



Uwezo Voucher

An initiative of Uwezo Link Initiative



Executive Summary

Uwezo Voucher Program is an innovative digital voucher system developed by the Uwezo Link Initiative to address period poverty, increase school attendance, and provide SRHR education to underserved youth in rural Kenya.

This blockchain-powered solution uses attendance-based incentives and QR-based voucher redemptions to empower girls aged 11–21 with:

- Monthly Rewards for Attendance: Girls earn digital vouchers by attending school consistently.
- Access to Essential SRHR Supplies: Vouchers are redeemed at vetted kiosks and clinics for sanitary pads and other health resources,no smartphone required.

By combining technology, accountability, and community engagement, Uwezo Voucher creates a sustainable, transparent, and scalable model for keeping girls in school and improving reproductive health outcomes across Kenya.



Our Objectives

Objective 01

Combat Period Poverty and Promote School Attendance

Objective 02

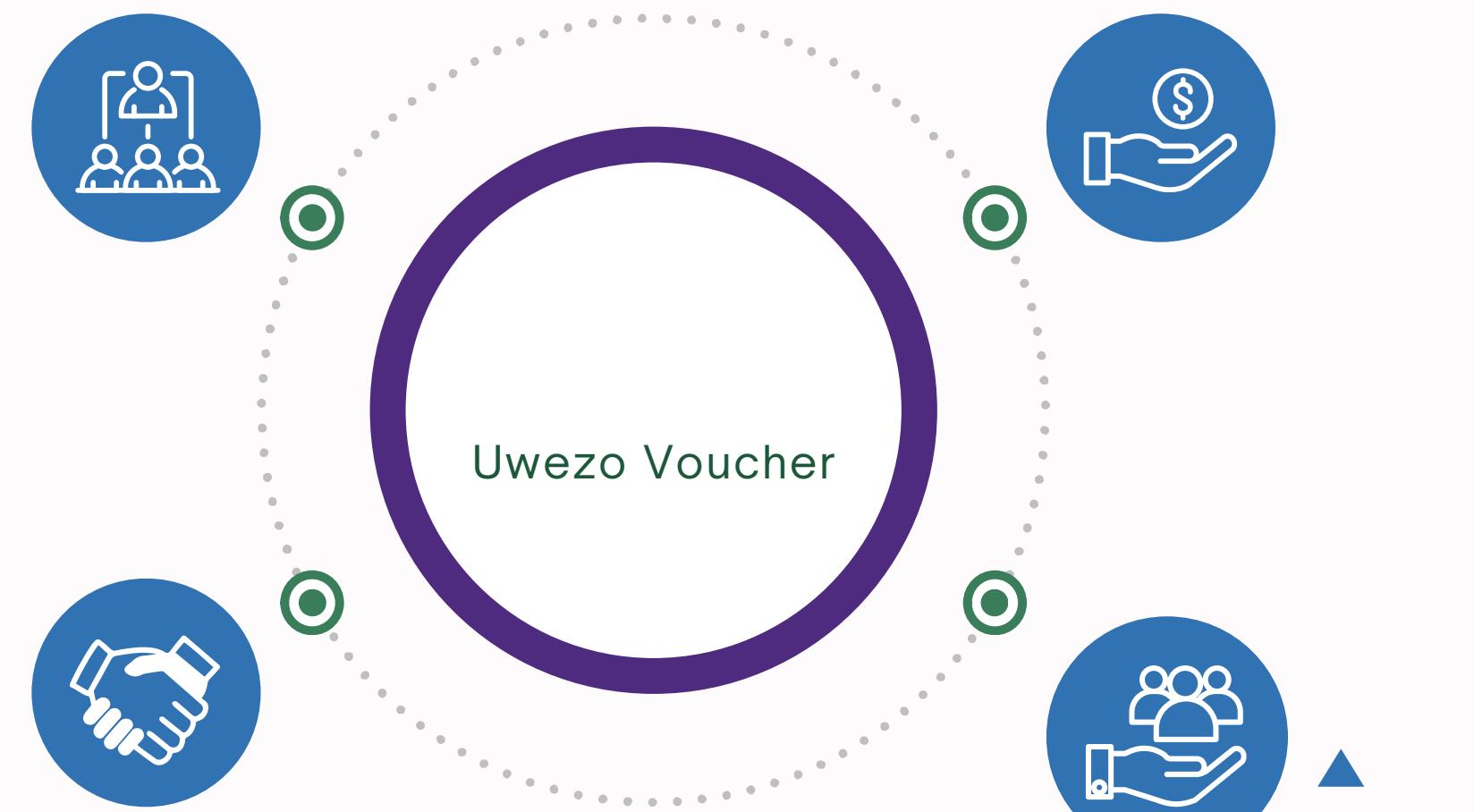
Increase Access to SRHR Education and Services

Objective 03

Leverage Technology for Transparent and Equitable Resource Distribution

Objective 04

Build a Scalable, Data-Driven Model for Impact and Donor Confidence



Focus Areas

1. Barriers to Education & Health

Rural girls, especially girls from distressed families, single mothers, and ASAL (Arid and Semi-Arid Lands) communities, face deep-rooted challenges in accessing education and basic health services.

2. Period Poverty & SRHR Gaps

Over 65% of girls in Kenya cannot afford sanitary pads. As a result, many miss school monthly. Additionally, limited access to sexual and reproductive health and rights (SRHR) education leaves both girls and boys uninformed about their health and rights.

3. Digital Divide

Fewer than 1 in 5 students in rural Kenya own a mobile phone, making conventional tech solutions impractical and excluding the most vulnerable.



Uwezo Voucher Solution

Uwezo Voucher directly addresses these issues by:

- **Incentivizing School Attendance:** Girls earn digital vouchers based on consistent school attendance, encouraging them to stay in class.
- **Delivering SRHR Education:** Interactive workshops during school holidays equip both girls and boys with critical sexual and reproductive health knowledge.
- **Ensuring Access to Essential Products:** Vouchers are redeemed for sanitary pads and other health items at vetted kiosks using a secure, phone-free QR and PIN system.
- **Focusing on the Most Vulnerable:** Designed for adolescent girls from extremely poor households, single-parent families, and remote ASAL communities.
- **Promoting Full Transparency & Accountability:** Every voucher is backed by donor funds and used-up upon redemption, enabling real-time tracking of impact and eliminating misuse.

Unique Value Proposition

1. Real world Utility, Not Speculation

Uwezo Voucher is built for social good, not speculation. Each voucher is redeemable for sanitary pads, directly improving girls' school attendance and dignity. Its value is tied to real products, not market hype.

2. Donor-Backed = Trust and Accountability

Every voucher is backed 1:1 by donor funds held in USDM (Moneta). This guarantees transparency and ensures that contributions turn directly into impact for girls, not into abstract tokens.

Unique Value Proposition

3. Secure by Design

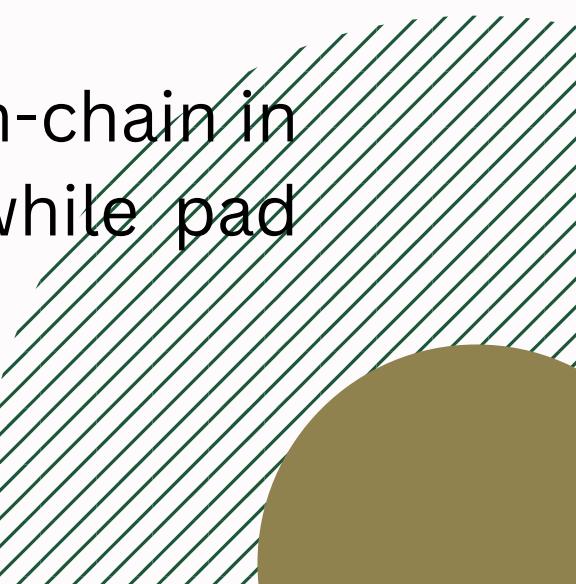
Each voucher carries a unique serial number and can only be redeemed once. Paired with a QR code + PIN, this simple but strong system prevents fraud, eliminates abuse, and ensures only the right beneficiary can redeem, without the need to understand blockchain.

4. Simple and Accessible

Girls only need their ID card with a QR code and PIN. At the point of sale, the vendor scans and confirms, the backend validates instantly, and pads are given. No apps, no wallets, no private keys, just a smooth, dignified experience.

5. Transparency Across the Chain

Redemptions are logged in our secure off-chain ledger, while donor funds are safely managed on-chain in the USDM treasury. Vendors are reimbursed a commission for acting as distribution points while pad suppliers are paid in bulk, combining blockchain accountability with efficient settlement.



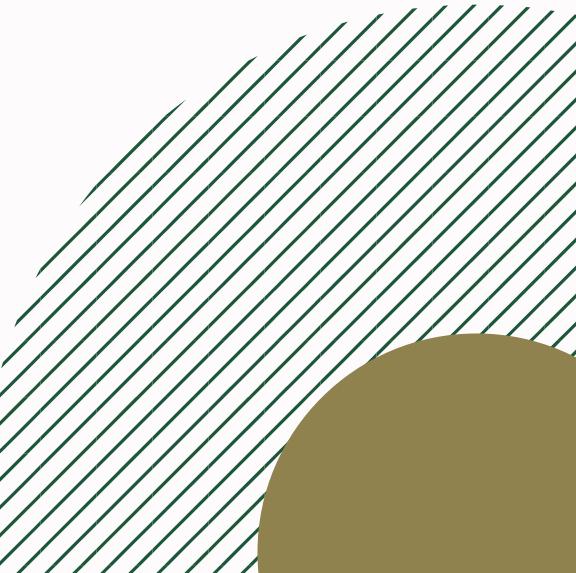
Unique Value Proposition

6. Measurable Social Impact

Every voucher redeemed equals pads delivered. Donors and partners can see real-time data on how many girls benefited, making their impact tangible and transparent.

7. Built to Scale with Communities

Uwezo Voucher isn't a one-off project, it's designed to grow with schools, vendors, and local communities. The system can easily onboard new beneficiaries, expand vendor networks, and adapt to other essential goods beyond sanitary pads. This makes it a future-proof solution for scaling impact across Kenya and beyond.



Voucher ID, USDM and Vendor Apps

Voucher ID's & Redemption

Each student is issued a unique Voucher ID in the form of a QR coded card paired with a simple 4-digit PIN. Students don't need to manage wallets or private keys. When they qualify, vouchers are loaded onto their ID's by the admin, and they can redeem them directly at approved vendors.

Vendor App and QR Code Redemption

Vendors use an Android PoS app to scan the girl's QR codes. The student enters a PIN to confirm identity, and vouchers are redeemed instantly. The app also checks inventory in real time, updates stock, and logs every redemption for transparent settlements.

USDM (Moneta) Backing

Every voucher in the system is backed by USDM (Moneta), Cardano's stablecoin, ensuring real value and donor trust.

While girls redeem vouchers off-chain, vendor and pad suppliers, reimbursements are later settled on-chain in bulk USDM transactions. This blend of off-chain simplicity and on-chain transparency ensures security, accountability, and smooth operations



Traction and Call to Action

What we have Done so Far

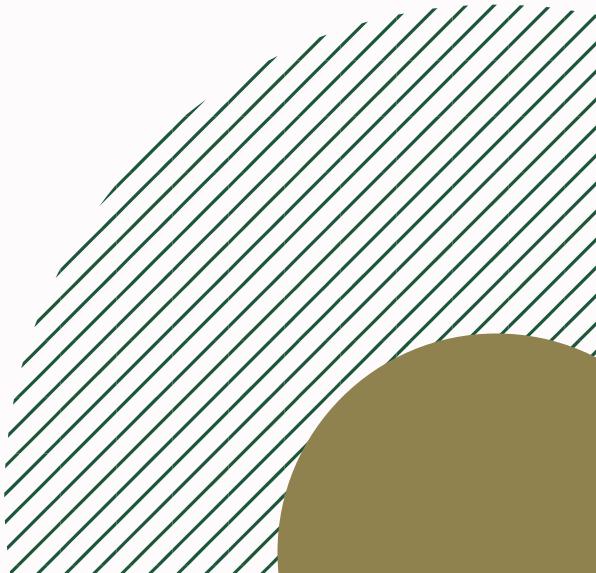
So far, ULI has partnered with pad suppliers and built key technical partnerships to strengthen our system. We piloted a traditional pad distribution, reaching 50+ girls in our first rollout. This experience revealed the gaps in conventional methods and inspired the design of our blockchain-powered voucher system.

With the rollout of Uwezo Voucher, our goal is to support 500+ girls with over 8,000 sanitary towels in the first year, while also incentivizing school attendance, boosting confidence, and creating an environment where girls can learn without the barriers of shame or period poverty.

How you can Help

At the heart of Uwezo Link Initiative, we believe in integrity, collaboration, and innovation, values that guide how we design and deliver sustainable solutions for the youth and their communities.

We invite you to join us in this mission. Whether as a donor, partner, or supporter, your contribution will directly empower girls, keep them in school, and drive measurable social impact. Together, we can turn dignity into opportunity.





**UWEZO LINK
INITIATIVE**

THANK YOU

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