

ANNUAL REPORT 2024-2025



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A Message from Our President

Between 2024 and 2025, Friends of Humanity (FOH) continued its work across Central Africa, and I am deeply grateful to our donors for making this possible. Thanks to your support, we advanced three key initiatives: Pride No Shame in Rwanda, the Congo Harvesting Project, and the Congo Water Project in Kingwangala. Each project is a step toward empowering women, supporting vulnerable children, and strengthening communities. I am constantly inspired by the resilience and courage of the people we serve, and I am humbled by the impact your generosity has created.



As we look ahead, FOH remains committed to expand solidarity work across Central Africa and beyond. From the bottom of my heart, thank you for helping turn hope into action.

Graziella Zanoletti.



Graziella Zanoletti meets Messi in his village in Rwanda, September 2025. Born with a spinal malformation, he is now showing encouraging progress.

PRIDE NO SHAME – SCALING UP

Since 2022, Pride No Shame has distributed more than 1.15 million affordable, organic UZIMA sanitary pads to vulnerable women and girls in Rwanda, but current production capacity no longer meets demand. Scaling up is essential not only to strengthen access across Rwanda, but also to lay the foundation for a future expansion into Central Africa.

FOH initiated the upgrade to a fully automated production facility in Rwanda. This upgrade is designed to increase production capacity while preserving and expanding employment for refugee women. Machines will complement—not replace—the workforce, ensuring that refugee women continue to hold meaningful roles in every stage of production. Between 20–30% of sanitary pads will be distributed free to refugee women and girls, while the remainder will be sold to cover costs, making the project financially sustainable and a replicable model of a socially and economically sustainable initiative.

Key objectives for the coming years:

- Expand production capacity with fully automated technology
- Prepare regional distribution across Central Africa
- Create new jobs, prioritizing refugee women
- Increase local sourcing of raw materials to reduce ecological impact from imports from Asia and support the local economy



FOH initiated formal discussions with sanitary pad machinery manufacturers in Italy and Scandinavia to identify a model that ensures biodegradable production, low electricity consumption, high product quality, and full compliance with Rwanda Standards Board requirements. Supplier assessments are currently underway, evaluating technical specifications, production capacity, and total cost of ownership.

A major milestone of 2025 was the consolidation of our partnership with **the Rucci Legacy Foundation**, a trusted local partner with strong government ties and specialized in healthcare, particularly for women and mothers. Together, we aim to transform our current small-scale, mostly artisanal production facility into a fully automated site, designed to increase production while maintaining and creating employment opportunities for refugee women. This collaboration will also enable expanded access to eco-friendly UZIMA sanitary pads across Central Africa and ensure that the project remains both a model for women's empowerment and a socially and economically sustainable initiative.

The 2025 feasibility study identified an investment of **over USD 2 million** to implement a new production facility. The upgraded facility is projected to reach break-even in a short period of time.



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

SUPPORTING MESSI'S JOURNEY

As part of a secondary initiative, Pride No Shame continued its support for Messi, the son of Bia, one of our employees, who is living with a severe spinal condition. Thanks to consistent nutritional assistance, Messi's weight has increased to 16 kg—four kilograms more than before. Following two hospital stays, physiotherapy sessions, and a period of home recovery, his overall strength and wellbeing have improved visibly.

The next medical step will be a visit to King Faisal Hospital, the largest hospital in Rwanda, to explore the possibility of spinal surgery. We are hopeful that they will assess his condition and advise on potential surgical options. At the same time, Pride No Shame has provided a wheelchair to facilitate Messi's daily mobility and ease the burden on his grandmother, who is his primary caregiver.



NEPAL SCHOOL SUPPLIES PROJECT

In rural regions of Nepal, poverty and difficult living conditions continue to prevent many children from accessing education. In remote districts such as Ramechhap and Gorkha, families often cannot afford basic school items, and children walk long distances to school without proper uniforms, shoes, or bags. In response, Friends of Humanity launched the Nepal School Supplies Project in November 2022, with the objective of removing practical barriers to education for children from the most vulnerable rural communities. Working with local authorities and our local representative, Mukunda Dhungana, FOH identified schools and families most in need. On World Children's Day 2022, FOH distributed complete school kits to 250 children aged 4 to 11 in the Ramechhap district, as well as supplies for teachers. Each child received uniforms, school shoes, a backpack, and essential stationery, enabling them to attend school with dignity and better learning conditions. Following the success of this first phase, the project was extended in 2023 to additional schools in Ramechhap and Gorkha, reaching more students from rural municipalities.

Thanks to donor support, this initiative has helped reduce educational inequality, encouraged school attendance, and improved children's well-being. The project is currently on hold, but FOH is committed to resuming the Nepal School Supplies Project in 2026, so that more children can access education in safe and dignified conditions.





KINGWANGALA PROJECT 1 – HARVESTING

Kingwangala, a remote rural community in the Democratic Republic of the Congo (Kwango Province), faces severe challenges. Two out of five children suffer from chronic malnutrition, families have limited income-generating opportunities, access to agricultural tools is scarce, and government support is minimal. Addressing these issues required a practical, sustainable, community-driven solution.

FOH partnered with Cercle des Jeunes Leaders pour la Paix (CJLP), a local nonprofit founded in 2007 by young Congolese committed to reducing rural marginalization, combating malnutrition, and promoting community-led development and peace. Deeply rooted in Kingwangala, CJLP coordinates cultivation of cassava, maize, soybean, and voandzou, mobilizing local families and ensuring the project supports long-term food security.



In March 2025, FOH provided **USD 5,000** to support CJLP in purchasing farming tools, seeds, and cassava cuttings, and transporting them to remote villages. With this support, community fields were successfully cultivated, participation of local families steadily increased, and malnutrition cases among vulnerable children began to stabilize.

The project is now in its final phase: harvesting, milling, and distribution. To complete this, three mazout-powered mills are required for maize, cassava, and mixed nutritious flour. The total cost is **USD 2,845**. This final investment will enable families to process their own grains, provide nutritious food to children, and secure long-term food autonomy.





KINGWANGALA PROJECT 2 – WATER

In Kingwangala, over 6,000 villagers rely on unsafe water sources, with women and children walking more than one kilometer daily to fetch water. This situation negatively affects hygiene, school attendance, and personal safety, while increasing waterborne diseases and infant mortality. Lack of access to clean water was identified as a root cause of rural poverty, making it essential to address water access alongside food security.

Before FOH arrived, women and children in Kingwangala collected water directly from a spring flowing between rocks, completely unprotected and unsafe. FOH partnered again with Cercle des Jeunes Leaders pour la Paix (CJLP), and with **USD 8,600** from FOH, Phase 1 was successfully completed in October 2025. CJLP secured the natural spring, built a reinforced catchment reservoir, and protected the community's only water source. For the first time, villagers now have access to clean water.



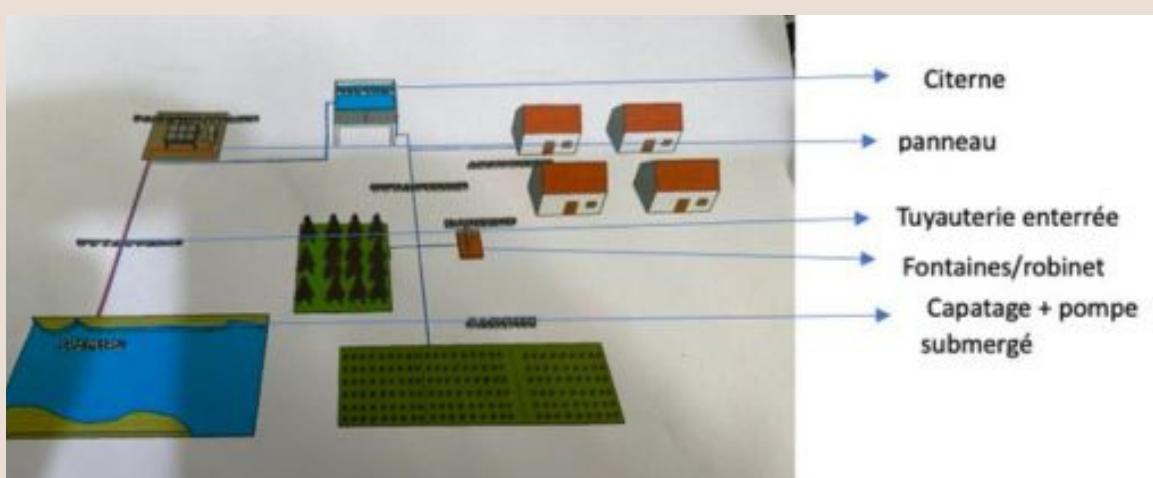
BEFORE



AFTER



The next step will truly transform daily life: Phase 2 aims to bring water directly into the village. It requires **USD 23,420** to install a solar-powered pump, a 5,000L elevated tank, and a 1.2 km pipeline. Once completed, safe water will reach more than 6,000 villagers through multiple community tap points installed throughout the village, ending the long daily walk women and children currently make to fetch water. By freeing children—especially girls—from this daily burden, they will have more time to attend school and focus on their education, while the entire community benefits through improved health, agriculture, and overall daily life. This simple intervention promises a life-changing impact.



LOOKING AHEAD – VISION FOR 2026

In 2026, FOH will continue to strengthen its initiatives in Rwanda and Central Africa, focusing on restoring local systems, women's empowerment, and community impact.

Pride No Shame is finalizing machinery selection and securing investment for the sanitary pad production facility in Rwanda in close collaboration with the Rucci Legacy Foundation. The upgraded facility will enable higher output of eco-friendly UZIMA sanitary pads, where machines will complement—not replace—our workforce, ensuring that women continue to hold meaningful roles in every stage of production. Around 30% of the sanitary pads will be distributed free to refugee women and girls, while the remainder will be sold to cover costs, making the project a replicable model of a socially and economically sustainable initiative.

Congo Harvesting Project will enter its final stage, installing three mazout-powered mills and completing the distribution of nutritious flour to malnourished children, before transitioning to full community ownership.

Congo Water Project will launch Phase 2, installing a solar-powered pump, an elevated tank, and a 1.2 km pipeline to deliver clean water directly to the village via multiple community tap points. This will end the long daily walk women and children currently make to fetch water and provide safe, reliable water access to more than 6,000 villagers.



NEW 2026 PROJECT: KAHUMBULU SCHOOL

In 2026, Friends of Humanity, in partnership with our local partner CJLP, will launch a new initiative in the DRC at Kahumbulu Primary School, located 32 km from Kingwangala. This community has been neglected for decades and lacks basic infrastructure. The school, which serves 234 students with 8 teachers and 1 principal, currently operates in dilapidated buildings made of yellow earth and straw, without proper roofing, doors, latrines, desks, or textbooks. Many students study barefoot, with no learning materials, and are exposed to poor hygiene conditions.

The project will rebuild a safe and decent school, provide uniforms and school supplies, and create an environment conducive to learning. By improving educational infrastructure and resources, FOH aims to encourage school attendance, improve student performance, and relieve families of financial pressures, helping children reach their full potential despite decades of neglect.



A classroom at Kahumbulu Primary School.



The toilets.

CONCLUSION

FOH's long-term commitment remains clear: to empower women and girls to honor the natural rhythm of their bodies and break harmful taboos; to stand alongside those who have been ignored for decades, equipping them with the skills, knowledge, resources, and opportunities to build lives of autonomy and dignity; to advance holistic education that goes beyond traditional literacy; and to create resilient, self-sufficient, and harmonious communities capable of thriving on their own.

Your donation can plant the seeds of lasting change in the lives of those most in need.

FOH Bank Details:

Bank: UBS

IBAN: CH260024024041708001W

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THANK YOU FOR YOUR SUPPORT!

OUR PARTNERS



Friends of Humanity
Rue des Pâquis 51, 1201 Genève

Pride No Shame

Impact Report 2025

About Pride No Shame

Pride No Shame is a Rwandan social enterprise owned by Friends of Humanity, dedicated to advancing menstrual health, dignity, and inclusion through the local production of eco-friendly sanitary products, menstrual hygiene education, community outreach, and targeted humanitarian support.

Executive Summary

In 2025, Pride No Shame strengthened its impact by combining **local manufacturing**, **school-based education**, **district-level advocacy**, and **research-driven planning**. With the support from Friends of Humanity and partners, the organization reached thousands of students through pads distribution, empowered schools and community with menstrual hygiene education and related education materials, expanded market intelligence for future growth, and sustained life-changing medical support for vulnerable individuals.

2025 Key Highlights - 220,000 sanitary pads locally produced - Menstrual Hygiene Education materials developed and piloted in 20 schools - Active participation in Menstrual Hygiene Day 2025 in Gisagara District - Continued medical and nutritional support for a vulnerable child - Completion of national market research on sanitary pads and adult absorbent products

Our Impact at a Glance (2025)

- **Sanitary pads produced:** 22,000 (220 single pads)
- **Schools supported with MHM materials:** 20 + Educations
- **Students reached through MHM education:** 15,500+
- **Girls supported with sanitary pads during MHM Day:** ~12,650
- **Districts engaged:** 7/30 districts
- **Market research studies completed:** 4 with 2,919

Program Area 1: Local Production of Sanitary Pads

Objective

To reinforce local access to affordable, high-quality menstrual hygiene products through in-country production.

What We Did

- Produced **32,000 packs sanitary pads** using local manufacturing human resources mainly refugees
- Maintained quality standards while optimizing existing machinery
- Allocated production to school distributions, outreach activities, and emergency supplies

Friends of Humanity support Value

- Reduced reliance on imported products
- Strengthened a sustainable, women-centered social enterprise model
- Directly supported education and outreach programs by breaking the taboo around menstruation.

Program Area 2: Menstrual Hygiene Education Materials

Objective

To institutionalize menstrual health education in schools through structured and reusable learning tools.

Materials Developed

- **Teacher Training Manual:** Guides educators on menstrual health, stigma reduction, and school-based support
- **Student Booklets:** Age-appropriate learning tools promoting confidence, hygiene, and dignity

Distribution and Deployment

- Menstrual hygiene education materials were distributed to **20 schools**, each receiving: 2 Teacher Training Manuals and 2 Student Booklets
- **Soft copies** of both the Teacher Training Manual and Student Booklets were formally handed over to:
 - All participating schools, to enable **multiplication, printing, and wider deployment**

- **Gisagara District**, to support district-wide replication and integration into future school-based programs

Why It Matters

- Moves beyond one-time awareness sessions
- Creates long-term learning resources owned by schools
- Empowers schools and districts to scale education independently
- Reduces long-term program costs while increasing reach
- Enables consistent and accurate messaging
- Strengthens local ownership and institutional adoption of menstrual health education

Program Area 3: Awareness and community Education

Objective

To improve knowledge, reduce stigma, and promote positive menstrual hygiene practices by coupling product distribution with structured education and learning assessment.

Integrated Awareness Approach

In 2025, Pride No Shame systematically coupled sanitary pad distribution with Menstrual Hygiene Management (MHM) education. Awareness sessions were not delivered as stand-alone activities, but were intentionally designed to:

- Equip beneficiaries with accurate menstrual health knowledge
- Encourage openness and dialogue among girls and boys
- Ensure that product distribution translated into correct and confident use

Education Methodology

Menstrual Hygiene Education Sessions delivered in schools and community settings, Sessions covered:

- Basic menstrual health and physiology
- Safe and hygienic practices during menstruation
- Addressing myths, stigma, and cultural taboos
- Guidance on school participation and daily activities during menstruation

Education Methodology

To measure effectiveness, Pride No Shame implemented **pre- and post-tests** during education sessions:

- **Pre-tests** assessed baseline knowledge and common misconceptions
- **Post-tests** measured knowledge gained after the sessions

For **selected beneficiaries**, follow-up assessments were conducted to:

- Evaluate retention of knowledge
- Assess changes in attitudes and confidence
- Understand practical application of menstrual hygiene practices

Program Area 4: Menstrual Hygiene Day 2025 – Gisagara District

Background

On **28 May 2025**, Pride No Shame joined national and global partners to commemorate Menstrual Hygiene Day under the theme “*Together for a #PeriodFriendlyWorld.*”

Partnership & Location

- **District:** Gisagara, Southern Province
- **Schools:** Ecole Secondaire Save & GS Gisagara A
- **Partner:** Gisagara District Local Government

Activities Delivered

- Interactive menstrual hygiene education sessions (girls and boys)
- Distribution of sanitary pads (two-month supply per girl)
- Emergency pad stock provided to schools
- Donation of MHM education books
- District leadership participation and advocacy

Reach & Impact

- 3,500+ students reached through education
- ~1,650 girls received sanitary pads
- Strong government endorsement strengthened sustainability

Program Area 5: Humanitarian Support – Continued Care for Messi

Objective

Messi is the child of Betty, a cleaner working at the Pride No Shame office. At birth, Messi did not cry as expected for a newborn. Due to limited medical knowledge and the family's financial constraints, the condition was not medically addressed at the time.

As Messi grew, he developed severe health challenges associated with congenital malformation. By the age of 8 years, he: Weighed only 8 kg, Could not speak, could not sit independently

Friends of Humanity & Graziella's Support

Through the compassionate support of Graziella, via Friends of Humanity, Messi was enrolled in specialized medical care and nutritional rehabilitation.

With this support:

- Messi's weight doubled within one year
- He was admitted and treated at the Gatagara Specialized Hospital, a national reference center for disability care
- All key medical, nutritional, and care-related costs were covered

Friends of Humanity & Graziella's Support

- Continued specialized medical follow-up
- Provision of nutritional support composed of basic food needs (balanced meals adapted to his condition)
- Provision of medical and nutritional supplements to address severe malnutrition and support physical and cognitive development
- Coverage of health-related and rehabilitation costs

Impact and Progress

The intervention led to significant and measurable improvements:

- Improved brain function and cognitive development
- Ability to recognize and remember people
- Ability to sit independently using a dedicated disability-support chair
- Beginning to speak first words, marking a major developmental milestone

Why This Matters to Donors

This support:

- Enabled **continuity of life-changing care**
- Reduced the financial burden on a highly vulnerable family

- Demonstrated a **people-centered and dignity-driven approach** beyond core menstrual health programming



This story reflects Pride No Shame and Friends of Humanity's shared belief that **no one should be left behind**, and that targeted compassion can unlock profound human transformation.

Program Area 6: Market Research & Strategic Learning

Objective

To guide future product development and market entry through evidence-based decision-making.

Research Conducted

- Sanitary pads market research
- Adult diapers and absorbent products studies
- Surveys covering users, distributors, and service providers

Key Strategic Insights (Summary)

- Strong demand for affordable, locally produced absorbent products
- Quality, comfort, and price are key decision drivers

- Awareness gaps remain, especially for adult incontinence products
- Distribution and education are critical to market success

Strategic Value for Donors/supporters/Investors

- Informs sustainable growth
- Reduces investment risk
- Supports diversification and scale

Production and Supply Chain Challenges

In 2025, Pride No Shame faced significant operational challenges that affected production continuity and product quality:

- The sanitary pad manufacturing machine, after three years of continuous operation, began to experience mechanical failures.
- **Limited and inadequate technical support from the machine manufacturer** delayed repairs and troubleshooting.
- As mechanical issues intensified, the machine produced substandard sanitary pads, compromising quality standards.
- Simultaneously, the organization experienced **stockouts of key raw materials**, particularly *Airlaid*, which is essential for pad production.
- Due to the malfunctioning machinery, it was not feasible to procure additional raw materials, as production could not resume safely or efficiently.
- As a result, **sanitary pad production was fully halted during the last three months of 2025**.

These challenges highlighted the urgent need for machinery upgrade, diversified suppliers, and stronger technical partnerships.

Looking Ahead: 2026 Priorities

1. Strategic Partnership Expansion

- A partnership agreement between Lucci and Legacy Foundation has been signed.
- Pride No Shame will build on this partnership to:
 - Integrate the Pride No Shame team into Legacy Clinic operations
 - Strengthen health service linkages and operational sustainability

2. Infrastructure and Technology Upgrade

- Legacy Foundation has committed in-kind support by providing:
 - Land for factory construction
 - space in Eastern Province

- Pride No Shame will actively identify and engage suppliers of modern, high-efficiency sanitary pad manufacturing machines.
- Priority will be given to latest-generation technology that ensures consistent quality and higher production capacity.

3. Supply Chain Strengthening

- Active engagement with multiple stakeholders to identify reliable suppliers of raw materials.
- Development of a diversified supplier base to reduce future stockout risks. Potentially to partner with the developer to set up the raw materials factory in Rwanda or Est-Africa

4. Resource Mobilization and Planning

- Development of detailed project concept notes, including action plans and budgets, has been developed
- These concept notes will guide fundraising, investment, and implementation in 2026.

5. Continuity of Humanitarian Support

- Pride No Shame will continue medical, nutritional, and social support for Messi, ensuring sustained recovery and dignity.

6. Stakeholder Engagement

- Continued collaboration with government, foundations, technical partners, and suppliers to ensure operational resilience and long-term impact.

Appreciation to Friends of Humanity, Our Donors and Partners

Your support in 2025 enabled Pride No Shame to deliver dignity, education, and opportunity to thousands of girls and families across Rwanda. Together, we are building a future where menstruation is never a barrier to health, education, or equality.

Thank you for standing with Pride No Shame.