



**zana**  
AFRICA

**Annual Report 2014**



**ZanaAfrica envisions a world  
where girls and women live more  
healthy, safe lives while choosing  
and defining their own purpose**



## **Letter from the Founder**

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



**4 in 5 = 1 million**

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

girls in Kenya miss  
up to six weeks of  
school each year

**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.



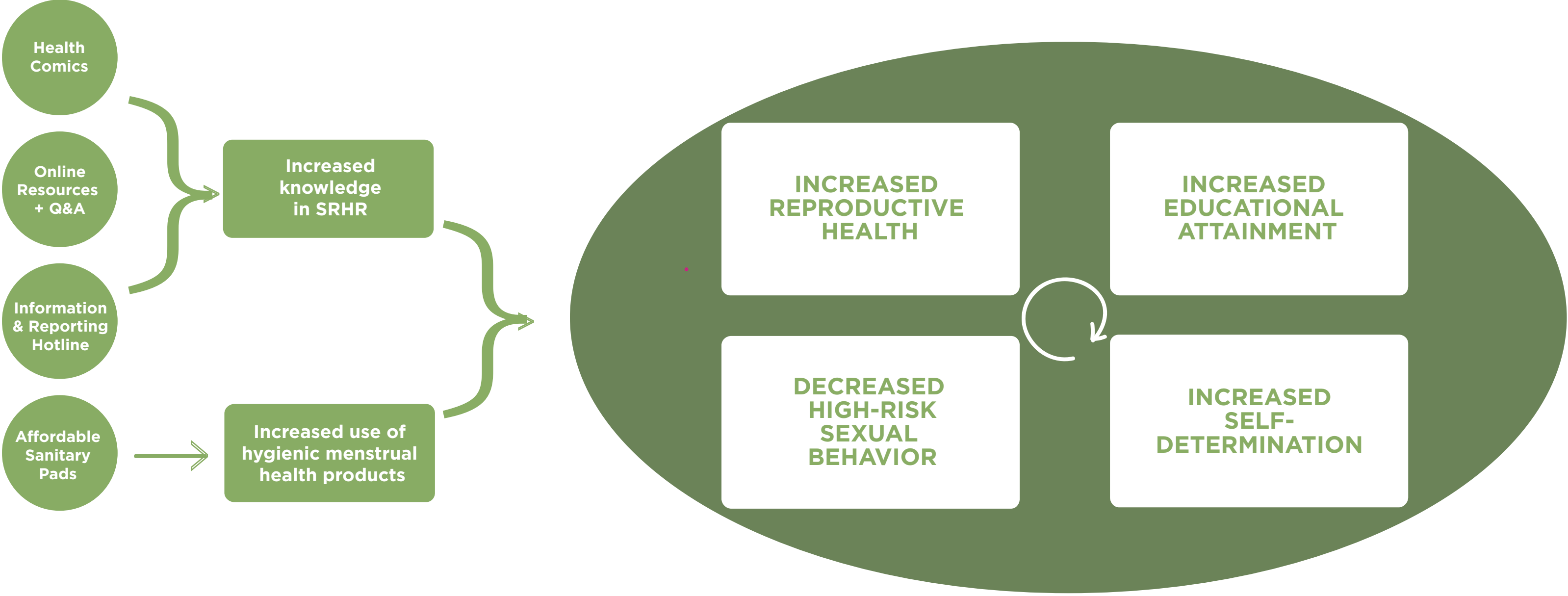


**We know girls deserve honest answers to their real questions, as well as products that free them to focus and feel confident.**

**In 2014, we made this happen.**



# The combination of safe sanitary pads with reproductive health education reduces a girls absenteeism from school by 75%.





## 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.

**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.



# Manufacturing Pads



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

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



Nia Pads in production  
at African Cotton Industries



# Product Innovation

**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.





# Working with Partners

**“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.”

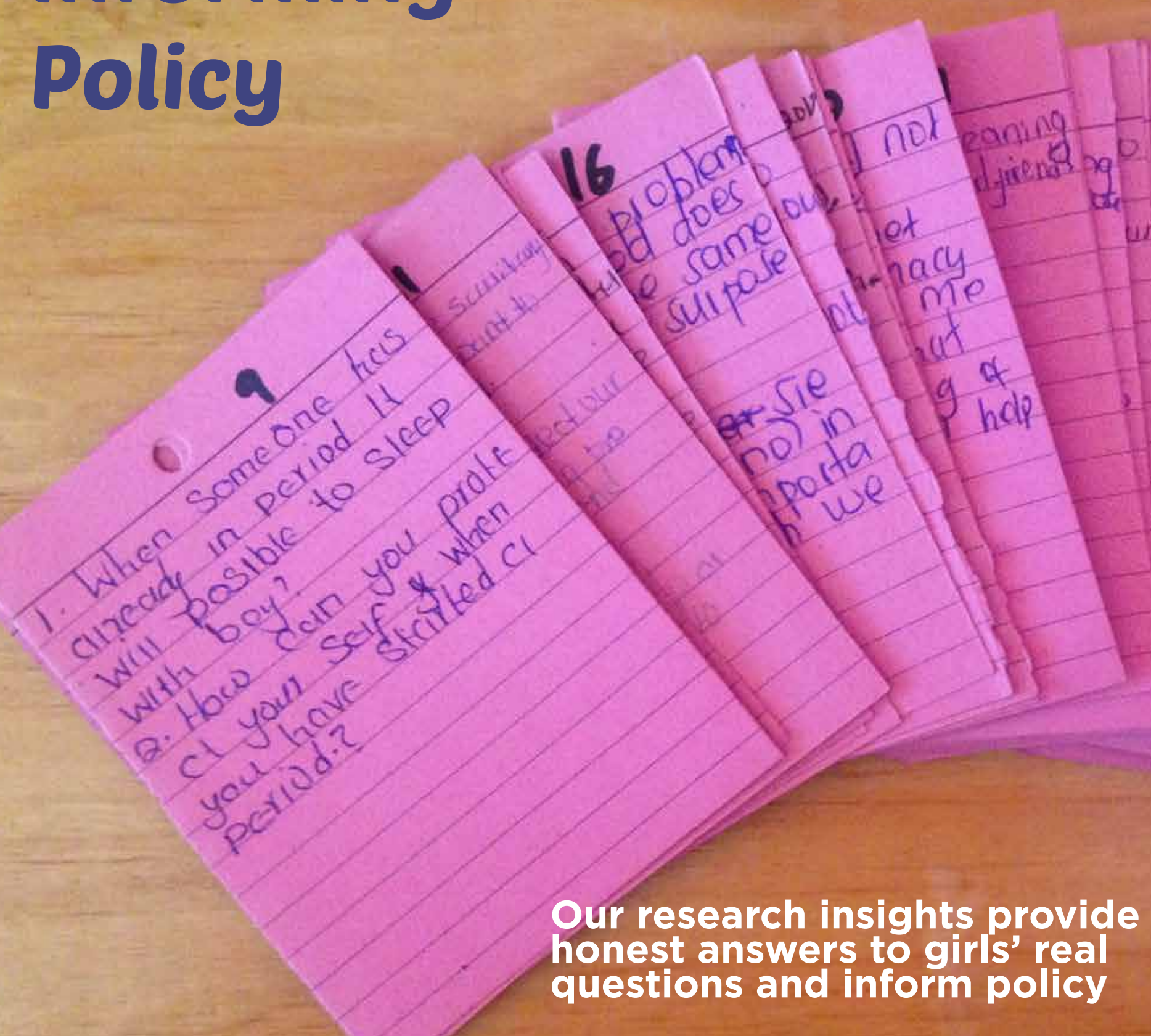
– Anne Moraa

Nia Comic Storyteller





# Informing Policy



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

28 May 2014

## Menstrual Hygiene Day



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.



# 2014 Financials

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

2014 Revenue	829,460 KES
Cost of sales	<u>203, 970 KES</u>
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	<u>(58,176)</u>
Profit/(loss) before tax	(13,596,131)
Income tax (expense)/income	<u>0</u>
Profit/(loss) and total comprehensive income for the year	<u>(13,496,131)</u>

## STATEMENT OF FINANCIAL POSITION AS AT 31ST DECEMBER 2014

	KES
<b>EQUITY</b>	
Share capital	100,000
Retained earnings	19,366,492
<b>Total equity</b>	<b><u>19,466.492</u></b>
<b>Non-current liabilities</b>	
Directors' Loan	6,196,420
<b>Total non-current liabilities</b>	<b><u>6,196,420</u></b>
<b>REPRESENTED BY</b>	
<b>Non-current assets</b>	
Property, plant and equipment	<u>1,518,471</u>
<b>Current assets</b>	
Trade and other receivables	383,248
Current tax recoverable	0
Inventories	1,039,902
Cash at bank and in hand	<u>23,071,211</u>
	<b><u>24,494,361</u></b>
<b>Current liabilities</b>	
Trade and other payables	412,919
	<u>412,919</u>
<b>Net current assets/(liabilities)</b>	<b>25,662,912</b>





## 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







# ZanaAfrica Team

## Foundation

**Elizabeth Ombech**  
Research Coordinator , 2014

**Alice Pang**  
Creative & Communications Manager, 2014

**Faith Wanjoki**  
Pad Giveaway Coordinator, 2013

**Naddya Adhiambo Oluoch-Olunya**  
Illustrator, 2012

**Anne Moraa**  
Storyteller, 2013

## Administration

**Charles Ondeko**  
Finance and Administration, 2013

**Muthoni Phydelliah**  
Office Manager, 2014

## Management

**Megan White Mukuria**  
Founder & CEO, 2007

**Lawino Kagumba**  
Founder & Chief Technical Officer, 2007

**Anne Smith**  
Chief Product Officer, 2011

# Thank You to our supporters

## 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





**“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







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