



Annual Report 2019-2020

theperiodpurse.com

Letter From Our Chair



Amy Syed

Chair of Board of Directors

Dear Friends,

It has been such a pleasure to join The Period Purse at a time of true impact and change for the communities we serve. This year we obtained charity status and now offer our donors tax receipts for their heartfelt generosity. We were able to impact local political decisions through advocacy and have partnered with TDSB to educate and impact young people’s lives, solidifying support for our community’s future.

I am proud to say, we supported over 15,835 healthy periods this year and we have so much to look forward to in our years to come. In 2020, we plan to scale and make an even larger impact. Through planned expansion of our Menstruation Nation digital program, increased advocacy and improving fundraising efforts, we will be able to improve our outreach to our existing communities and new communities across Canada.

We are so excited to see what this year holds for us, we invite you to attend events and donate to TPP so you can be part of our movement too.

Thank you,

Jana Girdauskas

Founder

YWCA Toronto 2019 Women of Distinction Award
TOMS Change Maker Award



Our Mission + Vision

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.

Key Achievements

- Successfully advocates the City of Toronto to allocate \$220,000 from its budget toward menstrual supplies in shelters
- Educational Partnership with Toronto District School Board teaching young people about periods
- Our Founder, Jana Girdauskas, was recognized by as a TOMS Change Maker and the YWCA Women of Distinction in 2019
- Canadian registered charity, May 2019 – The first registered charity mandated around periods!

Outreach



A "Healthy Period" is one month supplies of pads & tampons.

Did you know...



Healthy Periods
2019 goal - 12,000
2019 actual - 15,835

Reusable Period Kits
(menstrual cup, period underwear, cloth pads) - 143

Toronto locations served - 76
Homeless shelters, drop in centres, Women fleeing abuse shelters, SIS, health centres

Total Chapters - 16
New Chapters - 6

"Volunteering with The Period Purse has given me the opportunity to witness so many caring community members give their time and money to support marginalized menstruators." ~ Jennifer, TPP Core Volunteer



2019 Chapters



"Volunteering with TPP allows me to work with amazing, dedicated Chapter Leaders who bring TPP's mission to their communities across Canada."
~ Maxine, Chapter Coordinator



Support a Menstruator

\$12/ month

57 Monthly Donors

84 Healthy Periods Donated a Month

1,008 Healthy Periods Donated in 2019



"There's a stigma about having your period on the street. We feel ashamed and worry about getting sanitary products. Many use toilet paper but in my experience it just doesn't work. I figured out that I could get pads and tampons from my doctor and a few other places, but most people don't know where to go. It would be such a weight off our shoulders to have the supplies we need." ~ Fiona, Toronto woman experiencing homelessness

*"I want everyone to have access to the items they need to have safe, healthy and worry-free periods!
~ Dani, Social Media Coordinator*



Moontime Kits – Our Indigenous Project

Launched in Spring of 2019

2019 - 1 community - 50 moontime kits

Moontime = when a person with a uterus gets their "period" and refers to the cycle of the moon. In many Indigenous nations, it is considered to be a sacred time.



TPP Moontime Kits = wet bag, cloth pads, menstrual cup, period underwear, homemade soap, cloth, motivational card, lip balm and essential oil.

In an Indigenous community in Eastern Ontario there is a rites of passage ceremony which is a yearly, 20-week program. It offers age-appropriate, culture-based teachings and activities in a safe, sacred space to nurture the physical, emotional, and spiritual well being of Indigenous youth and their supporters.

TPP Moontime Kits are given to them as they learn more about their Moontime and reach out to aunties, helpers, and other supporters for teachings and mentorship.

Education



We are reducing stigma and building support and understanding about the importance of menstrual health for all.

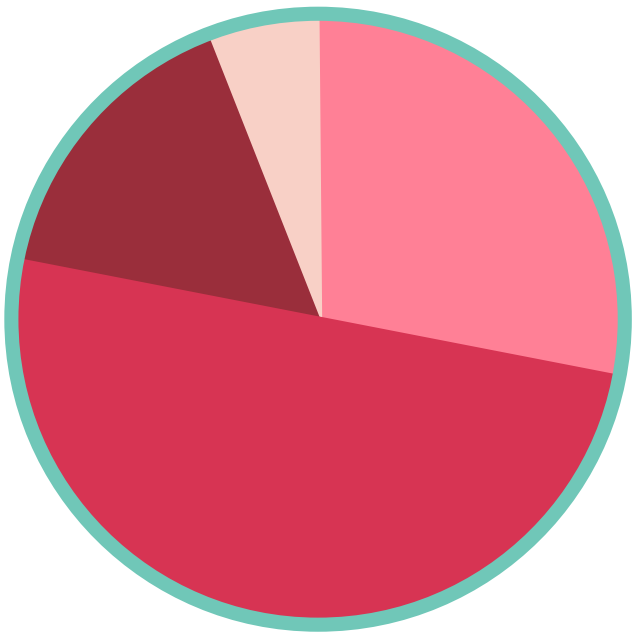
We are educating the next generation!

- 10 Schools did period product collections
- Official educational partnership with TDSB
- Piloted our three Period Positive presentations at Parkdale PS (TDSB)
- Piloted supporting one TDSB high school with free period products in all bathrooms
- Made a video explained FAQs of reusable period products for students
- Launched our monthly blog, The Spot



"Starting my school's Menstruation Nation™ was one of the most meaningful and rewarding parts of my grade 12 year." ~ Tait, high school volunteer

Your Donations



- 28% recurring donors
- 50% one time donors
- 16% grants
- 6% fundraising events

We thank all our individual donors and the amazing organizations we have worked with to help support our mandate.

Our 2019 Corporate Sponsors

Thank you to our donors. The movement to transform the way society thinks about menstrual equity has never been more important towards reducing the stigma of periods. Thank you to the many people who gave their time, effort, and commitment to The Period Purse™. Because of supporters like you, it won't be long before we can give everyone who needs it equitable access to period products in all spaces. Thank you!

Entertainment One Films Inc
Pioneer Construction
Retired Teachers of Ontario
Rotary Parkdale-High Park

Rotary Willowdale
St. Andrew's Society
Women Deliver

Board of Directors

Contact Us

"Be the change you want to see in the world." ~ Ghandi

Board of Directors

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Pauline Yick- Treasurer
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Meaghan Hastings
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2019 Core Volunteers

Amy Corcoran
Brienne Hamilton
Chantal Witter
Danielle Kaftarian
Erin Pellow
Gina Nicoll
Grace Elliot
Leviana Coccia
Jami DellaVedova
Jana Girdauskas
Jennifer Mancini
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As seen in 2019:

Blog TO, Breakfast Television, CBC radio, CBC TV, CP24, Globe and Mail, Toronto Star, and The Kit.