It's About Time
Annual Report 2015

DAYS FOR GIRLS INTERNATIONAL
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.
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 women 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

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,

Celeste

Days for Girls Founder and CEO
MENSTRUAL HYGIENE ISN’T ONLY BASIC. IT’S FUNDAMENTAL. MARCHING HYGIENE MANAGEMENT (MHM) ISN’T JUST ABOUT HAVING ACCESS TO PADS. IT’S ABOUT TIME. IT’S ABOUT HAVING TIME TO GO TO SCHOOL, TIME TO GO WORK WITHOUT INTERRUPTION. TIME TO DO THE THINGS GIRLS AND WOMEN WANT TO DO EACH MONTH, 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 FOR GIRLS KIT INTO THE WORLD. EACH WOMAN OR GIRL WHO RECEIVES A KIT HAS 2-4 MORE YEARS TO LIVE LIFE WITHOUT BOUNDS. TOGETHER, WE CAN LIFT WOMEN AND GIRLS, IN TURN ENABLING THEM TO LIFT THEIR COMMUNITIES, AND OUR WORLD. THAT’S THE POWER OF DAYS.
Uganda

101
NUMBER OF COUNTRIES WHERE DfG HAS DISTRIBUTED KITS SINCE 2008
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

Total donations and funds raised: $2.53 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.
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 DFID NEPAL
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 Seige Project, Women’s Media Center, 2015)

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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...”
...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
"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.”

Days for Girls has been featured in the following publications:

[Logos of various publications]...and more.
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