

ANNUAL REPORT 2022-23



THE COVA PROJECT LIMITED



ACCESS.
EDUCATION.
DIGNITY.



24,000 CUPS

DISTRIBUTED TO DATE

OUR MISSION

The Cova Project provides menstrual cups and menstrual health education to girls and women in developing communities around the world. We aim to bridge the school attendance gap, caused by barriers 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.

Our goal is simply: access, education and dignity.
Keep girls in school. Boost their confidence.
Help them to learn and understand their own bodies. Give them the opportunity to change the world.



ONE cup.
SEVEN dollars.
TEN years of access,
education and dignity.



WHERE IS THE COVA PROJECT?

PERCENTAGE OF SCHOOL GIRLS USING THE CUP: **82%**

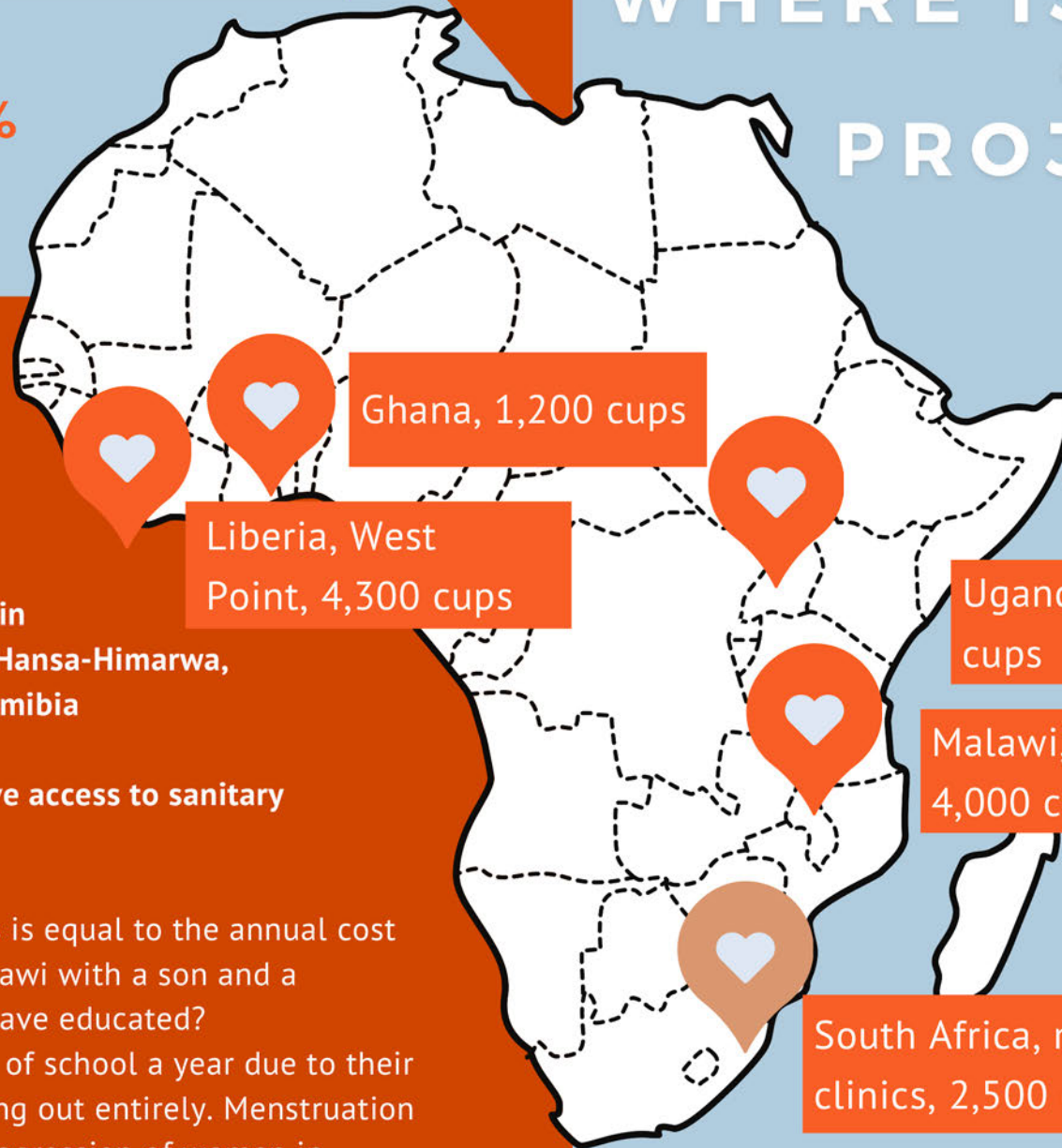


WHY PERIOD POVERTY?

"If a girl is provided with menstrual health management tools, her chances of staying in school are 30-50 percent higher", Katrina Hansa-Himarwa, Minister of Education, Arts and Culture, Namibia

50% of East African school girls do not have access to sanitary products.

In Malawi, the annual cost of sanitary pads is equal to the annual cost of school fees. So, if you're a parent in Malawi with a son and a daughter, who is the most economical to have educated? It's estimated that girls miss up to 50 days of school a year due to their periods, which often times leads to dropping out entirely. Menstruation is a physical and financial barrier to the progression of women in developing communities but there is a solution and The Cova Project exists to provide it...



Ghana, 1,200 cups

Liberia, West Point, 4,300 cups

Uganda, 11,500 cups

Malawi, Mzuzu, 4,000 cups

South Africa, mobile clinics, 2,500 cups

Australia*
500 cups

*under development

IMPACT OF THE COVA PROJECT

Why menstrual cups?

Great question! In developing communities, pads are extremely expensive. Make-shift solutions are common, using old clothes, bedding or newspaper. These solutions tend to cause rashes, blisters and infections. Reusable pads are a solution but can be hard to dry in the wet season and use quite a bit of water to clean, which is difficult in the dry season.

- Menstrual cups can be re-used for up to 10 years
- A cup can be worn for up to 12 hours, after which it is simply removed, emptied, and re-inserted (meaning girls can avoid unsafe bathroom facilities in schools)
- The cups are very easy to keep clean, requiring only a very small amount of water



90% OF GIRLS WOULD RECOMMEND THE CUP TO THEIR MOTHER

88.64% OF GIRLS SAY THE CUP IMPROVES THEIR CONFIDENCE

AVERAGE RESULTS FOR GIRLS USING THE CUP ACROSS COVA'S PROJECTS

- 44% felt more comfortable in class
- 75% can do more activities than before
- 64% missed school when menstruating but only 4% miss school with the cup
- 96.8% no longer feel shame on their period
- When asked how the cup makes them feel, the most common answer was 'clean'

"Thank you for the support, my two girls are using it and I don't have to worry about buying their pads every month. Thank you!"

-Jackie

CHAIR & CEO'S REPORT



This is the fifth year of running The Cova Project and I must take this opportunity to say that the last 5 years have been nothing short of a privilege. Together, we have distributed 24,000 menstrual cups across Liberia, Ghana, Uganda, South Africa and Malawi, and radically changed the lives of thousands of young women who simply want access to education and equal opportunity.

This financial year we invested most heavily in our project in Jinja, Uganda, supplying 4,000 menstrual cups to our partners, Irise East Africa, with the secondary goal to showcase to the Ugandan government how significantly we are impacting school attendance rates for girls. Well, it worked! The Ugandan government has now not only co-hosted a virtual conference with us but also removed all import taxes on menstrual health products to help us scale up our work in the country. I am pleased to share that I personally met with members of the Ugandan government at the Global Period Poverty Forum in Brisbane (October 2022), and have continued fostering strong relationships with ministry of health, education and gender since then. These government relationships truly feel like systemic change and we couldn't be prouder!

On the topic of scaling up change, our new online platform, Cova Affiliate is set to launch in Q1 of 23/24. Cova Affiliate is our answer to the 100+ organisations on our partnerships waitlist, in need of menstrual health programs in their communities. We have decided to open source all of our training materials, share our feedback collection surveys and create resources to help organisations train exceptional project leaders.

The Cova Project remains one of the most high impact initiatives you can contribute to. If you're looking for a charitable cause to support that you can be confident creates long term change, we are the charity to invest in. We run an incredibly lean operation, make 'locally led' a priority, care about sustainability and never stop exploring ways to improve and help more girls!



BOARD OF DIRECTORS

At first I joined The Cova Project as Company Secretary to help Geena set up and run the organisation. I also liked the idea of mentoring a board of young talented women to learn about governance and compliance. Life long business skills. But in the end it is the purpose of The Cova Project that gives the most satisfaction. Twenty four thousand menstrual cups have been provided and twenty four thousand girls have learnt about their bodies, reproductive health and managing menstruating with confidence. Twenty four thousand girls have been given a cup that is keeping them in school or keeping women in jobs. When Geena returned from her latest trip spending time with her local partners she repeated a comment from a school principal that summarised for me what The Cova Project is all about. His high school had been transformed from a school with a significant majority of boys to a co-ed school during the time The Cova Project had been working in his local community. Now that is real change and something to be so proud about.

Nell Anderson



Dr. Samantha
Malcolm | Director



Louisa Beale | Director



Nell Anderson |
Company Secretary



Geena Dunne | Chair
and CEO

OUR PARTNERS



IRISE INSTITUTE EAST AFRICA - UGANDA

Irise Institute East Africa (IIEA) is The Cova Project's largest partnership. Based out of Kampala and Jinja, this partnership has become influential to menstrual health policy and practice all across Uganda and regularly engages with national and local government to inform standards and best practice. Sarah and Joyce, IIEA's Project Leaders, are exceptional menstrual health champions and are often charged with traveling the country to train other organisations on The Cova Project x IIEA's project implementation methods. This project is the gold standard and the potential is endless!



EDUCATE WEST POINT - LIBERIA

Educate West Point (EWP) is a dedicated education charity in West Point, Liberia. Alongside their own educational programs, they run The Cova Project Liberia, which focuses on keeping Liberian girls in school with menstrual health solutions. EWP leads the charge on menstrual cup work in Liberia and our exceptional field team, consisting of Karolyn, Euodia and Genevieve, actively change societal stigmas with their trainings. Liberia is the country we work in that has the greatest needs in regards to menstrual equity and we are proud to be one of the few tackling the challenge!



CARVE AFRICA - MALAWI

The Cova Project Malawi, was the first partnership of The Cova Project, grassroots and based out of Betti Nhlane's living room delivering sexual/reproductive health information to the village behind Mzuzu University. Well, we are so proud to announce that The Cova Project Malawi is now officially CARVE Africa, independent and headed up by Casey English. Casey, Betti and Eluby have always been MHM champions to their core, working tirelessly to educate Malawian women on their bodies and rights. Now, with an official partnership formed, The Cova Project and CARVE Africa have been able to expand their efforts into Southern Malawi and support women across the country.



WE EMPOWER HER - UGANDA

We Empower Her are a refugee run organisation in Nakivale Refugee Settlement, founded by Cova alumni, Gabriella Amini. We were so pleased this year to continue our partnership with We Empower Her and conduct a four day retreat in Jinja, bringing together the Irise Institute East Africa team and the We Empower Her team to share learnings and grow together. The We Empower Her team, consisting of Georgine, Cesarine, Anick, Wisdom, Diana, Irene and Gabriella are truly exceptional women driven by improving the refugee experience for menstruators who are often only provided 8 sanitary pads for the year.

OUR PARTNERS



THE KYEREH FOUNDATION - GHANA

The Cova Project Ghana in partnership with The Kyereh Foundation distributed 500 cups in rural Ghana during 2022. Reaching rural communities, the Kyereh Foundation goes to great efforts to get menstrual cups into the hands of the girls who need them most (regardless of tough weather conditions which often slow progress in the area). Supported by our Menstrual Health Consultant, Abena Benewaa, the project also advocates for better menstrual health policy in Ghana.



SCHOOL FOR LIFE - UGANDA

After a long awaited delivery, the 80 cups we shared with School For Life in 2020 (before the covid outbreak) finally made it to Uganda! These cups were strategically delivered to the teachers at School For Life as a pilot to see whether the teachers believed they'd be an appropriate solution for the girls. Well, after a training by Janepher and the team, 88% of the teachers are using and loving their cups and 83% said it improved their confidence compared to what they used before. As an important friend in the Australian international development space, we are so excited to have started this partnership with School For Life!



PERIOD EQUITY AFRICA, AWESOME MINDS SPEAK, ASK8 - UGANDA

Alongside working with Irise Institute East Africa, we have together partnered with a series of smaller organisations to distribute menstrual cups across Uganda. Each of these organisations has been trained by The Cova Project and IIEA to ensure standards are maintained as we scale. In June 2023, The Cova Project met with delegates from Period Equity Africa, Awesome Minds Speak, Ask8 and Girl's Must for a full day workshop discussion ethics, intentions, standards and best practice. We are so excited to be in partnership with all of these up and coming organisations who share our passion for providing solutions and opportunities to Ugandan girls. Together we can achieve so much more!





FINANCE REPORT 22-23

REVENUE

\$312,473

(DONATIONS AND FUNDRAISING)

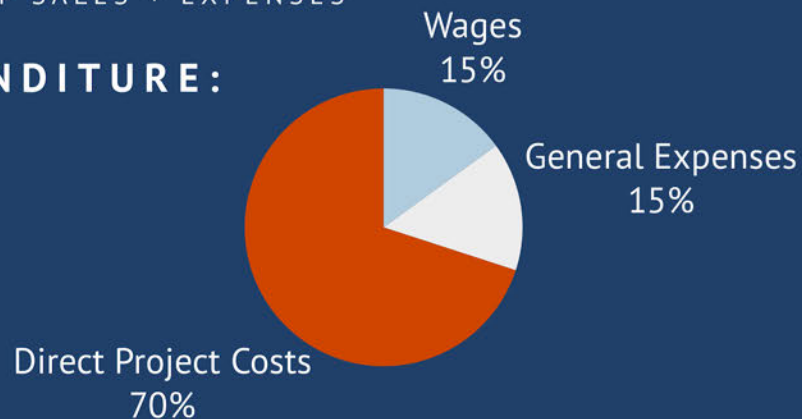
We are setting a goal to have all **general expenses** and **wages** covered by donors passionate about 'unrestricted funding' by 2025. This way all other donations go directly to project activities!

EXPENDITURE

\$222,251

*COST OF SALES + EXPENSES

EXPENDITURE:



DIRECT PROJECT RELATED EXPENSES (\$155,575)

Purchase and distribution of cups	27%
Education and training	73%

GENERAL EXPENSES (\$33,337)

Marketing (including events and software subscriptions)	52%
Admin	21%
Insurances	27%



FUNDRAISING ACTIVITIES

FY22/23 was our most successful fundraising period to date. We could not have achieved what we achieved without One in an Army, the SWAUS Foundation, Goldman Sachs Foundation, The Saville Foundation, The John Lamble Foundation, Schneider Electric, Barney and Jacq, LouLou Lips, Boss Beauties, The Funding Network and all our exceptional donors!

Special mention to Kin Fertility who have been unwavering partners of The Cova Project for the last 3 years and this year raised just shy of \$40,000 for us during Women's History month with their 'On Our Terms, Period' campaign.



FUTURE VISION THE NEXT 12 MONTHS

As we continue our mission, looking ahead to FY22/23 we continue our ambitions of **distributing as many menstrual cups as possible**, to girls experiencing period poverty and **working towards the UN sustainable development goals**.

Our most significant goal outside of those is to **launch The Cova Affiliate platform**. Cova Affiliate is essentially The Cova Project open sourcing our resources, learnings and project model, and making it available to organisations who believe menstrual cups are a viable solution for girls in their communities. Although the Affiliate Program was always a part of The Cova Project's ten year plan, the push for the program to move up as a priority has come from communities in need. After a year of trialling the platform and building out our advice and resources, we look ready to launch in Q1 FY22/23. Cova Affiliate targets Sustainable Development Goal 17, **Partnership For The Goals**.

On the fundraising front, we hope to trial a new model in the coming year where we look at building a loyal and reliable group of donors to cover all costs associated with operating expenses. Our hope is by covering these costs we can engage new donors in our cause with the promise that 100% of their dollar will go directly to cups and project work. **If you are a donor interested in joining our base of 'unrestricted funding donors' please reach out to gdunne@thecovaproject.com.**

Here's to a brilliant and impactful FY23/24!

5 GENDER
EQUALITY



1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



6 CLEAN WATER
AND SANITATION



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



17 PARTNERSHIPS
FOR THE GOALS



ACKNOWLEDGEMENTS AND THANKS

We would like to thank our hardworking **Directors, consultants, partners, volunteers and donors.** Last year we spoke on the post-covid challenges the non-profit space was facing and this year we proved that with the right support network and mission, those challenges can be faced and overcome.

Huge thank you to **Ebony Westman** and **Alex Kelso**, who have been diligently working on the Cova Affiliate platform for a year. Cova Affiliate will be an essential resource to the menstrual health community and help all grassroots organisations around the world implement cup projects in their communities. Thank you to **King & Wood Mallesons** for providing exceptional legal support to ensure we could launch such a platform safely and thoughtfully.

As always, an enormous thanks to **Nicole Liu and the team at Kin fertility, The Saville Foundation, The Funding Network, the SWAUS Foundation, The John Lamble Foundation and our incredible leadership donors.**

Thank you to the **One in an Army** fan base for celebrating K-Pop star, Jungkook's birthday by supporting The Cova Project. Thank you to **En Saison** and **Coco88** for always helping with our fundraising events and making them smell and taste sweeter!

Thank you to the **Boss Beauties Community fund** and **The Royals** for providing grants to project activities. And finally, thank you to AR Media for helping us craft campaigns that truly encapsulate the impact of our work!



Boss Beauties

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