



The Year of 5 Million

Impact Report 2022

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Acronyms

MHH

Menstrual Health and Hygiene

MHM

Menstrual Health Management

NGO

Non-Governmental Organization

R&D

Research and Development

SRHR

Sexual and Reproductive
Health Rights

TOT

Training of Trainers

LTAs

Long-Term Agreements

Directors' Message: The Year of 5 Million

A reflection from the founders:

We founded AFRIPADS on the unwavering conviction that an experience as normal and natural as menstruation simply cannot stand as a barrier to achieving gender equality, nor to women and girls around the world realizing their full potential, every day of the month. This is what we set out to change as young entrepreneurs in rural Uganda in 2008.

On this 15 year journey - together with our incredible team, investors, stakeholders and partners - we have grown AFRIPADS from a pilot project; to a pioneer of the menstrual health movement and an early example of inclusive social business in Africa, creating life-changing impact for millions of women and girls across Africa and beyond as the world's leading manufacturer of reusable sanitary pads

Leading AFRIPADS through this journey has been the greatest honor and privilege of our lives. As we reflect on our collective impact, here are some of the milestones we are most proud of reaching in 2022:

- AFRIPADS has reached now **over 5 million women and girls across more than 40 countries worldwide** with our AFRIPADS Menstrual Kits, empowering them with life-changing protection and vital menstrual health education.
- We estimate that **girls across Africa have attended nearly 20 million additional school days** due to receiving AFRIPADS Menstrual Kits and having the comfort, protection and peace of mind they need to attend school. Our focus has been on reaching schoolgirls who could not otherwise afford menstrual products on a monthly basis, and as a result may have stayed home from school.

In 2022, AFRIPADS **leveraged key partnerships** to make use of two existing LTAs to work with and provide products for **UNICEF Uganda, UNFPA Uganda, and IOM Ethiopia**. And for the first time in years we were able to ship two containers of kits again to **Yemen**.

On the **advocacy** front, we are also proud to have assisted in lobbying the **Malawi government to remove the VAT from sanitary pads**. This is a huge achievement in the bid to eradicate period poverty. This year also comes with the results of the **pilot study carried out by Tanzania Red Cross** with AFRIPADS as the participating provider of reusable pads, curriculum and the data collection toolkit. The results were overwhelmingly positive for the wellbeing of the girls in the target group, **with no one reporting leaking, discomfort, or itching from using AFRIPADS and 97% of girls asked said they would continue to use AFRIPADS**.

Above all, **AFRIPADS is a long-standing example of the power of an inclusive social business model**. Our decade-long track record of profitability, social impact and environmental stewardship is proof that we can do good for people and the planet, while also doing good business. In today's world where inequality gaps are ever-widening, this critical shift in 'values' is needed with more urgency than ever, and we hope that our model will help inspire a broader shift towards social business.

Every journey has its arc, and it is with tremendous pride in AFRIPADS' impact that we share our decision to transition out of our CEO and leadership roles at AFRIPADS. We are pleased to hand-over the reins to Joris Boon as the new CEO of AFRIPADS, and we have full confidence that Joris will lead the company through the next phase of growth and impact, and that AFRIPADS will continue to be a leader and innovator in the menstrual health movement.



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



"I'm very excited to have joined AFRIpads at the end of 2022, during this pivotal moment as Paul and Sophia transition out of the company. Changing hands from founders to an 'outside' CEO is not always easy- for the colleagues in Kampala and at the factory in Masaka, for clients, or for the leadership team, but Paul and Sophia have laid a remarkable foundation for future growth of AFRIpads. I see some challenges but even more opportunities when I look around.

AFRIpads has made huge gains over the past 15 years and has remained a world market leader, but there is more to be done! And I'm confident we can realize that and continue to lead the field and support more girls and women across Africa and beyond."

**Joris Boon,
Chief Executive Officer,
AFRIpads Ltd**

The AFRIPads Holistic Approach

As an impact-driven organization, we know that menstrual health goes beyond menstrual products. At AFRIPads, we've leveraged our over a decade of MHH experience to develop a range of additional resources to 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.



1 PRODUCTS

Our reusable Menstrual Kits are cost effective, waste reducing, quality certified and offer complete protection for a minimum of 12 months.

- COST EFFECTIVE**: 12+ months
- WASTE REDUCING**: Icon of a person with a trash can and a crossed-out pad.
- QUALITY CERTIFIED**: UNBS US 1782

1 PRODUCTS

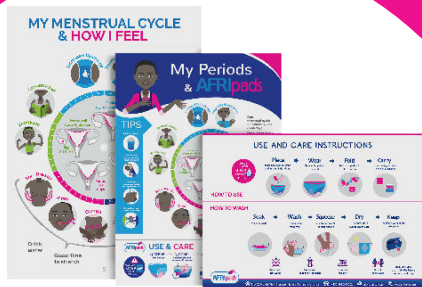
AFRIPads Underwear is perfect in combination with AFRIPads reusable pads — or just as everyday underwear. Made from high quality, ultra-soft cotton-spandex.

- TRULY COMFORTABLE**: Icon of a person wearing underwear.
- WELL-FITTING**: Icon of a person's torso with underwear.
- DURABLE**: Icon of a knotted fabric.



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

2 EDUCATION



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.

3 EVIDENCE



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 Million Girls and Women Reached!

In 2022 we surpassed the milestone of reaching more than 5 million women and girls across 40 countries with AFRIPADS Reusable Menstrual Kits!

Since 2010, AFRIPADS has grown into the world’s leading social enterprise dedicated to manufacturing high quality reusable menstrual pads and underwear in Africa. This achievement of reaching 5 million women and girls was a result of the holistic strategy of AFRIPADS:

- Partnering with over 200 organizations around the world to improve menstrual health and equity through AFRIPADS’ sustainable menstrual products and menstrual health education materials, tools and services.
- Providing key education, training and data collection tools to our beneficiaries and partners.
- Demonstration of our commitment to rural development and social impact by building a 3,000 square meter factory in Kiteengesa, Masaka, which lies in rural Southwestern Uganda. Our factory provides formal sector employment and vocational training to 100 women and men, 90% of which are female, from the local communities. All employees have formal contracts, with bank accounts and health insurance.
- Contribution to 6 of the Sustainable Development Goals, including goals pertaining to health, education, gender equality, water and sanitation, economic growth, and responsible consumption.
- Ensuring quality- both AFRIPADS Menstrual Kits and AFRIPADS Underwear are quality certified by the Uganda National Bureau of Standards.





“ Here at AFRIpads, we are incredibly proud to announce that our reusable menstrual pads have now provided a dignified menstrual solution to 5 million women and girls across the globe.

Alongside celebrating the impact we have had on the lives of so many women and girls, this milestone is also an opportunity to celebrate Africa-based manufacturing and the importance of the Buy Uganda Build Uganda (BUBU) campaign. Every single AFRIpads Menstrual Kit was manufactured in a rural village close to Masaka, Uganda and has since been distributed around the world. By establishing our manufacturing operations in the small village of Kiteengesa, we have brought unskilled workers from the local area into the formal economy, created much needed jobs and contributed to Uganda’s overall development.

In order to continue supporting women and girls around the world and creating employment in rural Uganda, the power lies in collaboration. We encourage more businesses, NGO’s and people to value what we do, and support our work, so our social impact can continue to grow.”

Joris Boon,
Chief Executive Officer,
AFRIpads Ltd



Our Impact in 2022

In 2022, we achieved great milestones!



* this is based on the assumption of the sales data that
1 kit sold = 1 beneficiary reached

Partnered with
196
organizations
in 2022



Worked in
12
countries
in 2022





We trained **30 PARTNERS** from **6 DIFFERENT COUNTRIES.**

We trained **4392 PEOPLE** through both training of trainers and training of beneficiaries

We delivered trainings to **KEY PARTNERS:**



In 2022 we started our **ONLINE MONTHLY TRAINING** for partners, pre and post **TRAINING TESTS** and issuing of **TRAINING CERTIFICATES**

WE BELIEVE THERE IS STRENGTH IN COLLABORATION.

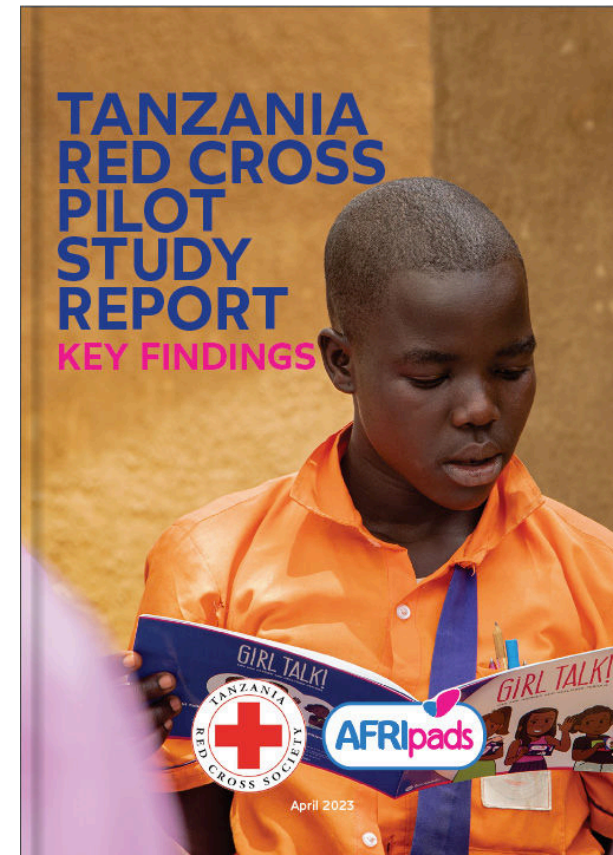
Building Menstrual Health Knowledge with Tanzania Red Cross

Here at AFRIpads, we believe that the best way to build knowledge on Menstrual Health and Hygiene (MHH) is to speak directly to women and girls about their own experiences.

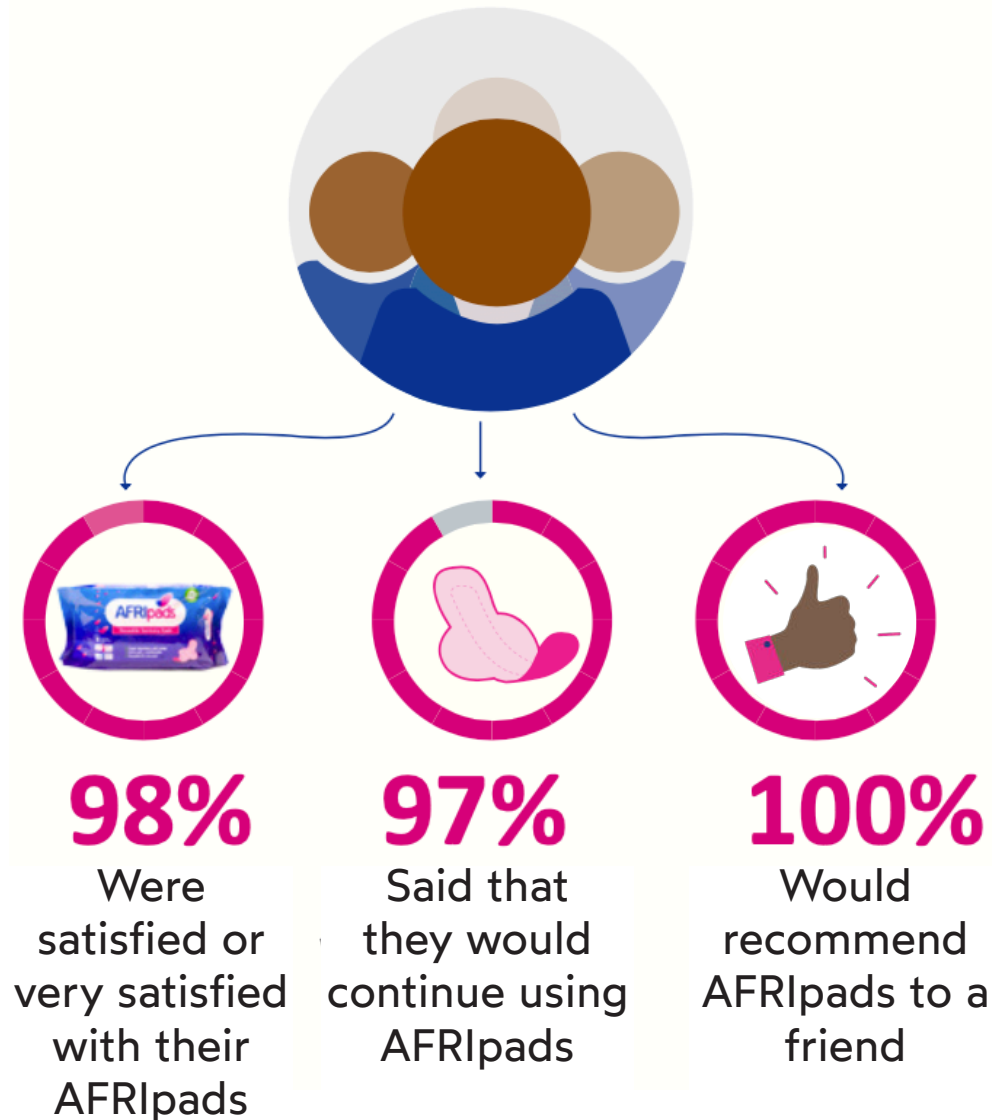
We were therefore so excited when the Tanzania Red Cross office engaged us to undertake a pilot study. The aim of the pilot study was to build better understanding of the acceptability and appropriateness of AFRIpads [reusable sanitary pads](#) among school girls aged 11-16 in Kigoma, North Western Tanzania.

The [pilot study](#) began in October 2021 with AFRIpads delivering an online Training of Trainers (ToT) session to Tanzania Red Cross staff. The training included building knowledge on MHH and on the appropriate use and care of AFRIpads reusable sanitary pads through the AFRIpads Menstrual Health and Hygiene Curriculum, 'Girl Talk'. AFRIpads also conducted training on its Data Collection Toolkit.

Tanzania Red Cross distributed 200 AFRIpads Schoolgirl Kits and AFRIpads Underwear to beneficiaries, alongside education on menstrual health and hygiene. A baseline and endline survey were conducted with 120 girls to measure acceptability and uptake of the product.



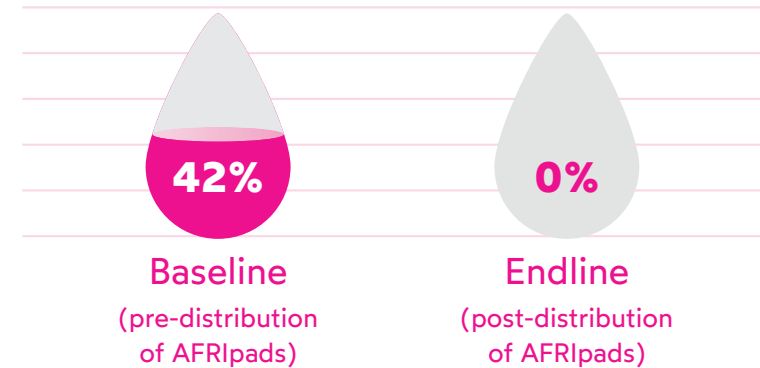
Key Findings



100%
Of users said AFRIpads underwear fit perfectly



100%
Was very satisfied with the AFRIpads underwear



LEAKING: While 42% of beneficiaries sampled reported leaking at baseline, no respondents reported leaking at endline.

The AFRIPads Foundation in 2022

The AFRIPads Foundation has been our sister organization since we launched in 2010. Located in the Netherlands, the AFRIPads Foundation is a charity dedicated to raising funds to ensure the AFRIPads holistic menstrual solution can access women and girls residing in the most rural, hard to reach locations across Sub Saharan Africa.

For donations to women, the AFRIPads Foundation provides the AFRIPads Standard 6-pack and one pair of AFRIPads Underwear. For donations to girls, the AFRIPads Foundation will provide our Schoolgirl Kit and one pair of AFRIPads Underwear. All donations also include our Use and Care guides and access to our educational materials.



Netherlands
AFRIPads Foundation

For more information about our foundation go to:
afripadsfoundation.org



In 2022, we worked alongside the AFRIpads Foundation to facilitate some important donations across East Africa. Our highlights in 2022 include:

Our first partnership with a family foundation: Victrix!

In 2022, Victrix, a charity foundation focusing on supporting women and girls, funded by a prominent Belgian business family, donated for the first time to the AFRIpads Foundation to combine the impact in providing support for vulnerable girls. The family behind the Victrix foundation have a long standing history of supporting charitable causes, and wanted to support an initiative for girls in sub saharan Africa. AFRIpads identified 4 organizations, 3 in Uganda and 1 in Kenya, that would benefit from a donation of reusable pads to use the generous support from the Victrix Foundation. Through their donation, a total of 10,000 AFRIpads menstrual kits and underwear were distributed to the 4 organizations, each receiving 2500 kits. The recipient organizations were also trained on menstrual health and hygiene, and how to use and care for AFRIpads products. Victrix has extended their partnership with AFRIpads, committing to 3 years of funding to support 10,000 girls each year.

Agago District: North Uganda Outreach Project 2022

In April 2022, the AFRIpads Foundation in partnership with the North Uganda Outreach Project oversaw a donation in Agago District, Northern Uganda. 1000 girls in 5 schools were given an AFRIpads School Girl Kit, AFRIpads underwear and a Girl Talk Booklet. Alongside the donation of products, the AFRIpads team facilitated training to the school girls. This training covered how to properly use and care for AFRIpads as well as more broadly teaching the girls about their menstrual cycle, reproductive system, and how to stay happy and healthy during their periods.

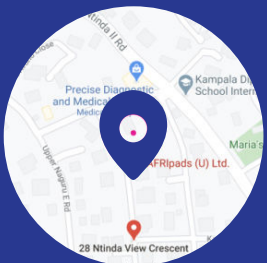




Thank you!

We can't wait to see what 2023 brings for partnerships and furthering our mission for the girls and women of Uganda and beyond.

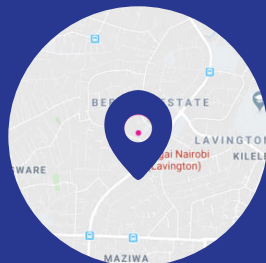
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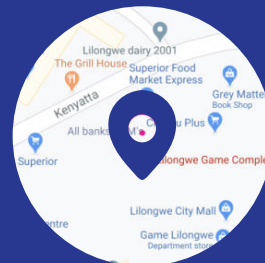
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