

Sustainable Health Enterprises (SHE)

Quarterly Report: 2nd and 3rd Quarters 2011



Mechanical banana fiber extractor that will make sourcing raw material more efficient.

Letter from the Chief Instigating Officer

Dear SHE Supporters,

We have a big idea with a big mission. And we need a savvy team to make it happen which is why the highlights of Q2 and Q3 2011 largely reflect the introduction of our new operations team members in Rwanda and our new Board members in the US.

We've doubled our SHE operations team over the past few months. First, I'd like to introduce Alphonsine Uwimana who hails from Nyamata, about thirty minutes outside of Kigali. Alphonsine is charged with leading the SHE national health and hygiene education in schools, communities, and with our social entrepreneurs. As a result of a partnership with the Global Health Corps (founded by co-Echoing Green Fellow Barbara Bush), we've also welcomed Juliet Busingye, a recent graduate of the Kigali Institute of Science and Technology, and Megan Strickland, a recent graduate of Emory University. Both will get to know the Rwandan bus system very well as they roll up their sleeves and help set up business operations and monitor and evaluate the effectiveness of our health education.



Lastly, I'd like to introduce two new outstanding Board members: Sheila Hollender and Nina Gidwaney. Sheila is a co-founder of Seventh Generation, the nation's leading brand of household and personal care products that help protect human health and the environment. Nina is a multi-faceted advisor whose background covers law, business, and venture philanthropy as she now heads up the Jacquelyn and Gregory Zehner Foundation.

I'm confident that our new, expanded team will accelerate our progress in the near term with manufacturing operations rolling out as well as ensure systems are in place for long-term sustainability and significant social impact. Let's welcome them!

Sincerely,

Elizabeth Scharpf
Chief Instigating Officer and Founder

P.S. The picture above is of our SHE Fellows: Justine, Megan and Juliet.

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.

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 an eco-friendly solution. For these reasons, SHE is providing local women with a sustainable and scalable business of manufacturing and distributing locally produced low-cost, eco-friendly menstrual pads. Coupling these new businesses with public health and hygiene education and advocacy should have a significant and sustainable social and economic impact on these communities.

Milestones Summary

SHE's solution incorporates three components: education, advocacy, and business development. Education equips all members of the community with essential information about reproductive, sexual health and menstrual and hygiene management. Advocacy mitigates the taboo of menstruation causing improved health status and positive policy change. This, coupled with helping local entrepreneurs launch distribution and small-scale pad manufacturing businesses, ensures long-term sustainability increasing education, health, economic growth, and dignity.

Business Development:

Q2 and Q3 2011:

- SHE is in the midst of transferring technical innovation from US to Rwanda and developing the capacity to locally lead that effort; In the meantime, demo pad assembler is en route from India to Rwanda;
- SHE advisor, Dr. Marian McCord (textile engineer of NC State), visited Rwanda and identified key technical advisors from the Kigali Institute of Science and Technology (KIST), including Professor Elena Kovaleba, who will take local lead in agro-waste fluffing innovation with short DIY videos that can be disseminated internationally;
- Team met with KIST chemistry professors and discussed medium-term plan for fluff innovation; reviewing partnership proposal now;
- In May, SHE submitted drawings for first fabrication of pad 1.0 machinery with CITT in Rwanda, instigating local innovation;
- SHE reviewed 1st fabrication of pad assembler 1.0 with CITT, discuss formal agreement; Contingency planning-->Kenyan fabricator;
- SHE hired Innovation Edge to work on pad 2.0-(<http://innovationedge.com/>)-product design experts;
- SHE did consumer testing on LauchPad 2.0 for feedback on efficacy in the US;
- SHE decided to work on pad assembler 2.0 with professionals from TC2;

- SHE has filed a patent for the novel non-chemical fluffing technique to make tropical fibers absorbent; and
- SHE conducted preliminary assessment of Tanzanian market by talking with potential customers, identifying distribution channels and manufacturing partners, and analyzing the business environment.

Q4 2011 Outlook:

- SHE will recruit a Rwandan technical person to train and run its sanitary pad production facility;
- SHE will put in place supply and distribution channels;
- SHE will do further testing of its LaunchPad 2.0 with Rwandan consumers for feedback on efficacy;
- SHE will evaluate newly improved MIT pad assembler; and,
- SHE will re-fabricate pad 1.0 machinery with CITT in Rwanda and/or Kenya, instigating local innovation.

Education:

Q2 and Q3 2011:

- In May, SHE met with consultant to Ministry of Education, Jamshed Khan, and Ministry of Education to incorporate menstrual health and hygiene management content into National Strategic Plan;
- SHE developed the menstrual health and hygiene content to be incorporated in the School Health Teacher's Training Manual, the process is underway; and,
- SHE is implementing its' health and hygiene strategic plan by developing sustainable partnerships with local community organizations and businesses.

Q4 2011 Outlook:

- SHE will, after establishing partnerships, disseminate and incorporate menstrual health and hygiene management content into partner organizations' training programs with the goal of rolling out training in communities and schools nationally; and,
- SHE will solicit partnerships with UNICEF, FAWE, Ministry of Education and Health as well as similar organizations to develop health and hygiene educational promotion materials.

Advocacy:

Q2 and Q3 2011:

- SHE kicked off work on an advocacy campaign strategy, which aims at the removal of taxes on sanitary pads and inclusion of health and hygiene education in schools; and,
- SHE COO, Rwanda, attended and was panelist at the Africa Sanitation 3 conference held in Rwanda in July. SHE was a panelist on the '*Reaching the Unserved: Equity and Inclusion in Sanitation and Hygiene in Africa*' session.

Q4 2011 Outlook:

- SHE will take the advocacy campaign to the district levels in collaboration with various local organizations;
- SHE will continue to explore a global partnership with stakeholders (the Novo and Belinda Stronach Foundations, UNICEF, & P&G) to launch a global campaign to eliminate gender-discriminating taxes (sales, VAT); and,
- Staff will finalize proposal, research partner, and seed funder.

SHE On the Road: Sharing Our Insights

Julian Kayibanda, COO, Rwanda was selected as a panelist for the Africa Sanitation 3 conference held in Rwanda in July. SHE was a panelist on the '*Reaching the Unserved: Equity and Inclusion in Sanitation and Hygiene in Africa*' session. Julian highlighted our lessons learned from our pilot project. She also conveyed the importance of the menstrual health and management issue and individual's lack of knowledge that can lead to negative health outcomes.



SHE Team interacting at pan-African conference on Hygiene and Sanitation: AfriSan 3, Rwanda.

SHE continues to share its innovative business model with the global community. Elizabeth was selected and awarded a scholarship this past September to attend *SOCAP11 (Social Capital Markets—at the intersection of Money and Meaning)* as one of its highlighted entrepreneurs.

Elizabeth then made her way to Louisville, Kentucky to participate in the *IdeaFestival* as a speaker to share her insights on how the convergence of innovation and business can have a positive and sustainable impact on the lives of girls and women.

Venture Philanthropic Investments

- 2008: 15K;
- 2009: \$220K;
- 2010: \$400K;
- 2011 Outlook: ~800K.

How You Can Continue to Accelerate SHE's Progress

- Introduce us to bold and savvy investors who share our mission and potentially would invest in SHE; and,
- Connect us to experienced manufacturing operations expert looking to have an extended adventure in Rwanda for three months plus.

To contact Elizabeth Scharpf, please email at ems@sheinnovates.com or call at 917 538 5445.



Our team checking out different potential suppliers in the Eastern Province of Rwanda.