

2024



PERIOD.

THE MENSTRUAL MOVEMENT
Y E A R B O O K



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



Learn more at period.org/advocacy



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



3

Learn more at period.org/service

PERIOD. @ Nova Southeastern University, FL

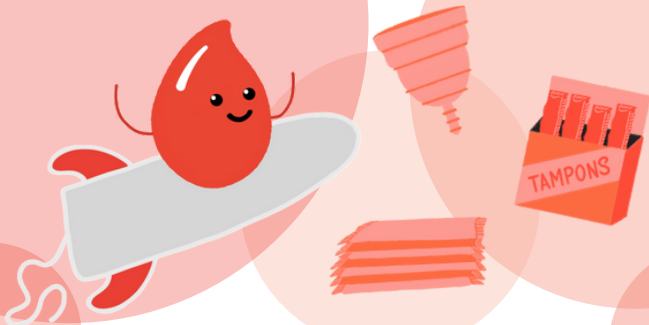
Serving Our Communities

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.



4

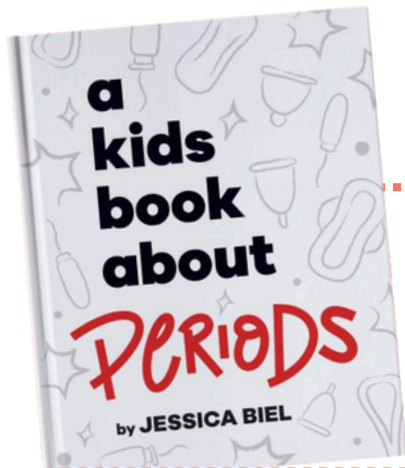
Youth Champion Award in Service - Titilope Olotu

Learn more at period.org/education

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*



Youth Champion Award in Education - Sila Nighat Shahid

PERIOD. @ Abington Heights High School, PA with Pennsylvania's First Lady, Lori Shapiro

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.

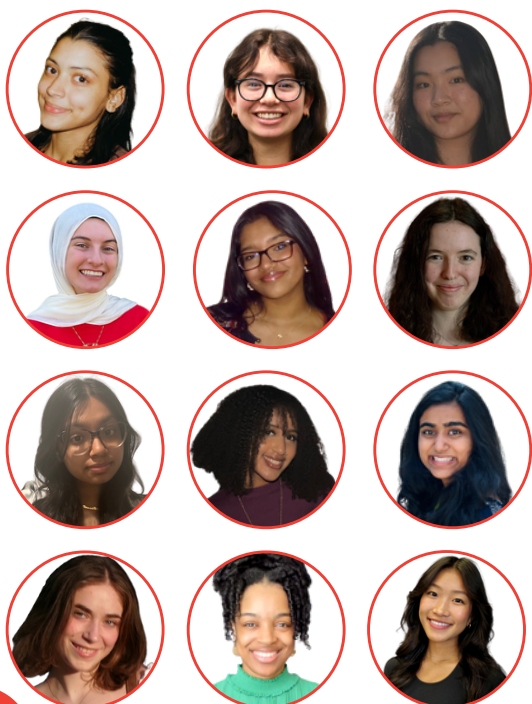
We welcomed

45

new PERIOD. Chapters
from around the world!



We welcomed a new
Youth Advisory Council



We certified

16

PERIOD. youth activists
in media training.



Denia Smith, former PERIOD. YAC member, at Congressional Briefing for Menstrual Equity in Washington D.C.



Aerie 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!



PERIOD. @ Nova Southeastern University, FL

50,000+

period products donated in honor of Period Action Day

60+

Period Action Day rallies/events held across

31

states &

7

countries

LEARN MORE AT PERIOD **action** DAY.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.



Motrin

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



to strengthen our national programmatic efforts!

8



PERIOD. Leadership at the ISSA Clean Advocacy Summit



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!

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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**](https://period.org/periodpoverty)

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

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