

The Edith M Ellis 1985 Charitable Trust

Freedom4Girls UK

#HC3QYKCCJH submitted on 5 June 2021

1.1 Please summarise what you are seeking from us

This application will develop our 'sustainable periods' project, where we will work with seamstresses and our partners in Fort Portal, Uganda to create reusable period pads.

The project will:

- (i) Support the employment of seamstresses;
- (ii) Activate a business plan that provides for a self-sufficient, sustainable way for the seamstresses to create the period pads;
- (iii) Allow for some pads to be donated to economically vulnerable young women and girls in need

1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

How the project currently runs:

Freedom4Girls currently have a team of educators in Fort Portal, Western Uganda. This team have worked with us since 2018 and have educated roughly 1800 girls and boys (aged 10-16), on menstrual health. We focus on removing stigmas, breaking down gender stereotypes and confidence building to support young women's experience of menstruation. We also donate washable, reusable period pads that can be used for 3 years, are self-sustainable, chemical and plastic free and environmentally friendly. The pads are straight forward to create via experienced seamstresses, costing £5 per pad pack. We donate these pads to our school beneficiaries, meaning that they are able to safely, comfortably and hygienically manage their periods. Having washable, reusable pads also removes the financial burden and emotional stress of managing periods, which in turn supports our beneficiaries to stay in school.

Whilst we previously shipped period pads that were created in our sewing workshops in Kenya, we have recently entered into a partnership with a local tailoring company where our projects run in Fort Portal. Supported by 3 seamstresses, Freedom4Girls now send funds from our unrestricted reserves to pay the seamstresses to purchase materials and create the pads. Our project manager liaises between the UK F4G team and the seamstresses to manage the production of the pads. Our team of educators then attend schools and community groups to donate the pads and simultaneously deliver the empowerment focused education programme.

How we want to develop the project:

Feeding into the aims for a sustainable, community driven project, we are seeking funding to assist in the business development of the period pad sewing workshops. Through the funding

- (i) The seamstresses will create an initial set of pads and
- (ii) Our project manager will create a business plan that will direct how the pads are marketed and sold to adult women with the financial means to purchase the pads.

Through selling the pads, rather than donating them, the project will become self-sufficient with independent income generation assisting in sustainability and removal of reliance from funding from the Freedom4Girls UK team.

We will do this by:

- (i) Employing our existing project manager to work with the UK and Kenya teams (who have experience

in upscaling the sewing workshops) to create a business plan that covers:

- a. Marketing methods;
 - b. Market research;
 - c. Identifying Potential buyers;
 - d. Identifying potential partners eg local businesses to work with in order to increase sales.
- (ii) Paying to produce an initial 200 pads that will be the 'pilot products' to start the marketing and sales process.
- (iii) Implementing the business plan and effective liaison and support between the project manager, seamstresses and the UK team
- (iv) Creating income generation means that the project can continue running with the aims of both selling to those who can afford them, and then through effective profit margins, a portion of pads will in the future be set aside for donation to the school age beneficiaries whom Freedom4Girls already support.

The benefits of this project include:

- The product has already been designed, trialled and tested with excellent feedback;
- The pads have the benefit of saving women up to £200/ year so automatically have a strong unique selling point;
- There is a need to address period poverty in Uganda where a) women who have the financial means should be provided with choice to having healthier, economically viable and environmentally friendly period products; and b) young women and girls should have access to period products even if they can't afford them.

1.3 Which grant-giving categories does your project fulfil?

F - Sustainable development

1.4 Which country is the project based in?

Uganda (UG)

1.5 Will the project continue after initial funding has ended?

Yes

1.5b Please give details of how you plan to continue after initial funding has ended

This investment will support in upgrading the existing project that relies on donations to become a small business, turning over a profit and working towards long term sustainability; sales will provide funds that will be invested directly back into the sewing workshop to maintain self-sufficiency. Given we are mirroring existing projects of our partner organisations in Uganda and our own sewing workshops in Kenya, we are confident the methods applied will be successful.

1.6 How will the project be monitored and evaluated?

The funds will employ a project manager who will have responsibility of stage based reviews :

Stage 1A: Preparing Business Plan

Stage 1B: Creating first orders of pads

Stage 2A: Implementing the business plan

Stage 2B: Liaise with seamstresses

Stage 2C: support and supervision from UK business team

Stage 3: Weeks 12-14; Assess project performance and develop next steps based on sales

Further, the budget provides for ongoing supervision and support from the UK team.

2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Preparing Business Plan	£400	Week1-2 2 x PMs to spend 8 hours on

		creating a business plan that includes: - Marketing methods - Market research - Potential buyers - Partnership work with local businesses
Create First Order of Period Pads	£1,000	Week 1-2 Buying materials Labour and time for seamstresses to create pads. £5/pad x 200 pads = £1000
Implementing Business Plan	£570	Week 3-12 Creating resources, i.e. small leaflets and information about the pads. (£30) Project manager selling and marketing period products via businesses and individual buyers. One worker 6 hours/ week, £10/hour for 9 weeks =£540
Liaising with Seamstresses	£90	Week 3-12 Meeting with seamstresses to check in with sales progress w hour/ week £10/hour
Supervision and Support from UK business team	£150	6 x one hour supervision and support sessions over 9 weeks. One off fee
Report writing and feedback to UK team	£100	Week 13 Once sales of the initially funded pads has concluded, the project manager will be responsible for preparing a report on how the progress, challenges, best practice and so on. One off fee
Collective Meeting of Project Manager, UK team and Seamstresses	£200	4 hours of joint work to discuss and prepare a revised business plan and steps to move forward. EG there may be scope to sell some products at a reduce costs to schools who have sponsorship if profits were too low to donate products.
TOTALS	£2,510	

2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Sale of period products	£1,500	£0	We aim to sell the period pads for 1/3 the cost of manufacturing, creating a profit of £1500 that will be reinvested into the workshop.
	£0	£0	
TOTALS	£1,500	£0	

2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?

£2

2.4 Has your organisation made an application to The Edith M Ellis Trust before?

No

2.5 Please state your organisation's annual turnover (in £ sterling)

£54

2.6 Do you wish to upload your audited accounts or financial statement?

Yes

2.6b Upload File

<https://theedithmellischaritabletrust.org/assets/uploads/2021/06/End-of-Year-Accounts.-2019-20.pdf>

2.7 Please tell us where payment should be made if your application is successful

Freedom4Girls UK
13577295
20-76-92

3.1 Your name

Victoria Abrahams

3.2 Your contact telephone number

07953023196

3.3 Your position within the organisation

Operations Manager and Uganda Project Lead

3.4 Your email address

victoria.abrahams@freedom4girls.co.uk

3.5 Organisation name

Freedom4Girls UK

3.6 Please state the status of your organisation

UK charity

3.7 Please summarise what your organisation does

Freedom4Girls work to remove the causes of period poverty, namely being unable to afford period products, lack of proper understanding about periods and societal shame and stigmas associated with periods. We do this by:

- Donating period products to those most in need across West Yorkshire, Uganda and Kenya;
- Delivering empowerment focused menstrual health education;
- Campaigning for sustainable periods by running sewing workshops that create reusable, chemical free period products.

3.8 UK correspondence address for organisation

15 Roundhay View
Leeds
LS8 4DX

3.9 UK telephone number

07953023196

3.10 UK charity number (if applicable)

1177566

3.11 Year established

2016. Charity status in 2018

3.12 Website (if applicable)

<http://www.freedom4girls.co.uk>

3.13 Social media accounts (if applicable)

@f4g_eastafrica - Instagram

@freedom4girls - Instagram

Freedom4Girls - Facebook

@freedom_4_girls - Twitter

4.1 How did you hear about The Edith M Ellis Trust?

fundingforall.org.uk

Charity Commission website