



# Sustainable Health Enterprises

## Q1 2012 Milestones Report

### SHE BY THE NUMBERS:

- **50%** of girls miss school because of menstruation
- **18%:** The value-added tax on pads in Rwanda that SHE is working to eliminate
- **100:** Number of jobs created by one SHE franchise

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## Milestones Summary

**SHE's** solution incorporates three components: education, advocacy and business development. Education equips community members with essential information about menstrual health and hygiene management. Advocacy mitigates the taboo of menstruation resulting in improved health status and positive policy change.

This, coupled with local entrepreneurs' distribution/small-scale pad manufacturing businesses, ensures long-term sustainability creating significant and sustainable social and economic impact.

## Business Development

- **SHE** established another partnership agreement with North Carolina State University to support a SHE Entrepreneur-in-Residence, who will transfer the large-scale manufacturing know-how to East Africa later this year.
- The **SHE** LaunchPad was recently tested by various groups of girls and women. The overall feedback was positive; most of the respondents suggested improvements in the pad's color, leakage, and length. These minor changes will be incorporated into the latest iteration of the LaunchPad.
- We continue to build out our banana fiber supply chain and have begun negotiations with farmers in Uganda and Burundi.
- Our local university partner KIST (Rwanda Technical University) has begun testing other natural absorbents, including banana fibers from Uganda and Burundi, to be used as fluff in the **SHE** LaunchPad.



Our Global Health Corps Fellow, Juliet Busingye (middle), met with local leaders in Eastern Rwanda as part of our ongoing negotiations with local farmers to build out our banana fiber supply chain.

## *Advocacy—“Breaking the Silence” Campaign*

- **SHE** COO, Rwanda, Julian Kayibanda, recently met with the Rwandan Minister of Health, Dr. Agnes Binagwaho. The Minister of Health has agreed to commission resources to research the value-added tax issue in Rwanda. We are steps closer to making gender-discriminatory taxing a national issue!
- **SHE** is moving forward with our “Breaking the Silence” campaign to eliminate value-added taxes on menstrual pads. Our next step is to hire a Health Education and Advocacy Manager to join the **SHE** Rwanda team to serve as an advocate at a national level to cultivate support for elimination of value-added taxes.

## *Education*

- **SHE** COO, Rwanda, Julian Kayibanda, also provided the Rwandan Minister of Health, Dr. Agnes Binagwaho, to provide her an update on **SHE’s** initiative to incorporate our menstrual health and hygiene management content into the national training manuals.
- Dr. Binagwaho greatly supports our work and agreed to commission the Department of Reproductive Health Dept to review **SHE’s** content and assess their reproductive health training programs for gaps.
- **SHE** will implement training of its menstrual health and hygiene management content with the WaterAid staff in Rwanda in July 2012.
- **SHE** provided technical consulting to UNICEF Rwanda as they work to develop a girl-centered school that incorporates girls’ menstrual health and hygiene needs.

## *Operations*

- Human Resources: Hired 2 full-time staff • Junior Business Development Analyst • **SHE** Global Fellow; Hired a Development Consultant.
- Legal: **SHE** secured external legal counsel from Morrison & Foerster LLP and Alston & Bird LLP. Thank you to Natalie Clayton and Srilu Ravi of Alston and Bird for their tireless representation of **SHE**!
- Technology: **SHE** is shifting its internal databases to Salesforce so we can better focus our resources to achieve our mission. Thank you to Salesforce Foundation, our Salesforce volunteer Deb Kulkis, and our Development Consultant Ashley Nagelberg.
- Marketing: It’s a **SHE**-prise! We are working with Blok Design, a design consulting firm that is providing pro-bono services to help **SHE** re-launch our new website, which will include some new, exciting features. Stay tuned!

## Welcome to the SHE Team!

- **SHE Board Member, Suzy Ganz**, is the CEO of Lion Brothers, a manufacturing firm based in Baltimore, Maryland. Suzy obtained an MBA in Finance and Multinational Management from Wharton. Our new board member, Suzy Ganz, will certainly boost the **SHE**ngine with her manufacturing expertise as the CEO of Lion Brothers Inc.

Suzy has driven innovation at Lion Brothers by successfully keep at pace with global market shifts and demands in the manufacturing space and forming strategic partnerships, most notably with the Girl Scouts of USA. Suzy's Wharton MBA and financial background as an international equities trader and as a Bond specialist with Merrill Lynch provided a good foundation for her role as CEO and as our Board Member. [Watch this video profile](#) of Suzy Ganz for the 2006 Maryland Chamber of Commerce Business Hall of Fame Awards.

- **Junior Business Development Officer, Sylvere Mwizera**, joins the **SHE** Rwanda team to help build out supply chain in East Africa. [Read about his experience](#) in his first few weeks on the team on our blog.
- **SHE Global Intern, Lydia Singerman**, is developing a global open source online resource of our menstrual health and hygiene education in addition to providing technical assistance to our research and development team; **SHE Global Fellow, Connie Lewin**, who was selected among 200 applicants, will leverage her marketing background to support **SHE's** business development efforts. Connie will also manage **SHE's** communication efforts to boost **SHE's** presence as a thought leader.

## News and Noteworthy



Our SHE28 initiative passed a rigorous review process to be selected as one of 18 semi-finalists from hundreds of entries to the Buckminster Fuller Challenge.

- **SHE** was named one of 18 semi-finalists in the [2012 Buckminster Fuller Challenge](#), named the "Socially-Responsible Design's Highest Award" by Metropolis Magazine.

Our **SHE28** initiative will now be featured as a top tier project in Buckminster Fuller Institute's Idea Index and featured on their website for the remainder of the program cycle.

The Challenge awards \$100,000 to support the development and implementation of a solution that has significant potential to solve humanity's most pressing problems. The winner will be announced on June 6th! Stay tuned!

- **SHE** was included in the [Women Deliver 50](#), a compilation of the 50 most inspiring ideas and solutions that are delivering for girls and women under the "Technologies and Innovations" category.
- **SHE** was featured in a keynote, main stage session, and panel at leading conferences including: [Echoing Green Fellows Retreat](#), Princeton University, and the Harvard University's Innovation Lab.
- **SHE** was featured in the [Harvard Business Review](#), [Dowser.org](#), and [The New Times Rwanda](#).
- **SHE** COO, Global, CeCe Camacho, was nominated to be part of the [Oxfam America's International Women's Day Challenge](#). CeCe joined **SHE** as a volunteer and now leads both global operations and our education programs. CeCe rocks the house!



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### Mission

**SHE** is a social enterprise whose mission is to drive social and economic change through sustainable business development in emerging markets.

### Vision

**SHE** invests in people and ideas that would traditionally not be seen as vehicles of change.

**SHE** provides education and training of local entrepreneurs, product optimization and distribution, and access to start-up capital so that the social and economic impact of these new businesses is significant and sustainable for communities.

### SHE28 Initiative

**SHE** is investing in women so that they can start their own businesses to address a simple, yet global problem: girls' and women's lack of access to affordable, eco-friendly, menstrual products and services.

## Want to be a Part of **SHE's** Worldwide Movement?

Join us as we disrupt the status quo. While the donation of premium-priced pads by multi-national corporations, NGOs, governments, or schools may temporarily patch this situation in isolated communities, this is neither a sustainable, nor eco-friendly solution.

By investing in people and ideas that would traditionally not be seen as vehicles of change, **SHE** will drive social and economic change through sustainable business development in emerging markets.

[Introduce us](#) to bold and savvy investors who share our mission and potentially would invest in **SHE**.

[Connect us](#) with experienced business development and strategy planning experts who are willing to volunteer and be a part of a global adventure with **SHE** this summer.

*"We feel that this recognition is for all of us and the women we work with on a daily basis. We will continue building these partnerships,"*

*SHE COO, Rwanda, Julian Kayibanda, in The New Times Rwanda about our Women Deliver 50 Award.*