RUBYCUP Impact Report 2016

Ruby Life Itd. is a pioneer and leader in changing menstrual health in developing countries.

Our mission is to provide a sustainable menstrual health solution to all people, regardless of their income. We strive to dismantle taboos surrounding menstruation by delivering sound education on reproductive health and menstrual care so everyone can live their periods with dignity, free of shame.



Dear Ruby friends and partners,

Welcome to our 2016 official impact report. It's been an exciting journey and year for us. We quadrupled the amount of cups raised for donations and launched Ruby Cup programmes with partners in several new countries. We relaunched our Buy One Give One programme to include all our resellers in 20 countries across the world, so now your Ruby Cup purchase includes a donation to a girl, no matter where you buy it!

Thanks to our amazing Ruby Cup team for making all of this possible. Special thanks to our donation partners for all your work on the ground, and to our customers and the Ruby Community - we could not do this without any of you.

Onwards and upwards for a Caring, Sustainable and EmpoweRed 2017!

Best wishes,

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Julie Weigaard Kjaer CEO & Cofounder

RUBYCUP



"I want to thank you for helping us feel comfortable in class. Please continue in the same spirit."

Ruby Cup user, Kenya.

Social Impact

Buy One Give One

2016 has been an exciting year for Ruby Life. Thanks to your support and the Ruby community, we can proudly announce that we quadrupled the amount of Ruby Cups raised for donations via our Buy One Give One sales. In 2015 we raised 4710 donations cups, whereas our efforts in 2016 resulted in no less than 19,290 cups earmarked to go to our donation partners in 2017.

Since the launch of the Buy One Give One model in 2013, we have reached 16,546 girls and women. All participants have received a Ruby Cup and taken part in an educational workshop on reproductive health, menstrual care and how to use Ruby Cup.

On average, the adoption rate of the participants is 80% with the right education and ongoing support in place. However, we have seen adoption rates of 85%-90% when the girls have access to more comprehensive educational workshops and more regular support from the trainers.

Buy One Give One worldwide

Wherever in the world you buy a Ruby Cup, you are donating another one to someone in need: Initially, the Buy One Give One programme only included purchases via our online shop. But due to our own growth and a big interest from our partners in combining profit with purpose, we relaunched the Buy One Give One programme in October 2016 to include any purchase in any shop anywhere in the world. Over the past few years, more and more international retailers, e-tailers and distributors have shown interest in sustainable menstrual health solutions and Ruby Cup is now available online and offline in more than 20 countries worldwide.



Where to buy Ruby Cup across the world





girls with a Ruby Cup



ready to be donated



adoption rate

NGO partners

Due to the rising demand for Ruby Cup, we also collaborate with a number of international NGOs in addition to our donation partners. They purchase Ruby Cup for their menstrual health programmes and we work together to improve training and data collection procedures.

Thanks to our NGO partners, we've reached an additional 8302 girls and women and Ruby Cup has traveled far and wide in 2016. Save the Children successfully launched a Ruby Cup pilot in the remote area of Turkana in Northern Kenya and Global One distributed 1500 Ruby Cups to women in the island of Lamu, also in Kenya. Dorcas International and the Cup Effect introduced Ruby Cup to the Girl Guides in Malawi and Catholic Relief services distributed over 200 Ruby Cups in Benin. We also launched new partnerships in Ghana, with A Child Unheard, and Nepal, with Be Artsy, that focuses on raising awareness on the practice of chaupadi.

We are delighted to announce that altogether, we have reached over 24,000 girls and women, who can now enjoy up to 10 years of worry free periods.



"It's comfortable because it does not make the blood spill out."

Ruby Cup user, Kenya.

C 24K champions of menstruation







"It's comfortable when I'm in the field playing"

Ruby Cup user, Kenya.

Environmental Impact

We also care about the environment and are committed to reduce our footprint on an ongoing basis.

Biodegradable plastic and organic cotton have been part of our packaging materials for years. However, in 2016 we have also started to source our paper materials from recycled sources, and last but not least, we are proud to announce that in 2016 we saved the environment:



O Die Menstruations be auftragte



Learnings and Goals

Environmental Impact

Saving the environment tons of waste from disposable menstrual products will of course continue as usual. We also aim to make 2017 the year where we source 100% of our packaging and marketing materials from sustainable sources and start measuring our environmental impact.

Social Impact

For us, sustainability means ensuring that our beneficiaries get the full benefits of using Ruby Cup and enjoy worry-free periods for 10 years. Consistent data collected across different programmes shows that more comprehensive educational workshops and post-distribution support increase the satisfaction and adoption rates among the participants. Our goal is to ensure that these components are in place for every Ruby Cup programme, so we can achieve a long-term positive impact. To this end, we are currently working closely with our partners to improve our data collection, so we can base our future learnings on increasingly robust knowledge.

In the past 4 years, we have reached a total of 24,000 girls and women. We want to double that number in half the time to 50,000 by the end of 2018.

Access to dignified menstrual health solutions is a basic human right and we'll continue our efforts to make this a reality for everyone, everywhere.



by the end of 2018



Thanks to our amazing Ruby Cup trainers and ambassadors on the ground:



"Ruby Cup has been able to ensure girls have dignity and appreciate their menstruation by offering menstrual and reproductive health education and giving Ruby Cups that lasts for 10 years....On my side, I feel also proud of Ruby cup, in that it has given girls and women (full) control of their bodies, and that our training has also been focusing on creating a conversation about breaking the bloody menstruation taboo, which is leading different stakeholders to appreciate and look at it differently, not like before, when people felt shameful talking about it, discriminating it."



Rachael Mwikali,

Activist and Ruby Cup Ambassador



"Working for Ruby Cup has been a great experience, I have learnt a lot on reproductive health and menstrual (cup) hygiene. I have been able to meet different girls and ladies from all backgrounds, interacted with them which made me appreciate the small things we take for granted. It has been a good experience, to learn more from the girls and creating an open space where girls can speak out about issues that they can't discuss with their parents or guardians."

Vanessa Kivugale,

Ruby Cup Trainer and Ambassador



....and also thank you to our incredible donation partners:

- Womena, Uganda
- Golden Girls Foundation, Kenya
- Femme International, Tanzania.

Poem from a Ruby Cup user at Joyland Boarding School for physically disabled children:

My U-turn Friend:

We fly high free and in pride we walk with no worry for you laid it down my Ruby friend

Long before the red moon was nightmare boycot our school was the system whenever the season came the season of shame to the girlchild

It was so cold harsh with no mood the winters frozen snow that came without a warning the sudden hardship in the queen's chamber

But on that chosen day the little saviour came and took away all the worry a single light brought a smile to the faces of many young girls

> Thank you my Ruby friend for giving me the difference with you by my side I know I will always smile for you rescued my sinking joy

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