**Project Title:** “Ruby in the Rift” ­ Menstrual Health Management Project **Description:**

●  **Project Type**: Education/Health, Gender Equity

●  **Description:** “Ruby in the Rift” is a Menstrual Health Management Project that will begin   
January 2018. Led by Alyssa O’Connor, this project will be conducted in Iten, Kenya and last for three months. The project’s goal is to help educate young girls in rural Kenya about menstruation and will also provide them with a reusable menstrual cup. These cups will be provided via a partnership between Ruby Life Limited, a menstrual health company that makes 100% food­grade silicone cups called “Ruby Cups”. Ruby Life Ltd. agreed to an initial donation of 200 cups and plans to facilitate training of project leader, Alyssa O’Connor, through the Golden Girls Foundation (GGF). GGF is a non­profit founded in Kenya in 2011 that is dedicated to empowering females of all ages in hopes of improving the socio­economic status of Kenyan women. GGF is also a key distributor for “Ruby Cup” in Kenya. “Ruby in the Rift” will take shape as a series of educational workshops that will be conducted at local primary schools. With the help of local teachers and parents, Alyssa O’Connor will teach 200 schoolgirls about menstruation and the Ruby Cup. In the process, “Ruby in the Rift” will leave behind a model curriculum for the participating primary schools to follow. Also, this project aims to build a support network of adult women to help mentor and comfort young girls as they go through puberty.

●  **Background:** Menstrual Health Management (MHM) has been cited as a key development issue in the Global South. UNESCO, the World Bank, and the Bill and Melinda Gates Foundation have found that successful Menstrual Health Management can lead to improved gender equity, education and population health. Kenya is lacking a comprehensive MHM program, and research has found that 1 in 10 Kenyan girls miss school while they are on their period. Some estimates claim that 65% of Kenyan women cannot afford even the most basic feminine hygiene products. In rural regions, 2 out of 3 adolescent girls purchase sanitary products via transactional sex. These studies have linked the onset of menarche with an increased likelihood of school drop­out among girls living in rural communities. Poverty and lack of access to sanitary products forces young women to use unhygienic materials, which is a public health concern. “Ruby in the Rift” seeks to address these issues comprehensively, by initiating a series of educational workshops where young girls will be given menstrual cups, knowledge, and a support structure to help ensure that they have the best chance for living an empowered life.   
**Key POCs: http://rubycup.com/**

●  Amaia Arranz ­ Ruby Cup Strategic Partnerships Manager ○ amaia@rubycup.com

●  Robert Kangugo Kiptoo ­ Deputy Administrator of Kamariny Primary School ○ robertkangugo@yahoo.com

●  Toby Tanser ­ Shoe4Africa Founder ○ toby@shoe4africa.org   
**Key Milestones/Deadlines:**

● Project Duration: January to April 2018

● Key Milestones/Deadlines:

○  Formalized Plan for “Ruby in the Rift”

○  Partnership with “Ruby Cup”

○  Board Approval of Project

○  Board President Contribution

○  Fundraising Campaign Initiated

○  Airfare Purchased

○  HATC Reservations

○  Social Media Campaign

○  Flight from JFK

○  Golden Girls Training

○  Project Commencement

○  Anticipated Project Finish

Jun 2017 Jul 2017 Aug 2017 Aug 2017 Aug 2017 Sep 2017 Sep 2017 Oct 2017 Dec 2018 Jan 2018 Jan 2018 Apr 2018

**Success Criteria:** That every participant receive a quality MHM education. That every participant learns how to use and maintain their “Ruby Cup”. That 200 “Ruby Cups” are successfully distributed. That CWA develops a network of teachers and parents who can support and monitor the graduates of our workshops after Alyssa returns home.

**TOTAL PROJECT BUDGET: $9587**

**Budget Line Items**

●  Transportation (airfare, luggage, vehicles)) $1500

●  Subsistence (lodging, food) $4750

●  Field Supplies (equipment, assistant fees) $1150

●  Golden Girls (Ruby Cup Training/Delivery) $310

●  Medical/Travel (Visa, Vaccines, Meds) $901

●  Telephone/Postage (Kenyan cell phone) $110

●  Emergency Expenses (10% of budget) $866

**Total fundraising to­date (Sep 2017): $4567 Total remaining budget: $5020**  
**Fund Raising Plan:**

●  Project Leader Alyssa O’Connor is charged with the task of fundraising

●  Fundraising Source #1: Letters to prospective donors

●  Funding Source #2: Social Media, Website Traffic, GoFundMe

●  Funding Source #3: Fundraising Events

●  Partners: Ruby Life Limited (maker of Ruby   
Cup), The Golden Girls Foundation