

ANNUAL REPORT 2019-20



THE COVA PROJECT LIMITED



ACCESS.
EDUCATION.
DIGNITY.

WHO IS THE COVA PROJECT AND WHAT HAVE YOU BEEN UP TO IN 2020?

The Cova Project provides menstrual cups and menstrual health education to girls and women in developing communities, aiming to bridge the 50-day attendance gap between girls and boys, due to menstruation. We create and distribute educational materials, with accurate visual representation of the girls, to build confidence as they strengthen their knowledge around personal health and development.

This year, The Cova Project has brought its total number of distributed cups to 6,500! Reaching girls all across the continent of Africa. The Cova Project has used FY19-20 to become an active member of the menstrual health space, collaborating and sharing information with a multitude of organisations including Irise, the Menstrual Cup Coalition, The Hunger Project, CASDE, Myna Mahila USA and more...



OUR PURPOSE

The principal purpose of The Cova Project is:

To provide benevolent relief to girls and women of reproductive age across the world who are experiencing poverty, suffering, distress and disadvantage due to lack of financial resources and access to basic necessities.

Solely in furtherance of this purpose, The Cova Project may:

- a) Purchase and supply feminine hygiene products, including menstrual cups, to local community partners for distribution to girls and women who cannot afford these products
- b) Work with local community partners to provide menstrual health education materials tailored to cultural norms and language
- c) Work with donors and supporters to raise funds to conduct the above activities, and promote awareness of the suffering experienced by girls and women in impoverished communities caused by menstrual health related issues, and
- d) Do any other activities which will contribute to the achievement of the principal purpose.



CHAIR & CEO'S REPORT

This year has been an overwhelmingly positive and successful year for The Cova Project. With awareness around menstrual health on the rise, the challenge of Period Poverty has become a hot button issue. The Cova Project has taken its many learnings and applied them to new projects and collaborations. We are constantly being asked to expand into new regions and are carefully managing scaling up with remaining sustainable at our core. The Cova Project has gone from managing two amazing community led projects, in Liberia and Malawi, to working with some impressive menstrual hygiene management (MHM) organisations in Uganda and an incredible team in Ghana. Now, with a total of seven projects, we are proud to reflect on our model and know it can be implemented anywhere in the world.

The secret to our success is no secret at all, it's all about our Project Leaders. We look for charismatic young women with a passion for menstrual health who inspire those they speak to. Instead of the old lecturer model that many NGO's use, we look to put on intimate training sessions where beneficiaries feel comfortable asking questions and absorbing information.

WE LOOK FOR PROJECT LEADERS WHO REALLY KNOW HOW TO LEAD.

Geena Dunne, CEO

The feedback we've received remains largely positive while honestly addressing areas for improvement. Our goal is to be the best in the space and we embrace areas that need improvement and stay on top of best practice. Our next challenge will be meeting the demands of our projects as word of the cup continues to spread. But that's a problem we're happy to have!

BOARD OF DIRECTORS AND EXECUTIVE TEAM



GEENA DUNNE
CHAIR AND CEO



LOUISA BEALE
DIRECTOR



DR SAMANTHA MALCOLM
DIRECTOR



NELL ANDERSON
COMPANY SECRETARY

WHERE IS THE COVA PROJECT ACTIVE?



Liberia
West Point
1,300 cups



Ghana
Amasaman
200 cups



Uganda
Kampala
Nakivale
Jinja
2,200 cups



Malawi
Mzuzu
300 cups
(900
delayed
by covid)

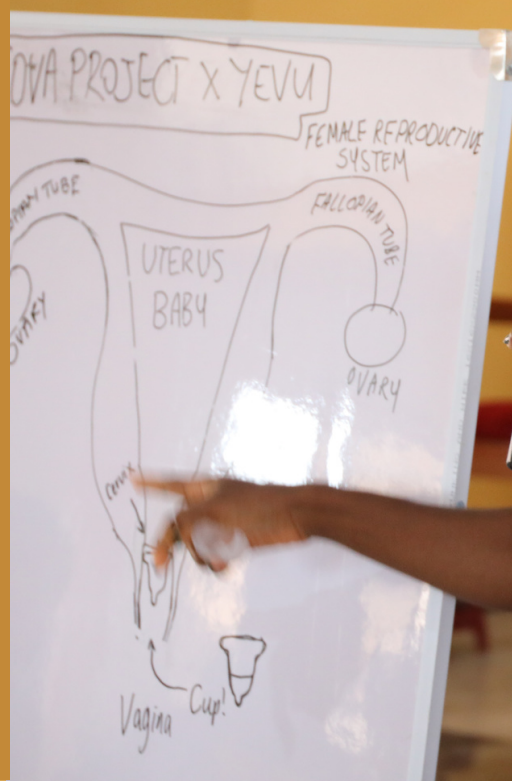


South Africa
Mobile clinics
2,500 cups

FUTURE EXPANSION

Due to coronavirus all new project partnerships are currently on hold. Although we are excited about the prospect of expanding to different parts of the world and exploring opportunities on home soil, our priority is to best support our current partners and ensure our projects are constantly improving and growing

Over the last year we have been approached roughly every fortnight by a new potential local partner, in need of menstrual health solutions for their community. The call for cups is coming from every corner of the world and we hope one day to have the resources to better meet the global need.



WHO DO WE PARTNER WITH LOCALLY?



LIBERIAN LOCAL PARTNER - EDUCATE WEST POINT MUSA, MARTINA & REBECCA

Educate West Point is a well respected NGO in Liberia's largest slum, West Point. Started by changemaker, Musa Sheriff, Educate West Point was created to provide a safe space for young West Pointers to gain a pre primary education and to fund educational pathways for primary and high school students. Now, after two years of partnership, Educate West Point provides menstrual health solutions to female students and their mothers, to reduce absenteeism and better the community.



GHANAIAN LOCAL PARTNER - THE YEVU FOUNDATION ABENA, FELICIA, ANNA AND PASCALINE

The Cova Project's most recent partnership is our fabulous collaboration with The Yevu Foundation. Yevu is a sustainable clothing company based in Ghana and Australia that was seeking ways to be more involved in the community and improve conditions for Ghanaian women. Yevu is one of our first partner to trial a new co-funding model, which has proven to be successful. The secret to TCP Ghana's success is Project Leader, Abena Benewaa who has contributed her 12 years of NGO experience to the project.



UGANDAN LOCAL PARTNER - PHAU X YIMBA CHLOE, LILLIBET AND ANNE MARIE

Chloe and Lillibet are our representatives from PHAU, our core partners in Kampala. With years of experience with menstrual hygiene projects, Chloe has been a source of knowledge for The Cova Project since the beginning. Alongside Lillibet, and in partnership with Yimba, this project is reaching women in Kampala's urban slums and providing menstrual health education via Yimba's textiles programs.



UGANDAN LOCAL PARTNER - PHAU X OPPORTUNIGEE GABRIELLA AND DIANA

Also in partnership with PHAU is Opportunigee, a refugee run organisation in Nakivale refugee settlement. Opportunigee is a wonderful organisation tackling many issues, one being the empowerment of women. Our efforts are headed up by passionate women's advocate, Gabriella Kirenge, who believes that access to sanitary products should be a human right and hygiene knowledge is essential.



UGANDAN LOCAL PARTNER - IRISE EAST AFRICA IZELA, LILLIAN AND SUSAN

Irise East Africa is our newest Ugandan partner. After connecting with them through a donor, Izela and Geena immediately hit it off, with big plans to impact the lives of 1,000 school girls. Irise believes in data, choice and solutions and has worked tirelessly through the pandemic to keep people educated and safe. Together, The Cova Project and Irise have big plans to create a unique model that can be implemented all across East Africa.



MALAWI LOCAL PARTNER BETTI NLHANE, ELUBY SHABA AND CASEY ENGLISH

Betti and daughter, Eluby, are our amazing Malawian Project Leaders. Betti is a known matriarch of the community and hosts women's groups in her living room, where women can freely speak about their challenges. Eluby has stepped up, taking on the primary role of trainer. Together they are the dream team and passionate cup advocates.

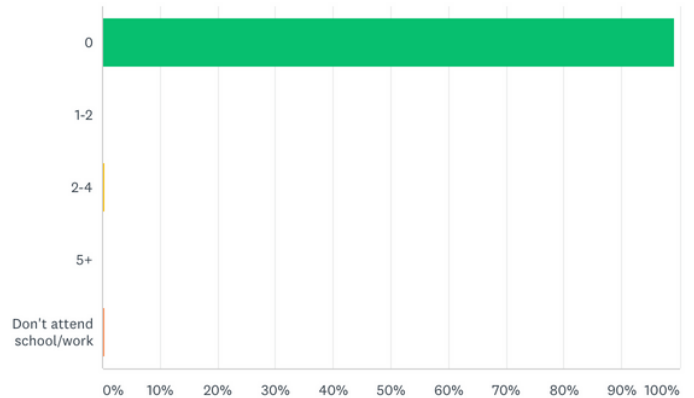
WHAT DO THE GIRLS THINK?

Surveys are collected by Project Leaders, between one to four months after girls have had the opportunity to try the cup. Here are some highlights:

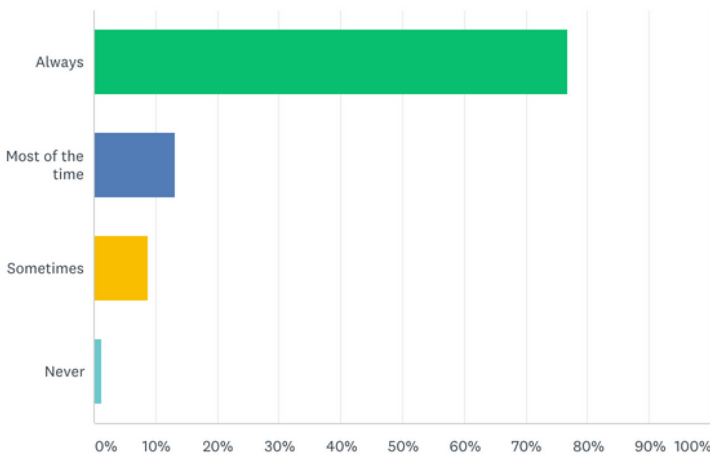
73%

OF GIRLS SAY THE CUP SIGNIFICANTLY INCREASES THEIR CONFIDENCE WHEN MENSTRUATING

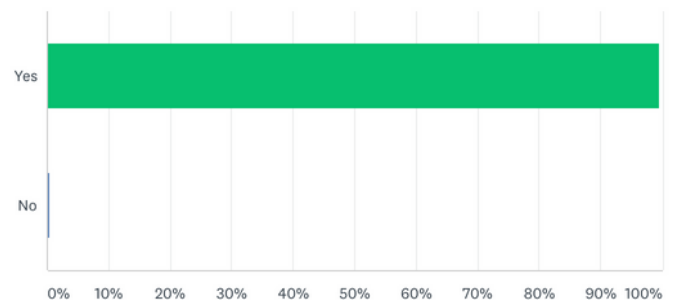
HOW MANY DAYS OF SCHOOL/WORK HAVE YOU MISSED SINCE RECEIVING THE CUP?



ARE YOU USING YOUR CUP DURING YOUR PERIOD?



WOULD YOU RECOMMEND THE CUP TO FAMILY/FRIENDS?



THOUGHTS THE GIRLS WANTED TO SHARE WITH OUR DONORS....

"Thanks, we hope that you will continue to help us. Thanks to the team for the support. Am grateful for the support. Am thankful for the opportunity. May you have the power to support us more. Thanks for the the great help. Thanks for the support of the COVA team to Liberia. Thanks so much we hope you continue to help. Thanks to everyone for the opportunity. Thanks for the support we hope for more. Thanks and may you have the power to bring more for others girls. Thank you. Thank you so much. Thank you for my cup."



FUTURE VISION THE NEXT 18 MONTHS

Even with the global challenge of coronavirus, the future of The Cova Project is bright. We are a proudly global operation with team members in Australia, Sweden, Liberia, Ghana, Malawi, Uganda and the US, with that comes flexibility and options. We are carefully managing restrictions to continue working where we can, safely and in service to the community. We have introduced masks to many of our training sessions, reduced numbers in group settings and moved data collection to over the phone. Where Australia is restricted, America is not and that means Casey English, our American nurse and Project Supervisor, will fulfil the travelling role that would usually be completed by our CEO, Geena Dunne. Casey and Geena travelled to each of the project locations in March 2020, so Casey is familiar with the role and each of our partner organisations.

**TOTAL OF 10,000 CUPS
DISTRIBUTED BY THE
COVA PROJECT BY
2022**

With shipping routes in place, cups can easily be packaged by our friends at Flowcup, in Sweden and shipped to Uganda and Ghana. This means our partners in these countries can continue their work without any major delay due to the pandemic. Malawi and Liberia will be delayed but it is expected Liberia will received 2,000 cups by Feb 2021 and they are eager to expand, with demand now coming from rural parts of Liberia. We also hope to address barriers in Malawi to get more cups to our Project Leaders in 2021.



FINANCE REPORT

19 - 20

REVENUE

\$169,201

(DONATIONS AND FUNDRAISING)

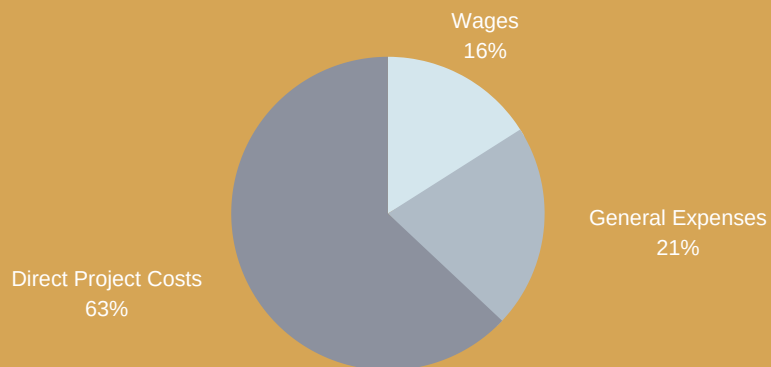
EXPENDITURE

\$151,281

(INCLUDES PURCHASED BUT NOT YET DISTRIBUTED CUPS)



EXPENDITURE



Note: The Cova Project CEO's salary was increased as required for JobKeeper eligibility.

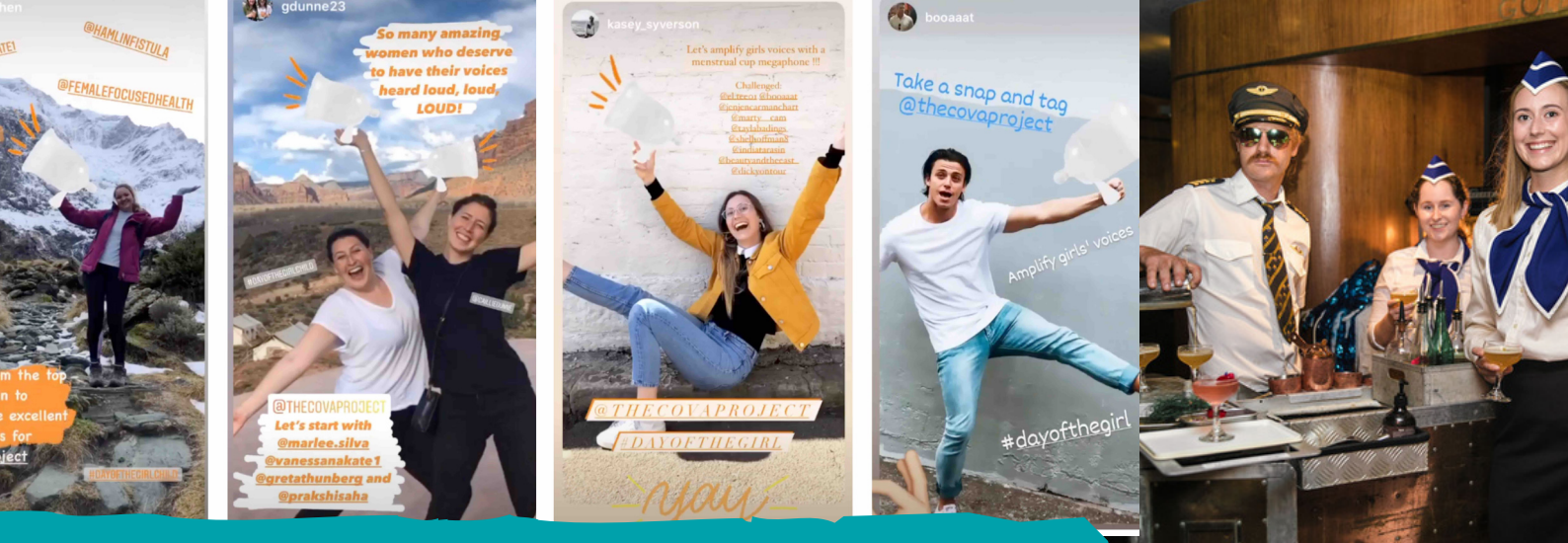
DIRECT PROJECT RELATED EXPENSES (\$95,186)

Purchase of cups	33%
Distribution of cups	27%
Education and training	40%

GENERAL EXPENSES (\$31,455)

Marketing (including events and software subscriptions)	37%
Admin	42%
Insurances	21%





FUNDRAISING ACTIVITIES



THINGS NEED TO CHANGE BECAUSE I'M STILL CONSIDERED 'BRAVE' FOR TALKING ABOUT THIS...



ABC The Drum ✓
9 September · 🌐

How has the COVID pandemic impacted the fight against period... #COVID may be making headlines worldwide, but many serious health issues don't stop amid the pandemi... See more



THE SIMPLE DONATION CHANGING LIVES





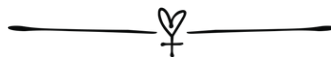
ACKNOWLEDGEMENTS AND THANKS

We would like to thank our generous donors and dedicated volunteers who have again worked so hard to ensure The Cova Project experienced another year of success. We would like to give special thanks to Caillie, Casey, Sam, Louisa and Nell, who always give their time, knowledge and energy to grow and better The Cova Project.

The Cova Project relies heavily on the support of communities, be they in Australia or Africa. To those who consistently give their time and energy to help us help others, we are so appreciative.

If you're interested in supporting The Cova Project, you can find out how to get involved at www.thecovaproject.com/get-involved

Secret Sisterhood



10x10

ARCHIE ROSE

DISTILLING CO.

AUSTRALIAN
WALKING
COMPANY



THE SAVILLE
FOUNDATION
EDUCATE - ENABLE - NURTURE

SUNSTUDIOS