

Bloody Good Period Ltd
A Company Limited by Guarantee

Charity Registration No. 1185849
Company Registered in England No. 11801410

Report and Unaudited Financial Statements
year ended 31 December 2022

Bloody Good Period Ltd

Section A: Reference and Administration Details

Status:	Company Limited by Guarantee No.11801410 Charity Registration No. 1185849 The Company's governing document is its Memorandum and Articles of Association dated 1 February 2019 as amended by a special resolution on 14 October 2019
Registered Office:	167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF The Company does not have a separate principal office.
Trustees:	Ruby Alice Bayley Susan Barbara Rubenstein (Chair) Fiona Pei Shan Yeung Shakiba Oftadeh Moghadam
CEO:	Until end May 2022: Gabby Edlin From April 2022: Rachel Grocott
Independent examiner:	Charles Ssempijja FCA NfP Accountants Ltd 86-90 Paul Street London EC2A 4NE
Bankers:	National Westminster Bank Plc 135 Bishopsgate London EC2M 3UR



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2022

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 year ended 31 December 2022. 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 2019 FRS102).

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 167-169 Great Portland Street, 5th Floor, London, W1W 5PF.

The governance of the charity is the responsibility of the Trustees. Day-to-day management is carried out 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.

Trustee representation and lived experience

Our passionate and skilled trustees variously represent a diversity of characteristics, reflecting the diverse and varied communities with whom we work. Trustees also have a variety of relevant lived experience, including one with lived experience of refugee status. Their combined skills include: governance, strategy and management, fundraising, law and working with people with lived experience, including the importance of avoiding retraumatisation, which is embedded in all the work we do.

Related parties

The Charity has considered the disclosure requirements of the SORP for related party relationships. The trustees consider that the members of the board and their close connections are related parties of the charity. All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in the Notes to the accounts.

Trustees are required to disclose all relevant interests and register them with the charity, and to withdraw from decisions where a conflict of interest arises.

Bloody Good Employers (BGE) Ltd is a subsidiary company of Bloody Good Period. Profits are donated back to Bloody Good Period to allow us to carry out our charitable aims. The company works with UK employers to review and improve menstrual and gender equity and inclusion. It focuses on strengthening workplace culture, communications and policies



which support women and people who menstruate, with both short- and long-term benefits for both employees and employers.

Remuneration of key management personnel

The pay of the charity's senior staff is reviewed annually and normally increased in accordance with average earnings, depending on affordability. The trustees also draw on their knowledge of the sector and common practice in other charities of similar size to ensure that the remuneration set is fair and not out of line with that generally paid for similar roles.

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)

Over 2022 we continued to see the issue of period poverty, part of the wider (and gendered) issue of poverty, worsening.

Asylum seekers are entitled to just £40.85¹ per week to live on (and are generally not permitted to work in the UK). No additional funding is available to purchase period products for themselves or dependents who menstruate. Many report to have heavy and irregular

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

² <https://data.unhcr.org/en/situations/ukraine>.



periods, thought to result from the trauma of displacement. Caring for a heavy period could cost around £20 per month, meaning that almost a quarter of an asylum seeker's income could be needed to care for their reproductive health. In practice, given the multiple pressures on these limited resources, female and menstruating (who do not identify as women) asylum seekers often have to rely on makeshift alternatives, or nothing at all.

2022 saw us support refugees fleeing a number of crises around the world. Headlines focussed on the 14 million people² displaced by the conflict in Ukraine, and we supported 76 partners providing essential products to refugees. We also supported people from Afghanistan, Iran, Iraq, Sierra Leone, Albania and other countries – places no longer in daily headlines, but the need for essential period products is very much still a pressing reality.

In addition, the last year saw rising demand from partner organisations supporting those affected by financial hardship and poverty, as the 'cost of living' crisis unfolds in the UK.

"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](#)

Given the multiple pressures on individual and household budgets, the needs of women and people who menstruate are typically low down (or bottom of) the priority list. This is compounded by the ongoing shame and stigma surrounding periods, and the lack of comprehensive period education and conversation in our society. Too often, this means that people who menstruate are unable to access products and support, whilst people who do not menstruate (often, not always) are not able to fully understand the problems this creates. Lack of access to safe period products means social mobility is impeded; shameful associations of bodies are deepened, over for example the fear of leaking in public; and has a range of consequences for mental and physical health – ranging from infections and rashes to significant stress and anxiety.

Bloody Good Period provides period products wherever possible to anyone who menstruates and experiences poverty. Asylum seekers and refugees remain the charity's focus.



Main activities undertaken for the public benefit

1. Provided period products for the relief of period poverty
2. 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.



Section D: Achievements and Performance

1. Provided period products for the relief of period poverty

Our model and impact

The core of Bloody Good Period's work is the provision of period products to asylum seekers, refugees and those who cannot afford them in England and Wales. In 2022 we delivered 119,600 high quality packs of menstrual products. This is an 87% increase compared to 2021. At the same time, we only increased our spend by 44% – reflecting our efficient model and the hard work of our Operations team to maximise impact.

We distribute period products through services already attended by refugees, asylum seekers and others – for example, drop-in centres, food banks, community groups and others. We ensure these partner organisations are able to distribute a free and sustainable flow of period products to those who attend their centres, services and activities. We always aim to build long-term relationships so that people can rely on a supply of period products – as, after all, periods happen every month, and products are needed every month. This is especially vital for people whose lives are unstable in a myriad of other ways.

We always prioritise the personal choices and comfort of the people we work with, so that everyone can manage their period in the way that is best for them, their bodies and their circumstances (or as we put it – everybody deserves a bloody good period). Products are therefore donated generously, encouraging each person to take as many packs as they need both for themselves and dependents who menstruate.

Working with our partners

Much of our focus this year has been on meeting an increase in demand for period products from our community partners. Larger organisations have moved to an automated service where they place regular orders with us. We have also onboarded 51 new partners across 2022. To help us meet this demand we have built relationships with various providers of period products, to whom we are extremely grateful for their generous donations – which has decreased cost to the charity.



Through an in-depth consultation exercise, we have also built our understanding of our partner organisations, how they work and specifically how they measure impact their respective communities. As a result of this and the introduction of a new CRM we have refined our onboarding process and introduced more regular communications with our community partners, as well as providing additional support such as revised accompanying learning sessions (first launched in 2021) on period products, improved access and distribution of products and menstrual health information . These impacts include:

- More orders for reusable period products being placed with BGP, mainly period pants
- Sample products provided as part of the product catalogue workshop are being actively used in demonstrations and talks by partners with the people they work with, helping them to feel more comfortable using new types of products
- Feedback from partners shows that they have really benefited from these sessions, especially the section on 'positive period talk' (for example, using the term 'period products' instead of 'sanitary products' – which implies that there is something inherently unsanitary about periods). This means that partners are equipped to hold conversations on menstruation with their service recipients in a way that is inclusive and supportive.

Impact of free period product provision

As the cost of living crisis unfolds, it is unsurprising yet compelling to see continued feedback from our community partners that our work continues to remove a significant financial cost.

“We’re seeing an increase in demand, and poverty, in-work poverty, food poverty and isolation.”

Time and Talents, London community organisation

“We are so proud to be able to offer these products at every food bank service. We have them readily available for clients to select, with no need to ask or feel any awkwardness. So important for our clients who are making daily difficult choices about spending limited resources.”



Arc Foodbank

"Many thanks. We would have had to phase out giving these products to our clients if we were not able to receive donations from Bloody Good Period"

Watford and Three Rivers Refugee Partnership

"Our beneficiaries the Homeless and refugees are so pleased with the products, they cannot afford to buy these products."

NDC Association CIC

"We are so grateful for the support we have received from BGP. Without it, we would not be able to offer products to our clients each time they arrive at our centre. Nobody should be worried about period poverty."

Brushstrokes Community Project

"The cost of living crisis is having a devastating and protracted effect on our families. We are so appreciative of this support – it is a real lifeline."

Mulberry School for Girls

"We are serving 220 women from different age groups, ethnicities and with different needs. Thank you for supporting us to meet those requirements and lessen their worries. The number has increased comparing to last months. Thank you"

Women's Association for Networking and Development (WAND) UK

"The young vulnerable parents are very grateful for the products as they have limited finances and not having to buy sanitary products gives them a little extra cash a month.. Our Afghanistan families [have] no recourse to public funds and the women are appreciative of the menstrual bag they receive when they come to collect food and clothing."

Jubilee Children's Centre

Putting Experts by Experience at the heart of our work

In 2022 we developed, established and implemented our Experts by Experience forum, in a mindful and person-centred way. We now have a space to engage with, and be shaped by,



people who are representative of those who access our core charitable services. This is deeply aligned with our values, as well as reflecting best practice within the charity sector. This programme of work is funded by Trust for London.

Our 9 EBE Forum participants all have lived experience of the asylum process, either having status or still waiting for a decision.

Meetings began in December 2022 (and are continuing into 2023), managed by our new EBE Forum Co-ordinator.

A note on Measuring Impact

Meeting unprecedented levels of demand for our core charitable work of period product distribution, alongside launching our Experts by Experience forum, has reduced our capacity elsewhere and we have moved back our plans for more in-depth impact assessment, planning to revisit this in 2023.

Campaigns to win free period products for all

Since our origins, we have been clear that we should not have to exist, and are working hard to ensure we do not have to do so in the long-term. We therefore campaign for the provision of free period products for everyone who needs them – especially given the precedent set in 2021, when the Scottish Parliament unanimously agreed to provide free period products to all.

Marking Menstrual Health Day in May 2022, we galvanised organisations and individuals within the menstrual health space to come together and ask for a recommitment to work to tackle period poverty. Our achievements from this ‘Paying for a Period’ campaign included:

- 22 organisations and 12 academics, many who inform government policy, signed our [letter](#) to the government calling for renewed action on period poverty, along with



public support on Twitter calling for Liz Truss, then Minister for Women & Equalities, to take action. Our letter received positive feedback from signatories, such as:

"Great letter which succinctly captures the problems we are all facing without resorting to sensationalism which is easily dismissed. Thanks so much for speaking out and giving us all a space alongside BGP."

Caroline Herman, Founder of All Yours Period Box CIC

- The campaign got great social media engagement, driving follower numbers and engagement, as well as sending more people to our website to engage far more deeply than the average visit
- Press coverage of the campaign included [GLAMOUR magazine](#), ITV News and [Positive News](#).

However, despite clear and compelling support for the issue, government response was firstly extremely delayed, and then solely focused on provision of period products in schools and hospitals, and the tampon tax abolition. Whilst these are great steps in theory, they are neither sufficient in practice (e.g. only 50% of eligible schools participated in the scheme for free products – savings from tampon tax abolition not passed to consumers and cancelled out by inflation – negligible NHS provision given growing waiting lists), nor tackle the issue for many other groups of people. Many other groups also need to access period products, and they have been ignored by the steps taken so far. Refugees, asylum seekers, those relying on food banks and community support groups, and others living in financial hardship are increasingly unable to access these essential items. Meanwhile, small charities like Bloody Good Period are filling the gap and distributing record numbers of products to people who need them.

We have worked with our Experts by Experience forum (see below) and other partners to develop future campaigning plans, including:

- Presented recommendations to the Period Equality APPG
- Worked with AI specialists, Discover AI, to understand the everyday experiences of menstruation across the UK. [Our joint report](#) gathered rich and relevant content from across the internet to develop important insights into the hidden, everyday experiences of menstruation, and their impacts across the life course – showing that



though periods are a highly relatable experience for so many, they also relegated and not sufficiently discussed nor factored into many parts of our society.

Given the escalating levels of need, we plan to increase our activism work, calling for action on period poverty and menstrual equity, across 2023.

2. Menstrual Education and Awareness

Bloody Good Education Programme (“BGEd”)

Bloody Good Education delivers information sessions to women and people who menstruate from refugee communities. The programme was established three years ago to provide information and encourage conversations around sexual, reproductive and menstrual health topics.

In collaboration with Refugee Community Organisations (RCOS) BGEd creates sessions that are facilitated by medical experts with the aim of sharing information and encouraging open conversations on a range of topics tailored to the group's needs.

Our objectives were to:

- continue to engage refugee women and people who menstruate in conversations about menstrual, sexual and reproductive health.
- extend the reach to more participants.
- ensure the programme is user-led in its approach

Session delivery

Since the pandemic, sessions have continued to be held online, based on the needs of the RCOS and their participants. Some in-person sessions have also been held, with Afghan nationals staying at a bridging hotel, with Dari and Pashtun interpreters.

The geographical spread of the programme has expanded beyond London, now reaching participants in Bristol, Manchester and Swindon.



The format of the sessions has remained unchanged from last year. Each session lasts approximately one hour and is facilitated by a medical expert who covers information on an agreed topic that is chosen with the RCOs to suit the participants' needs.

The sessions are designed to be interactive, with questions and conversation encouraged throughout. This year, a short activity was integrated into each session, where participants had to say whether statements were true or false. This encouraged more questions and helped to reinforce new information.

Topics covered

- Cervical screening
- Menstrual health and tracking
- Contraception
- Period products
- Menopause
- Breast checks

The programme has grown since the first year; the number of sessions delivered last year had doubled from the previous year and this increase has been maintained over the current period, with a total of 14 sessions being delivered this year.

The number of participants attending varied from between 4 –15 per group, with a total of 113 participants over the year.

Measuring the impact of the sessions

We collect data through asking questions both before and after sessions, as well as giving an overall feedback mechanism which is designed to be straightforward (via emoji use in the chat function in online sessions). We also emphasise that all feedback – both positive and negative – is useful as it would help to improve the sessions.

All participants who responded stated that the sessions were useful, with many asking for more sessions.

The data from questions asked before and after the sessions showed a considerable change in a positive direction in terms of participants' intentions to check for changes in their bodies, by tracking their periods and doing regular breast checks. Given that being able to recognise changes early on is key to improving health outcomes, this is a really positive finding.



Another important change following the group sessions was in knowing where to access free period products. All participants knew where to access them by the end of each session., compared with only a quarter at the beginning of the sessions.

Sessions on menopause had a positive impact with participants stating that they would be more likely to see a GP about changes following the group session.

Similarly the session on breast awareness had a positive impact – with all women saying they would see their GP if they noticed changes.

There was less change however, in participants' confidence in speaking to their GP regarding period problems or a change in periods. Participants with period problems had largely adjusted to dealing with them, but also a major barrier to accessing GPs was attributed to the pandemic and GP availability, as well as a reluctance to go to the GP due to COVID.

Session facilitators make sure to emphasise the importance of participants continuing to advocate for themselves to overcome obstacles in accessing their GP. The key messages from facilitators were not to ignore persistent problems, and that GPs still wanted to hear from patients. Additionally, participants were encouraged to ask for interpreting support if needed, and were reminded that they could request to see a specific or even different GP if they wanted.

"I have got lots of new information here that I didn't know about.

"Usually all the information we get, and all our conversations are about the kids. It's really nice to have conversations about us, the mums."

"It's a privilege to have a doctor explaining the information, these sessions are so, so useful."

"It's always important to know your own body, it's important for all of us."

Widening participation and impact

As well as delivering education sessions to more participants this year, across wider geographical networks, BGEEd has further extended its reach through:

- Digital resource packs: BGEEd developed a resource pack that was trialled in 2021. This is funded by Spark & Co, to support participants without sufficient data or the skills to use video conferencing technologies. The objective is to overcome these barriers for



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. 55 packs have been distributed to group participants over the last year.

- YouTube [video resources](#) have been developed in partnership with London in your Language, on topics covered in the Education sessions. Each video addresses common questions and concerns raised during the BGEEd 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. Over the past year, 5 videos have been created, with subtitles in multiple languages. These videos have so far had a total of almost 1000 views.
- A series of focus groups were carried out with participants who had previously attended BGEEd sessions, in collaboration with Groundwork. During the focus group discussions participants shared their personal experiences and discussed the impact the sessions had had for them personally as well as their outlook on learning to talk more openly about their bodies and menstrual health. Once the ideas were gathered, they formed the basis of the short story that was told through illustrative video. Through this video, participants are sharing their legacy of wanting to change the conversation for their daughters, themselves, their friends and wider networks. This video was released in February 2022, with subtitles in multiple languages, and has so far had a total of 173 views.
- TikTok: A TikTok initiative was launched this year, to reach and engage a wider audience outside of the sessions. The BGEEd Education Manager has created short soundbites for Tik Tok (each of these is under a minute long), using the evaluation notes from the sessions to inform the topics and to address specific questions and issues commonly raised in the

With thanks to our RCOS partner organisations:

- Bridging Hotel, London
- City of Sanctuary, Manchester



- Groundwork, Bristol
- Groundwork, London
- Happy Baby Community, London
- The Harbour Project, Swindon
- Islington Centre for Refugees and Migrants, London
- Migrants Organise, London
- WAND UK

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 2022 this included record levels of media coverage, cultivating and growing our highly engaged social media audience, and hosting a brand new event, Bloody Good Music.

2022 communications highlights include:

- A record volume of media coverage, including [Vogue](#), [The Guardian](#) (on the cost of living crisis), [Time](#) magazine (on Scotland's legislation for free period products), [Bloomberg](#) (period product price increase), [Big Issue](#) (menstrual leave), [Stylist](#) (menstrual education), [The Independent](#) (menstrual education), [ITV](#) (cost of living crisis).
- 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 growth across all platforms. Our content over 2022 included lives about periods, pride and gender with our US ambassador, Lex Horwitz, #NoShameHere collaborations with independent artists and creative studio KinoBino, and a bloody incredible, inclusive, shame-free animation celebrating menstruation, created with Mother London, Anna Ginsburg and illustrator, C8l.in. We also launched a BGP presence on TikTok, where in 2022 our educational and political videos enjoyed an



average of 16K views, with our top-performing video about Toxic Shock Syndrome reaching 16.9K views.

- We were joined by new ambassador Clara Amfo, an award-winning broadcaster, podcaster and television presenter best known for her work on BBC Radio 1. Clara proposed Bloody Good Music and made the event a huge success, raising £12K and introducing our work to new audiences; we are hugely grateful!

Further Awareness and Additional Income Stream: Bloody Good Employers

By the end of 2022, BGE had successfully signed up 11 employers to the full programme, and had trialled a new one-off workshop offering – selling five before an official launch.

The employers signed up to the programme are from across public, private and third sectors:

- CoppaFeel! (charity)
- Bloodcancer UK (charity)
- Natracare (private)
- NKD (private)
- British Red Cross (charity)
- Kingston Borough Council (public)
- Barnet, Enfield & Haringey MH Trust (public)
- Global Witness (charity)
- London Borough of Camden Council (public)
- Wheelhouse (private)

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



Bloody Good Employers financial picture

Both BGE income and expenditure increased this year in line with our strategy to grow sales and delivery of the programme.

A summary of 2022 finances is as follows:

- Income from sales of BGE programme and workshops to partners: £37,670
- Grant income for development of the programme: £28,000
- Profit from Bloody Good Employers trading subsidiary donated to parent charity Bloody Good Period: £10,750

Further detail is available in the separate accounts and report for Bloody Good Employers.

Impact of Bloody Good Employers

Having proved our concept, we gained confidence in the high quality and impact delivered by BGE. Interest and value in the work has been strongly demonstrated through:

- a) Feedback from Bloody Good Employers partners who have completed, or are currently completing, the accreditation programme:

"BGE is the missing piece of the jigsaw on inclusion"

"The workshop was an excellent way to learn about my period privilege and how unique menstrual cycles are for everyone. It has given me a greater understanding of the rhetoric surrounding periods"

"It's a punchy HR initiative, which you don't always get"

"BGE is unifying – it unlocks the breadth of EDI – and it's sparked a shift in our culture"

"This isn't taught, we are learning loads about periods! This is a huge benefit"

"The workshop was so engaging & offered a whole new way of looking at things. It's a really exciting programme to be joining"



“We want to ensure our mission to empower doesn’t stop with our beneficiaries but continues with our team feeling comfortable and supported in managing their menstrual health in the workplace”

- b) Being awarded a place in the [Natwest Social Enterprise 100 Index](#)
- c) Being invited to participate in wider thought leadership conversations around menstrual and gender equity in the workplace, including:
 - shaping the BSI Menstruation, menstrual health and menopause in the workplace guidance
 - Contributing to national media conversations around menstrual leave.

Whilst the value and traction of our work was clear, we realised soon into the year that our original sales target was overly ambitious. This was made more clear towards the end of 2022 when workplaces in general, and the UK as a whole, were under greater financial pressure. While we were able to secure some grant funding, we were unsuccessful in securing the level of funding required to really accelerate our growth. With a reliance on income generation from sales, all of our human resource was spent primarily on sales, whilst also prioritising the quality of delivery to employer partners.

At the end of 2022, we made strategic decisions to ensure BGE could develop as its own entity into 2023 and beyond. Those decisions were to:

- Diversify our income streams through the sale of:
 - one-off workshops
 - the inclusion of a menopause focus
 - an evaluation & accreditation only option for employers already doing bloody excellent work
 - a specific strategy that could be offered to the NHS
- Formalise our impact targets , and to ensure we include targets around both impact and income that reflect the success we have had in transforming workplace conversations around periods and broader EDI topics



- Get more strategic about how we execute our sales strategy (for example, less reliant on human capacity to do lead generation and cold approaches)
- Continue to prioritise grant funding and consider new routes such as social investment.

Further successes at Bloody Good Period

Transition from a founder-led organisation

Just over six years ago, Gabby Jahanshahi-Edlin wrote a Facebook status asking her contacts to donate period products for an asylum-seeker drop-in centre, where she was volunteering. This Facebook post was the first building block of the organisation that is today Bloody Good Period, a charity which has worked with 100+ partners across England and Wales and distributed more than 340,000 packs of products (including the first five months of 2023). In early 2022, Gabby decided to step down from her CEO role, and handed over to experienced charity leader Rachel Grocott – who led BGP’s public fundraising and communications alongside Gabby for four years.

Gabby left the organisation with a strong and skilled staff team, as well as an experienced and passionate board of Trustees. Together this team has executed a smooth transition from Gabby’s leadership to Rachel’s, with continued success across the charity’s various areas of work and positive feedback from supporters, funders and ambassadors. We would like to say a huge thank you to our wonderful community for their ongoing support during this crucial time, and also of course, to the remarkable women who started us on this journey, Gabby Jahanshahi-Edlin.

From Gabby: “I decided not long after posting that Facebook status in 2016, that I wanted to use my creativity for good, and see if I could build a feminist organisation that challenges the harmful conventions too frequently employed by the charity sector and makes actual social change through joy, love, and humour. I think I did that.”



From Sue Rubenstein, Chair of Trustees: “We have an incredible amount to thank and celebrate Gabby for,” says Sue Rubenstein, the charity’s Chair of Trustees. “She has really established our vibrant and bold charity, setting an incredibly effective and human, caring culture, of which we are immensely proud. The trustees are all so proud of Gabby for making this decision when it’s right for her, and look forward to working with Rachel and the team as BGP continues the much-needed work for menstrual equity.”

Section E: Financial Review

During the period ended 31 December 2022, the charity had a total income of £723,980 (2021: £453,563). Expenditure totalled £684,703 (2021: £545,055).

This includes a total of £86,085 of donated services, comprising:

- £59,185 of donations of period products for distribution to community partners, alongside those purchased with funds raised by the charity
- £26,900 of donated services, including pro bono services for event management and digital marketing.

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 £103,914 (2021: £111,618). 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 2022 were £102,643 (2021: 110,969). This is considered sufficient to meet these objectives.



Our generous funders:

We remain deeply grateful for the trusts and foundations and corporate funders who chose to fund the work of Bloody Good Period 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

- CAF America
- Choose Love
- Gigglemug Charitable Trust
- United in Hammersmith
- British Medical Association
- Two Magpies Fund
- Enterprise Development Fund
- Sebba Charitable Trust
- Trust for London

Corporate Funders

We were delighted to receive significant donations from:

- Colt
- The Body Shop
- Capital Group
- Wear & Resist
- Novus
- Cerner
- Mindtree
- Fearless Futures
- Lucy & Yak
- TOTM Limited



- Semble Network
- Forsters LLP
- Leeds Building Society
- The Spark Company
- plus numerous individual and matched donors through Benevity
- plus numerous small businesses and sole traders through Work for Good.

Period product providers

We are extremely grateful to have received donations from the below companies. This has helped us to meet record levels of demand with our limited resources.

- Modibodi
- Choose Love
- Power of Pants
- Get the Pulp
- Ruby Cup
- Callaly

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

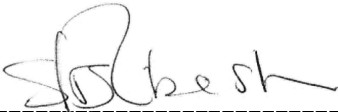


incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- 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 24th August 2023 and signed on its behalf.

Signature: 

Full Name: Susan Rubenstein

Position: Chair of trustees

Date: 24th August 2023

Independent Examiner's Report to the Trustees of Bloody Good Period Ltd

I report on the financial statements of the company for the year ended 31 December 2022 as set out on pages 26 to 37.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Charles Ssempijja (FCA)
NfP Accountants Ltd
86-90 Paul Street
London EC2A 4NE

Date 25 August 2023

Bloody Good Period Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the period ended 31 December 2022

		Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Income from:							
Donations and legacies	2	526,305	167,892	694,197	377,094	60,488	437,582
Charitable activities							
Menstrual Education and Awareness	3	3,392	–	3,392	4,435	50	4,485
Other trading activities	4	26,391	–	26,391	11,496	–	11,496
Total income		556,088	167,892	723,980	393,025	60,538	453,563
Expenditure on:							
Raising funds	5	139,064	–	139,064	99,437	–	99,437
Charitable activities							
Menstrual Education and Awareness	5	90,426	58,978	149,404	94,130	38,881	133,011
Provision of essential period products	5	334,205	62,030	396,235	254,500	58,107	312,607
Total expenditure		563,695	121,008	684,703	448,067	96,988	545,055
Net income / (expenditure) for the period		(7,607)	46,884	39,277	(55,042)	(36,450)	(91,492)
Transfers between funds		(97)	97	–	(2,956)	2,956	–
Net income / (expenditure) before other recognised gains and losses		(7,704)	46,981	39,277	(57,998)	(33,494)	(91,492)
Net movement in funds		(7,704)	46,981	39,277	(57,998)	(33,494)	(91,492)
Reconciliation of funds:							
Total funds brought forward		111,618	3,310	114,928	169,616	36,804	206,420
Total funds carried forward	16	103,914	50,291	154,205	111,618	3,310	114,928

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Bloody Good Period Ltd

Company no. 11801410

Balance sheet**As at 31 December 2022**

	Note	£	2022 £	£	2021 £
Fixed assets:					
Tangible assets	10		1,271		649
			1,271		649
Current assets:					
Stock	11	3,242		14,706	
Debtors	12	58,781		11,322	
Cash at bank and in hand		110,857		123,988	
			172,880	150,016	
Liabilities:					
Creditors: amounts falling due within one year	13	19,946		35,737	
Net current assets / (liabilities)			152,934		114,279
Total assets less current liabilities			154,205		114,928
Total net assets / (liabilities)			154,205		114,928
The funds of the charity:					
Restricted income funds	15		50,291		3,310
Unrestricted income funds:					
General funds		103,914		111,618	
Total unrestricted funds			103,914		111,618
Total charity funds	16		154,205		114,928

For the period ending 31 December 2022, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on 24th August 2023 and signed on its behalf by:



Trustee

Name

Susan Rubenstein

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments and therefore consolidated accounts have not been prepared.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The charity has not prepared a statement of cash flows, taking advantage of Section 1A of FRS 102 in relation to small entities.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies (continued)

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the cost of activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- | | |
|-------------------------------------|-----|
| ● Cost of raising funds | 28% |
| ● Menstrual Education and Awareness | 28% |
| ● Relief of period poverty | 44% |

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|-------------------------------|---------|
| ● Office & Computer Equipment | 3 years |
|-------------------------------|---------|

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies (continued)

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted	Restricted	2022 total	2021
	£	£	£	Total
Donations	348,045	98,000	446,045	293,898
Donations of period products for distribution	59,185	–	59,185	7,272
Donated services	26,900	–	26,900	–
Trusts and Foundations	65,057	69,892	134,949	120,498
Gift aid	27,118	–	27,118	15,914
	<u>526,305</u>	<u>167,892</u>	<u>694,197</u>	<u>437,582</u>

Donated services include pro bono services received for event management and marketing, Google Adwords grant management, SEO and social ads management, Ad credits donated by Meta and research.

3 Income from charitable activities

	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Menstrual Education and Awareness				
Education programme	30	–	30	50
Speaker fees and expenses	3,362	–	3,362	4,435
Total income from charitable activities	<u>3,392</u>	<u>–</u>	<u>3,392</u>	<u>4,485</u>

4 Income from other trading activities

	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Merchandise sale	1,200	–	1,200	273
Fundraising events and other recharges	25,191	–	25,191	11,223
	<u>26,391</u>	<u>–</u>	<u>26,391</u>	<u>11,496</u>

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

5 Analysis of expenditure

	Cost of raising funds £	Charitable activities		Support costs £	2022 Total £	2021 Total £
		Menstrual Education and Awareness £	Provision of essential period products £			
Staff costs (Note 6)	45,145	71,168	60,481	18,499	195,293	159,270
Bad Debt	-	-	-	-	-	580
BG Employers Costs	-	550	-	-	550	22,050
Grants paid to subsidiary BGE	-	10,400	-	-	10,400	-
Fundraising and Communications						
Consulting	40,833	-	-	11,411	52,244	43,585
Consulting, Admin and professional fees	-	-	-	33,976	33,976	16,112
Cost & transport of merchandise for sale	3,040	-	-	-	3,040	2,838
CRM and Database system	-	-	-	10,433	10,433	-
Direct Programme costs	-	24,492	-	-	24,492	52,079
Donated services	16,900	5,000	5,000	-	26,900	-
Fees and commission	2,931	-	-	-	2,931	4,844
Fundraising Events Cost	5,986	-	-	-	5,986	3,049
Printing, Stationery and sundry	254	-	-	3,825	4,079	6,105
Products purchased distributed out	-	-	224,214	-	224,214	159,648
Donated products distributed out	-	-	71,631	-	71,631	47,993
Rent and utilities	-	-	-	8,023	8,023	10,031
Staff training and Development	-	-	-	7,721	7,721	4,669
Storage	-	-	1,904	-	1,904	11,799
Transport of Product	-	-	886	-	886	404
	115,089	111,610	364,116	93,888	684,703	545,056
Support costs	23,975	37,794	32,119	(93,888)	-	-
Total expenditure 2022	139,064	149,404	396,235	-	684,703	

Of the total expenditure, £563,694 (2021: £448,067) was unrestricted and £121,008 (2021: £96,988) was restricted.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

5 Analysis of expenditure (continued.....)

	Charitable activities				2021 Total £
	Cost of raising funds £	Menstrual Education and Awareness £	Relief of period poverty £	Support costs £	
Staff costs (Note 6)	38,823	37,951	60,015	22,481	159,270
Bad Debt	-	-	-	580	580
BG Employers Costs	-	22,050	-	-	22,050
Charitable donations	-	-	-	-	-
Communications Consulting	30,029	-	-	13,556	43,585
Consulting, Admin and professional fees	-	-	-	16,112	16,112
Cost & transport of merchandise for sale	2,838	-	-	-	2,838
Direct Programme costs	-	52,080	-	-	52,080
Events Cost	-	-	-	-	-
Fees and commission	3,734	-	-	1,110	4,844
Fundraising Events Cost	2,828	221	-	-	3,049
Printing, Stationery and sundry	-	-	-	6,105	6,105
Products purchased distributed out	-	-	159,647	-	159,647
Donated products distributed out	-	-	47,993	-	47,993
Rent and utilities	-	-	-	10,031	10,031
Staff training and Development	-	-	-	4,668	4,668
Storage	-	-	11,799	-	11,799
Transport of Product	-	-	404	-	404
	78,252	112,302	279,858	74,643	545,055
Support costs	21,185	20,709	32,749	(74,643)	-
Total expenditure 2021	99,437	133,011	312,607	-	545,055

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

6 Staff remuneration

Staff costs were as follows:

	2022	2021
	£	£
Salaries and wages	171,618	139,243
Social security costs	9,998	9,967
Employer's contribution to defined contribution pension schemes	13,677	8,260
Other	-	1,800
	<u>195,293</u>	<u>159,270</u>

No employee earned more than £60,000 during the period.

The total employee benefits including pension contributions of the key management personnel were £71,734 (2021: £52,832).

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the period was as follows:

	2022	2021
	No.	No.
Charitable activity	6.0	5.0
	<u>6.0</u>	<u>5.0</u>

8 Related party transactions

Prior to registration as a separate charity, Bloody Good Period was a project under the umbrella of The Centre for Innovation in Voluntary Action (CIVA). Since incorporation, all monies held by CIVA under the Bloody Good Period project were donated to the newly set up charity.

Aggregate donations from related parties during the period were £nil.

There are no donations from related parties which are outside the normal course of the charity business and no restricted donations from related parties.

The charity trustees were not paid or received any other benefits from employment with the charity in the period. No charity trustee received payment for professional or other services supplied to the charity. No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

The charity owns 100% of Bloody Good Employers Ltd, a subsidiary company registered in England and Wales (number 13531960) incorporated on 27 July 2021.

Fiona Pei Shan Yeung is the common active director in parent and subsidiary company. The Chief Executive Officer, Rachel Grocott, is also the director of the subsidiary company.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

8 Related party transactions (continued)

Bloody Good Employers Limited

Registered Office: 167–169 Great Portland Street, 5th Floor, London, England, W1W 5PF

Nature of business: Management consultancy activities other than financial management

Bloody Good Period Ltd guarantees that if the company is wound up while it is a member, or within one year after it ceases to be a member, it will contribute to the assets of the company by such amount as necessary but not exceeding £1. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments therefore, consolidated accounts have not been prepared.

	2022 £	2021 £
Agregate capital and reserves	11,905	10,754
Profit for the year	-	-

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Office & Computer Equipment £	Total £
Cost or valuation		
At the start of the period	2,193	2,193
Additions in the period	1,221	1,221
At the end of the period	3,414	3,414
Depreciation		
At the start of the period	1,544	1,544
Charge for the period	599	599
At the end of the period	2,143	2,143
Net book value		
At the end of the period	1,271	1,271
At the start of the period	649	649

All of the above assets are used for charitable purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

11 Stock

	2022 £	2021 £
Merchandise	3,242	2,261
Period products for free distribution	-	12,445
	<u>3,242</u>	<u>14,706</u>

12 Debtors

	2022 £	2021 £
Trade debtors	-	1,208
Accrued income	58,781	10,114
	<u>58,781</u>	<u>11,322</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	12,223	14,661
Taxation and social security	5,748	5,205
Other creditors	25	1,480
Accruals	1,950	4,391
Deferred income	-	10,000
	<u>19,946</u>	<u>35,737</u>

14 Deferred income

Deferred income comprises grants received for 2022

	2022 £	2021 £
Balance at the beginning of the year	-	10,000
Amount released to income in the year	-	(10,000)
Amount deferred in the year	-	-
	<u>-</u>	<u>-</u>

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

15 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	1,271	-	-	1,271
Net current assets	102,643	-	50,291	152,934
Net assets at 31 December 2022	103,914	-	50,291	154,205

Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	649	-	-	649
Net current assets	110,969	-	3,310	114,279
Net assets at 31 December 2021	111,618	-	3,310	114,928

16 Movements in funds

	At 1 January 2022 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2022
Restricted funds:					
Menstrual Education and Awareness	1,662	87,649	(58,978)	(42)	30,291
Provision of essential period products	1,648	80,243	(62,030)	139	20,000
Total restricted funds	3,310	167,892	(121,008)	97	50,291
Unrestricted funds:					
General funds	111,618	556,088	(563,695)	(97)	103,914
Total unrestricted funds	111,618	556,088	(563,695)	(97)	103,914
Total funds	114,928	723,980	(684,703)	-	154,205

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

16 Movements in funds (continued)

	At 1 January 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2021 £
Restricted funds:					
Menstrual Education and Awareness	21,162	17,050	(38,881)	2,331	1,662
Provision of essential period products	15,642	43,488	(58,107)	625	1,648
Total restricted funds	36,804	60,538	(96,988)	2,956	3,310
Unrestricted funds:					
General funds	169,616	393,025	(448,067)	(2,956)	111,618
Total unrestricted funds	169,616	393,025	(448,067)	(2,956)	111,618
Total funds	206,420	453,563	(545,055)	-	114,928

Purposes of restricted funds

Menstrual Education and Awareness relates to funding received and used to provide educational sessions about female health including menstruation and sexual health to support asylum seekers and refugees living in the UK.

Relief of period poverty relates to funding received and use to provide high quality period products to asylum seekers, refugee and those in poverty in the UK.

17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. Bloody Good Period Ltd is a charitable company limited by guarantee registered in England with registration number 11801410. Its registered office address is 167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF. The accounts are presented in GBP rounded to £1.