



**EVERYBODY DESERVES  
A BLOODY GOOD PERIOD.**

**A guide to fundraising for Bloody Good Period.**



# An intro to 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 the last five years, we've distributed over 220,000 packs of period 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)<sup>1</sup>.

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

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.

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



**In Jan-March 2022 we provided 78% more products compared to the same time frame in 2020.**

“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

# This on top of the pandemic, when demand also rose dramatically:

During UK lockdown we distributed 50% more period products than pre-pandemic. Products went to:

- refugees and asylum-seekers
- food banks
- community response groups
- shelters for the homeless
- those fleeing domestic violence
- in the early days of the pandemic, NHS frontline workers.



Bloody Good Period.

@bloodygood\_\_

Happy to help you #NHSheroes ❤️

#StayAtHomeSaveLives



Alice ✨ @alicespake · 1d

Absolutely huge thank you to @bloodygood\_\_ who are sending the biggest bundle of tampons and pads for Southampton NHS staff 🙌❤️

The support we've had is amazing and both myse...



A Covid response delivery of period products

Product deliveries during the first UK lockdown, 2020

## At the same time, we're facing a refugee crisis:



Over 14 million people have been displaced as a result of the conflict in Ukraine alone<sup>1</sup>.

Asylum seekers receive just  
**£40.85 per week**  
to live on - **£5.84 per day** - and are not allowed to work.<sup>3</sup> A heavy period can cost a quarter of this.<sup>4</sup>

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

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.

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



## How your donations could help:

- £10 could buy 4 packs of tampons.
- £50 could provide a full set of reusable period products (5 x pants; 1 x cup; 1 x pack of reusable pads).
- £100 could supply 5 sets of resources for a menstrual health education workshop.
- £500 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 estimates are based on the average costs of different products. 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](#).



## Some bloody fun ways to fundraise!

### Brunch

Fun brunch for a good cause? *Yes, please.* Host a brunch with your best pals and ask them to bring something delicious. If everyone contributes a small donation, you can raise money while tucking into some tasty treats!

### Depop Sale

Need to get rid of some clothes you've been hanging onto foreverrr? Selling them on Depop (or similar re-selling marketplaces) can be a great way to donate proceeds to BGP, clean out your closet AND help the environment. It's a win-win-win.

P.S. Feel free to use our **Bloody Good Fundraising Logo!**



Our iconic sparkly tampon in all its glittery glory.



## Some bloody fun ways to fundraise!

### Bloody Good Bake Sale!

Who doesn't love a baked treat to make the school day more exciting? Taverham High School partnered with local organisations to run a bloody brilliant bake sale for Bloody Good Period, raising hundreds of pounds. The students also designed some amazing artwork to advertise the sale. Thank you, Taverham High School - we think you're ace!

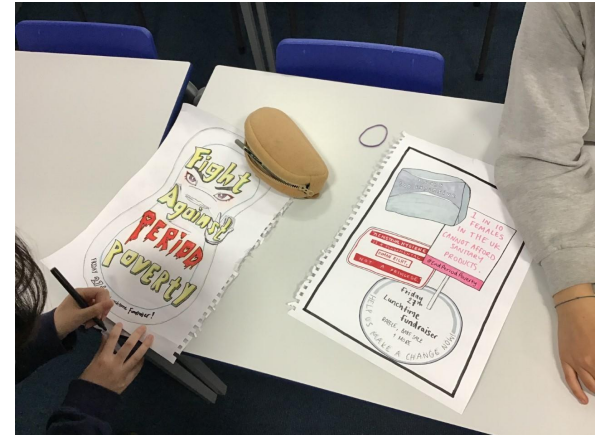


Bake sale success at Taverham High School!

### Feminist Bookclub

*The Hand Maid's Tale* by Margaret Atwood? *Bad Feminist* by Roxane Gay? The list goes on of all the amazing feminist books we should read. Hosting a feminist bookclub with a small entry fee is a brilliant way to read the greats, while tangibly contributing to a badass feminist mission.

P.S. Feel free to use our **Bloody Good Fundraising Logo!**



## Let's see your Walk (/Run/Swim/etc) of NO Shame!

Get sponsored and get movin' AND do it in support of more bloody good periods! You could do a solo activity, or get your mates involved for some sponsored fun as a team.

## Bloody Good Place to Work!

Talk to your employer about becoming a certified **Bloody Good Employer** through our new and award-winning BGE Programme. Info [here](#).



Thank you, Asha - your sponsored run funds period products for those who can't afford them.



# Staying safe is the top bloody priority, OK?

Please note that raffles require licences so can be tricky - and you always need to be aware of your own health and safety, and that of anyone else participating in your event.

Feel free to drop us an email if you need further support, at **hello@bloodygoodperiod.com**



# Promoting your fundraiser

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

If you want to use our logo, that's cool, but please use this snazzy 'in support of BGP' version [here](#). We made it especially for you bloody heroes!



Want to sell a product in support of the pad fund? Bloody ace, but we need you to fill out a partnership agreement to comply with charity law. You can do that via our friends at [Work for Good](#), or email us to discuss!

Feel free to drop us an email if you need further support, at **[hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com)**



# Getting your bloody money to us!

You can create online fundraisers on [Facebook](#), [Tiltify](#), [LocalGiving](#) or [JustGiving](#)! PHEW!

Donate via our website [HERE](#)

Or contact us for other options at [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com)



**What's that, you want more?**

**Get bloody social with us:**

Insta [@bloodygoodperiod](#)

Twitter [@bloodygood](#)

Facebook [@bloodygoodperiod](#)

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



**THANK YOU**  
**(so bloody much)**



@\_chloe.clem\_