She's One in a Million

2017 Annual Report
ONE MILLION... AND COUNTING

I cheered with joy when the numbers came in December. In less than a decade, the Days for Girls movement had reached our one millionth girl with the menstrual health solutions and education she needs for a lifetime of dignity, health, and opportunity. I thought of Christine in Kenya, and Lucia in Guatemala, and so many other lives changed thanks to the power of a pad. Each of them individual and significant.

Across six continents, beaming women and girls are holding DfG Kits, reclaiming days once spent isolated and ashamed. One million strong in 123 countries. With every passing day, our momentum grows even stronger. Just imagine the power of what we can do in the years to come, turning periods into pathways — together.

With gratitude,

Celeste Mergens
Founder & CEO
Days for Girls International

Every girl, no matter where she lives, deserves the opportunity to develop the promise inside of her.

—Michelle Obama
We’re turning periods into pathways.

Days for Girls increases access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers, and innovating sustainable solutions that shatter stigmas and limitations for women and girls. Together, we’re creating a world with dignity, health, and opportunity for all.

Our movement has reached more than one million girls — and counting! With your help, we can reach Every Girl. Everywhere. Period.
Days for Girls launches

2008

DfG Kits reach 7th country

2009

19th country reached

2010

Ambassador of Women’s Health training launches

2011

Uganda office opens; Enterprise Program launches

2012

First DfG Kits recorded lasting three years

2013

80th country reached

2014

100th country reached; DfG University* opens

2015

Ghana and Nepal offices open; Men Who Know training launches

2016

*Renamed to Leadership Launchpad in 2018
Guatemala office opens
Kalikot project launches in Nepal
ONE MILLION WOMEN & GIRLS
REACHED IN 123 COUNTRIES!
EDUCATION & TRAINING
Ambassador of Women’s Health

From Guatemala to Nepal, health education is a vital component of the Days for Girls movement. Our flagship education and training program, Ambassador of Women’s Health, was offered online and in-person all over the world in 2017. Participants included hundreds of volunteers and staff preparing to distribute DfG Kits and teach communities about health and safety, and thousands of women and girls receiving AWH education along with their DfG Kits.

Men Who Know

To ensure dignity, health, and opportunity for women, girls and communities, Days for Girls also invites men and boys to be part of the solution. In 2017, our Men Who Know program went from a pilot project to a readily available interactive curriculum to welcome all to help break the silence.

Leadership Launchpad

Previously called DfG University, Leadership Launchpad’s two-week in-person business training for Enterprise leaders was refined to include an updated guidebook and activity book. We also prepared a more streamlined registration and certification process to make our self-guided online training options more accessible and easier to navigate.
If you give a woman a DfG Kit, it will last for three years. If you teach her how to make a DfG Kit, it will last a lifetime—and enable her to reach others in her community, ensuring that more women and girls gain menstrual health solutions and education around the world. Anchored by our field offices in Guatemala, Ghana, Nepal, and Uganda, this local leadership model provides income-generating opportunities in developing countries and creates a cycle of sustainable impact for the Days for Girls movement.

DfG Enterprises have grown from one to 69 in five years.

<table>
<thead>
<tr>
<th>Year</th>
<th>2012–2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprises</td>
<td>1</td>
<td>8</td>
<td>28</td>
<td>69</td>
</tr>
<tr>
<td>Countries</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>14</td>
</tr>
</tbody>
</table>
Guatemala Office Opens

By establishing a Days for Girls Guatemala Office, we gained a centralized hub for our Latin American supply chain, DfG Kit distributions, education program and Enterprise trainings. ¡Gracias!

Research & Evaluation

Days for Girls strengthened our Enterprise system in 2017 by implementing a customized inventory and production tracking system, conducting an in-depth program evaluation, hiring field office staff, increasing volunteer opportunities, and launching a second year of workshops for certified groups. By the end of the year, we had completed data collection and analysis from Africa, Asia, and Latin America for our first Enterprise Evaluation Report, released in early 2018.
OUR GLOBAL REACH

The Days for Girls movement is active in more than 123 countries,* thanks to our DfG Enterprises, staff, and volunteers.

Where do DfG Kits go?
- Africa 55%
- Asia 22%
- Latin America 16%
- Middle East 2%
- North America 3%
- Europe 1%
- Australia 1%

*as of June 2018
DfG Kits have reached women and girls in:

Afghanistan
Albania
Angola
Argentina
Armenia
Australia
Azerbaijan
Bangladesh
Belarus
Belize
Benin
Bhutan
Bolivia
Bosnia & Herzegovina
Botswana
Burkina Faso
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Chad
China
Colombia
Congo, Democratic Republic of
Congo, Republic of
Costa Rica
Croatia
Cuba
Dominican Republic
Ecuador
Equatorial Guinea
El Salvador
Ethiopia
Fiji
France
Gambia
Georgia
Germany
Ghana
Greece
Guatemala
Guinea
Guyana
Haiti
Honduras
India
Indonesia
Iraq
Israel
Italy
Ireland
Ivory Coast
Jamaica
Jordan
Kenya
Kiribati
Laos
Lebanon
Lesotho
Liberia
Lithuania
Madagascar
Malaysia
Malawi
Mali
Marshall Islands
Mexico
Montenegro
Morocco
Mozambique
Myanmar
Namibia
Nepal
New Zealand
Nicaragua
Niger
Nigeria
Pakistan
Palestine
Panama
Papua New Guinea
Peru
Philippines
Puerto Rico
Romania
Russia
Rwanda
Samoa
Senegal
Serbia
Sierra Leone
Singapore
Slovenia
Solomon Islands
Somalia
South Africa
South Korea
South Sudan
Sri Lanka
St. Lucia
Sudan
Suriname
Swaziland
Switzerland
Sweden
Syria
Tanzania
Thailand
Tibet
Timor Leste
Togo
Tonga
Turkey
Uganda
Ukraine
United Kingdom
United States of America
Vanuatu
Vietnam
Venezuela
Zambia
Zimbabwe

[Image of map with DfG Kits]
COUNTING HER IN

Our Volunteer Impact

The Days for Girls network of 50,000+ volunteers around the world is as diverse as the women we serve. Committed and passionate, this global force advocates, creates DfG Kits, raises funds, and strengthens partnerships to shatter the stigma surrounding menstruation at home and abroad. We stand together to end period poverty.

“I like being involved in Days for Girls not only because it meets a practical need internationally, but it also provides a forum to connect women here at home. All women need to feel connected, to have friends, and to feel valuable. Days for Girls helps do that — thank you!”

—Karyn Lougher, Otumoetai TGA New Zealand Team

Special thanks to our corporate champion doTERRA and the 301 volunteers who assembled 5,110 DfG Kits at their annual convention, earning the Guinness World Record for “most personal hygiene kits assembled in one hour” on Sept. 8. That’s enough kits to reclaim about a million days of school, work, and family life!
EVERY GIRL COUNTS

The Kalikot Project

In the remote hills of western Nepal, girls are often isolated to cattle sheds or small huts during their periods, as part of a cultural practice called chhaupadi. Not only do they face embarrassment over menstruation, but they are also endangered by extreme weather and wild animals.

Days for Girls is changing the narrative from one of shame to celebration. Launched in April 2017, the Kalikot Project empowers local trainers to create access to critical health education and knowledge that empowers women to start a conversation about menstruation. In our first eight months, we reached 3,250 women and girls with DfG Kits and health education.

“It’s not easy to change the chhaupadi tradition, but we have had success. Those who were staying in tiny cowsheds are staying in safe, spacious rooms now,” said Lila Simkhada, Kalikot Project Manager. “Days for Girls teaches that menstruation is not impure. It is the right of women all over the globe to be allowed to integrate into their society.”
FINANCIALS

DAYS FOR GIRLS
2017 REVENUE
$1,937,436

DAYS FOR GIRLS
2017 EXPENDITURES
$1,748,042
THANKS A MILLION

Days for Girls appreciates the support of individuals, foundations and corporate philanthropists. In 2017, we received major gifts and in-kind support ($2,000 and above) from these generous donors:

**Visionary Leaders Circle 100,000+**
The doTERRA Healing Hands Foundation
Anonymous
Jen and Colin Kelly and family

**Global Leaders Circle 50,000+**
AARP
Alexa Renehan

**Village Leaders Circle 10,000+**
Expedia
Jordan & Julie Clements Foundation
Sharon and J. Randal Cochrane
Julie and Greg Cook
Sarah Fredericks
Paul Koepff
Global Giving
Connie Lohr (in memory of Jason Lohr)
Madison Rotary Foundation
Martyn Family Foundation
Don & Celeste Mergens
The Joseph Padula Living Trust
Jacquie Scott
Solso Family Foundation
Susan Tutana
United Methodist Women of New York

**Ambassadors Circle 2,000+**
Vanguard Charitable Anonymous Donor
Anthony & Trisha Vidovich
Wells Family Charitable Foundation
Weyerhauser Family Foundation

Andrea Leebron- Clay
Los Gatos Rotary Foundation
Jack Leuw
Jason Mai
Elise Miller
Toraya Miller
The Mount Saint Joseph Academy
Norwex Foundation for a Brighter Future
Diemuth Pemsl
Perkins Cole
Plymouth Rotary Foundation
John & Naomi Riding Family Fund
Cindy Navis
Jennifer North
Andrew Potts
Pat Prendergast
Hannah Pritchett
Roehl Family Foundation
Six Degrees Real Estate
Ivan David Rosero
Larry Thomas
Ryan Thomas
Virginia Vadnais
Mary F Van Peski
The Yardi Foundation
Worldwide Education & Research
Daniel Wyner

Days for Girls International was recognized by these organizations for our impact in 2017: