

2021 IMPACT REPORT

COLLECT

donations and
purchase product
in bulk

PARTNER

schools, shelters,
food pantries, and
other
organizations

SUPPLY

menstrual
products to those
in need around
Michigan

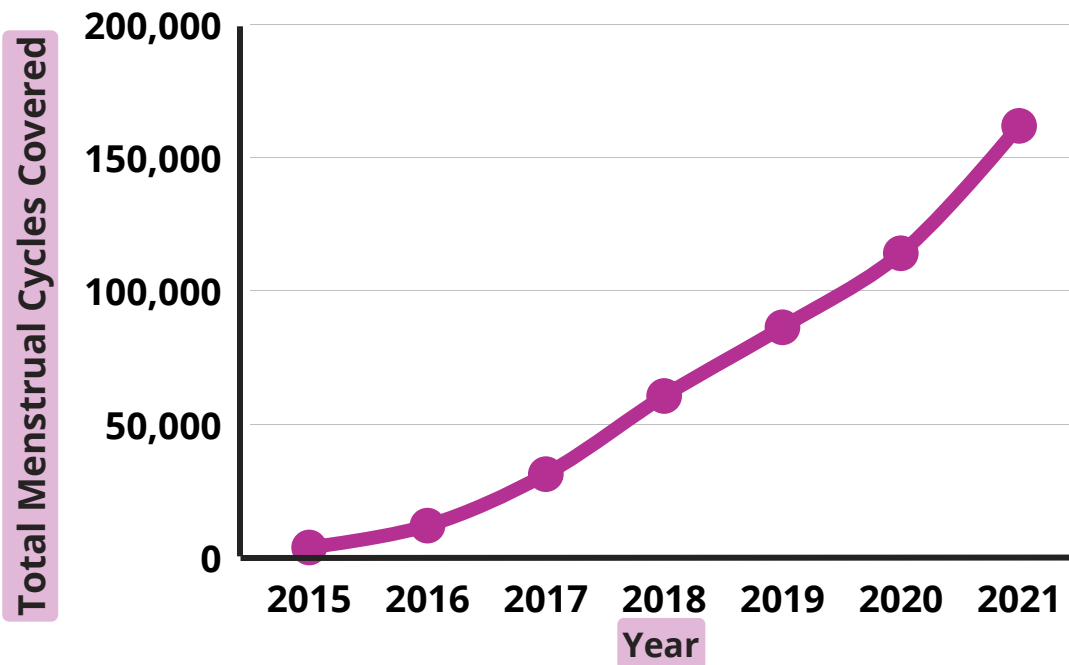
WE BELIEVE THAT NO INDIVIDUAL SHOULD LIVE WITHOUT ACCESS TO ADEQUATE MENSTRUAL HEALTHCARE - PERIOD.

Helping Women Period addresses period poverty in Michigan by directly donating products to those in need, advocating at all levels of government to increase accessibility and availability of menstrual products, reducing the stigma surrounding menstruation, and educating menstruators and non-menstruators alike.

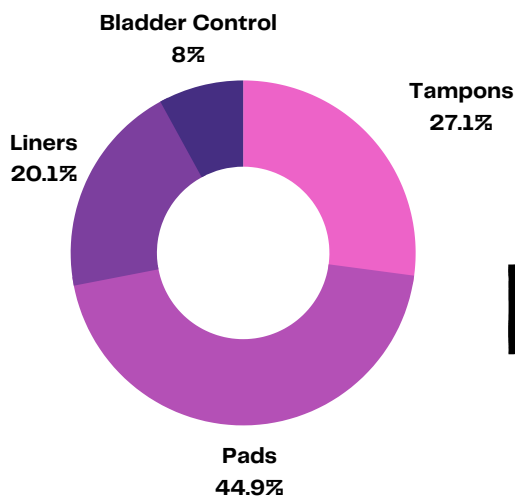


We strive to ensure that all of the services we provide reflect the needs of the minority populations we serve, particularly those who are BIPOC, gender diverse, and/or those live without stable housing.

TOTAL IMPACT (2015-2021)



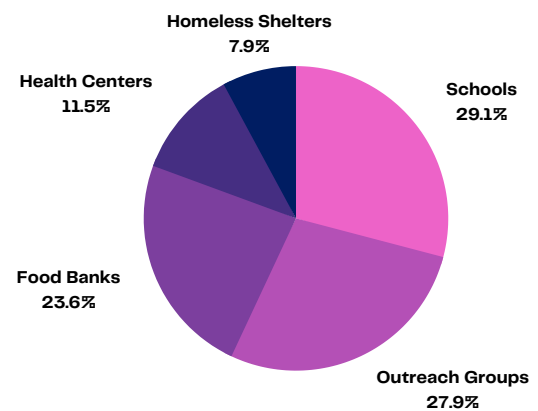
DONATION BREAKDOWN



3M
PRODUCTS
TOTAL

180+
PARTNERS
TOTAL

CHARITY PARTNER BREAKDOWN



WE PROVIDE PRODUCTS TO:

- Rural, suburban, and metropolitan areas in **20** counties (and counting) in Michigan
- Those experiencing homelessness and low-income disparity
- Refugees and immigrants
- Menstruators of all ages, races, ethnicities, genders, and sexual orientations

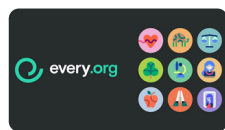
PARTNERSHIPS

THANK YOU...

Direct a portion of your spending to HWP via



Donate crypto or stock to HWP via



Scan the QR code to submit a period story via



HWP is incredibly grateful for all that the below organizations have done to aid menstruators in Michigan. We couldn't do this work without them.



743,000 PRODUCTS DISTRIBUTED IN 2021

193,319
TAMPONS

344,279
PADS

81,728
LINERS

59,972
BLADDER
PADS

These products provided coverage for **47,800** periods, covering almost **4,000** menstruators for the entirety of their cycles in 2021.

This is equivalent to donating more than **\$250,000** of product to our charity partners in an effort to offset these often-overlooked donation items.

2021 FEATURES

EVENTS

- Destigmatize Menstruation: Human Rights and Period Poverty
- Project Period Webinar
- MI-PAD rally
- Mujeres & Menstruators National Coalition presentation
- Project Connect
- Ingham County Women's Commission speaking engagement
- American Medical Women's Association speaking engagement
- CMED Health Fair

MEDIA

- Featured in O Magazine "Sparking Change"
- Article in the Penny Hoarder
- Article in The Guardian
- Article in Fortune Magazine

COVID-19 RESPONSE

HWP saw a drastic increase in the demand for our services following the start of the COVID-19 pandemic while simultaneously experiencing barriers that made product collection and distribution more difficult. We are still experiencing the ramifications of the supply chain issues that manifested early on in the pandemic, including increased product prices, decreased donations, and difficulty obtaining specific products.

EDUCATION IN 2021

MENSTRUAL 'PETTING ZOO'

In response to the needs of the menstruators we serve, HWP has created a menstrual petting zoo that allows individuals to touch, examine, and ask questions about the different types of menstrual products available. Currently, our petting zoo includes many different styles and varieties of menstrual cups, menstrual discs, period underwear, reusable fabric pads, period swimwear, and traditional products like pads and tampons. We bring this petting zoo with us to all events and have had great success in engaging in conversation and facilitating menstrual education in this manner.

REPRODUCTIVE HEALTH WEBINARS

HWP has stepped up in response to the great need for accurate, in-depth, and inclusive reproductive health and menstrual health education and has begun facilitating reproductive health webinars. In 2021, we facilitated 10 webinars with a variety of populations across Michigan.

ADVOCACY IN 2021



ENDING THE 'TAMPON TAX' IN MICHIGAN

HWP Executive Director Lysne Tait provided testimony and served as a subject matter expert for the Michigan Legislature regarding the Michigan 'tampon tax' repeal. We are thrilled to say that the Michigan Legislature repealed the tax on menstrual products with our governor signing it into law in 2021. This repeal is expected to save Michigan families upwards of \$4,800 in a lifetime and is one step in the long journey to menstrual equity.



FREE PRODUCTS

- Successfully advocated for the availability of free menstrual products in all public buildings in East Lansing
- Worked with student groups (high school and college) to educate schools, college/universities, and governmental entities regarding the need for free menstrual products in public places, and to encourage them to offer free product

MI-PAD COALITION

- Founded a coalition of non-profits and advocacy groups in Michigan that advocated for menstrual equity, facilitated product donations and distribution, celebrated the repeal of the 'tampon tax', and more
- Organized a legislative action day to introduce teens to legislators and the legislative process to educate and encourage them to advocate for their needs

LOOKING FORWARD

We plan to...

- Continue investing resources into reusable and sustainable menstrual product alternatives and education
- Expand into more counties in Michigan, particularly Kalamazoo, Grand Rapids, and Saginaw/Midland
- Investigate need in Michigan's Upper Peninsula
- Become more inclusive of menstruators of all genders
- Continue to advocate for free menstrual product in all public restrooms

HOW TO HELP



TIME

- Volunteer to sort and distribute product
- Sew discreet fabric bags
- Pick up and drop off product



FUNDS

- Any amount helps!
- \$40 provides menstrual products for 1 person for 1 year



PRODUCT

- Donate tampons, pads, liners, and bladder control pads
- Host a drive or a drop-off location



ENGAGE

- Reduce stigma surrounding menstruation
- Advocate for menstrual equity
- Share a period story on our website or at an event

SCAN FOR OUR WEBSITE AND ALL SOCIAL MEDIAS

