

[www.reemi.org](http://www.reemi.org)

# REEMI

ANNUAL REPORT

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2018 - 2019

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## Reemi Charitable Trust

<b>Date of Formation</b>	7 December 2018
<b>Nature of Business</b>	Health Services
<b>Charitable Trust</b>	Registered Charity CC56441
<b>Address</b>	49A Landscape Road Mount Eden Auckland 1024
<b>Trustees</b>	Ashleigh Grace Howan Catherine Elizabeth de Zwaan Emily Ying Hey Au-Young Jonathan Charles Dann Kate Maree Falconer
<b>Accountants</b>	TF Accounting Ltd.
<b>IRD Number</b>	128 352 031
<b>Bankers</b>	Bank of New Zealand
<b>Solicitors</b>	Cooper Rapley Lawyers

## INTRODUCTION

Hi!

Reemi was launched to be a women-led social enterprise dedicated to ensuring vulnerable women have access to health education and sustainable menstrual products.

All around the world, sanitary products are either unaffordable or inaccessible. Instead, many women use alternatives that are unhygienic, leading to infections and in some cases, death.

One study reported that 73% of Bangladeshi factory workers missed an average of six days of work per month (resulting in unpaid days) due to infections caused by unhygienic menstrual cloth or rags.

This past year, our emphasis has been on getting started and using a design-thinking model to develop solutions for people that need them the most.

We have spent the year conducting research, developed prototypes, sourcing, testing products and building strong partnerships with both local development organisations and large apparel brands.

We believe that Reemi is creating change. We are engaging in cross-sector partnerships through business cases that are effective and long lasting. Our approach is collaborative, partnering across the garment industry with apparel brands, manufacturing partners and women working in the factories.

By developing innovative menstrual products and education, women have access to sustainable, culturally appropriate and hygienic solutions.

Reemi is shifting the conversation to address challenges in women's health and tackling what has been a taboo so that women can thrive and fully participate in society.

- Emily Au-Young & Ashleigh Howan

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## OUR BIG GOAL

Reemi is working to see women all around the world achieve the following objectives:

- All women everywhere can access reusable, sustainably product, quality, hygienic menstrual products that they can afford.
- All women everywhere can access information about their health and menstruation in a way that they can understand.
- And that through these goals, women will have greater freedom.

Underpinning these goals is a heart for the most vulnerable, those who have the least knowledge, the least choice and the least amount of access.



## TEAM



**Emily Au-Young**  
Executive Director

Em has a history of starting things like; twoWORLDS Clothing or working in a startup that was the 5th fastest growing company in NZ, and has most recently been working in Hong Kong in international development for the past four years. Em loves addressing global issues through business and has a heart for women's empowerment.



**Ashleigh Howan**  
Health Director

Ash has worked as a nurse in community health, health research and the Emergency Department. Working in a department that requires urgent care, Ash is passionate about health education, and preventative care - as it is effective, more empowering, and cycle-breaking.

## GOVERNED BY A BOARD OF TRUSTEES

**Emily Au-Young**, Chairperson  
Director for Reemi

**Jonathan Dann**, Treasurer  
Business development Manager for PKF Rutherfords

**Ashleigh Howan**, Secretary  
Director for Reemi and Senior Nurse, Middlemore Hospital

**Kate Falconer**  
Director of Operations, Crossroads Foundation, Hong Kong.

**Catherine de Zwaan**  
Patient & Carer Experience Team Manager and Voluntary Services Lead, NHS, United Kingdom

## ADVISORY BOARD

*Offering advice on an as-needed basis*

### Health and Education

*Dr. Indu Kapoor. Anaesthetist, Wellington.  
Dr. Denise Dignam. ex-Professor at UTS.  
Dr. Rebekah Lamb. Obgyn Doctor, Papua New Guinea  
Nazneen Huq. Founder Change Associates, Bangladesh.  
Dr. Shelley Torcetti. Crossroads Foundation, Hong Kong.*

### Marketing, PR & Fundraising

*Serrie Fung. Brand Consultant, Toronto.  
Beka Gowan. Graphic Designer & Photographer, Auckland.  
Letitia Montford. Consultant.*

### Industry Experts

*Jules Carroll, Ethical Sourcing Consultant, Auckland  
Nick & Nevada Leckie. Founders of Okewa, Wellington.  
James Stonyer. Deane Apparel, Auckland.  
Angelyn Lim. Corporate Law, Hong Kong.*

### Business Development

*Jason Noble. Crossroad Foundation, Hong Kong  
Jonnie Haddon. Manager at Creative HQ  
Robin Seyfert, Founder of Basha Boutique, Bangladesh*

## STRATEGIC PARTNERS



**CHANGE ASSOCIATES**

Approximately 80-95%\* of Bangladeshi women don't use sanitary products because they either can't afford them or they are inaccessible. Instead, many women use cloth or torn sari known as 'nekra'.

\*Variable between studies

Ahmed, R., and K. Yasmin. Menstrual hygiene: breaking the silence. Beyond construction: Use by all. A collection of case studies from sanitation and hygiene promotion practitioners in South Asia. London: WaterAid, 2008, 283-287.

## WHAT'S WRONG WITH NEKRA?

One study showed that, due to social stigma, women resort to drying menstrual cloth in secret - often in damp, mouldy and unhygienic places,<sup>1</sup> like under their bed!

And as you can imagine, using unclean cloth has contributed to high rates of vaginal and urinary infections reported across Bangladesh. Serious infections are often left untreated, especially in the urban slums and in rural Bangladesh.

Another study reported that 73% of Bangladeshi factory workers missed an average of six days of work (resulting in unpaid days) per month due to infections caused by unhygienic menstrual cloth or rags.<sup>2</sup>

1. Ahmed, R., and K. Yasmin. Menstrual hygiene: breaking the silence. Beyond construction: Use by all. A collection of case studies from sanitation and hygiene promotion practitioners in South Asia. London: WaterAid, 2008, 283-287.

2. George, Rose. Celebrating Womanhood: How better menstrual hygiene management is the path to better health, dignity and business. Geneva: Water Supply & Sanitation Collaborative Council, 2013, 10.

## HOW ARE WOMEN BEING HELD BACK?

Both cultural restrictions and gender roles contribute to making menstrual health a taboo topic. These factors - alongside a lack of education and facilities, misconceptions and negative attitudes - have led to negative self-image for women and an 'impure', shameful stigma towards periods.<sup>3</sup>

As well as infections and missed days of work, these cultural norms reduce women's confidence to participate in society.

3. Newbury, Emma. Promoting Menstrual Hygiene Management in Bangladesh. Needs Assessment. Newstone Global Consulting, 5-6.

## HOW IS THE ENVIRONMENT AFFECTED?

Bangladesh is also one of the poorest and most densely-populated nations on earth. On an environmental level, it has become a dumping ground for many countries. Lack of awareness and urban planning have resulted in an overburdened waste management system; less than half of the rubbish produced in the supercity of Dhaka gets collected regularly.<sup>4</sup>

Streets overflow with rubbish and toxic substances and drains are clogged with waste. With more than 40 million women of reproductive age living in Bangladesh,<sup>5</sup> continuing to use disposable, non-degrading sanitary products poses an ecological nightmare.

4. Afroz, R., K. Hanaki, and R. Tudin. Factors affecting waste generation: a study in a waste management program in Dhaka City, Bangladesh. Springer Science+Business Media B.V, 2010.

5. The World Factbook. Bangladesh. Central Intelligence Agency. July 2017. <https://www.cia.gov/library/publications/the-world-factbook/geos/bg.html> (accessed May 2018).



One of our team members spent 3 months in Bangladesh, working with garment workers to research and understand the needs that women have. What we took away from Bangladesh was a lot of cultural learnings, a few more myths and the realities of deep need. The road leading up to the garment factories, would have rivers dyed a deep blue from the denim we are obsessed with, causing also sorts of environmental problems for the surrounding areas.

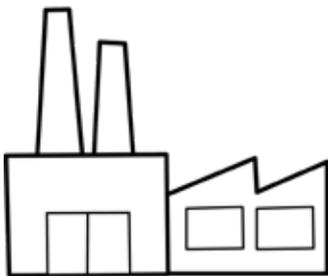
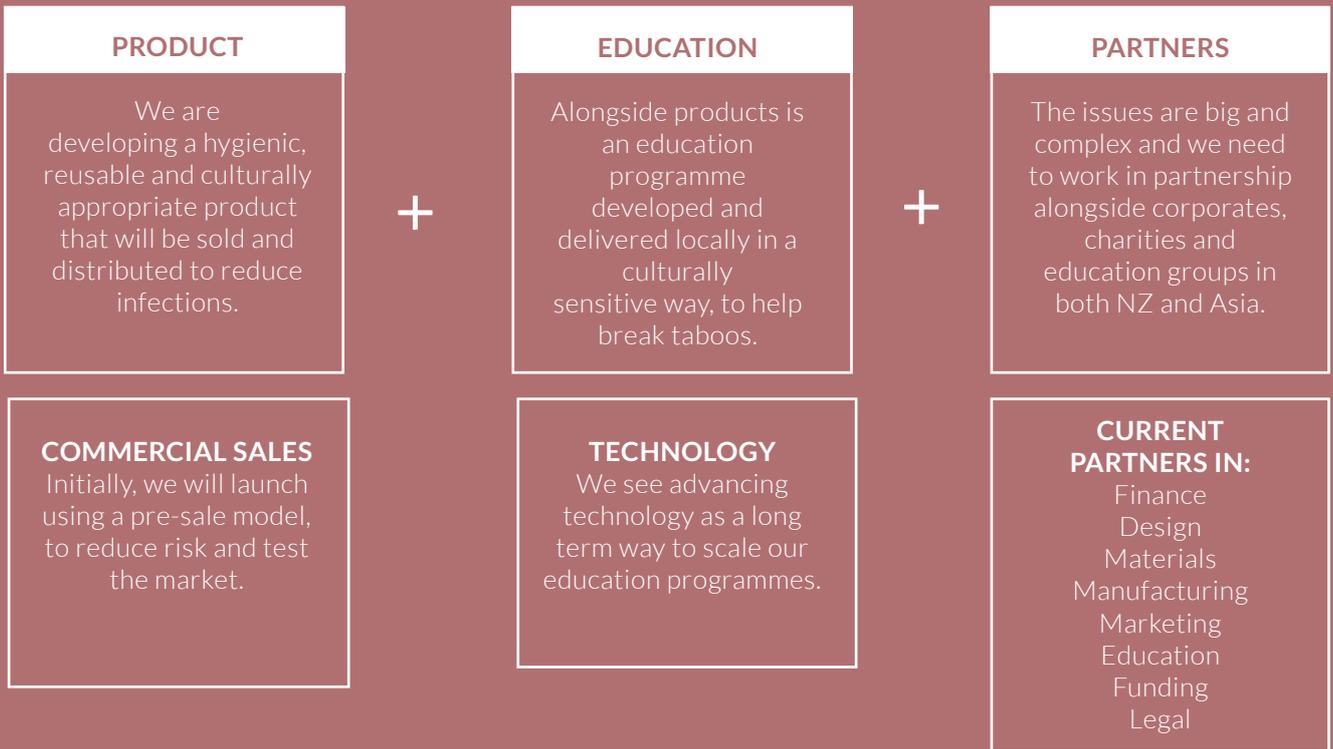
At 32, Fariha\* (pictured above) is one of the older women working in the garment factories. She lives a short 5-minute walk from the denim factory, producing jeans for brands like Levis Strauss. Fariha earns about \$114 NZD a month for her work, which is above average for most garment workers in Bangladesh. Since the factory introduced a sanitary pads scheme through a local NGO partner, Change Associates, she can now afford them. Sometimes, she had to miss work due to her period, which means missed pay and that can be difficult on a tight budget. But disposing the products at home is still her biggest problem. Particularly the shame of men seeing her dirty pad - whether her husband or the men that clean the rubbish littered all over the streets.

A lack of infrastructure is problematic in many developing countries, and Bangladesh is not exempt. Fariha is one of the lucky women no longer getting infections but there are millions more across the country and in fact, across the globe that face issues each month.

\*name has been changed

# STRATEGIC APPROACH

We are using a three-pronged approach in order to see our vision come to life.



- 4,000 Garment factories in Dhaka
- Up to 10,000 workers per factory
- Brands and factories are under pressure to support workers better
- Factories experience issues with blocked plumbing associated with menstruation
- Sick leave can be up to 6 days p/mo for infections related to periods

Therefore, we need to work alongside the whole supply chain



## TARGET GROUPS

1

### RURAL POOR

The rural poor with no or limited cash economy, those in (semi) permanent refugee camps who have no real income, and limited or no choice. For example the Rohingya refugee women.

2

### WORKING POOR

The working poor. Those who feed, house, clothe & educate themselves and their families and simply do not have the disposable income to buy appropriate safe products. For example the garment workers in Dhaka.

3

### HIGH INCOME

Those who can pay for a product, but are looking for something that is sustainably produced, produces less waste, is cheaper than the most common options.

# OUR WORK IN 2018-2019

## OUR PARTNERSHIPS

The issues are big and complex and we need to work in partnership alongside corporates, charities and education groups in both NZ and Asia. We have held meetings with various companies and NGO partners to establish partnerships.

New partnerships established this year.

### **Deane Apparel, Auckland, New Zealand.**

Deane Apparel is the brand successful brands wear, as NZ's premium uniform manufacturer who have been around for more than 80 years. Deane is committed to sustainability and social responsibility and have chosen to work alongside us. We are proud to see that Deane has taken the initiative to not just improve internal processes but work alongside us to improve systemic issues in the apparel industry, globally.

Deane provides us with pro-bono support through product development and design.

### **Cooper Rapley, Palmerston North, New Zealand.**

Cooper Rapley is one of the Manawatu's leading and largest law firms and has been serving clients for more than over 100 years. We are grateful for their dedication to the community and deep belief in giving back, and it's special to be working alongside a firm in our former hometown of Palmerston North.

Cooper Rapley provides us with pro-bono support through legal advice, charitable trust establishment and general counsel.

### **TF Accounting, Palmerston North, New Zealand.**

TF Accounting specializes in small business and general accounting services. A boutique accounting firm, we are grateful for all the advice to keep us in good financial health.

TF Accounting provides us with pro-bono support through accounting services.

### **Meetings**

We have also had corporate and NGO meetings to discuss future partnerships with the following companies; CottonSeed, TAL Apparel, Li & Fung Foundation, BSR HK, CoCoon, HKRITA, Basha Boutique, Change Associates, iDE Bangladesh, WFP Bangladesh, Uniqlo HK, Novotex, PIE Consulting, Argamantech, HGM Legal, Tear Fund New Zealand, and BHive.

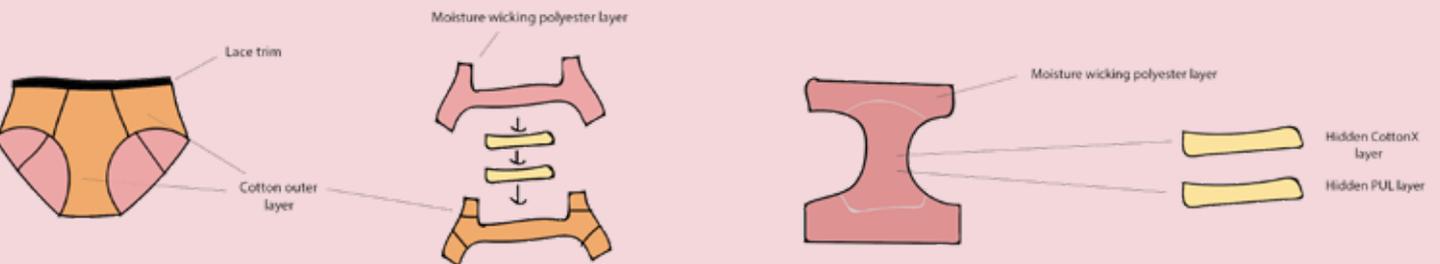
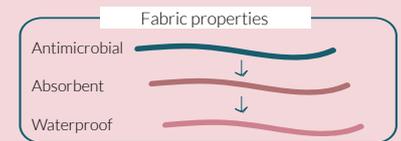


# OUR PRODUCT

(CURRENTLY IN DEVELOPMENT)

We are developing a hygienic, reusable and culturally appropriate product that will be sold and distributed to reduce infections. We have followed a design-thinking approach (empathise, define, ideate, prototype and test) and have put emphasis initially on the 'empathise' stage, where we meet and talk with women to understand the issues that they face.

- Conducted qualitative surveys on 33 garment workers through Change Associates and independent contractors
- Conducted a problem-discovery survey on 80 garment workers through Change Associates
- Conducted pre and post surveys on participants at Basha Boutique with 40 employees
- Observed working and living conditions in different garment factories in Dhaka and in the Rohingya refugee camp in Cox's Bazar
- Developed prototypes with Deane Apparel for period underwear
- Developed prototypes with Basha Boutique, including reusable pads and cloth napkins.
- Conducted a trial run of a MHM programme on 30 women at Basha Boutique
- Registered "Reemi" as a trademark in New Zealand.



# OUR EDUCATION

In order to obtain our goal of making periods positive, providing products is only half the story; we also need to challenge cultural stigmas and give women the power of knowledge.

We have put our time and energy on finding the right partnerships to deliver these programmes. We began our process using the design thinking model. First, we met and talked with various groups and women, about what they currently use and the problems associated with their menstrual cycle, called the “emphasize” part of the process. It helped us understand the needs and issues women face.

- In discussion with Menstrupedia, who have confirmed they are able to provide educational resources in local languages, including videos and comics.
- Conducted a trial run of a MHM programme on 30 women at Basha Boutique
- Observed and worked alongside Change Associates with their educational programmes inside garment factories.

**Below are a few photos taken while observing educational programmes with Change Associates in Dhaka.**



## FUNDRAISING ACTIVITIES

We focused on relationship building and hosted two private events in Auckland, a crowd fundraiser on givealittle.co.nz, and held two dinners in Palmerston North.



## PRESS

We were featured in a full feature Sunday Star Times article both in print and online in December 2018.



## SOCIAL MEDIA

We launched our website, [www.reemi.org](http://www.reemi.org), our Facebook page and Instagram page in this past year.



## Reemi Charitable Trust

For the year ended 31 March 2019

### Compilation Report to the Trustees of Reemi Charitable Trust.

#### Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Reemi Charitable Trust for the year ended 31 March 2019.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

#### Responsibilities

The Trustees are solely responsible for the information contained in this financial report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

#### No Audit or Review Engagement Undertaken

Our procedures use accounting expertise to undertake the compilation of the financial statements from information you provided. Our procedures do not include verification or validation procedures. No audit or review engagement has been performed and accordingly no assurance is expressed.

#### Independence

TF Accounting had provided budgeting advice from time to time to Reemi Charitable Trust and the director of TF Accounting is related to Trustee - Emily Au-Young. TF Accounting is also a sponsor for Reemi Charitable Trust by providing free accounting services. TF Accounting is not involved in matters relating to Reemi Trust nor it was involved in Reemi's operational matters.

#### Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an audit or review engagement. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on this financial report.

Fong Au-Young CPA(Aust.)  
TF Accounting Limited  
P O Box 5080 Terrace End Palmerston North 4441

Dated: 4 September 2019

# Approval of Financial Report

Reemi Charitable Trust

For the year ended 31 March 2019

The Trustees are pleased to present the approved financial report including the historical financial statements of Reemi Charitable Trust for year ended 31 March 2019.

A handwritten signature in blue ink, appearing to be 'Jonathan Dann', written in a cursive style.

**APPROVED**

**Jonathan Dann, Treasurer, on behalf of Reemi Charitable Trust**

# Statement of Financial Performance

As at 31 March 2019

Account	Notes	2019	2018
<b>Revenue</b>			
Revenue from providing goods & services	1	28,374	41
<b>Total Revenue</b>		<b>28,374</b>	<b>41</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	7,740	-
Costs related to providing goods or service	2	3,168	41
Other expenses	2	1,787	-
Marketing		256	-
<b>Total Expenses</b>		<b>12,951</b>	<b>41</b>
<b>Surplus/(Deficit) for the Year</b>		<b>15,347</b>	<b>0.00</b>

# Statement of Financial Position

As at 31 March 2019

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Account	Notes	31 Mar 2019	31 Mar 2018
<b>Assets</b>			
<b>Current Assets</b>			
Bank accounts and cash	3	17,507	-
<b>Total Current Assets</b>		<b>17,507</b>	<b>-</b>
<b>Non-Current Assets</b>			
Other Non-Current Assets	3	518	-
<b>Total Non-Current Assets</b>		<b>518</b>	<b>-</b>
<b>Total Assets</b>		<b>18,025</b>	<b>-</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Creditors and accrued expenses	4	2,602	-
<b>Total Current Liabilities</b>		<b>2,602</b>	<b>-</b>
<b>Non-Current Liabilities</b>			
<b>Total Liabilities</b>		<b>2,602</b>	<b>-</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>15,347.00</b>	
<b>Accumulated Funds</b>			
Accumulated Surpluses (or Deficits)	6	15,423	-
<b>Total Accumulated Funds</b>		<b>15,423</b>	<b>-</b>

# Statement of Cash Flows

As at 31 March 2019

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Account	2019	2018
<b>Cash Flows from Operating Activities</b>		
Cash receipts from other operating activities	36,082	41
Payments to suppliers and employees	(10,365)	(41)
Cash flows from other operating activities	(502)	-
<b>Total Cash Flows from Operating Activities</b>	<b>25,215</b>	<b>-</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>25,215</b>	<b>-</b>
<b>Cash Balances</b>		
Cash and cash equivalents at end of period	25,215	-
<b>Net change in cash for period</b>	<b>25,215</b>	<b>-</b>

# Statement of Accounting Policies

For the year ended 31 March 2019

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

## Accounting Policies Applied

### Basis of Preparation

Reemi Charitable Trust (herein referred to as “the entity”) is incorporated under the Charitable Trust Act 1957 and is registered with the Department of Internal Affairs under the Charities Act 2005.

The entity has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

### Goods and Services Tax (GST)

The entity is not registered for GST. Therefore all amounts are stated inclusive of GST (if any).

### Income Tax

Reemi Charitable Trust is wholly exempt from New Zealand Income Tax per section CW 41-46 of The Income Tax Act 2007 due to its charitable status.

## Specific Accounting Policies

### a) Revenue Recognition

Revenue from Donations, grants and fundraising are recognised on a cash basis.

### b) Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

## Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

# Notes to the Performance Report

For the year ended 31 March 2019

Account	2019	2018
<b>1. Analysis of Revenue</b>		
Revenue from providing goods or services		
Donations	28,374	41
<b>Total Revenue from providing goods or services</b>	<b>28,374</b>	<b>41</b>

Account	2019	2018
<b>2. Analysis of Expenses</b>		
<b>Volunteer and employee related costs</b>		
Reimbursement Travel Incidentals	2,454	-
Travel - International	5,286	-
<b>Total Volunteer and employee related costs</b>	<b>7,740</b>	<b>-</b>
<b>Costs related to providing goods or services</b>		
Advertising	113	
Bank Fees	5	
Computer and Software	623	41
Fundraising Expenses	413	-
General Expenses	12	-
Gifts	30	-
Motor Vehicle Expenses	205	-
Office Expenses	35	-
Printing & Stationery	667	-
Rent	1,066	-
<b>Total Costs related to providing goods or services</b>	<b>3,168</b>	<b>41</b>
<b>Other expenses</b>		
Legal Expenses	1,196	-
Professional Development	35	-
Research and Development	556	-
<b>Total Other expenses</b>	<b>1,787</b>	<b>-</b>

## Notes to the Performance Report (cont.)

For the year ended 31 March 2019

Account	2019	2018
<b>3. Analysis of Assets</b>		
<b>Bank accounts and cash</b>		
Cash	17,507	-
<b>Total Bank accounts and cash</b>	<b>17,507</b>	<b>-</b>
<b>Other non-current assets</b>		
Intangible Assets	518	-
<b>Total Other non-current assets</b>	<b>518</b>	<b>-</b>

Account	2019	2018
<b>4. Analysis of Liabilities</b>		
<b>Creditors and accrued expenses</b>		
Accouts Payable	2,602	-
<b>Total Creditors and accrued expenses</b>	<b>2,602</b>	<b>-</b>
<b>Other non-current liabilities</b>		

Account	2019	2018
<b>5. Property, Plant and Equipment</b>		
There are no assets belonging to the trust as at 31 March 2019		

Account	2019	2018
<b>6. Accumulated Funds</b>		
<b>Accumulated Funds</b>		
Accumulated surpluses or (deficits)	15,423	-
<b>Total Accumulated Funds</b>	<b>15,423</b>	<b>-</b>

Account	2019	2018
<b>7. Breakdown of Reserves</b>		
No Reserve available as at 31 March 2019		

## Notes to the Performance Report (cont.)

For the year ended 31 March 2019

Account	2019	2018
<b>8. Commitments</b>		
There are no commitments as at 31 March 2019 (Last year - nil)		

Account	2019	2018
<b>9. Contingent Liabilities &amp; Guarantees</b>		
There are no contingent liabilities or guarantees as at 31 March 2019 (Last year - nil).		

Account	2019	2018
<b>10. Goods or Services Provided to the Entity in Kind</b>		
None		

### 11. Related Parties

There were no transactions involving related parties during the financial year.

Emily Au-Young and Ashleigh Howan who are Trustees of the Trust and they are also Executive Officers of the Trust and they were reimbursed for expenses related to Reemi operational activities including travel expenses.

The Director of TF Accounting, Fong Au-Young is related to Trustee Emily Au-Young as father and daughter, however TF Accounting Limited does not involve in neither the Trust's nor the operational activities of Reemi Trust, TF Accounting Limited receives instructions from the trust purely for the purpose to complete its annual report or to provide YTD quarterly reports.

### 12. Events After the Balance Date

There were no events that have occurred after the balance date that would have a material impact on the Performance Report (Last year - nil).

### 13. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.