

HEMBRAS

It's About Time

Annual Report 2015



What if you had 5 more days every month,
to do what you wanted without interruption?



Millions of women and girls lose 5 days every month, simply because they lack access to basic hygiene options.

Days for Girls gives these days back, through sustainable feminine hygiene Kits that last for 2-4 years.

Imagine how one Kit can transform a girl's life, by giving her back days of invaluable education, freedom, and opportunity.

Now multiply that by millions and imagine what the world would look like.

That's the power of days.
It's about time.

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Hello Friends,



I'm so happy to share with you this year's tremendous leap forward for Days for Girls. The momentum continues! And that's important, because, it's about time. What you do in support of Days for Girls adds up to more time in the classroom for a girl. More time for a woman to earn money for her family. More time to live freely, without shame and embarrassment. It's huge. Seven years ago, no one was talking about menstruation as an issue. Today, Days for Girls is honored to continue leading conversations, from the grassroots level to the halls of Congress. Days for Girls is unique because aside from delivering Kits in the world, each Chapter, Team, and Enterprise program is also a catalyst to spark vital conversations. Here's how that change is adding up:

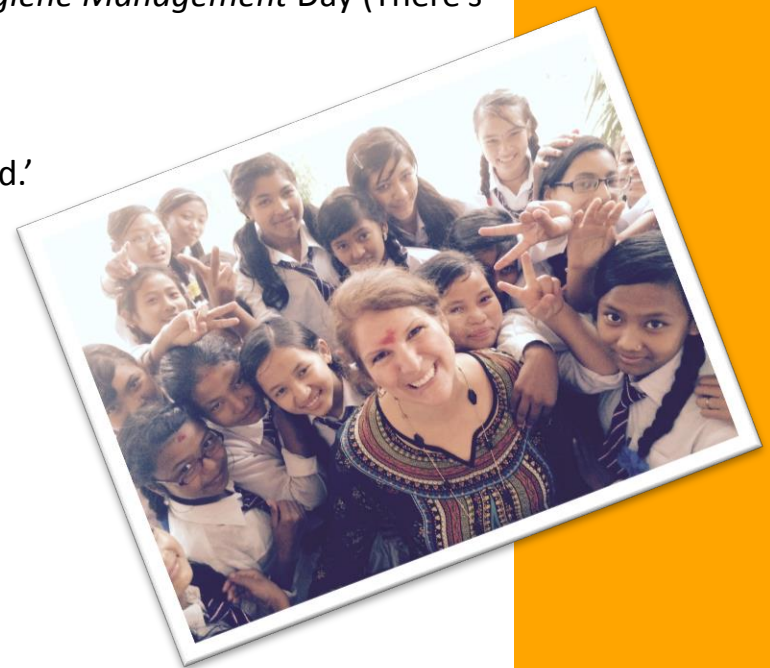
- Days for Girls was featured at the UN Commission on the Status of Women, RESULTS, and several other national conferences
- Days for Girls welcomed our first corporate sponsor, doTERRA essential oils
- Days for Girls Uganda won the African SEED Award for Gender Equity and Entrepreneurship
- Days for Girls was featured in Stanford Social Innovation Review
- Days for Girls joined Menstrual Hygiene Management Coalitions in New York and Uganda. Collective efforts such as these helped sway conversations on a national level:
 - #MenstruationMatters trended on Twitter for *Menstrual Hygiene Management Day* (There's such a thing now!)
 - NPR named 2015 the Year of the Period

When you set an audacious goal of reaching 'Every girl. Everywhere. Period.' and you mean it...you'd better be prepared for a lot of positive action. And 2015 was exactly that, filled with advancements on every level. The pages of this Annual Report share how it is happening, thanks to supporters like you.

With gratitude,

A handwritten signature in cursive script that reads "Celeste".

Days for Girls Founder and CEO



MENSTRUAL HYGIENE ISN'T ONLY BASIC. IT'S FUNDAMENTAL. MENSTRUAL HYGIENE MANAGEMENT (MHM) ISN'T JUST ABOUT HAVING ACCESS TO PADS. **IT'S ABOUT TIME.**

IT'S ABOUT HAVING
WITHOUT
OF GIRLS AND
UNABLE TO DO SO



TIME TO GO TO SCHOOL, TIME TO GO WORK
INTERRUPTION. TIME TO DO THE THINGS MILLIONS
WOMEN WANT TO DO EACH MONTH, AND ARE
BECAUSE THEY DON'T HAVE ACCESS TO HYGIENE

SUPPLIES. **WE CAN CHANGE THIS.** WE CAN ENSURE TIME IS ALWAYS ON OUR SIDE. WE
ALL APPRECIATE THE VALUE OF AN HOUR, AND CERTAINLY THE VALUE OF A WEEK.

IMAGINE HOW STRONG OUR WORLD WOULD BE IF WE ALL HAD ONE MORE WEEK A
MONTH, TO DREAM, TO CREATE, TO MAKE THE HYPOTHETICAL POSSIBLE. THIS IS THE

WORLD WE CREATE EVERY TIME WE SEND A NEW DAYS
GIRLS KIT INTO THE WORLD. EACH WOMAN OR GIRL WHO
A KIT HAS 2-4 MORE YEARS TO LIVE LIFE WITHOUT BOUNDS.



FOR
RECEIVES
ENABLING

TOGETHER, WE CAN LIFT WOMEN AND GIRLS, IN TURN
THEM TO LIFT THEIR COMMUNITIES, AND OUR WORLD. **THAT'S THE POWER OF DAYS.**

101

NUMBER OF COUNTRIES WHERE
DfG HAS DISTRIBUTED KITS
SINCE 2008





Haiti

180,880

NUMBER OF WOMEN
AND GIRLS WHO
RECEIVED DfG KITS IN
2015.



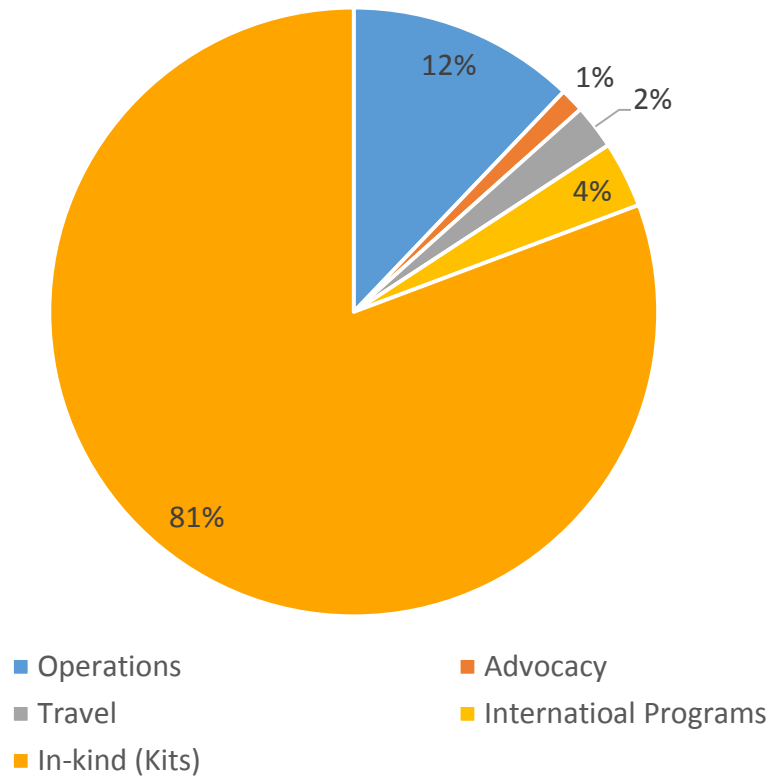
102,053
2014

47,736
2013

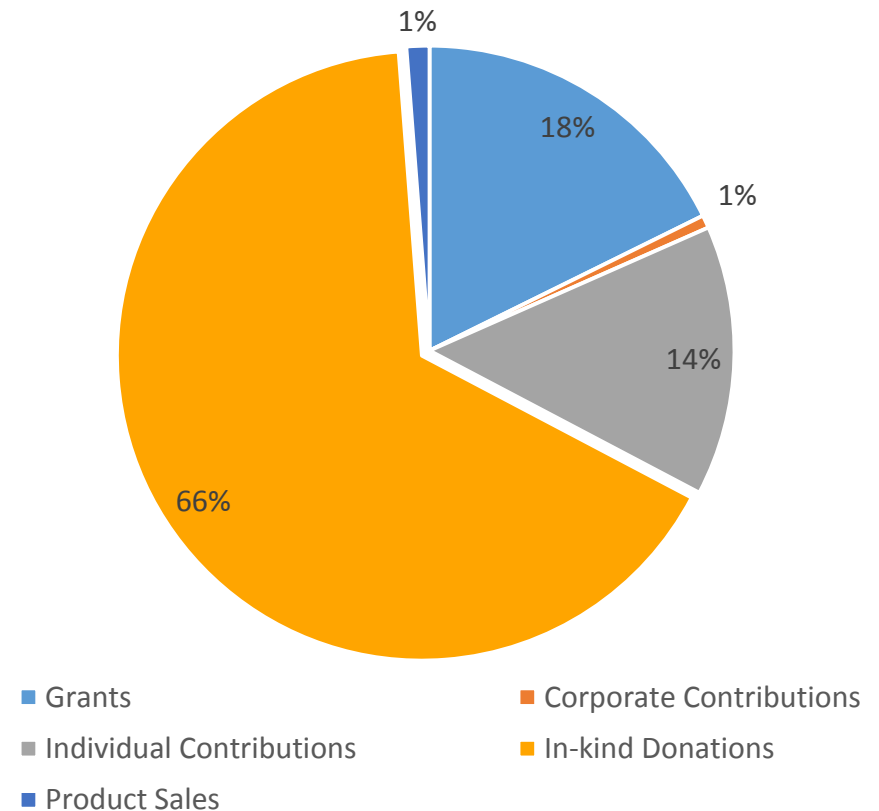


Team leaders from Ghana, Kenya, and Uganda attend a training in Kampala.

2015 Financials



Expenditures: \$2.35 million



Gross Revenue: \$2.35 million

Note: In-kind donations of Kits and Kit materials represent 66% of revenue and 81% of expenditures. These numbers are conservative, and do not include reports for all partnerships – only for officially-registered Chapters, Teams, Enterprises, and Centers. **Thus, we believe that the total number of Kits and total impact is even higher than the numbers presented here.** Also, in 2015, DfG changed its financial year, so expenditures and revenue here are reflective of DfG's financial position from March – December 2015. Even given the shortened fiscal year, DfG's 2015 operating budget increased 48% from 2014. This growth is reflective of the strength of DfG's global network and the ease of scaling both our volunteer and our social enterprise model.

How We Do It



DAYS FOR GIRLS GETS KITS INTO THE WORLD THROUGH A UNIQUE COMBINED APPROACH OF VOLUNTEERISM AND SOCIAL ENTERPRISE:

600+ volunteer Chapters and Teams make DfG Kits, and distribute them throughout the world.



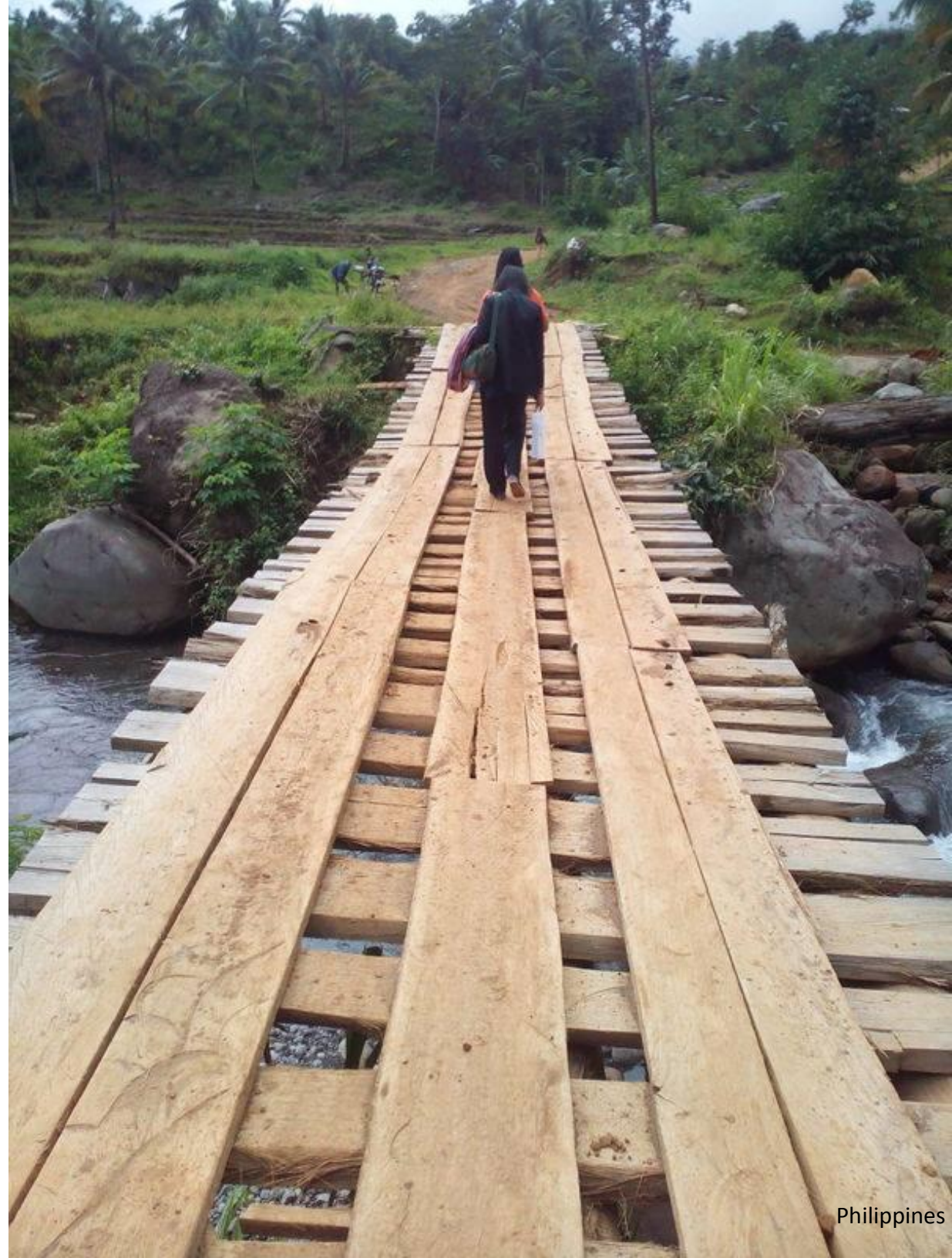
3 Centers and 13 Micro-enterprises make and sell Kits in their areas, supporting local ownership and job creation.





“IN A GENTLE WAY, YOU CAN SHAKE THE WORLD.” - GANDHI

THROUGH THIS
INNOVATIVE
COMBINATION OF
VOLUNTEERISM AND
SOCIAL ENTERPRISE,
DAYS FOR GIRLS REACHES
GIRLS AND WOMEN
IN THE LAST MILE
OF DEVELOPMENT.



“THERE IS NO FORCE
MORE POWERFUL
THAN A WOMAN
DETERMINED TO **RISE**.”
- UNKNOWN

3,054

NUMBER OF WOMEN
TRAINED BY DFG IN
UGANDA IN 2015

Chapters and Teams



Days for Girls' Chapters and Teams have grown exponentially, reaching 600+ by the end of 2015.

Photo: Snoqualmie, WA Chapter

“JUST SEEING THEIR FACES LIGHT UP AS THEY REALIZED WHAT WE WERE GIVING THEM, THAT WAS AMAZING ...I FELT LIKE I GAVE THEM A GIFT THAT KEEPS GOING.”

- DfG Chapter member, after a distribution in Nepal



Chapters are located in Australia, Canada, China, Denmark, Germany, Italy, New Zealand, Norway, Oman, the Philippines, Puerto Rico, Saudi Arabia, Scotland, Sweden, Switzerland, the UK, the US, and Zambia.

“Days for Girls helps us remove the barrier to work and good health a lack of sufficient products can create...Thanks to Days for Girls, we can ensure that more of our clients are educated, confident, healthy, and free of one more barrier to their success.”

– Georgia Lerner, Executive Director, Women’s Prison Association

DfG NYC

DfG works anywhere women and girls need hygiene solutions, which includes the US. In 2015, the NYC Days for Girls Chapter worked with policy-makers and other partners to reach girls in public schools, women in homeless shelters, and women in the prison system.



NYC Public High School, Queens



Social Enterprise Programs

Social enterprise makes up the second half of Days for Girls' distribution network. DfG started with the Uganda program in 2013, and opened two new Centers in 2015, in Nepal and Ghana. By 2022, DfG aims to open 12 regional Centers.

Centers are production and distribution hubs. Micro-enterprises are smaller-scale programs focused on meeting needs in one community. DfG currently has Micro-Enterprise programs in Mozambique, the DRC, Uganda, Kenya, Nigeria, Tanzania, the Philippines, Vanuatu, and India.

Uganda

40,000
WOMEN AND GIRLS
REACHED SINCE 2013

In 2015, Uganda won the African Seed Award for Gender Equity and Entrepreneurship. That model is now being replicated in East Africa and beyond.





Nepal

420

THE NUMBER OF KITS NEPAL CAN PRODUCE PER WEEK

8

THE NUMBER OF WOMEN WHO CAN NOW PROVIDE FOR THEIR FAMILIES THROUGH
EMPLOYMENT WITH DfG NEPAL



Ghana



3,100

THE NUMBER OF KITS DISTRIBUTED BY DfG GHANA IN 2015

The Philippines



97%

THE RATE OF GIRLS IN MINDANAO, PHILIPPINES,
WHO WERE HAPPY WITH THEIR DfG KITS

Democratic Republic of Congo

"The girl will go home and the next day she'll be ashamed to go back [to school]," said Ariane Moza Assumani, 28, a team leader at Maman Shujaa. "She'll say, 'Everyone will say I dirtied my clothes.' And maybe four months later she gets pregnant. No more school."

...It is the one-two punch of the unstoppable reality of women's menstrual cycles and the lack of respect given to women in DRC overall that keep them from advancing in their homes, their communities, and in greater Congolese society...The time has come, fortunately, in which this is finally beginning to change, thanks to an effort by Maman Shujaa [that] uses a model created by **Days for Girls**...

Overall, the program has been a huge success already... In addition to women purchasing kits for their daughters, they have begun to buy them for themselves. Policewomen have bought some too, [Namadamu] said. **These pads "have become a stigma eraser, a confidence builder, and a girl-power enabler."** (*Lauren Wolfe, Women Under Siege Project, Women's Media Center, 2015*)"

They have gone on to provide more than 2000 DfG Kits and counting to their communities.



Nigeria



“ONE GIRL WE MET DURING A KIT DISTRIBUTION...HAS FOUR OTHER SISTERS AND MANAGED HER MENSTRUATION WITH RAGS. WE WENT TO HER SCHOOL AND GAVE OUT DfG KITS. 10 MONTHS LATER, WE RETURNED...**SHE SAW US AND RAN OUT AND GAVE ME A BIG HUG SAYING HOW THE KIT HAS HELPED HER** AND HOW SHE DESIRED TO COLLECT SOME MORE FOR HER SISTERS AND NEIGHBORS.”

-Dr. Ugochi Ohajuruka, DfG Nigeria Director





It's About Time...We Weren't Embarrassed to Talk About Periods.

IN 2015, DfG PUT ITS AMBASSADOR OF WOMEN'S HEALTH CURRICULUM ONLINE. OVER 640 PEOPLE COMPLETED THE TRAINING IN-PERSON OR ON-LINE.

“IT IS NOT EASY TO RAISE A WOMAN. FROM TODAY I WILL PRAY TO GOD TO PLEASE GIVE ME A DAUGHTER SO THAT I CAN TEACH HER WHAT I HAVE LEARNED ABOUT WOMEN’S BEAUTIFUL BODIES. TEACH HER TO BE STRONG AND CONFIDENT AND MOST IMPORTANT, HOW TO RAISE HER VOICE TO THE FULLEST AND SAY ‘NO.’”

- Shareen N., after attending an Ambassador of Women’s Health Training in Bangladesh



Refugee and Emergency Settings

Menstrual Hygiene Solutions are particularly needed in crisis settings. In the wake of the 2015 Nepal earthquake, Mercy Corps and the YWCA reported that menstrual hygiene management (MHM) was one of the top five needs in relief areas. Days for Girls provided 2,000 Kits.

DfG has also worked with the Adjumani Relief Camps in Northern Uganda, and this year expanded to work with Syrian refugees in Lebanon.



Lebanon

700

THE NUMBER OF KITS
DISTRIBUTED TO
WOMEN AND GIRLS

115

THE NUMBER OF
WOMEN TRAINED IN
SEWING AND
REPRODUCTIVE
HEALTH THERE



Our
Partners
Agree.
“It’s About
Time...”



Philippines

...Every Girl
Had What
She
Needed.

"I LOVE THOSE GIRLS
WE WERE ABLE TO HELP
OUT THERE!...AN
IMMENSELY
SUCCESSFUL AND
REWARDING WORKDAY
AT NEW LIGHT...MORE
THAN 200 GIRLS AND
WOMEN RECEIVED
FEMININE HYGIENE KITS
AND [HEALTH
EDUCATION]."

-Urmi Basu, West Bengal, India



...Girls Could Go to School.

“WE ARE GRATEFUL TO THE
SUPPORT. OUR GIRLS ARE
ABLE TO GO TO SCHOOL
DURING THEIR MENSES,
WHICH WAS NOT THE CASE IN
THE PAST.”

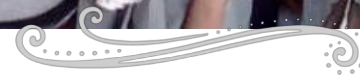
- Lilian, Lilongwe, Malawi



...Girls Could Play Without Interruption.

“WE NOTICED THAT IN THE CASE OF PLAY AND LEARNING, THE GIRLS HAD DAYS THEY WERE ABSENT OR DIDN'T WANT TO PLAY. ON FURTHER INQUIRY IT WAS DISCOVERED THAT AT THOSE DAYS THE GIRLS WERE IN THEIR PERIOD...WE GOT EXCITED SEEING HYGIENE KITS, KNOWING THAT THERE IS SOMETHING THEY CAN CONSTANTLY USE WITHOUT FEELING ASHAMED OR EMBARRASSED. AND MOST OF ALL, AT NO MONTHLY COST TO THE GIRL OR HER PARENTS.”

- Dr. Ikemefuna, Nigeria

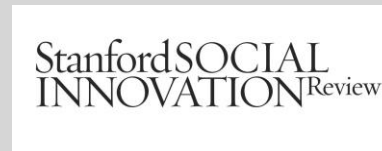


Awards and Recognition

- Named by the Huffington Post as a 'Next Ten' organization with the power to change the world in the next decade
 - Featured at the 2015 UN Commission on the Status of Women, TEDx, and at the 2014 International Rotary Convention ('best booth' winner)
 - Two-time Girl Effect Champion
 - Winner of the African SEED Award 2015 for Gender Equity and Entrepreneurship
 - 4th Place in Revlon's 'Love is On' Crowdfunding Challenge in 2015
 - Top-rated nonprofit on Great Nonprofits
 - Gold Level Guide Star Rating
 - Global Giving Superstar Rating
-

“[Days for Girls is] proving an effective feminine hygiene solution can directly affect outcomes for women and girls in the areas of education, health, economic participation, and social status.”
- “The Gift of Time,” Stanford Social Innovation Review, Fall 2015

Days for Girls has been featured in the following publications:



...and more.

2015 Major Partners



Days for Girls would also like to thank these organizations and individuals for their generous support:

American Endowment Foundation
BUSECO LLC
Fidelity Charitable Gift Fund
German American Society
Peace Ambassadors International
PSN Family Charitable Trust
RLG International
SB Foundation
Sly Wind Foundation
SNV
The Oregon Community Foundation
The Roundhouse Foundation
The Wheeler Foundation

Andrea Leebron-Clay and Family
Ann & John Lewis and Family
Lisa Horton
Paul Dunbar
Trina Asay
Sandra N. Tillotson
Shannon McCarthy

