

# Days for Girls

ANNUAL REPORT 2018



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DAYS FOR  
 GIRLS





"Role models can inspire. Campaigns can motivate.  
But if we want all girls everywhere to rise up, then we must  
find them, befriend them, and support them."

- Queen Rania of Jordan





# Letter from our Founder & CEO

Dear Days for Girls Supporters,

As we approached our 10th anniversary on November 2018, we wanted to celebrate and share some “DfG joy” around the world. In typical DfG style, we decided to host a 28-day Global Girls Festival and set a goal to reach 100,000 girls and women with DfG Kits and education.

For those 28 days in October, DfG offices, Enterprises, volunteer Chapters & Teams, and contributors like you came together to sew, distribute, or sell DfG Kits, deliver health education, and support for girls and women.

This tremendous effort utilized every aspect of the DfG movement. Chapters & Teams made and donated 30,900 DfG Kits, while Enterprises and offices sold 46,879 DfG Kits. **In just 28 days!**

Thanks to amazing supporters like yourself, DfG was able to send 27,122 DfG Kits to vulnerable girls and women – including thousands of refugees. The overwhelming majority of these DfG Kits were made by local Enterprise leaders, meaning they not only impacted women and girls in need of menstrual care solutions, but also provided jobs and income for local women.

DfG Kits were received by Syrian refugees in Lebanon, South Sudanese refugees in Uganda, and Bhutanese refugees in Nepal, as well as thousands more low-income, vulnerable girls and women across Africa, Asia, and Latin America. In just 28 days, DfG celebrated in 24 countries, bringing DfG Kits and education to **104,901 girls and women.**

Now *THAT* is a birthday celebration! Grab a cup of hot chocolate (or sweet tea if that’s more your speed) and put your feet up. Cheers to you! Imagine all that we will accomplish together in 2019.

With gratitude,  
Celeste Mergens  
Days for Girls Founder and CEO



# Program Spotlight

## Building Local Leaders Through Days for Girls' Social Enterprises



When Days for Girls set out to reach *every girl. everywhere. period.*, we knew it would require a combination of volunteers, social enterprises, and partners all over the world.

In fact, in the same year that we launched our first Days for Girls Chapter in the United States, we also offered our first Make Your Own Kit training in Zimbabwe. Soon after, our efforts began to prove that a Days for Girls Enterprise Program could work, putting menstrual health solutions and education directly in the hands of women in their own communities.

It's been less than five years since we launched our first official Days for Girls Enterprise. The rapid scale – new trainings, new offices, new projects – has since exceeded all expectations. We have great plans for the future!

As we prepare to scale even further, we embrace the importance of ongoing research, evaluation, and data. In 2018 we conducted our first evaluation of the Days for Girls Enterprise Program, so that we continue to ensure that our structure and goals are in line with what's happening on the ground.

Coming up in 2019: an exciting new announcement about our Enterprise Program and even more resources to reach girls everywhere!



# Partnership Spotlight

## Expanding Our Reach In Rwanda and Beyond

Over the past year, we have been actively working to increase the number of partners and supporters in our global movement.

Partners such as doTERRA, Starbucks, Popsocket, Global Giving, AARP, Expedia, Murdock Trust, and Weyerhaeuser are just a few that make this work possible. Joining together makes us stronger and allows DfG to carry out successful projects, like one that was co-sponsored by the Starbucks Rwanda team and DfG Uganda/Rwanda staff.

Working alongside each other, we have set up three new Enterprises at co-op coffee washing stations in Rwanda, supported by the Starbucks Foundation. Our shared goal in the first year is to reach 20,000 women and girls with both donated and sold DfG Kits and free education – all led by local Rwandan women who are coffee farmers (and now DfG sewers and trainers)!

The ultimate vision is to expand beyond Rwanda into other farming communities to provide income generating opportunities when they are not in the field.

We believe we will be able to reach this goal with continued support from our corporate partners and supporters like you!





# Leadership Spotlight

## Making A Difference For the Next Generation



Alice Wambui dedicated her youth to working hard to achieve good grades. Then, while sitting for the national exams during her final term of primary school, her first period arrived.

On top of scholastic pressures, she then faced the challenge of managing menstruation without money to buy products like pads or tampons. Alice used whatever she could find as a substitute for hygiene supplies – including old rags, pieces of mattress or the pages from books. Often she experienced infections that set her further back in school.

***“Some boys made fun of me – and that made me hate myself.”***

Notwithstanding the challenges she faced, Alice graduated from university in 2016 with a degree in community development and social work and received the award for Best Student.

***“After my first degree, I promised that one day I would do something to help the lives of girls who might be suffering from lack of menstrual supplies like I had.”***

Alice has been pursuing this promise ever since.



# Leadership Spotlight

## Making a Difference For the Next Generation

Her 2017 Master's thesis was entitled "Investigating the Effects of Inaccessibility of Sanitary Pads to Girls Academic Performance," and she also started the Smile Star'd Days for Girls Social Enterprise in October 2018.

She proudly represented Days for Girls at the African Youth Summit, where youth from 41 African Countries gathered. Together, Alice and hundreds of young people worked together towards a common goal: to have one million youth advocates making a difference in education, entrepreneurship, employment, and engagement by the year 2021.

Alice has boldly approached many top political leaders to describe her work as a Days for Girls leader and convinced local community leaders to include menstrual health education in schools.

She now routinely provides education to boys and girls alike, **often traveling more than ten hours** to reach some of the most rural communities in Kenya.

Alice inspires us — today and every day — to continue the work that we do to ensure dignity for girls and women everywhere.

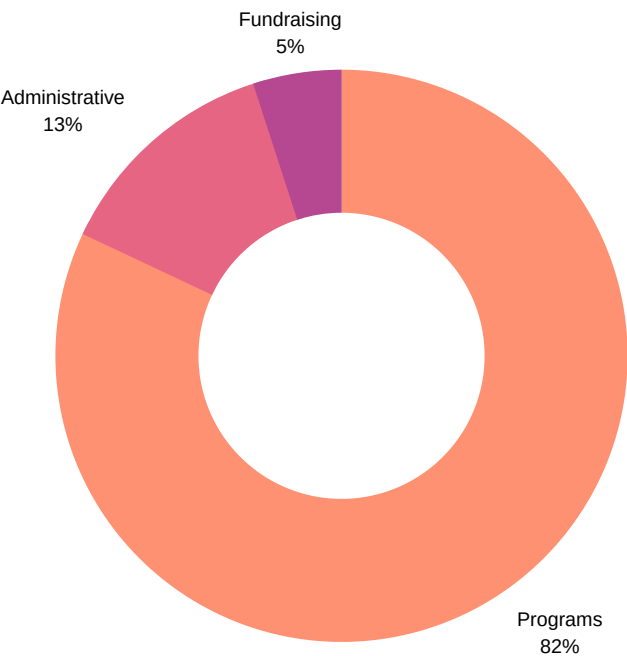




# Financial Spotlight

## Using Funding to Reach Women & Girls Everywhere

At Days for Girls, we know that you trust us to provide girls and women around the world with the menstrual health products and education that they need. That's why we ensure all our donors and supporters know exactly where their money goes.



**EXPENDITURES**

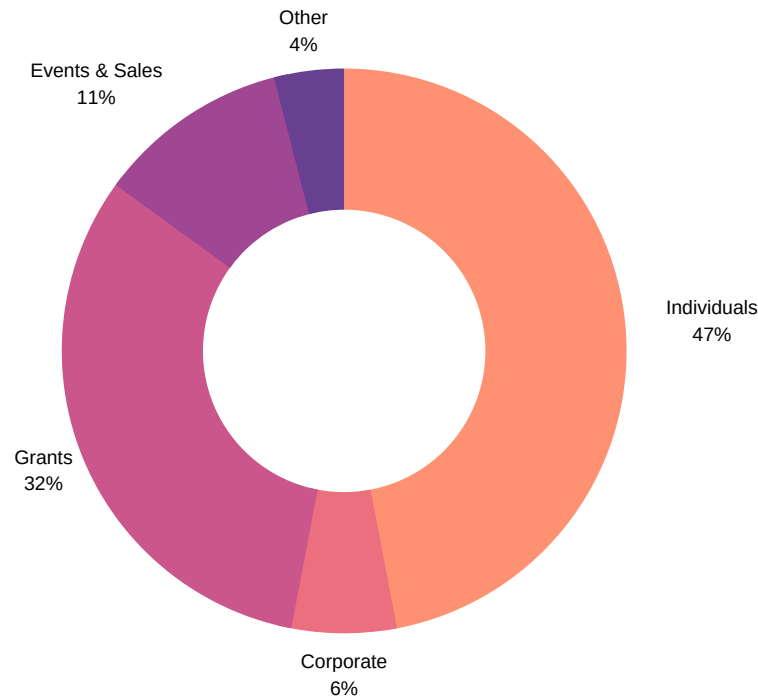
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3,151,763.78

**REVENUE**

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3,195,790.25



Net Assets End of Year: \$1,288,686



# Our Mission & Vision

## Board of Directors

### Mission Statement

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 1 million girls — and counting! With your help, we can reach every girl. everywhere. period.

### Days for Girls Board Members

Karen Harris, MD, Chair

Clarice Chan, Secretary

Toraya Miller, Treasurer

Janine Keblish

Elise Miller

Diemuth Pemsler, Ph.D.

Jacquie Scott

Ryan Thomas

Jane Reisman, Ph.D.





**THANK YOU!**