Our Reach - 2015

WEBSITE 426,896 total views
• 35,500+ new viewers
• Blog reach over 350,000

Facebook
• 27,875 fans
• 43% growth
• More than 335,000+ posts

Twitter
• 7005 followers
• 20% growth
• Average monthly reach 40,000+

Fiscal Year 2015 Financials

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$473,955</td>
</tr>
<tr>
<td>Programs</td>
<td>76%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>17%</td>
</tr>
<tr>
<td>Marketing &amp; General</td>
<td>7%</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$417,960</td>
</tr>
<tr>
<td>Net Income</td>
<td>$56,005</td>
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Our Mission

Women's Voices for the Earth is a 501(c)(3) non-profit organization that seeks to advance the awareness and protection of the health of women and children, and the environment, by empowering communities to act upon the right to know. By using our voice to change the narrative to, “how can we ensure that no person or place is harmed by the making, use, or disposal of this product?”

Our impact

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• 20% growth
• Average monthly reach 40,000+

Who's talking about Women's Voices?

Number of times Women's Voices was reported in research or was featured in a radio, television, or online broadcast for the years 2015 and 2016.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Mentions</th>
<th>Multi-Media</th>
<th>Radio</th>
<th>Television</th>
<th>Online</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>7937</td>
<td>4500</td>
<td>1302</td>
<td>1058</td>
<td>870</td>
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</tbody>
</table>

...and more...
ELIMINATING TOXIC CHEMICALS FROM FEMININE CARE PRODUCTS

2015 was dubbed the “Year of the Period.” Advocates for change made it part of the movement to designate January of every year as “Month of the Period.” In this period, we witnessed landmark access, affordability and alternative methods. And yet, for many, the battle isn’t over. In menstrual product’s has also come to the forefront. As long as women continue to wear them, we must continue to fight. It’s time to make sure that the don’t cause harm. Detect the Bath campaign targeting Procter & Gamble culminated in a TV ad that included women who were harmed in the process of wearing tampons and pads. As a result, the ad provoked a public outcry and Procter & Gamble released a fact sheet with the truth. The National Institute of Health to contain chemicals that aren’t safe. This is a huge leap toward breaking the stigma and moving toward safer, healthier menstruation.

HOW DID YOU FIRST GET INVOLVED WITH ORGANIZATION?

Jessica Welborn is a former board member and friend of Women’s Voices for Justice. She was featured in the New York Times. When they asked me to join their board years later, I was so honored. What I saw them doing was so impressive. They were making environmental toxins and health. It was a fringe issue, so really incredible, difficult work. Especially back in 2005 when it’s what I saw them doing was so impressive. They were making environmental toxins and health. It was a fringe issue, so really incredible, difficult work. Especially back in 2005 when I got to know the staff and board, and they asked me if I’d join their board, I said yes.

WHAT WAS YOUR FIRST IMPRESSION OF THE ORGANIZATION?

I thought it was a bunch of super bad women doing something really bad. Once I found out they were actually doing something really good, it was like a light bulb went off over my head. I knew that the mission of Women’s Voices for Justice was something I wanted to do.

WHAT WILL IT TAKE TO UNRAVEL THE MYSTERY OF CHEMICALS ON SALON WORKERS?

There is no easy or quick fix for this. We have to build momentum and create a system that will drive the industry to do better. We need a strong movement to push for stronger regulations and increased enforcement. We need to ensure that the industry is taking responsibility for the health and safety of workers. And we need to hold salon owners accountable for providing a safe working environment.

WHY DO YOU THINK Salons DO WHAT THEY DO?

They are driven by the profit motive and the desire for growth. They are often interested in profitability, but they also want to maintain a positive reputation within the community. They want to provide a safe and healthy environment for their clients, but they also need to make a profit. They may lack the knowledge or resources to make the necessary changes, or they may be hesitant to make them because they could impact their bottom line.

HOW IS THIS CAUSE PERSONAL TO YOU?

I have seen firsthand the impact of toxic chemicals on women and children. I have witnessed the damage that these chemicals can cause, and I have seen the importance of raising awareness and advocating for change. This is a cause that is very personal to me, and I am committed to doing everything I can to make a difference.

DO YOU THINK THE INDUSTRY IS AWARE?

I believe that the industry is aware of the potential risks posed by certain chemicals, but they may not fully understand the extent of the problem or the long-term effects on workers and customers. They need to do more to prioritize the health and safety of their employees and customers.

DO YOU THINK THE INDUSTRY WILL MAKE CHANGES?

I believe that the industry will make changes if there is enough pressure and demand for it. They need to be held accountable and be made to take action to protect the health and safety of their workers and customers. They need to prioritize this issue and take necessary steps to reduce the use of harmful chemicals in their products.