



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2021



SECTION A: REFERENCE AND ADMINISTRATION DETAILS

Bloody Good Period (BGP)

Registered charity no. 1185849

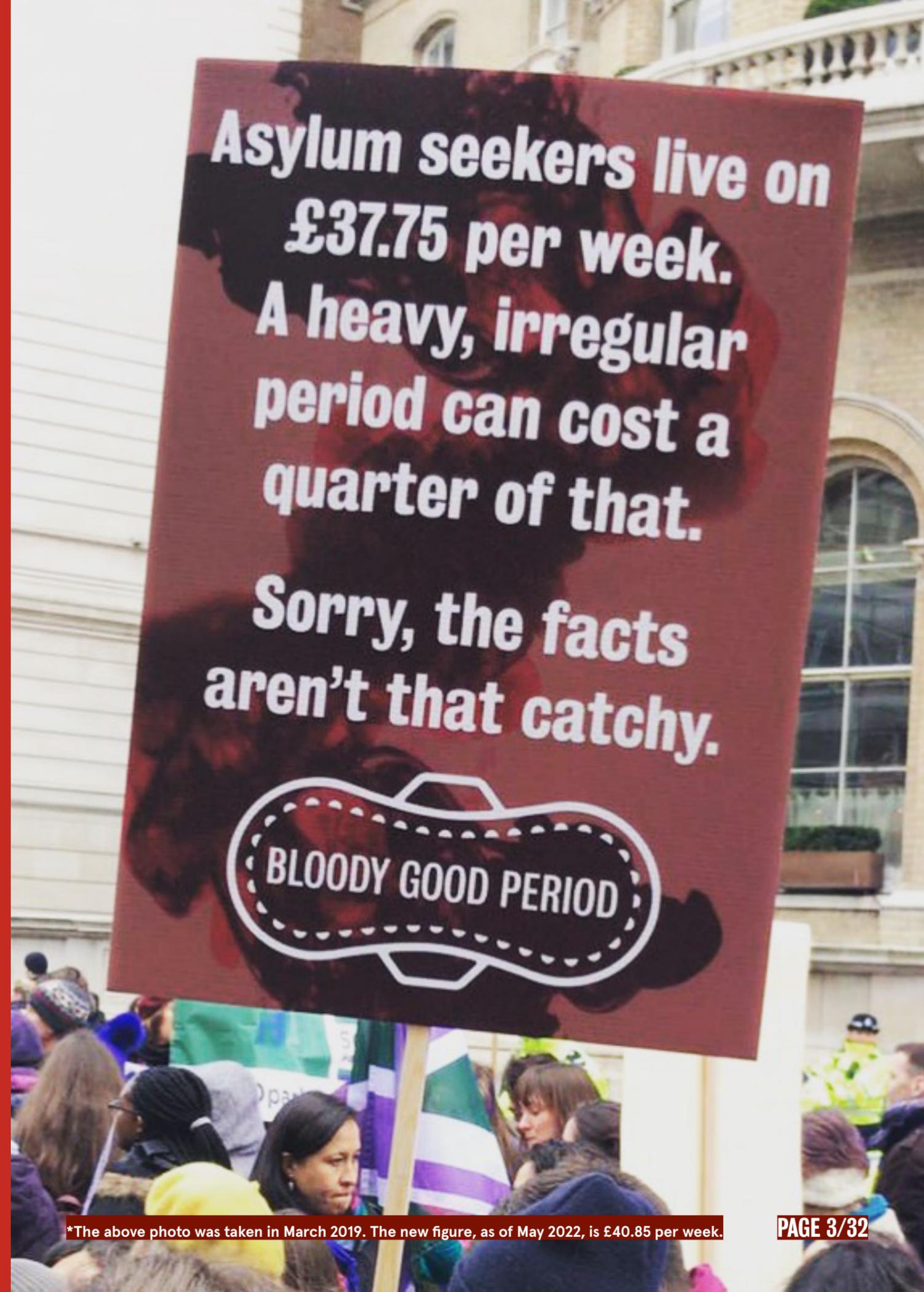
Private company limited by guarantee without share capital no. 11801410

Bloody Good Period
167-169 Great Portland Street
5th Floor
London
W1W 5PF

TRUSTEES:

- Chair: Susan Barbara Rubenstein
- Trustee: Ruby Alice Bayley
- Trustee (Treasurer) : Fiona Pei Shan Yeung
- Trustee: Shakiba Oftadeh Moghadam

The Trustees (who are also the directors of the charity for the purposes of the Companies Act) present their annual report together with the unaudited financial statements of the Bloody Good Period Ltd for the 12 months period ended 31 December 2021. The Trustees confirm that the annual report and financial statements of charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2015 FRS102).



*The above photo was taken in March 2019. The new figure, as of May 2022, is £40.85 per week.

As BGP's first and outgoing CEO, and founder, I'm delighted to present the 2021 Annual Report. I'm writing this message on my last day at Bloody Good Period, and I am overwhelmed by pride at the legacy I'm leaving behind. Over the past 5 and a half years, we've done things I was told were unachievable. We've delivered over 218,000 packs of period products and reusables, via our iterative and human-centred operations department, which consistently centres the needs of people we work with through ongoing conversation. We've created a stellar education programme, the content of which was entirely chosen by the people we work with. We've developed and launched a workplace programme (Bloody Good Employers) which is already changing the lives of the people engaged in the workshops. We've completely revolutionised the language, imagery and tone in which people talk about periods in the UK and beyond. We launched the first period-themed comedy night and we modelled how to fundraise through love and humour rather than guilt and exploitation.

This charity started as a Facebook status, asking people to donate period products for an asylum seeker drop in centre, which is the story that most people know. But fewer know about the vision, that was developed through a potent combination of frustration and optimism - that the way we as a society gave to people who have less was quite frankly, disrespectful and that we could do better. And that wrapping up periods in euphemism did nothing to end the centuries-old patriarchal shame, and that people feeling uncomfortable about hearing about periods could not and should not be held above the need to get the issue of period poverty out in the open.

As I step away, I will look on with pride as the BGP team gears up to support even more people than ever before. As the cost of living rises, and many households are put under severe strain, period products continue to be inaccessible financially to so many. I hope reading this report, many more are inspired to donate to Bloody Good Period, and support in any way you can. I was told repeatedly that periods were too niche to capture the public imagination, but you and I both know that was wrong. Periods might be a normal, healthy bodily function, but when we don't have the resources to take care of them, they become anything but niche, they can become overwhelming in our lives. Thankfully, with free products and quality, myth-busting education, that becomes a lot less likely. So even as we all tighten our purse strings, if you're able,

please continue to support my favourite charity in the world, the one that doesn't want to exist.

Finally, I would like to dedicate this report to all the women and people who menstruate with whom we've worked for the past 5 and a half years. Those who've attended our education sessions and those who shared their experiences with us in reports and articles. Those who I've had the pleasure of getting to know personally over the years through the NLS drop in - BGP's first partner (I'll see you the first Sunday of next month ;)) Those we were brave enough to ask for help obtaining products when times were particularly hard. I hope you feel the love that's at the heart of BGP when you've received our products. I certainly feel it when we receive donations from our generous supporters, and I sincerely hope that it filters through in abundance to you.

All my bloody love,

Gabby xx





SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT

DESCRIPTION OF THE CHARITY'S TRUSTS

Bloody Good Period (BGP) was registered as a company limited by guarantee on 1st February 2019 (company number: 11801410) and became a registered charity on 16 October 2019 (charity registration number: 1185849).

It is governed by its Memorandum and Articles of Association dated February 2019 as amended by a special resolution dated 14 October 2019. Its registered office is The Interchange, Father Thomas Room, Doric Way, London NW1 1LB.

The governance of the charity is the responsibility of the Trustees. Day to day management is by the CEO, who draws on the support and expertise of the highly experienced Board of Trustees as needed.

TRUSTEE SELECTION METHODS

Trustees are elected and co-opted under the terms of the governing document, the Articles of Association of Bloody Good Period, section 22. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments are made where required to strengthen the Board of Trustees, subject to all trustees' approval.

When it is necessary to appoint new trustees, due to either a trustee stepping down or a gap of expertise in the board being identified, recruitment will initially begin through the networks of the board and management team. Applicants will be reviewed by trustees and the successful applicant will be invited to attend a trustee meeting. Following this, on the provision that the board is satisfied and the applicant still wishes to join the trustee board, they will be appointed.

No other person or external body is entitled to appoint any trustees of the charity. The Trustees who served during the period and after the year end are shown on page 1.

SECTION C: OBJECTIVES AND ACTIVITIES

SUMMARY OF THE OBJECTS OF THE CHARITY

The Charity's objects (Objects) are specifically restricted to the following:

To relieve period poverty for the public benefit among, particularly but not exclusively, refugees, asylum seekers, and otherwise displaced people who menstruate and their dependents living in the UK by providing menstrual and hygiene supplies and essential menstrual education.

“Period poverty” refers to the inability to afford or have access to essential menstrual products.

THE PEOPLE WE WORK WITH (BENEFICIARIES)

Asylum seekers often live in extreme poverty, are disallowed to work in the UK, and are entitled to just £39.63¹ per week to live on. Many report to have heavy and irregular periods, thought to result from the trauma of displacement, and a heavy and/ or irregular period could cost around £20 per month, almost a quarter of an asylum seeker's income could be spent on caring for their reproductive health. Usually, it doesn't.

“We are sleeping outside; in the bus, in the park. We are not allowed to work. We don't have food. It is no good; it gives us too much stress. People don't see what we are going through. To have to cope with your period on top of all this is too much.”

- Stella, asylum-seeking woman from the DRC

Female and menstruating (who do not identify as women) asylum seekers are not offered any extra funding to purchase menstrual protection for themselves or other family members who menstruate. If a person does not have access to menstrual products, they lack social mobility, perpetuate shameful associations of their bodies due to the likes of the fear of leaking in public, and can develop infections or rashes from using inadequate products or homemade methods.

Due to the existing, and growing² poverty in the UK, the service extends wherever possible to work with anyone who menstruates and experiences poverty. Asylum seekers and refugees remain the charity's focus.

MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT

- Provided period products for the relief of period poverty
- Menstrual Education and Awareness

The Trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.



¹ <https://www.gov.uk/asylum-support/what-youll-get>

² <https://www.theguardian.com/society/2021/may/26/poverty-rate-among-working-households-in-uk-is-highest-ever>

SECTION D: ACHIEVEMENTS AND PERFORMANCE

PROVIDED PERIOD PRODUCTS FOR THE RELIEF OF PERIOD POVERTY

Bloody Good Period provides period products to asylum seekers, refugees and those who cannot afford them in England and Wales.

The most suitable approach for those who can't afford products is to obtain them (for free) at centres and activities they already attend. Therefore, BGP is predominantly designed around working with these centres, ensuring they are able to give out a sustainable flow of period products to those who attend them.

Facilitating the personal choices and comfort of the people we work with is paramount, so products are donated generously, encouraging each person to take as many packs as they need both for themselves and dependents e.g. daughters/people in their family or household who menstruate.

In 2021 we distributed products in four different ways, through:

- **Group orders:** partners order products which are delivered to partner spaces. These are distributed during drop-in days and care packages, and placed in communal spaces
- **Referral orders:** partners collate individual orders. and products are delivered directly to people's homes
- **Take What You Need (TWYN):** partners collect products from a London storage unit
- **Individual orders:** urgent requests from individuals needing free period products.

We phased out the TWYN and regular individual orders service because of the minimal use for the former and inability to sustainably meet demand for the latter. We supported people through this phase by transferring TWYN partners to group ordering. We provided final supplies and signposted individuals to appropriate services and local partners who could help.

In 2021, the Operations Team was expanded to two full-time members of staff. Since January 2021, huge improvements have been made in both the efficiency and the quality of the service. These successes are laid out below:

1. Increased product distribution

We distributed 63,824 packs of period products in 2021 to approximately 17,249 people, via 79 partner organisations. In January, February and March 2021 we saw a 58% increase in the number of packs distributed in comparison to the first quarter of 2020.

2. Massive increase in distribution of reusable products

We managed a massive increase in the number of reusables requests. In 2021 we distributed 1,121 reusable products (1003 period pants, 64 period cups and 54 reusable period pads) compared to only 25 reusable products in 2020.

3. Working with more and new partners

In total we worked with 79 partners, and welcomed 34 new partner organisations. We established new ways of working to better understand our partners and support both the overall increase in partner numbers, and new partnerships. We do this through:

- A telephone consultation for new partners
- Enquiry form and waiting list
- All partners:
 - i. complete a partnership agreement
 - ii. place orders through an online form so we can efficiently collect both order information for suppliers and reporting data (product numbers and partner feedback) for funders and communications.

4. Culture change with partners

This project aims to better engage organisations in our partnership, and also improve the facilitation of the personal choice and comfort of the people we work with. We do this through:

- Sharing resources such as the newly created period product catalogue and our **'Mind Your Bloody Language'** resources
- We referred three operations partners to our Education programme, and offer a regular supply of period products to 167 Education participants
- Discussion during the new partners' telephone consultations and the period product catalogue workshop
- Making visible the variety of products available through the new ordering form
- Giving space for partners to ask questions, state if they need help and provide feedback.

5. More cost effective working by:

- Emptying and closing the Alexander Palace storage unit
- Agreeing charity prices from a new supplier
- Accepting product donations from five period product brands
- Distributing 4,204 packs (day, day maxis and night pads in addition to period pants and reusable period pad packs) to community partners; in total the donations are worth over £7,200
- Supporting seven successful funding applications and subsequent reporting that brought in £67,896 of funding.

6. Completed the planning for more robust monitoring, evaluation and learning

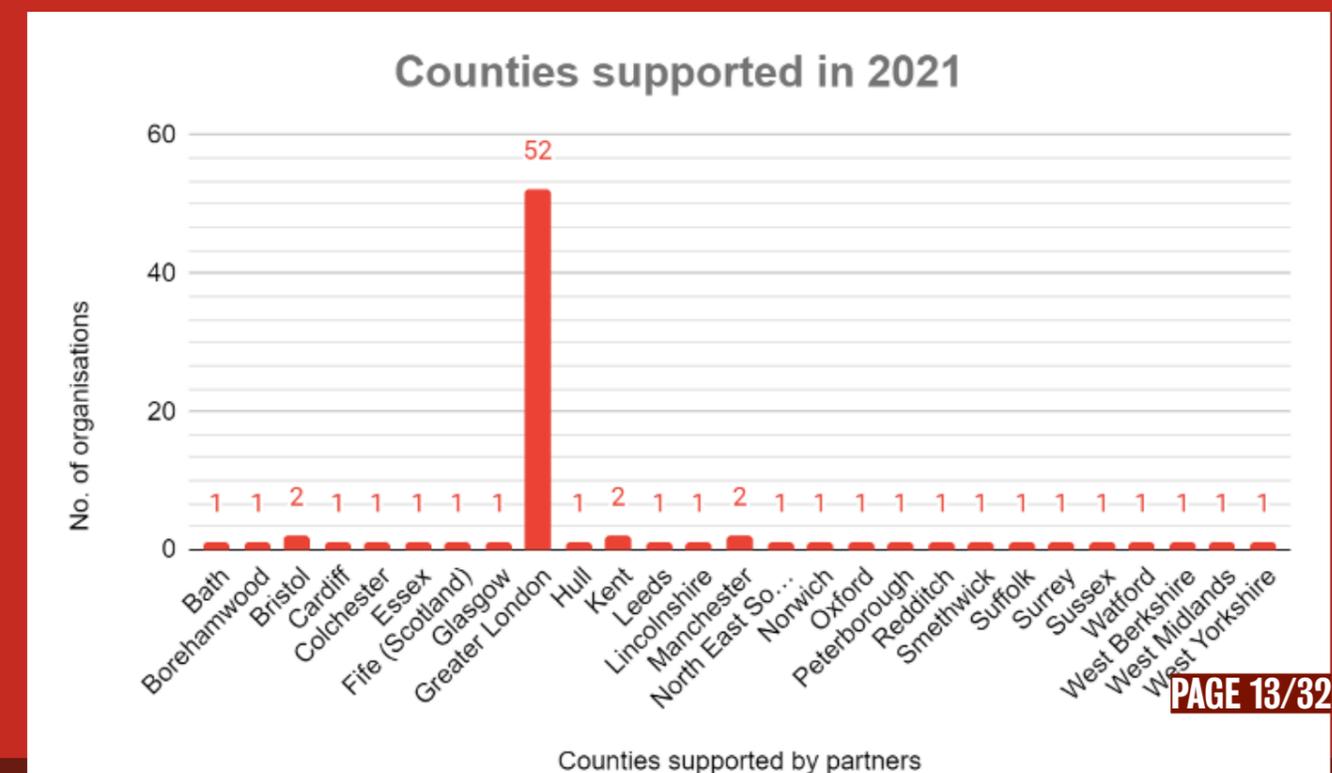
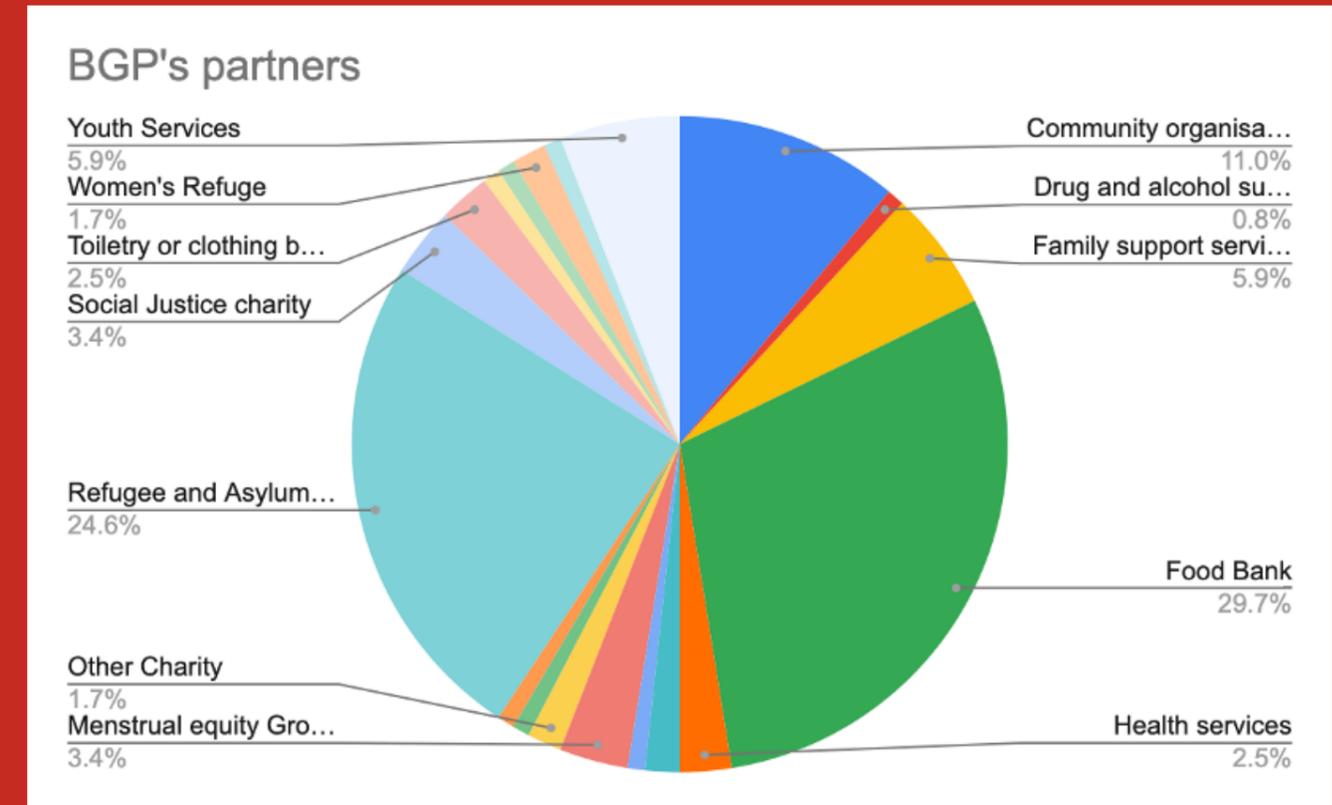
This will improve our understanding and reporting of the impact of free period products for the people we work with and partners.

FURTHER INFORMATION ABOUT PERIOD PRODUCT PROVISION

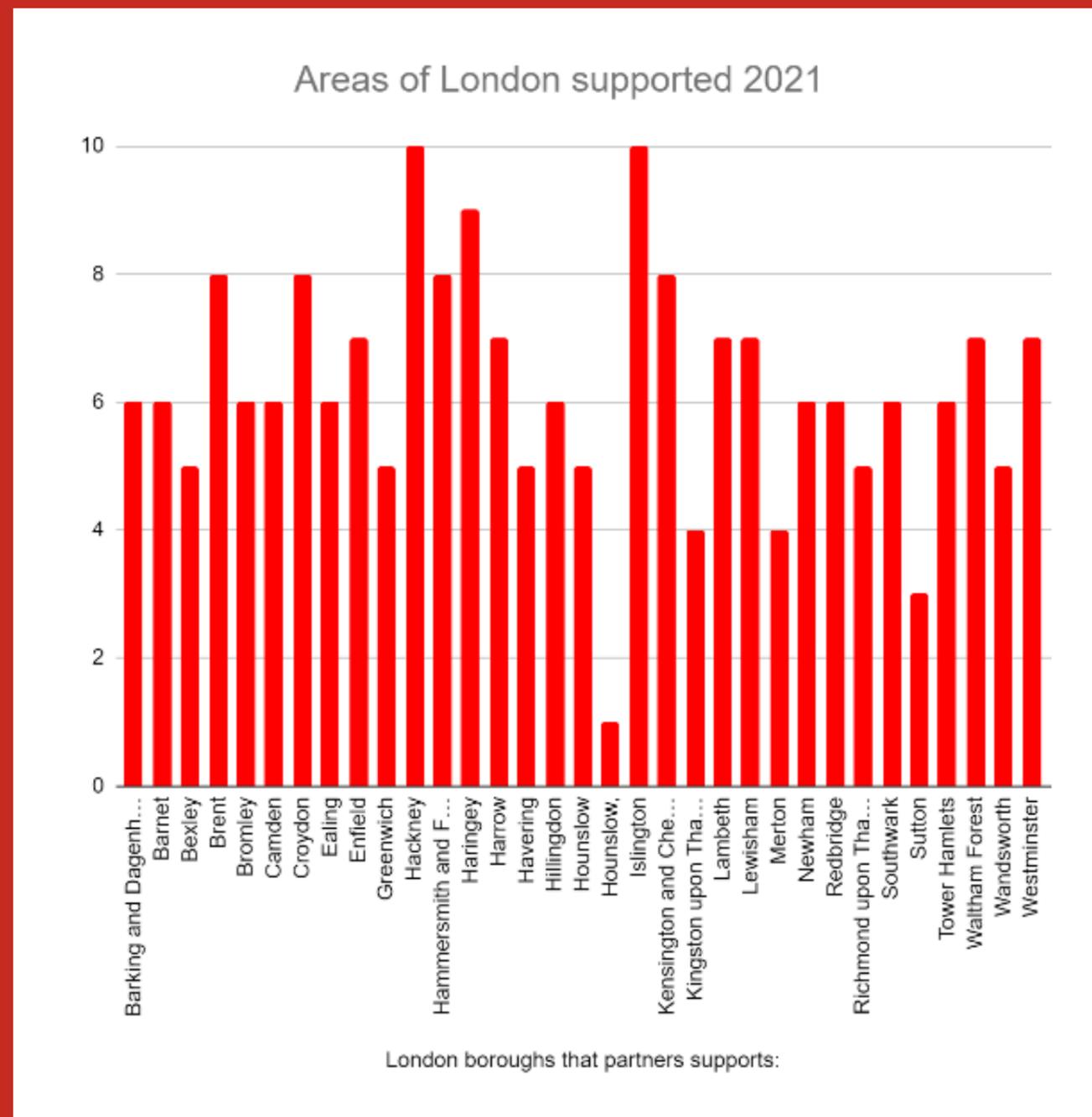
Who receives free period products?

We give menstrual health supplies to people who can not afford or access them. BGP particularly acknowledges the oppression and stigma

faced by refugees and asylum seekers as their legal rights and protection are severely impeded by their citizenship status within the UK. We work through partner organisations that have established relationships with people who experience financial hardship for a multitude of reasons. Out of 79 partners, our largest group of partners are food banks (29.7%), refugee and asylum seekers organisations (24.6%), and community organisations, followed by family support groups and youth services (5.9%.)



In 2021 the operations team worked with partners that served 27 counties, with the majority of our partners providing services in London. Our London partners are spread across 33 London boroughs, with Hackney, Islington and Haringey having the highest number of partners.



After accepting and welcoming 34 new partners, we paused recruitment so we could put in place appropriate processes and guidance to support partners and report to funders. At the end of 2021, we had 16 organisations and individuals on our waiting list for free period product support. **More than 50% of these requests were placed in December. Requests predominantly came from organisations that support service recipients in financial hardship, including:**

- those with with experience of substance abuse
- domestic violence or sexual assault survivors
- homeless individuals
- new mothers
- people who have Post Traumatic Stress Disorder (PTSD)
- sex workers
- refugee and asylum seekers

Two requests for support also came from groups in employment, including NHS ambulance staff, plus a referral for an apprentice who was experiencing incredibly heavy periods and was unable to cope with the regular expense of appropriate period supplies on such a low wage.

What is the impact of free period products?

In the winter of 2021 we worked with a consultant to produce a plan to measure impact, alongside a plan to generate more robust data by Autumn 2022. The consultant was chosen for their anti-oppression approach, with the aim to avoid all kinds of oppression sometimes faced by those interacting with the charity sector.

For 2021 we collected ad hoc feedback from 13 partners for funding reports and regularly through the order form, resulting in 60 feedback entries. Nearly all partners gave their thanks and gratitude for an essential service, and subsequent feedback is grouped into four key themes.

1. Finance

Of the 13 partners who provided funding feedback, 38% of partners stated that providing free period products removes a significant expense for people who menstruate. This allows people to reallocate limited funds towards other essential costs.

“In Darwen we have 30 refugees and asylum seekers (women). However the whole family will benefit from the fact that they don’t have to spend their precious money on sanitary towels. In one of the Afghan families there is a mum with 3 teenage daughters that needs sanitary towels every month. A huge amount if you think they only get £37.50 to live off every week.”

- Darwen Asylum Seekers and Refugee Enterprise

“We support Refugee Families and those on low income, benefits via the Community Fridge, lots of ladies come to get fresh food and it’s a great way to help them supplement their food bill by giving them a month’s supply of sanitary products.”

- *Knaphill Community Fridge*

2. Health

31% of funding feedback partners saw an improvement in wellbeing, citing improved mood and reduction in worry. It helped to reduce the stress, worry and shame that can come from having limited financial resources, heavy blood loss, irregular cycles and leaking through clothing.

“Your package of period products has arrived today and it has really made a huge difference to our service as well as all of the individual women. Not only has this improved the overall mood, it has also got us talking about more sustainable products such as the moon cups you provide.”

- *Medaille Trust - refuge and freedom to victims of modern slavery*

“Please thank the people who give us these pads. They are making our stress less and our happiness flow.”

- *Service recipient from Meeting Point Leeds*

Offering choice in the type of products and not limiting the quantities of products when ordering was seen as a benefit, which made people feel valued and dignified. This helps people to care for their bodies and health issues such as incontinence and heavy bleeding.

“I’m undergoing kidney stones problems and having to wear tena discreet extra plus all the time as I have 2 stents in place. With 1 large stone on left and 1 large stone on the right. I have only just been covering the cost of these due to being on ESA. Your donation helped me a lot. Thanks.”

- *Service recipients from WAND UK*

“It is so useful that you are able to provide reusables so we have the option when giving out products to the young people we support, empowering them and giving them choice over how they manage their period. Thank you.”

- *The Warren Youth Project- Know Your Flow*

“I have a heavy period, I go through period products with so much ease, lady tena seem to be the only one that helps”

- *Women 4 Refugee Women - Rainbow sisters group member*

3. Participation in outside spaces

A smaller selection of partners identified free period products allowed for the people they work with to not be isolated and be able to go outside.

“Women would not leave their hotel or home when menstruating if not for the pads and tampons that BGP provide.”

- *West London Welcome*

“We appreciate all your donations you have given women back the confidence to go out and live without fear of their natural bodily occurrence each month. Thank you for being there.”

- *Manchester Refugee Support Network*

4. Supporting community and charitable organisations

Finally some partners also shared that receiving BGP’s service allowed their organisation to respond to a need that they would otherwise struggle to meet and they are thankful for a reliable and sustainable supply of products.

“You’re making something happen that we couldn’t begin to respond to. Keep up the wonderful work. “

- *Meeting Point Leeds*

“All of this means that the ongoing support from BGP has been completely invaluable. We know that next week (during our next hygiene pack week) we will distribute around 200 food parcels and at least 100 period products, and so having a reliable donation each month from BGP is so important.”

- *Red Cross Hackney Destitution Centre*

MENSTRUAL EDUCATION AND AWARENESS

Bloody Good Education Programme (“BGEd”)

Bloody Good Education is a programme that provides sexual and reproductive health information and service signposting to refugee and

asylum-seeking menstruators across England and Wales. Our sessions are developed, delivered and facilitated by medical professionals that voluntarily lead our program with our Education Manager. We currently cover six topics that encompass a wide range of menstrual, sexual, and reproductive health topics; everything from menopause to contraception. The people we work with are primarily from refugee and asylum-seeking communities, who are more commonly impacted by sexual and reproductive ill-health and lack of service provision. This is not only because of questions around eligibility for UK healthcare services and education access but because these communities face issues with advocating for themselves or knowing their own rights.

We believe that our sessions play a role in equalising healthcare outcomes. By supporting the people we work with to gain confidence in their knowledge about their bodies and resources, we enable them to take better control of their health; by informing and signposting the people we work with to services, misdiagnosed problems will be tackled earlier on and save resources; by providing the people we work with with the tools to seek medical advice, gendered body shaming and its consequences can be alleviated. And by building trust between refugee and asylum-seeking communities and the NHS, we support these communities' greater participation in society and better health outcomes longer term.

Outcomes from Bloody Good Education

- The number of sessions delivered has doubled, from 7 in the previous year up to 15 sessions in the current period
- Number of participants attending varied from between 5 - 22 participants
- The number of partner refugee community organisations has increased from 5 in the previous year up to 8 this year
- The geographical reach has extended far beyond London, to refugee community organisations in other cities (e.g. Bristol, Leeds and Manchester).

Topics covered in the sessions (as chosen by the participants):

- Vaginas And Vulvas
- Menstrual Cycle

- Contraception
- Period Products
- Menopause

The large majority of participants (73) rated sessions 'very useful', a small number of participants (8) gave a rating of 'quite useful' and no one rated 'not useful'.

As well as delivering education sessions to more participants this year, across wider geographical networks, Bloody Good Education (BGE) has further extended its reach through two completely new initiatives:

YouTube video resources

In order to reach more people, video resources have been developed in partnership with London in your Language, on popular topics covered in the Education sessions. The videos are presented by medical experts from the education sessions. Each video addresses common questions and concerns raised during the BGE sessions. In this way the participants' priorities also help shape the video content. The primary aim has been to extend the reach to more participants: the videos can be accessed from anywhere, for free, with high quality translated subtitles in multiple languages.

Digital resource packs to support access to online resources

BGE has developed a resource pack, funded by Spark & co, to reach those who do not have:

- access to the internet
- sufficient internet data
- the skills to use video conferencing
- technologies
- privacy at home to join online sessions.

The objective is to overcome these barriers for some participants and help them access the online resources. The digital resource packs include a data card, headphones and a session guide and are sent to participants ahead of the session. As part of a trial, 12 of these packs have already been dispatched to participants.

In addition, The Body Shop funded an experimental year-long programme entitled “Decolonising Menstruation”, which we created in partnership with the CIO Decolonising Contraception. The programme was completed in June with the intention to work with refugee communities and Black and people of colour to destigmatise menstruation and discover “how the sacred become dirty.”

Number of attendees in BGEEd in 2021: 128

Menstrual Normalisation and Awareness: Communications

As part of our goal to normalise conversation around menstruation, we create bold, culture-changing communications which provide everyone with a better way to talk about periods. In 2021 this included:

- Further development of our **#NoShameHere campaign** to encourage supporters to start period conversations and celebrate a lack of menstrual shame - for example, by not hiding away period products, or not shying away from menstruation as a topic of conversation. This rejection of shame is a vital part of helping more people access the information and support they need, as well as tackling the structural sexism in our society. Our social media campaign, run across both International Women’s Day and Menstrual Health Day 2021, featured both influencers and supporters celebrating #NoShameHere through art, selfies and stories, and had **record engagement levels**.
- Continued development and dissemination of our **#MindYourBloodyLanguage resources** to drive the wider adoption of inclusive and neutral or positive (never negative) language around periods. These simple but powerful language shifts can start to shift the intense generational shame around periods, helping more people to get access to the information, support and products they need.
- Ongoing open conversations around menstruation via social media - which remains a hugely successful and important channel for our work, with continued organic (i.e. with the exception of a sponsored campaign for one specific fundraising event, we do not pay for social advertising) growth across all platforms. Our content over 2021 included joint Instagram Lives with CoppaFeel!, the release of an award-winning animated video created with leading creative agency Mother and a series of menstrually-themed artworks created by our volunteer #BloodyGoodCreatives network.
- We recruited two new ambassadors in 2021 to help us amplify

our messaging around inclusivity and normalising menstruation: LGBTQ+ Educator, Activist, & Model Lex Horwitz; and Presenter, DJ and journalist Lauren Leyfield (who was originally introduced to BGP through our #NoShameHere campaign).

- We secured media coverage in titles including The Flock, Glamour, Nursing Standard and Employer News, and on multiple local radio stations.

A note on Measuring Impact and Experts by Experience

Intent that our work should be non-transactional, and avoiding all chances of exploitation, we have avoided the traditional (and often invasive) ways of measuring impact beyond the number of period products that we have supplied (over 200,000 packs in total over the five years of our existence). However, as time goes on, and we develop more sustained and trusting relationships with the women and people we work with, we feel more able to ask them about how our work impacts their life in a positive fashion, and how their mental and physical health have been affected by not having access to products.

We worked with a consultant to produce a method to measure impact which is anti-racist and avoids all kinds of oppression sometimes faced by those interacting with the charity sector, and aim to have some more robust data from Operations by Autumn 2022.

We will also be working with the people who use our services to shape BGP’s departmental work and develop a campaign for free products for all who need them. All of this work is informed by the expertise of our trustee, Shakiba Moghadam, who has lived refugee experience and is extremely knowledgeable in avoiding retraumatisation of participants.

**Everyone
deserves a
bloody good
period.**

BLOODY GOOD PERIOD

A photograph of a dark red sign with white text and a white bag with red sequins. The sign is on the left, and the bag is on the right. The sign has the text 'Everyone deserves a bloody good period.' and a logo for 'BLOODY GOOD PERIOD'. The bag is white with a red sequined top section and a white bottom section. A blue cord is attached to the bottom of the bag.

**Everyone
deserves a
bloody good
period.**

BLOODY GOOD PERIOD

FURTHER AWARENESS AND ADDITIONAL INCOME STREAM

Bloody Good Employers (BGE)

Bloody Good Employers Ltd is a subsidiary company of Bloody Good Period. Profits are donated back to the Bloody Good Period to allow us to carry out our charitable aims.

Throughout 2021 we continued to build on our work of Bloody Good Employers, a scheme designed to help employers:

1. Recognise and evaluate their current support structures for people who menstruate
2. Improve those support structures, raising awareness through training and shared understanding
3. Show an active commitment to menstrual equity in the UK
4. Actively raise awareness of this everyday issue for employers and employees alike.

The team produced **a research report** exposing the problems faced by those who menstruate in the workplace. In addition to raising awareness of period poverty and lack of menstrual education in the workplace, Bloody Good Employers will also act as a significant fundraiser for the charity. Through money secured through the Network for Social Change, BGP was able to engage with a Learning and Development Lead, Kasey Robinson, who worked on the design of the BGE programme, and Sally King, who worked as a critical friend on the project, ensuring quality control throughout as we moved through a phased design process up towards time of launch in September 2021.

In 2021 Bloody Good Employers (BGE) became a registered subsidiary company of BGP, working with employers to review and improve their policy, culture and communications around periods in the workplace.

Early 2021 focused on programme and business development, resulting in our first cohort of employers launching in September. Employer partners are cross-sector from private, public and third sectors, with employee counts ranging from 20 to 4,000. Each have committed to completing a 12-18 month programme which includes:

- Surveys and evaluation to understand current company efforts in supporting people who menstruate and creating an inclusive work environment
- A series of 3 workshops focussed on providing education to improve culture, communications and policy around periods
- Re-evaluation to measure impact and improvements made throughout the programme
- Allocated time for reflection and creation of a future-proof action plan to ensure long lasting and meaningful impact

Programme Management

A highlight of the BGE progress so far has been building the team's resource levels and capacity through our excellent new Programme Manager. Adding a permanent, full time role has added huge value to the BGE programme, leading on multiple elements of the work.

2022 and beyond

We will be continuing to bring on new BGE partners as 2022 unfolds, doing so with a 'start when you're ready' strategy. This comes in contrast to how we've started working with launch partners, because this flexibility at this early stage works far better, both for us as a small team, and for our partners too, who need this work to complement other activities and timings.

FURTHER SUCSESSES

Anti-Racism and Anti-Oppression Work

The Leadership Development Programme was designed by Seyi Falodun-Liburd at the end of 2019 to support and map the career development of Black employees and employees of colour at Bloody Good Period who are working towards leadership roles in the social justice space. The programme helps those individuals to:

- Develop the necessary skills and experience
- Develop meaningful and purposeful networks
- Deepen their understanding of the charity sector through training, mentoring and goal setting

- Deepen their understanding of organisational issues, i.e. menstrual equity
- Explore other roles and interests

Team members receive one-to-one support in order to find an appropriate mentor for their development goals. The programme will continue indefinitely as it remains a crucial and core part of the way BGP works to support equality and equity. One member of the team reflected on her time in the programme below:

"I am really happy with my experience on the program. This programme has really built my confidence with goal-setting, voicing my opinion and reflecting in a safe space. I feel like I previously lacked confidence and have felt well supported whilst adjusting to a new role and industry in the midst of a pandemic.

At first, I was really nervous about mentoring as previous attempts did not work out. I did not know what to expect, and I also hadn't focused properly on what I wanted to get from the programme. I now realise that mentorship is also dependent on the compatibility you have with a mentor. Luckily for me, the first person who I matched with as a mentor was a really good choice for me. Navigating through my first year at BGP was definitely enhanced by this development programme, and was really helpful to have an objective voice outside of the organisation help to shape my professional development.

Regular meetings with my mentor gave me an opportunity to discuss my career aspirations with someone who held space for me to think openly without judgement. Overall, I have found the programme to have a profound effect on my personal life by boosting my confidence and creating a safe space to grow."

We remain eternally grateful to Nova Reid for working with us to build the confidence and skills to be an out-loud anti-racist charity.

SECTION E: FINANCIAL REVIEW

During the period ended 31 December 2021, the charity received a total income of £466,063. Expenditure totalled £545,148. Our intention at the start of the year was to spend down a portion of our cash reserves in line with our reserves policy - hence the net income for the period was -£79,085.

RESERVES POLICY

The policy of the charity is to maintain such reserves as to ensure the long-term viability of the charity and enable it to fulfil its objects for the foreseeable future. Trustees consider it reasonable to maintain three months' running cost as reserves, which are estimated to be approximately £109,192. General reserves at the period end stood at £127,335. Unrestricted reserves are available, at the discretion of the trustees, to further the general objects of the charity. The unrestricted funds available to the charity that are not tied up in fixed assets, as at 31 December 2021 were £124,025. This is considered sufficient to meet these objectives.

OUR GENEROUS FUNDERS:

We remain eternally grateful for the trusts and foundations and corporate funders who chose to fund the work of Bloody Good Period in 2021. We have also included those who funded us in 2020 whom we did not get to thank in last year's report, and those who have committed to funding our work in 2022.

We would like to extend a huge bloody thanks to those listed below, and those who wish to remain anonymous.

Trusts and Foundations

- AB Charitable Trust
- Balcombe Charity Trust
- Blackbaud Community Matters
- British Medical Association BMA Giving
- Choose Love
- Enterprise Development Fund
- Garfield Weston Foundation
- Hammersmith and Fulham Community Fund



- Haringey Giving
- MSN Fund
- Network for Social Change
- Sebba Foundation
- Smallwood Trust
- Spark & Co
- The Big Give
- The London Community Foundation
- The National Lottery Community Fund
- Trust for London
- Two Magpies Fund

Corporate Funders

We were delighted to receive significant donations from:

- Ethical Superstore
- Here We Flo
- Modibodi (products in kind)
- Novus
- Oner Active
- Our Remedy
- Rococo Chocolates London
- Spark Company
- The Body Shop
- The Female Glaze
- Wear & Resist

As well as numerous small businesses and sole traders through Work for Good.

SECTION G: DECLARATION

GOING CONCERN

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the

Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on and signed on its behalf.

Signature: 

Full Name: Susan Rubenstein

Position: Chair of trustees

Date: 10th May 2022

A close-up photograph of a person's hand holding a red sign. The hand has a small blue tattoo on the index finger. The sign has white text that reads "EVERYONE DESERVES A BLOODY GOOD PERIOD!". The background is blurred, showing what appears to be a crowd of people at night.

EVERYONE DESERVES A
BLOODY GOOD
PERIOD!

**TRUSTEES ANNUAL
REPORT FOR THE YEAR
ENDED DECEMBER 2021**

