



Annual Report 2021-2022

theperiodpurse.com

Message from our Chair

While, undoubtedly, 2021 was another challenging year, it was also a year of growth and reflection at The Period Purse (TPP). We continue to adapt our program delivery to accommodate the needs of the community.

We heard time and time again that the inability to afford period products was an increasing worry and reality during these difficult years. In a pandemic that disproportionately impacted people who menstruate, TPP has been in a position to respond to the economic pressures faced by so many. In 2021, we delivered 875,456 period products to communities across Canada.

We also engaged 1,153 people in virtual education, partnered with 130 community agencies and supplied 29 schools with period products. We celebrated Menstrual Health Day (May 28th) with the lighting up of 12 monuments across Canada and kicked off our first ever Bloody Great Run fundraiser.

We are thankful to our tireless and committed volunteers and grateful for the ongoing support from our donors, funders and partners. We are thankful to all of those who have continued to support TPP, even amid personal hardships due to the pandemic.

As you read this Annual Report, we hope you feel the optimism that we have as we head into 2022.

Lieran Docherty
Chair of Board of Directors



2021 proved to be a continuous challenge for the world, but TPP rose up to have our most successful year! We saw a greater need for food banks and luckily were able to donate in bulk to those in the GTA. We couldn't have done it without our incredible volunteer team and our donors – thank you for making it possible!
~ Danielle Kaftarian (Operations Manager) & Jana Girdauskas (Founder)

Our Mission + Vision



Mission - The Period Purse strives towards menstrual equity and reducing the stigma of periods.

Vision - For all people who menstruate to experience healthy periods with dignity.



2021 Key Achievements

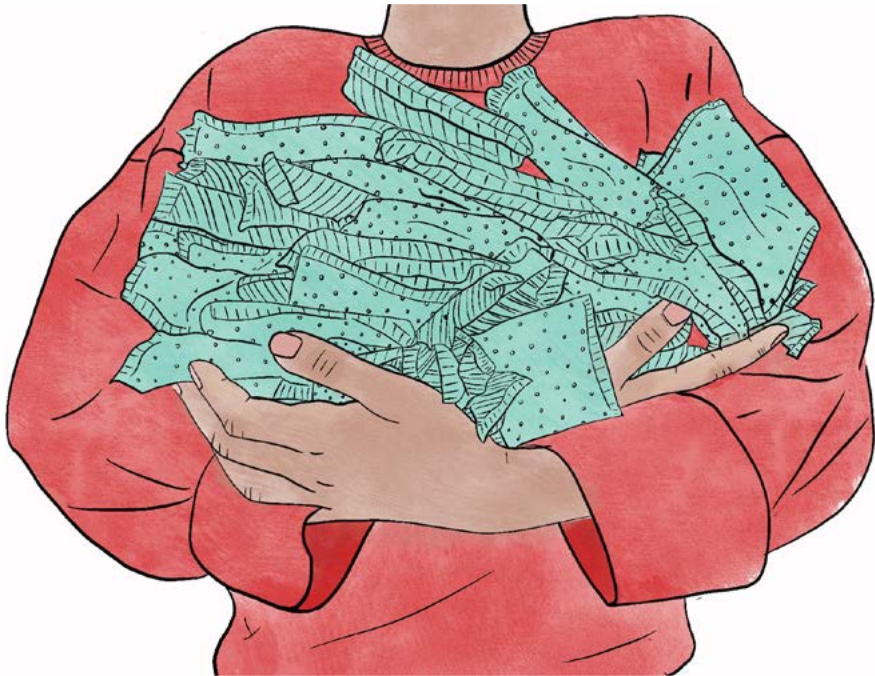
Most successful year
Distributed 875,456 donated period products

Launched Menstrual Cups Program
Donated 3,313 cups to 26 locations


Menstrual Health Day (May 28th)
Lit 12 monuments in red across Canada

Inaugural team fundraiser Raised over \$20,000 with the Bloody Great Run







68,361 Healthy Periods in 2021




683,521
Pads




184,279
Tampons




1,060
Cloth Pads




3,313
Menstrual Cups



658
Period Underwear




6,620
Cloth Masks



5,254
Underwear

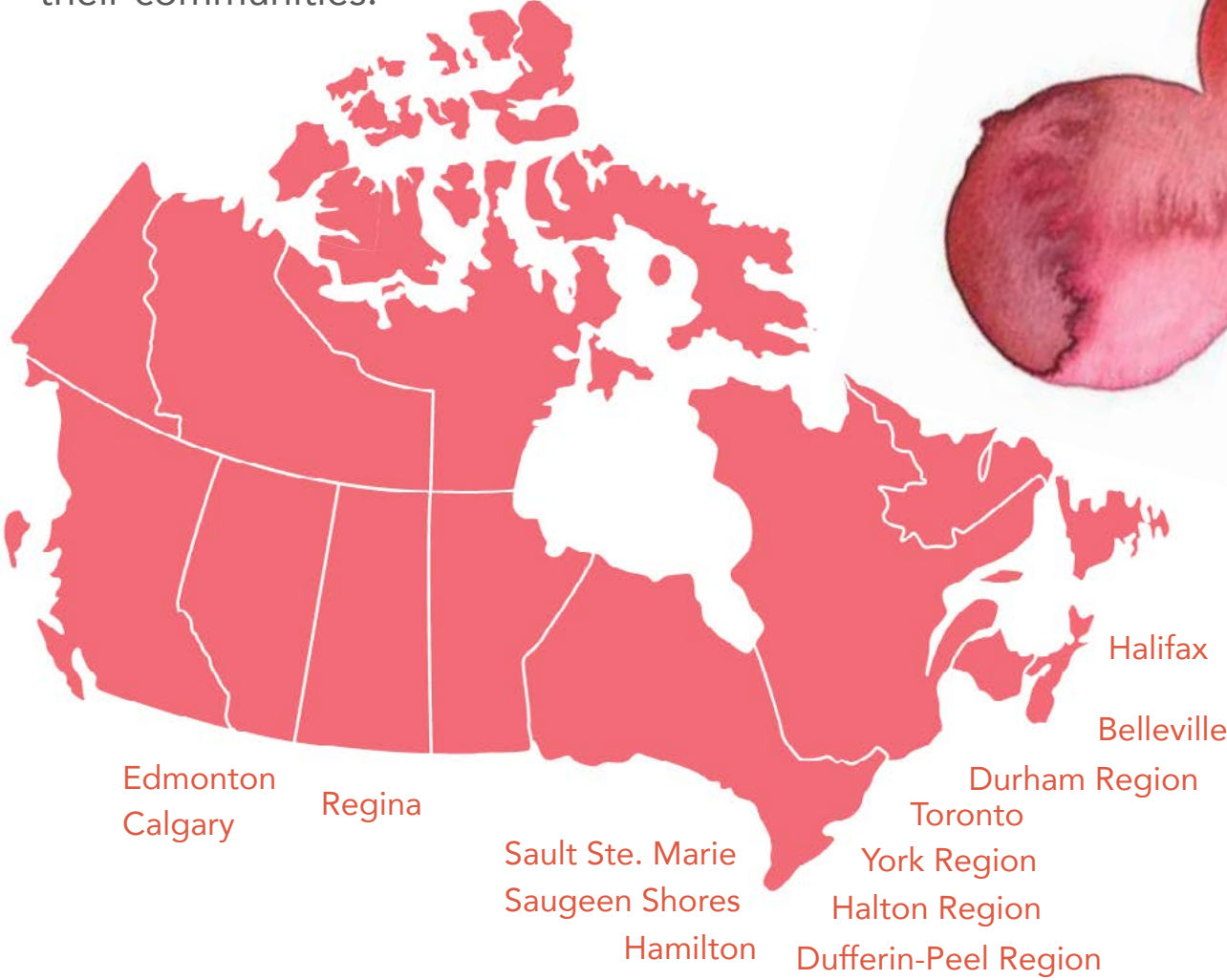
14
Canadian Cities

118
Community Partners



1,151
People Educated

In 2021, 13 Chapters ran blitzes and **donated** to their communities:



"The organization's values stuck out to me, as they address menstrual health needs that are often overlooked."
~ Miranda, Regina Chapter Leader

Thanks to our 2021 Chapter Leaders:
Alex, Alison, Amy, Angela, Arielle, Bianca, Cheryl, Emily, Fatima, Genevieve, Jami Jennifer, Jenn, Karen, Katy, Laura, Leigh, Lianne, Lindsay, Madeline, Megan, Miranda, Nishi, Sharon, Tahira.

TPP's Commitment to Reconciliation

Moontime Kits for Indigenous Communities

TPP partnered with several Indigenous communities to bring Moontime Kits to young people learning about their moontime (period) as they go through this rite of passage.

Moontime is referred to as the *cycle of the moon* and occurs when a person with a uterus gets their "period". In many Indigenous communities, it is considered to be a sacred time.



3 Communities
140 Moontime Kits

2021 Moontime Kits

297 menstrual cups, 460 cloth pads, 70 period underwear, 260 wet bags, 160 cloths, 40 moontime rollers, and a motivational card.



"I didn't know about all my options to take care of my moontime. Now I know my options and I can honour my moontime. I also would not have been able to pay for the pad or cup on my own, so I really want to thank you and the people who donated everything". ~ Moontime Kit recipient

Education

1,153 people educated
(77% of our goal)



Virtual Education

- Hosted 23 presentations
- Educated adults, students, parents, educators
- Engaged 778 youth in conversation about periods

School Support

- We now support 29 schools with period products
- We support an entire school board, Superior-Greenstone DSB with pads and tampons in every washroom



Menstrual Cups

- We launched our Cups Program
- Donated 3,313 menstrual cups
- Trained frontline workers about cup usage and care

The Spot had 8 blogs in 2021.



Advocacy

LIGHT IT UP! Menstrual Health Day

- Raised awareness for menstrual health on social media for International MH Day (May 28)
- Lit up 12 monuments across Canada
- Flew TPP flags in three Ontario cities
- 5 proclamations were made for MH Day

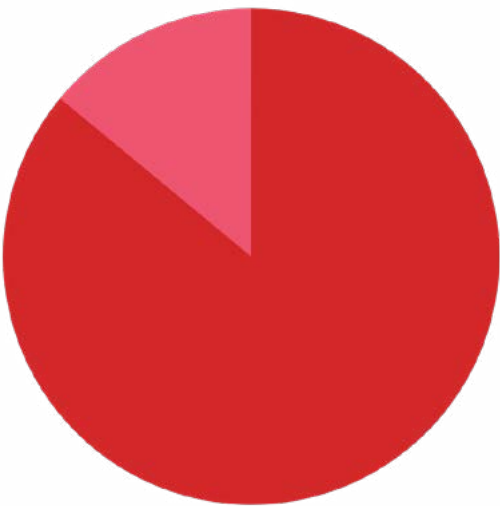


BLOODY GREAT

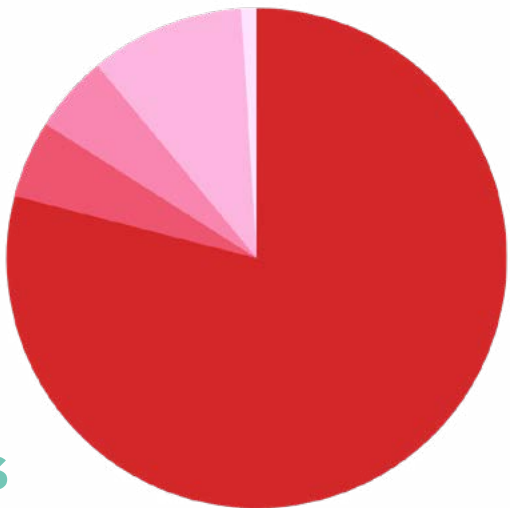
- Hosted first annual team fundraising event to inspire teams to run/move 28km in 28 days
- Raised awareness for menstrual health
- 20 teams laced up their runners!
- Raised \$21,000



Your Donations



- Donations - 79%
- Grants & Subsidies - 5%



Expenses

- Program delivery - 79%
- Advertising and promotion - 5%
- Office expenses - 5%
- Professional & contract fees - 10%
- Other - 1%

Thank you to our individual donors, companies, and organizations that helped TPP make meaningful and valuable progress towards our mandate.

Our 2021 Corporate Sponsors

Generous contributions from our donors has allowed us to consistently provide equitable access to period products. Together, we will continue to positively influence our community, reduce stigma, and transform the way society perceives menstrual equity.

Heavy Support

DivaCup | Lawrence Schafer Foundation | Meridian Credit Union

Super Support 6ixTips Nails | Magna International | Tampax

Lite Support Accessories by Talia | Aisle Period | Alterna Savings Bank
Beth Craft | Elementary Teachers of Toronto | Equitable Bank | Joni
Rotary Parkdale- High Park | Royal York Road United Church

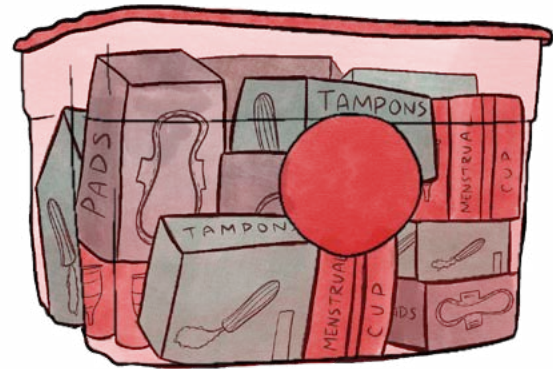


The Collective is a group of generous donors who give monthly to provide free period products to those in need!

\$15 1 month supply of period products

143 Monthly donors in 2021

2,280 Healthy periods donated



Mini Drives

Our mini drive program allows people to run product and financial drives with their family and friends. It's an easy and fun way to make a difference!

34 mini drives held | **58,275** period products donated | **\$16,000** raised



"I like the camaraderie of knowing someone else is going through having a period with me, and that their experience is improved by access to supplies and mine is improved by knowing I'm not alone." ~ Member of The Collective

Board of Directors

Board of Directors

Lieran Docherty (Chair)
Pauline Yick (Treasurer)
Mary Choy (Secretary)
Caitlin McKay
Carolyn Poplak
Dena Bonnet
Jacqueline Morgan
Matt Syberg-Olsen
Sarah Doucette

Volunteers

Anika Nicholson	Julie Meltzer
Anisa Mansour	Jean Sheppard
Barbara McWhirter	Katie Lo
Carley Stewart	Lisa lafolla
Chantal Witter	Maia Bachynski
Dani Stover	Makenna Timm
Danielle Kaftarian	Maxine Katz
Elena Stratopoulos	Megan Scott
Emilia Kubackowski	Sabrina Baldini
Emma Grace Wilson	Sophie Wolpert
Erin Pellow	Tait Gamble
Fei Yu Gao	
Grace Elliot	
Jami DellaVedova	
Jana Girdauskas	
Jannie Nheng	



5,635
volunteer
hours in 2021

53 volunteers across Canada

Contact Us



Follow us @theperiodpurse



Contact Us:

hello@theperiodpurse.com

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Toronto, Ontario
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As seen in 2021:

CBC, CityTV News, CTV News/ CP24, Global News TV,
Global News Radio, Toronto Star.