

saalt[®]

2024 Impact Report



Thank you.

Let's say you started your period today, but you have no period care. *Would you go to work? Would you go to school?*

Sixty-two percent of women and girls across the world living in period poverty are forced to make that decision every month. Without access to period products to care for themselves, women miss out on economic opportunity and girls routinely miss school, often causing them to fall behind and drop out entirely.

When we started Saalt, we were fueled by the fact that a single menstrual cup or pair of underwear could help to maintain the educational and economic progress for every individual that received them, and break cycles of poverty for generations.

That's why, seven years after our launch, donating Saalt's long-lasting period products to the most underserved areas of the world remains our core focus. In our day-to-day work with partners, this looks like 1,000 cups to young women in Nigeria that led to a 30% increase in girls attending school during their periods, over 1,000 cups and underwear to nursing schools in Zambia paired with reproductive education, 2,700 pairs of underwear to a refugee camps in Iraq and war-torn Gaza, and thousands more to partners in Uganda, Peru, Honduras, Nepal, and Columbia. Yet

period poverty can also be found in the United States, where organizations serving the homeless, domestic violence victims, foster children, low-income households, and refugee communities distributed over 7,000 Saalt products across the nation.

Then came Hurricane Helene as a sober reminder of how abruptly supply chains that we rely on for basic needs can be disrupted in the wake of unprecedented natural disasters. Saalt team members mobilized quickly, partnering with seven volunteer organizations to distribute 1,800 pairs of Saalt Wear to the hardest-hit communities in North Carolina.

This is the kind of impact that's achieved when the collective power of individuals come together in a common cause to make a tangible difference for those with the most need.

To all our customers and supporters, thank you for adding your passion, voices, and big hearts to our cause.

With gratitude,



Cherie Hoeger | CEO & Impact Director

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rePurpose Global

Cover photograph by Style Her Empowered (SHE). Photography contributed by rePurpose Global, Flo Haven, Courtney Colmenares, Organization for International Development, The Flow World, Honduras Child Alliance, FIMRC Uganda, Kurdish Refugee Relief Foundation, Equal Period, Her International, Marc Gabor, Alexa Gregg. Designed by Alani Calip. Written by Cherie Hoeger, Elizabeth Keeler, and Rachel Axtman.



Here's What We Accomplished Together in 2024:



30,000

Saalt Products Donated



147,252

Periods Served



361,800

Days of School Funded



118,666

Pounds of Cleanup Funded



12,043,377

Waste Diverted



296,910

Plastic Water Bottles Repurposed

Our Ethos

At Saalt, we believe that people empowered and equipped to live their best lives can change the world.

Saalt commits 1% of our revenue to donate period care to areas with the most need and help fund initiatives in education, empowerment, and environmental sustainability.

Our Method

Empower and equip.

These are ambitious words that encapsulate a holistic strategy to improve menstrual health on a greater level than just donating products. We do this by training in-country staff to ensure menstrual health and hygiene education and mentorship are offered with every product donation, both to those receiving our products and their communities.



Our Impact Pillars

Through our impact pillars, we seek to use our funds in the most mindful way to create lasting change.



MENSTRUAL HEALTH

Everyone should have the right to a safe and dignified period. We empower individuals with knowledge and long-term solutions to improve their menstrual health, which increases gender equality and starts conversations that bring awareness and break down social stigmas.



EDUCATION & EMPOWERMENT

Access to period care keeps girls in school, breaking the cycle of poverty for generations. When women empowered by education lift their families and invest back into their local economy, they bring change to entire communities. To help enable this transformational change, we equip individuals with safe and reliable period care and fund girls' educational scholarships and workforce development for women.



SUSTAINABILITY

Every consumer who chooses reusables saves thousands of single-use period products from our landfills and oceans. We provide consumers with sustainable solutions to decrease waste both through product design that is healthy for both body and planet, and by funding direct cleanup efforts.





2024 Impact Highlights



Menstrual Health



Flo Haven

Providing sustainable solutions to tackle period poverty in Nigeria.

Through education, awareness-raising, and the distribution of eco-friendly, high-quality menstrual products from Saalt, Flo Haven empowers girls and

women in Nigeria to stay in school, pursue their goals, and lead healthier lives. Founded in 2020, their vision is to break the cycle of period poverty and create a world where every girl and woman has access to the menstrual health resources they need to thrive.



With Saalt's support, Flo Haven made significant strides in 2024 to empower girls and women across Nigeria. Partnering with the LISA Academy at Jibowu, Flo Haven provided over 80 students and teachers with menstrual kits, including Saalt cups, and educated boys on normalizing conversations about periods. This initiative has already led to a 30% increase in girls attending school during their periods. Additionally, educating boys on period normalization has fostered a more supportive, inclusive environment.

Saalt also supported Flo Haven's 2024 borehole project in Alimosho. This borehole will provide clean water to over 50,000 residents, significantly improving menstrual and whole-health hygiene and ensuring that girls can stay in school during their periods. Saalt donated 1,000 Saalt cups as part of the borehole opening celebration to support the 500 girls in their partner community.

 **1,000**

Saalt Cups donated



Relief after Hurricane Helene

In September 2024, Hurricane Helene struck the southeastern U.S., becoming the deadliest storm to hit the mainland since Hurricane Katrina. The storm claimed at least 234 lives and caused more than \$120 billion in damages. The devastation was primarily due to catastrophic flooding, leaving

millions without power and access to clean water.

Saalt helped join the relief efforts with a donation of 1,800 pairs of Saalt Wear for those affected, distributed with the help of boots-on-the-ground volunteers from the following organizations:



WAMY, Boone, NC - 400 pairs -

An organization partnering with families and communities to provide the disadvantaged the support and tools needed to become self-sufficient. They quickly mobilized and distributed essentials, including Saalt Wear, to those affected by Helene.

OASIS, Boone, NC - 400 pairs -

An organization serving survivors of domestic and sexual violence that mobilized to distribute feminine hygiene products to those displaced by Helene.

Operation Helo, Pensacola, FL -

700 pairs - Providing vital aerial support in Western North Carolina, with a mission of "Bringing Help and Hope from the Skies."

Cajun Army, Upper Appalachia -

100 pairs - A group of volunteers over 19,000 strong who came together to help those who have suffered through natural disasters.

The Gathering Baptist Church,

Surf City, NC - 100 pairs - transported goods to West Jefferson, NC.

Faith Harbor Methodist Church,

Surf City, NC - 100 pairs - Transported goods to Banner Elk, NC.

Operation Airdrop - \$1,000 of essential supplies (water, toiletries, formula, diapers, wipes, batteries, hydration sticks, non perishable foods) funded by donations from Saalt employees.



650

Saalt Cups donated

434

pairs of Saalt Wear donated

150

health masks donated



Organization for International Development

Promoting the health, welfare and well-being of those in underserved areas of the world.

This year, Saalt donated 650 cups, 434 pairs of Saalt Wear, and 150 masks to the Rusangu Secondary School Monze and the Zambia Nursing School at Rusangu University. The Organization for International Development (OID) team provided training on how to use the products, sharing that women were especially excited about the Saalt Wear and the immediate benefit of relieving some of the physical and social burden of period poverty.

OID is on a mission to promote and preserve the health, welfare, and physical well-being of the poverty-stricken and needy throughout the world by engaging in charitable work projects. OID is concerned not only with the healthcare and economic needs of the poor, but also with their training, educational, and employment needs so that they may be better able to provide for themselves and their families. OID provides mobile mammography units and supplies necessary equipment for health clinics while also organizing health education workshops covering topics such as healthy lifestyle options, nutritional wellness, health maintenance, and disease prevention.



We love this feedback from women and girls who have made the switch to the Saalt Cup this past year:

"I've been able to (go to) work and school without stressing about leaking or having to bring my menstrual product with me to the bathroom."

"I am proud that I can do something good for the environment."



The Flow World

The Flow World is the only non-profit in CA fighting period poverty exclusively with reusable period products and education.

Period poverty affects over 500,000 people in Los Angeles County, compromising the lives, dignity, health, and potential of people who lack access to safe, affordable period products. As a result, many miss work and school, cannot change or use products as recommended, and face difficult choices between purchasing period products or paying for food and rent. Additionally, 68% of women who experience period poverty on a monthly basis show symptoms of depression.

The Flow is the only non-profit in California fighting period poverty exclusively with menstrual cups and menstrual cup education. Saalt is proud to partner with The Flow to provide innovative, sustainable menstrual health solutions and support to underserved communities, many of whom are immigrants, first-generation Americans, or those experiencing housing insecurity. In 2024, Saalt donated 500 pairs of Saalt Wear that were distributed in Gaza and 6,000 cups to low-income people in Los Angeles.

We are dedicated to fighting period poverty with The Flow World—one menstrual cup at a time.



5,000

Saalt Cups donated



I Support the Girls

Help make dignity the norm, one period product at a time.

No one should have to choose between their next hot meal or menstrual products, and menstrual products should never stand in the way of the pursuit of a better future. I Support the Girls (ISTG) collects and distributes essential items, including bras, underwear, and menstrual hygiene products, allowing women and those experiencing homelessness, impoverishment, or distress to stand tall with dignity. ISTG is on a mission to meet a wide variety of people and needs that so often go unmet and unseen, including:

- School-aged youth
- Native Americans
- Transgender folx
- Refugees
- Veterans
- Youth in foster care or aging out

In 2024, Saalt donated 2,500 cups to ISTG for International Women's Day. These cups went into their customizable Aid, Safety, and Hygiene (ASH) kits that support those experiencing homelessness, impoverishment, or distress. Later in the year, as demand for reusable products continued, Saalt donated another 2,500 cups to their program, totaling 5,000 cups donated!

- Domestic violence survivors
- Breast cancer survivors



Kurdish Refugee Relief Foundation

Kurdish Refugee Relief Foundation is a nonprofit committed to empowering the voices of refugee women in the Kurdistan region.

Over 500 million women around the world suffer from period poverty. Displaced populations, including refugees, experience this acutely. The Kurdish Refugee

Relief Foundation (KRR) is committed to addressing the menstrual health gap by emphasizing the importance of sustainable period care solutions.

KRR believes that reusable products can empower women by ensuring that they have products at their disposal for years, rather than relying on single-use



products, which are scarcely available and leave women waiting for the next shipment to arrive, often without anything safe and clean to use in the meantime.

This helps bridge the accessibility gap that occurs between shipments of disposable products, which can be unreliable, and removes obstacles to educational and professional opportunities. Reusable products not only make menstrual care safer in the refugee camps, but produce far

less waste. In addition to product distribution, KRR is in the process of expanding their programming to include educational sessions and counseling.

KRR's most recent distribution of 2,200 pairs of Saalt Wear was conducted at the Gawilan Refugee Camp located in Duhok, Iraq. The team on the ground also conducted one-on-one counseling with women, answering questions and providing information on menstrual hygiene and health.



2,200

pairs of Saalt Wear donated to women in Kurdistan, Iraq



Equal Period

Ending period poverty.
Working towards menstrual equity.

On average, a woman spends 2,535 days of her life menstruating. Menstruation is a necessary biological function, and menstruators do not have any control over their periods. However, many cannot afford to purchase period products. When menstruators do not have appropriate access to these items, they end up missing school or work, expanding the already growing gender gap. Therefore, menstrual equity must be advanced to finally achieve gender equality.

Equal Period advances menstrual equity by donating menstrual care products, mostly menstrual cups, to people across the United States. When menstruators do not have access to period products like pads, tampons, and menstrual cups, they use alternatives such as garbage, socks, and plastic bags. To promote accessible and sustainable period care options, Saalt donated 2,400 cups to Equal Period in 2024, which were distributed to non-profit organizations, school districts, homeless shelters, and vulnerable menstruators across the United States.



2,400

Saalt Cups donated





“I love that SHE provides school uniforms for girls to support them in their education. I’m going to school to have a bright future. I like going to school because it’s a place where I can acquire the knowledge I need to get a good job in the future.”

—Yawavi, Age 12, Village of Avassikpévi, Togo

Style Her Empowered (SHE)

SHE creates sustainable education and employment opportunities for girls and women around the world because they believe in a world where all girls and women can do more than survive—they can flourish.

Since the first scholarships awarded through SHE, Saalt has funded a total of 5,200 scholarships to support girls’ education in Togo.

“Our ongoing partnership with Saalt has been an incredible example of how companies can contribute to the larger vision and sustainability of nonprofits. Saalt contributes not only philanthropic donations that fund scholarships for our students each year, but have also invited us to co-create and manufacture products in their supply chain which has resulted in ongoing earned revenue for our programs and jobs for our women, which make our nonprofit so much more sustainable and resilient.” —Fawziyant, *Director of Global Partnerships*

Style Her Empowered and Saalt have partnered to support girls’ education, women’s employability training, and access to Saalt products since 2019. In 2024, Saalt funded 2,000 scholarships providing school supplies for underprivileged girls grades K-12, amounting to 318,000 days of school and 33 months of full-time employment for a SHE seamstress. Seamstresses provide school dress uniforms for students with SHE’s innovative design that expand in size as girls grow through adolescence.



110 annual scholarships
funded since 2018

Her International

Her International's mission is to empower "her" through education.

In 2024, Saalt funded ten annual educational scholarships for underprivileged girls in rural Nepal, now totaling 110 scholarships funded for girls in the Dang community since Saalt's first scholarships were awarded in 2018.

Saalt supports Her International students with funding for education and donations of Saalt cups and Saalt Wear as a two-pronged approach to tackle barriers to educational and economic progress for women and girls.

Making informed health choices is a particular challenge for Nepali



women and girls due to lack of awareness around menstrual health and hygiene, limited sex education, gender-based disparities, and culturally-restrictive practices during menstruation that suppress open conversations around reproductive health. Yet almost a quarter of women in Nepal give birth before the age of 18 and nearly half before they are 20 years old. That's why since 2019, Saalt has funded the salary of a talented educator, Pressa, who travels the rural Dang region of Nepal to distribute Saalt products and educate women and girls about menstrual and reproductive health through the Her Health program. In many cases, those women then become educators in their own households and wider communities.

The education and mentorship that on-the-ground staff at Her International provide to

communities leads to impressive outcomes. Feedback collected over the past six years from hundreds of their program participants shows a remarkable 99% adoption rate, which means nearly every donation recipient continues to use their Saalt Cup as their long-term period care. To witness such incredible success from our longest-standing partner fuels our passionate Saalt team and drives us to expand this ever-evolving partnership into the future.

"My Saalt cup lets me have my period on my own terms. I don't have to deal with disposing of or washing hygiene products that my family would see and then treat me differently while I menstruate."

—Her Health Program Participant



Honduras Child Alliance

Honduras Child Alliance (HCA) provides educational enrichment and healthy living programs to children, teens, and adults in El Porvenir, Atlantida, Honduras.

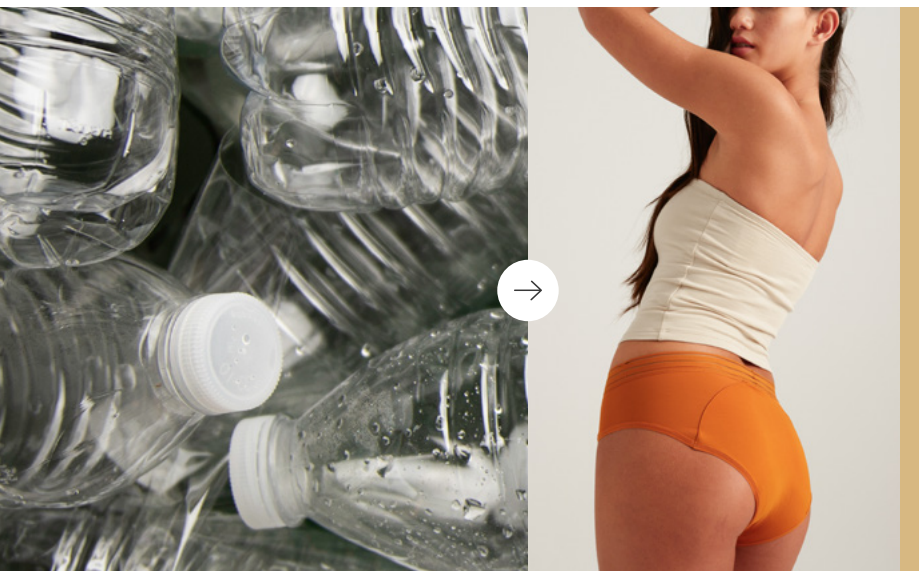
Partners since 2022, Saalt supported Honduras Child Alliance (HCA) with a donation of 217 Saalt Cups in 2024, distributed alongside their reproductive and menstrual health education. In cooperation with local Honduran educators and global sexual health experts, Honduran Child Alliance has developed a strong curriculum for young people that focuses on menstrual health and hygiene and sexual health and wellness through the lens of cultural relevance and community-building.

Beyond health education, HCA helps children gain access to opportunities by developing essential skills through programs that reinforce academics, improve literacy in Spanish and English, build competency in computers, and cultivate explorations of science and the arts. By fostering self-expression, leadership talents, and employment possibilities, they nourish confidence and self-esteem in children through programs provided at three community locations at no cost to the students.





Sustainability



Plastic Water Bottles Recycled into Saalt Wear

From recycled water bottles to beautiful rewearable underwear.

At Saalt, we honor our commitment to sustainable and ethical design practices, right down to the fabric.

The silky soft body fabric used in our Lace & Mesh Saalt Wear Collection is ethically constructed in Sri Lanka and sustainably made using ocean- and landfill-bound post-consumer recycled plastic water bottles. Although recycled polyester yarn is 25% more expensive to purchase, as a B Corp that considers the



environmental impact of every decision we make, we think the benefit to the planet is well worth the added cost. Not only is waste collected and prevented from entering our waterways and oceans, but the process of converting post-consumer water bottles into polyester actually uses less water and emits less CO2 than making virgin polyester, so it consumes fewer natural resources and reduces the environmental footprint to manufacture.

Each pair of Lace & Mesh Saalt Wear uses an average of 3 recycled water bottles, which

in turn replaces hundreds of disposable products over its lifetime. Each consumer who wears Saalt Wear leans into the circular economy and repurposes waste by giving it a second life and choosing to shop sustainably. In 2024, Saalt repurposed 296,910 water bottles into Saalt Wear through our supply chain partners. Since the launch of Saalt Wear in 2020, a total of 976,591 post-consumer recycled water bottles have been removed from our environment.

If you hold your Saalt Wear up to your ear, you can actually hear Mother Earth thanking you!



976,591

post-consumer recycled water bottles repurposed since 2020



118,666 lbs

of plastic waste recovered, employing 994 waste workers

rePurpose Global

Supporting female empowerment through waste collection in Kerala, India.

rePurpose Global is the world's leading plastic action platform dedicated to reducing waste, reviving lives, and restoring nature's balance.

In 2020, Saalt partnered with rePurpose Global to become the world's first Certified Plastic Negative period care brand. What does a plastic negative commitment entail? Saalt first works with rePurpose Global to calculate our annual plastic footprint, or the amount of plastic we generate annually in our supply chain. We then fund initiatives that remove twice as much plastic waste from the environmental waste stream as we produce, resulting in a negative overall footprint.

In 2024, our ongoing partnership with rePurpose Global supported Project Hara Kal in Kerala, India, funding the recovery of 118,666 pounds of plastic waste and providing employment for 994 waste workers. Supporting a 98.5% female workforce, workers receive salaries 48% higher than the state's minimum wage, making it a flagship project for female empowerment in the community. The project helps benefit over 700,000 people with improved waste collection.

“Project Hara Kal has given me a life of dignity and has empowered me to excel in my career while creating a life both my family and I are proud of.”

—Project Hara Kal female



Thank you.

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