



UHURUPAD CHAMPIONS



INFORMATION FOR:

- STUDENT CHAMPIONS; SEE PAGE 4
- FIELD CHAMPIONS; SEE PAGE 6
- INDIVIDUAL AND GROUP FUNDRAISING;
SEE PAGE 7
- AND MORE!



WHAT IS AN UHURU CHAMPION?

An Uhuru Champion is a student or other adult who helps to:

- Remove the stigma surrounding menstruation at home and abroad.
- Bring menstrual health and hygiene to women and girls in East Africa – through personal, crowdfunded, or other donations.
- Help Tanzanian women build their own microbusinesses, ensuring personal and professional growth—as well as increased understanding about health and hygiene—and use of eco-friendly UhuruPads

MUST I TRAVEL TO AFRICA TO HELP?

If you want to go the extra mile (or two!) we offer opportunities to travel to bring our pads and education to girls in need in Tanzania (see the Field Champion information, starting on page 7).

Not up for traveling? *No worries!* There are still many ways to help!

THREE KINDS OF CHAMPIONS

- 1. Student Champions:** young women in middle or high school/college or grad school who inform and engage their peers about the issues—see p. 4.
- 2. Field Champions:** older girls (17+) and women who go with us to Tanzania to bring life-changing education and amazing UhuruPads to girls in need—see p. 6.
- 3. Champions:** passionate people who support our mission and the girls and women we serve in Tanzania in all kinds of ways—see p. 7.

UHURUPADS: TANZANIA’S 100% BIODEGRADABLE PADS

UhuruPads—an initiative of the U.S. non-profit Foot Forward Fund — are Tanzania’s first 100% biodegradable sanitary pad. We call our pads “Uhuru” (the Swahili word for “freedom”) to reflect our belief that understanding and practicing menstrual health and hygiene is key to independence for girls and women. Using award-winning technology and training developed by Aakar Innovations of Mumbai, India, UhuruPads are locally made in Arusha, Tanzania by a team of women. Our pads are comfortable, effective, and hygienic.

Since production began a year ago, more than 2000 young Tanzanian girls experiencing menstruation have been supported with pads, undergarments, and health and hygiene education.

To increase employment and empowerment for women and access to education for girls, we need Champions for menstrual health!

WHY “CHAMPION” MENSTRUATION?

In communities of opportunity and wealth, menstruation – the shedding of the uterine lining during which blood and other fluids flow – may be seen as just “something to deal with” (albeit quietly and discreetly). Though nearly all older girls and women experience menstruation, the stigma surrounding one’s “period” is endless (*remember what we said about “quietly and discreetly”?*). While all females of the age appropriate for menstruation may share some challenges – discomfort, bleeding, pain, stronger emotions – in the developing world (and even among underserved females in more developed communities), **menstruation can be an obstacle to success** as girls and women miss out on education, work, and other opportunities.

OVER TIME, GAPS MAY BECOME TRULY INSURMOUNTABLE.

Limited information about menstruation, fertility, and reproductive health can mean that even “grown women” don’t understand the natural, healthy purpose of menstruation. Confusion fuels inaccurate information, and can cause shame, anxiety, and fear. Safety challenges abound when hygiene products are hard to find and/or are too costly. Women and girls may resort to unsanitary interventions (rags, newspapers, dirt). While uncomfortable to use, the greater danger of these stop-gaps is that they are unhygienic and can cause severe illness. Other challenges to health and safety abound, particularly when safe places to manage menstruation (such as lavatories) are also few and far between.

IMAGINE

missing four days of school each month as your class forges ahead.

WHAT IF

you had to take week’s “vacation” (without pay!) **every 30 days?**



OUR STRATEGY AND SUCCESS IN TANZANIA

Using award-winning technology and training developed by Aakar Innovations of Mumbai, India, UhuruPads are locally made, comfortable, effective, and hygienic. Using tried and true systems, we have:

- quickly established a secure production facility and training space;
- developed a curriculum to educate/empower recipients of our pads;
- launched an online course to certify Menstrual Hygiene Champions who visit groups of girls attending school;
- secured our Tanzanian NGO certificate and permissions to launch our women's microbusiness program;
- developed a field study (using the international resource KoBoToolbox) to collect data about the impact of the project.

What's the Rush? The understandings we developed after surveying girls attending local schools revealed that:

1. most miss at least a day of school each month during their cycle
2. most have feelings of shame, embarrassment, and anxiety associated with their cycles
3. many girls also do not have undergarments.

Learning this we were compelled to act. Today, pads, undergarments and education are provided as part of our support. Plus since undergarments are made by local women, additional economic development and training occurs!

The UhuruPads production facility shares work space with Her Best Foot Forward—and the women mentor one another and collaborate!

WHY?
During menstruation, vulnerable girls miss school or quit because of a lack of hygiene products, fear of leaking, pain, and shame.



UHURUPAD TIMELINE



In 2012, NBA Basketball star, **Dwight Howard**, learned of challenges to girls' education in East Africa. The 8-time All-Star game participant and Olympian agreed to provide housing and other support. In the subsequent years, two girls' dormitories were completed, housing over 300 girls.

At the same time, philanthropy strategist, **Laura Chauvin**, was working in Tanzania on clean water and nutrition projects. While there, she met a group of women Artisans making beautiful, beaded sandals. In 2015, she founded the non-profit **Foot Forward Fund** and **Her Best Foot Forward Sandals** to create a market for the women's goods, investing proceeds to support vetted charities facilitating education and clean water.

While assisting Dwight and his **D12 Foundation** with school efforts in Tanzania, Laura became aware that menstruation is a large obstacle to girls' education. In 2017, with the support of many people, Dwight and Laura founded UhuruPads to create employment for more women and facilitate the provision of hygiene products and education to girls.

WANT TO BE A STUDENT CHAMPION FOR UHURUPADS? *START HERE!*



WHO ARE UHURU STUDENT CHAMPIONS?

- They can be middle/high school/or college students.
- They must be passionate about the right and potential of girls and women to lead empowered, meaningful lives.
- They should show initiative and a willingness to demonstrate courage and leadership.
- They are organized, thoughtful, and confident communicators.
- They have a desire to learn about international development and are undaunted when blazing new trails.



We love passionate students eager to make a difference in the lives of Tanzanian women and girls. **Student Champions** represent UhuruPads in their communities, creating awareness of the need for basic dignity for girls and women raising funds to support the provision of UhuruPads, undergarments, and education to girls in school in Tanzania, East Africa.

WHAT DO STUDENT CHAMPIONS DO?

Raise Awareness	Though the focus of our program is supporting girls in East Africa, we're determined to help eradicate taboos about menstruation everywhere . Student Champions help by engaging friends and classmates who are the same age groups as the girls we're helping in Tanzania (ages 12-18). Student Champions answer, ask, and articulate important questions about menstruation and this basic dignity so important to girls and women.
Start Uhuru Clubs or Launch School-Based Initiatives	Starting a school-based club or initiative with others who share a passion for empowering women and girls can be very powerful. Talk with your school leaders: if permitted, a school-based club may also make it easier to host events or conduct micro-fundraising.
Beyond School	Beyond their school communities, Student Champions can seek out corporate partners from local businesses, host community-wide efforts, and more!
Fundraise	Our eco-friendly pads cost pennies —so Student Champions can feel confident about raising funds through their schools and in their communities. Their success results in the provision of UhuruPads, undergarments, and education to girls in Tanzania.

STUDENT CHAMPIONS BENEFIT, TOO!

In addition to the satisfaction of helping to create life-changing impact for Tanzanian women and girls, Student Champions also benefit from:

- ☑ Working with an international non-profit
- ☑ Enhancing their skills in marketing, fundraising, public speaking, communications, social media
- ☑ Increased confidence through opportunities to demonstrate initiative, work as part of a team, and provide leadership and service
- ☑ Earning community service hours towards volunteer requirements

To learn more, email us at:
info@uhurupads.org



STUDENT CHAMPION FUNDRAISING IDEAS:

Wondering how a student (or a group of students) can raise funds for UhuruPads? Consider these ideas:

- **Non-Uniform Day.** If your school requires uniforms, with permission, collect \$2-\$3 (or amount appropriate to your school) for the cause. Contributors earn an out of uniform day.
- **Community Service.** Offer the skills and services of student teams to the highest bidders in return for everyday tasks such as errands, pet sitting, yard work.
- **Karaoke Contest.** Musical friends donate their talents and time for a Karaoke competition with proceeds for the cause.
- **Bake or Craft Sale.** Get friends together to bake some treats to sell at your school during lunch, or set up a table in the community with homemade crafts.
- **Coin Drive.** Collect dimes or quarters in a donation jar for a week (or google "Penny Wars" for a competitive take on this idea). Small change adds up!
- **Silent Auction:** auction off donated items, ex. gift cards, signed memorabilia, event tickets, and other experiences and services.



STUDENT CHAMPIONS: *SUPPORT FROM UHURUPADS*

While Student Champions must be self-motivated, independent leaders, they will have access to logistical and personal support from UhuruPads including:

- Promotional materials (one sheets, poster templates, videos)
- Our secure online fundraising platform
- Fundraising ideas (see column at left for just a few!)
- Information on menstrual health as a global issue
- Customizable donation requests and acknowledgements
- Got another idea? We're open to it – whether as the focus of a school, civic, faith-based, or family fundraiser. Just let us know your thoughts!

Though we are a small organization with limited volunteer staff, we are happy to email and talk with Student Champions and others (parents and faculty) who support them.

BUT WAIT: THERE'S MORE!

Our secure crowdfunding tools and Her Best Foot Forward Sandals (used as a fundraiser or fundraising incentive) are available to aid Student Champions and adults who wish to do even more to support this important mission.

Learn more! Email us at:
info@uhurupads.org
Or call Laura at 314.550.6665



WANT TO TRAVEL WITH US TO TANZANIA? *UHURUPAD FIELD CHAMPIONS*

We established the UhuruPad Field Champion program when seven women (aged 16-53!) joined in service to girls in Tanzania. **Want to come? We welcome women and older girls (aged 17+ traveling solo or with a mom/other female guardian) with a passion for service and adventure.**

Each Field Champion must **apply** and:

- ☑ If a student, be a rising high school junior/senior (or college at any level).
- ☑ If a minor, have full approval and support of parents/guardians.
- ☑ Meet health, service, and travel criteria and complete specialized training.
- ☑ Raise or donate funds to provide pads, undergarments, and education for at least 300 girls—a **cost of \$12 per girl for a full school year (\$3600).**
- ☑ Raise or donate funds to cover travel expenses, including air, lodging, meals, visas, ground transportation: this is approximately **\$3400** (final cost based on our international departure city). Due to cost, safety, and coordination, all must travel on the same itinerary to/from/in Tanzania.
- ☑ Agree to all other requirements (travel, pre-trip preparation, attire, policies, and shared living spaces).



2019 DATES

July 19-29: high school trip (rising jrs/srs/college 1st years)

July 26-August 5:

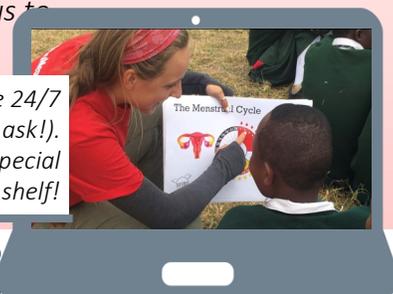
college/grad school trip

August 2-12: women's and/or mother/daughter trip (women traveling solo or with a hs/college daughter or other woman)

All trips will include an experienced leader—in addition to the participation of our founder, Laura Chauvin. As we are representing a new organization working as guests of the Tanzanian government, all policies (travel, dress, behavior, pre-trip requirements, etc.) apply to student and adult participants. At this time, our work with Tanzanian government schools only allows us to bring female participants into school settings.

HEY! Our Field Champion training is online and available 24/7 (you can take it, even if you're not traveling with us—just ask!).

While in the field, our Champions also have a special presentation book to make their presentations top shelf!



FIELD CHAMPIONS' EXPERIENCE: IN BRIEF

- **Arrival.** Traveling together, upon arrival we'll transfer to a secure, immaculate, gated home for our home stay. We will be welcomed with a home-cooked meal (the first of many!).
- **In the Field:** In pairs, Field Champions (along with a Tanzanian woman translator) present health and hygiene curriculum and facilitate a Q&A for an audience of 25-75 girls in middle and high school. Both activities will be extensively practiced prior to the first field outing so that Field Champions feel comfortable and confident. Presentations may be given between 3-6 times during a 5-day window during the trip. Following the presentation and Q&A, pad distribution is undertaken—*truly an exciting, hectic, and joyous time!*
- **Time for R&R?** Each day, there will be time for relaxation and an evening meal—though challenging days are typical. *Hint:* embrace the expression: “This Is Africa” (or T.I.A.!) to ensure that you remain flexible, in good spirits, and ready for anything! All trips end with a basic tour to see some of the



MANAGING OUR TRIPS

Applications and trips are coordinated through the website www.ManagedMissions.org a platform founded to serve primarily Christian faith-based groups organizing missions. You may see references within the overall site to “your church” or “your Pastor.” We're grateful for the extension of this free platform for our use—but clarify that our Field Champion trips are not associated with a church or other faith group.

We come together from different faiths and walks of life to help girls find their own grace, power, and dignity.

All Are Welcome!

READY TO APPLY?

Go To:
www.UhuruPads.org

CAN'T / DON'T WANT TO START A GROUP OR TRAVEL WITH US? WE'D STILL LOVE YOUR HELP!



Be a Champion for Girls: How About a Personal or Corporate Gift?
 UhuruPads gifts through the Foot Forward Fund, a US 501c3. Foot Forward was founded to bring resources to women and girls in East Africa through sales of beautiful, handmade sandals—called Her Best Foot Forward—and subsequently helped to create UhuruPads. The pad production facilities are located alongside the workshop making sandals and other beaded goods for the benefit of UhuruPads (as well as clean water and other causes critical to women and girls). Make a gift/learn more at: www.FootForwardFund.org

WANT TO GET OTHERS INVOLVED/HELP TELL OUR STORY?

<p>Use Our Online Fundraising Platform</p>	<p>We're an approved charity on Chuffed.org—an incredible crowdfunding platform. After going through a simple approval process (talk to us first!), you can raise funds for UhuruPads just because you want to do so—or for a special occasion.</p>
<p>Raise Funds Through Sandal Sales</p>	<p>The beautiful brand which help makes UhuruPads possible is Her Best Foot Forward Sandals. Well-made, comfortable, and attractive, HBFF sandals (and other Tanzanian handmade products) can help raise funds for UhuruPads. You can feature Her Best Foot Forward Sandals:</p> <ul style="list-style-type: none"> ■ As the centerpiece of a special event at which friends and family learn about challenges to girls and women—and make a donation or purchase this “product for a purpose” ■ As a unique prize in raffle or auction ■ As an incentive to a “Bonus Bake Sale”— at which one or more randomly selected customers wins a pair!
<p>Another Kind of Event</p>	<p>Other ideas? Whether as the focus of a school, civic, faith-based, or family fundraiser, let us know how you'd like to make your fundraiser your own— and if you need our help. Email: info@uhurupads.org</p>

HOW ARE DONATIONS USED?

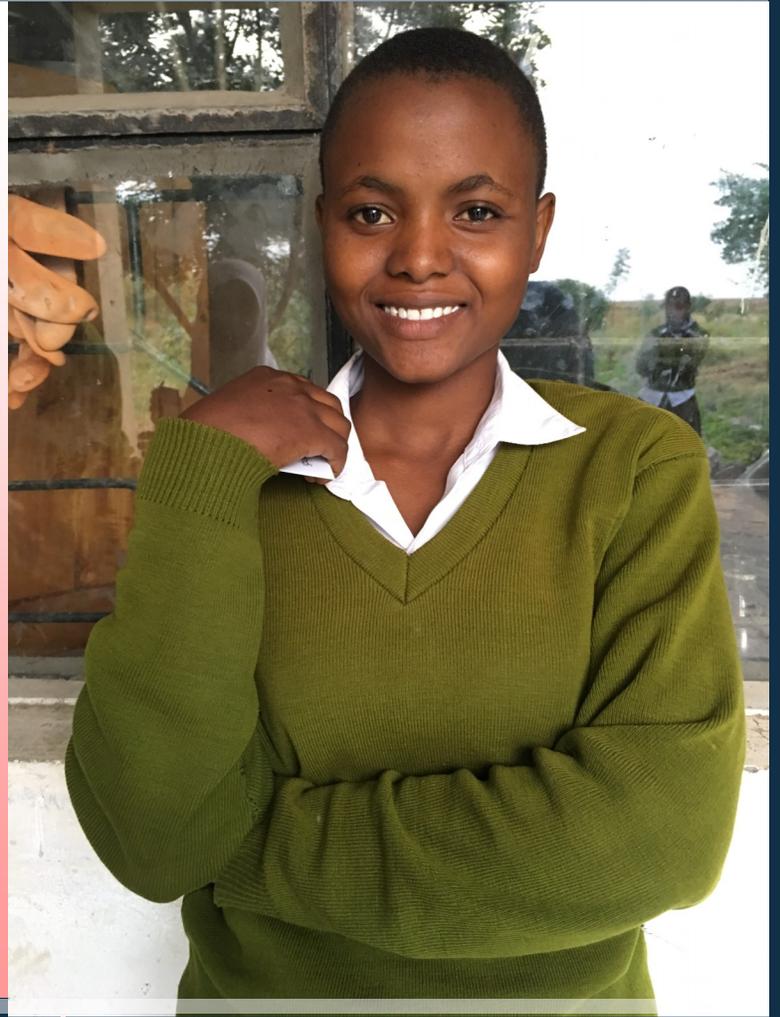
UhuruPads was founded to immediately address the challenge of girls' school absences due to menstruation—and provide health and hygiene education which further improves confidence and self-worth and diminishes menstrual taboos. We are in our early stages:

- Our initial grants acquired the intellectual property and technology behind our pad and distribution systems, developed by Aakar Innovations of Mumbai, India.
- Approximately 2/3 of our funds support the delivery of our sustainable pads along with health and hygiene education (and underwear) for girls.
- Our remaining resources help operate our facility, including materials, equipment acquisition and repair, and salaries for our production team of women, with a small percentage invested in further localization of the product (developing a supply chain to ultimately lower the cost of our product while creating new jobs)
- We have no paid employees, other than the women who produce our product and lead our Arusha, Tanzania facility.



WHAT ELSE?

- UhuruPads is a charitable initiative of the non-profit (US 501c3) Foot Forward Fund. It is also registered non-governmental organization in Tanzania, where it also has registered a business license for its micro-enterprise program for women.
- Our health and hygiene curriculum is delivered to Tanzanian secondary schools by volunteers from the U.S. and Tanzania who must first participate in our online training program. As needed, local translators are employed to ensure that health and hygiene information is presented in a factual, understandable way.
- There is no charge for girls in school to receive UhuruPad products, undergarments, or education.
- UhuruPads are made locally by a team of women employees using award-winning technology from Aakar Innovations of Mumbai, India.
- UhuruPads works closely with government at the national and local level.
- Funded by private donors, grants, and the sale of proceeds from Her Best Foot Forward Sandals, all donations are tax-deductible to the fullest extent of the law.
- In the U.S., UhuruPads is led by Laura Chauvin, a graduate of Vanderbilt University and Washington University in St. Louis. A 30-year veteran of the non-profit sector, Laura works with global philanthropists as an advisor. She was named the 2018 recipient of Vanderbilt University's Peabody College Distinguished Alumnus.



UHURUPADS

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