

Impact. Period.



2018–2021
STRATEGIC PLAN



Photo credit:
Lisa McIntosh

A Message from Jana Girdauskas

Founder and Chair of The Period Purse

The Period Purse started as a simple idea: to get menstrual products into the hands of the people in our community who need them most. As we engage people in this simple idea, we're tapping into a collective generosity and enthusiastic energy to eliminate period poverty.

As you'll see in our inaugural strategic plan, we've set a bold yet achievable goal for 2021:
10,000 healthy periods experienced by marginalized menstruators each year.

We know that we can't stop there. We also need to tackle the stigma that lies at the root of period poverty. Our goal on that front is to **educate and engage the next generation of menstruators and their peers in 25 schools each year in understanding the importance of healthy periods for all.**

We know it's possible. And we know we can't do it alone.

We will need to continue building partnerships and support to achieve – and exceed – our goals. It will take the resources and commitment of our whole community to make it happen. At the same time, we are building a strong organization with the leadership, skills and capacities to sustain the growing momentum.

I am energized about our ambitious agenda and undaunted by the work that lies ahead to eliminate period poverty. We are poised and ready. Together, we can do this.

Sincerely,

Jana Girdauskas

2018 | prepared by

openly

changeopenly.com



Our Vision

Our vision is for all menstruators to experience healthy periods with dignity.

Our Mission

The Period Purse strives to achieve menstrual equity by providing marginalized menstruators with access to free menstrual products, and by reducing the stigma surrounding periods through public education and advocacy.

Our Values & Principles

Everything that we do is grounded in our values and guiding principles.

We respect personal power and choice.

- **Dignity:** We respect that each menstruator will determine what dignity looks like for themselves.
- **Empowerment:** We believe that marginalized menstruators are strong, courageous 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.

We know it's possible.

- **Impact:** We are focused on making a positive impact by affecting the lives of marginalized menstruators.

We love what we do.

- **Enthusiasm:** We are inspired and energized by the power of our mission.
- **Kindness:** We are driven by empathy, love and a commitment to giving.

We can't do it alone.

- **The Power of One:** We believe that every act of good matters. One person can make a difference.
- **Community:** We believe that menstrual health is a shared responsibility. It will take a collective effort of support, cooperation and active participation to create real, sustainable change.

Did You Know?

1 in 7 girls

in Canada missed school due to lack of menstrual supplies during their period¹

1 in 3 women

under the age of 25 struggle to afford period products²

89%

of shelters & health centres in Toronto don't have money to buy menstrual supplies³

The average menstruator spends

\$66/yr

on period products⁴

2021 Intended Impact

In order to take a measurable step toward our vision, we intend to make the following impact as the result of our work over the next 3 years:

BY 2021:

10,000 healthy periods*

will be experienced every year by marginalized menstruators in Ontario.

AND

Middle and high school students in 25 schools every year will understand the importance of healthy periods for all.

*Healthy periods means menstruators have free, unrestricted access to, as well as choice and knowledge about how to use a full range of quality menstrual products.



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 kindness and energy of communities through activities that support menstrual equity

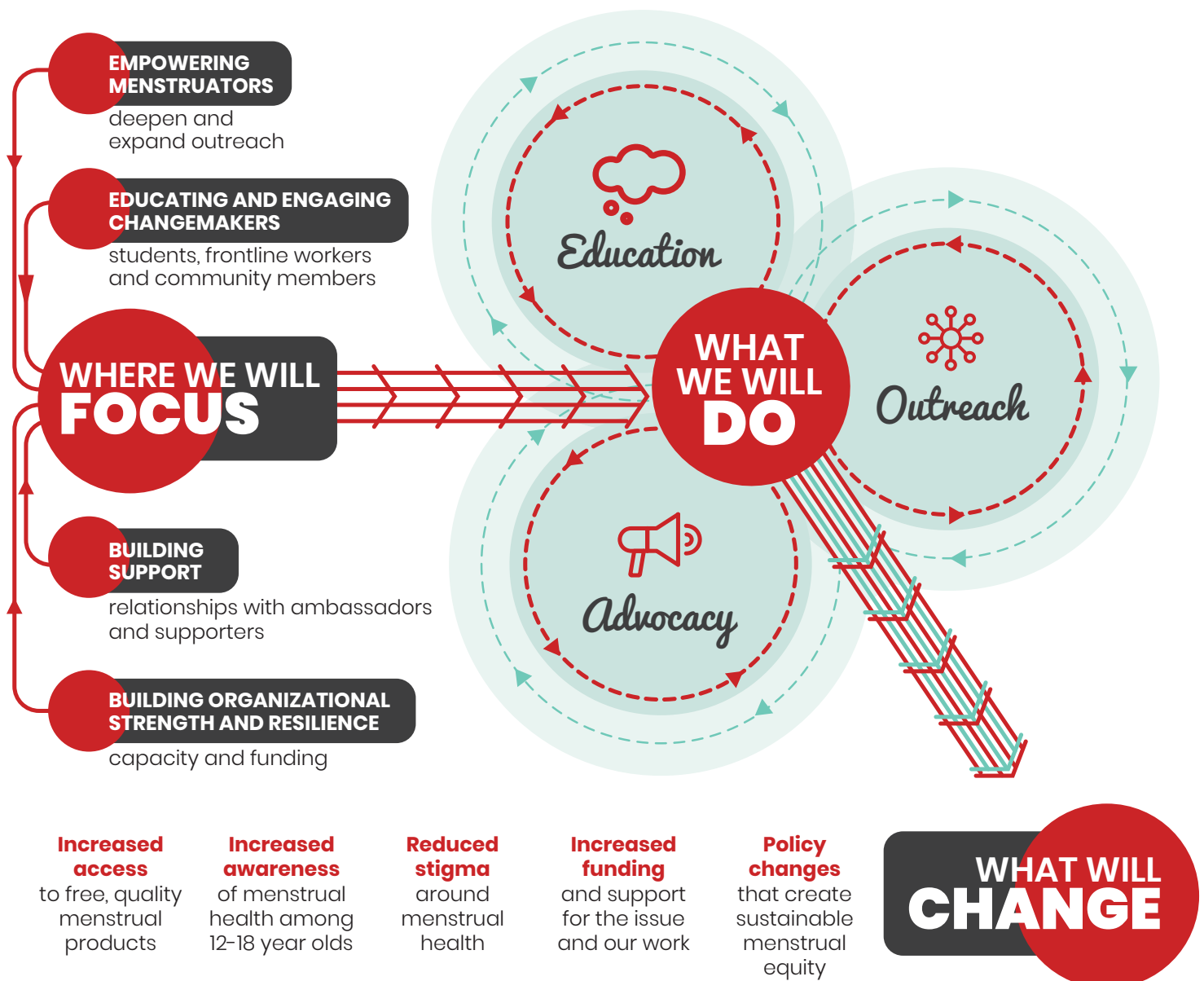
We expect...

to build awareness, enthusiasm, support and action

So that...

by 2021, 10,000 healthy periods will be experienced every year by marginalized menstruators in Ontario... **AND** middle and high school students in 25 schools every year will understand the importance of healthy periods for all.

TO **ACTIVATE** OUR THEORY OF CHANGE



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.



Who Benefits From Our Work & How:

PRIMARY BENEFICIARIES:

"Marginalized menstruators" are women and trans people of any age who menstruate and who also experience multiple barriers to menstrual health. Our primary audience is those who experience homelessness and street involvement, which includes challenges like abuse, newcomer and refugee settlement and criminal justice issues.

We reach our target audience through social service agencies. Our primary community partners are shelters, mobile vans, drop-ins, safe injection sites and community health centres.

Over the next 3 years, we will focus our work in Ontario communities where there is need and local leadership capacity, primarily in Toronto and 1-2 northern Ontario Indigenous communities (to be determined).

As we stabilize and strengthen our organization, we will determine the feasibility of expanding our efforts further. In the meantime, we recognize the importance of supporting local communities that want to get involved in this movement. We will continue to support chapters to build access and awareness, recognizing that this supports our intended impact goal while also building local capacity and a pipeline for potential new growth.

SECONDARY BENEFICIARIES:

We will impact middle and high school students and the education system through our education programs and engagement campaigns.

Volunteers who participate in our outreach activities (e.g., packing parties, delivery, etc.) also build awareness and understanding of menstrual health through their engagement with us.

Similarly, policy- and decision-makers will be engaged in learning and awareness building through our advocacy efforts.

Activating our Theory of Change

STRATEGIC PRIORITIES

As a small start-up with a big mission and lots of momentum, we recognize that we will need to make choices about what we can and can't do. In order to activate our theory of change, we have identified the following four strategic priorities:



EMPOWER MENSTRUATORS (outreach)

A. Expand access to menstrual products

- Continue to deepen our work with the City of Toronto and community partners to ensure menstruators have access to the full range of menstrual products, including building partnerships for reusable underwear and Diva Cups.
- Pilot access to products for menstruators in 1-2 northern Ontario Indigenous communities by working with local champions and ensuring local ownership.



EDUCATE AND ENGAGE CHANGE MAKERS (education)

A. Expand education and engagement of students and front-line workers

- Provide education to staff in shelters, drop-in centres, etc. to enable them to teach and support their clients about menstrual health and how to use products.
- Expand middle- and high school education programs (i.e., Menstruation Nation) in Toronto and Indigenous pilot communities to teach students about menstrual health.
- Leverage education programs to engage volunteers and donors.

B. Continue to support caring communities

- Enable grassroots efforts in Ontario communities to increase access to menstrual products and increase awareness of menstrual health.



BUILD SUPPORT FOR MENSTRUAL HEALTH *(advocacy+)*

A. Build champions

- Develop engagement opportunities and cultivate enduring relationships with ambassadors, donors, sponsors, influencers and potential supporters.

B. Generate support

- Work with government and elected officials to influence policy and funding decisions.
- Develop strategic partnerships with other organizations working to advance menstrual health.



BUILD A STRONG AND RESILIENT ORGANIZATION *(operations & governance)*

A. Strengthen operations

- Secure suitable and sustainable options for dropoff, storage and delivery of products.
- Develop consistent programming to engage community volunteers.

B. Strengthen our core capacity

- Develop the structure, roles and capacities we need to drive impact, i.e., leadership, staffing and governance.
- Maximize opportunities to build a sustainable and diverse funding base, including donations, grants and core funding.



Action Plan

Given that we are a new organization, we have developed a short-term action plan to get us started on implementing our priorities over our first year. We will refresh this plan regularly, ensuring that we are on track, looking forward and making course corrections as necessary.



Conclusion

With this inaugural strategic plan, The Period Purse is embarking on a bold and impact-focused journey to bring menstrual health to marginalized menstruators.

By starting small, building on strengths and taking a learning approach, we will intentionally focus our resources during these early years on creating deep and lasting change. Through developing key relationships and partnerships, strengthening core capacities and resources, and testing and adapting this innovative approach, The Period Purse will be poised to share learnings and best practices with communities across Canada.

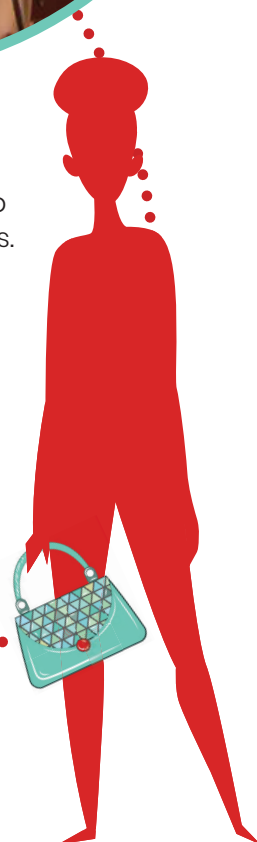


Photo Credits:
Jana portrait on page 1: Lisa McIntosh
All others: Emily D Photography

Dignity.
Empowerment.



Menstrual Health
for All.



For more information visit
www.theperiodpurse.com

   @theperiodpurse

 hello@theperiodpurse.com