



DAYS FOR
 GIRLS
CANADA



DAYS FOR GIRLS

**Founded
2008 in
Nairobi,
Kenya**



Who We're Reaching

- In the world there are 1.5 billion women of reproductive age.
- 500 million of those are living on less than \$1.25 a day.
- These are the people we are trying to reach and work with.



Sources: UN Population Division, World Population Prospects 2015; The World Bank – The State of the Poor, 2010



DfG PADS

DfG pads are a beautiful, washable, sustainable solution to managing menstruation. Period kits are delivered along with vital menstrual health education.



HEALTH EDUCATION

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



SOCIAL ENTREPRENEURS

We help local leaders establish sustainable businesses that produce and sell menstrual products and provide health education.



POLICY & ADVOCACY

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

What would you do
with five extra days
every month?



LET ✱
GIRLS
LEARN

The best judge of whether or not a country is going to develop is how it treats its women.

- PRESIDENT BARACK OBAMA

GIRLS EDUCATION: WHY IT MATTERS

AROUND THE WORLD, GIRLS FACE BARRIERS TO EDUCATION THAT BOYS DON'T.
BUT WHEN YOU EDUCATE A GIRL, IT CREATES A LASTING IMPACT ON FAMILIES, COMMUNITIES, COUNTRIES, AND THE WORLD.

OUT OF THE WORLD'S
130 MILLION
OUT-OF-SCHOOL YOUTH,

70% ARE GIRLS.



BUT IF WE ELIMINATE THE BARRIERS THAT KEEP GIRLS OUT OF THE CLASSROOM, SHE WILL:

EARN MORE MONEY



KEY: ■ GIRLS WAGE EARNING CAPACITY ■ BOYS WAGE EARNING CAPACITY

MARRY LATER AND HAVE FEWER CHILDREN



WITH **7+** YEARS OF EDUCATION
SHE MARRIES **4** YEARS LATER
AND HAS **2.2** FEWER CHILDREN.

Why Days for Girls?

- In many countries, periods are like curses
- At least 500 million girls and women globally lack adequate facilities for managing their periods
- In rural India, one in five girls drops out of school after they start menstruating
- Four in five girls in East Africa lack access to sanitary pads and related health education
- One out of three girls in South Asia knew nothing about menstruation prior to getting their first period

Why Days for Girls?

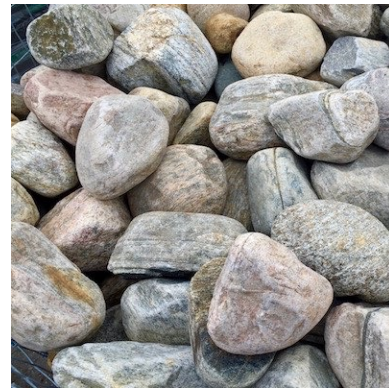
- Globally, only around 2 out of 5 schools provide menstruation education
- Girls are dropping out of school at two times the rate of boys starting at puberty in Kenya
- If every girl in Kenya finished secondary school, there would be a 46 percent increase in the country's GDP across her lifetime
- Stopping school at an early age leaves them vulnerable to early marriage, violence, and forced sexual relations
- Where disposable options exist, men often trade/sell them for sexual acts

Why Days for Girls?

- There's a movement in the US to provide free feminine hygiene products in schools
- Attendance rates increased among girls in schools with the free dispensers
- Taxes have been removed from these products in the US and Canada (July 1, 2015), deeming them a necessity

GIRLS WHO ARE EDUCATED:

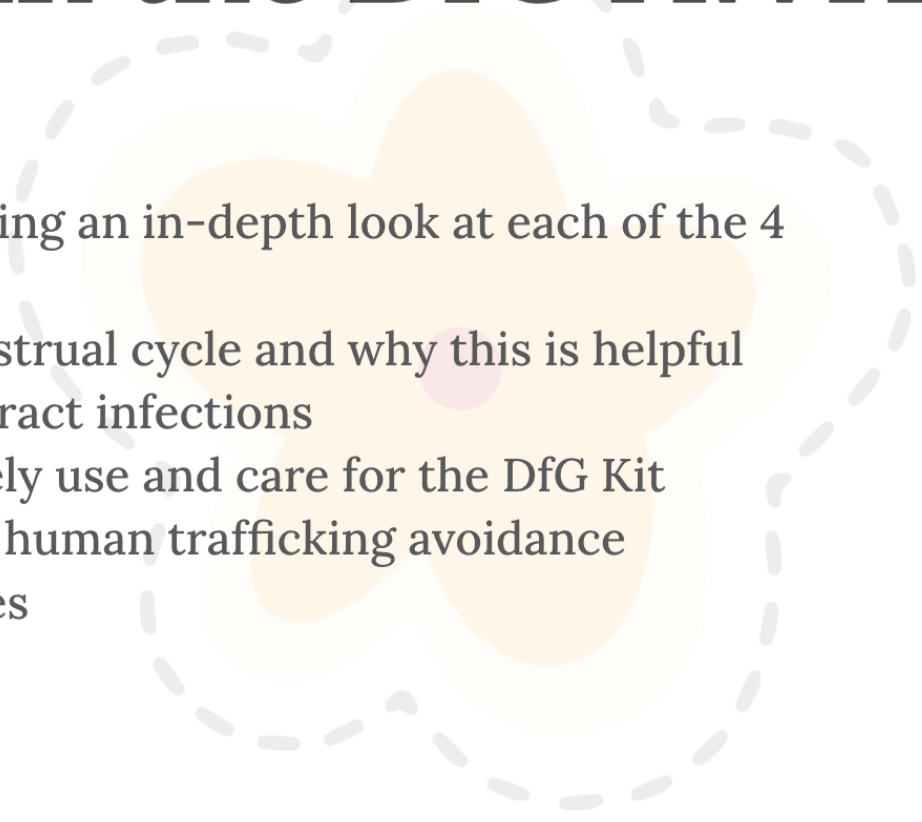
- marry later
- are less likely to be abused or impoverished
- have fewer children
- earn higher incomes
- their children are healthier and better educated.



Why Days for Girls?

- Founded in 2008
- Grassroots organization
- Every kit gives back up to 3 months of living/education in just one year of use
- Where resources exist, women in communities can be taught to make and distribute the kits themselves (micro-enterprise)
- Kits are given out by people who discuss women's health in addition to menstruation

Topics Covered in the DfG AWH

- Puberty
 - Reproductive systems
 - The Menstrual Cycle (including an in-depth look at each of the 4 phases)
 - How to track your own menstrual cycle and why this is helpful
 - Hygiene, including urinary tract infections
 - How to hygienically and safely use and care for the DfG Kit
 - Self defense techniques and human trafficking avoidance
 - Sexually transmitted diseases
 - Handwashing
- 

Why Days for Girls?

- 3.5 Million DfG Kits have been distributed in 150 countries and territories
- 487 Chapters, Teams, and Clubs worldwide
- 83 Enterprises in 28 countries
- 87% of funds go directly to programs
- DfG kits are washable, leak-proof and last 2-4 years
- Women menstruate, on average, 60 days, or 2 months a year. Days for Girls kits last 2-4 years, which can earn back up to 240 days of opportunity.

Days for Girls

Days for Girls is turning periods into pathways.

We increase access to menstrual care and education by developing global partnerships, cultivating Social Enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigma and limitations for women and girls.

Education For Girls



After distribution of Days for Girls kits, school absence rates dropped

36% to 8%

IN UGANDA

25% to 3%

IN KENYA

Days for Girls Canada

53 teams & chapters

Created in 2014

Volunteer-run

Registered Charity

Tax receipts can be issued for monetary and in-kind donations

Distributions

Over 17,000 kits globally in 2025

Almost 200,000 kits since 2013

What's in a kit?

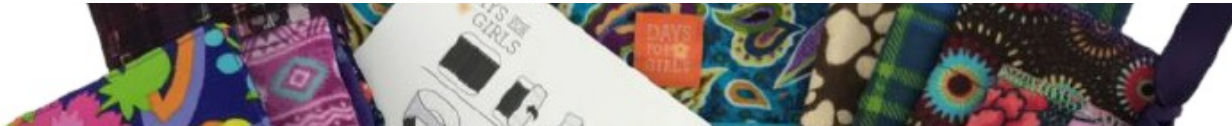
- 1 drawstring bag
- 1 hotel-sized bar of soap
- 1 pictorial instruction card
- 2 shields
- 8 liners
- 2 pairs of panties
- 1 washcloth
- 1 waterproof carry pouch



high acceptance and usage rates



save money and waste



wash well with very little water



guard against leaks



dry quickly and easily



patented



Menstruation & Water

- Menstruation and access to water are closely linked because safe period management depends on clean water, toilets, privacy, soap, and menstrual materials.
- In schools, many girls still lack the basics needed for menstrual management, including water, soap, private spaces, and disposal bins.
- When water is unavailable or unreliable, people who menstruate may have trouble washing hands, cleaning reusable products, or changing pads or tampons hygienically.
- Limited water access can also increase stress, stigma and embarrassment.

Menstruation & Water

- WHO's 2023 guidance emphasizes that menstrual health requires privacy, functional toilets, sanitary products, and running water as part of a dignity-based approach.
- A WHO 2025 report found that 2.1 billion people still lack safely managed drinking water, 3.4 billion lack safely managed sanitation, and 1.7 billion lack basic hygiene services at home.
- These inequalities are especially stark for girls, who often carry the burden of water collection and face additional barriers during menstruation.

Menstruation & Water

- Climate change is worsening girls' access to water in 2026 by making water scarcer, less reliable, and harder to reach, especially in drought-prone and disaster-prone places.
- When water becomes scarce, girls may miss school, have less time for study or rest, and face greater strain from household water duties.
- Poor sanitation and lack of water for menstrual hygiene can lead to shame, causing millions of girls to miss school, work, or social activities

Menstruation & Water

- When water is scarce, families usually prioritize survival and health first:
 - Drinking
 - Cooking
 - Handwashing and toileting
(menstruation often not included)
 - Cleaning dishes and minimal household cleaning
 - Laundry and other nonessential uses last
- In water-scarce settings, girls may be asked to help conserve water by reducing bathing, changing laundry habits, or spending time fetching water



THE RED ZONE



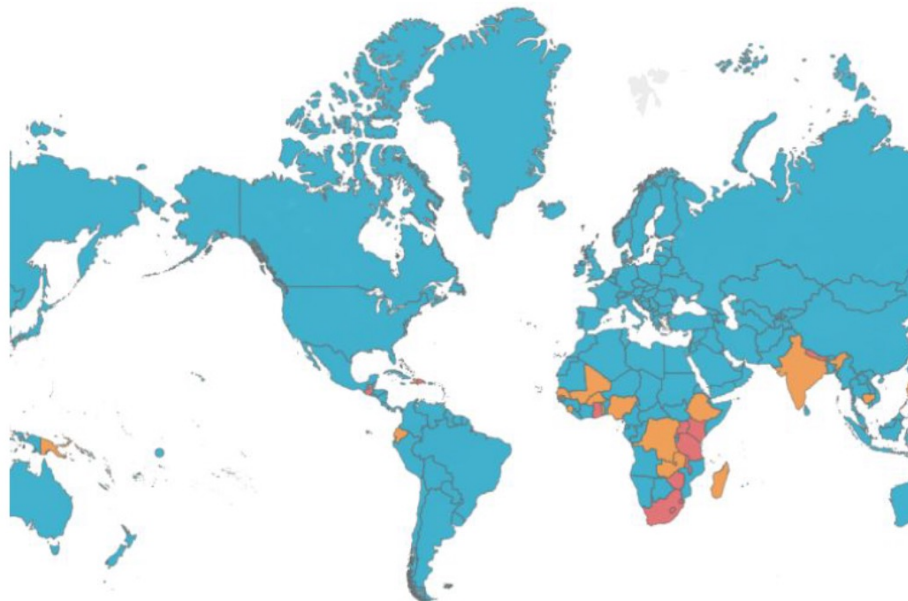
THE ORANGE ZONE



THE BLUE ZONE

Impact Zones

How it all comes together



Asia

CAMBODIA | NEPAL

Africa

BURKINA FASO | COTE D'IVOIRE

DEMOCRATIC REPUBLIC OF THE CONGO

ESWATINI | GHANA

KENYA | LESOTHO |

MALAWI | RWANDA |

SIERRA LEONE | SOUTH AFRICA | TANZANIA

UGANDA | ZAMBIA | ZIMBABWE

Latin America

DOMINICAN REPUBLIC

ECUADOR | GUATEMALA | HAITI

Middle East

LEBANON

The Enterprise
program is
currently
Paused

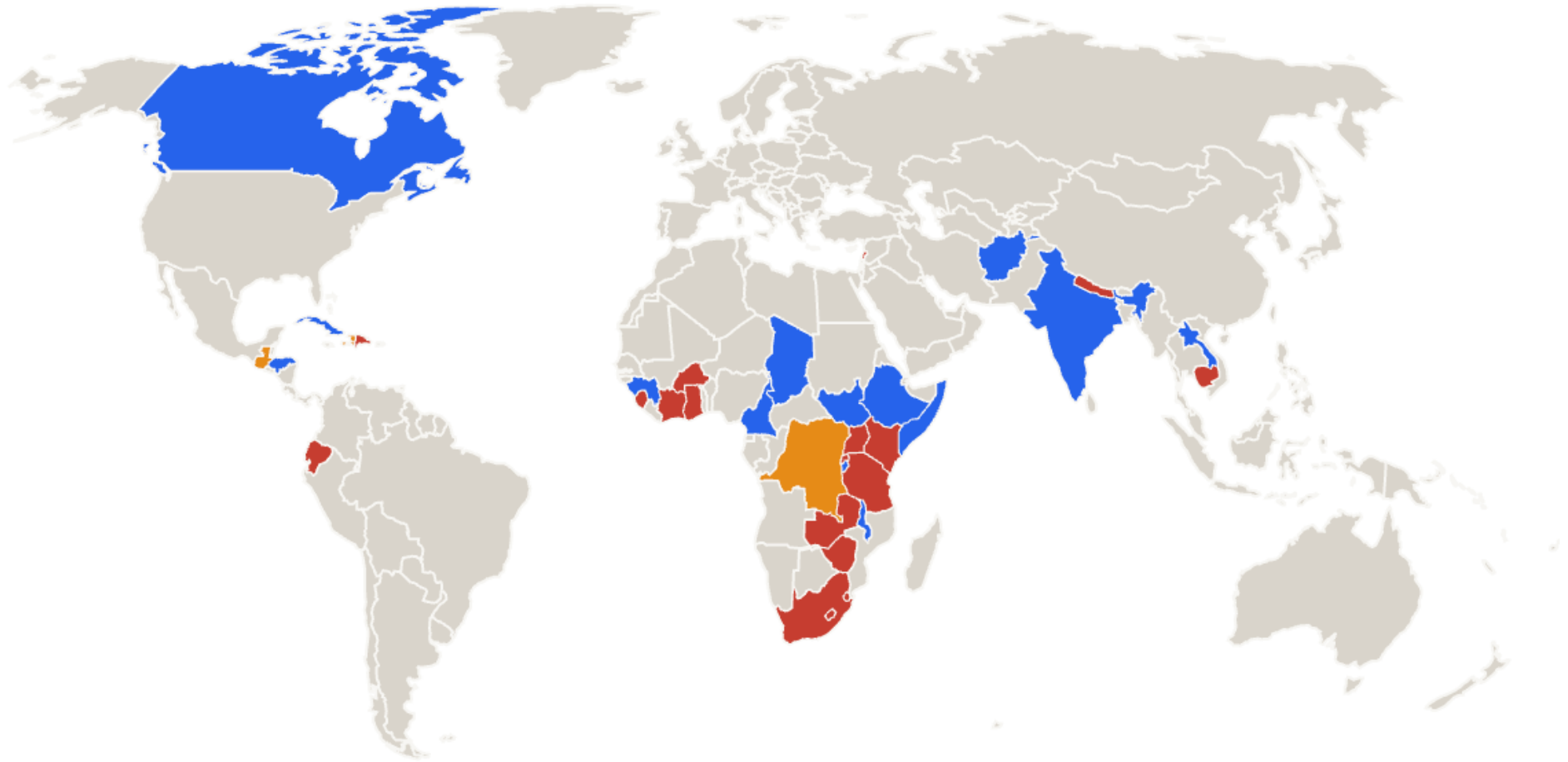
Partners 2025

- Education 4 Change
 - Ethiopia
- World Vision
 - Afghanistan
 - Somalia
 - Haiti
 - Burundi
 - South Sudan
 - Malawi
 - Chad

- DivaCares
 - Supply Diva Cups free of charge

Some Chapters and Teams work with Rotary groups and/or other local organizations

2025



Period Poverty in Canada

- People who can't afford or access the products they need
- 17% of people in Canada who menstruate have experienced period poverty
- 1 in 4 among people living in lower-income households
- Over a lifetime, someone who menstruates might spend up to \$6,000 just on period products. That's not including pain relief, new underwear, or any other extras.
- Less missed work could add to Canada's GDP

DfG in Canada

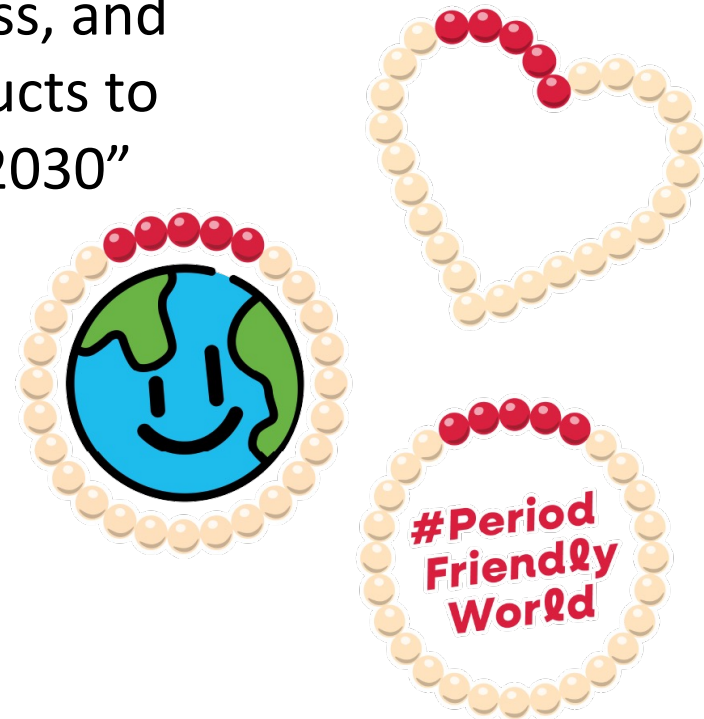
Have distributed to

- Northern Ontario reservations
- Food Banks
- Community Housing
- Youth Centres
- Public Libraries

Work with other organizations to promote period positivity, special days (Menstrual Health Day), etc.

Menstrual Health Day – May 28

- MH Day is celebrated annually on 28 May to symbolize the average length of the menstrual cycle (28) and duration of menstruation (5).
- “Initiated by WASH United in 2013, the day aims to break the stigma, raise awareness, and promote access to menstrual products to create a #PeriodFriendlyWorld by 2030”

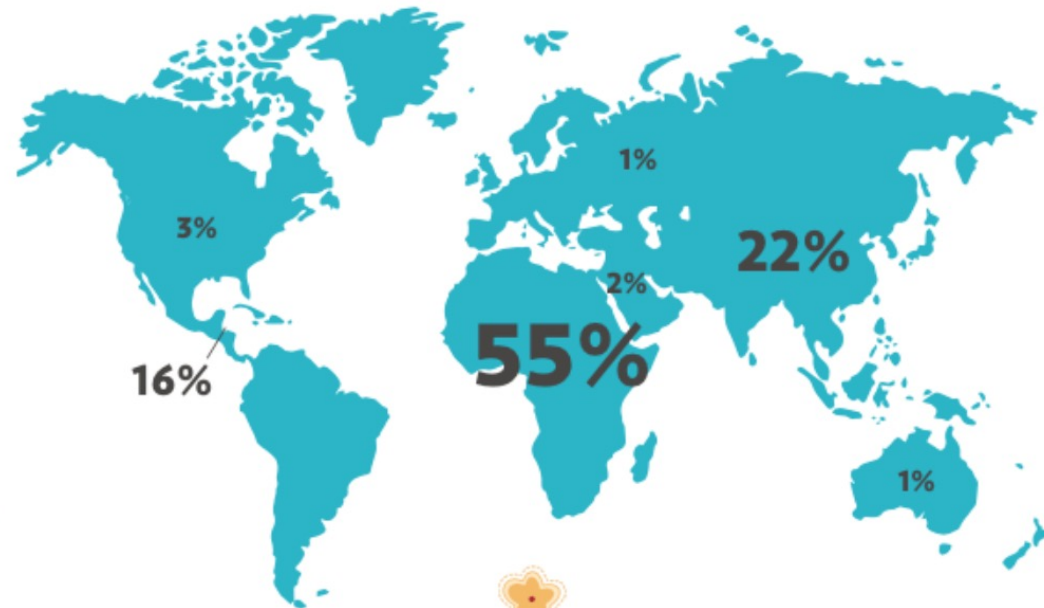


Days for Girls & MAYstruation

- MAYstruation is a month-long event building up to World Menstrual Health Day
- Find your favourite shade of red and paint your thumbnails!
- Post a picture to social media of yourself making the “MYcycle” with your hands. Don’t forget to show off those red nails!



**WE HAVE
NOW
REACHED 3.5
MILLION
WOMEN AND
GIRLS IN 145
COUNTRIES.**



WHERE DO DFG KITS GO:

Africa 55%	North America 3%
Asia 22%	Europe 1%
Latin America 16%	Australia 1%
Middle East 2%	

Imagine how one kit can transform a girl's life by giving her back days of invaluable education, freedom and opportunity.

Now multiply that by
millions and imagine what
the world would look like.

That's the power of days.

It's about time.

DAYS FOR GIRLS CANADA



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