

Clicks sponsors Project Dignity's Girls on the Go campaign

Clicks is partnering with Project Dignity on its Girls on the Go campaign, to assist with sponsorship of thousands of reusable sanitary packs being donated to disadvantaged communities across the country every two months.



Images supplied by Subz Pants and Pads/ Project Dignity

We've partnered with Project Dignity from 2015 and, for the 2017 financial year, we aim to distribute 10,000 packs of sanitary wear to needy recipients," explained Germinah Nyikana, Clicks Helping Hand Trust manager. "The decision to partner with Project Dignity was prompted by the organisation's success in reducing school absenteeism rates. With access to proper sanitary wear, young women don't have to miss school during their menstrual cycle, as has been happening previously."

Project Dignity forms the non-profit extension of Subz Pants and Pads, an organisation founded by Sue Barnes, which seeks to improve the lives of school-going girls by donating sponsored packs of reusable, eco-friendly sanitary pads and accompanying panties. The organisation was established after Barnes learned about the negative educational impact a lack of sanitary products is having on thousands of schoolchildren.

Developed, designed and manufactured by Barnes, the Subz pads are made of five layers of hydrophilic fabric, which makes them absorbent to prevent leakage. Together with the 100% cotton panties, they are patented and have an SABS absorbency approval.



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“It is so rewarding, having the privilege of meeting with young women and donating something that makes life that much easier, but we cannot meet the need without the help of organisations such as Clicks,” said Barnes. “It is committed to improving the lives of young South Africans and restoring dignity along the way through initiatives such as Girls on the Go.”

Every two months, Clicks purchases 2,000 Subz Pants and Pads packs which it donates to worthwhile recipients. For March 2017, Clicks worked with Project Dignity to distribute 1,000 of the packs to schoolgirls in six schools based in Molweni, KwaZulu-Natal. The Girls on the Go campaign is set to continue for a further three years.

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