



IMPACT REPORT

2024

BRINGING QUALITY AND INCLUSION
TO MENSTRUAL HEALTH



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ACRONYMS

MHH

MENSTRUAL HEALTH AND HYGIENE

SDG

SUSTAINABLE DEVELOPMENT GOALS

SRHR

SEXUAL AND REPRODUCTIVE HEALTH
AND RIGHTS

TOT

TRAINING OF TRAINERS

KEY DEFINITIONS

CUSTOMERS:

These refer to individuals or organizations that purchase goods or services from AFRipads.

END-USE CONSUMERS:

Refer to women and girls who experience menstruation. They are the direct users of menstrual health products and services.

INCLUSION/INCLUSIVITY:

This is a practice or policy of including and integrating all people and groups in menstrual health programming. This report specifically emphasizes the inclusion of people with disabilities and recognizes the unique barriers they may encounter.

LOCALIZATION:

This is the process of adapting and customizing a product to meet the needs of a specific market, as identified by its language, culture, and expectations.

MENSTRUAL HEALTH AND HYGIENE:

Menstrual health refers to a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity, about the menstrual cycle.

PARTNERS:

Refer to stakeholders who have a direct partnership with AFRipads. This may be a customer, a distribution partner, government, non-profit or international organization who are supporting our work in MHH.



AFRIPads continues to **focus on quality, quick response times, and meeting the needs of the diverse girls and women we serve.**

DIRECTOR'S MESSAGE

DEAR PARTNERS AND SUPPORTERS,

2024 was a defining year for AFRIPads as a sector leader in inclusion and high product standards. We made bold strides as a mission-driven business, combining operational strength with deep social impact — reaching more people, improving our products, and driving change across the menstrual health space. AFRIPads continues to focus on quality, quick response times, and meeting the needs of the diverse girls and women we serve.

Our commitment to quality remained front and center. We were proud to represent Uganda and other low- and middle-income countries in the ISO working group developing global standards for menstrual products. This work is helping to shape the future of safe, effective, and dignified menstrual solutions worldwide.

We also launched a completely updated menstrual health and hygiene curriculum. It's more inclusive than ever — engaging men, boys, women of all ages, and people with disabilities. This marks a major step toward breaking taboos and creating community-wide support and understanding of the need for accurate MHH information and accessible and affordable menstrual products.

Our work on disability inclusion continued to grow. In 2024, we published the first part of our pilot study on menstrual health and disability in partnership with Liliane Fonds and local Ugandan organizations. We recognized this as a major need and gap within the sector and are happy to be one of the first MHH companies to address it for our customers and partners. You can read more about it in this report or by going to [our website](#). Part two of the study will be released in 2025.

2024 saw increasing civil unrest in several of the countries where we are active. Thanks to great partnerships and good planning, we were able to deliver where the needs were most urgent. In South Sudan for instance, we partnered with IOM to provide 70,000 menstrual kits to displaced women and girls across 5 refugee settlements, giving them peace of mind and contributing to their overall health and wellbeing.

Through it all, we're most proud of our team who always rise to the occasion. Their skill and dedication, with the highest production output ever reached in 2024, drive our business and power our impact. Last year, we worked together to reach 694,640 women and girls across 14 countries with our quality menstrual products. That means two years of security during menstruation and a 95% reduction of disposable menstrual product waste.

We are deeply grateful for the firm support of our customers, partners, the AFRIPads Foundation, and the Team at AFRIPads.

We're ready to go even further in 2025.

Sincerely,

Torin Boon
CEO, AFRIPADS

AFRIPADS HOLISTIC APPROACH

OUR INNOVATIVE MHH SOLUTION DRIVES CHANGE THROUGH PRODUCTS, EDUCATION AND EVIDENCE

As an impact-driven organization, we know that menstrual health goes beyond menstrual products. At AFRIPads, we've leveraged our 15 years 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 includes an extensive MHH Education Curriculum, a Data Collection Toolkit and much more.

Products

Our reusable Menstrual Kits are cost effective, waste reducing, quality certified and offer complete protection for 2+ years.

Evidence

The AFRIPads Data Collection Toolkit 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.



Products

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

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.

PARTNERSHIPS COLLAGE



1

AFRipads Partner Day and Curriculum launch with amazing speakers - Laura Lafuente (UNFPA Uganda), Mbabazi K. Emejeit (Diamond Trust Bank Uganda), Judith Adokorach (Embassy of the Netherlands in Uganda) and from AFRipads: Michelle Tjeenk Willink, and Gloria Nirere.



2

AFRipads Partnership with UNFPA Uganda and Diamond Trust Bank to address the critical issues of menstrual hygiene and gender equality in Uganda.



We welcomed the Danish Ambassador, the Swedish Ambassador and the Icelandic Head of Mission to Uganda (all women!) to our AFRipads factory in Masaka to commemorate Menstrual Hygiene Day on May 28th, 2024.

3



4

AFRipads, in collaboration with Oxfam DRC in Goma, Training of Trainers session.

AFRipads collaboration with Stanbic Bank and Gals Forum International to support KCCA schools in Kampala.

5



6

AFRipads hosts 12 students from Sweden pursuing MSc in international business at CEMS school of Economics in Sweden.

NEW CURRICULUM UPDATES

AFRIPads revamped its curriculum to be more inclusive, informed, and community-driven. All materials were updated using research, best practices, and stakeholder considerations to better serve menstruating women and girls and allies at every life stage.



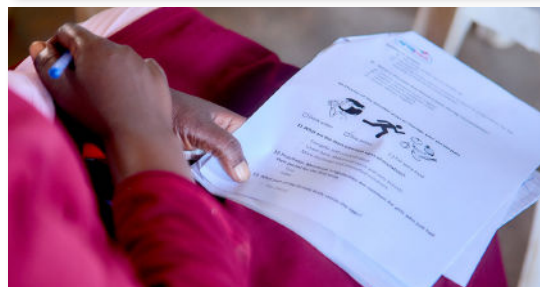
Key Curriculum Innovations Include:

- Refined product specifications to optimize user experience.
- Geographically adaptable training approaches.
- Stronger messaging on shared Menstrual Health and Hygiene responsibility.
- New tools for tracking and evaluation.
- Inclusion of topics such as male reproductive systems, personalized menstrual experiences, ovulation, perimenopause, and cycle management.
- Information on supportive household and community networks to address communication barriers.



Updated Learning Materials:

- **Real Talk: Becoming Body Literate:**
An expanded and updated training manual covering broader topics on reproductive health and with more tips on male inclusion and for menstruators with disabilities
- **Women's Booklet:**
Take-home guide filling knowledge gaps for women throughout their reproductive journey.
- **Updated Girl Talk Booklet:**
Comic-style, with exercises, cycle tracking, and localized information.
- **A Boy Talk booklet:**
Highlighting puberty for boys, both male and female reproductive systems, and tips for personal hygiene.



Data Collection and Evaluation Improvements:

- Custom data tools.
- Enhanced surveys with WASH and disability indicators.
- Refined TOT feedback forms.

IMPACT IN EDUCATION

Students who have worked with AFRIpads have a deeper understanding of its impact on quality education. By going beyond the production of reusable pads, AFRIpads empowers stakeholders, which is key to cultivating sustainable change. It is not just about providing a product but also about equipping communities with the knowledge and skills necessary to make informed decisions about menstrual health and hygiene.

I gained experience in supply chain management and got an understanding into what it is like working for a social enterprise.

I was involved in international sourcing and supply chain ethics, and I loved being part of the amazing team in Kampala, all driven by their mission to overcome the barriers that menstruation creates. My internship may be over, but AFRIpads, as well as my memories of my time in Uganda, will stay with me for a long time,”

posted Juliane Ten Hoevel of King's College London on her LinkedIn profile.



Celebrating Juliane Ten Hoevel's last day at AFRIpads with the team.

In 2024 alone, we supported 19 students through internships, academic research, a gap year, and field studies.

These students came from Uganda, the United Kingdom, the United States of America, the Netherlands, Switzerland, Sweden, and Denmark. After working with them, some students graduated from their universities with good grades, others acquired the fieldwork skills required, while others raised funds to support girls with reusable pads. Even though we highly contributed to their studies, we also appreciated their efforts which brought fresh ideas and perspectives to AFRIpads.

We have seen these students grow and reach out to many more. In this way, we have sowed the seeds of education.

IMPROVING MENSTRUAL HEALTH AND HYGIENE FOR PERSONS WITH DISABILITIES

PILOT STUDY FINDINGS:

Our pilot study among women and girls with disabilities in Uganda brought to light key findings on the effectiveness of AFRipads' products and training. For instance, 95% of the participants reported product satisfaction and usage. While AFRipads is renowned for its high-quality, reusable menstrual products and menstrual health education, this study specifically aimed to address the unique menstrual health challenges faced by women and girls with disabilities, such as difficulties with accessible WASH facilities and communication barriers to Menstrual Health and Hygiene information.

The focus on women and girls with disabilities is crucial, as this group often faces unique barriers when it comes to menstrual health. The inclusion of caregivers is critical.

By specifically addressing their needs, AFRipads is demonstrating a commitment to inclusivity and the findings directly inform the development of more accessible products and tailored education programs.

This study was conducted in collaboration with Liliane Fonds and their partners in Uganda: Katalamwa Cheshire Home, Integrated Disabled Women Activities, the Association of Volunteers in International Service, and Youth with Physical Disabilities Development Forum.

KEY FINDINGS FROM THE STUDY INCLUDE:

Product Satisfaction and Usage:

95% Satisfaction rate with AFRipads reusable pads.



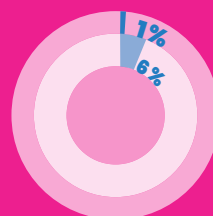
Improved menstrual knowledge and hygiene:

30% increase in participants feeling adequately informed about MHH.

- **Increase in proper hygiene** practices from **53% to 98%**

Enhanced Confidence and Participation:

School absenteeism decreased from **6% to 1%**



Top factors:



84%
Comfort



77%
Reusability



76%
Leak protection

Support and Disability-Specific Needs:

68 participants required assistance with pad drying and cycle tracking.

- Period trackers, with caregiver support, proved effective for visually impaired participants. One participant's mother noted, "The tracker lets me predict my daughter's cycle, so I can prepare everything she needs."



IMPACT IN NUMBERS

GLOBAL REACH

Our efforts in menstrual health and hygiene have strengthened efforts in the following:



694,640

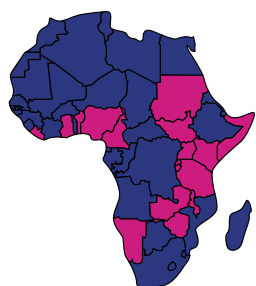
Women and Girls reached with menstrual dignity kits across Africa and USA.



833,568

 kilograms

of waste averted assuming waste avoidance of disposable pads.



13

 countries across Africa reached with reusable pads

These include Benin, Burundi, Rwanda, Democratic Republic of Congo, Ethiopia, Gambia, Kenya, Malawi, South Sudan, Tanzania, Uganda, Zambia and Zimbabwe.

Other Regions: USA



119

Organizations worldwide were trained in Menstrual Health and Hygiene

1,458

Female participants that were trained

95

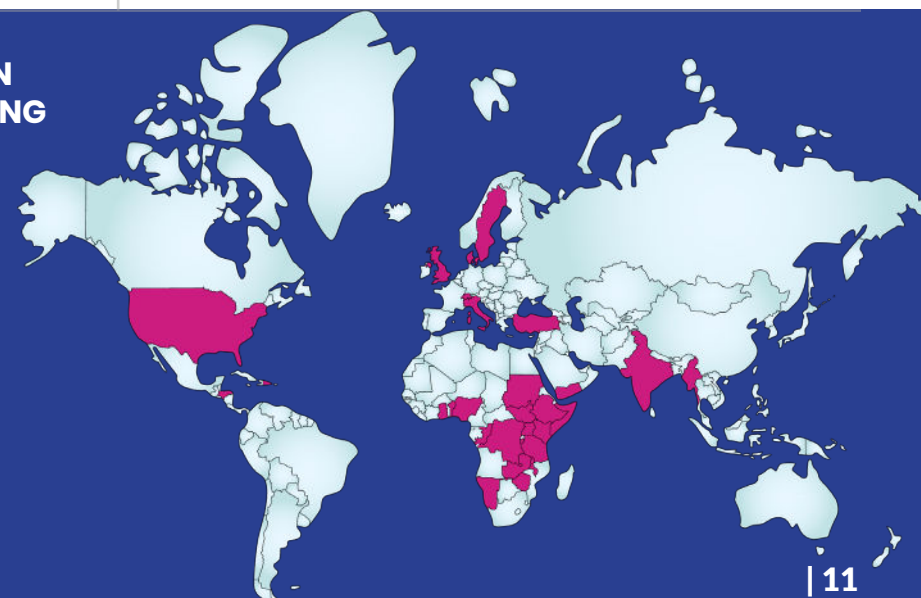
Male Participants that were trained



4

knowledge sharing and learning webinars engaging 334 participants

LIST OF COUNTRIES ENGAGED IN RESEARCH, KNOWLEDGE SHARING AND LEARNING EVENTS:



18 Countries

Africa:

Kenya, Malawi, South Sudan, Tanzania, Uganda, and Zimbabwe

Asia:

India, Myanmar, and Yemen.

Caribbean:

Dominican Republic.

Europe:

Denmark, Italy, Sweden, Switzerland, Turkey, and the United Kingdom.

North America:

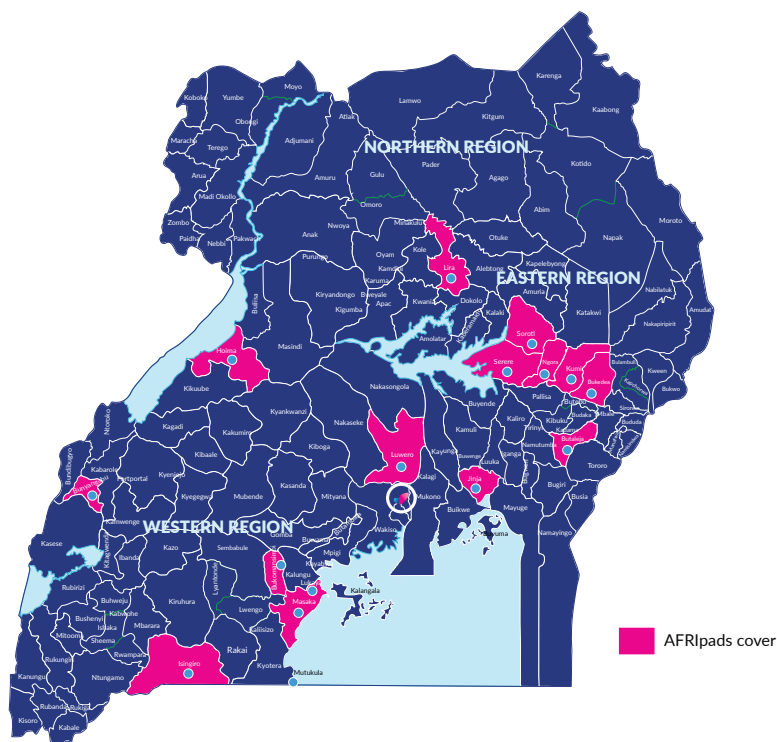
Honduras and the United States of America.

COUNTRY SPECIFIC IMPACT:

SPOTLIGHT UGANDA:

19 districts:

Bukedea, Bukomansimbi, Bunyangabu, Butaleja, Hoima, Isingiro, Jinja, Kalisizo, Kampala, Kumi, Kyotera, Lira, Lukaya, Luwero, Masaka, Mutukula, Ngora, Serere, and Soroti.



BUNYANGABU DISTRICT:

A PAD BANK: A CHANCE FOR DIGNITY AT KYAKATABAZI PRIMARY SCHOOL

At Kyakatabazi Primary School in Bunyangabu district, AFRIPads collaborated with Strengthening Hope and Resilience Empowerment (SHARE) to support 665 girls accessing reusable pads and menstrual health education via training. In addition, a pad bank was launched in the school.



I use handkerchiefs to manage my menstruation. I have three, " Lukia, a student with visual impairment, shared during a focus group discussion."

Her words painted a picture of the silent struggles the school girls experience due to the lack of proper menstrual products to manage their periods.

Through this project, the school girls are guaranteed menstrual dignity and their school attendance will improve due to the presence of a pad bank.



SPOTLIGHT KENYA: Korogocho slums



Kenya:
This initiative in Kenya focused on the Nairobi – Korogocho slums.

Kenya: Charity Coupled with Reusable Pads in Nairobi – Korogocho slums

In Kenya, we collaborated with the Daniel Ryf Foundation. **Together, we provided 1,500 reusable pads to girls in the Korogocho slums.** This support aims to help these girls attend school regularly and do their activities without challenges during their periods.

Beyond menstrual health, AFRipads also extended a hand through the generosity of Farm to Feed and the Daniel Ryf Foundation **by feeding 750 children in the slums hot meals.** This support continued throughout the entire year.



SPOTLIGHT SOUTH SUDAN:

Headway in Menstrual Health and Hygiene for Internally Displaced Persons and Refugees in Northern South Sudan

In the Northern part of South Sudan, where displacement and hardship are daily realities, a partnership between AFRipads and IOM South Sudan is bringing dignity and hope through improved menstrual health and hygiene for internally displaced persons and refugees. Through this collaboration, we distributed reusable pads and conducted vital training sessions, reaching women and girls primarily located in **refugee camps (71.4%) and Internally Displaced Persons sites (28.72%)**.

IMPACT IN NUMBERS



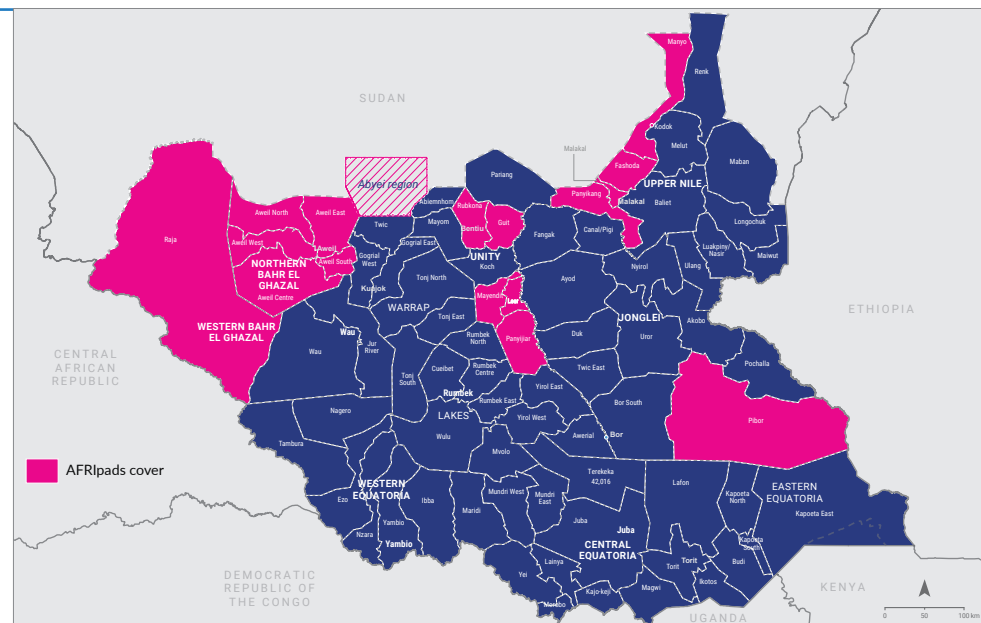
70,000

Reusable pads distributed



800

Women and girls Targeted for Pilot Study



KEY BASELINE FINDINGS

Our initial assessment provided key findings that recommend a more effective and targeted approach to supporting these communities:

Cloth as a Default:

Approximately 16.6% of women reported using cloth as their primary method for managing menstruation due to lack of access to pads.

Inadequate Supply:

Nearly 65% of respondents revealed they did not have enough

menstrual materials, leading to missed school days and restricted mobility (**directly highlighting the need for expanded access to reusable pads**).

Barriers to Education:

18.3% of girls missed school due to lack of products, while 11.5% avoided school out of fear of teasing or embarrassment.

Hygiene Challenges:

Access to basic hygiene needs, such as soap and water, remains

limited. Over 59% had no access to soap for handwashing, and more than 40% could not wash their hands when needed (emphasizing the critical need for improved WASH infrastructure) and resulting in IOM providing soap alongside the pads.

This baseline matters because it confirms that **access, comfort, and dignity** are key to effective menstrual health and hygiene.



AFRipads are comfortable, and I can use them more than once. That helps me manage even when I don't have money."

Respondent from Rubkona County

AFRIPADS: SETTING THE STANDARD FOR QUALITY



A CONVERSATION WITH
**ELIJAH
KIWANUKA**
TECHNICAL PRODUCT MANAGER

In 2024, AFRIPads took a significant step, achieving **ISO 9001:2015 certification**. This

shows our strong promise to deliver consistently high-quality products to everyone who uses them. To understand more, the Partnerships and Communications team spoke with Elijah Kiwanuka, the Technical Product Manager.

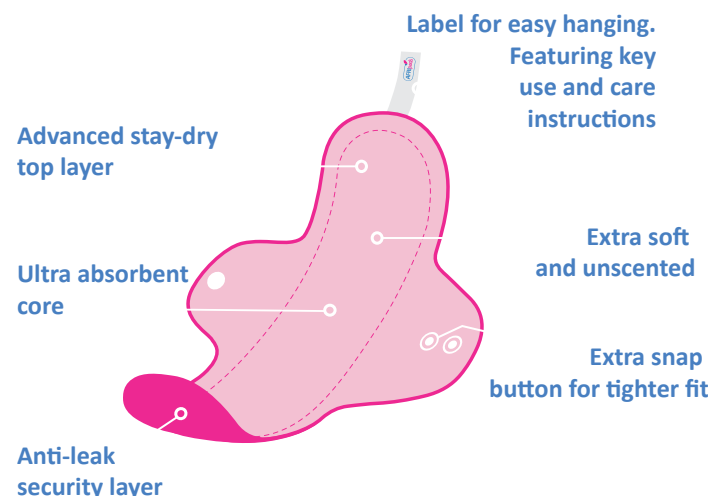
What are your core responsibilities within the Research & Development Department?

My main focus is on creating the guidelines for our materials and products, leading improvements, ensuring everything is safe and high-quality through testing and certifications, and making sure we have a strong Quality Management System in place.

How do standards fit into AFRIPad's work?

Standards ensure that our products are purpose-made and help build trust with the end-use consumers. They set the base level for quality and performance that both customers and manufacturers can rely on.

At AFRIPads, we use strong internal quality rules and follow the guidelines set by national and international groups. In Uganda, the Uganda National Bureau of Standards (UNBS) checks menstrual products. Kenya has a similar body, KEBS. These organizations make sure products meet important safety and quality measures.



What has been AFRIPads' involvement and activities at the national and regional standards level?

AFRIPads has been active in developing standards both in our region and worldwide. From 2015 to 2017, we worked with UNBS to create the first standards for reusable menstrual products in Uganda. We also helped develop standards for East Africa and the wider continent.

What's next for making sure all countries and customers are using quality, purpose-made menstrual products?

AFRIPads is collaborating with the ISO Technical Committee TC 338 to create a global safety standard for menstrual products. We're also talking with groups like the Swedish Institute for Standards and the African Coalition for Menstrual Health on the same. This work helps ensure that organizations provide safe, quality, and affordable products for women and girls.

In 2024, AFRIPads attended a key meeting of the International Standards Committee for Menstrual Products in Copenhagen.

This brought together 19 national standards bodies, UN agencies, and other organizations. Discussions focused on improving the understanding of product performance, safety concerns, and the importance of creating standards that are inclusive and responsive. The next meeting is coming up in May 2025, with a hopeful finalization in 2026.

“
For us, following and helping to create strong standards is a technical need; it shows our commitment to the dignity, fairness, and health of every person who menstruates.”



Eline Aloy of Victrix Foundation and AFRIPads visiting young women and Just like My Child Organisation, the end-use consumers of the reusable pads in Luwero District, Uganda.

THE AFRIPADS FOUNDATION IN 2024

In 2024, AFRIPads Foundation's commitment to menstrual health resonated across **24 organisations and schools in Uganda, Kenya and Rwanda** from **10 donors**.

Recipients included Paul Mercy Foundation, Sharing to Transform, Strengthening Hope and Resilience Empowerment (SHARE), Society with a Vision, Ministry of Education and Sports- Gender Equity Budgeting Unit, Girls to Lead Africa, Joy for Children Uganda, Just Like My Child, Christian Life Pre and Primary School, Teach for Uganda, Uplift Slum Africa, Future Light Football Academy, Masaka Rotary, A Smile from Kenya, Simavi, and Transformation Fountain International.

Through this **we reached 20,035 girls with reusable menstrual products**, underwear and MHH knowledge.

Directly contributing to improved health, education, school attendance, and positive engagement of girls and women



KEY TESTIMONIES

LEADERSHIP, FUNDRAISING, AND INSPIRATION

It has been an absolute pleasure working with AFRIPADS to ensure that women in Kiboga, Uganda gain access to reusable menstrual products. I started my small business Woolf's Torn Pages when I was 15 years old with the mission of combatting period poverty globally, and by working with AFRIPADS, I was able to make a personal dream of mine come true.

I hope that the donation made will be a significant contribution to those who need it the most. Female education is incredibly important, especially in vulnerable areas where girls are often held back from fulfilling their academic potential. Thank you for the opportunity, it means a lot to me.

Ahana Raghavan, Founder of Woolf's Torn Pages, Chairwoman of FCUSD Menstrual Hygiene Council



ACCESS TO MENSTRUAL HEALTH AND HYGIENE

Our girls were **deeply grateful for the training**. Many struggle to afford sanitary products, often resorting to unhygienic clothes that lead to costly infections. This training has been transformative. We've seen a dramatic decrease in staining incidents, and **the girls are now better prepared – not just for their periods, but for their futures** as potential leaders."

Healing and Resilience after Trauma Staff

FEMALE EMPOWERMENT

As Head Girl, I'm thankful for this opportunity. Before, girls would ask me for advice during their menstruation, and I didn't always have the answers. Now, with your support, I can be a true leader and help girls of all ages in our school."

Mugala Miriam, 14, Primary 7, Muyagu Foundation P/S



A PAD BANK IN SCHOOL

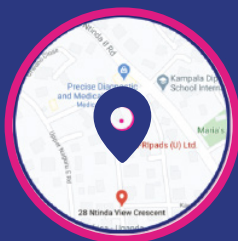
Teachers were excited, knowing that the recurring absenteeism of girls at the start of each month would finally decrease. Parents felt relieved and recognized the significant savings from no longer having to buy pads every month

Strengthening Hope and Resilience Empowerment

Contact us at: info@afripads.com



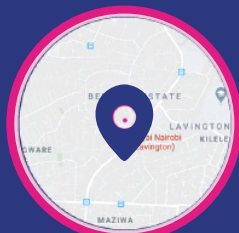
A heartfelt thank you to all our customers, supporters, partners, the AFRipads Foundation and the team at Afripads that made the year a success.



UGANDA

AFRipads Uganda Ltd
Plot 28 Ntinda View Crescent Naguru,
Kampala

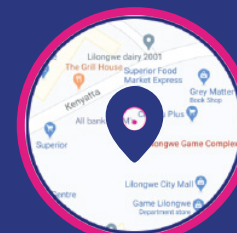
+ 256 (0) 392 174 561



KENYA

Lavington
Applewood Adams Building,
8th Floor, Suite 807 Ngong Road,
Nairobi

+254 (0) 721 615 402



ZIMBABWE

Borrowdale,
Harare

+263 (0) 782 726 946