

# PRIDE NO SHAME – SPONSOR UPDATE REPORT

October 2025



## SCALING UP

Pride No Shame is entering a new phase: we are upgrading to a semi-automatic production machine in Rwanda to meet growing demand and improve product quality. At the same time, we are preparing to expand our reach to Central Africa, addressing the urgent menstrual health needs of millions of women and girls.

### KEY ACHIEVEMENTS IN RWANDA

- To date, 1.15 million Uzima Pads distributed to adolescent girls, vulnerable women, and refugees, restoring dignity and reducing school absenteeism.
- 78 schools reached through menstrual health awareness and pad distribution.
- 7 staff members employed under contract, mostly Burundian women refugees.

## ESTIMATED BUDGET

When we first looked at how to expand our production, we faced a clear decision: purchase a machine from far away or find a solution closer to Rwanda. At first, machines from India appeared less expensive. But once we considered the high cost of delivery, ongoing maintenance challenges, and the continued need to import compatible raw materials, the picture changed.

That's why we chose a different path. By sourcing a semi-automatic production machine from Europe, we gain the quality and reliability we need while avoiding the heavy burden of overseas shipping costs.

The investment is significant—**more than €2 million**—but it represents much more than machinery. It is the backbone of our future growth: enabling us to expand capacity, meet rising demand, and consistently deliver the highest quality, in a sustainable and efficient way.

### WHY UPGRADE IS ESSENTIAL

- 2.8 million women of reproductive age in Rwanda face menstrual hygiene challenges (high demand).
- By 2030, Central Africa will count over 100 million women of reproductive age.
- Increase production capacity.
- Secure high-quality raw material from closer, sustainable suppliers.
- Expand distribution through NGOs, schools, and refugee programs.
- Scale awareness programs in schools and communities.

# STRATEGIC PARTNERSHIPS

Friends of Humanity (FOH) has partnered with the Rucci Legacy Foundation (RLF), a strong local partner with established connections to the Rwandan government.

Together, we are committed to:

- Empowering the women of Rwanda
- Creating employment opportunities for women refugees
- Educating women on the importance of using organic sanitary products
- Providing access to affordable high-quality sanitary products
- Expanding Pride No Shame to meet the needs of women across Central Africa



*The Pride No Shame team during Graziella Zanoletti's last visit to Kigali in September 2025: Founder & President of FOH - Graziella Zanoletti, Pride No Shame's local Director - John Uwayezu, board member of the RLF - Gertrude Kalima.*

## GOVERNMENT SUPPORT:

- Sanitary pads are tax-exempt in Rwanda.
- The Government of Rwanda is committed to supporting women's health initiatives and facilitates local production through spaces and logistical assistance.

We are currently in discussions with European sanitary pad producers to benefit from their expertise, identify machinery that meets our specific need for thicker sanitary pads—designed to accommodate the heavier menstrual flow experienced by many women in Africa—source higher-quality raw materials, and provide implementation support.

We kindly ask for your support to help us continue our work and turn our plans into reality. Your continued financial contribution will play a vital role in making this possible.

## THANK YOU FOR YOUR SUPPORT!