



**EVERYBODY DESERVES  
A BLOODY GOOD PERIOD.**

**A guide for workplaces fundraising for Bloody Good Period**



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# 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 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)<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 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 alone<sup>1</sup>.

Asylum seekers receive just  
**£49.18 per week**  
to live on - **£7.03 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.

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



## 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](#).



## Some bloody fun ways to fundraise!

### Host a quiz

We've already done the hard work for you, babes. All you need to do is download the BGP Quiz from our online shop for £3, gather your colleagues, friends, family (whoever you bloody want!), and if everyone contributes a small donation, you can raise money while testing your period knowledge!

### 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 work day more exciting? Aardman Animations ran a bake sale in support of Bloody Good Period for International Women's Day 2023. They raised hundreds of pounds! Thank you, Aardman Animations - we think you're ace!



Bake sale success at Aardman Animations!

### 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.

## Want to take this to the MAX with a marathon or skydive?

We have a fundraising pack for endurance event participants just for you - find it [HERE](#)



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





## **Pay for a speaker**

Are you or is your workplace holding a panel event? Are you searching for a speaker to begin a conversation about periods in the workplace? Why not pay for one of our bloody brilliant team members to come in and deliver a talk on your topic of choice? Email us: [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com)

## **Sign up for a BGE taster session**

Bloody Good Employers is on a mission to create fairer, safer workplaces for your employees, and for all people who menstruate. We offer support and education for employers who are committed to promoting equality, diversity and the rights of all workers to be treated fairly.

Sign up for a 60 - 90 minute workshop to give you a peek into the world of the Bloody Good Employer programme. These sessions are for everyone - whether they menstruate or not!

**Click [here](#) to book a call with us!**



# 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.

**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)



# 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!





# Getting your bloody money to us!

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

Donate via our website [HERE](#). You can also donate via Benevity, CAF and other platforms.  
**Email us at [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com) for more info.**

## Get bloody social with us:

Insta [@bloodygoodperiod](#)

Twitter [@bloodygood](#)

Facebook [@bloodygoodperiod](#)

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



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**THANK YOU  
(so bloody much)**



#bloodygoodcreatives

@\_chloe.clem\_