



# BORN TO BE AWESOME INITIATIVE

Empowering Women. Redefining Periods. Creating Awesomeness

## PROFILE

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# BACKGROUND

“Born to Be Awesome” initiative is a Kenyan registered Community based organization (CBO) dedicated to making a positive impact in our community. We believe that everyone has the potential to be awesome and we strive to empower individuals to unleash their full potential.

Through various initiatives and programs, we aim to inspire, educate, and uplift the lives of those in need. The Initiative is mainly dedicated to promoting menstrual health and hygiene, with a specific focus on empowering women and girls through the use of disposable and reusable sanitary pads.


The organization was founded with the vision of creating a sustainable and dignified solution to menstrual hygiene management while addressing gender equality and women’s empowerment in underprivileged communities.

Recognizing the challenges faced by women and girls in accessing affordable and hygienic menstrual products, Born to be Awesome Initiative aims to provide an innovative and environmentally friendly alternative through the production and distribution of reusable sanitary pads.

By leveraging the benefits of reusable pads, the organization seeks to create lasting positive impacts on the lives of women and girls, their communities, and the environment.

Born to be Awesome Initiative strongly believes in the power of education and awareness. The organization not only provides access to reusable pads but also conducts comprehensive menstrual health and hygiene education programs.

These programs aim to break taboos, dispel myths, and provide accurate information about menstrual health, hygiene practices, and the proper use and care of reusable pads.



By empowering women and girls with knowledge, Born to be Awesome Initiative strives to eliminate stigma and promote menstrual well-being. The organization is committed to ensuring the sustainability and scalability of its initiatives. The organization is looking forward to actively collaborate with local communities, stakeholders, and partner organizations to establish production centers where women will be trained in pad-making skills.

This approach will not only generate employment opportunities but also foster self-reliance and economic empowerment among women. Born to be Awesome Initiative also advocates for policy changes and partnerships with government agencies and international donors to create an enabling environment for menstrual health initiatives.

Through its holistic approach, Born to be Awesome Initiative aims to achieve several interconnected goals: promoting menstrual health and hygiene, suppressing gender-based violence, empowering women and girls, fostering environmental sustainability, and promoting gender equality. By addressing these critical areas, the organization strives to create a society where every woman and girl can embrace her menstruation with dignity and reach her full potential.

With a passionate team of dedicated volunteers, community partners, and supporters, Born to be Awesome Initiative continues to make a positive impact, one reusable pad at a time.

Through their commitment to innovation, sustainability, and empowerment, the organization envisions a future where menstrual health is prioritized, stigma is eliminated, and every woman and girl can embrace her awesomeness without limitations.

# MISSION & VISION

## OUR MISSION

Our mission is to promote women and girls' empowerment and menstrual health and hygiene and creating a supportive and inclusive environment where women and girls have access to education, resources, and opportunities to reach their full potential in underprivileged communities.

## OUR VISION

We envision a society in which women and girls are empowered, free from discrimination, gender-based violence, period stigma, and have the knowledge and resources to manage their menstrual health with dignity and confidence.

# CORE VALUES

## **Empowerment**

We believe in empowering women and girls to realize their rights, make informed choices, and actively participate in decision-making processes that affect their lives.

## **Equality**

We promote gender equality and advocate for the elimination of all forms of discrimination, violence, and harmful practices against women and girls.

## **Education**

We recognize the power of education and provide comprehensive information and resources on menstrual health, hygiene, and women's rights to foster informed decision-making and improve overall well-being.

## **Community Engagement**

We actively engage with communities, local leaders, and stakeholders to create awareness, drive behaviour change, and build partnerships for sustainable development.

## **Advocacy**

We advocate for policies and practices that support menstrual health and hygiene, gender equality, and the empowerment of women and girls at the local and regional level.

# OUR PROGRAMS & ACTIVITIES

## **Menstrual, Mental, GVB & Reproductive Health Education Program**

Our education program conducts workshops, awareness campaigns and community dialogues to educate women, girls, and community members about menstrual health, debunk myths, and promote positive attitudes towards menstruation.

## **Sanitary pads mobilization and distribution**

Through our initiative, we strive to mobilize and distribute free disposable and reusable sanitary towels, detergent, and undergarments to marginalized women and girls, ensuring they have access to safe and hygienic menstrual products and accessories.

## **Environmental Conservation**

We strongly support the use of washable and reusable sanitary pads as a means of promoting environmental conservation. Unlike disposable pads, which need to be discarded in special bins and do not decompose after disposal, washable pads offer a more sustainable solution.

## **Women Empowerment**

In our women/girl's empowerment program, we have several ideas for future implementation. These ideas encompass various activities such as manufacturing school uniforms, producing reusable pads and washable diapers, making soap and detergents, as well as installing and maintaining solar power systems.

## **Skills Development**

To achieve our programs, we have a vision of establishing a training centre where women and girls can acquire valuable skills. This training centre will serve as a skills hub, providing a platform for individuals to enhance their abilities and knowledge.

## **Community Engagement & Advocacy**

While both approaches are effective, the mainstream media approach allows us to reach a larger audience compared to face-to-face interactions. As part of our efforts, we have conducted numerous interviews with mainstream TV stations in the country.



# ORGANIZATION OFFICIALS



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