



KHADIJA CARES  
FOUNDATION

WE INSPIRE CHANGE

2023 IMPACT REPORT.





# FOREWORD BY FOUNDER

## NURTURING A SUSTAINABLE FUTURE

Dear Supporters and Partners,

As we reflect on the impactful journey of Khadija Cares Foundation (KCF) throughout 2023, it's evident that our shared commitment to breaking down barriers and fostering positive change has yielded remarkable results. This report encapsulates the essence of our mission, focusing on key accomplishments, strategic partnerships, and insights gained from our impactful endeavors.

Our mission at KCF is rooted in a commitment to providing safe and sustainable menstrual products to underserved communities. This year, we reached significant milestones, impacting lives, and making strides toward a future where period poverty is eradicated, and the environment is safeguarded.

The numbers tell a compelling story of transformation. From Agona Duakwa to the bustling streets of Accra, our six donation drives reached diverse communities, leaving an indelible mark on the lives of those we serve. We've collaborated with esteemed partners, ensuring transparency, accountability, and maximum effectiveness.

At KCF, we recognize the multifaceted nature of the challenges we address. Our approach goes beyond providing menstrual products; it involves comprehensive educational programs to empower women and girls with knowledge about sustainable menstrual practices. The impact spans environmental sustainability, improved menstrual health, empowerment of underserved communities, and a reduction in economic stress.

Our collaborative ethos is central to our success. We believe in leveraging existing expertise, sharing values and objectives, and adopting a community-centered approach. Insights from our partners and beneficiaries affirm that genuine collaboration is key to positive change.

Our operations align with several Sustainable Development Goals (SDGs). Compliance with regulatory requirements enhances our impact and influences our operational strategy. Each SDG becomes a compass guiding us toward a future where underserved communities thrive, gender equality prevails, and the environment is safeguarded.

The experiences and data gathered in 2023 serve as invaluable lessons. As we shape our approach for 2024 and beyond, tailored education, accessible formats, empowering community leaders, enhancing accessibility, and a holistic approach will guide our initiatives. Strengthening impact measurement mechanisms and intensifying advocacy efforts are integral to our commitment to lasting change.

Thank you for being part of the KCF journey. As we step into 2024, we carry the lessons of the past year with us, fueled by a passion to create a future where menstrual health is a right, not a privilege, and our planet thrives in sustainability.

Warm regards,  
Khadija,  
Khadija Cares Foundation







DEFINING  
OUR MISSION & VISION  
GUIDING OUR JOURNEY



## WHAT DRIVES US TO ACT.

- 76% of girls in Ghana between the ages of 12 and 18 use unsafe and environmentally harmful menstrual products.
- 21% of girls in Ghana miss school during their menstruation cycle due to lack of access to menstrual products.
- Period poverty costs the global economy an estimated \$21 billion per year in lost productivity.

Source: UNICEF, World Bank, and Hope for Girls.

## MISSION

To donate sustainable menstrual products to women across the country, demanding a community where girls and women have access to sanitary and sustainable menstrual products

## VISION

To donate sustainable menstrual products to women across the country, demanding a community where girls and women have access to sanitary and sustainable menstrual products





KCF'S 2023  
IMPACT AT A  
GLANCE  
MEASURING  
TRANSFORMATION



## KCF'S IMPACT IN NUMBERS

# 3013

Eco-friendly menstrual products distributed, including menstrual cups, reusable pads and underwear.

# 5

Regions in Ghana impacted.

# 8

Communities benefited from KCF efforts.

# 593

Beneficiaries of eco-friendly materials and mental health education.

# 6

Execution Partners







# KCF'S STRATEGY FOR IMPACT AND CHANGE

EMPOWERING SUSTAINABLE  
CHOICES



## HOW KCF SEES IMPACT

Globally, there are still millions of women and girls in underserved communities who lack access to safe and sustainable menstrual products. Research indicates that when these individuals have better access to eco-friendly menstrual products and comprehensive menstrual health education, they experience multiple positive impacts:

**1.Environmental Sustainability:** The adoption of reusable and biodegradable menstrual products not only benefits individuals but also has a positive impact on the environment. KCF's efforts to promote these products contribute to reducing waste and environmental harm.

It is estimated that 100 billion disposable menstrual products are used every year, generating a massive amount of waste. Disposable menstrual products can take hundreds of years to decompose and can pollute waterways and the environment.

The use of reusable and biodegradable menstrual products can help to reduce this waste. Reusable menstrual cups and pads can be used for years without needing to be replaced, and biodegradable menstrual products are made from materials that will break down naturally.

**2. Improved Menstrual Health and Hygiene:** When women and girls have access to eco-friendly menstrual products, their menstrual health and hygiene significantly improve. This, in turn, reduces health risks, infections, and discomfort.

According to a study by UNICEF, one in ten girls in Sub-Saharan Africa misses school during their menstruation cycle due to a lack of access to menstrual products. This can lead to lost education and opportunities. In addition, many women and girls in developing countries use unsafe menstrual products, such as rags, leaves, or paper, which can lead to infections and health problems. In Ghana, for instance, 76% of girls between the ages of 12 and 18 use unsafe menstrual products.

The use of eco-friendly menstrual products, such as reusable menstrual cups and pads, can help to improve menstrual health and hygiene. These products are safe to use, comfortable, and can last for years, reducing the need for disposable products.



**3. Empowerment of Underserved Communities:** KCF's initiatives empower women and girls economically and socially. By breaking the barriers imposed by period poverty, they become more self-sufficient, experience increased economic well-being, and are socially included.

Period poverty can have a devastating impact on women and girls. It can lead to missed school, lost wages, and social isolation. In some cases, it can even lead to violence.

KCF's initiatives to provide women and girls with access to safe and sustainable menstrual products and comprehensive menstrual health education help to break the cycle of period poverty. By empowering women and girls, KCF is helping to create a more just and equitable world.

According to a study by the World Bank, period poverty costs the global economy an estimated \$21 billion per year in lost productivity. In addition, period poverty can lead to girls dropping out of school, which can have a long-term impact on their earning potential.

**4. Community Resilience:** Access to sustainable menstrual products and comprehensive menstrual health education improves the resilience of underserved communities. This, in turn, allows individuals to focus on building prosperous futures, such as developing their own micro-businesses and advancing community well-being.

When women and girls are healthy and empowered, they are better able to contribute to the development of their communities. They are more likely to start businesses, participate in civic engagement, and raise healthy families.

KCF's initiatives are helping to build resilient communities by empowering women and girls to reach their full potential.

**5. Reduction of Economic Stress:** Through KCF's initiatives, women and girls can better manage their menstrual health without financial stress. This empowers them to address unforeseen financial challenges, which, in turn, reduces economic stress and allows them to focus on essential needs and long-term prosperity.

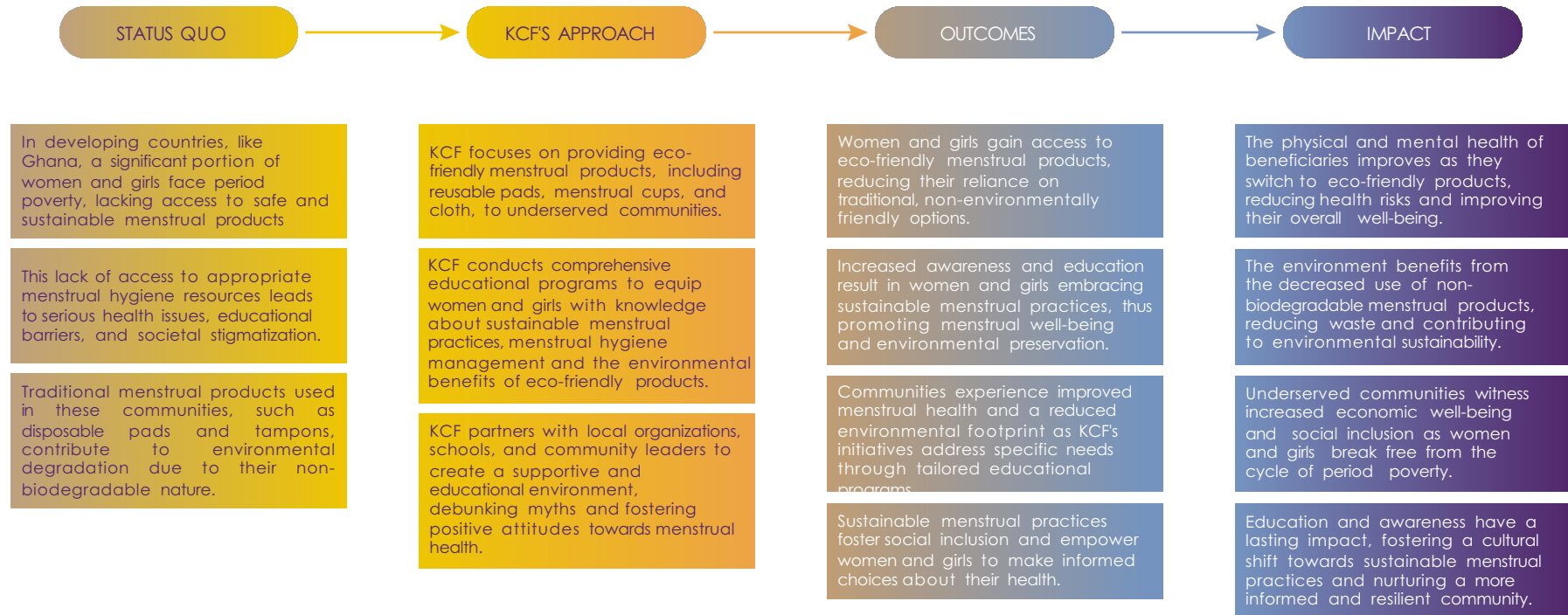
The cost of disposable menstrual products can be a significant burden for women and girls in underserved communities. This can lead to financial stress and make it difficult to meet other essential needs.

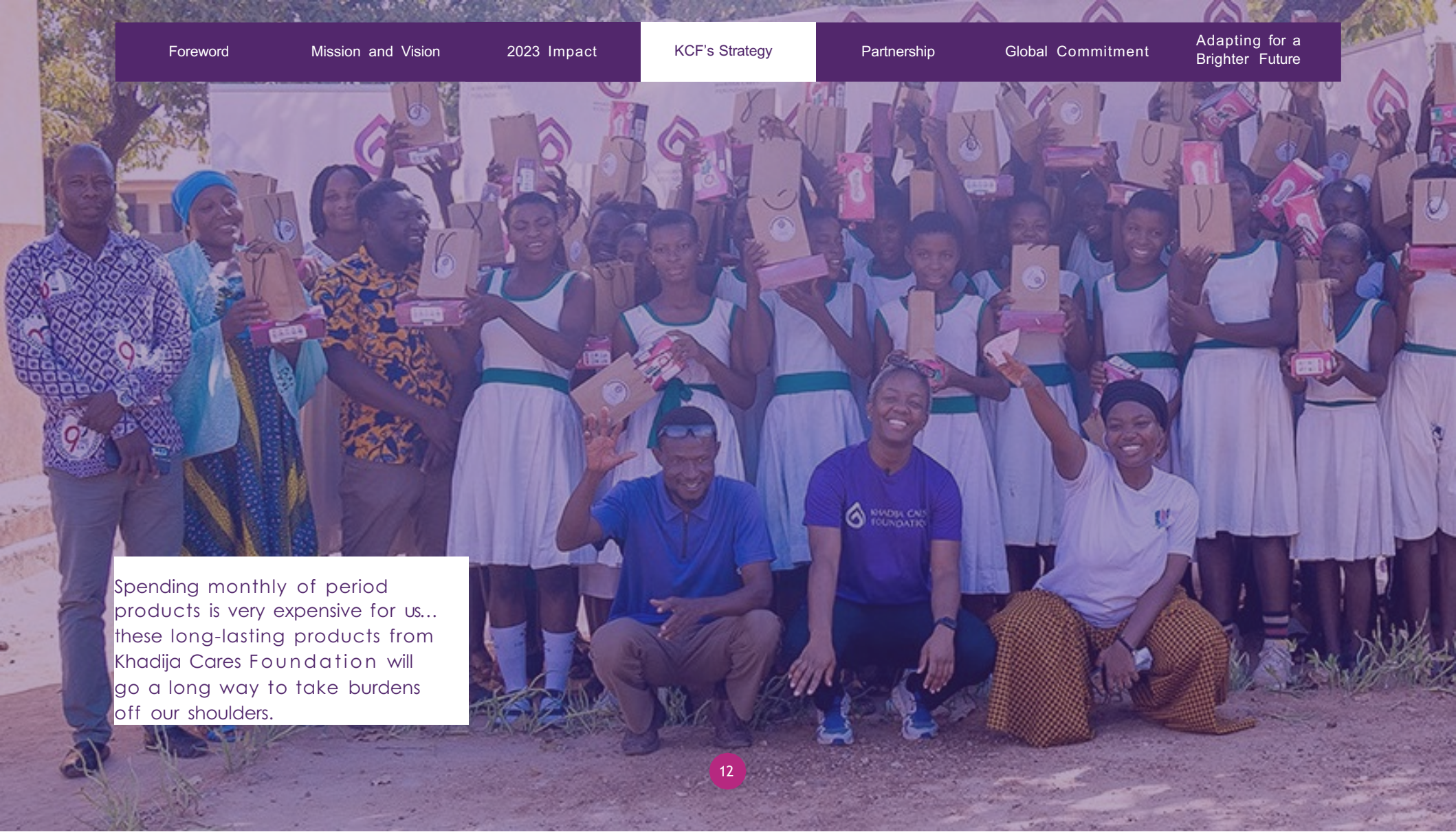




## KCF'S THEORY OF CHANGE

KCF's Theory of Change illustrates a clear path from the status quo of period poverty to the positive impact achieved through its unique approach. It highlights the transformative changes in menstrual health, environmental sustainability, and overall community well-being that KCF seeks to create in the regions it serves.





Spending monthly of period products is very expensive for us.. these long-lasting products from Khadija Cares Foundation will go a long way to take burdens off our shoulders.



Foreword

Mission and Vision

2023 Impact

KCF's Strategy

Partnership

Global  
Commitment

Adapting for a  
Brighter Future



# BUILDING PARTNERSHIPS AND ENHANCING COMMUNITY IMPACT

UNITING FOR POSITIVE CHANGE

## KCF'S COLLABORATIVE APPROACH

We are built on the belief that partnerships are pivotal to achieving greater impact and creating lasting change in underserved communities. Our ethos centers around the principle that collaboration, rather than duplication, is the key to maximizing resources, expertise, and access for the betterment of the communities we serve.

### Core Principles:

**Leveraging Existing Expertise:** KCF acknowledges the value of organizations and individuals already championing important causes within the communities we aim to support. We believe in respecting and tapping into their local expertise, experience, and knowledge of community dynamics.

**Shared Values and Objectives:** The foundation for any successful partnership is a shared commitment to our core values: protecting women's dignity, promoting menstrual health, and safeguarding the environment. We collaborate with entities whose values align with our mission.

**Community-Centered Approach:** KCF recognizes that community-driven initiatives often have the most profound and lasting impact. We seek partnerships that empower local communities and amplify their voices in the decision-making process.

## Donor & Funding Partners





## INSIGHTS FROM OUR VALUED PARTNERS

### Donor & Funding Partners



"The goal of Afreximbank is to encourage and support you to carry on with the work you are doing, touching lives and empowering girls in an environmentally friendly way."

- Mrs. Chinelo Oramah



"KCF's work is impacting the lives of many underserved communities, and we are excited to support them to reach more communities."

- DWM

## STORIES OF CHANGE FROM OUR BENEFICIARIES AND OTHER PARTNERS

Khadija Cares Foundation is doing well in the fight to tackle period poverty; we are proud of our partnership to help the ladies of Agona Duakwa."

**- Solomon Acquah,  
Director, Programs &  
Events**

"My mother helped me in the use of the cups; I thought they would be uncomfortable, but I didn't even notice it was there after a while. Since the donation in July, the cups are all I use."

**- Beneficiary from  
Fafali Organisation**

"You have no idea the relief I will have not worrying about finding money to buy pads. I am very grateful to Khadija Cares."

**- Agona Duakwa Beneficiary**

"Khadija Care Foundation is very thoughtful; they took their time to answer all our questions. I had doubts about the cups, but after reluctantly trying it out, I am a believer."

**- Red Chilli Restaurant  
beneficiary.**

"We appreciate this good deed by Khadija Cares Foundation in supporting the ladies of the Tumi Foundation with these sustainable products."

**- Mrs. Antoinette Opoku,  
Tumi Ghana.**







REGULATIONS AND SUSTAINABLE  
DEVELOPMENT GOALS  
OUR GLOBAL COMMITMENT



Khadija Cares Foundation's operations are deeply rooted in regulatory compliance and align with several Sustainable Development Goals (SDGs). As a legally registered entity under the laws of Ghana and licensed by the Ministry of Gender, Women, and Social Protection, KCF is not just an organization; it's a symbol of commitment to transparency, accountability, and ethical operations.

Meeting the necessary regulatory requirements has been instrumental in elevating our impact. The foundation's adherence to legal frameworks, and the alignment to the SDGs ensure that every initiative is not just a momentary act of generosity but a sustainable effort towards global development goals.

In addition to ensuring credibility and trustworthiness, compliance with SDGs enhances KCF's operational strategy. It strategically influences how the foundation engages with partners, designs programs, and measures impact. For instance, SDG 3 compels KCF to focus on health outcomes in its menstrual health initiatives, while SDG 5 drives the foundation to address gender disparities in its programs. These goals become the compass that directs KCF's endeavors, ensuring that its initiatives contribute holistically to societal development and align with the broader vision of a sustainable and equitable world.








Ultimately, the intersection of regulatory compliance and SDGs sets the standard for KCF's journey in helping underserved communities. It ensures that every action, from community outreach to strategic partnerships, is designed not just to meet immediate needs but to create lasting impact. KCF's dedication to SDGs forms the backbone of its mission, guiding the organization towards a future where underserved communities thrive, gender equality prevails, and the environment is safeguarded for generations to come.



KCF, a symbol of impact, blends regulatory compliance with SDGs to empower communities sustainably and equitably.



## HOW KCF SUPPORTS THE SDGS

<b>Health and Well-being.</b> 	<b>Education and Gender Equality.</b>  		<b>Environmental Sustainability</b>   			<b>Collaboration and Partnerships</b> 
<p>Health and Well-being.</p> <p>KCF is committed to improving the health and well-being of women and girls by addressing menstrual health and hygiene, ensuring they have access to safe and sustainable menstrual products</p>	<p>Quality Education.</p> <p>KCF provides education on sustainable menstrual practices and hygiene management, empowering women and girls with knowledge.</p>	<p>Gender Equality</p> <p>Our work directly contributes to gender equality by breaking barriers related to menstrual health, promoting women's rights, and empowering girls to stay in school.</p>	<p>Clean Water and Sanitation</p> <p>KCF's focus on sustainable menstrual products aligns with the need for clean water and sanitation, reducing the environmental impact of traditional menstrual products.</p>	<p>Responsible Consumption and Production</p> <p>KCF promotes responsible consumption by advocating eco-friendly menstrual products that align with responsible production standards.</p>	<p>Climate Action</p> <p>KCF's emphasis on eco-friendly menstrual products contributes to climate action by reducing waste and the environmental footprint associated with traditional products.</p>	<p>Partnerships for the Goals.</p> <p>Our ethos revolves around partnerships, collaborating with local organizations and communities to amplify its impact. This aligns with the spirit of global partnerships called for in SDG 17 to achieve all the SDGs collectively.</p>



MONITORING & LEARNING  
FROM OUR IMPACT  
ADAPTING FOR A BRIGHTER FUTURE



In 2023, KCF embarked on six impactful donation drives, reaching diverse communities and leaving an indelible mark on the lives of those we serve. Our commitment to transparency and accountability is reflected in the details of each drive, where we collaborated with esteemed execution partners to ensure maximum reach and effectiveness.

#### **Agona Duakwa, Central Region: A Glimpse into Our Roots**

Our inaugural drive in Agona Duakwa set the stage for KCF's operational ethos. Partnering with Health and Hope Initiative Foundation (HHIF), we impacted 25 beneficiaries with 125 eco-friendly menstrual products. This initial effort laid the groundwork for our subsequent engagements.

#### **Kisseman, Accra: Expanding Our Reach with Fafali Organization**

Teaming up with Fafali Organization, we ventured into Kisseman, Accra, reaching 60 girls with 300 eco-friendly products. This drive not only expanded our reach but also deepened our understanding of the unique challenges faced by urban communities, influencing our tailored approach to impact.

#### **Empowering Women at Red Chilli Restaurant: A Local Touchpoint**

Our engagement with Red Chilli Restaurant in Accra resonated with 25 beneficiaries who received 125 products. This local touchpoint exemplifies our commitment to addressing the diverse needs of women in different settings, creating a ripple effect in the fight against period poverty and the race to protect our environment.

#### **Collaborative Impact with Tumi Ghana**

Partnering with Tumi Ghana, our donation drive reached 52 beneficiaries in the Ashanti Region, showcasing the power of collaboration.

#### **Working with Heeyah Baqree Foundation: A distance to Impact**

In the Upper West Region, our collaboration with Heeyah Baqree Foundation orchestrated an impactful event benefitting 300 ladies

#### **Celebrating Carols Service with the female prisoners of Nsawam**



## MONITORING AND LEARNING FOR FUTURE IMPACT: SHAPING OUR APPROACH IN 2024 AND BEYOND

### Key Learnings Influencing KCF's Approach:

#### Tailored Education

Tailored menstrual and period poverty-related education is paramount for community members. Our future efforts will prioritize customized education programs to address specific needs.

#### Accessible Education Formats

Lessons garnered highlight the necessity for education in forms that are easily assimilated and beneficial to beneficiaries. This insight will inform the design and delivery of our educational initiatives.

#### Empowering Community Leaders

Community leaders play a pivotal role in sustaining education and support efforts. Our focus will be on empowering them to champion the cause within their communities.

#### Enhancing Accessibility

The findings emphasize the need to make sustainable products easily accessible to underserved communities. Future initiatives will explore innovative solutions to improve product accessibility.

#### Holistic Approach

Our commitment to a holistic approach to menstrual health will be reinforced, addressing not only product accessibility but also the broader socio-cultural factors influencing menstrual hygiene practices.

#### Inclusive Community Engagement

We recognize the importance of inclusive community engagement. Future initiatives will involve active participation from community members, ensuring their voices shape the programs implemented.

#### Impact Measurement

Strengthening our impact measurement mechanisms is crucial. We aim to enhance our monitoring and evaluation strategies to capture the nuanced effects of our interventions comprehensively.

#### Advocacy and Policy Influence

Learning from our experiences, KCF will intensify efforts in advocacy and policy influence, striving for systemic changes that positively impact menstrual health in the long run.

In 2024 and beyond, KCF remains committed to learning, adapting, and evolving our approach to ensure lasting change in the communities we serve. Our Monitoring and Evaluation efforts go beyond measuring impact; they are the building blocks of a future where period poverty is eradicated, and our planet thrives in environmental safety.



A heartfelt note of appreciation goes to Afreximbank, a steadfast supporter of KCF's initiatives. Your commitment has been the cornerstone of our progress. We are truly grateful for your impactful contribution, which has propelled us toward achieving our mission.

Our gratitude extends to our execution partners and the entire KCF team. Your collaborative efforts, steadfast commitment, and hard work have transformed our aspirations into tangible impacts. Together, we have made a meaningful difference in the lives of those we are privileged to serve.





khadijacaresfoundation

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