



HAPPY BLOODY INTERNATIONAL WOMEN'S DAY!

**A guide to supporting Bloody Good Period
this locked down IWD**



An intro to why we exist, why we don't bloody want to, and what YOU can do about it.

- Menstrual supplies are not cheap, but for anyone with a period, they are an absolute necessity.
- We give period products to those who can't afford them, and provide menstrual education to those less likely to access it.
- And we help **everybody** talk about periods (more on that later)





So, 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.



Without reliable access to period products, every single month, women and people who menstruate are forced to use socks, newspaper, tissue - or nothing at all



Then what happened?

Gabby used her personal Facebook page to start collecting pad donations. They were all stored in her flat and the postie thought it was hilarious.



Pads donated by The Body Shop At Home network

We are now partnered with 100 drop-ins across the country, getting period products to asylum seekers, refugees and those who can't afford or access them.



Pads chez Gabby



What we spend donations on

Delivery

In 'normal' (i.e. non-Covid) times, we give out over 2,000 packs of products per month. Most of the money we receive is spent on products and related admin and transportation.

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 and sexual health.

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!



Getting our bloody activism on.





Why don't you just spend all the money on pads?

WTF?!

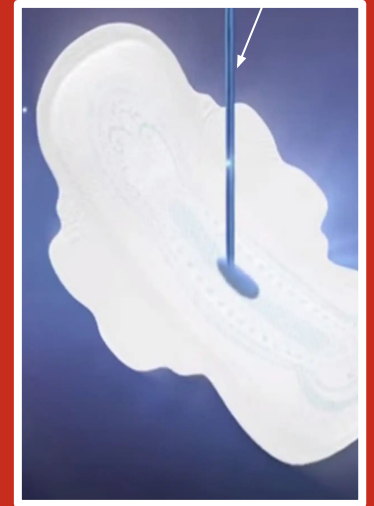
So, we all know pads are essential... but it's not just about products. And it can feel really tempting to put the issue down to lack of funds alone - but **it's not JUST a lack of money that prevents people from accessing period care. It's societal and cultural.**

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



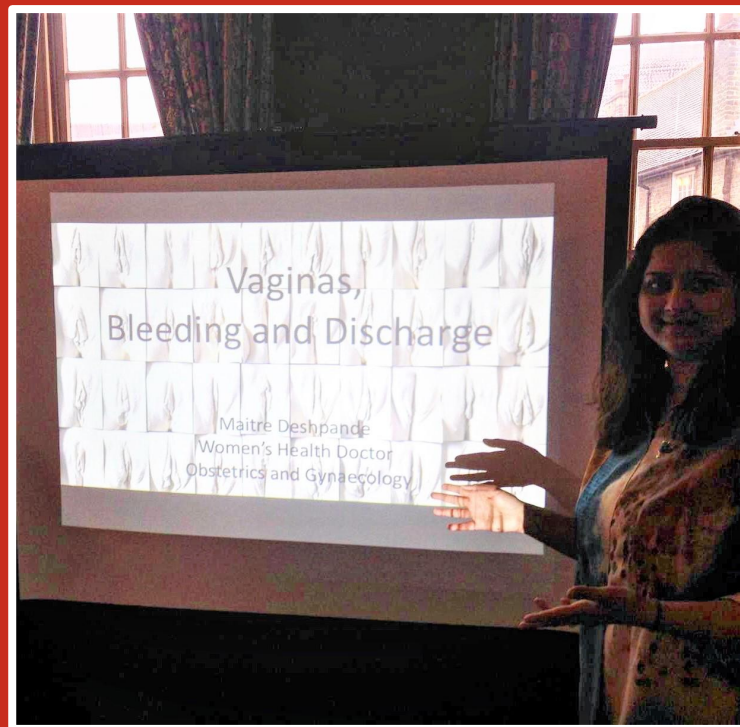
So we also do this...

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.

"A much needed service" West London Welcome

"I benefited from this session" Participant



One of our education sessions

MORE INFO



And this....

Bloody Good Employers

2021 will see the launch of our brand new programme, helping employers play a more active role in the conversation around menstruation, and improving the support they offer to employees who menstruate - in short, helping them become **Bloody Good Employers**.

Read more about periods and menstrual wellbeing in the workplace, and the case for change, in our Bloody Good Research report [here](#).



MORE INFO



Bloody Good Period believe that everyone who has periods, and everyone who cares about someone who has periods, should be able to talk about this bloody stuff. **Everyone should have access to the information and products they need. No-one should feel ashamed because of a healthy biological process.**



PERIODS DON'T STOP IN A PANDEMIC

- Since the start of lockdown in UK March 2020: 66,000 packs of period products distributed
- Products have gone to refugees and asylum-seekers, food banks, community response groups, shelters for the homeless, those fleeing domestic violence, and in the early days of the pandemic, NHS frontline workers
- With the pandemic continuing to push people into financial hardship and poverty, more and more people are forced to make impossible choices between these essentials and other items.





There has been, and will continue to be, a HUGE impact on vulnerable groups:

- Drop-ins and other in-person support cancelled (this is how we usually distribute our products)
- Asylum-seekers can't socially distance if they're forced to live in cramped housing
- You can't stockpile anything on £39.63 per week
- People pushed into financial hardship and poverty through job losses related to the pandemic

→ All leading to increasing need for period products - we're meeting a level of demand SIX times higher than pre-Covid



It all must be pretty bloody difficult now we're in lockdown, huh?

Yep. We've had to totally change our way of working.

Before lockdown (ahh nostalgia!) loads of our fundraising came from amazing angels like you, raising money through events like **sponsored marathons, period parties, bloody brunches** to name but a few. Of course, this can't happen at the moment, **but we have even more requests for pads.**

Plus, **you bleeding heroes sent us pads by the truckfull!** We couldn't move for pads! (We could, we're all about health and safety. But trust us, there were tons!!)

As we can't run our usual volunteer shifts or accept physical donations RN, we've changed how we do things.....



Throwback to volunteer shifts (sigh)



Our Covid response

- Trust-based 'Take What You Need' scheme from our London storage unit
- Direct delivery of products to refuges, foodbanks, shelters, groups supporting refugees and asylum-seekers, NHS frontline workers – across the country, where possible
- Postage of products to individuals, especially those self-isolating

This has all enabled us to reach more people, with more products, which is amazing.... BUT - we need MONEY to keep on doing all of this.

So if you can fundraise, or are in a position to donate, we would be **SO BLOODY GRATEFUL!**

MORE INFO

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



Nikki from Team BGP with period pants donated by Modibodi, at our Take What You Need HQ



WHAT YOU CAN BLOODY DO



@_emma_michalcova



This International Women's Day, we invite you to tell the world that there is **NO SHAME HERE.**

We do not believe that anyone should be ashamed of their period. We don't believe that periods should be hidden away, hushed up, ignored, or swept under the metaphorical and collective carpet. They can be private of course, but never a source of shame. We reject the shame that has been engineered by advertising, by manufacturers of period products, by a structurally sexist society, by generations of conditioning, by the patriarchy. Periods are normal, healthy and essential, and a shared experience that unites us with other women and people who menstruate.



@henny_shaw



NO SHAME HERE.

To take part:

- ★ Post an Insta pic or vid of you that shows your zero shame approach to menstruation. Maybe it's you and your fave period pants, your tampons on display next to your beauty products, or just your best fierce selfie expression
- ★ OR repost one of our #NoShameHere pieces of art - you can find them all [here](#), or on [our social media](#). Or all of 'em if you like! Please credit the artist thank you!
- ★ Tag #NoShameHere. Invite your mates to join the movement too with some tags.
- ★ If you can, donate a fiver to BGP. You can do that direct on [Facebook](#) and [Insta](#), or head to [our website](#).
- ★ Your £ will help us get period products to those who can't afford or access them, as well as do more to take down the patriarchal period-related shame that has existed for way too long.



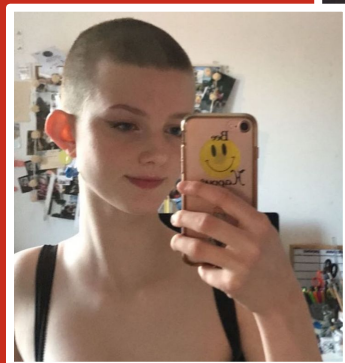
Becca Liversidge @bbbbecca



BTW, there are loads of other ways to get involved

... from treadmill marathons, head-shaving, birthday fundraisers and virtual bloody brunches to name a few!

Get the lowdown in our [lockdown fundraising pack](#).



I've chosen to donate to @bloodygoodperiod - a UK-based charity working to provide menstrual products to those who can't afford them and to those who need them the most, especially during this time, because periods don't stop in a pandemic.





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](#).



**Sending you loads of
lockdown love and
solidarity this IWD...**

**THANK YOU
for your support xxx**



@_chloe.clem_

@_emma_michalcova

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