

ARE YOU A BLOODY GOOD STREAMER?

Why not tackle period poverty whilst
you stream?



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FUNDRAISING
REGULATOR



Setting up your stream



Step 1: Visit <https://tiltify.com/bloody-good-period>

Step 2: Click 'Start Fundraising'

Step 3: Log in using an existing social media account or create a Tiltify account

Step 4: Follow the steps to name your fundraiser, create a unique link, and write a description for your stream. Link to your livestreaming account (Twitch, YouTube Live, Facebook) if you're using one

Step 5: Set your fundraising target and click 'Create'

Step 6: When you're ready, click 'Publish' to start collecting donations for more bloody good periods!

If you're having trouble, visit Tiltify Support [here](#)



1. Cause details
Choose your cause and a fundraising event if available
2. Your campaign
Name your campaign, add some media, set a goal and more
3. Summary
Review & create your campaign. Once you're ready, publish to start receiving donations!

Need some inspiration?



- Whether you're a miner or a builder, Minecraft has something for everyone. Compete with your friend to see who can mine the most Redstone in a limited time, or go on Creative and make the most impressive build possible using only red blocks/items
- Stream you and your friends playing board or card games. If Monopoly isn't for you, have a go at UNO or Scrabble (and give bonus points every time a period-themed word is spelt)

And remember, you don't have to be a gamer to fundraise through streaming!

- Stream you (and your friends) trying different red foods and drinks. You could even have a go at mixing your own unique concoction.
- Specially for you, we have collected only the best period facts together into a bloody good quiz and it can be yours for a small donation! Download yours [here](#)





Level up your fundraising

- Want to make your stream absolutely pad-tastic? Why not use some of our overlays, frames and panels created just for you! Download them [here](#)
- Stream for a specific period of time e.g. 300 minutes for the 300k products Bloody Good Period has delivered
- Use polls to let your viewers participate and start some deep debates like ‘what’s better, cats or dog? Tampons or pads? Chocolate or sweets?’
- Set milestones and incentivise donations! Up the difficulty or play wearing gloves when you raise half of your target. Reward your supporters by letting them choose what game you play next.

P.S. When promoting your fundraiser, please only use our **Bloody Good Fundraising Logo!**

P.P.S. Don't forget to check out our **Language Guide!**



How your donations could help:

- **£10** could buy **8 packs of tampons**
- **£33** could buy **16 packs of day pads**
- **£62** could buy **1 bundle of period pants (x5 pairs)**
- **£100** could buy **5 menstrual cups**
- **£400** could **fund a menstrual health education session for refugees and asylum seekers**
- **£1,000** could cover **50 bulk deliveries of period products to our partners**

These costs are based on us bulk buying products which isn't always reflective of the prices in shops, and is also relevant only to the particular brand used to calculate the above. Donations help us bulk buy products and deliver them to partner organisations across England & Wales. Facilitating the personal choices and comfort of the people we work with is paramount.

We are mostly asked for disposable products (and where possible and where budgets allow, provide eco-friendly products). We also distribute menstrual cups, reusable pads and period pants to anyone who requests them.

More info about how we work [here](#).



Staying safe is the top bloody priority!

Look after yourself! If you're streaming for a long time make sure you take regular breaks, stay hydrated, have some snacks ready, and if you feel unwell make sure you stop straight away.

Keep your personal details safe and if you play with others online and are made to feel uncomfortable, please remove yourself from that situation as soon as possible.

BGP doesn't tolerate hate speech, bullying, threatening or intimidating behaviour of any kind and neither should you. Block and report the person immediately. If you can, we recommend setting up a friend as a mod for your chat or find a free bot that can filter out and remove certain messages. Find our social media house rules [here](#).

You are responsible for the content you stream but you are still representing BGP. Please don't do anything that might put you or others in danger. Not sure if something you want to play or do on stream would be appropriate? Check with us!

Depending on the platform you're using, there is support available! [Tiltify](#), [Twitch](#), [YouTube](#)

Promoting your fundraiser

Tag us on the socials babe! And we'll do our best to share.

When promoting us, please only use this snazzy 'in support of BGP' version [here](#). We made it especially for you bloody heroes!



Get bloody social with us:

Insta [@bloodygoodperiod](#)

Twitter [@bloodygood](#)

Facebook [@bloodygoodperiod](#)

Got questions? We have loads of answers [here](#).



Here's a little more info into why we exist, and what we do...

Menstrual supplies are not cheap – but they are a necessity.



Many people simply cannot afford period products, such as tampons and pads. This includes refugees, people within the asylum system, and those living in poverty. People who menstruate suffer from the culture of embarrassment and shame surrounding this natural, biological process.

We believe that no-one should be at a disadvantage just because they menstruate.

To do our part to tackle this, we give period products to those who can't afford them, and provide menstrual education to those less likely to access it. Plus, we help everybody talk about periods.



Photo by Gerard Puigmal



Every single month, people who menstruate do not have reliable access to period products. They are forced to use socks, newspaper, tissue – or nothing at all.

In 2023, we have distributed over 90k packs of products.

While we are proud of this, we shouldn't have to do it.

Everyone who menstruates should have access to period products - without having to rely on charities, foodbanks, or peer support.

We're in a cost of living crisis:



1 in 4 women, girls and non-binary people who menstruate have struggled to afford period products in the last year (May 2022)¹.

Nearly a third of these people are concerned they won't be able to afford period products in the future.¹

The cost of period products is rising due to “cost inflation and supply chain challenges”. In real terms, this means that the price of a pack of Bodyform night pads increased by 7.7%. Tesco's cheapest pads have also doubled in price.

¹ [Data from Water Aid](#), May 2022. ² BGP data. 2019. ³ [gov.uk](#). ⁴ [The Grocer](#), March 2022



In 2022, we provided 119.4k packs of products - that's 87% more period products than 2021.

“They simply can’t afford period products. Some families couldn’t even afford the bus fare to come and pick up products from us. If they can’t even afford that, paying for a period is going to be a problem.”

Abibat Olulode, Feed 2 Read, BGP partner organisation, speaking to The Guardian in April 2022 - read the full piece [here](#)

“We’re seeing an increase in demand, and poverty, in-work poverty, food poverty and isolation.”

Time and Talents,
London
community
organisation

At the same time, we're supporting refugees from crises across the world:



Over 14 million people have been displaced as a result of the conflict in Ukraine alone¹.

Asylum seekers receive just
£49.18 per week
to live on - **£7.03 per day** - and are not allowed to work.³ A heavy period can cost a quarter of this.⁴

75% of asylum-seeking women have struggled to obtain period products, often for extended periods of time.²

We're also supporting refugees in the UK from Sierra Leone, Iraq, Iran, Albania, Afghanistan and other countries - all crises no longer in our newsfeeds, but periods don't stop, and products are still needed.

1 <https://data.unhcr.org/en/situations/ukraine>. 2 BGP & Women for Refugee Women [report](#), 2019. 3 [gov.uk](#) 4. BGP research



"A pad for me, or a nappy for my baby?"

Our 2019 joint report with Women for Refugee Women highlighted the realities and impacts for asylum-seekers unable to access period products:

“Not having enough money to buy pads was heart breaking and stressful. I would enter into any public toilet to get tissues that I could use instead. I was too ashamed to ask a stranger for a pad because it’s so personal. I couldn’t ask other refugee women for pads because they were in the same position as me; they weren’t allowed to work and they had no money.”

‘Marie’, an asylum-seeking woman
living in Birmingham



The government committed to tackling period poverty in 2019, yet we have seen neither meaningful commitment nor funding to provide essential period products for people who can't afford them. At the same time, the issue has gotten so much worse, due to the combined impact of the pandemic plus the current cost of living crisis.

Small charities like Bloody Good Period have to fill the gap left by the government's failure to end period poverty.

What we bloody do about it!



Delivery

We get period products to refugees, asylum seekers and those who can't access them.

Education and Awareness

We provide menstrual and reproductive health sessions to the people we work with, and work to normalise periods in the public sphere.

Activism

We believe that people who need them should be able to access menstrual products for free - just like toilet paper. We believe that “period poverty” is part of a wider sphere of menstrual and gender inequality, and are working hard to make ourselves obsolete!



Getting our bloody activism on!
Examples of our activities shown.





How we work

We've worked with more than 100 partners across England and Wales. They include organisations supporting refugees and asylum-seekers, charities for the homeless, food banks, COVID-19 response community groups.

We place bulk orders with suppliers who deliver period products directly to our partners' centres. From there, the products are given to the people who need them.

These are long-term relationships, so we can guarantee that products are available every single bloody month.

This is significant for people whose lives are often filled with instability.



Photo by Gerard Puigmal



Want to support BGP? THANK YOU!

We can only do our work with support from wonderful people like YOU.

Every donation helps more people have bloody good periods.

Every conversation helps normalise periods
(as they are, y'know, normal).



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**THANK YOU
(so bloody much)**



@_chloe.clem_