



## Strategic Plan 2021-2022

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[theperiodpurse.com](http://theperiodpurse.com)

# Our Mission & Vision

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## *Mission*

The Period Purse strives to achieve menstrual equity, and to reduce the stigma surrounding periods through public education and advocacy.

## *Vision*

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

## Our Values and Principles

We respect personal power, choice and advocacy.

- **Dignity:** We respect that each menstruator will determine what dignity looks like for themselves.
- **Empowerment:** We believe that people who menstruate marginalized menstruators are strong and capable of making choices that are right for them. We respectfully support their decisions. We believe that knowledge drives change.
- **Education:** We seek to erase the stigma surrounding menstruation and shed light on the unique challenges faced by people who experience homelessness. We are committed to education about healthy periods and menstrual equity.
- **Impact:** We are focused on making a positive impact by affecting the lives of people who menstruate and reducing the stigma in the next generation.



# Did you know...

## 1 in 7 girls

in Canada missed school due to lack of menstrual supplies during their period<sup>1</sup>

## 1 in 3 women

under the age of 25 struggle to afford period products<sup>2</sup>

## 89% of shelters & health

centres in Toronto don't have money to buy menstrual supplies<sup>3</sup>



1  
*Healthy Period*  
=  
1 month  
*supply of period products*

## 2022 Intended Impact

To take a measurable step toward our vision, we intend to make the following impact:

- 30,000 healthy periods will be experienced every year by people who menstruate across Canada.
- 1,500 young people (10-21 years old) will be empowered and understand the importance of healthy periods for all.

*Healthy Periods means people who menstruate have free access to, as well as choice and knowledge of quality menstrual products.*

1. Procter & Gamble, 2018. <https://news.pg.com/press-release/pg-corporate-announcements/nearly-1-7-canadian-girls-have-missed-school-due-lack-perio>

2. Plan Canada, 2018. [https://www.huffingtonpost.ca/2018/05/28/period-poverty-canada\\_a\\_23445438/](https://www.huffingtonpost.ca/2018/05/28/period-poverty-canada_a_23445438/)

3. The Period Purse, Spring 2018 survey

# Theory of Change



Our theory of change is our living hypothesis about what it will take to achieve our intended impact.

We will continually test, reflect upon and adapt this as we engage in our work.

## If we...

teach people about menstrual health and mobilize the energy of communities through activities that support menstrual equity.



## We expect...

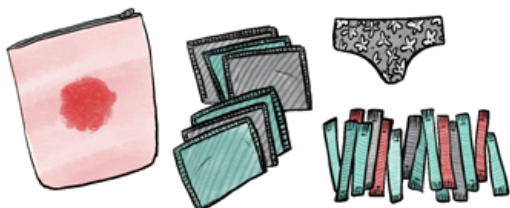
to build awareness, knowledge, support and action.

## So that by 2022...

30,000 healthy periods will be experienced every year by people who menstruate across Canada... and 1,500 youth (10-21) will understand the importance of healthy periods for all.

# What We Will Do

To achieve our outcomes, we will provide outreach, education and advocacy.



## Outreach:

We will work with community partners, local volunteers and donors to get menstrual products to those who need them.



## Education:

We will educate the next generation of menstruators in order to reduce stigma and build support and understanding about the importance of menstrual health for all.



## Advocacy:

We will raise awareness of the real barriers faced by marginalized menstruators and advocate for lasting policy and funding changes.

*"Before TPP, the shelter used to give me one tampon for my whole period. Now I have dignity, and free pads and tampons, that I even give my friends!" ~ Debra*

# 2022 Impact Goals

30,000 healthy periods will be experienced every year by people who menstruate across Canada. And 1,500 youth (10-21) will be empowered and understand the importance of healthy periods for all.

## Our Priorities

- Monitor changing community needs
- Innovate approaches to supplies and distribution
- Broaden our reach and engagement
- Build a strong and effective organization
- Strengthen fundraising

## Our Outcomes

We will monitor how our work is contributing to:

- Increased access to free, quality menstrual products
- Increased knowledge about healthy periods
- Reduced stigma around menstrual health
- Support for sustainable menstrual equity in government, workplaces, schools and other systems





# Strategic Priorities

In order to activate our theory of change, we have identified the following four strategic priorities:

1

## Empower Menstruators

Monitor changing community needs

2

## Build Support for Menstrual Health

Innovate approaches to supplies and distribution

3

## Educate And Engage Change Makers

Broaden our reach and engagement

4

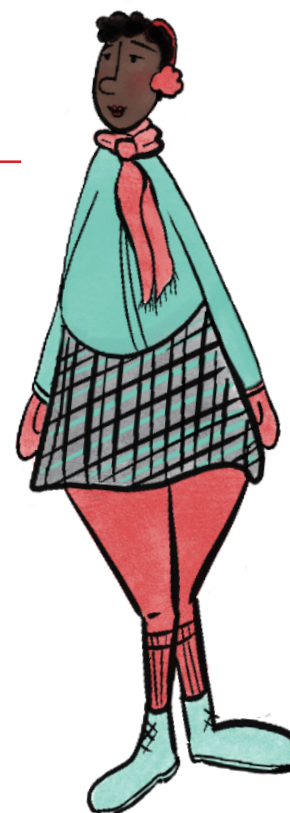
## Increase Capacity and Funding

Build a strong and resilient organization

5

## Increase Donors & Listen to Feedback

Strengthen fundraising



"I volunteer for TPP because the donations made go towards improving period poverty in your own community and allow your neighbours to experience a healthy period that doesn't interfere with their ability to go to work, school, etc." ~ Lindsay

# Contact Us

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*the  
Period  
purse*

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## As seen on:

Blog TO, Breakfast Television, CBC radio, CBC TV, CP24, CTV News, Global News, Globe and Mail, SOO Today, Toronto Star, and The Kit.

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