

IMPACT REPORT 2018





“What I like most about these pads is that somebody, somewhere loves me because she made these beautiful pads for me and I feel proud to be girl.”

- Written to Be Girl by 13-year-old Alphosine in rural Tanzania (2012)

These words were the spark that inspired me to create Be Girl four years ago, with a promise to replicate that feeling in every woman and girl. Because everyone deserves to feel loved, celebrated, and proud.

2018 was a year of incredible growth and trying new things for Be Girl. We launched our first-ever markets-based initiative in a low-income market - selling our products at affordable prices in Maputo, Mozambique. I've been here personally overseeing this initiative for the past six months to introduce Be Girl's sustainable, premium products at affordable prices.

Why? Working to innovate markets with alternative products and solutions is our long-term vision to make opportunities accessible to everyone, whether it is in the form of a panty or the job to sell it. We cannot disrupt the status quo unless we invest in girls' access to products and information and body ownership.

Thank you from the bottom of my heart for accompanying us on this amazing journey and believing that we have what it takes to make this happen.

All our gratitude and love,

Diana Sierra, Co-Founder and CEO

Diana@BeGirl.org
www.BeGirl.org

Cover Photo:

A Be Girl Youth Squad team member in Mozambique shows an adolescent girl how to track the menstrual cycle with the SmartCycle® tool.

Above Photo:

CEO Diana Sierra demonstrates how to use the PeriodPanty™ to the first customer of Be Girl products in Mozambique.

Through the support of our generous donors
and partners from around the world...

26,519
products in 2018



57,534
period products

are in the hands of



31,423
girls

13,337
girls in 2018



in
30
countries

14
countries in 2018

to manage over

1.3 million

menstrual cycles, safely and comfortably.

In addition, over **21,000** girls and boys (nearly all in 2018) have SmartCycle® period education tools, enabling them to better understand the menstrual cycle and to build an environment where girls can manage their periods without fear or shame.



2018 IMPACT - PRODUCTS




Our first period product was the FlexiPad™, a reusable pad that attaches to the panty and is designed with a mesh pocket that holds a washable, microfiber towel that girls can comfortably wear and easily wash.

“

With Be Girl panties I can feel free to leave my house on my period.”

- 18-year-old girl in Mozambique



We learned that many girls who struggle to afford menstrual products also struggle to afford underwear. Our PeriodPanty™ combines beautiful underwear with the FlexiPad™ pocket technology to meet both needs in one, so girls can go to school, concentrate in class, and live their lives to the fullest - every day of the month.

26,519

**period products
were distributed
free of cost to girls in
14 countries
in Latin America
and Africa.**

However, most of the girls and women in the world live in emerging markets, which are low-income areas where market activity is expanding. Many men and women make their living running shops or beauty salons. We recognize that large-scale donations of products in these areas can have a negative impact for these entrepreneurs whose livelihoods depend on running small businesses that serve the community.

This year, we launched a new initiative to work with entrepreneurs running shops and beauty salons in urban African markets – starting in Maputo, Mozambique – to make our premium products available at affordable prices to as many girls and women as possible.

Many girls around the world struggle to afford menstrual products each month. Sometimes they miss school when they have their period, and sometimes they use improvised methods, such as dirty rags or even dirt and leaves. At Be Girl, we believe that access to quality period protection should be a right, not a luxury. We work with partners around the world to provide our sustainable period products free of cost to girls in need.

**492 period
products were sold
at affordable prices
in the first two
months of our
emerging-market
launch in
Mozambique.**

**37
small business
owners**

**in Mozambique
are carrying Be Girl
products in their shops
and beauty salons**

“

It's important for a salon to have products that care for women in all aspects. Talking about the menstrual cycle is not easy for a man, but I believe it's necessary for me and my colleagues to open up these conversations. And we do it little by little with the panties as we sell.”

- Arsenio, Owner of the Afro Mavie Salon in Maputo, Mozambique



2018 IMPACT - EDUCATION



Be Girl's menstrual education workshops, taught with our SmartCycle® tool, provide a strong foundation of understanding about the menstrual cycle so girls feel comfortable and confident managing their periods and making decisions about their health.

But we didn't stop there - we found that it is vital to bring boys into the conversation as well.

Through empathy-based SmartCycle® workshops for boys, we fight existing taboos and stigma around periods, prepare boys to understand the basis of reproduction and make informed decisions with their future partners, and build a culture of mutual respect and acceptance.



The SmartCycle® necklace helps girls to understand menstruation by tracking their cycle.

Over 19,700 girls and 1,300 boys were educated on the menstrual cycle through Be Girl SmartCycle® workshops





KNOWLEDGE:

After the workshop, for example:

The percent of girls who could correctly identify what menstruation and ovulation are more than **DOUBLED**.

The percent of boys who knew the most fertile time of a woman's menstrual cycle nearly **TRIPLED**.

ATTITUDES:



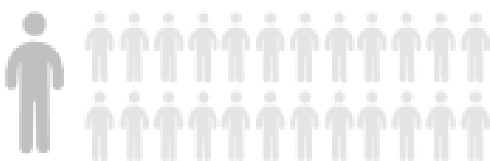
Before

Before the workshop, **1 in 5** boys said they believed it was *not* normal to interact with a girl while she is on her period.

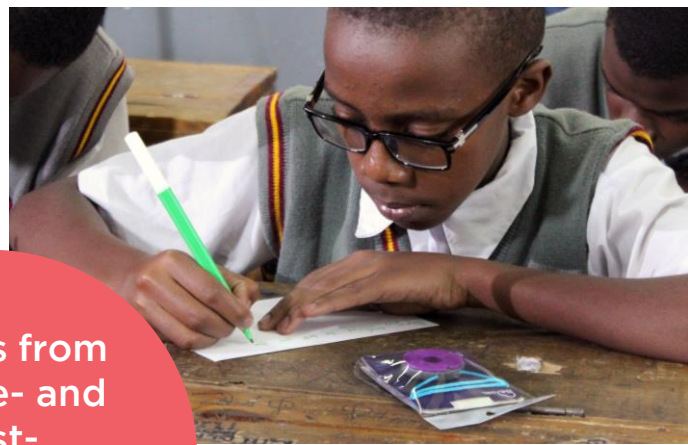


After

After the workshop, this figure plummeted to just **1 in 25**.



Results from our pre- and post-workshop surveys in Mozambique



2018 IMPACT - FIGHTING STIGMA

Around the world, menstruation is met with silence and discrimination. This stigma surrounding periods can become something harmful, preventing girls from seeking and accessing health care and affecting girls' self-esteem and sense of well-being for the rest of their lives.

SO WHAT CAN BE DONE?

Be Girl creates a positive, fun, and aspirational brand for girls that redefines the culture around periods. See what it looks like to shift the status quo around menstruation through snapshots of our first social marketing campaign conducted in Mozambique this year:

↓ The Be Girl Mobile:

Nothing hiding here! The Be Girl mobile travels around town delivering Be Girl products and smashing stigma.



↑ Period Poverty Exhibit:

Be Girl hosted a special exhibit at Mozambique's Fashion Week to shine a spotlight on the high cost of managing periods that so many girls and women face each month.

↓ **The Be Girl Youth Squad:** Be Girl hired & trained a team of college students to teach SmartCycle® workshops & sell Be Girl products, ensuring the face of Be Girl is young, vibrant, & aspirational.



↑ **The First Period Runway:** Models wearing Be Girl PeriodPanties™ took the stage during Mozambique's Fashion Week for the first-ever Period Runway.



◀ Instagram Star Ad Campaign:

Insta-famous Filippa Mondlane partnered with Be Girl to do an ad campaign showing that your period doesn't have to stand in the way of living life.



Celebrity SmartCycle® Workshops →

National icon Dama do Bling, a Mozambican rock star, made a special appearance at a high school on the International Day of the Girl to teach girls about menstruation.



“

Be Girl creates buzzzz about menstruation! Through addressing a ‘taboo’ topic in a fun, trendy way, Be Girl reduces stigma – enabling the conversation for girls and boys.”

- Ryan Kelley, Country Director of Population Services International (PSI) Mozambique, Be Girl's resource partner

30 COUNTRIES

AROUND THE WORLD REACHED BY BE GIRL'S
PREMIUM PRODUCTS TO DATE



COLOMBIA

GHANA



MOZAMBIQUE

**THANK
YOU!!!!**

