



PERIOD.

THE MENSTRUAL MOVEMENT

IMPACT REPORT

2025

LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Friends and Partners,

It is an incredible honor to join PERIOD. at this pivotal moment. I've long admired this organization's commitment to ending period poverty and stigma, and I'm grateful to stand alongside our extraordinary youth leaders, staff, board, and volunteers as PERIOD. continues this work.

In 2025, our fourth State of the Period Study—released in partnership with Thinx—reminded us that while poverty rates remain unchanged, progress is possible. Access to free period products, especially in schools, continues to expand, and stronger menstrual health education is increasing awareness and confidence among young people.

Over the last year, we donated more than two million period products, certified 100 youth activists through our advocacy bootcamp, strengthened menstrual equity coalitions across the country, supported efforts to end the tampon tax in Alabama and Missouri, welcomed 40 new chapters worldwide, and mobilized activists worldwide for Period Action Day, where we collectively donated one million period products!

PERIOD. continues to move forward with strength and momentum. Even in an increasingly polarized political climate, the movement for menstrual equity is growing. Our commitment to serving communities, expanding access, and championing menstrual equity as a matter of public health and human dignity remains unwavering.

Thank you for standing with us. Together, we will keep building a future where no one is held back because of their period.

With gratitude and resolve,

A handwritten signature in black ink, which appears to read "Jennifer Herrera". The signature is fluid and cursive.

Jennifer Herrera



2025 HIGHLIGHTS



PERIOD. @ San Salvador, El Salvador

40

new PERIOD.
chapters welcomed
from around the world!



ALABAMA & MISSOURI

ended the state sales
tax on period products!



PERIOD. @ Abington Heights, PA



2025 STATE OF THE PERIOD STUDY

Comissioned by **PERIOD.** & Thinx inc.
THE MENSTRUAL MOVEMENT

PERIOD. chapters
represented across

39 states
& **23**
countries

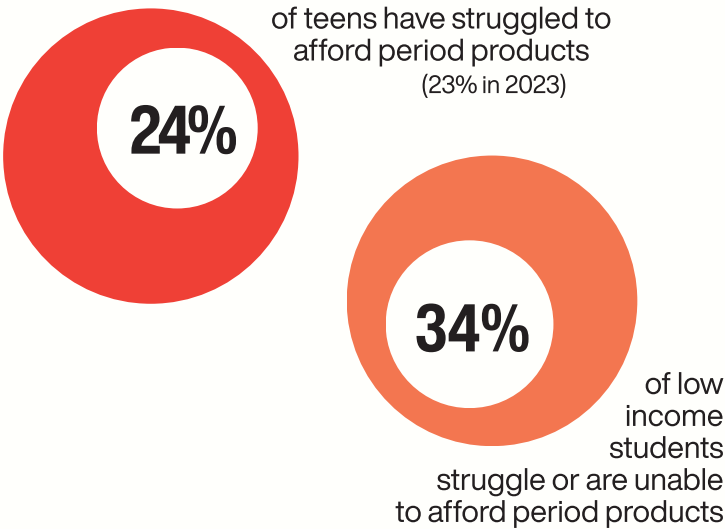


THE STATE OF THE PERIOD 2025

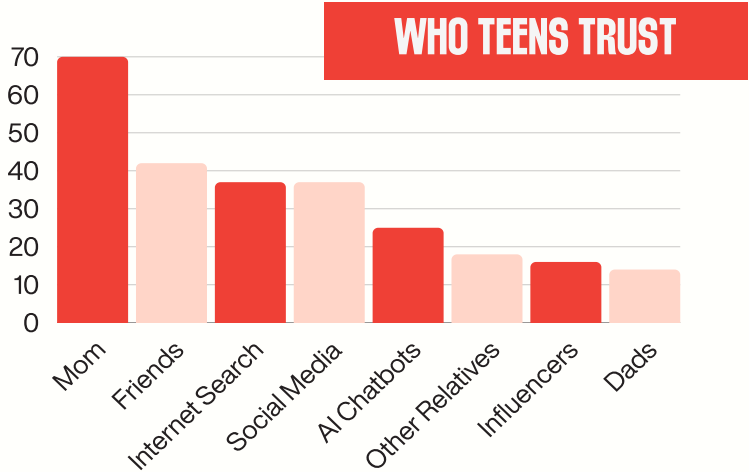
In October 2025, we released our fourth State of the Period Study in partnership with Thinx.

This study found that although poverty rates remain unchanged, meaningful progress is still evident. Access to free period products in public spaces—especially in schools—has significantly improved. Teens are turning to trusted adults for health questions as earlier and more comprehensive education about menstrual health is making a measurable difference in individual awareness and confidence.

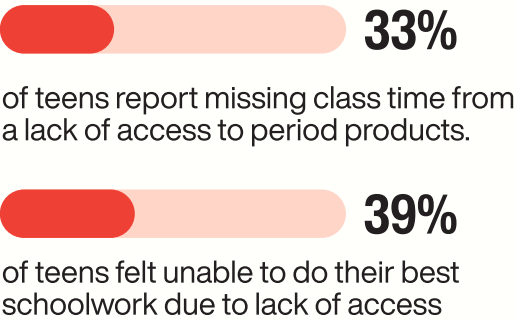
AFFORDABILITY OF PERIOD PRODUCTS



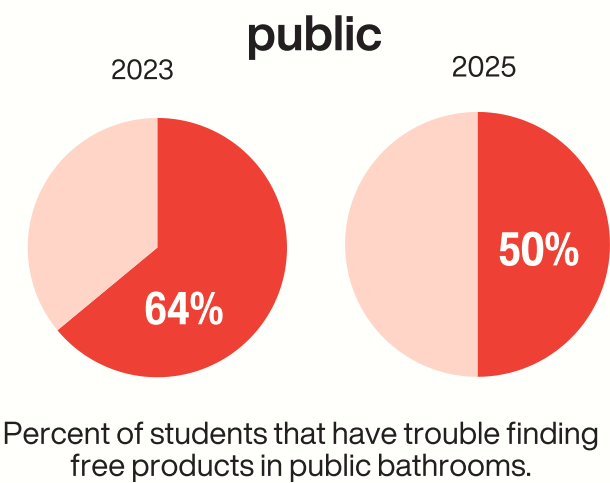
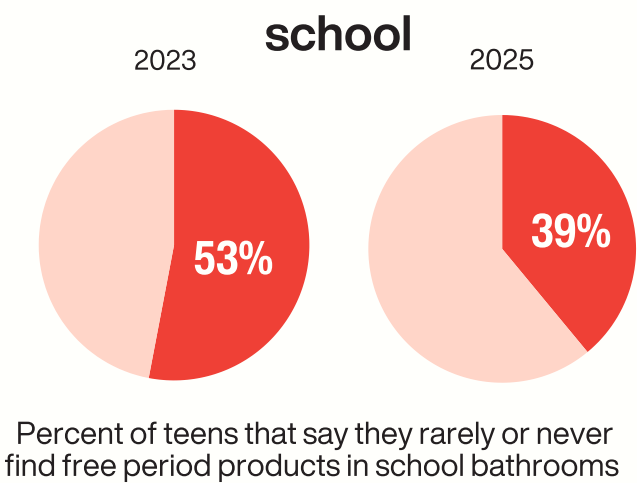
**Lower-income is defined as a household income of less than \$50,000.



THE IMPACT IN SCHOOL



THE GOOD NEWS? IMPROVED ACCESS IN SCHOOL AND PUBLIC.



SERVING COMMUNITIES

Through direct product distribution, chapter initiatives, and community partnerships, we provide disposable and reusable period products to communities facing period poverty. Free of charge, always.



Aurora Walker's Point Community Clinic, Wisconsin

We would like to sincerely thank you for the donation of menstrual products. We serve low income, uninsured patients, who struggle with many social drivers of help. Your help and commitment in ending period poverty is so appreciated!

**Aurora Walker's Point
Community Clinic Wisconsin**

2,260,000 +

disposable and reusable period products
donated to communities in need



ANAYA ANDRE
SERVICE YOUTH CHAMPION

CHANGING LAWS

We draft, pass, and implement policies to end the tampon tax and make period products more affordable and accessible.

PERIOD. supported

18 state coalitions to advance policies that fight period poverty

&

100 certified youth activists through the PERIOD. x IGNITE Activate your Advocacy Bootcamp

One of the things I have taken from the PERIOD. Bootcamp is that there are other people fighting. I often feel isolated in fighting for social justice, and it has been really great to be surrounded by others who fight for this cause.

Tessa, Maryland



*Texas Period Action Day 2025:
Annika Mondal, Sydney Ramon, and
State Representative Donna Howard
& State Representative Lulu Flores*



AISHA LAREB
ADVOCACY YOUTH CHAMPION



PERIOD. @ Nassau County, NY

EDUCATION THAT TACKLES STIGMA

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

INTRODUCTION TO MENSTRUATION

NEW

& ATHLETES AND PERIODS

10,000+

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



TEODORA MILESKA
EDUCATION YOUTH CHAMPION

Introduction to Menstruation

A Classroom Curriculum



PERIOD.
THE MENSTRUAL MOVEMENT

No one should have to miss out on sports because of their period.

Athletes and Periods

A Workshop to Empower Student
Athletes across their Menstrual Cycle



PERIOD.
THE MENSTRUAL MOVEMENT

MAF

PERIOD *action* DAY

OCT. 11TH, 2025

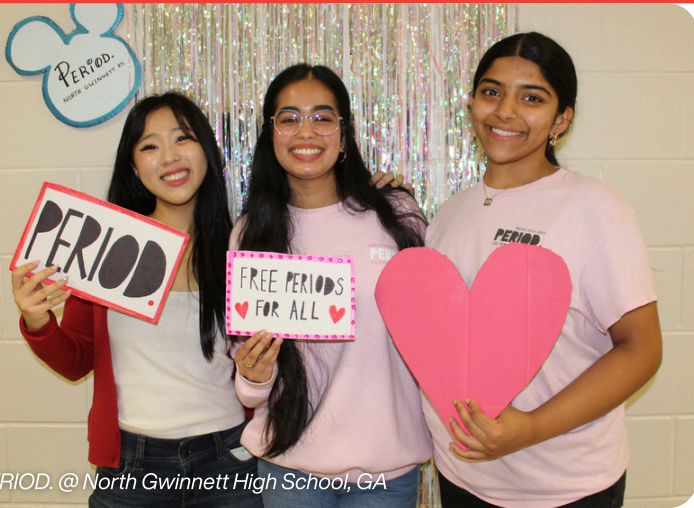
Celebrated every second Saturday in October, Period Action Day (PAD) is all about taking real action to end period poverty and stigma, celebrating the youth activists pushing for menstrual equity, and rallying people around the world to join the movement.

OVER ONE MILLION PERIOD PRODUCTS DONATED!



**OVER 80
RALLIES, DONATION
DRIVES, AND
EDUCATIONAL EVENTS**

THANK YOU!



PERIOD. @ North Gwinnett High School, GA



PERIOD. @ Cary, NC

Thank you to our chapters, community partners, donors, board members, staff, Youth Advisory Council, volunteers, and everyone in between. Together, we are ending period poverty and stigma in our lifetime. Onward!



PAD Event in Pennsylvania

Staff

Candice Bee
Nicky Dawkins
Emily Fox
Alexandria Hernandez
Jennifer Herrera

Daphne Ischer
Olivia Jenkinson
Damaris Pereda
Sydney Ramon
Stephanie Stark

Board

Laila Abed
Elaina Almazan
Kirsten Brady
Dr. Charis Chambers
Ally Crays

Ajay Doshi
Lisa Denike, MD
Kristin Rios
Esther Lau
Amber Wynne

Youth Advisory Council

Laila Abed
Jon'na Bailey
Rachel Glantzberg
Nandini Kanthi
Esther Lau
Abby Mizan

Annika Mondal
Oorja Munot
Jae'La Rivera
Kaia Susman
Sophia Urdinola
Cindy Wang

Funding Partners

Aerie Real Foundation
August
Aunt Flow
Cotiviti Cares
Diva
Hologic Grant Program
Honey Pot
KP Cares Foundation
Lola

Motrin
Organon
OUAI
Rael
Reverb
Saalt
Schnitzer Cares Foundation
Sunbelt Rentals
Thinx
Warburg Pincus