

2024



PERIOD.

THE MENSTRUAL MOVEMENT
YEARBOOK



advocacy • education • service



PERIOD. is 10! What started with two high school students in Portland, Oregon has grown into a global movement of youth leaders tackling period poverty and stigma in their own communities. 2024 was a momentous year for us, as we launched a national coalition to advocate for federal policies to end period poverty, founded a partner c(4) organization to help us push law and policy, and welcomed dozens of new chapters around the world. With your help, we are poised to truly end period poverty in our lifetime. **In the next ten years**, we'll make sure period products are accessible in all public schools in the US, end the unfair tax on menstrual products, and ensure youth voices lead the movement to end period poverty around the world.

To our movement, thank you for your enthusiasm, commitment, and fearlessness in creating a world where period products are affordable and accessible for all. Period.



Onward,
Michela Bedard
PERIOD. Executive Director





Advocacy in Action

PERIOD. fights for systemic change by advocating for policies to fight period poverty, training youth activists to combat period poverty, and working to ensure period products are affordable and accessible at the local, state, and federal level.



Louisiana protects the tax exemption on period products!



South Carolina ended the “tampon tax”!

42

activists were certified in the PERIOD. and IGNITE *Activate Your Advocacy Bootcamp*

PERIOD. served on

19

state coalitions to advance policies that fight period poverty

PERIOD. supported

60+

bills to end the “tampon tax” and ensure period products in schools.



EVENTS:

Launched National Coalition to End Period Poverty

Congressional Briefing on Menstrual Equity

Organizing Academy: Activate Your Advocacy Bootcamp

Youth Champion Award in Advocacy - Cassidy Bell



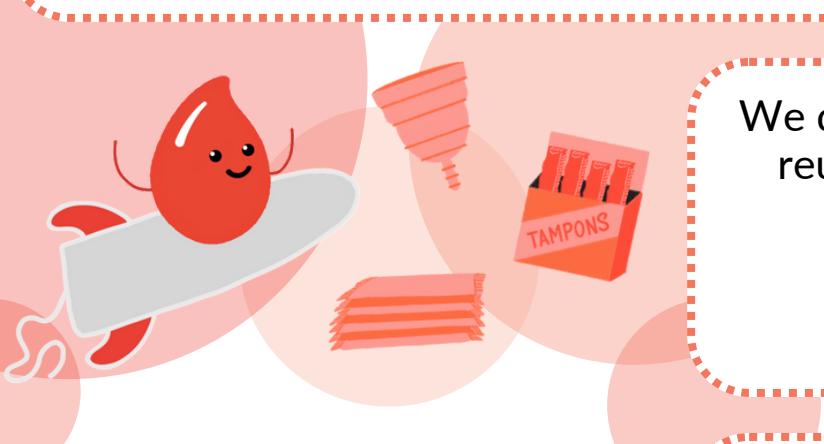
Serving Our Communities

Through direct product distribution, chapter initiatives, and community partnerships, we provide disposable and reusable period products to people experiencing period poverty.

In 2024, we hit over

OVER 6 MILLION

periods served since 2014!



We distributed enough disposable and reusable period products to cover

750,000+

periods!

We sent products to

100+

community organizations and dozens of our volunteer youth-led chapters.

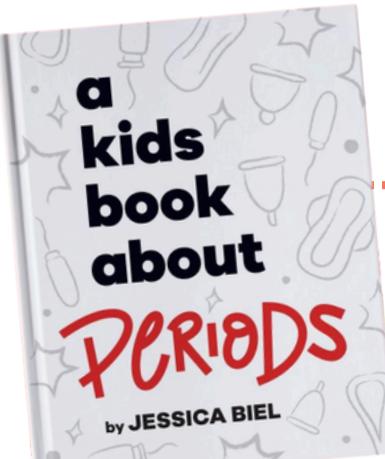
PERIOD. @ Skopje, North Macedonia

Stigma-Busting Education

We tackle period stigma and misinformation with comprehensive curriculum, landmark research, and free online resources.

A Kids Book About Periods

launched in partnership with Jessica Biel and A Kids Co.



We launched new collaborative curriculum on

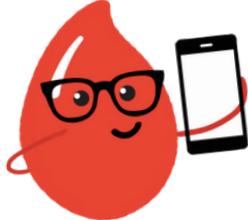
Period Poverty and Menstrual Equity in U.S. Schools

for school leaders and nurses.

17,000+

readers of The Rag, PERIOD.'s blog by and for youth activists.

Check out *Periods at Work: Breaking the Cycle of Stigma*



PERIOD.
THE MENSTRUAL MOVEMENT

Gillette, Johnson & Johnson, Pfizer



Youth Champion Award in Education - Sila Nighat Shahid

Empowering Youth Leaders

PERIOD. youth leaders are at the forefront of the menstrual movement. Our chapter leaders, Youth Advisory Council, Community Organizers, and Bootcamp participants work in their own communities to end period poverty and stigma.

We welcomed

45

new PERIOD. Chapters
from around the world!



We welcomed a new
Youth Advisory Council



We certified

16

PERIOD. youth activists
in media training.

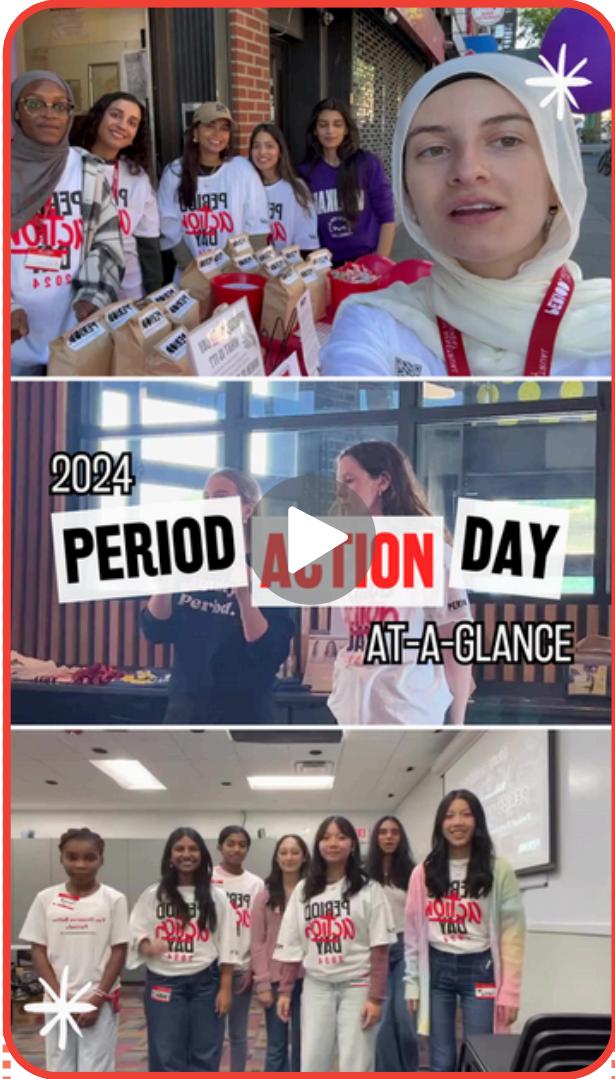




Aeris Team at PERIOD. HQ in Portland, OR

Rallying for Period Action Day

Taking place every second Saturday in October, **Period Action Day (PAD)** is a global day of advocacy to take action against period poverty and stigma. In 2024, we celebrated:



Check out our 2024 Period Action Day at-a-glance!



50,000+

period products donated in honor of
Period Action Day



LEARN MORE AT PERIODactionday.com



PERIOD. at the 2024 ISSA Clean Advocacy Summit

Launching Major Initiatives



We helped found the **National Coalition to End Period Poverty**, a nonpartisan group of organizations promoting affordable access to menstrual products and ending period poverty in the United States.

PERIOD ACTION FUND

We launched **Period Action Fund**, a 501(c)4 organization created to support candidates and laws that promote menstrual equity and fight period poverty.

Select long-term partners were selected to kick off our inaugural **Corporate Advisory Leader Board**

Thinx inc.

Sumitomo Pharma

Pfizer

Motrin

We grew the PERIOD. Team by **25%** with **4** new staff members



to strengthen our national programmatic efforts!





PERIOD. Miami, FL



PERIOD. @ GirlzEmpowered, MI



PERIOD. @ Bihar, India



PERIOD. @ Ontario, Canada



PERIOD. HQ, OR



PERIOD. @ Auburn, AL



PERIOD. @ Inkk Advocates, OK



PERIOD. @ Cary, NC



PERIOD. @ Renaissance Academy, PA

THANK YOU!

Thank you to our PERIOD. Chapters, community partners, donors, board members, staff, Youth Advisory Council, PERIOD. Community Organizers, volunteers, and everyone in between. We couldn't have done this without you. Here's to an even stronger 2025!

STAFF

Miriam Aguirre
Michela Bedard
Kate Barker-Swindell

Candice Bee
Nicky Dawkins
Daphne Ischer

Olivia Jenkinson
Damaris Pereda
Sydney Ramon

Jasmine Shabazz
Emily Swanigan

YOUTH ADVISORY COUNCIL

Laila Abed
Jon'na Bailey
Rachel Glantzberg

Nandini Kanthi
Esther Lau
Abby Mizzan

Annika Mondal
Oorja Munot
Jae'La Rivera

Kaia Susman
Sophia Urdinola
Cindy Wang

BOARD

Laila Abed
Elaina Almazan
Kirsten Brady

Dr. Charis Chambers
Ally Crays
Ajay Doshi

Dr. Lisa Denike
Shari Dunn
Esther Lau

Kristin Rios
Amber Wynne

OUR MISSION

PERIOD. is a global youth fueled non-profit which strives to eradicate period poverty and stigma through *advocacy*, *education*, and *service*.

Page 1 Images: Top Left - PERIOD. @ Toledo, OH; Top Right - PERIOD. @ Guatemala; Bottom Left - PERIOD. Miami; Bottom Middle - PERIOD. @ Virginia Tech, VA; Bottom Right - PERIOD. @ University of Central Florida, FL

Page 2 Images: Left to Right - PERIOD. @ North Gwinnett High School, GA; PERIOD. @ University of Tennessee, TN; PERIOD. @ Flow Forward Foundation, KS; PERIOD. Miami; YAC Member Laila Abed; PERIOD. Miami, PERIOD. @ Equity. Period., KS

GET INVOLVED

Learn more about period poverty and stigma at period.org/periodpoverty

Donate at period.org/donate

Follow us [@periodmovement](https://twitter.com/periodmovement)