

saalt

2019 Impact Report



Thank you.

We believe business used as a force for good is a powerful tool to create the kind of world we want to live in. From product design that is healthy for both body and planet, improved health education for customers and communities, equitable company culture, to our 2% give back model, we're committed to creating meaningful impact that changes lives and makes for a better world.

It's the collective power of passionate individuals that help solve the world's biggest problems, and over the past year, your support has helped us make great strides for communities across the globe. We began the year hiring a full-time menstrual health educator to teach about hygienic period care in rural Nepal. For Earth Day, we rallied onlookers at Venice Beach to make the switch to reusable products, saving over 1 million single-use plastics from our landfills and beaches. By fall, we expanded our donation programs into 22 countries, built three school latrines serving hundreds of students in rural Uganda, and awarded 40 scholarships for students in Africa and Asia through our Back to School for Her Too campaign.

When we started Saalt, we could never have dreamed that our humble company could make such an impact in just our second year of business, and we have you to thank. Thank you, dear friends, for adding your strong voices, astute heads, and big hearts to our cause. We can't wait for what 2020 has in store.

Warmly,

Cherie Hoeger, Danielle Burden, and Melissa Kovaluk
Saalt Impact Team

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2019 IMPACT OVERVIEW



4,564

Cups Donated



12,878

Periods Served



650,718

Waste Products Diverted



\$36,121

Dollars Saved



7,900

Pounds of Cleanup Funded



7,200

Days of School Funded

Our Purpose

We believe that people empowered and equipped to live their element can change the world. As a certified B Corporation, we commit 2% of our revenue to donate period care to regions with the most need, and help fund initiatives in menstrual health, education, and sustainability.



MENSTRUAL HEALTH

All menstruators have a right to a safe and dignifying period. We empower individuals with the knowledge and long-term solutions to improve their menstrual health, which increases gender equality and opens conversations that bring awareness and break down social stigmas.



EDUCATION

Access to period care keeps girls in school, breaking the cycle of poverty for generations. We're fueled by the power educated women have to lift their families and invest back into their local economy, bringing change to entire communities.



SUSTAINABILITY

Every consumer who chooses reusables saves thousands of single-use period products from our landfills and oceans. We provide consumers with sustainable solutions to decrease waste through product design that is healthy for both body and planet, and by funding direct cleanup efforts.

Our Method

Empower and equip. These are ambitious words to encapsulate a holistic strategy to improve menstrual health on a greater level than just donating products. We do this by training in-country staff to ensure classes and mentoring are offered with every product donation, and by hiring full-time educators, like Pressa in rural Nepal, to teach about menstrual and reproductive health to both those receiving our products and their communities.

“Empowerment starts with educating people to know their bodies and flow, and that menstruation is not a sign of illness, but of health and vitality.”

—Cherie Hoeger, Saalt Co-founder

Equipping starts with donating products to address urgent needs, then continuing to tackle barriers to improve the period experience. In Uganda, for example, 88% of people lack access to quality period care and 60% lack facilities to care for their periods. That means when we heard of students in Uganda emptying their cups in the tall grass because they lacked access to private latrines, we worked with our partners to build three new latrines for rural schools. Through our impact pillars, we seek to use our funds in the most mindful way to create lasting change.



Certified B Corporation

At our core, we believe in using our influence as a company to give back and improve the world. In 2019, Saalt solidified that mission by becoming a certified B Corp. That means we've met the highest standards of social and environmental performance to prove that we put people and planet up there with profit. By using the B Corp framework, we're asking you to hold us accountable to our mission by qualifying and quantifying our impact as we grow and helping us set goals to improve.



Force for Good

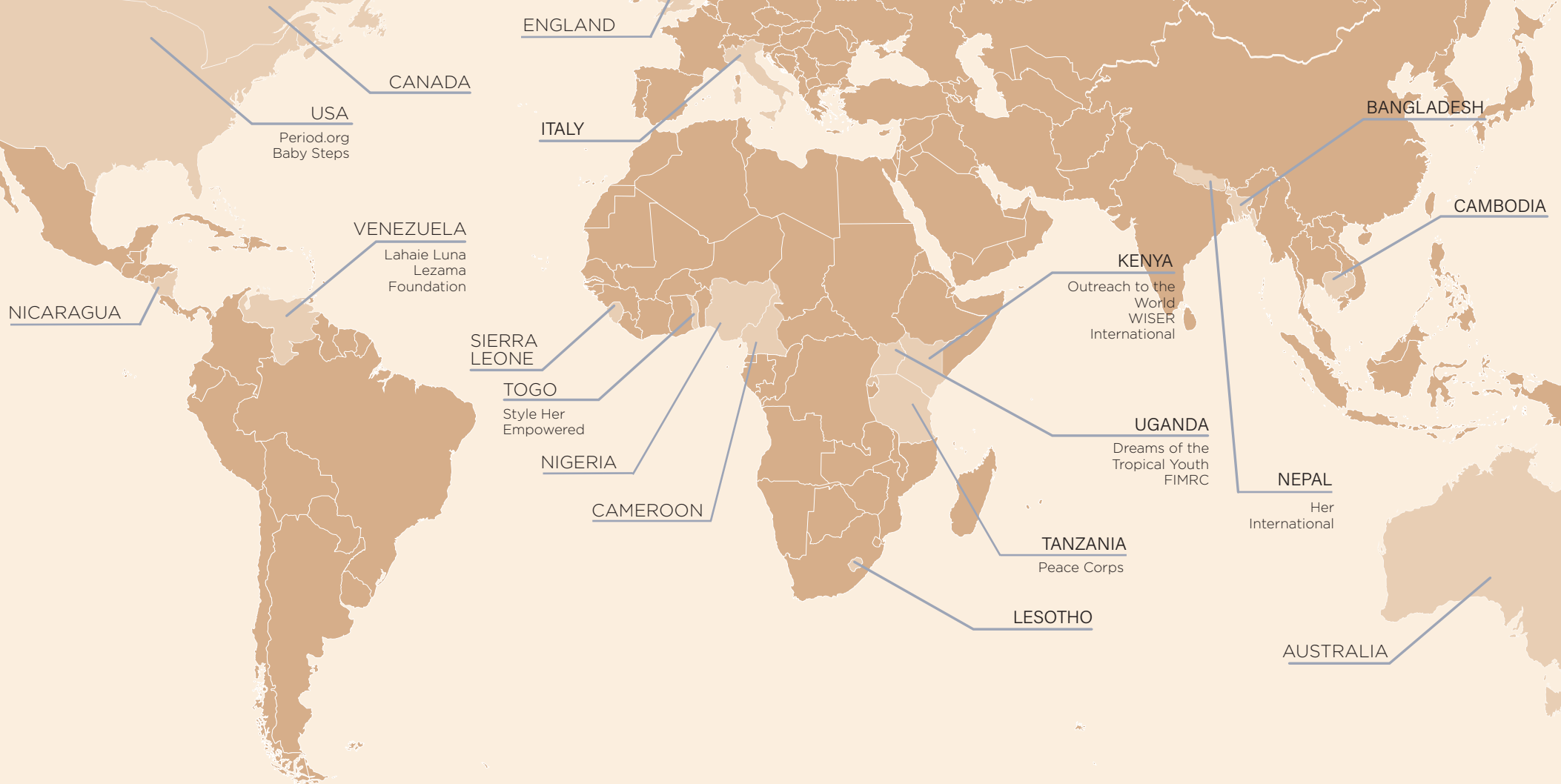
Our customers have a direct impact on this amazing global shift, and we thank you for caring and supporting companies that are striving for positive change. Without you, the momentum to make industrial changes would not exist. This new method of business could invariably change the world as a new wave of entrepreneurs choose to adopt B Corp standards. We'd love to see more aspiring entrepreneurs embrace

“There is so much every business can do to maximize their social impact while simultaneously decreasing their environmental footprint.”

—Cherie Hoeger, Saalt Co-founder

their influence to do good in the world through the B Corp model. We believe the B Corp standard is decisively the way of the future. Its focus on conscious capitalism in every aspect of business gives us hope and optimism for a more regenerative economy as it holds companies to a higher standard. There is so much every business can do to maximize their social impact while simultaneously decreasing their environmental footprint. In an era where cheap and disposable products offer far more profit, we hope new entrepreneurs will instead choose better health for their customers and our planet.

Where We Work





Togo



Style Her Empowered

**“When you educate a girl,
you educate a nation.”**

Fellow Boise-based organization Style Her Empowered (S H E) has brought innovation, motivation, and creativity to the small town of Notse, Togo in West Africa. Founder Payton McGriff and the S H E team identified two root causes for school absences to be the cost of school uniforms and lack of menstrual supplies. They address these through three impact areas—providing school uniforms, sponsoring scholarships, and creating jobs in their community. This year S H E sponsored 150 schoolgirls with school tuition and access to their after-school program, hired 24 seamstresses to make adjustable uniforms that last through six sizes of growth, and partnered with Saalt to introduce menstrual cups as a sustainable option for menstruating women and girls in their program. S H E is making some big strides in addressing the big questions through locally-driven answers.



Nepal



Her International

This spring, Co-founders Cherie and Jon Hoeger traveled with Her International to rural Nepal to distribute Saalt Cups and teach about menstrual hygiene in the community. As Saalt's flagship partner, it was incredible to see the positive impact product donations and scholarship funds had in the community over the past year. They were thrilled to learn of the high adoption rate of Saalt Cup donations among women and students, and loved hearing first-hand accounts from those who had tried the cup and then acted as mentors for other new cup users.

“It makes my work easier and I don't have to worry about where to throw my pad when I am out in the field.”

*—Sarita, Program Director,
Unako House*





Uganda

Dreams of the Tropical Youth

Saalt partnered with Dreams of the Tropical Youth Uganda (DROTY) in the fall of 2018 to improve menstrual hygiene among disadvantaged, school-aged youth in rural communities. Because they last longer during school hours and require minimal water for cleaning, menstrual cups have proven to be a welcome alternative to hard-to-find sanitary pads, but students still lacked access to private toilet facilities to care for their periods and practice proper hygiene. Classes would take turns walking the 4.3 miles to a communal well to retrieve water to fill a tank outside the school for daily hand washing. With a focus on WASH (Water, Sanitation and Hygiene) objectives, DROTY leaders proposed plans to build three new latrine facilities with adjacent clean water sources that were funded by Saalt in 2019.

“Together with our partner Saalt, DROTY Uganda will continue advocating for and improving better water, hygiene and sanitation facilities for young people in the most ignored and vulnerable rural communities.”

*—Timothy Arnold, Program Director,
DROTY Uganda*



Foundation for International Medical Relief of Children

With a mission to bring improved healthcare to communities in the developing world, Foundation for International Medical Relief of Children (FIMRC) has ongoing projects in over nine countries throughout South America, the Middle East, Asia, and Africa. This year, Saalt partnered with FIMRC's Project Bududa in Uganda to build a clinic and school that serviced a remote region that lacked access to health and educational resources. Saalt provided menstrual cups to the clinic where they were reported to be immensely successful as long-term solutions for period care.

“Introducing Saalt Cups was a game-changer that helped address immediate needs, and also opened the door for them to discuss other issues related to women’s health with safe people who care about them.”

—Michael Seacat, Program Advocacy Specialist, FIMRC



“We had a registered nurse volunteer to lead a (girls-only) reproductive health/menstrual hygiene session with a local volunteer who helps lead monthly OVC meetings. When she reported back on how they’re doing, I started crying. They’re going to school every day and apparently raved about their cups. Compared to what I learned from last year’s girls-only retreat, the biggest difference I picked up on was the confidence they’ve developed. They’re talking openly about managing their periods using their Saalt Cups, they were asking great questions about STIs and contraceptives, and sounds like they also had a very supportive/empowering conversation about consent (a big local issue for girls their age). Introducing Saalt Cups was a game-changer that helped address immediate needs, and also opened the door for them to discuss other issues related to women’s health with safe people who care about them. Thank you for helping us provide care to such a deserving group of girls. I’m feeling so grateful on their behalf, and I know they’re very appreciative too!”



United States



Period.org

Period.org founders Nadya Okamoto and Vincent Forand and their army of volunteers across 600 global chapters are drawing passionate advocacy among the rising generation to fuel the menstrual movement. This year, Saalt participated in their first period rally, which gathered thousands of menstruators in different cities to come together to put an end to the period tax. We joined members of Period.org's local Boise chapter, Days for Girls, and other supporters at the steps of the Boise's Capitol to voice our support, share experiences, and bring awareness to those unaware that period products are taxed as a luxury item. Our partnership with Period.org has played a crucial role in establishing our domestic cup donations, which we're continuing to expand to meet the needs of under-resourced individuals and communities in the U.S.



Baby Steps

This past June, Saalt teamed up with Boise's local Baby Steps program, which supports limited-income pregnant and parenting mothers through education and incentives to promote healthy pregnancies, babies, and families. Through weekly wellness classes, mothers earn points that can be used to purchase items for themselves and their growing families at no cost. The center also provides childcare during the class times so mothers can feel comfortable in their learning environment. As part of the wellness program, Saalt teaches quarterly classes where mothers are educated about menstrual cups and hygiene, offering a safe place for mothers to ask questions and walk away with a sustainable period care option.





Kenya



Outreach to the World

Beauty Heroes founder, Jeannie Jarnot, joined Saalt this fall in Kenya to teach about the benefits of reusable menstrual care. Known for its advocacy for clean, sustainable brands, Beauty Heroes teamed up with Saalt to bring awareness to period poverty and how brands can bring about powerful change.

“Those who were new to cups were excited about the prospect of a safe, reusable option to care for their periods.”

-Danielle Burden, Saalt

Corporate Responsibility Manager

Outreach to the World (OWI) guardians were excited to share their successful experiences using the cup. Danielle and Jeannie enjoyed sharing their knowledge with health workers and students, and Saalt funded ten scholarships to provide shoes, clothing, and school fees for orphaned children who are being cared for by the guardians of OWI.



Wiser International

WISER International's uncommon success in creating a locally-run school system stems from their holistic approach to the boarding school environment by providing everything a girl needs to be successful—from clothes and books, to leadership training, HIV prevention, and Saalt-provided period care. 90% of WISER school graduates have attended a college or university despite a 75% dropout rate in neighboring schools.

“Providing Saalt Cups for our students helps keep girls confident, focused, and reassured that their periods are managed.”

*—Zack Fowler, Executive Director,
Wiser International*

“WISER recognizes that in Muhuru Bay, Kenya, lacking the resources to manage menstruation is a serious factor that prevents girls from accessing the education they deserve. Providing Saalt Cups for our students at the WISER Girls Secondary School helps keep girls confident, focused, and reassured that their periods are managed during critical instruction time. We've been delighted by the number of girls who report that the cups save them time in school as well. Girls using the cups say that they don't need to step out of class as often to change products or to check for leaks. At the end of the day, providing menstrual hygiene resources is about giving girls peace of mind when it comes to managing their periods—and the Saalt Cups have done that beautifully.”



Venezuela

Lahaie Luna Lezama Foundation



The Lahaie Luna Lezama Foundation was founded by a dynamic sister duo, both graduate students from Venezuela, studying in Canada. They wanted to be of help in their own community by founding an organization that is rooted in empowering women to take ownership of their fundamental right to a safe and dignifying period. This December, they submitted the winning proposal for the \$10,000 Saalt Giving Tuesday Grant, with the plan to work with physicians and gynecologists around Venezuela on research and data collection to publish a peer-reviewed article on menstrual health, which will be the first of its kind in Latin America.

“Helping Venezuelan women menstruate with dignity has been our goal since 2018, and we are so pleased that our efforts have been recognized by the Saalt team.”

*—Marianne Lahaie Luna,
Co-founder*



Tanzania



Peace Corps

Nadia Klincewicz, a Peace Corps volunteer serving in the Shinyanga region of Tanzania since April of 2017, was one Saalt's earliest partners. Emphasizing Saalt's holistic approach, Nadia created a Saalt Cup ambassador program that began with five trial cup users. For every cup user that came back with questions wanting to learn more, they could invite five more friends to come learn. This process nurtures a built-in support group where they can share tips and tricks on cup use. It creates a ripple effect of trust and guidance throughout the community, and we are hopeful for the positive effects in the future.

“This method was overwhelmingly positive and created a VERY high demand for cups in the village. It has been almost two months since we distributed and I am still getting daily requests for cups!”

—Nadia Klincewicz, Peace Corps



Venice Beach

The effect of period waste on the environment is staggering. On average, one menstruator will use 11,000 single-use tampons in their reproductive years, and one tampon takes longer to degrade than the lifespan of the person who wears it. That's why on Earth Day, Saalt Co-founder Amber Fawson traveled with team members to Venice Beach to paint the world's largest period cup and showcase 11,000 tampons in the sand to demonstrate the average amount of waste created by disposable products. Then we invited people to trade in one disposable for a free Saalt Cup. Over 120 people made the switch, diverting over 1 million single-use plastics from our landfills and waterways. And because tampon applicators are one of the most common plastics found washed up on beaches, Saalt teamed up with Newport Bay Conservancy to clean up 7,900 lbs. of trash from California's shores.

“Every time someone traded for a cup, the whole crowd cheered!”

*—Stacey Phillips, Saalt
Director of Sales*

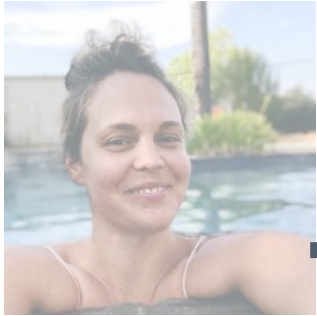
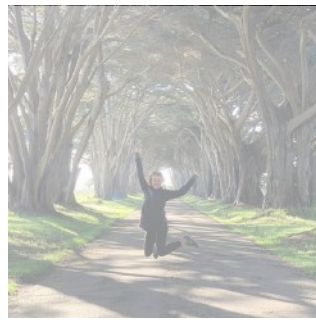
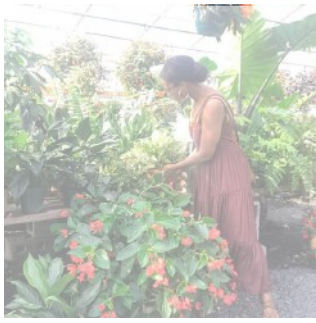
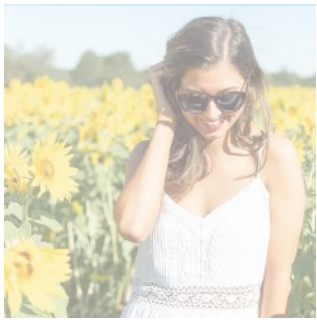
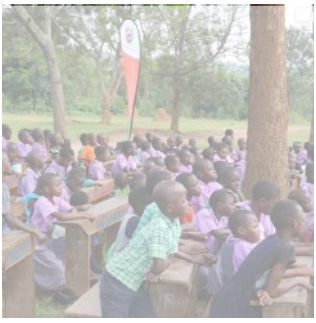




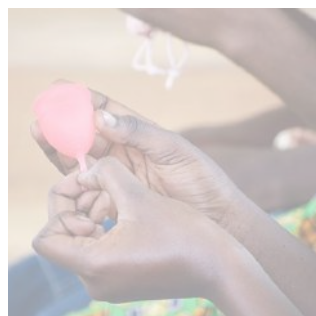
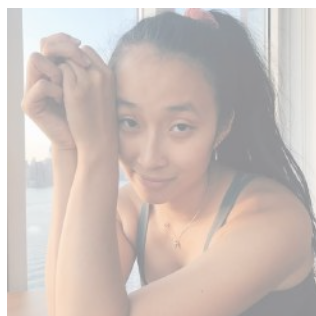
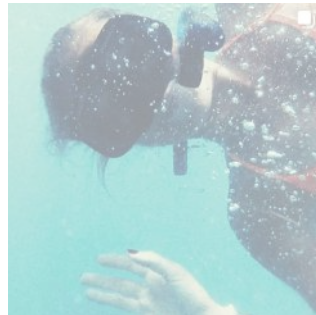
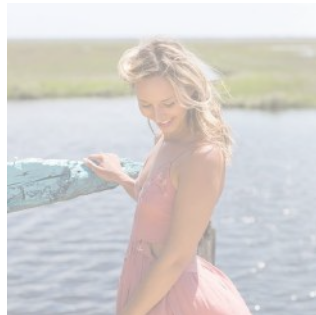
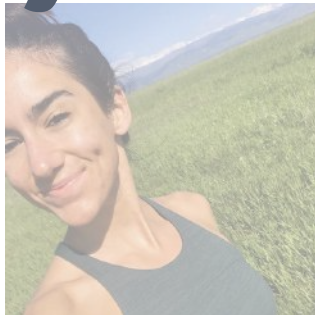
Back to School for Her Too

**30 Scholarships,
30 Days, 30
Activists Raise
Awareness about
Period Poverty**

Each day this September, Saalt supporters used their social platform to speak about periods, menstrual cups, and menstrual reproductive health education. Together, we raised awareness of what periods look like around the world, and donated 30 scholarships and over 900 Saalt Cups to students. By using our voices to speak openly about periods, we can break taboos, end menstrual shame, and encourage honest and inspiring dialogue that spurs period progress.



Thank you.



saalt  Certified
Cooperation

www.saaltco.com/impact

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#passthesaalt