



2020-2024

Alora Reusable Pads Progress Report

Introduction

Menstrual health is a fundamental human right, yet millions of women and girls in Nigeria and across West Africa continue to face barriers to managing their periods with dignity, safety, and confidence. Period poverty—a condition where individuals cannot access or afford adequate menstrual products—results in school absenteeism, social exclusion, health risks, and even exposure to gender-based violence. These challenges are further compounded by the environmental crisis caused by disposable pad waste and the lack of gender-inclusive policies.

In response, Alora Reusable Pads was established in November 2020 as a woman-led social enterprise committed to transforming menstrual health management through eco-friendly, tropical-weather compatible reusable pads, climate action, and community-driven menstrual education. This impact report outlines our achievements from 2020 to 2024, demonstrating how a localized, scalable, and climate-conscious approach can address period poverty, promote gender equality, and protect our planet.

Message From Our Leader

When I founded Alora Reusable Pads in 2020, it was deeply personal. I grew up experiencing period poverty—missing school, using unsafe alternatives, and enduring silence around menstruation. That lived reality fuels my passion to ensure no girl suffers simply because she menstruates.

Alora is more than a product—it's a movement. We've distributed over 126,000 reusable pads to 28,000+ girls and women across 20+ Nigerian states, Ghana, and Benin Republic. We've reached schools, IDP camps, rural and urban communities—creating jobs for over 50 women and youth. Through our Plastic-for-Pads program and Obrin Health platform, we're advancing menstrual equity, climate action, and SRH education. Aligned with the SDGs, Alora continues to scale community-led solutions for health, dignity, and justice. My story is just one of many—and together, we're building a future where no girl is left behind.



**“I was once the
girl who bled
through her
school uniform
—now I lead a
movement to
end period
poverty”**

In solidarity,
Sarah Kuponiyi
Founder & CEO, Alora Reusable Pads

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About Alora Reusable Pads

Alora Reusable Pads is a woman-led social enterprise established in November 2020 and based in Nigeria. Our mission is to eradicate period poverty by producing and distributing tropical-weather-friendly, reusable menstrual products that are safe, sustainable, and affordable for underserved women and girls. By integrating climate-conscious production methods with community-based education, Alora addresses both menstrual health inequality and environmental sustainability. We have worked with over 50 secondary schools across Nigeria, delivering menstrual health education and menstrual product literacy awareness to adolescent girls, and increasingly involving boys to challenge stigma and foster inclusion. Our work spans over 20 Nigerian states and has extended to Ghana and the Benin Republic.

Problem We are Solving

About 20 million women in rural Nigeria do not use sanitary pads during menstruation. In urban slums, many girls lack access to affordable sanitary pads, and most families living on less than \$1/day cannot afford menstrual sanitary supplies. As a result, many resort to unhygienic alternatives like rags and leaves, leading to infections, school absenteeism, and exploitation.

According to UNFPA, only 56.7% of Nigerian girls aged 10–19 have primary education, and 45.7% have secondary education. Meanwhile, WASH NORM (2021) shows that fewer than 8% of schools have gender-segregated toilets suitable for menstrual hygiene. UNICEF reports that 77% of girls in Lagos reuse unsuitable menstrual materials, and only 3.8% of schools offer free menstrual materials.

Stigma and silence make things worse: only 42% of girls feel comfortable speaking to family about menstruation, and 51% say their fathers do not understand or dismiss their menstrual health concerns (UNICEF U-Report 2024). Period poverty also heightens girls' vulnerability to gender-based violence, transactional sex, and early pregnancies.

Priority SDGs

At Alora Reusable Pads, our work intersects with key SDGs that reflect our mission—advancing health, gender equity, education, and climate action. These goals guide our strategy and amplify our impact across communities.



03. Good Health& well Being

We promote menstrual hygiene and SRHR education to reduce infections, improve mental well-being, and ensure healthier lives for women and girls



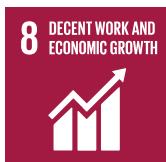
04. Quality Education

We support quality education by reducing school absenteeism and dropout among girls through access to reusable pads and menstrual literacy programs.



05. Gender Equality

We empower girls through menstrual education and create dignified jobs for women and youth in pad production and community outreach.



08. Decent Work and Economic Growth

Our model trains and employs women and youth in local pad production, creating sustainable livelihoods and boosting local economies.



13. Climate Action

We drive climate action by reducing single-use pad waste and enabling plastic-for-pads exchange programs in the circular economy



17. Partnership for the Goal

We collaborate with government bodies, NGOs, UN agencies, and the private sector to expand our impact and drive menstrual equity.

Measuring Progress

We track our performance using clear goals linked to priority SDGs —such as the number of reusable pads distributed, reduction in school absenteeism, plastic waste diverted, and jobs created for women. These indicators help us measure impact and guide future interventions.



Key Indicator

Activity / Project

Data / Outcome

Reusable pads distributed	Pad distribution via schools, NGOs, IDP camps, and outreach	126,000+ pads distributed
Total beneficiaries reached	Menstrual support across Nigeria, Ghana, and Benin Republic	28,000+ girls and women supported
Employment and training	Women and youth trained in production and outreach	50+ women and youth employed
Menstrual health books distributed	Distribution of 'My Period' and 'My Teens Blueprint'	25,000+ educational books shared

Measuring Progress

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Key Indicator

Activity / Project

Data / Outcome

Plastic-for-Pads program coverage	Plastic exchange model implemented in communities	Active in 2+ Nigerian states
Digital SRHR education outreach	Obrin Health WhatsApp platform for SRHR education	Content delivered digitally nationwide
Partnerships established	Collaboration with UN, government, and CSOs	100+ partnerships formed
Secondary schools engaged	School-based menstrual education and awareness sessions	50+ schools reached

How Alora Uniquely Addresses These Issues

Alora Reusable Pads offers a locally made, eco-friendly, and cost-effective menstrual hygiene solution designed for tropical African climates. Our pads are:

- Reusable for 1–3 years
- NAFDAC-approved
- Manufactured by women and youth in Nigeria
- Distributed through schools, NGOs, IDP camps, and rural communities

Our model addresses period poverty while promoting economic empowerment, climate resilience, and social inclusion through:

- Plastic-for-Pads Program: Community members exchange collected plastic waste for pads, promoting circular economy behavior and environmental cleanup.
- Peer-led SRH Education: We train young women to educate their peers about menstrual health, SRHR, and sustainable living.
- Obrin Health Platform: A WhatsApp-based digital SRH platform delivering reproductive health, GBV education, and environmental literacy.

A pad that lasts 3 years, empowers women, and cleans the planet—Alora is turning periods into power.

Key Impact Areas (2020–2024)

1. Product Distribution and Reach

- 126,000+ reusable pads distributed to 28,000+ beneficiaries
- Reached IDP camps, rural communities, and schools across 20+ states
- Expanded outreach to Ghana and the Benin Republic

2. Health and Hygiene Outcomes

- Delivered comprehensive SRHR education across Nigeria
- 25,000+ menstrual and reproductive health books ("My Period", "My Teens Blueprint") distributed with support from USAID

3. Economic Empowerment

- Created dignified jobs for over 50 women and youth
- Offered vocational training in pad production and community outreach
- Engaged over 100 NGOs and CSOs as partners and product buyers (e.g., GADA, Ornament of Grace & Virtue, AWA Initiative)

4. Climate Action

- Plastic-for-Pads launched with GIZ Nigeria, ECOWAS, and Wonder Woman Nigeria
- Replaced single-use pads with washable alternatives, reducing landfill waste
- Pads designed for low-resource use (water-saving, durable, biodegradable lining)

Key Impact Areas (2020–2024)

5. Policy and Systems Change

- Co-convener of the MHHM Nigeria Summit 2025 with the Federal Ministry of Women Affairs
- Led national advocacy to integrate menstrual equity into Nigeria's health and education systems
- Provided reusable pad-making consultancy to UNFPA Nigeria in the Southwest region

6. Strategic Partners and Supporters

- Federal Ministry of Education, Abuja
- Cross River State Ministry of Women Affairs
- Ekiti State Government
- UNFPA, USAID, Reckitt Nigeria, IHS Nigeria
- Millennium Fellowship, Kashim Ibrahim Fellowship
- ASHWAN/UNAIDS, GIZ Nigeria, New Voices Lion Club
- 100+ local NGOs and youth-led organizations

7. Business and Operational Growth

- Direct pad sales to NGOs, CSOs, and development agencies
- Local production model enhances self-sufficiency
- Digitally expanded through Obrin Health platform for SRH education
- Continued consulting, advocacy, and policy engagements

Pictures



Pictures



Pictures

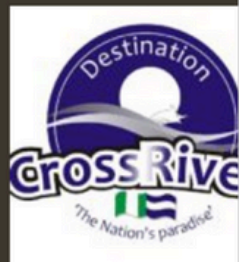


Our Social Impact - User Feedback

“Adepeju”, a single mother of three girls 12, 15 & 18 respectively tells us how buying Alora Pads for her girls have saved her more money...and can now afford to pay for their educational needs...



Our Corporate Clients & Partners is a testament of the success of
our business model & impact



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Conclusion and Acknowledgement

As we reflect on four years of advancing menstrual health, environmental sustainability, and gender equality, we are proud of how far we have come — and inspired by the work still ahead. Alora Reusable Pads stands as a testament to what is possible when lived experience, community commitment, and innovation come together for social good.

From the production of eco-friendly menstrual products to school outreach, rural interventions, digital education, and climate resilience programming — every milestone achieved is the result of collaborative effort.

**We thank you for your continued support
in our efforts to contribute to the SDGs**

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