



The Period Purse™ (TPP)
March 2, 2022 - March 1, 2023
Annual Report



Land Acknowledgement

At The Period Purse, we recognize that we are all treaty people and we are honored to work alongside several First Nations communities as well as many urban Indigenous organizations.

We take our responsibility to this land seriously and acknowledge that it is the traditional territory of many Indigenous nations, including the Anishinabek, Wendat, Haudenosaunee, and the Mississaugas of the Credit.

This city, now called Toronto, is covered by Treaty 13 signed with the Mississaugas of the Credit and is now home to many diverse First Nations, Inuit, and Métis peoples.

As we work to increase menstrual health for all, we are committed to reconciliation and supporting Indigenous-led initiatives.

Message from our Chair

With your support, The Period Purse has continued to provide vital outreach and support to communities during a time of economic uncertainty. In 2022, we engaged over 1,935 people in period education and distributed 1.4 million period products. Your support means that women, gender-diverse people and their families have the knowledge, skills and confidence to manage and talk about their periods. It means that people have access to period products and experience less stigma and shame around periods.

Our work is only possible because of the people who are committed to ending period poverty and period stigma. Thank you to our volunteers, community partners, donors and funders for their steadfast commitment to our mission. As we embark on a new strategic plan in 2023, we continue to place partnerships at the centre of our work. We want to deepen our community partnerships, strengthen our impact and better connect period equity movements.

We invite you to read through our report which highlights the quality of partnerships across our outreach, education and advocacy initiatives.

With gratitude,
Lieran Docherty
Chair of Board of Directors

Message from our Managers

In 2022, we saw an increase in demand for period products but also steadfast donations from the community. We strive towards menstrual equity as our education and advocacy efforts remain unwaveringly strong. We thank all the donors and volunteers who give their love and support to make TPP successful.

~ Danielle Kaftarian & Jana Girdauskas, Managers



MISSION, VISION + VALUES



In 2022, we revamped our mission, vision, and values



Mission

The Period Purse creates menstrual equity by ensuring sustainable access to period products for all, and by ending the stigma associated with periods through education and advocacy.

Vision

For menstruation to be understood and treated with dignity, and for period products to be free for all.



Values

Dignity

We believe that menstruation should be understood and respected.

Positivity

We are committed to taking positive action to end the discriminatory stigma associated with menstruation.

Access

We believe that the availability of the full variety of period products to all people who menstruate is a fundamental right.

Dedication

As a collective and with our partners in the community, we are determined to pursue all ways of affecting positive change for all people who menstruate, for generations to come.

2022 KEY ACIEVEMENTS

- **Most successful year:** Distributed 1,438,020 donated period products
- **Launched the Menstruation Nation iOS App:** And an Android version in the works!
- **Menstrual Health Day (May 28th):** Lit 44 monuments in red across Canada! 3.5 times more than the year before!
- **Closed our chapter program** and shifted over to Mini Drives to make it easier for everyone!
- **Hit a milestone of 4,000,000** total period products donated!

OUTREACH



1,217,123 Pads

215,273 Tampons

2956 Menstrual Cups

796 Cloth pads

1,782 Underwear

1950 Period underwear

11037 Cloth masks

28 Schools supported

46 Canadian communities

206 Community partners



**TOTAL PERIOD
PRODUCTS DONATED**

1,438,020



Partnering with 2SLGBTQ+ Organizations

With support from the Community One Foundation Rainbow Grant, we collaborated with Friends of Ruby and Native Child and Family Services of Toronto to supply period products that serve BIPOC, queer and trans people in Toronto.

We supplied 25 bathrooms with period products and hosted a period positive workshop for 2SLGBTQ+ youth at Friends of Ruby. The TPP team also took part in a presentation from our Friends of Ruby partners about pronouns and sexual identities.

Our Chapters Blitz Finale

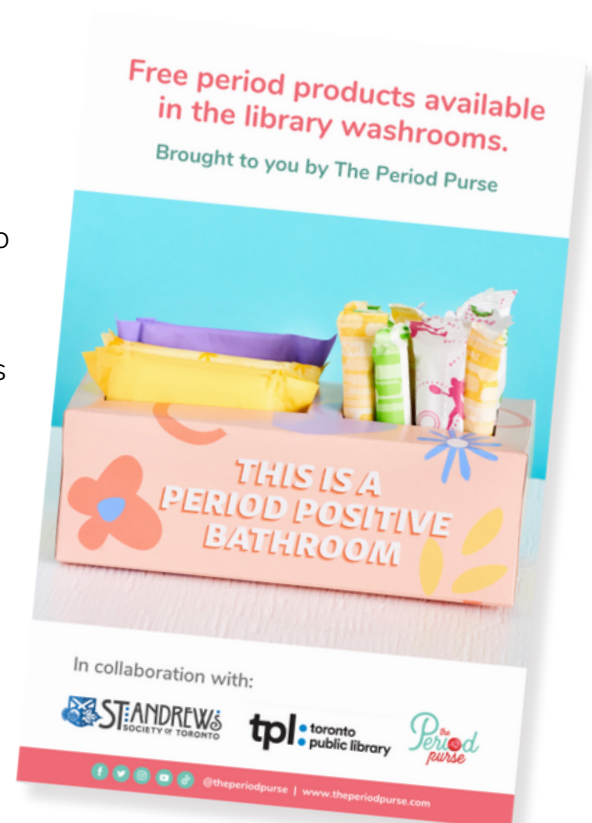
We celebrated the wrap up of our chapters at the end of 2022 and shifted to mini drives!

In 2023 and beyond, we're excited to move towards a more accessible, simpler, and faster way of supporting menstruators across Canada: MINI DRIVES! Now, anyone can host a drive at any time, at any scale, making it easier for everyone to join the menstrual movement!

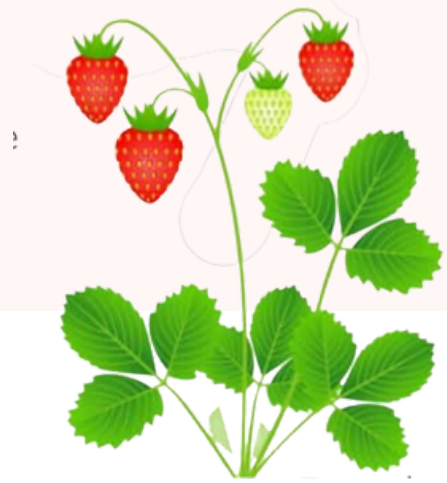
Period Products Pilot with Toronto Public Library (TPL)

For this six month pilot, we provided free period products to two downtown TPLs. We kept track of how much product was used and where. We are excited to work with TPL towards hopefully further roll out, so all TPL library patrons and staff have access to free pads and tampons.

Thank you to the St. Andrew's Society of Toronto for making this project possible!



Supporting MOONTIME CARE



We are dedicated to unlearning, and learning, as we decolonize our thinking and approach to menstrual health and education. This past winter, our Board and volunteers had an opportunity to learn about decolonization from a First Nations coach.

Outreach

TPP along with support from financial donors (Tilling Foundation and the Schafer Foundation) and product donors (Aisle Period and Joni), partnered with two First Nations' communities to bring period products wherever they were needed at elementary schools, libraries, midwives offices, and outreach programs.

Education

After two years of incredibly hard work, we finished the Moon Time Zine. This was co-created in community, for community, by a group of Mohawk Elders, knowledge keepers, Aunties, and young people. The Moon Time Zine features artwork by Kit Thomas (she/they) and Dawn from Pass the Feather.

Thank you Meridian Credit Union, DivaCup, and Aisle Period for their support in paying all the Indigenous contributors for this project.

Moon Time is used by some Indigenous Peoples and communities to refer to menstruation. It speaks to the relationship between the lunar cycle (28 days) and the human menstrual cycle (which is often 28 days, but not for everyone).



EDUCATION



2022 was an exciting year of growth for our education program, Menstruation Nation. We hired a part-time Education Coordinator, and expanded our program from three to five modules. Our most frequently requested module, Periods 101, was revamped to include the knowledge and perspective of four menstrual health experts. We even resumed in-person presentations!

Our free period positive presentations for all ages:



1. Periods 101 (Grade 5-8)
2. Period Poverty (Grade 9-12)
3. Reusable Period Products (Gr. 9-12)
4. Period Poverty & Advocacy (Gr. 12-adults)
5. Plant Positive Periods: Sustainable Periods, from Aisle Period (Gr. 9-adults)

AFTER PARTICIPATING IN ONE OF OUR EDUCATION SESSIONS, 23% PEOPLE INCREASE THEIR COMFORT LEVEL DISCUSSING PERIODS.

Education HIGHLIGHTS



Our Menstruation Nation team of volunteers and staff facilitators is small, but mighty. We're proud of what we accomplished educating more through our period positive presentations.

1,935 people educated

21 presentations

We hired a part-time Education Coordinator, making in-person presentations in Toronto possible!

We added two adult-focused presentations: Period Poverty & Advocacy in Canada and Plant Positive Periods: Sustainable Periods (from Aisle)

We revamped our Periods 101 module with insight from 4 period literate professionals!

3 Tea Chats - hosted free, virtual period positive chats

We educated 40 community partners as part of our menstrual cups program

Our Education Coordinator, Vikki, **represented TPP at a Hot Docs** at a "talk back"

We launched the iOS version of our Menstruation Nation period tracking app. Then, we got to work on our Android version (expected Summer 2023)!

DID YOU KNOW?

ONLY 46% OF CANADIANS FEEL COMFORTABLE TALKING ABOUT PERIODS.

(ALWAYS AND PLAN CANADA, 2020)

ADVOCACY

This year, we continued to work alongside other menstrual equity advocates on an expert roundtable advising the Canadian Federal Government on menstrual equity, specifically making menstrual products free for all federal workplaces. We kept the conversation going at all levels of government, with school boards, in classrooms, and in workplaces to spread awareness about why free access to period products is a right.

Years of conversations resulted in an exciting advocacy win for the City of Mississauga. As of September 2022, free period products are available in all municipal buildings.

Menstrual Health Day – May 28th

Thanks to everyone who donated, organized, “liked” and learned in support of menstrual equity on Menstrual Health Day!

Across Canada...

5 Period Purse flags raised
13 city proclamations in support of menstrual equity
44 monuments across 10 provinces lit up in red

Bloody Great Run

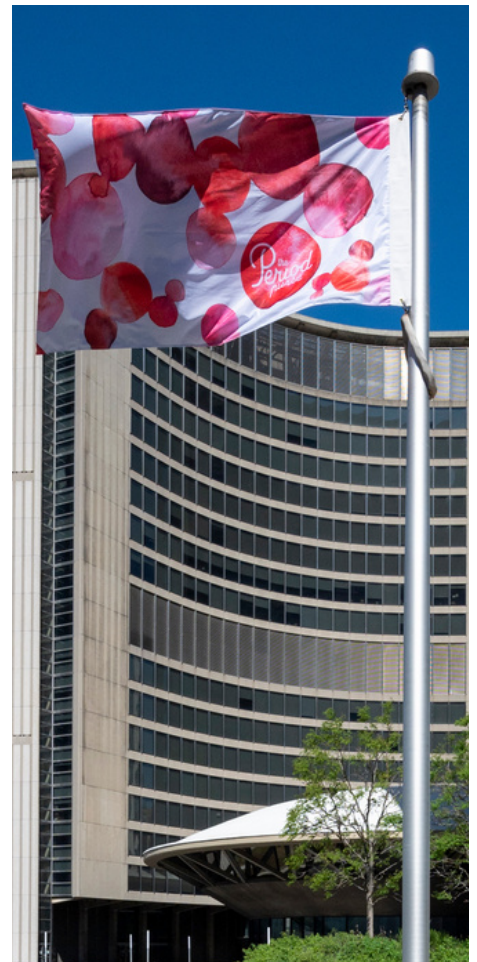
We hosted our second annual team fundraising event to raise awareness, and move for menstrual health. This year, we challenged participants to move, walk or run 28 km in 28 days.

7 teams laced up their runners!

\$11,029 RAISED

The Spot

Our blog, The Spot,
published
10 blogs in 2022



**DID YOU KNOW?
ONLY 18 COUNTRIES GLOBALLY
(INCLUDING CANADA) HAVE
REPEALED THE “TAMPON TAX”.**

Thank you TO OUR DONORS



Support from our donors help us increase access to period products for menstruators who need them. We work with all our donors to make positive impacts for menstrual equity, by reducing period stigma through education, increasing access to period products, and advocacy work that transforms the way society perceives menstruation.

Your Donations



Donations - 88%

Grants & Subsidies - 12%

Heavy Support

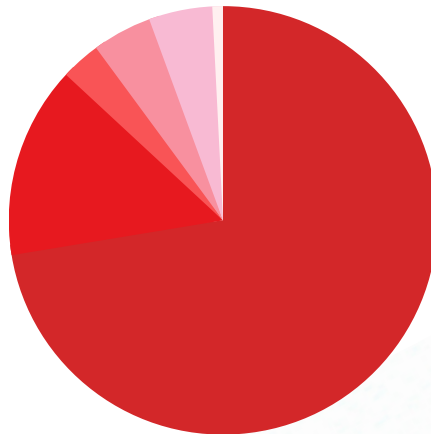
Aisle Period
Canadian Tilling Foundation
Lawrence Schafer Foundation
Ontario Trillium Foundation
Telus Friendly Future Foundation

Super Support

Community One
DivaCup

Moderate Support

Equitable Bank
Joni
Rotary Parkdale- High Park
Royal York Road United Church
RTR Media
St. Andrew's Charitable Foundation
Stantec Consulting Ltd.



Expenses

- Program Delivery - 72.4%
- Sub-contracts 14.5%
- Advertising and promotion - 3%
- Office expenses - 4.5%
- Professional & contract fees - 4.8%
- Other - 0.8%



The Collective is our monthly donors who give to put period products into the hands of those who need them!

\$15 provides 1 month supply of period products
164 monthly donors in 2022

[Click HERE](#) to join The Collective



Our TEAM

2022-23 Board of Directors

Lieran Docherty~ Chair
Mary Choy~ Secretary
Pauline Yick~ Treasurer
Carolyn Poplak
Dena Bonnet
Jacqueline Morgan
Matt Syberg-Olsen
Sarah Doucette
Zahra Stark

Core Volunteers

Alex Thom
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Amy Corcoran
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Carley Stewart
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Elena Stratopoulos
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Linda Fox
Lindsay Cormack
Lisa lafolla
Maxine Katz
Megan Scott
Sabrina Baldini
Sasha Richards
Sophie Wolpert
Tait Gamble

Staff

Danielle Kaftarian ~ Operational Manager
Jana Girdauskas ~ Founder and Education Manager
Vikki Vansickle ~ Education Coordinator

THANK YOU TO ALL
OF OUR DEDICATED
VOLUNTEERS!

1,709 VOLUNTEER
HOURS IN 2022
52 VOLUNTEERS

Let's end PERIOD POVERTY



Follow us



AS SEEN IN 2022:

CBC Radio, CityTV,
Cityline, CTV News,
CTV Your Morning,
Health Insight,
Inside Ottawa Valley, &
the Penticton Herald.

Say hello

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