



The Year of Resilience

ANNUAL
REPORT
2020



#ADecadeOfAFRIpads

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1 Acronyms

BBC

British Broadcasting Corporation

IP

Implementing Partner

M&E

Monitoring and Evaluation

MHH

Menstrual Health and Hygiene

NGO

Non-Governmental Organisation

R&D

Research and Design

SRHR

Sexual and Reproductive Health Rights

UNHCR

United Nations High Commission for Refugees

UNICEF

The United Nations Children's Fund

WASH

Water, Sanitation and Hygiene



2 2020: A Decade of AFRIPads

2020 was a milestone year for AFRIPads, it marked our 10-year anniversary.

Over the last decade, AFRIPads has grown **from a 3-person start-up to an award-winning social enterprise** committed to improving menstrual health for millions of women and girls across Africa and beyond.

We started the year in high spirits with big plans to use our 10-year anniversary to host a number of on-the-ground celebrations and to give back to our employees, partners and supporters, all of whom have been instrumental contributors to the achievements and growth of AFRIPads. However, you will all relate to the unpredictable nature of 2020, and the need to shift focus to respond to the impact of COVID-19. Our company and our team were tested in newfound ways, but with each new challenge we found ourselves drawing on our decade of experience, and once again channelling our resilience, innovative spirit and entrepreneurial grit.

We took unprecedented measures in the midst of Uganda's national lockdown to keep our factory doors open by transforming part of the AFRIPads factory into living quarters for our staff, in line with local government requirements. With the odds stacked against us, **AFRIPads was able to produce and deliver over one million pads during lockdown**, meeting the essential menstrual products of hundreds of thousands of women and guarantee-

ing the regional availability of quality-certified reusable pads.

With no time to waste, we launched our new pad product range virtually — including our popular **Schoolgirl Kit** and our brand new **AFRIPads Underwear** — an incredible addition to our product offering, perfect in combination with AFRIPads or as an everyday underwear.

We quickly learned that the collective passion and commitment of the global MHH movement can overcome any hurdle, united by our rally cry that **'Periods don't pause for pandemics'** and our determination to not let COVID-19 slow us down.

It has truly been a privilege and honor to help pioneer and grow the menstrual health sector over the past 10 years. As we use this moment to reflect, the progress is evident in the vibrant Menstrual Health and Hygiene (MHH) sector that has emerged.

Looking to the future, **strong collaboration and partnership between the private and public sectors are more important than ever** to ensure the menstrual health rights and needs of women and girls around the world are realized. This reality is possible within the next decade!

AFRIPads is a proud pioneer of the MHH movement. 10 years ago 'menstrual health' wasn't on the map. We've made important gains, but the decade ahead calls for intensified effort and investment to make menstrual equity a reality for all.



**Sophia and Paul Grinvalds,
Co-Founders, AFRIPads Ltd**

3 #ADecadeOfAFRIPads

From 2010-2020, AFRIPads has grown from a 3-person start-up to an award-winning social enterprise that remains committed to improving menstrual health for millions across Africa and beyond. Here are some of our proudest achievements over the last decade.

Our reusable menstrual kits have reached over

3.5 million

women and girls.



Our dedicated R&D team has developed thousands of prototypes to ensure our menstrual products are accepted and appropriate in varying humanitarian and development contexts.

We've delivered AFRIPads kits to

37

countries.



We have partnered with over
200 organizations
around the world to improve menstrual health.



over
70%
of these went to
refugee women and
girls across Africa.

We help break menstrual taboos by developing culturally applicable tools. Our curriculum is available in 4 languages, including a new translation for the Middle Eastern context.



We built capacity on MHH knowledge for

32,500

NGO staff, teachers and community health workers across 9 countries.



Together, we've educated more than

110,000

women & girls.



4 Our Holistic Approach to Menstrual Health and Hygiene

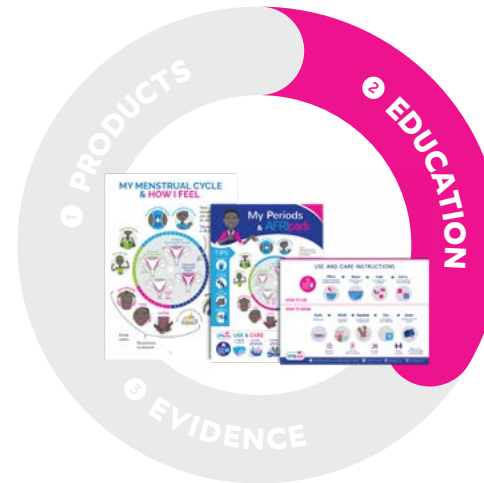
Our innovative MHH solution drives change through product, education and evidence.

As an impact-driven organization, we know that menstrual health goes beyond menstrual products. At AFRIPads, we've leveraged our decade of MHH experience to develop a range of additional resources which ensure we are offering an effective and long-lasting solution to managing menstruation.

Our holistic MHH solution **now includes** an extensive MHH Education Curriculum, a Data Collection Toolkit and much more.



Our reusable Menstrual Kits are cost effective, waste reducing, quality certified and offer complete protection for a minimum of 12 months. AFRIPads Underwear is perfect in combination with AFRIPads reusable pads — or just as everyday underwear. They are truly comfortable, well-fitting and durable. Made from high quality, ultra-soft cotton-spandex.



Education is key to breaking barriers, addressing taboos and improving MHH worldwide. This is why we actively support our partners with Use and Care materials, an MHH Education Curriculum and Capacity Building services.



The AFRIPads Data Collection Toolkit (2020) is a practical M&E tool designed for NGO practitioners working in the development or the humanitarian context, that want to better understand the menstrual hygiene practices, challenges, and needs of their target group.

5 AFRIPADS and COVID-19

In the midst of the uncertainty that COVID-19 has brought, we want to take an opportunity to acknowledge the commitment of our team here at AFRIPADS who continue to go above and beyond to ensure this global pandemic does not stand in the way of women and girls accessing high quality reusable pads. So, here is a timeline that encapsulates #TheYearOfResilience.

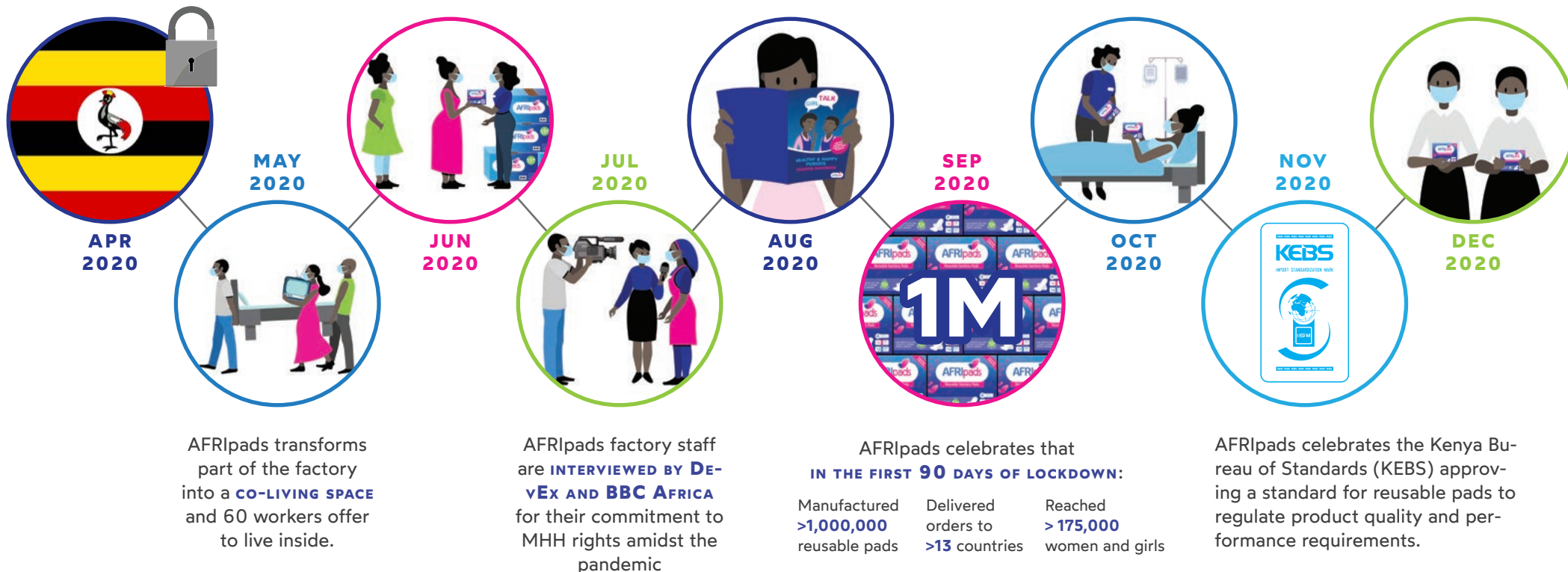
The Ugandan government institutes a **STRICT NATIONAL LOCKDOWN**. Factories can only continue to operate if workers remain on the premises.

AFRIPADS **DONATES 400 MENSTRUAL KITS** to quarantine centres across Uganda because they were not being recognized as an essential item.

AFRIPADS works with UNICEF Malawi and United Purpose to **SUPPORT 560 MALAWIAN RETURNEES** who were stranded in South Africa due to the #COVID-19 pandemic.

AFRIPADS supports Entebbe Hospital in Uganda and **DONATES 200 AFRIPADS MENSTRUAL KITS AND AFRIPADS UNDERWEAR** to the female COVID-19 patients and health workers.

Together with our partner, PACT Tanzania, we end the year reaching over 39,000 schoolgirls with an AFRIPADS Menstrual Kit and MHH Education training and celebrating the power of collaboration!



6 AFRIpads Menstrual Kits

In 2020, our in-house R&D team expanded our product offering through developing a range of Menstrual Kits tailored to the needs and preferences of women and girls across various development and humanitarian settings.

4-pack

1 SUPER MAXI
3 MAXI
1 CARRYING POUCHES

- Basic Kit that provides the minimum number of pads required
- Cost-effective solution to optimize your budget



BASIC KIT



6-pack

1 SUPER MAXI
5 MAXI
2 CARRYING POUCHES

- Comprehensive Kit that gives optimal protection and convenience
- Widely accepted and most preferred Menstrual Kit in Humanitarian relief programs



RECOMMENDED



5-pack

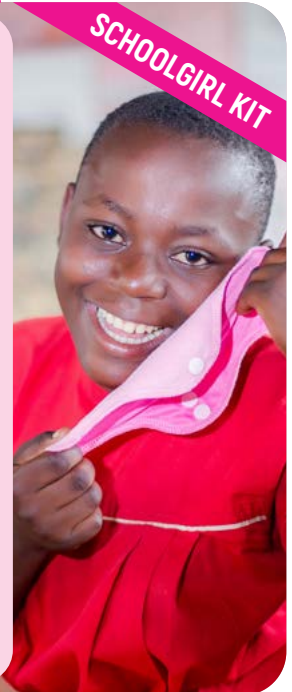
1 SUPER MAXI
2 MAXI
2 MINI
2 CARRYING POUCHES

- Designed in collaboration with schoolgirls
- Introducing our NEW Mini pad, ideal for lighter flow and faster drying time



NEW

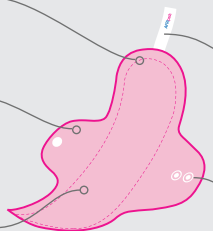
SCHOOLGIRL KIT



Strong durable stitch

Super absorbent with wings

Extra soft and unscented



NEW

Label for easy hanging, featuring key use and care instructions

NEW

Extra snap button for tighter fit



SUPER MAXI



Heavy flow

Extra coverage at the back, preferred for night-time



MAXI



Medium to heavy flow

Highly absorbent, preferred for day-time



MINI



Light flow

Smaller pad, optimal for girls or light flow



CARRYING POUCH

Leakproof pouch for carrying used pads

Get in touch

Contact us for pricing and details.

✉ sales@afripads.com

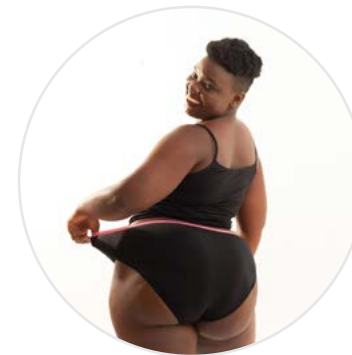
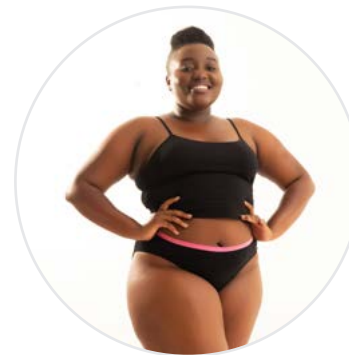
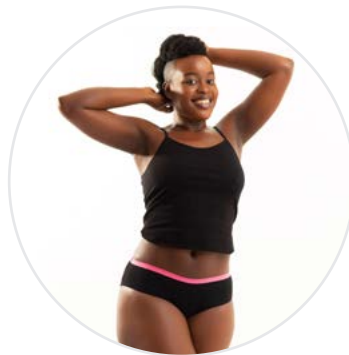
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(Head office Uganda)

7 Introducing AFRIPads Underwear

For 10 years, our focus at AFRIPads has been to overcome menstrual barriers for women and girls through product **innovation, education and evidence**.

We have worked with over 200 humanitarian and development organizations in over 30 countries. And together with our partners we have reached **over 3.5 million women** and girls with our AFRIPads Menstrual Kits. Our collective impact has proven that **high-quality reusable sanitary pads can have a transformative impact on the lives of women and girls** around the world.

Hundreds of thousands of women and girls are held back by poor quality and ill-fitting underwear.



It's Time for Change!

AFRIPads Underwear is your perfect fit: **truly comfortable, well-fitting and durable**. Made from high quality, ultra-soft cotton-spandex, AFRIPads underwear is available in **5 sizes** and has a **4-way stretch** to accommodate a range of body types. Designed in collaboration with women and girls in Africa over the past 2 years, AFRIPads Underwear is perfect in combination with AFRIPads reusable pads — or as an everyday underwear. AFRIPads Underwear is so much more than just a pair of underwear. It is a step to ensuring **women and girls feel empowered and confident** in their own bodies, **every day of the month**.

KEY FINDINGS FROM THE BASELINE SURVEY:

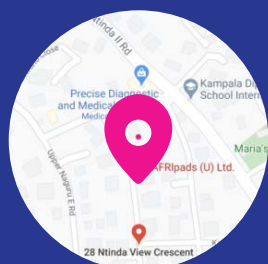


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Thank you!

Stay tuned for some very exciting updates from AFRIpads including a further expansion of our product range and extensive upgrades on our AFRIpads partnership tools.

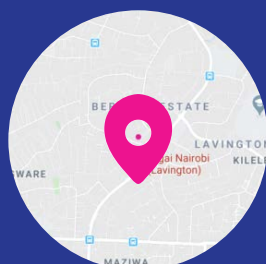
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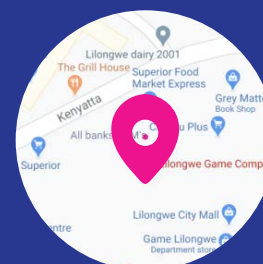
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