

2019
Canadian
Annual
Report



Menstrual care kits from Days for Girls are always delivered along with menstrual health education.

DAYS
FOR 
GIRLS
CANADA

Every Girl.
Everywhere. Period.

2019 Canadian Annual Report

*Turning Periods
into Pathways*

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90 teams

220 distributions



*21,463 kits
distributed*

48 countries



DAYS FOR
GIRLS

President's Report

2019 was an amazing year in so many ways—in how we have grown as an organization, in the number of kits we have distributed, in the number of countries we have reached, in the number of Chapters and Teams we now have and in the number of lives we have touched.

Elsewhere in this report, you will find the numbers to back up all of these statements—and more. We now have a robust distribution system—teams are completing their distribution agreements more readily, and we have a great advocacy system which we know is working by the number of governments and organizations such as schools and universities who are responding to period poverty with period promise! We also have a sewing specialist who helps us ensure every kit we send out, meets the rigorous DfG standard.

On the administration front, your board has been working hard to ensure we are in full compliance with CRA so we protect our valuable charitable status. We changed our year end and in 2019 our year ran from March 1st to December 31st to accommodate this. In 2020 our year is from January 1st to December 31st. This puts us on par with other countries throughout the DfG world and with DfGI. I am so grateful to the board for their support and determination to make DfGCS a strong and effective organization.

As you know, after consulting with three reputable accounting firms, and after taking advice from our CRA representative we have changed our whole financial system. This has been a huge undertaking and we can assure you it has not been done lightly. The whole board has been involved and we have worked very hard to ensure this is the right move for DfGCS. Thank you to every single Chapter and Team leader who has helped us so much to make this difficult change as seamless as possible. To those of you struggling, we promise to work with you to help you transition to the new process.

The Refugee project was a great success—almost too much of a success as collection points were almost overwhelmed; and while we were delighted with the response, we learned several lessons and we know these will improve the process next time.

One of the main lessons we learned from this process was the realization just how many teams are simply not using the latest patterns or sewing to gold standard—or in some cases not even coming close. We are working with individual teams to ensure every kit we send to a girl is of the same high standard. The girls are worth it!

In June 2019, the board held a strategic planning session in Edmonton and focussed on, amongst other things, changing the year end, improving the registration process, updating the team leader agreement, creating a team deactivation process, newsletters, town hall meetings, a revised thank you letter for donations through Canada Helps, and updating our financial structure. This year we plan to hold another event as we strive to continually move Days for Girls Canada forward successfully.

Last year's conference in Toronto was also a great success and many of you were able to take in wonderful presentations by founder Celeste Mergens and COO Tiffany Larson, as well as to network and make new friends. This year we look forward to welcoming you to my home town of Kamloops in BC for what we hope will be the greatest conference ever!

2019 was a very busy and hectic year for the board and 2020 looks set to be just as busy so please continue to send us feedback and comments which will help us serve you the best way possible.

Here's to a great year in 2020.

Terry-Lynn
presidentca@daysforgirls.org

Days for Girls has reached over 1.7 million girls in 144 different countries; and has over 1000 teams creating kits worldwide.





Chair of the Board Report

A Days for Girls kit lasts three years allowing a girl to attend school every day, Period!

I've often wondered why I serve as the chair of DDGCS. In the early months I'd be part of group emails addressed to "Dear Ladies." I didn't know what a serger was. Our home had been transformed into a sewing factory.

So Why do I do it? ***I'll tell you why:***

My wife Evelyn helped launch the Ancaster (ON) Chapter shortly before the big Nepal 2015 earthquake. The Red Cross listed the 5 most urgent humanitarian needs and included feminine hygiene products. Then a friend of ours led a disaster response team from a major global relief organization to Nepal; she took kits along from our chapter.

Her husband was a skilled photographer and took pictures during the distribution and education. There was one picture of two 13-year-old girls holding their kits. And the looks on their faces?

Well, those looks – that's why I do it.

Somehow their faces managed to combine gratitude, joy, giggly embarrassment, relief and mutual support, all in one—all those emotions and responses were there. The two of them almost mirrored each other's faces perfectly.

I looked at the picture with contemplative intensity, and I know nothing more is necessary.

That's why I'm privileged to serve as chair.

Syd Hielema



Country Coordinator's Report

We have made such strides together this year! In 2019 we have sent out more kits than ever before; to more countries; and we have more teams—congratulations to you all.

The enthusiasm is growing, and we are making such a difference around the world! All things you have probably heard over and over again, and they remain true. Increasing growth leads to added responsibility, as well as increased administrative burdens and costs. This is why we needed to add a \$25 renewal fee this year. Currently, all countries except Canada have a renewal fee of one kind or another, in order to offset the added financial burden placed on administration by growth.

As a national organization, we have specific obligations we must fulfill in order to comply with Canada Revenue Agency rules, and these obligations require administrative funding.

We also recognize that team leaders and their volunteers would rather be sewing than spending time on administrative tasks, but these are essential to maintaining our good standing as a charity. We strive to ensure these administrative tasks as easy and quick as possible, but they do require dedication and some time commitment and we are very grateful to all of you for making sure you keep your distribution and financial records up to date.

We always do our best to save you money by finding Canadian sources for the materials you need to make

the kits; helping you avoid exchange and duty is our goal. Please check the Canada-specific suppliers document on the DfG Canada Resources page in the Leadership Room periodically. Here is the link to that page. We update the list of suppliers regularly. We currently have Canadian suppliers for flannel, cotton, 1ml and 2 ml PUL, labels, flip charts, t-shirts, template sets, grosgrain ribbon, underwear, and even earrings!

Every day, we get closer to reaching every girl, everywhere. As Celeste says, this is a problem that we can solve. And we can do it in our lifetime. How incredible and heartwarming is that?

You may think that you are such a tiny cog in a huge wheel, but we need every one of the cogs for the wheel to turn. No effort is too small!

My role as Country Coordinator is to ensure you have everything you need for your Chapter or Team to thrive and succeed. Never hesitate to contact me with your questions, comments or frustrations. I will do my best to help you.

Louise Colonnier
Canada@daysforgirls.org



Sewing Specialist Report

Why Quality Matters!

DfG Kits are comfortable, wash with little water, dry quickly and will last girls and women 3-4 years. To achieve this, kit components must be built to DfG standards. Each set of component instructions includes a list of Quality Points to ensure that all DfG components are sewn to the highest standards, the same standards for Teams and Chapters worldwide, guaranteeing that DfG kits are the preferred choice of washable, reusable menstrual hygiene products.

Often a DfG Kit is the first new thing a girl has ever owned. The quality of the kit guarantees that she will have an affordable, hygienic solution to managing her periods month after month; the beauty of the kit reminds her that she matters.

When a DfG Kit goes out into the world it also represents what could be: an education finished; steady employment to feed, cloth and shelter a family; dignity and health. When every kit made by every Chapter and Team uses approved materials and meets our high-quality sewing standards, we respect not only the girls but also the Vision, Mission and Values of DfGI.

Let's reach Every Girl. Everywhere. Period. with beautiful high-quality kits!

Maureen
sewingspecialistca@daysforgirls.org



Advocacy Coordinator's Report

The fact we have 90 Days for Girls Chapters and Teams in Canada is a clear sign that we are doing an amazing job of advocating for girls: Every Girl. Everywhere. Period.

That, of course, includes Canadian girls and women who need us to take action on their behalf. Our visibility in our own communities gives us the perfect opportunity to get involved in the increasing number of conversations that are taking place across the country and around the world; conversations acknowledging that every menstruating female needs access to affordable feminine hygiene products that best suit her specific circumstances.

So how can DfG volunteers advocate for women and girls? We can ensure we add our voices to any movement aimed at ending period poverty. We can attend events where universal access to feminine hygiene is the goal. We can add ourselves to campaigns, and we can start our own. As we visit church groups and clubs to talk about the work we do in other countries, we can discuss the needs of girls in our own communities; especially those who are marginalized in some way.

It is crucial for us to recognize that although our Supreme DfG kits are the best menstrual management solution for many women and girls, they are not the answer for everyone. This acknowledgement requires that we support the provision of disposable products and menstrual cups for whose situations which make our washable DfG kits impractical.

Part of our advocacy work requires that we remain alert for news of activism, positive accomplishment, and/or discussion at all levels of government. That is where we connect! If you become aware of any movement that is going on, anywhere in Canada, which DfGCS could become a part of, please let me know. If you

know of anything noteworthy being done elsewhere that could be replicated in Canada, please also let me know.

As DfGCS grows in the area of advocacy, we all need to be alert to advocacy opportunity. I am here to help as much as possible and will always respond to your emails.

In the meantime, watch for Tampon Tuesday in your community. Shoppers Drug Mart has taken on the major sponsorship, and as a result, this movement that began in London Ontario is spreading across Canada. Not only does every Tampon Tuesday provide feminine hygiene products to local food banks, but it also provides perfect opportunities for networking and awareness!

Please share your stories of what is happening in your community. Each small gain helps us ensure a unified voice encouraging our governments to structure a comprehensive long-term solution for women everywhere. By lending our support, Days for Girls can be part of the solution.

So, let's work together and make our efforts cohesive. And remember, it's all about dignity, health, and education ... for Canadian Girls too!

Jillian Johnston
advocacyca@daysforgirls.org

The return on one year of secondary education for a girl correlates with as high as a 25% increase in wages later in life.
– World Bank



Distribution Report

Thank you to all the Chapters and Teams who work so hard to fundraise and make the beautiful sustainable menstrual hygiene kits for girls and women around the world. You have made an amazing difference in the lives of so many women and girls.

Making the kits is a wonderful accomplishment, and ensuring they are distributed with the required education is what helps make the greatest improvement in the lives of the recipients, their families and their communities.

Ensuring the kits are accounted for and the Kit Distribution Agreements are signed and entered into the correct data base is critical to both Days for Girls International and Days for Girls Canada. This information allows DfG to accurately assess the need and more importantly to ensure feedback and research from the field—vital information if we are to prove our relevance and secure donations and funding.

I know that some leaders find the forms counter intuitive, and perhaps even a bit redundant; and sometimes leaders question the amount of reporting we require, but these processes are important especially in order to keep DfGCS' charitable designation—and we all know how important that is.

I am happy to report that most Chapters and Teams have been gracious and have completed all the necessary forms. It is not an insult to ask a distributor to sign that they will ensure the kits are delivered properly, and not sold, rather it is an obligation which has arisen because we know that in the past, distributions have led to girls being exploited in order to get the kits.

I am grateful to everyone who recognises the importance of this step in delivering kits.

In 2019, Chapters and Teams distributed over 25,000 kits to 50 countries around the world. Canadian Chapters and Teams answered the call after Cyclone Idai with a contribution of over 3500 kits; and then rallied again for the Refugee Project when over 4400 kits were pledged.

Chapters and Teams have also been extremely helpful to each other in supporting distribution opportunities. Thank you for everything you all do to change the lives of the girls and women around the world.

Mary Johnston
distributionca@daysforgirls.org

Countries of distribution:

BANGLADESH 260
BELIZE 50
BENIN 46
BOLIVIA 130
BURMA 40
BURUNDI 25
CANADA 585
COSTA RICA 121
CUBA 430
DEMOCRATIC REPUBLIC OF CONGO 670
DOMINICAN REPUBLIC 1020
ECUADOR 118
EL SALVADOR 360
ETHIOPIA 450
GHANA 318
GUATEMALA 1134
GUYANA 6
HAITI 355
HONDURAS 227
INDIA 306
IRAQ 400
KENYA 1996
LEBANON 161
LESOTHO 19
LIBERIA 40
MADAGASCAR 20
MALAWI 65
MEXICO 250
MOZAMBIQUE 628
NEPAL 135
NIGERIA 35
NORTH KOREA 2
PAPUA NEW GUINEA 50
PARAGUAY 260
PERU 742
PHILIPPINES 125
RWANDA 275
SAUDI ARABIA 3
SENEGAL 300
SIERRA LEONE- 270
SOUTH AFRICA 50
SOUTH SUDAN 849 (THROUGH WORLD VISION)
SRI LANKA 400
TANZANIA 1032
THAILAND 90
UGANDA 330
VIETNAM 40
ZAMBIA 1794
ZIMBABWE 2805 (WORLD VISION CAMPAIGN)

Financial Report

Year End December 31, 2019

Revenue	Teams/Chapters	DfGC National	Total
Donations (<i>Cash, Cheques</i>)	115,782	1,003	116,785
Gift-in-kind donations	12,584	2,854	15,438
Donations from Registered Charities	46,097	1,345	47,442
Donations Received via Canada Helps and Benevity	21,250	14,658	35,908
Fundraising activities	34,744	-	34,744
Corporate Grants	-	-	-
Tax Rebates	-	-	-
Team Supplies (<i>PUL, Labels, T-shirts</i>)	-	3,338	3,338
Other	1,808	-	1,808
	232,265	23,198	255,463
Expenses			
Advertising, Promotion and Fundraising	1,159	-	1,159
Bank Charges	2,230	52	2,282
Charitable Activities	171,498	590	172,088
Kit Supplies and Assets	51,439	2,555	53,994
Office Supplies and Expenses	3,821	9,783	13,604
Officers and Directors Insurance	-	1,836	1,836
Activities Outside Canada	5,000	-	5,000
Trademarks, Membership and Legal Fees	-	2,205	2,205
Team Supplies (<i>PUL, Labels, T-shirts, Earrings</i>)	3,338	14,068	17,406
Other	-	-	-
	238,485	31,089	269,573
Excess (deficiency) of revenue over expenses	(6,220)	(7,891)	(14,111)



The power of girls' education on national economic growth is undeniable: a 1% increase in female education raises the average gross domestic product (GDP) by 0.3 percentage points and raises annual GDP growth rates by 0.2 percentage points.
 – Global Partnership in Education.

DAYS FOR GIRLS Canada Meet the Board 2020



Syd Hielema
Chair of the Board

Syd is semi-retired professor turned administrator who lives in Ancaster, ON with his wife Evelyn. Six years ago, after scouring the internet for a reputable charity that could use her sewing skills Evelyn discovered Days for Girls. Soon after, the Ancaster chapter was launched and within months, their empty-nester home was transformed into a cottage industry!

Two years ago, Syd joined the board and realized just how much DfG changes the lives of girls worldwide, enriches the lives of volunteers, and excites donors to support a mission that strives to reach Every Girl. Everywhere. Period



Maureen O'Donoghue
Secretary
and Sewing Specialist

Maureen O'Donoghue joined the DfGCS Board as Secretary in March 2018. She recently retired from 40 years in Oil and Gas in Alberta; she is currently a partner in an Athletic Costuming Design and Manufacturing company, so sewing comes naturally to her. She brings project and people management, teaching and board experience to her current DfGCS portfolio. Maureen discovered DfG in 2013, joining as a co-leader with the Calgary Team and continues to serve with the Calgary AB Chapter and the Langdon AB Team. She also currently serves the Artistic Swimming community in Canada as a Judge and Referee.



Terry-Lynn Stone
President of the Board

When Terry-Lynn discovered how much girls were discriminated against because of their periods—she was incredibly angry and knew she had to be part of the change. She asked her Rotary Club for \$1,000 and the Kamloops DfG Team was created. There are now more than 120 volunteers locally and Kamloops has distributed almost 2,500 kits since 2017.

Terry-Lynn is lucky enough to have participated in several distributions and each one “leaves a mark on my heart.”

Terry-Lynn joined the board in 2018 and serves as president. She is proud of how the board has tackled the many challenges facing it and thanks leaders and volunteers for their patience.



**Mary Johnston B.H.Sc.,
B.Ed., P.H.Ec.**
Incoming Treasurer:
Distribution Coordinator

Professionally, Mary was active in Hamilton Home Economics Association, Ottawa Home Economics Association and Ontario Home Economics Association in executive and leadership roles. Most recently, she was the Secretary/Treasurer of Ontario Home Economics Association for 5 years. A 27-year member of Girl Guides Canada, as well as District Commissioner and, most recently a Community Guider, Mary has been a mentor to girls and Guide leaders.

In 2016 Mary and a Guiding colleague started a Days for Girls Nepean Team which has successfully distributed over 2000 kits. In 2018, Mary volunteered to become Canada's Distribution Coordinator and then in 2019 offered to serve on the Board of DfGCS.

DAYS FOR GIRLS Canada Meet the Board 2020

continued



Meghan Plooy
Treasurer

My name is Meghan Plooy and I've been the Treasurer with Days for Girls Canada since October 2018.

I am a UBC graduate with a degree in Freshwater Sciences majoring in Hydrogeology, however, now I'm a stay-at-home Mom of two boys (ages three and five). Included in my long list of hobbies is knitting, sewing, and crunching numbers.

Days for Girls has been a passion of mine for over five years and I have been so grateful for the opportunity to help ensure that girls and women everywhere get the menstrual hygiene education and supplies they need.

I will be stepping down after this AGM to concentrate on my family and my DfG Team.



Norma Barber, CCIM
Director

Norma's well-tested maxim in life is, "Think big, start small, work hard and never, never quit."

Throughout her career in Real Estate Norma has considered philanthropy key to her success principles. Norma enjoys coaching individuals seeking personal financial freedom and giving practical insights to small groups when invited. She volunteers with fund development for organizations with noble causes and passion but lacking the necessary funds to achieve their goals. She gives of her time to the organizations about which she is passionate. Including Inspired by Vision, Pineridge Adventure Camp, Days for Girls, Hope International, ADESJO and Canadian Wheelchair Foundation.



Jacquie Scott
Director

Jacquie has been with Days for Girls since almost the beginning and has seen it grow tremendously since that time. Previously Jacquie oversaw the Distribution team, and now she leads DfGI's Board. Jacquie is the owner of an award-winning kitchen design business and brings her practical and methodical approach to meet with her passion for Days for Girls and the impact she has seen around the globe. Jacquie, a dual citizen of both the USA and Canada, also serves on the board of DfG Canadian Society.



Louise Colinnie
Officer of the Board;
Country Coordinator

Louise discovered Days for Girls at a booth at a craft show in Edmonton over 5 years ago. She was immediately drawn to the cause and shocked because she had never even considered what girls did during menstruation in other countries. She joined the Edmonton chapter and started sewing. Two years later, she became the Country Coordinator; a role she still holds today.

Two years ago, Celeste asked Louise to take on the role of Translation Coordinator ensuring the AWH flip chart and other DfG documents are translated into as many languages as possible. "Days for Girls has taken over my life, and I enjoy every minute of it!"



Chapters and Teams in Canada

100 Mile House BC Canada Team	Heritage Pointe AB Canada Team	Raymond AB Canada Team
Acadia Calgary AB Canada Team	High River AB Canada Team	Red Deer AB Canada Chapter
Airdrie AB Canada Team	Kamloops BC Canada Team	Regina SK Canada Team
Ancaster ON Canada Chapter	Kingsville ON Canada Team	Rosedale BC Canada Team
Barrie ON Canada Team	Kitchener ON Canada Team	Sarnia ON Canada Team
BC Okanagan Valley Canada Chapter	Lacombe AB Canada Team	SaskAlta Canada Team
Bonnyville AB Canada Team	Lafleche SK Canada Team	Saskatoon South SK Canada Team
Brockville ON Team	Lancer SK Canada Team	Sault Ste Marie ON Canada Team
Brooks AB Canada Team	Langdon AB Canada Team	Seymour North Vancouver BC Canada Team
Calgary AB Canada Chapter	Leamington ON Canada Team	Smithers BC Canada Team
Camrose Alberta Canada Team	Leduc AB Canada Team	South Georgian Bay ON Canada Team
Castor AB Canada Team	Lethbridge AB Canada Chapter	Southwest Edmonton AB Canada Team
Chatham ON Canada Team	Liverpool NS Canada Team	Springfield MB Canada Team
Chilliwack BC Canada Team	London ON Canada Team	St. Stephen NB Canada Team
Comox BC Canada Team	Lucknow ON Canada Team	Stratford North ON Canada Team
Coquitlam BC Canada Team	Maple Ridge BC Canada Team	Stratford ON Canada Team
Courtenay BC Canada Team	Mission BC Canada Team	Surrey BC Canada Team
Dauphin MB Canada Team	Mississauga ON Canada Team	Terrace BC Canada Team
Dawson Creek BC Canada Team	Montreal NDG QC Canada Team	Toronto ON Canada Team
Edmonton AB Canada Chapter	Mt. Brydges ON Team	Vernon BC Canada Team
Ennismore ON Canada Team	NE Barrie ON Canada Team	Vernon Bridge PE Canada Team
Fernie BC Canada Chapter	Nepean ON Canada Team	Vibank-Francis SK Canada Team
Garibaldi Highlands BC Canada Team	Niagara-on-the-Lake ON Canada Team	Victoria BC Canada Team
Grande Prairie AB Canada Chapter	Norwich ON Canada Team	Waterloo ON Canada Team
Grenfell SK Canada Team	Okotoks AB Canada Team	West Winnipeg MB Canada Team
Guelph ON Canada Team	Orangeville ON Canada Team	Westlock Alberta CA Team
Halifax NS Canada Team	Orillia ON Canada Team	Whitehorse Yukon Canada Team
Haut-Saint-Laurent QC Canada Team	Picton ON Canada Team	Windsor ON Canada Team
	Pincher Creek AB Canada Team	Winnipeg MB Canada Chapter
	Port Moody BC Canada Chapter	Woodstock ON Canada Team
	Port Williams NS Canada Team	
	Quesnel BC Canada Team	



How to donate

To donate, go to:
www.canadahelps.org

1. Click on "Donate"
2. Type Days for Girls in "Search"
3. Click on "Days for Girls Canada"
4. Choose donation amount or enter amount
5. Scroll to the team of your choice in "Apply your Donation" & click
6. Click on "Continue with my Donation"
7. Enter payment information

Tax receipts are issued for donations of \$20 and greater.

Thank you for supporting Days for Girls.

DAYS
FOR GIRLS
CANADA

Contact

For more information about us, our past and upcoming projects or how to work with us, call or visit:

www.daysforgirls.org/canada

www.facebook.com/DaysforGirlsCanada

Every Girl. Everywhere. Period.