

The Period Purse™ (TPP)

April 1, 2024 to March 31, 2025

Annual Report



Land Acknowledgement

At The Period Purse, we recognize that we are all treaty people and we are honored to work alongside several First Nations communities as well as many urban Indigenous organizations. We take our responsibility to this land seriously and acknowledge that it is the traditional territory of many Indigenous nations, including the Anishinabek, Wendat, Haudenosaunee, and the Mississaugas of the Credit.

This city, now called Toronto, where our office is located, is covered by Treaty 13 signed with the Mississaugas of the Credit and is now home to many diverse First Nations, Inuit, and Métis peoples. As we work to increase menstrual health for all, we are committed to reconciliation and supporting Indigenous-led initiatives.

Message From Our Board Chair

2024/25 was an exciting year of continued growth for The Period Purse. With the support of our volunteers, community, and staff, we made significant progress on our Strategic Plan. We focused on deepening our impact, strengthening partnerships, and building a more equitable, responsive, and sustainable organization. Our donors have stayed engaged, and we've opened even more doors to help advance our mission.

Ongoing support from Woman and Gender Equality Canada (WAGE) and Food Banks Canada has been crucial in helping us build our team, reach more people across the country with education on periods, and increase our capacity to advocate for system change.

As this fiscal year comes to a close, so does my term as Board Chair. It has been an absolute privilege to serve as Chair, and I'm grateful to have worked alongside such a dedicated, hard working team. I continue to be inspired by the commitment of our staff, volunteers, and supporters. The call for real progress on menstrual equity is louder than ever, and we're seeing that demand grow in communities across the country. I'm thrilled to welcome our new Board Co-Chairs, Nikita Thakkar and Zahra Stark, both of whom have been valuable members of the board since 2022.

On behalf of the board, I want to express our heartfelt thanks to our entire community. Your ongoing commitment and generosity are what allow us to continue making progress toward menstrual equity.

*With gratitude,
Lieran Docherty, Chair of Board of Directors*

Message From Our Team Leads

This year was one of transformation and growth at The Period Purse. With new leadership and extended funding, we expanded our team by welcoming dedicated staff. These changes empowered us to enhance our programs, broaden our educational outreach, and distribute essential menstrual products to more people across Canada than ever before. We deepened our impact in communities, collaborated with partners to deliver an outstanding Menstrual Health Day, and laid the groundwork for continued growth and innovation. We are proud to champion menstrual equity, thanks to the unwavering support of our community partners, donors, and advocates. Together, we are making a lasting difference.

Thank you,

~ Elissa, Shamira, Tracy and Kristy



TPP Pillars

The Period Purse is Canada's *first-ever* registered menstrual equity charity; offering virtual and in-person education sessions to people aged 10-99 in English and French.



How to engage with us:



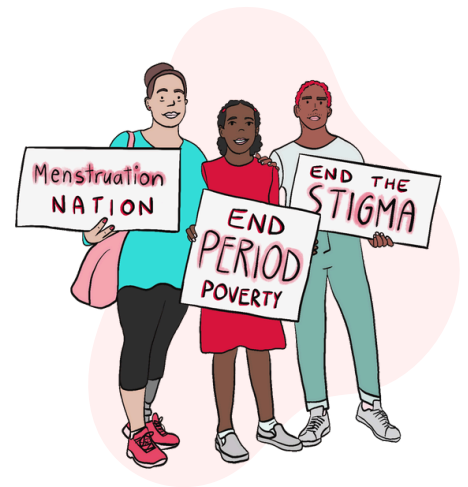
Education

Sessions (free) for youth + adults of all ages, English & French - online & in-person!



Outreach

Give menstrual products to support community partners, Host a Mini Drive, or Volunteer with us!



Advocacy

Systemic Change in the areas of social services, public health & education, plus Menstrual Health Day!



Follow Us:



@theperiodpurse

Get Involved:

hello@theperiodpurse.com

A Year in Review

**WAGE: Leading change at
The Period Purse**

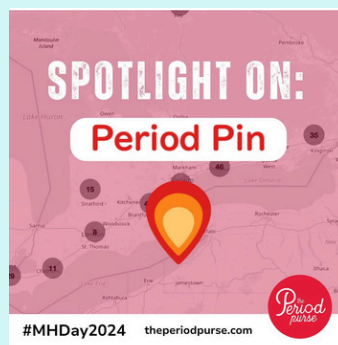
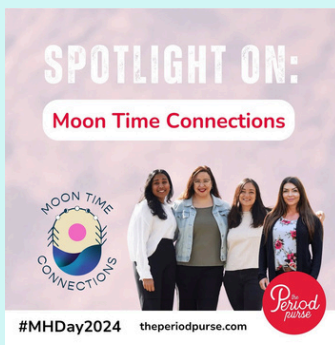


Femmes et Égalité
des genres Canada

Women and Gender
Equality Canada

The Period Purse would like to acknowledge the Government of Canada, through the Department for **Women and Gender Equality (WAGE)**, for continuing to advance menstrual equity. With WAGE's support and funding, we have gained a deeper understanding of the needs of menstrual equity organizations, helping them create lasting change in their communities while working to break stigma and end period poverty. We continue to build a strong advocacy pillar rooted in community-based research and support from our community partners, volunteers, board members, and staff. Over the past year we have continued to position TPP as an active contributor to change in the menstrual equity space, now and into the future.

Building Menstrual Equity Partnerships:



This year we connected and collaborated with organizations across the menstrual equity space, including **Monthly Dignity**, **Moon Time Connections**, and **Hello Period Equity** (to name a few), to build relationships and share resources. For example, on April 25, we hosted a Menstrual Equity Advocacy Roundtable discussion with Hayley Newman-Petryshen (Monthly Dignity), Neha Menon (Moon Time Connections), and Alison Kelly & Ramona Roblin (PEC Period Party, a student led initiative in Prince Edward County, ON). We also partnered in research with students, community members, and organizations to move the needle forward for menstrual equity.

Training Young Advocates:

In collaboration with our education team we continued to develop resources to encourage students and young people to get engaged with their schools and communities. **984 students** engaged in our Period Equity and Advocacy school program.





Building Community through Research:

This year we connected with **87 community partners**, including friendship centres, shelters, food banks, drop in clinics and treatment centres, to learn about their menstrual health needs and identify areas of future change. Information gathered during these sessions was used to create new TPP programming, identify areas to focus our recommendations for systemic change, and to expand our commitment to supporting free access to period products of choice in communities across Canada.

Menstruation Nation Campaign

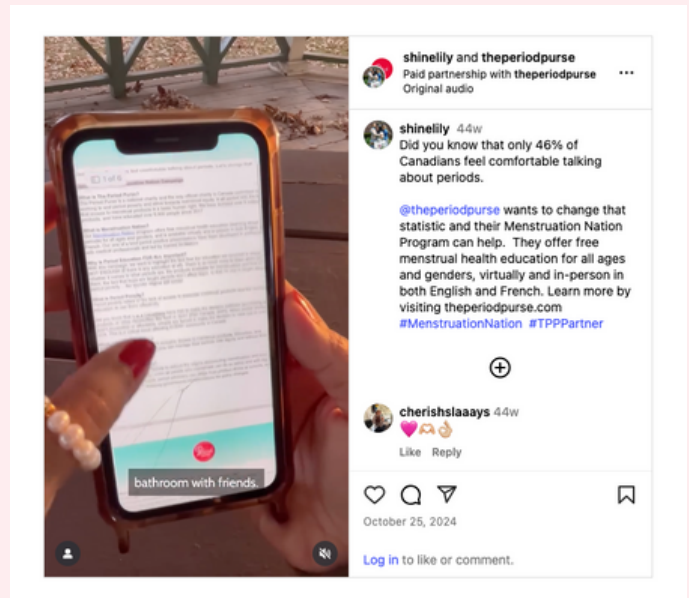
From Sept-Nov, we partnered with 5 Canadian influencers to create content about our education program. These 5 pieces of content, focused on period stigma and how to engage with TPP, led to the following **impact** on our TPP Instagram account:

We gained **150** new followers (+5% increase)

IG Reel views increased by **30%**

We achieved over **33,000+** views and **181** comments in total during this time period

10 education sessions booked directly from social



Through these partnerships, we were able to educate Canadians on how to reduce period stigma, and promote our education program in an effective and authentic way, reaching new audiences through our creators.

Menstrual Health Day, 2024 SNAPSHOT

Menstrual Health Day is an important day to raise awareness and reduce stigma, but menstruating with dignity is a barrier faced by menstruators every single day of the year, in every community across Canada. For MHD, TPP's **It's Your Period Campaign** showed up in a BIG way, across Canada:

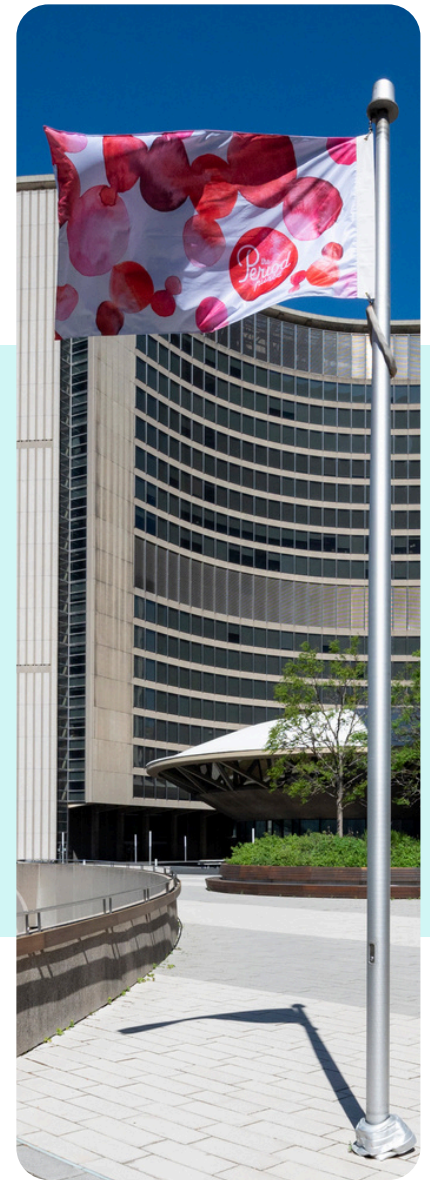
Advocacy

- 19** The Period Purse flags raised
- 51** Signed proclamations in support of menstrual equity
- 70** Monuments lit up in red
 - 6** Cities hosted events
- 77** Cities & communities participated in MH Day
- 3,200** Canadians educated
- \$27,000** Raised

Marketing & PR: 5 press hits

Including Global News, CTV News and Breakfast Television

+200% social engagement across platforms
(IG, TikTok, LinkedIn, Facebook)



"Menstrual Health Day continues to be the event we look forward to every year. As we build stronger community bonds and connect with more neighbours across the country, we are learning the depth of menstrual needs in Canada. Today we get to celebrate our accomplishments and raise awareness about menstrual inequity, tomorrow we must make a move for change: together." - TPP volunteer

Outreach

April 2024- March 2025

6,600,000+

Total period products donated

1,219,607 Pads & Liners

357,287 Tampons

2,727 Menstrual Cups

484 Discs

11,255 Reusable pads

144 Underwear

3,664 Period underwear

39 Canadian communities

7 Provinces (ON, AB, NS, SK, BC, NL, QC)

158 Community partners &
organizations supported

57 mini drives held

13,000+ menstruators supported

27 Packing Parties hosted



Outreach

November 2024 was a magical month bringing menstrual equity to communities around Toronto:

November 6 - Community Packing Party at The Society Clubhouse brought together community members from across the west end to enjoy an awesome evening of period stories, card making and period pack making. **We were able to deliver 482 period packs to a community partner that NIGHT!**



"Bringing the community into what we do every day was such a fun experience! I enjoyed connecting with new folks and sharing the menstrual equity conversation in such an empowering location. We made a difference together and found new ways to connect with each other."

– Hisha J., The Period Purse Engagement Assistant



November 8-10 - We packed up the team and headed to the Metro Convention Center in Toronto to participate in the National Women's Show.

"Our staff and volunteers spoke to nearly 1,000 attendees over 3 days - there was never a quiet moment at our booth. People were curious about who we are and how they can get involved, but we also had so many questions about the products we had on display. We were also able to meet and connect with other organizations working toward menstrual equity. Our instructional pamphlets were a great resource to be able to give out at this event"

Michelle S, The Period Purse Education Facilitator



November 20 - Country Clothesline hosted TPP for a reusable pad making workshop. We had a lot of fun exploring sewing machines together, laughing as we cut and pieced our pads together with friends and neighbours.

November 26 - We rounded out the month with another packing party in the Beaches neighbourhood of Toronto at the **Community Centre 55**. Among the historical pictures, we learned from our wonderful facilitator about period stigma and how TPP works every day to encourage open conversations about periods. **302 period packs** were dropped off at a local food bank the next day!

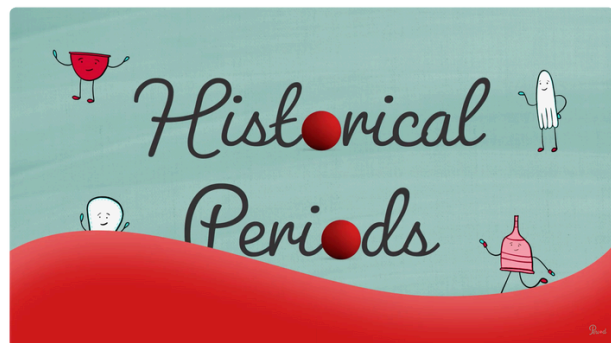


Beyond the month of November, we made it easier than ever for our volunteers to get involved. We launched a new training portal, giving volunteers access to videos and resources to confidently support educational sessions and represent TPP at community events.

We are excited to announce the launch of two new educational resources!



Historical Periods: exploring how menstruation and inequity have been misunderstood across history.



Period Conversations: featuring diverse voices reflecting on their experiences.

With these new resources, our volunteers and allies are better equipped to share TPP's mission. By sharing the videos on our social media platforms, we're also helping to reduce stigma and increase knowledge about periods for everyone.

Education

We believe education is key to challenging the stigma surrounding menstruation and should be accessible to everyone, in order to achieve menstrual equity.



In 2024-2025:

- 7,678 people educated
- 215 sessions delivered
- 2 Facilitators hired and trained
- 2 Educational Brochures created and translated into 11 languages:

*How to use Reusable Period Products and
How to use Disposable Period Products*

Testimonials

"The reusable period products workshop was wonderful! Everyone left with more knowledge and confidence in reusable products. I would highly recommend this workshop."

"I recently attended an enlightening event focused on period poverty, and I am grateful for the experience. It shed light on the importance of using inclusive and respectful language when discussing menstruation."



Thank You

A special thank you to **Food Banks Canada** (through **WAGE** and the **Menstrual Equity Fund**) for providing funding aimed at furthering education on menstruation and period poverty. This allowed us to develop stigma-busting programming, deliver more fun & informative sessions to Canadians of all ages, and increase the awareness of menstrual equity Nationally.

Thank You, Sponsors!

The movement for menstrual equity is growing, and YOU are a big reason why! This year, we donated more products to communities that needed them, engaged more people in learning about periods, and increased awareness to promote change. Thank you!



MICHAEL HILL

FINE JEWELLERS

Through our ongoing partnership with the **Michael Hill Foundation's Empowering 100,000 Women and Girls program**, we were able to support **3,366** menstruators with period products and menstrual education. Thank you Michael Hill for engaging and ongoing support for menstrual equity in Canada!

"We want to acknowledge and thank Michael Hill for recognizing the important and immediate need for menstrual equity programming in Canada. By igniting change together, we can empower thousands of women, girls and menstruators in communities nationwide. We look forward to taking further steps in sustainable change with our continued partnership in 2025 and beyond."

-Elissa Beckett, Interim Executive Director,
The Period Purse



Through our partnership with **Shoppers Foundation for Women's Health** and their

commitment to advancing health equity, we were able to reach even more menstruators with education that meets people where they are at. We are so grateful for Shoppers Foundation for Women's Health's dedication to menstrual equity and their investment in community well-being.

"We want to thank Shoppers Foundation for Women's Health for their generous support and shared commitment to menstrual equity and education in Canada. Together, we're breaking down barriers and making periods safer, more dignified, and more equitable for all. We're excited to continue this important work in partnership this year." – Elissa Beckett, Interim Executive Director, The Period Purse

Donor Thank You

This year was made possible with your support. Together we helped improve access to period products, elevated our advocacy work, raised awareness and educated more Canadians.

Heavy Support

Food Banks Canada
Knix
Michael Hill Jewellers
Shopper's Foundation for Women's Health
Women & Gender Equity Fund

Super Support

Diva Cup
The Canadian Tilling Foundation
Anonymous

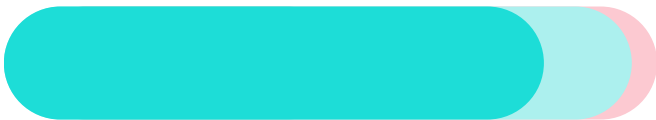
Moderate Support

Albourne Partners, Ltd.
Edgewell Personal Care
Elizabeth Craft
Flexiti Financial
Fornix
Futura 20
iA Financial
JohnPaul Portelli
Joni
Junior League of Toronto
Ontario Teachers' Federation
PUC Services Inc.
Rotary Club of Parkdale-High Park-Humber
Royal York Road United Church Women
University of Toronto
Veritas Communications
Women's Advocacy and Outreach,
York Lions Club
Anonymous

Lite Support

Body Co. Toronto
Canadian Federation of University Women
Conestoga Students Inc.
Karen Wesener
Lansing United Church
Lauremont School
Stantec Consulting, Ltd.
Unifo Local 723M

Revenues



Grants - 86% Donations - 13% Other - 1%



Expenses

- Program Delivery - 83%
- Awareness, Advertising & Promotion - 10%
- Other - 7%

**For the period of April 1, 2024 to March 31, 2025*

Click to see complete financial results



Thank you to **The Collective**. Our sustaining monthly donors ensure access to products and education day in and day out. A special thanks to those who give \$500 or more annually.

Alyssa Cohen	Lieran Docherty	Ronanna Devotta
Daniel Basilio	Kailey Killoran	Ruth Kelly
Daniel Personius	Maxwell P. Hoaglund	Samantha Devotta
Emily Barnett	Nicole Land	Sarah Munroe
Geoffrey Haymen	Pauline Yick	Anonymous (2)

Change doesn't happen overnight — it happens month by month, donor by donor. Our Collective of monthly givers makes it possible for us to show up consistently for menstruators across the country. We're proud to recognize your ongoing commitment to making periods more equitable, one month at a time.



Help End Period Poverty With Us

Follow Us



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Say hello

hello@theperiodpurse.com

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Toronto, Ontario
M8Z 1S7

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SCAN ME

