Dear Partners,

Every year seems to bring deeper knowledge of girls and expanded breadth of impact, and we’re grateful for your partnership in that journey.

In this is our second year of Grand Challenges Explorations Phase II, we have generated new product innovation insights to drive down the ultimate cost of pads. We have launched a dedicated girls’ brand of pads coupled with gorgeous health comics that deeply resonates with their sense of purpose. In the words of two girls, our products “make [her] feel proud to be a girl” and “makes [girls] equal to boys in the classroom.”

This year we have also realized a new level of thought leadership, recognized now by Ashoka, to differentiate more clearly and better link our .com and .org work. Our staff are now able to either focus on sales, branding, and marketing and to deeply understand females as customers (in the .com) or on policy and health and behavior change messaging and to understand girls’ vulnerabilities and knowledge gaps (in the .org). This also paves the way for us to hire a CEO for the Foundation, which will allow me to focus on scaling the business and to think through our systems change communication.

Our social media accounts are now quite active, so do follow along with regularly on this tremendous journey to help girls step boldly into the promise of their future.

With gratitude,

Megan
women & girls in East Africa lack access to sanitary pads & health education

4 in 5 = 1 million

The consequences of this are cascading.

Girls drop out of secondary school 2x the rate of boys. They are 6x more likely to be married as teenagers, 4x more likely to be victims of domestic violence, which have negative cascading impacts on girls’ reproductive health outcomes.

A lack of sanitary pads presents a singular risk to girls’ hygiene, confidence, self-assurance and comfort. This negatively impacts their educational attainment and exposes them to greater risk in intimate relationships.
We know girls deserve honest answers to their real questions, as well as products that free them to focus and feel confident.

In 2014, we made this happen.
The combination of safe sanitary pads with reproductive health education reduces a girl's absenteeism from school by 75%. 

- Increased knowledge in SRHR
- Increased use of hygienic menstrual health products
- INCREASED REPRODUCTIVE HEALTH
- DECREASED HIGH-RISK SEXUAL BEHAVIOR
- INCREASED EDUCATIONAL ATTAINMENT
- INCREASED SELF-DETERMINATION
ZanaAfrica Foundation provides adolescent girls in East Africa with sanitary pads and related health education to keep them in school and to live more healthy and informed lives. We help CBOs and policy-makers recognize Menstrual Health Management as the earliest, most natural and effective means to engage girls in discussions on a range of personal health decisions.

ZanaAfrica is a hybrid social enterprise organization.

ZanaAfrica Group innovates and sells quality sanitary pads and related products in Kenya to free girls and women to feel confident every day of the month. We use the market to sustainably scale measurable education and health outcomes.
Manufacturing Pads

We are the first social enterprise to offer a range of products - disposable and reusable - to provide dignity through choice.

We also offer underwear – a necessity to use pads!

Manufacturing pads enables women to have the quality products they want at a price they can afford.

Our approach is 3x more cost effective than cottage industry to reach 1M customers.

2-pack, saves women 75% in daily out-of-pocket expenses Launched Nov 2013

is our girls’ brand in kits that meet their needs for the term Launched April 2014

quality, modular reusables made in Egypt Launched 2014

Nia Pads in production at African Cotton Industries

ZanaAfrica Group innovates and sells quality sanitary pads and related products in Kenya to free girls and women to feel confident every day of the month. We use the market to sustainably scale measurable education and health outcomes.
Our team of female material scientists and designers has innovated fluff pulp alternatives to reduce cost and source materials locally.

We ran 9 novel pulps on a pad machine in Kenya in February, and all passed international standards through the Kenya Bureau of Standards.

From this, our team has taken the results back to the US and established a lab in Dalton, MA, in a former Crane Paper factory and working with the former R&D Director of Crane Paper. We are now evaluating an alternative process that promises to reduce not only the cost of fluff pulp by 10%, but the capital cost required to process the pulp by a similar amount.

Our goal is to file provisional IP for a process and product innovation in 2015, and to transition the process to scale by 2017, with a goal to be manufacturing pads from this process in Kenya by 2020.
Sales
Catherine (Community Sales Manager) with Pamela, a distributor and sales woman in Kibera, Nairobi, Kenya.

- 500 low-income women trained in sales
- 120 women agents consistently selling
- $20 average profit a month, per agent
- 5300 customers served
- 40% of customers are girls
Creating Holistic Systems of Support for Girls

We recognize menstrual health as a natural gateway to help girls understand their rights and choices. We develop the data that links the impact of pads on girls’ life outcomes.
"We are in a position of leadership & need to tell girls what they need to hear, not what is popular [in society]."
– James Bosse

SAGE: Supporting African Girls in Education
Kisumu, Kenya

This year we worked with three inspiring local partners in Nairobi and Kisumu to provide 2,500 girls with pads, health education and underwear.

Working with trusted partners on the ground allows us to gain greater insights into girls’ real situations while ensuring that girls have safe people to turn to within their community.
Health Education

We leverage sanitary pads as a vehicle to deliver rights-based health education to girls through aspirational health comics.

Comics are a resource that girls can find information, guidance and affirmation they need to navigate puberty safely, in a format that is fun, engaging and can be referred back to. These comics are designed to be tested for behavior change and health outcomes. The first thirteen comics are anchored in the rights-based health education from UNESCO’s International Technical Guidance on Sexual Education as well as girls’ real questions from around the Kenya that ZanaAfrica receives.

“Our goal when designing the comics was to speak with our readers, not at them. Nia’s first period, for instance, starts on the very first day at her new school. Watching her struggle to wash her dirtied sheets, the reader feels and connects to her shame, confusion and embarrassment. The reader connects to her honesty and nervousness, to the mistakes she makes. We took great care to ensure that the characters look and sound like the reader: girls and boys with similar hair, skin and bodies. We want our readers to witness characters unashamed and unrestrained of their bodies and selves.”

- Anne Moraa
Nia Comic Storyteller
We leverage sanitary pads as a vehicle to deliver rights-based health education to girls through aspirational health comics. Comics are a resource that girls can find information, guidance and affirmation they need to navigate puberty safely, in a format that is fun, engaging and can be referred back to. These comics are designed to be tested for behavior change and health outcomes. The first thirteen comics are anchored in the rights-based health education from UNESCO's International Technical Guidance on Sexual Education as well as girls' real questions from around Kenya that ZanaAfrica receives.

Informing Policy

ZanaAfrica participated in the first ever Menstrual Hygiene Day in Tharaki Nithi County with 28 partner organizations, the Ministry of Health and the county governor to facilitate an event for 5,000 local students, teachers and stakeholders. It was a call-to-action to break the silence around menstruation and to advocate for the necessary improvement to the fact that 60% of women and girls in Kenya lack regular access to feminine hygiene products.

Our research insights provide honest answers to girls' real questions and inform policy.

In our research from across Kenya, we found:

- 45% girls lack knowledge about menstruation before menarche
- 56% believe women were unclean during menstruation and were denied access to certain activities or places or foods
- 95% of girls think coerced sex, forced sex or incest were sexual violations

Menstrual Hygiene Day

28 May 2014

Girls' real questions:

1. When in period to sleep
2. How to wash before
3. Menstrual problems
4. Prevention
5. When started cl
6. Brothers
7. Menstrual hygiene
8. Do you have period
9. We do not
10. How to do
11. How to help
2014 Financials

STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST DECEMBER 2014

2014 Revenue 829,460 KES
Cost of sales 203,970 KES
Gross profit 625,490 KES
Other income 17,422,083 KES
Selling and distribution expenses (466,341)
Administrative expenses (4,187,590)
Research and evaluation (14,204,435)
Health education (6,593,669)
Monitoring and evaluation (6,033,493)
Finance costs (58,176)
Profit/(loss) before tax (13,596,131)
Income tax (expense)/income 0
Profit/(loss) and total comprehensive income for the year (13,496,131)

STATEMENT OF FINANCIAL POSITION AS AT 31ST DECEMBER 2014

<table>
<thead>
<tr>
<th>EQUITY</th>
<th>KES</th>
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<tbody>
<tr>
<td>Share capital</td>
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<tr>
<td>Retained earnings</td>
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<td><strong>Total equity</strong></td>
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<thead>
<tr>
<th>Non-current liabilities</th>
<th>KES</th>
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<tbody>
<tr>
<td>Directors' Loan</td>
<td>6,196,420</td>
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<tr>
<td><strong>Total non-current liabilities</strong></td>
<td>6,196,420</td>
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<tr>
<th>REPRESENTED BY</th>
<th>KES</th>
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<tbody>
<tr>
<td>Non-current assets</td>
<td>1,518,471</td>
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<table>
<thead>
<tr>
<th>Current assets</th>
<th>KES</th>
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<tbody>
<tr>
<td>Trade and other receivables</td>
<td>383,248</td>
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<tr>
<td>Current tax recoverable</td>
<td>0</td>
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<tr>
<td>Inventories</td>
<td>1,039,902</td>
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<tr>
<td>Cash at bank and in hand</td>
<td>23,071,211</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>24,494,161</td>
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</table>

<table>
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<tr>
<th>Current liabilities</th>
<th>KES</th>
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<tr>
<td>Trade and other payables</td>
<td>412,919</td>
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</table>

<table>
<thead>
<tr>
<th>Net current assets/(liabilities)</th>
<th>KES</th>
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<tr>
<td></td>
<td>25,662,912</td>
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Speaking Engagements

• Panelist, Menstrual Hygiene Management, Bill & Melinda Gates Foundation’s 10-Year Anniversary of Grand Challenges

• Girl Effect Accelerator as one of three entrepreneurs in residence

Awards and Memberships

• ZanaAfrica founder Megan Mukuria received an Ashoka Fellowship

• The Social Entrepreneurship Accelerator at Duke (SEAD) 3-year program

• International Partnership for Innovative Healthcare Delivery (IPIHD) 2-year program
Looking Forward to 2015

Group
- Test various sales methods to integrate pads into school fees and scholarship programs
- Test behavior change and health outcomes of comprehensive, layered approach

Foundation
- Support 20+ local CBOs through the Partnership Program, supporting 10,000 girls
- Lead Menstrual Health Day in Kenya
- Hire CEO
Management

Megan White Mukuria
Founder & CEO, 2007

Lawino Kagumba
Founder & Chief Technical Officer, 2007

Anne Smith
Chief Product Officer, 2011

Sales

Catherine Onyango
Community Sales Manager, 2014

Jecinta Nyaga
Field Office, 2014

Terry Mutheu
Field Officer, 2014

Product Development

Ghoncheh Jafarpisheh
Operations & Manufacturing Manager, 2014

April Zhu
Product Development Fellow, 2014

Elizabeth Chege
Product Development Fellow, 2014

Foundation

Elizabeth Ombech
Research Coordinator, 2014

Alice Pang
Creative & Communications Manager, 2014

Faith Wanjoki
Pad Giveaway Coordinator, 2013

Naddya Adhiambo Oluch-Oluonya
Illustrator, 2012

Anne Moraa
Storyteller, 2013

Administration

Charles Ondeko
Finance and Administration, 2013

Muthoni Phydelliah
Office Manager, 2014

Foundation

Elizabeth Ombech
Research Coordinator, 2014

Alice Pang
Creative & Communications Manager, 2014

Faith Wanjoki
Pad Giveaway Coordinator, 2013

Naddya Adhiambo Oluch-Oluonya
Illustrator, 2012

Anne Moraa
Storyteller, 2013

Thank You
to our supporters
“I am so happy and thankful to receive sanitary pads that made me feel precious. I felt as if I had been given millions of dollars. I will be forever grateful because I can achieve my potential.”

- Wambui
Class 8
Nairobi, Kenya