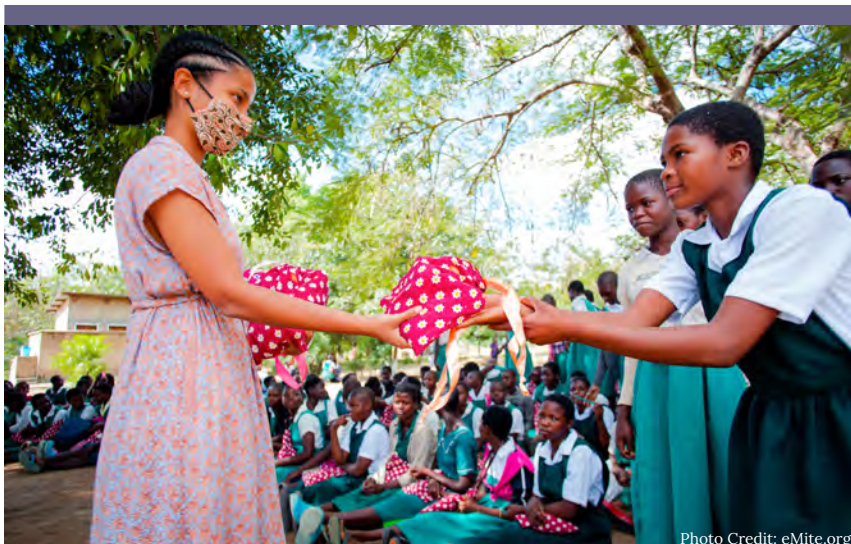


Photo Credit: eMite.org

For the first time in DfG history, we're poised to scale our impact to an entire country – thanks to an exciting new partnership with the First Lady of Malawi, Her Excellency Madame Monica Chakwera's foundation, Shaping Our Future Foundation (SOFF).

Together, we launched a robust national program last spring that aims to transform the menstrual health landscape of Malawi – so that more Malawian girls are supported at home, at school, in their community and at every level of government.

Period poverty poses a serious threat to the upward mobility of Malawi's four million reproductive-aged women and girls, the vast majority of whom lack access to menstrual supplies. Since 2014, Days for Girls has worked tirelessly to fight this trend by distributing our washable pads with health education and nurturing five thriving social enterprises helmed by our incredible DfG Malawi team: Country Representative Eunice Chimphoyo-Banda and Social Entrepreneurs Mabel Ngolleka and Yamikani Chikoti. These menstrual health champions play a key role in the DfG/SOFF national program, buoyed by an essential support network of seamstresses, advocates and volunteers.

Under the new partnership with SOFF, our approach to shifting the menstrual health paradigm in Malawi is threefold:

- Distribute locally made Days for Girls Kits in schools, starting with a pilot distribution of 6,700 Kits in 7 different districts by the end of the year
- Shatter menstrual stigma by delivering accurate health education to students and adults
- Build connections with local, national, and international policymakers, tribal chiefs, coalitions, and organizations who help to advance, accelerate and amplify the importance of menstrual health in Malawi.

“You cannot reach national economic goals by sidelining women, by not empowering women,” Eunice says. “One of the ways to empower women is by ensuring that her needs for getting an education are met,” adding that supportive menstrual health policies, like the ones proposed by the partnership, are a critical part of this.

Scaling impact to an entire nation is no easy task. But through collaboration with fearless leaders at every level of government – and with crucial support from local, national, and international changemakers – we’re well on our way.

We are so grateful to all of the partners, supporters and local leaders who helped bring this initiative to life. Thank you to the First Lady of Malawi and her foundation SOFF, for pledging their long-term commitment to this work; Malawi Ministers of Health, Education, Gender; United Nations Populations Fund (UNFPA); and Plan International . Thank you to our behind-the-scenes sponsors, including This is L, eMite, doTERRA Healing Hands, Goldman Sachs, Open Road Alliance, and the Whitt Family Foundation for their vital financial support.

And thank you to our own team of rockstars: Eunice, Mabel and Yamikani, without whom none of this would be possible.





From the Field: Malawi

Yamikani Chikoti (one of the DfG Social Entrepreneurs) reports:

As the team was packing up to go, after our kickoff event at Chilimbondo Primary School ground, a group of boys lingered around. One of the girls that had attended our health education workshop and had received the supreme kit was walking past the boys.

“Mwalandila katundu, (You have received a package)”, one of the boys called out.

His friends jeered rudely.

The girl was not embarrassed, instead she faced them and said to their face;

“Nalandira kumene, (yes I have received). I will proudly carry it without shame because I have learned today that menstruation is not something to be ashamed of. I will embrace it and be proud of it because I am wonderfully made.”

She then strolled away, a victory smile on her face. This made the team proud; to know that they have made a huge impact on the life of this girl.

Innovation in Response to COVID-19

Spotlight: Menstrual Health Education



With COVID-19 came the closure of schools and one of our primary ways to reach girls. DfG responded with creative community-driven approaches around the world. Social Entrepreneurs and DfG Educators went door-to-door in their communities ensuring girls and their families had access to menstrual products and education as well as facemasks. DfG conducted education sessions outside and socially distanced, following local public safety guidelines. This often meant increasing their workloads by 3 or 4 more sessions with fewer participants to ensure local policy compliance and safety measures.

DfG Education also went virtual! A number of Ambassador of Women's Health and Training of the Trainers were conducted virtually to great success. DfG is working in partnership with RENEW Bhutan and the Bhutan Ministry of Education to contribute to the government's focus on menstrual health. We conducted a six-hour training for staff who will be implementing menstrual health education sessions along with the distribution of DfG Kits in schools in Thimphu. The program was officially launched in August by Dasho Dechen Wangmo, Minister for Health.

In Cambodia, Project G Social Enterprise took the Ambassador of Women's Health training virtual, coordinating with five schools in Siem Reap province to integrate our education sessions into their online learning class schedules! So far, they have reached 333 female students since September 2021.

Humanitarian Efforts

Spotlight: Chapters, Teams, and Clubs



Busting at the seams and limited in our operations, the U.S. Resource Center moved to its new, spacious home in the North Salt Lake location last year. As a result, we expanded DfG's wholesale resources, streamlined our in-kind donation process and are now able to prepare for and coordinate larger humanitarian projects. Chapters, Teams, and Clubs focused their efforts on five countries this year: Chad, Bolivia, Jordan, Haiti and the Democratic Republic of Congo (DRC).

First, Chapters and Teams sent 21,001 Kits to refugee girls in Chad in partnership with Watoto Read and Jesuit Refugee Services! These Kits will be distributed in 2021 and 2022. Surpassing the original goal, an additional 3,100 Kits were sent to Bolivia with partners Global Links, these Kits were distributed to those impacted by COVID-19.

In June, 2,019 Kits were sent to Jordan with Lifting Hands International where they will be distributed to refugees and Jordanians in partnership with the National Women's Health Care Center and the Jordan Medical Aid for Palestinians. This distribution was so well received that our partners have requested more. DfG Chapters, Teams, and Clubs are mobilizing to send an additional 16,000 Kits in 2022!

In addition, when a volcano erupted in the DRC, Chapters, Teams and Clubs supported the emergency response by raising \$10,000 USD to sponsor 1,000 DfG Kits regionally made by DfG Social Enterprises to be distributed to women and girls affected. This effort was then matched by Tearfund for a total of 2,000 DfG Kits!



Finally, following the earthquake in Haiti in August 2021, Chapters, Teams, and Clubs sent 11,850 DfG Kits to contribute to the emergency response efforts in Partnership with Convoy of Hope, Mission of Hope, and World Vision Canada.

Also in partnership with Convoy of Hope, Chapters, Teams and Clubs will be reaching 3,600 newly arrived Afghan refugees in the US with DfG Kits in October 2021.

We are so proud of DfG volunteers - as more Kits are needed we know that Chapters, Teams, and Clubs will step up to provide them with the essentials that every girl, every woman deserves! Go team!

“

"The opportunity, dignity, and education that a DfG Kit provides is magnified because DfG Chapters, Teams, and Clubs have made the Kit with love, purpose, and skill. Despite not having met most of the people they are supporting, DfG's Chapters, Teams, and Clubs care deeply about them. Only this kind of wholeheartedness can produce the results we see at DfG. Our volunteers are outstanding."

*- Katy Jones, Associate
Chapters Director*



Hosting our Virtual Cohort

Spotlight: Social Enterprises

On June 24, 2021 Days for Girls hosted our Social Enterprise Cohort graduation. The new social entrepreneurs had just finished nearly four months of training. They represented eight countries, two of which were new to DfG (Costa Rica and Cote d'Ivoire). These amazing leaders from around the world are pioneers in working to achieve menstrual equity in their communities. We are proud to share a spotlight from this cohort, someone who demonstrates strength and passion - and most of all kindness.

Dr. Narindra, Soafeno Social Enterprise, Madagascar

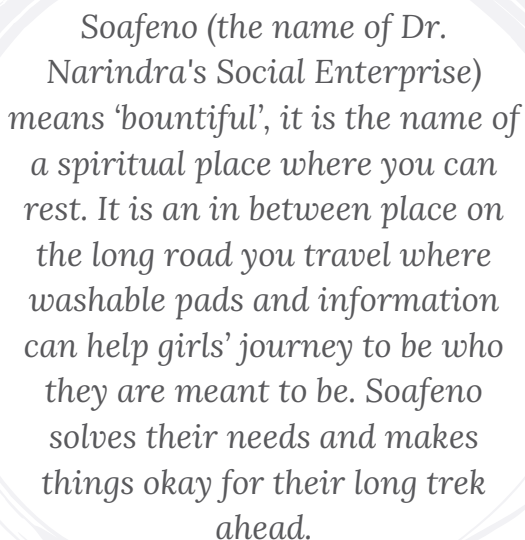


Dr. Narindra was born and raised in Antananarivo, Madagascar. She completed a medical degree at the Medical University of Ankatso in 2016. She is a doctor who believes that providing the right education to children will change their way of thinking and will help them reach their full potential. She heard about DfG from a friend who encouraged her to get involved in the Social Enterprise program. She began by taking the Ambassador for Women's Health online course and immediately took to classrooms to teach within her community. "The pleasure seeing their eyes luminate when they get the information is amazing," shared Narindra. She admitted that she was hooked at that point.

Last year Dr. Narindra and Nilda Valentin Andriantolojanahary launched a DfG Social Enterprise while participating in DfG's 2021 Enterprise Cohort. At the beginning they had no supplies, not even a sewing machine. However, they persevered because they believe they are "in the right place at the right time!"

When they received DfG's box of supplies for the cohort (sent from our USA Resource Shop), they felt like "it was Christmas." While they couldn't sew at the beginning, their dedication to learning paid off with Gold Certification on their first attempt. They were destined to do this work!

Today, they continue to teach. "We spend a lot of time dispelling misconceptions with girls. We are doing something we love, this program is close to our hearts," shared Narinda.



Soafeno (the name of Dr. Narindra's Social Enterprise) means 'bountiful', it is the name of a spiritual place where you can rest. It is an in between place on the long road you travel where washable pads and information can help girls' journey to be who they are meant to be. Soafeno solves their needs and makes things okay for their long trek ahead.

Expanding Product Choice

Spotlight: Advocacy



At Days for Girls, we know that women and girls need access not only to period products but also the ability to choose which products are right for them. In May 2020, the South Africa Bureau of Standards published a new standard for washable pads (SANS 1812). This standard plays an important role in empowering women and girls by expanding their product choice, giving them another menstrual product option that is safe and effective. But we have learned there are still social barriers that discourage women and girls from choosing washable pads - including misconceptions, stigmas, and general lack of information about washable pads.

To help tackle these barriers, Days for Girls Advocacy partnered with the South African government, UNEPA, WaterAid, and the research institute MIET Africa to conduct a study focusing on the perceptions that students and their caregivers have about washable pads. Key learnings from this study will help inform a menstrual health advocacy campaign that addresses the stigmas associated with washables. The campaign will help to educate and raise awareness that washable pads can be a comfortable, cost-effective, and environmentally sustainable option.

We are excited that this campaign will support the dignity of people with periods by expanding product choice. We look forward to sharing more about the results of these efforts in the coming year. For updates on our advocacy efforts follow us on Twitter at @DfGadvocacy or contact advocacy@daysforgirls.org to see how you can get involved.

A close-up portrait of a young Black girl with a joyful expression, smiling and looking slightly to the side. She is wearing a vibrant red dress adorned with a pattern of white daisies and small white polka dots. A small orange tag with the text "DAYS FOR GIRLS" is visible on the fabric of her dress. The background is a soft-focus green, suggesting an outdoor setting with foliage.

"THE NEW DAWN BLOOMS
AS WE FREE IT. FOR
THERE IS ALWAYS LIGHT,
IF ONLY WE'RE BRAVE
ENOUGH TO SEE IT. IF
ONLY WE'RE BRAVE
ENOUGH TO BE IT."

Amanda Gorman

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