



Shield Foundation is an organization focused on women empowerment, our vision is solely premised on the realization that women and girls are a demographic dividend of our nation, and that once equipped with the necessary skillset and exposed to the right opportunities then they can effect broadbased development in their communities.

**SHE IS AN ARMY**

### PROBLEM

Shield Foundation seeks to address the problem of lack of sanitary pads for women and girls.

### MARKETING STRATEGY

- Conscientization through community dialogue
- Social Media



### SOLUTION

- Reusable sanitary pads making-training
- Self-help groups
- Financial Literacy
- Skills Development

### BUSINESS MODEL

- Offer free sanitary pads making workshops
- Run soft-skills training workshops
- Offer financial skills training