



# DIVACARES™

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DIVA INTERNATIONAL INC

**Impact Report 2019/2020**

## A message from our founder:

Our company was founded on the mission to help create a world where menstruation is a fact of life, not life limiting. This is the mission of DivaCares™, to lift individuals out of period poverty and empower them to live a life without limits.

I am honored to introduce our very first DivaCares Impact Report.

Today, communities around the globe, and people who are incarcerated or experiencing homelessness do not have access to such an essential need as period care. DivaCares is our response to the ongoing pandemic of period poverty – it is an urgent response to what has been treated as unimportant and taboo. Diva has proven itself a leader in menstrual cups. Now, with DivaCares and our partners around the globe, we have become leaders in the menstrual equity movement – empowering people in their period experience, advocating for period care accessibility and education, and most importantly, providing freedom to defy convention and be unashamed to bleed.

We are disruptors, who challenge the period status quo by advocating for a future of menstrual equity. We do this with our amazing partners in the DivaCares program. It is because of them that DivaCares can make an impact. The dedication and passion that they bring to the menstrual movement motivates and inspires our team to continue in our commitments year after year. From all of us at Diva, we want to say thank you to each one of our DivaCares partners. Together we are challenging stigma around periods, helping to normalize menstruation and integrate menstrual equity into discussions about human rights.

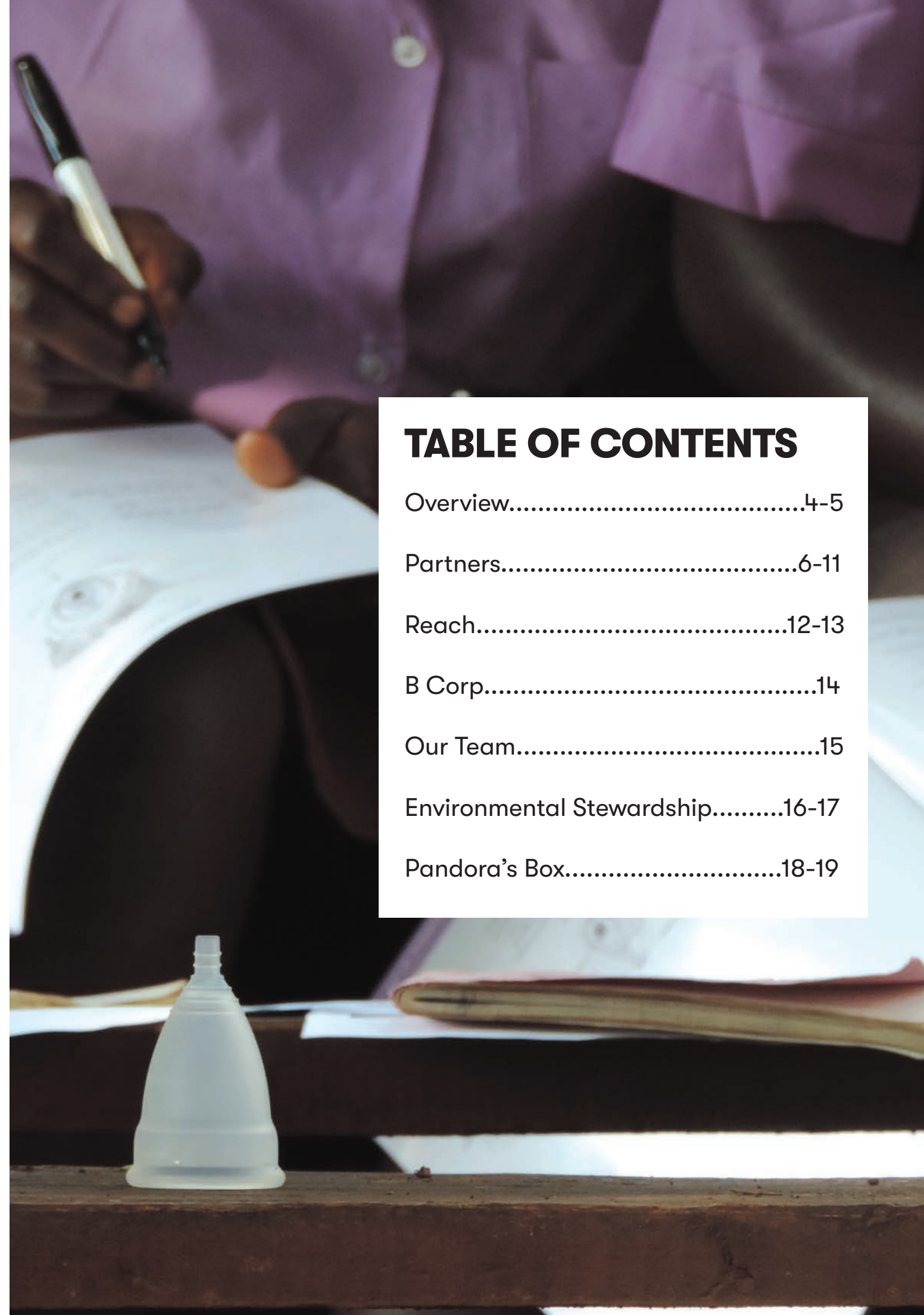


*Carinne Chambers-Saini*

Carinne Chambers-Saini  
CEO and Co-founder, Diva International Inc.  
Founder of DivaCares

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## OVERVIEW

When you lift individuals out of period poverty, you empower them to live a life without limits. And to lift the lives of those around them.

Since 2003, advocacy, donations and education have been foundational to what we do and who we are at Diva International Inc. In the Spring of 2019 our team formalized this commitment with the official launch of Diva's social impact program, DivaCares. DivaCares is both a leader and catalyst of change in the menstrual movement – the global fight to ensure access to safe, affordable period care. Through our many partners and programs, we support innovators and menstrual equity advocates on the frontlines.

DivaCares operates under three core pillars of Education, Advocacy and Access.

## Education

Through access to menstrual education, people with periods are given the opportunity to choose how they care for their cycles. Menstrual education is critical to removing the global shame and stigma that continues to exist. Period education can move the needle towards menstrual equity for all.

Education initiatives include:

- **Menstrual Cup Training Sessions:** 40
- **Community Workshops:** 15
- **Menstrual Education Handbooks:** 250 distributed
- **Menstrual Cup Resources:** 17,000+ donated

## Access

Our access pillar is one of the longest-running programs at Diva, existing before DivaCares began. Since the start of DivaCares in 2019 our access pillar, which includes both DivaCup and resource donations, continues to be a critical part of our programming.

Access Initiatives Include:

  
Cups Donated  
**15,234**

  
Periods Served  
**182,808**

  
Partnerships  
**6**

  
Disposables Diverted  
**3,656,160**

  
Pilot Programs  
**8**

  
Financial Contribution  
**\$600,000 in products**

### COVID-19 response:

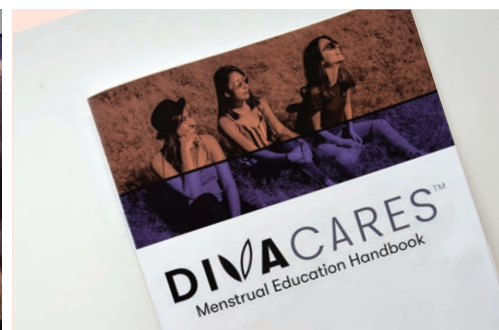
- 600 DivaCups donated to I Support the Girls.
- Financial support to Waterloo Region hospitals.
- Additional cups distributed to partners with increased need.

## Advocacy

We use our platform as a global brand to bring awareness to the global epidemic of period poverty, helping to draw awareness to stories from the frontlines of the menstrual equity movement.

Advocacy initiatives include:

- **Raising Awareness:** Pandora's Box: Lifting the Lid on Menstruation (documentary), This is Period Poverty (online campaign, 2019), Menstrual Hygiene Day panel at The MUSEUM (2019)
- **Sponsored Events:** Period Poverty Summit (2019), Tampon Tuesday (2019), Exploring Endometriosis (2020)
- **DivaCares Student Scholarships:** Awarded to Sarah Chun, student trustee working with legislatures to draw awareness to menstrual equity in Ontario, Canada.





## **PARTNERS**

Our partnerships are the heart of our DivaCares programming which allow us to support the work of organizations fighting for menstrual equity. Menstrual equity looks different from region to region which is why we create unique partnerships with organizations to make sure we can achieve maximum impact.



## Canadian Partner Spotlight: Plan Canada & Jays Care Foundation



Recent studies have shown that as many as 1 in 7 Canadian students miss school due to a lack of period care products.<sup>1</sup> Our partnership with Plan Canada and the Jays Care Foundation provided 75 indigenous youth with menstrual health education and the leadership and life skills to help them thrive. Each Youth Champion was given a DivaCup as well as a Menstrual Education handbook. The goal of this program is to alleviate the financial costs associated with period care products as well as help address some of the knowledge gaps that exist around the menstrual cycle.

<sup>1</sup> <https://torontosun.com/life/relationships/period-poverty-1-in-7-canadian-girls-have-missed-school-due-to-lack-of-products>

## US Partner Spotlight: Black Women's Blueprint



Black Women's Blueprint formed in 2008 in the homes of Black women, knowing they needed to offer their own voice, or rather, their own "blueprint", for change that equally reflected and benefited them. Black Women's Blueprint is survivor-led and 100% Black women run. In 2019 they launched Sistas Van, a fully accessible mobile healing unit that centers the experiences and needs of Black women in Brooklyn, NY. Last year DivaCares donated 90 DivaCups, along with brochures and demo kits, as part of a pilot program. DivaCares will be supplying 1,200 DivaCups to the Sistas Van program in 2020, as well as investing \$5,000 to help Black Women's Blueprint continue the amazing community work they do.





## International Partner Spotlight: Diva Day



*Diva Day*

Founded by Malindi Ayienga, Diva Day combines period education with song, dance and movement exercises empowering thousands of Kenyan schoolgirls to embrace menstruation as a necessary and natural fact of life, to be uplifted and celebrated. DivaCares supplied Diva Day with 1,000 DivaCups and custom user guides as well as financial sponsorship to help cover the costs of printing their educational materials so that not another day of school would be lost for students in Kenya.



**Canada:** Through a year-long partnership with Native Youth Sexual Health Network, DivaCares donated DivaCups as part of post-natal care appointments and coming of age ceremonies for indigenous youth.

**USA:** Ali Forney Center helps to meet the needs of homeless LGBTQIA+ youth in New York City. DivaCares provided DivaCups for their gender affirmation pantry to help meet the period care needs of homeless trans youth.

**Tanzania:** DivaCares donated DivaCups to the University of Saskatchewan in partnership with the Nelson Mandela University of South Africa, who are conducting studies around women's attitudes toward menstruation and the acceptability of using menstrual cups as a more hygienic option.

**Uganda:** DivaCares donated DivaCups to the Tekera Foundation's pilot program to help 7th and 8th grade students care for their periods and reduce lost days of school. DivaCares also donated DivaCups to each participating student's mother.

**Fiji:** DivaCares donated DivaCups to Auburn University's annual medical trip to Mali Island. Student nurses ran clinics about menstrual health and sustainable period care options to local women to help alleviate period poverty.

**Dominican Republic:** DivaCares donated DivaCups through the University of Buffalo so that sustainable, reusable period care could be introduced to communities in the Dominican Republic. This student-led initiative addressed several health concerns, including menstrual hygiene management.

**Zambia:** The HERZ movement seeks to end period poverty in Zambia by combining mentorship, volunteerism, scholarship and innovation. Our pilot program provided schoolgirls with DivaCups to help the HERZ Movement achieve their mission of no days of school lost because of menstruation.

**Australia:** DivaCares donated 1,000 DivaCups and DivaWash to the Share the Dignity campaign to help frontline fire fighters and support personnel dealing with the devastating bush fires in Australia.

## DONATIONS: Canada

Period Purse • Days for Girls Canada • SHORE Center • ECHO Clubhouse Program  
 Native Women's Association of Canada Women & Children's Shelter of Barrie • Friendly Divas  
 Métis Nation of Ontario – Willow Drop-in Center • Elizabeth Fry Society of Cape Breton  
 Red Dot Project • Cambridge Self-Help Foodbank • Native Youth Sexual Health Network  
 The Women's Center of Halton • Monica Place

## DONATIONS: United States

Macon Periods Easier • Hispanic Family Center of Southern New Jersey  
 STAR: Sexual Trauma Awareness & Response • Covenant House Missouri • Worcester Housing Authority  
 Raintree Children & Family Services • Northern Colorado Health Network  
 Endometriosis Foundation of America • Ali Forney Center

## B CORP

Certified B Corporations are for profit companies that use the power of business to solve social and environmental problems. By evaluating how a company contributes to the economic and social well-being of communities, B Corp's encourage social impact around the world.



DivaCares' commitment to menstrual equity, community support, and inclusion and diversity empowers our staff and partners to be the change we seek in the world. From supplier assessments, to our donation program to policy change and staff volunteer days, DivaCares is challenging a hundred-year-old industry to be better for both our customers and the environment.

Certification Date:  
**April 4, 2018**

Global B Corp Count:  
**3,300 in over 50 countries**

Impact Assessment Score:  
**98.7**

Impact Assessment Criteria:

- **Governance**
- **Workers**
- **Community**
- **Environment**
- **Customers**

“

Being a Certified B Corp formalizes the commitment of our DivaCares program. Through advocacy, community partnership and donations, we are supporting those in most need in an equitable and sustainable way.”

**Carinne Chambers-Saini**  
Founder of DivaCares



## OUR TEAM

In addition to DivaCares' commitment to advancing the menstrual equity movement is its commitment to helping the local community.

All full-time Diva staff receive eight paid hours of time per year that they can use to volunteer. Fall of 2019, DivaCares introduced Diva Volunteer Days, organized volunteer events with local organizations that Diva staff can support. Additionally, staff may choose a cause that reflects their personal values and passions to support throughout the year.

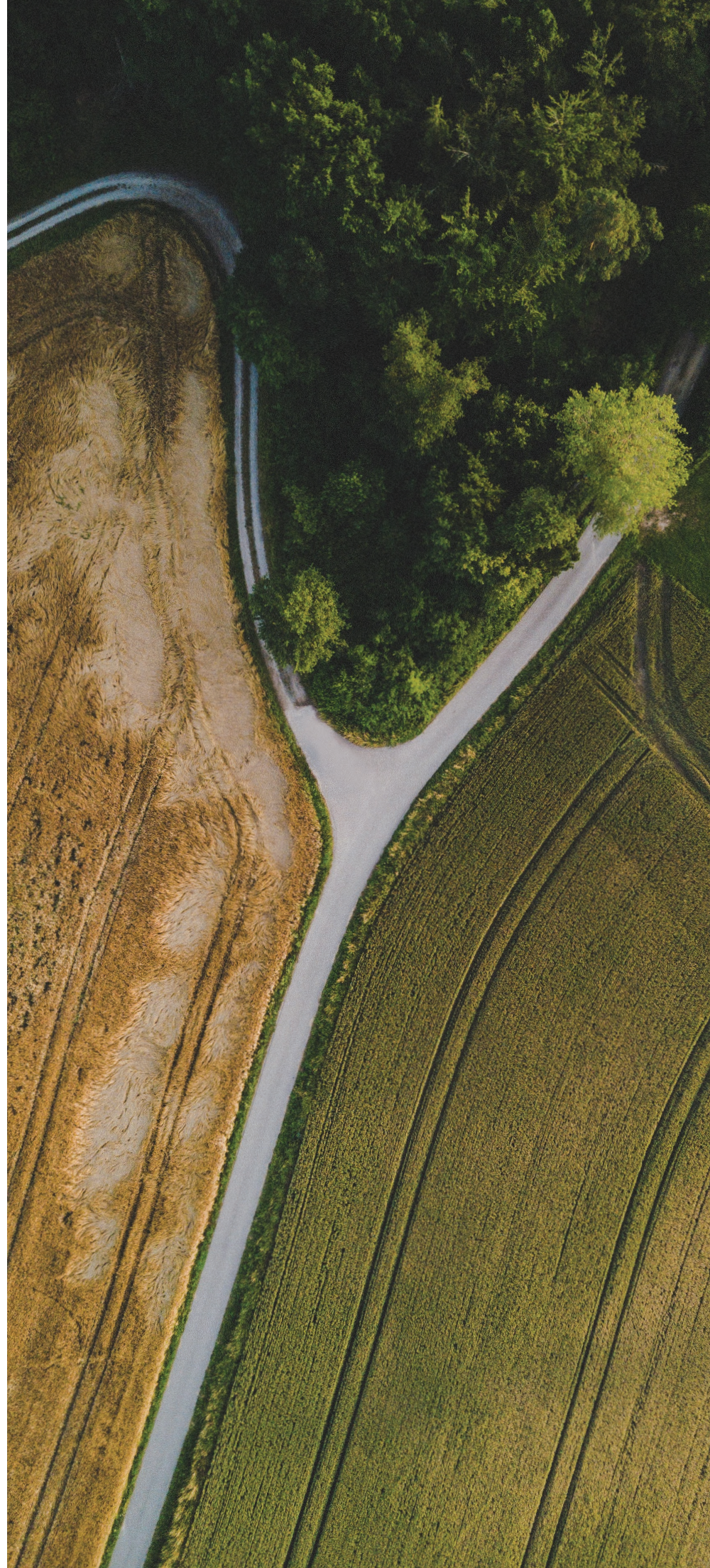




## ENVIRONMENTAL STEWARDSHIP

By providing an eco-friendly period care solution and committing to sustainable business practices, DivaCares is a champion of sustainability, helping to create a better future for our planet:

- The use of one DivaCup will divert an average of 250 to 300 pounds of waste from landfills annually.
- Close to 20 billion sanitary pads, tampons and applicators are disposed of in North America every year.
- Our Head Office is powered by Bullfrog Power whose generators put green electricity and green natural gas onto the grid and pipeline to match the amount of conventional electricity and green natural gas we use.
- We support partners like Women’s Voices for the Earth and Women’s Environmental Network who help advocate for sustainable business practices, product ingredient disclosure and legislative change.



Diva's CEO, Carinne Chambers-Saini awarded EY Entrepreneur of the Year (Ontario) - Sustainable Products 2016



Diva's COO, Roxanne Law recognized as one of Canada's Clean50 Contributors to Clean Capitalism (2019) and named one of Canada's Clean 16 Honorees.



Communitas Award: Ethical and Environmental Responsibility - Green Initiatives 2019



Canada's Greenest Employer 2020

A DOCUMENTARY FILM



# PANDORA'S BOX



## PANDORA'S BOX

Diva has been committed to menstrual equity since its beginning. Prior to the launch of DivaCares, this commitment sparked a two-year journey, bringing to fruition *Pandora's Box: Lifting the Lid on Menstruation* (presented by IR films, a partnership between Diva International and MediaOne Creative).

*Pandora's Box* is a documentary film that explores the urgency of period stigma, abuse and discrimination around the world. The film follows heroes, innovators, activists and thought leaders as they tackle the stigma and silence around menstruation. *Pandora's Box* reveals the growing momentum of a global movement to end period poverty, and the urgency for us all to play a part.



OFFICIAL SELECTION  
**WHISTLER  
FILM FESTIVAL  
2019**



AWFJ EDA  
SPECIAL JURY AWARD  
**WHISTLER  
FILM FESTIVAL  
2019**



HONOURABLE MENTION  
WORLD DOCUMENTARY  
AWARD  
**WHISTLER  
FILM FESTIVAL  
2019**



OFFICIAL SELECTION  
**Santa Barbara  
INTERNATIONAL  
Film  
FESTIVAL**



LIFTING THE LID ON MENSTRUATION

# DIVACARES™

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 Diva International Inc. (DivaCup)