

# PERIOD.

THE MENSTRUAL MOVEMENT

2023



# YEARBOOK

# NO SLOWING DOWN

It feels like we say this every year, but its never been more true: **the menstrual movement is stronger than ever.** And it just keeps growing. We attribute this outstanding momentum to two things: the relentless energy of our young menstrual equity activists and our theory of change which addresses the immediate need of period poverty through product distribution while tackling the root causes of menstrual injustice through education and advocacy. Our 2023 State of the Period Study revealed the current state of period poverty in the U.S. **In 2023, nearly 1 in 4 U.S. students STILL struggle to afford period products.** That number is even higher in adults. Our work is far from over. The good news? 2023 held historic moments in the fight for menstrual equity. Last year, well over **130 pieces of legislation** were introduced across the

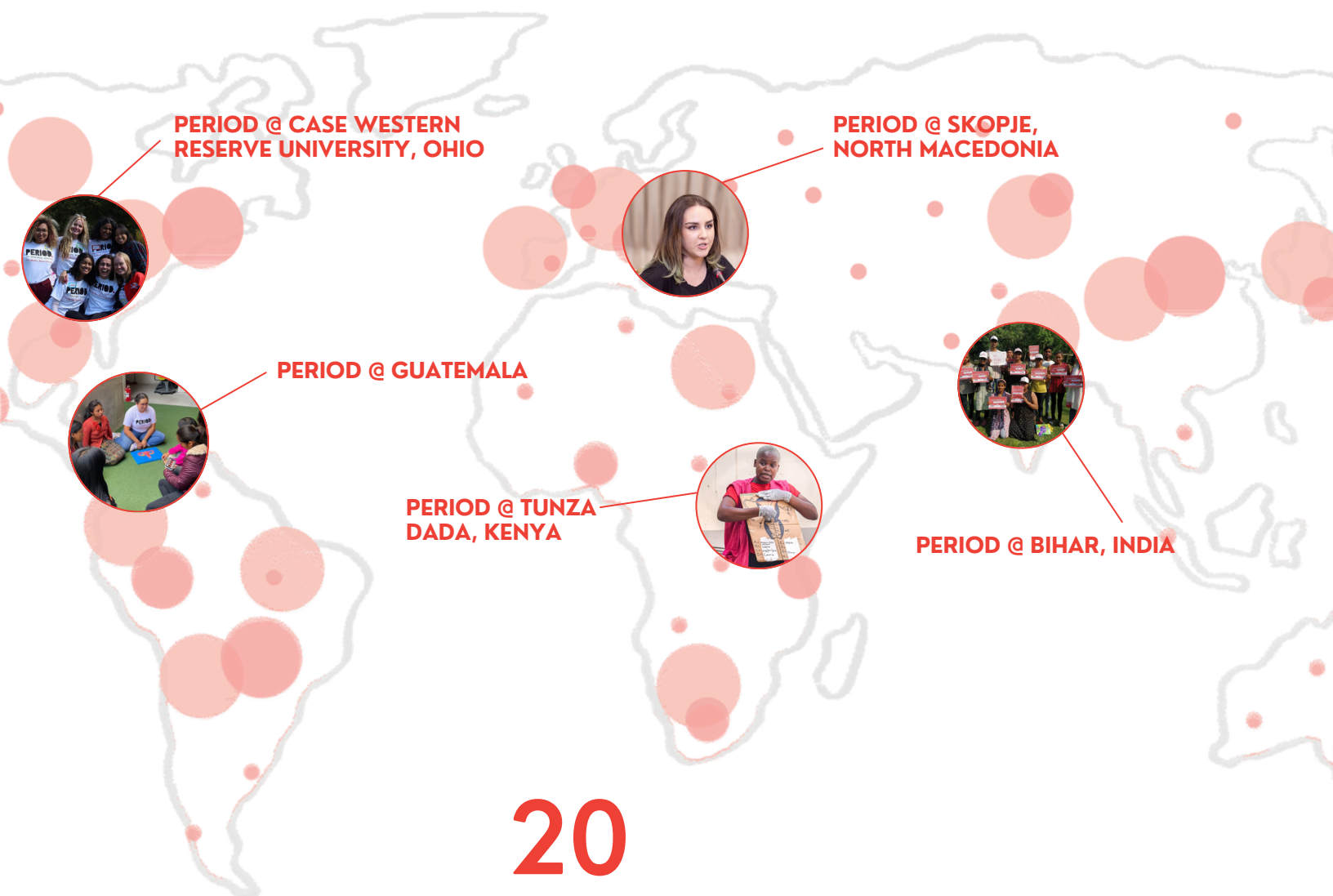


country (and around the world!) that would end the discriminatory tax on period products and mandate period products in public places (schools, shelters, prisons, etc.). We welcomed **88 new youth led chapters** ready to end this crisis in their own communities. Our 2023 curriculum and groundbreaking research **shifted culture and tackled taboos** so long associated with menstruation – **90% of teens** are ready for their school to normalize menstruation. We're working for a world where period products are **affordable and accessible** for all people who menstruate because no one should have to miss out on life because of their period. **The work is far from over, but we're not slowing down.**



**- MICHELA BEDARD, EXECUTIVE DIRECTOR**

# A GLOBAL MOVEMENT



**38**  
**STATES**

**20**  
**COUNTRIES**

With **hundreds of primarily youth-led volunteer chapters** from around the world, PERIOD. equips the next generation of leaders with skills they need to end period poverty and stigma in their own communities.

*Click to view our chapter map!*



# IN 2023, WE CHANGED LAWS

2023 was a record year for period policies. Our **cradle to grave advocacy work** includes drafting legislation, partnering with local and state coalitions, creating implementation handbooks, and more.



Image: Rachel Glantzberg (far right) with New Jersey Governor Phil Murphy



TEXAS ENDED THE  
TAMPON TAX

## 10 STATES

PASSED LAWS TO FURTHER ACCESS TO  
PERIOD PRODUCTS IN PRISONS AND SCHOOLS

*This year, I helped pass NJ A1349/S1221 - a bill that will provide free period products to New Jersey public school students in grades 6-12. The bill is estimated to touch the lives of 350,000+ students beginning in the 2024-25 school year.*

**New Jersey PERIOD. Organizer,  
Rachel Glantzberg**



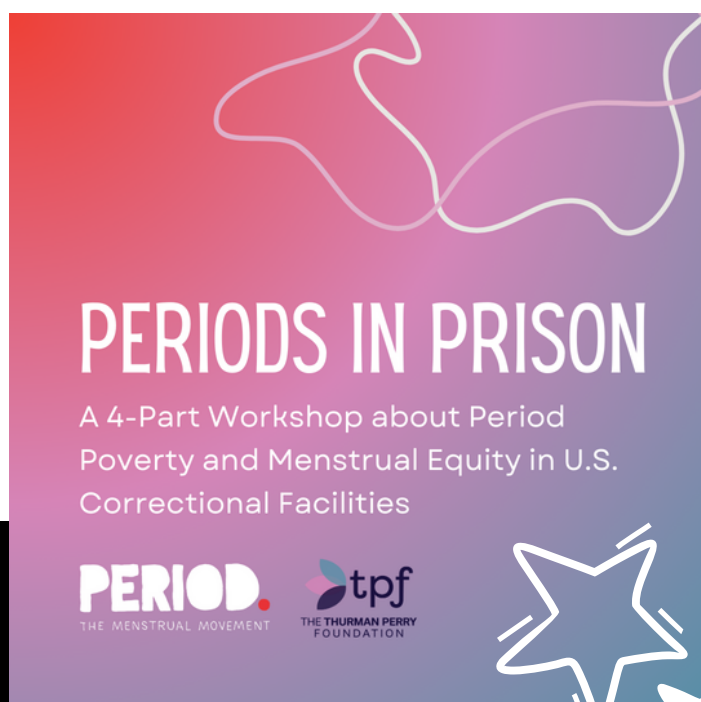
PERIOD. SUPPORTED

# 88

BILLS TO ADVANCE  
MENSTRUAL EQUITY



# IN 2023, WE LAUNCHED NEW RESEARCH + CURRICULUM



We tackle period stigma and misinformation with research and comprehensive curriculum. We dive into the **intersectional issues of menstrual health and equity** to equip the next generation of leaders with knowledge of their own bodies and the tools to teach others in turn.

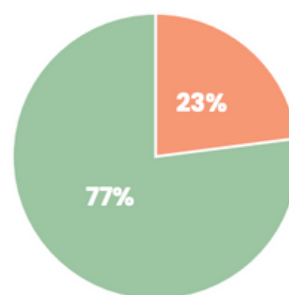
*This groundbreaking curriculum is designed to inform learners how period poverty uniquely impacts incarcerated women and girls using extensive research done by The Thurman Perry Foundation and PERIOD.*



**Gabrielle A Perry, MPH**  
**Thurman Perry**  
**Foundation**

## State of the Period 2023

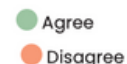
Commissioned by Thinx, Inc. & PERIOD.



Among Adults:



**Struggled to afford period products**



**I feel comfortable talking about periods at school**

# IN 2023, WE DISTRIBUTED MILLIONS OF PERIOD PRODUCTS



From period packs to large pallets, we distributed period products to hundreds of community organizations across the country.

**Free of charge, always.**

## 5,890,658

**periods served since our start in 2014.**

*One period is equivalent to approx. 15 disposable period products!*

## 23,661

**reusable period products distributed in 2023.**

Over 2x as many reusables donated this year compared to any year prior!

*The community was extremely excited, and we were able to hand out all 150 period underwear in the first hour of our event.*

**Makayla from Safe Harbor  
Behavioral Health AMS**



Image: Product Distribution to Junior League Miami

# IN 2023, WE TOOK ACTION FOR

## PERIOD *action* DAY



## OVER ONE MILLION PERIOD PRODUCTS

donated globally in honor of Period Action Day!

## 25+

rallies and  
activations  
held across  
the country.

## 200K+

people reached on  
online platforms in

## 40+

countries

A global day of advocacy to take action against period poverty and stigma, **Period Action Day** is celebrated every second Saturday in October. Visit **[periodactionday.com](https://periodactionday.com)**.



Image: PERIOD @ Temple University, Pennsylvania PAD Rally



# IN 2023, WE MOBILIZED YOUTH ORGANIZERS

We train youth leaders to make real and lasting change. Our community organizers, chapter leaders, and Organizing Bootcamp graduates serve on state coalitions, write testimonies, and engage with policymakers and stakeholders to pass laws that **end the tampon tax and mandate period products in schools.**



*It seems so cliché,  
but knowledge is power.  
This academy empowers youth with the  
knowledge needed to get involved in the  
policy process that ultimately impacts their  
lives. By going through the certification  
process, we are engaging in policy  
analysis and evaluating deficiencies  
that may need to be addressed.*

**Melissa Hernandez,  
PERIOD. 2023 Intern**



# 38

ACTIVISTS CERTIFIED  
THROUGH THE  
PERIOD. & IGNITE  
ORGANIZING BOOTCAMP



Image Top : YAC Member, Manasi Gajjalapurna, at Texas State Capitol  
Image Bottom: Washington DC Community Organizer, Gabriella Parker,  
speaking on menstrual equity at IGNITE National Conference, Photo by  
Jenifer Morris Photography, courtesy of IGNITE.

# IN 2023, WE EXPANDED COMMUNITY WORK IN SOUTH FLORIDA



Image Top: Nicky with community partner, Arianna's Center

We deepened our community efforts at our PERIOD. Miami space in 2023. Through product distribution, policy panels, and educational workshops and events, **our programs come to life and inspire real change** in South Florida.

*Our PERIOD Miami space has been a major beacon of hope for ending period poverty and stigma in Miami, Florida. Since opening our new space we have added over 20 new service partners. We will continue to tirelessly combat period poverty while bridging the educational gap, ensuring that menstruation is no longer a barrier to opportunity and dignity.*

**Nicky Dawkins,**  
**PERIOD. Community**  
**Education Manager**



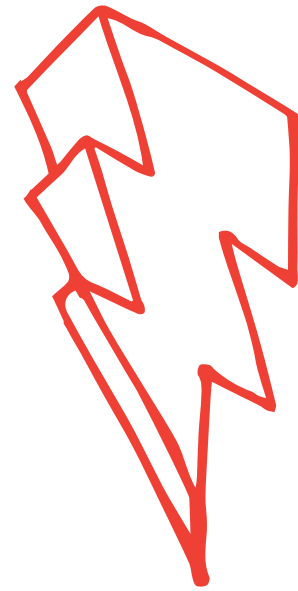
Image Bottom: Florida policy panel in honor of Period Action Day 2023





# IN 2023, WE AWARDED YOUTH CHAMPIONS

Young people are the fuel for the global menstrual movement. This year, we amplified and **awarded three menstrual equity activists** for their work to end period poverty and stigma in their own communities.



## ADVOCACY



**FIONA LU**

## EDUCATION

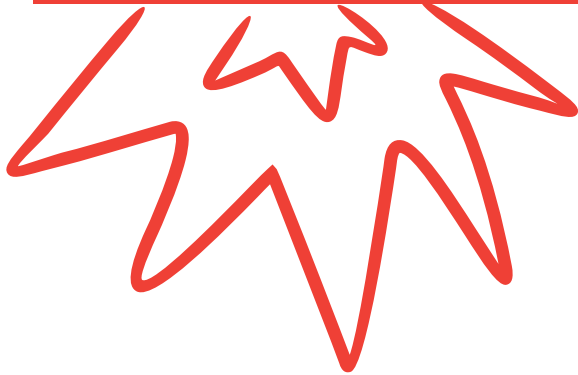


**ANANYA MALDE**

## SERVICE



**BUSHRA MAHNOOR**



*Alongside fighting for menstrual equity, I'm devoted to empowering and providing a space for youth — especially low-income youth of color — to become strong, impactful advocates.*

**Fiona Lu, Advocacy Winner**



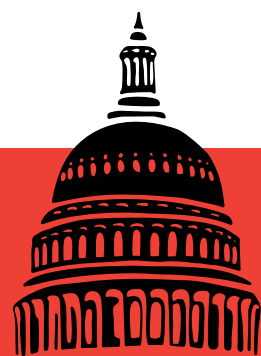


# IN 2023, WE SHIFTED CULTURE

Ending period poverty and stigma in our lifetime **requires some serious culture change**. This year, we reached new audiences, launched groundbreaking advocacy campaigns, and grew the menstrual movement.

MARCH

PERIOD. FEATURED  
IN DOCUMENTARY  
ABOUT PERIODS



CONGRESSIONAL BRIEFING  
ON MENSTRUAL EQUITY

MAY

NOV.

SANS PERIOD CAMPAIGN  
WE PUT PERIOD EDUCATION IN A FONT!



APPLE WOMEN'S HEALTH  
x HARVARD x PERIOD.



NOV.

DEC.

CRAMPUS



*Click on each  
campaign and play  
button to learn more!*



# THANK YOU

Our work wouldn't be possible without the support of our national partners.

Aerie AEO, Inc.  
Aerie Real Foundation™  
Aisle Period Underwear  
Alliance for Period Supplies  
Always  
Apple Health  
Aunt Flow  
Community Foundation of Broward  
CVS  
DIVA  
Equal Period  
Every Kid a King Foundation  
The Fibroid Foundation  
IGNITE National  
Justice Necessary  
Kaiser Foundation Health Plan of  
NW Community Giving  
Kaiser Permanente

KT by Knix  
Lakeside Industries  
LOLA  
Marie Lamfrom Charitable  
Foundation  
The Miami Foundation  
Motrin  
National Association of School  
Nurses (NASN)  
O Positiv  
The Organic Initiative  
Our Moon Pads  
Patients & Purpose  
Period Law  
Pfizer  
Public Inc.  
Rael  
RightGift

Saalt  
Sociological Initiatives  
#startsmall  
Sumitomo Pharma America  
Teach for America  
Teena  
The Thurman Perry Foundation  
Thinx  
WASH United  
Wayfarer Foundation  
When We All Vote  
The White Dress Project  
Women's March

**PLUS** hundreds more regional, state, local partners, and generous donors!

## STAFF

Michela Bedard  
Kate Barker-Swindell  
Nicky Dawkins  
Aydan Garland-Miner  
Olivia Jenkinson

Damaris Pereda  
Emily Swanigan  
Dara Wilk  
Velika Yasay

## BOARD

Kirsten Brady  
Asia Brown  
Dr. Charis Chambers  
Ally Crays  
Ajay Doshi

Lisa Denike, MD  
Shari Dunn  
Regan Moss  
Kristin Rios

## YOUTH ADVISORY COUNCIL

Alyssa Stenson  
Antoilyn Nguyen  
Asia Brown  
Denia Brielle Smith  
Evan Gates  
Juhi Pandit

Liz Soyemi  
Manasi Gajjalapurna  
Miranda Lu  
Regan Moss  
Salika Vummara  
Stacey Johnson

## GET INVOLVED

Learn more about period poverty and stigma at  
**[period.org/periodpoverty](https://period.org/periodpoverty)**

Take action at **[periodactionday.com](https://periodactionday.com)**

Donate at **[period.org/donate](https://period.org/donate)**

Follow us @**[periodmovement](https://periodmovement)**



**Page 1 Image:** PERIOD @ Temple University, Pennsylvania Period Action Day Rally

**Page 2 Images:** Bottom Left: YAC members, Manasi Gajjalapurna and Juhi Pandit, Top Right: PERIOD @ Guatemala President, Andrea Bottom Right: PERIOD. Staff, YAC, and activists at Periodical Film Premiere in NYC

**Page 12 Images:** Top Left: PERIOD @ UCF Chapter, Top Middle: Louisiana PCO Rishi Sultana at PAD rally, Top Right: PERIOD @ North Gwinnet High School, GA with GA State Representative Debbie Buckner, Center Left: PERIOD @ Case Western Reserve University, Ohio, Center: Period Poverty Presentation at IGNITE Conference Jennifer Morris Photography, courtesy of IGNITE, Center Right: Period Power Club KHS, New York, Bottom Left: PERIOD @ NSU, Florida, Bottom Center: PERIOD @ Lincoln High School - Period Action Day event in Portland, OR, Bottom Right: PERIOD @ Bihar, India

**PERIOD.**  
THE MENSTRUAL MOVEMENT