

DAYS FOR GIRLS





MISSION

MENSTRUAL
EQUITY
EVERYWHERE.
PERIOD.

Days for Girls International is an award-winning NGO that works to shatter stigma and limitations associated with menstruation for improved health, education and livelihood outcomes.

We envision a world where periods are never a problem.

We work to eliminate the stigma and limitations associated with menstruation so that women and girls have improved health, education and livelihoods. By removing menstrual-related barriers, we open doors for women and girls to pursue opportunities and achieve their goals.

Founded in 2008, Days for Girls has grown into a global movement.

Thousands of social enterprise leaders, advocates and volunteers have helped us reach more than 3 million women and girls in 145 countries on six continents.



A smiling woman with short dark hair, wearing a purple off-the-shoulder top and a purple skirt with a star pattern. A yellow measuring tape is draped around her neck. She is holding a piece of dark fabric with a white and yellow pattern. The background is a busy indoor space with other people and colorful decorations.

THE PROBLEM

Globally, it is estimated that more than 500 million women and girls of reproductive age do not have what they need to manage their menstruation with health, safety and dignity.



Menstrual health (MH) is achieved when women and girls are able to decide if and how to participate in all spheres of life, free from menstrual-related barriers. Key challenges include lack of reliable access to:

- Quality, safe and affordable menstrual products
- Accurate, age-appropriate and timely MH information
- Sanitation infrastructure that is equipped with adequate water, soap and methods for waste disposal
- Positive social environments
- Gender-inclusive policies from local to national levels
- Health care services

When MH is not supported, women and girls face barriers in many areas of life including:

- Good health; including urinary and genital infection
- Education; including absenteeism, difficulty focusing or performing as usual and dropping out
- Workplace advancement; including wage loss and supervisor disapproval
- Sexual and reproductive health and rights; including early marriage and unplanned pregnancy
- Mental well-being; including stigmatization that contributes to anxiety and depression



THE DFG SOLUTION

DfG provides three interconnected solutions: Menstrual Products, Health Education and Policy & Advocacy

DfG pads are a beautiful, washable, sustainable solution to managing menstruation, delivered in a DfG Kit along with vital essentials like soap and underwear, and quality MH education.

Our training is designed to help advocates deliver MH education in the field; including a version for boys and men.

DfG partners with governments, coalitions and other development stakeholders to advance global menstrual equity and create supportive policy environments.





**PERIOD
PRODUCTS**



The DfG washable pad is an eco-friendly solution women and girls can use to manage their menstruation for an average of 2-3 years when care and use instructions are followed.





That is why we offer DfG Kits and always pair them with MH education. Our patented design is backed by the latest MH research and more than a decade of feedback from women around the world. It is a truly sustainable solution that people with periods can count on month after month.

We believe women and girls should have the power to choose how they want to manage their menstruation. That is why we also offer DfG Menstrual Cups and Hybrid DfG Kits that include disposable solutions.

To manage menstruation effectively, women and girls also need more than just a pad.

The DfG pad's features and benefits include:

- Comfortable tri-fold liner design that adds up to six layers of maximum protection and unfolds into a broad open surface area for easy washing and discreet drying
- Soft, super-absorbent cotton flannel with a moisture barrier
- Colorful fabric that increases user confidence while hiding stains
- Wings that snap securely around underwear
- Easy adaptability to an individual's flow
- A low water requirement for washing and the ability to dry quickly
- High user-acceptance



EDUCATION

Photo credit: Mite.org

When women and girls have access to timely, accurate information about their health, they gain an improved understanding of their bodies.



They are better equipped to manage menstrual symptoms through self-care and are knowledgeable about when to seek help from a healthcare professional. By opening up conversations and breaking down stigma, MH education also helps women and girls feel more confident and positive about their periods.

Our health curriculum includes:

- Puberty
- Menstruation and the menstrual cycle
- Hygiene
- Sexual and reproductive health
- Self- defense
- Proper DfG Kit care

Our unique pairing of menstrual products and comprehensive health education creates a powerful model that ensures women and girls have the tools they need to fulfill their potential.

We also have a Men Who Know curriculum because we know change will not happen unless everyone joins in!

A group of women, likely in East Africa, are shown wearing traditional, colorful patterned clothing and headwraps. Many of the women are also wearing face masks, suggesting a health or safety context. The women are looking towards the right of the frame. The background is a soft-focus outdoor setting with greenery.

POLICY & ADVOCACY

Photo credit: Mite.org



To create meaningful impact that lasts, DfG pursues advocacy work that shifts social norms and creates more supportive policy environments for people with periods worldwide.

From campaigning, grassroots conversations and capacity-building to cultivating strategic partnerships and high-level policy discussions, our advocacy efforts are critical to shifting the MH space in a way that stands the test of time.

DfG is uniquely positioned to raise awareness and elevate the cause of MH around the world.

We focus our advocacy on four main outcomes:

- The growth of the MH field in terms of academia, research and evidence
- The creation of policy environments that support menstruators to manage their periods with dignity
- The integration of MH programming across different development sectors
- An increase in the number of influencers who champion MH as a cause

A close-up photograph of three Black women smiling warmly at the camera. They are wearing vibrant, colorful patterned clothing. The woman in the center is holding a smartphone. The woman on the left is wearing a yellow top with a large pink heart pattern. The woman on the right is wearing a red top with a colorful floral pattern. The background is a simple indoor setting with a door and a framed picture on the wall.

SOCIAL ENTERPRISES

At DfG, we recognize that local leaders are best positioned to drive sustainable, long-lasting change in their communities.

Our Social Enterprise program equips women and men with the knowledge, tools and resources they need to be menstrual equity leaders in their community.

Our Social Enterprise program:

- Trains and supports local leaders to establish and run their own social businesses
- Trains enterprise leaders on the creation, selling and distribution of DfG Kits and health education curriculum
- Generates income and jobs
- Lifts entire communities
- Elevates thought leaders and champions who serve as mentors and period-positive policy advocates
- Ensures sustainability of our programs
- Allows us to scale our impact

In 2021 and 2022, our Enterprises reached 373,684 people around the world with menstrual solutions.





VOLUNTEERS

DfG Chapters, Teams and Clubs unite to spread awareness, advance MH policy in their communities, raise funds, sew DfG pads and elevate the efforts of Social Enterprises.

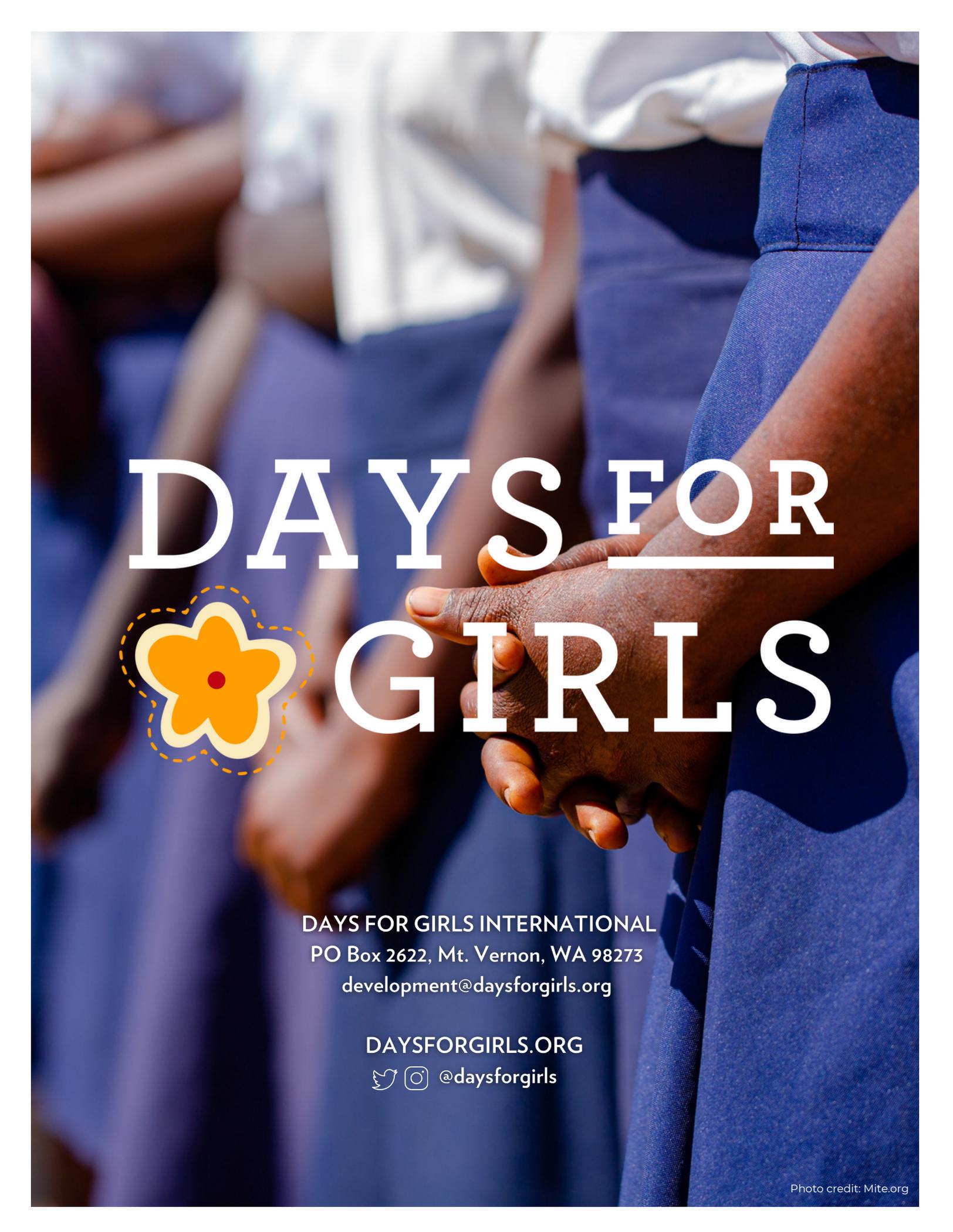


In addition to engaging in advocacy, DfG volunteers also produce DfG Kits. These Kits are sent to strategic collection points, quality checked, packed, and are then donated to women and girls in countries that do not have a Social Enterprise presence.

These Kits often reach the most vulnerable, distributed in refugee camps abroad, and to homeless shelters, women's shelters, resettled refugees, internally displaced persons, transitional housing, prisons, farmworkers, indigenous communities, schools, universities, community centers and other groups in need.

Sometimes these projects include our standard DfG washable menstrual Kits. Other times, based on the needs and preferences of the target populations, we create DfG Hybrid Kits which are customized to include both washable options (washable pads, menstrual cups etc.) and disposable options. This helps to ensure that even women in the most vulnerable situations have the dignity of product choice.

In 2021 and 2022, our Chapters, Teams, and Clubs reached 330,582 people around the world with menstrual solutions, including 27,176 in the US, Canada, Australia, and other high-income countries.



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