



SAYE IMPACT Report 2025

Introduction



The year 2025 marked a period of exceptional growth, innovation, and impact for SAYE Company as we advanced our mission to empower adolescents, support teen mothers, and expand access to accurate, youth-friendly Sexual and Reproductive Health and Rights (SRHR) education. Over the past eight years, SAYE has reached an estimated 12,313 people through a combination of community events, school programs, creative performances, campaigns, and services delivered at the Kigali Menstruation Station demonstrating sustained and deepening community impact.

In 2025, we strengthened core programs, scaled our reach, and introduced innovative approaches that foster dignity, confidence, and long-term transformation. Our work extended across schools, communities, digital platforms, and households, ensuring that young people are equipped with the knowledge and tools to make informed decisions about their health and futures. These efforts were amplified through strategic partnerships and collaborations with schools, libraries, youth networks, funders, and civil society organizations, reinforcing collective ownership and shared impact.

Our digital presence continued to grow significantly, reflecting strong public engagement and visibility. Across social media platforms, SAYE achieved over 6.3 million total views, reached 3.4 million accounts, and generated more than 50,000 cumulative likes and engagements clear indicators of consistent community interaction, growing awareness, and measurable digital influence.

From empowering peer educators through LTAU Clubs, creating safe and healing spaces for teen mothers, launching impactful digital tools, and expanding vocational and creative pathways, to gaining recognition on regional innovation platforms, 2025 demonstrated what is possible when passion meets purpose.

This report presents the milestones, stories, partnerships, and measurable achievements that defined the year, reaffirming SAYE's commitment to transparency, excellence, and meaningful, people-centered impact.

Priority SDGs



PRIORITY SDG

Promoting sexual and reproductive health education and providing access to menstrual hygiene products.



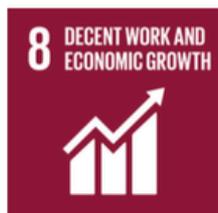
PRIORITY SDG

Offering educational programs and materials on sexual and reproductive health topics.



PRIORITY SDG

By empowering adolescent girls through programs like the Sewing Incubation Center and providing education on menstrual health and hygiene, Saye Company contributes to advancing gender equality (SDG 5) and empowering all women and girls.



PRIORITY SDG

The Sewing Incubation Center and Saye Home Decor Shops provide employment opportunities and economic empowerment for youth and teen mothers, contributing to SDG 8's goal of promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

LTAU CLUBS

Ltau

A total of 239 adolescents participated in LTAU Clubs across 4 schools and LTAU station. GS KABUGA/ICYEREKEZO, LTAU club members trained 500 students from their school about SRH.



Club

LTAU Clubs engaged hundreds of adolescents across schools, equipping them with SRH knowledge and enabling them to train their peers with confidence and accuracy.





Kigali Menstruation station

The Kigali Menstruation Station continued to transform menstrual health education through interactive learning, hands-on demonstrations, and accessible digital tools.

A total of 536 people visited the Kigali Menstruation Station this year. The visitors included the AHF Deputy Chief Director, NAF grantees, I Will Stand International, students from the African Leadership University, and many other stakeholders and community members, reflecting strong interest and engagement in menstrual health and advocacy initiatives.



Saye Vocational Station

This year Saye launched its second station, known as Saye Vocational Station, to equip teen mothers with skills.

In partnership with the AIDS Healthcare Foundation (AHF), Saye expanded its flagship URUGERO Program



Key Milestones

URUGERO PROGRAM

- Launched the Saye Vocational Station, a space dedicated to practical skills-building for vulnerable teen mothers
- Started a Sewing Incubation Program, training young mothers in tailoring
- Successfully completed a 6-month graduation program for 19 teen mothers, empowering them with both SRH knowledge, saving and income-generating skills.

Urugero Holiday Training was conducted in three schools, where 164 peer educators were trained to equip them with the skills to educate their fellow students once school resumes. As a result, an additional 388 students were trained through these peer-led sessions.

- All participants(164) received official certificates, strengthening their confidence.

DIGITAL SRHR TOOLS LAUNCH

Iriza Audio book

Saye strengthened the digital SRH ecosystem by launching innovative tools designed to increase accessibility to accurate information.

- Iriza Audiobook a digital version of the Iriza Comic, making SRH accessible to youth with limited literacy and those have different disability
- Kigali Menstruation Station Virtual Tour a pioneering digital learning tool allowing remote access to menstrual health education.



Station Virtual Tour

These tools expand Saye's reach beyond physical boundaries, supporting both in-school and out-of-school youth.

A total of 200 beneficiaries accessed and benefited from our Sexual and Reproductive Health and Rights (SRHR) tools and services during this year. These included both digital and physical SRHR tools.



AUDIO COMIC BOOK LAUNCH

IRIZA AUDIO BOOK

 MENSTRUATION STATION/Kigali
Kimisange Market, KN 271 St, Kigali

Friday, August 8, 2025
5:30 PM - 8:00 PM



ACTIVITIES

- Meeting the team behind the narrations



TEEN MUM COMMUNITY



Healing through storytelling
And team building



Teen mothers communiity

The Teen Mothers Community continued to grow into a supportive and transformative space where young mothers found healing, confidence, and renewed purpose. Through sessions on self-love, emotional maturity, forgiveness, and personal growth, the program empowered them to turn their experiences into strength and leadership. With consistent mental health support. Teen mothers were equipped to rebuild their lives, embrace their potential, and step into their roles as resilient, empowered young women.

Dance to Empower

Dance to Empower continued to engage adolescents through the use of dance as a creative tool for SRHR awareness. This year, the group performed at events organized by JUMELAGE and at the launch of the Iriza audiobook, using art to communicate key messages, build confidence, and increase the program's visibility and impact among diverse audiences.

Saye Podcast

The SAYE Podcast, launched this year, serves as an educational platform addressing health issues, gender empowerment, and youth well-being. Through accessible and engaging discussions, it amplifies young voices while generating income that directly supports SAYE's mission to fight teenage pregnancies and menstrual stigma.



NEW AFRICA FUND CHALLENGE

DOUBLE OUR IMPACT

We did it

\$5000.00

SAYE was selected to participate in the New Africa Fund Donation Challenge, which tasked us with raising USD 5,000 within 30 days to unlock a matching grant of USD 10,000 in support of efforts to end period poverty. With the strong support and commitment of our community, we successfully met the fundraising target, enabling us to expand our impact and advance our mission.

MENSTRUAL HYGIENE DAY

Each year, SAYE commemorates Menstrual Hygiene Day by delivering SRHR education and distributing menstrual materials. Through the Rwanda Young Women SRHR Network, in partnership with Kvinna till Kvinna and Sverige, SAYE hosted an interactive session at the Kigali Menstruation Station that brought together 30 teen mothers for open discussions on menstrual health and mental well-being.



BOOK CAFE

The Book Café was conducted in two schools in partnership with Agati Library, where two interactive Book Café sessions were held focused on reading and discussing the Iriza comic book. A total of 100 students participated, engaging in guided discussions that promoted learning, reflection, and open dialogue on key SRHR themes.



REPRO COLLECTIVE PLATFORM



One of the major milestones of 2025 was the launch of Repro Collective, established in partnership with TAMU. This initiative created a dedicated platform that connects local philanthropists, supporters, and advocates passionate about expanding access to SRH services.

By introducing a structured system for supporters to pledge contributions, Repro Collective strengthened community ownership and the long-term sustainability of SRH initiatives. It has quickly become a key pillar in widening access, mobilizing resources, and increasing visibility for reproductive health work across communities.

Reprocollective Phase1



Reprocollective phase1 outreach took place in Kamonyi. 100 Ltau participants received 500 pads in the spirit of enabling girls to manage their periods with dignity. Together with the local philanthropists we are creating a community where every girl can manage her periods with confidence, safety and dignity.



SAYE'S MILESTONE

HANGA PITCHFEST

- SAYE ranked among the Top 10 SRH innovators in Sub-Saharan Africa, showcasing youth-centered solutions on a continental stage
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RUTGERS

- Our CEO had an opportunity to acquire knowledge on leadership business as part of the Mandela Washington Fellowship
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ONE YOUNG WORLD

- Our CEO, had the honour of representing Rwanda and Saye at the One Young World Summit 2025 in Munich, Germany. A gathering that brought together over 2000 young leaders from more than 190 countries to exchange ideas and drive global change.
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Munich and its partners
welcome the
**One Young World
Summit 2025**



Home Decor

Our home décor initiative provided creative income-generating opportunities for young mothers, merging skills development with sustainable livelihoods.



THANK YOU

- AHF
- NAF
- AGATI LIBRARY
- HANGA PITCH FEST
- TAMU PADS
- RYW SRHR NETWORK



kigali-Rwanda



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