

A Different Kind of

FLOW

2020 Annual Report



The MoonCatcher Project
Removing Barriers for Girls

A Note from Our Founder & Executive Director

Wow is 2020 different! COVID-19 has changed our world and our lives. In March, my annual visit to Uganda was cut short and we canceled more than 30 scheduled MoonBees and presentations. We have always thrived on in-person collaborations, so this felt really hard.

Instead we quickly redirected our talents to recruit volunteers to cut and sew fabric to make masks for food pantries, homeless shelters, and other vital organizations continuing to do essential work.

Since the virus hit, some new and exciting doors have opened. We are sending our menstrual kits to Native American reservations and partnering with sewing guilds in Nigeria and the Philippines.

Despite a world-wide lockdown, our partners in Africa and India are still producing and delivering kits to keep girls in school. Our work continues even as we are challenged to be more creative with fundraising and volunteer engagement.

With the racial unrest here at home, we have recommitted to our core value of racial justice. These are difficult times, but I'm hopeful we will be better and stronger as we fight for what is good and right.

I believe, with the creative and innovative ideas of our board and volunteers, as well as the generosity of our donors, we will survive this.

Thank you for standing strong with us.

Ellie





In Africa

Despite the pandemic, our African sewing cooperatives made and delivered more than 12,500 kits:

- KENYA produced 2,300 kits, and distributed them to girls in more than 18 local schools.
- MALAWI produced and delivered 6,970 kits, including to women and girls in their villages. Our tailors got creative and sewed outside to protect themselves from COVID.
- UGANDA tailors sewed at home to keep safe. They produced and delivered 3,400 kits and 1,000 bars of homemade soap to women and girls in the most economically depressed areas.



In India

MoonCatcher India delivered 17,464 MoonCatcher kits and made hundreds of masks for migrant workers who were stranded in shelters.

Our partners at the Shashi-Kiran Charitable trust have connected with the Indian Red Cross Society in West Bengal to deliver 3,000 MoonCatcher Kits to women and girls in need. We are grateful to work with this well-respected international organization.

In the U.S.

We were going gangbusters – holding 11 MoonBees in early 2020 – then COVID hit. We quickly started a new sewing movement, this time making masks. In a short time, over 350 volunteers from near and far stepped forward to cut and sew over 18,000 masks for 80+ organizations. Locally, we continued to collect disposable menstrual supplies and have donated over 500 packages to food banks and shelters.

Distribution of masks to Native American reservations and health clinics led to an exciting new partnership with the White Mountain Apache Nation. We have started filling requests for MoonCatcher kits, and we are also in discussions with a few more Indian tribes.



FY 2019 Financials

In it comes!

Individuals/Corporations/Grants	124,250
Fundraising	13,461
Sale of Merchandise	3,157
Other	74
TOTAL	\$140,942

Out it flows!

Salaries/Compensation	26,941
Professional Fees	280
Printing, Shipping & Postage	1,722
Program Expenses	110,194
Unrestricted Fund Balance	1,805
TOTAL	\$140,942

Many Thanks to Our Major Donors

Organizations (\$1,500+)

First Reformed Church of
Schenectady
Henry Niles Foundation
The International Foundation
Nordlys Foundation
Parikh Family Foundation
Skidmore College

Individuals (\$1,500+)

Sheila and Jim Barry
Sarah and Allen Berry
Barbara Biles
Marianne Bokan-Blair
Mike d'Estienne
John Doyle
Maureen Fernandez

We are grateful to over 400 individual and organizational donors who have supported MCP this year. We applaud 400 volunteers who have been working at home to provide MoonCatcher Kits to girls and masks to people in our community. Special thanks to all of you who have donated fabric, thread and other sewing supplies.

The MoonCatcher Project optimizes girls' lives worldwide by removing barriers related to menstruation.

We help girls...

- Stay in school
- Learn reproductive health
- Marry later and have fewer children
- Fully participate in their lives and in their communities

Since 2011, we have distributed more than 24,000 MoonCatcher kits and reproductive educational materials to girls in poor communities: 27 countries in Africa, South Asia, and the Caribbean.

Anatomy of a MoonCatcher Kit



Carrier with a waterproof liner, removable, washable fleece pad, and a waist tie.



Drawstring bag holds the carrier, pads, and waterproof bag.



Waterproof bag for used pads until washing.

Kits also include care instructions and a calendar for girls to track their cycles.

Core Values

WE:

1. Commit ourselves to gender equity, racial equity, social justice and human rights;
2. Celebrate the dignity of girls and their bodies;
3. Believe that education is a reciprocal process and a basic human right;
4. Strive to build relationship through an inclusive process;
5. Are fueled by passion, compassion, hope and generosity.

Board of Directors

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The MoonCatcher Project