



BE A BLOODY ACTIVIST!

**A guide on how to fundraise for and support
Bloody Good Period at school**



How did BGP get started?

In 2016 Gabby Edlin volunteered at a drop-in for refugees and asylum-seekers, and realised that period products were not being given out.

Asylum Seekers receive just

£39.63

per week to live on – £5.66
per day - and are not
allowed to work.



Photo by Bronac McNeill

Drop-ins supporting refugees and asylum-seekers were not routinely giving out period supplies, either at all or at the frequency required – i.e. every single bloody month.

Read about the October 2020 'increase' [here](#).
Spoiler: it's three. Bloody. Pence. Per week.



£39.63 per week doesn't go very far...

Bus fare - based on London costs, £1.50 per day
minimum x 5 = **£7.50**

Average food shop for 1 person
in the UK (source) = **£25.80**

Face masks
(cost of 10
disposable masks) = **£3.50**

Period supplies from
Superdrug: 1 pack of pads -
£1.99 + Pantyliners - £1.09 +
Paracetamol - £0.49 = **£3.57**

Total = £40.37
- before bills, clothes
and other expenses

And period supplies often cost significantly
more, especially for those who heavy, painful
and irregular periods.



Many asylum seekers report having heavy and irregular periods following the trauma they've been through.

Appropriate period supplies can cost a quarter of the amount an asylum seeker has to live on.



Then what happened?

Gabby used her personal Facebook page (this was before Tik Tok and Instagram...) to start collecting pad donations. They were all stored in her flat and the postie thought it was hilarious.



We are now partnered with 100 drop-ins across the country, getting period products to asylum seekers, refugees and those who can't afford them. We also support homeless shelters, those resettling after prison release, refugees and, during the Covid 19 pandemic, and even frontline NHS workers.





What we do

Delivery

We give out over 2000 packs of products per month, and estimate to have taken care of over 60,000 periods. Most of the cash received is spent on products.

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. These might include guidance around reusable products, but mostly focus on menstrual, sexual and reproductive health (basically, anything that happens in the underwear region!)

Activism

We believe 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!





What is period equity?

Period equity is the belief that **no-one** in the world should be negatively affected or held back by their period.

Refugees, asylum seekers, and other groups that we support, are hugely affected by lack of access to both period products, and vital information about menstrual health.

The Period Poverty Report we released with Women for Refugee Women in 2019 showed that:

- Asylum-seeking women are being forced to go without food and other basic needs in order to purchase period products.
- Period poverty is negatively impacting women's physical and mental health, causing infections and stress. Women are resorting to using tissue and/or strips of clothing or bath towels in the place of appropriate period products.
- Period poverty is preventing asylum-seeking women from rebuilding their lives with dignity and is part of the 'hostile environment' policy against women seeking safety in the UK.



Why don't you just give out pads?

So, we all know pads are essential.... but it's not just about products. And it can feel really tempting to put the issue down to lack of funds alone but **it's not JUST a lack of money that prevents people from accessing period care. It's societal and cultural.**

In the UK nearly half of the people getting their period for the first time don't know what is happening to them.

And of course, shame and stigma are the norm.

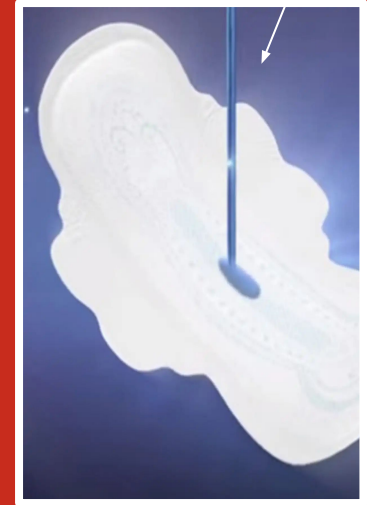
Big budget marketing campaigns make us feel ashamed for bleeding!

The conventional language of periods tries to **sanitise** a normal, biological function – see also *sanitary pads* and *feminine hygiene* (at BGP these words are bloody banned!)

MORE INFO

T: @bloodygood__ • I: @bloodygoodperiod • F: Bloody Good Period • www.bloodygoodperiod.com

What's this
supposed to
be?!





**We are for period equity.
Which is why we also run....**



Bloody Good Education

Bloody Good Education provides free female sexual and reproductive health information and service signposting to asylum seekers, refugees, and people that cannot normally access it, in London. The sessions are facilitated by gynaecologists and doctors specialising in female sexual health.

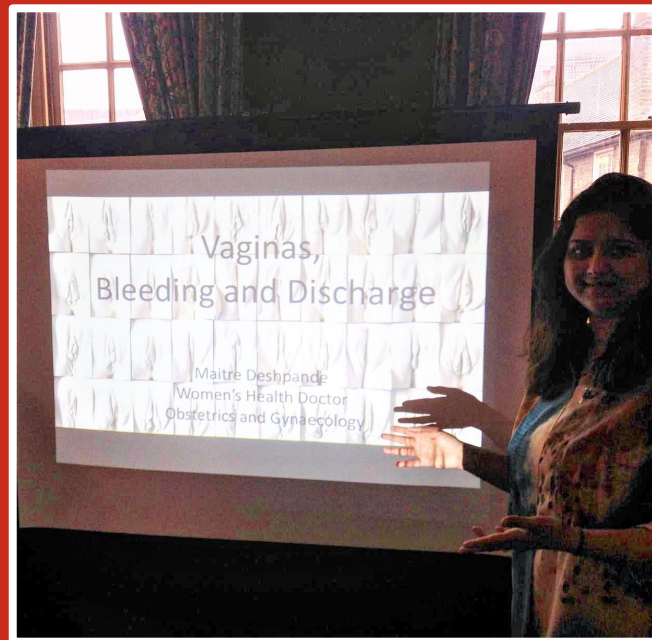
We're still running these services digitally during the pandemic!

"A much needed service" West London Welcome

"I benefited from this session" Participant

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Bloody Good Employers

We are currently piloting a brand new initiative, Bloody Good Employers (BGE), to improve the lives of workers nationwide who are often not supported as well as they should be by their employers when it comes to their periods.

MORE INFO





Here's some bloody good news...

From the start of this year, free period products were made available to all schools and colleges in England, thanks to the Free Periods campaign.

Despite the pandemic, you CAN still order free products here.



But there's still a **VERY** long way to go...

COVID has had a HUGE impact on vulnerable groups.

- Our drop-ins and other in-person support have had to be cancelled
- Asylum-seekers can't socially distance if they're forced to live in cramped housing
- You can't stockpile anything on £5.66 a week
- People have been pushed into financial hardship and poverty through job losses

We've organised a 'Take what you need' scheme from our London storage unit, and the direct delivery of products to refugees, foodbanks, shelters, groups supporting refugees and asylum-seekers.

What we're basically saying is, we need **MONEY** to keep this up – so if you can fundraise, we would be **SO BLOODY GRATEFUL!**





How can you help?

We do not want anyone to have a terrible period because they can't access or afford menstrual products. So we need YOU to help us raise colllldd harddd cashhhh honey so we can send as many pads to as many people as we can.

And there are SO many ways you can do it - in line with the latest government advice *of course*.

We'll also give you all the info you'll need to safely get your money to us!

You



@carly_ayre_design
@grincreativeUK



But first, check what the latest COVID guidance about protecting yourself and others is here and follow it.

Also check what your school's rules are - cos staying safe (and out of trouble) is the top priority OK?



@emma.michalcova

Bloody talk about periods

Periods are normal, healthy and essential for life on the planet – not a source of shame or embarrassment.

You know what else is healthy and essential? TALKING!

Why not have a socially distanced gathering or online coffee morning? Ask attendees to make donations to BGP, and get talking over some delicious baked treats!





Do a sponsored Walk of NO Shame

We say NO to hiding pads in pockets or tampons up sleeves! We are not embarrassed to take our period products to the loo and we walk with pride!

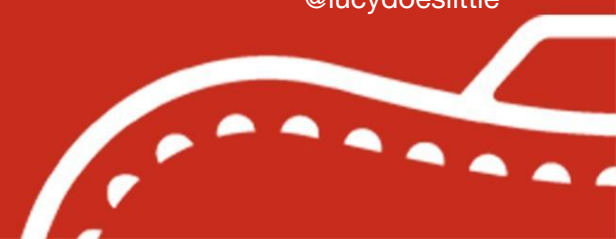
Whether you're in public, at school, or at home, who says you can't stride with pride! Take a pic, post on social media if you're on it and comfortable with that, and nominate some others to get involved! If you can collect donations to mark your no-shame brilliance, even better!

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@lucydoeslittle

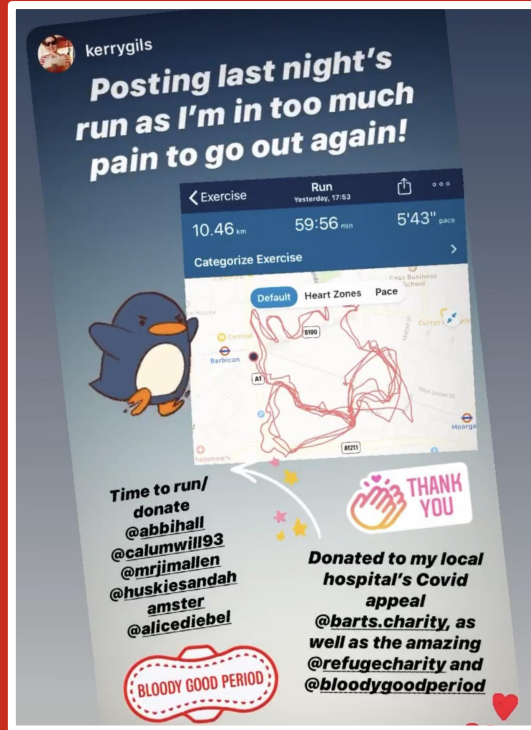




How about a social challenge?

Whether a #5Kchallenge is your bag, or #FormalFriday is more you, get in on the hashtag action, tag and nominate your besties, donate some pounds.

Ta ever so.





Get sticky with it!

Get your hands on one of our BGP stickers and display it proudly!

Put it on your laptop/phone/window/wherever you bloody like - and let people know what we're all about.



Want in on the sticker action? Email us hello@bloodygoodperiod.com



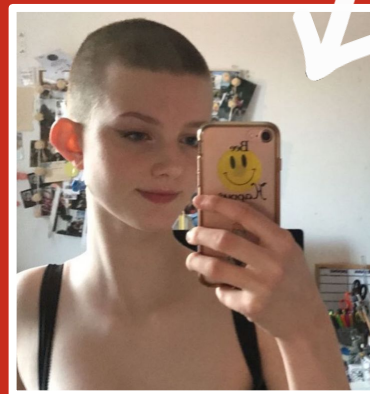
Go freestyle!

Whatever you'd like to do.... just bloody do it!
(well y'know, as long as it's safe and legal and all that jazz)

It doesn't have to hair-raising (groan)

Poppy (pictured) shaved her head after bloody smashing her original fundraising goal of £100 in a day (in fact she raised an awesome £451!)

“Prior to hearing about you I never considered that period poverty was an issue. In our feminist society at school we helped to encourage the school to start providing free access to period products. I think it's a very important cause as I hadn't heard about it and therefore lots of people won't have, so it's important to make it known.”





How to get your blood money to us

Your teacher or parent can send money in one of these ways...

Facebook: create your fundraiser [HERE](#)

Donate via JustGiving: set up your own fundraiser linked to our [COVID-19 Fundraising Campaign!](#)

Find us on [Tiltify](#)

Donate via our website [HERE](#)

Bank Transfer:

BLOODY GOOD PERIOD

Sort code: 51-50-02

Account number: 65229649



What's that, you want more?

Get bloody social with us:

Insta [@bloodygoodperiod](#)

Twitter [@bloodygood__](#)

Facebook [@bloodygoodperiod](#)

Check out Gabby (and her power suit) talking about all things Bloody Good and Bloody Funny [here](#) (from 2019's Bloody Funny fundraiser extravaganza)

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



**THANK YOU
(SO much)**



@_chloe.clem_