



ODFL Project Prospectus

Girls' Equality Project



PROJECT NAME:

The Girls' Equality Project

PROJECT SUMMARY:

Provide girls and young women a solution to managing their monthly menstrual cycle, thereby enabling them to attend school full time. In many countries of the world, girls miss one week of school every month because they do not have access to feminine hygiene solutions. They stay at home and fall further and further behind in school, eventually dropping out entirely. As a result, they become permanently disadvantaged in the quest for social equality. This need not be. The goal for this campaign is to provide 10,000 kits to girls in Nepal, South Africa, Zambia, Kenya, and Malawi. The cost is \$9 per kit, delivered, including education, for a total campaign cost of \$90,000.



PROJECT PARTNERS:

One Dollar for Life (ODFL); Days for Girls (DfG)

One Dollar For Life helps American donors build classrooms, medical clinics, and other small-scale infrastructure projects in the developing world from donations as small as one dollar. Since its founding in 2007, ODFL has completed 94 such projects in nine countries in Asia, Central America, and Africa. ODFL is an IRS registered 501(c)3 non-profit. *Every dollar donated goes to the GEP project.*

Days for Girls is changing the status quo, by providing lasting feminine hygiene solutions, health education, and income-generation opportunity for women and girls in the developing world. They have reached women and girls in more than 100 countries. They are on target to reach 1 million women and girls by the end of 2017. DfG is a registered 501(c)3 non-profit.

PROJECT MANAGEMENT:

One Dollar For Life

Sponsoring Executive:

Robert Freeman
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Supervising Executive:

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Days for Girls

Sponsoring Executive

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Supervising In-Country NGO:

Malawi: Kasimu Education Fund
South Africa: Cuddle Trust
Nepal: One Heart World-Wide
Kenya: Kiini Sustainable Initiative
Zambia: Raise a Smile

PROJECT DATES: On-going

ABOUT THE COMMUNITY:

In many countries of the world, girls don't go to school during their monthly period. A UNESCO report estimates that one in ten girls in Sub-Saharan Africa misses school during their menstrual cycle. By some estimates, this equals as much as twenty-five percent of a given school year.

The positive impact of educating girls is no secret. With education they make better health choices, better choices of partners, have access to better vocational options, are better parents, and become more engaged members of their civic communities. And yet, girls are still missing school due to completely preventable reasons. It's a fact: girls get periods. But menstruation shouldn't result in absences, and girls shouldn't miss out on an education as a result. Especially for want of \$9.

Many girls drop out of school altogether once they begin menstruating. The world cannot afford the cost of girls dropping out of school. If a girl attends school for the majority of seven years, she marries later and has fewer children. She'll also be more likely to delay having sex, be less likely to be forced into sex, and, if she is sexually active, more likely to use contraception, avoiding both unwanted pregnancies and infection with sexually transmitted diseases, including HIV. An educated girl adds to a country's GDP, and is essential for lifting her, her family, and her community out of poverty.

ABOUT THE PROJECT:

The ODFL Girls' Equality Project provides teenage girls and young women in developing countries with reusable sanitary pads, allowing them to attend school in a manner equal to boys. Each kit includes 8 washable, reusable pads, 2 exterior waterproof shields, 2 pairs of panties, 1 washcloth, soap and a discrete bag for transport. The pads can be washed and re-used dozens of times. When properly cared for, the kit lasts for three years. The kit is delivered with a 3-hour educational seminar which includes not only curriculum on feminine hygiene and health, but on many other facets of feminine life-cycle management. ODFL, with its in-country NGO partners, is working with educational authorities in all of the five countries in which it is making the kits available.

ODFL is working with Days for Girls (DfG) on this campaign. DfG's goal is to empower every woman and girl to become an Ambassador of Women's Health, in her school, her neighborhood, and her community. DfG does this through providing kits as a way to open the gateway to larger conversations about health, safety, and leadership.

Not only are girls and women given access to feminine hygiene solutions but DfG are also supporting a girl throughout her entire life. DfG provides a DfG Kit when the girl reaches puberty. It also provides health education for her later life. If the girl wishes and is able, DfG can provide training so that girls can produce DfG Kits and support feminine hygiene needs in her own community, while earning a dignified income.

Thus far, Days for Girls has provided kits and health education to over 640,000 women and girls in over 100 countries. They are on target to reach 1,000,000 by the end of 2017. In partnership with ODFL, the hope is to expand the number of micro enterprises that employ the women who sew the kits as well as fund kits by the thousands for distribution through ODFL's existing network of NGO partners in 10 countries.

PROJECT COSTS:

The kit prices vary by country and many different options are available. Below is the price sheet for East Africa. As an average for distribution in all counties where ODFL works, we use the price of \$9 per kit. That includes not just the manufacturing costs, which, importantly, provides a dignified income for the women sewing the kits. It also covers the costs of delivery to girls in sometimes very remote settings, and the training of distributors who then deliver extensive education to the girls when they deliver the kit. If properly cared for, this will provision a girl for more than three years of use of the kit. The present project is aimed at funding 10,000 kits for 10,000 girls before the end of the 2017-18 school year. At \$9 per kit, this makes for a total campaign cost of \$90,000. *Every dollar designated to the campaign goes to the GEP project.*

Menstrual Hygiene Kit Combinations & Pricing

- Days for Girls' Menstrual Hygiene Kits are designed to last for up to three-years. All kits and kit-components are made with locally sourced, high quality, material.

Package	Description	Price
DfG Supreme Kit	<ul style="list-style-type: none"> 2 Shields 8 Liners 2 Plastic bags 1 Cloth bag 2 Panties 1 Bar Soap 1 Wash Cloth 	\$8.00 USD 29,000 UGX 838 KES
DfG Super Kit Plus	<ul style="list-style-type: none"> 2 Shields 8 Liners 1 Plastic bag 1 Cloth bag 1 Panty 	\$7.00 USD 25,000 UGX 730 KES
DfG Super Kit	<ul style="list-style-type: none"> 2 Shields 8 Liners 1 Plastic bag 1 Cloth bag 	\$6.20 USD 22,000 UGX 640 KES
DfG Basics Kit Plus	<ul style="list-style-type: none"> 1 Shield 4 Liners 1 Plastic bag 1 Cloth bag 	\$3.70 USD 13,500 UGX 390 KES
DfG Basics Kit	<ul style="list-style-type: none"> 1 Shield 4 Liners 1 Plastic bag 	\$2.50 USD 9,000 UGX 260 KES
DfG Pocket Pod Kit Plus	<ul style="list-style-type: none"> 1 Shield 2 Liners 1 Pouch 	\$1.70 USD 6,000 UGX 173 KES
DfG Pocket Pod Kit	<ul style="list-style-type: none"> 1 Shield 2 Liners 	\$1.40 USD 5,000 UGX 145 KES
DfG Shield	<ul style="list-style-type: none"> 1 Shield 	\$0.60 USD, 2,000 UGX, 58 KES
DfG Liner	<ul style="list-style-type: none"> 1 Liner 	\$0.40 USD, 1,500 UGX, 43 KES
DfG Cloth Bag	<ul style="list-style-type: none"> 1 Cloth bag 	\$1.10 USD, 4,000 UGX, 115 KES

EVALUATION:

We rate this a High Priority investment based on these factors:

- Very low cost/granularity per client served (\$9)
- The extreme need among the population served
- Absence of available alternatives to address the need
- The very high impact of invested funds and delivered services
- External benefits to the area population being served
- Relatively low cost/high benefit compared with typical ODFL investments
- Project to be completed quickly, with benefits enduring over multiple years
- Compatibility with ODFL partner NGOs and their local missions
- Support from local education officials and institutions in all countries covered