



**EVERYBODY DESERVES  
A BLOODY GOOD PERIOD.**

**A guide for schools fundraising for Bloody Good Period!**



Registered with  
**FUNDRAISING  
REGULATOR**



## How your donations could help:

**£12.50** could buy 12 packs of panty liners

**£20** could buy 16 packs of tampons

**£35** could buy 16 packs of night pads

**£66** could buy 32 packs of day pads

These costs are based on us bulk buying products which isn't always reflective of the prices in shops, and is also relevant only to the particular brand used to calculate the above. Donations help us bulk buy products and deliver them to partner organisations across England & Wales. Facilitating the personal choices and comfort of the people we work with is paramount. We are mostly asked for disposable products (and where possible and where budgets allow, provide eco-friendly products). More info about how we work [here](#).



## Some bloody fun ways to fundraise!

### Host a quiz

We've already done the hard work for you, babes. All you need to do is download the BGP Quiz from our online shop for £3, gather your colleagues, friends, family (whoever you bloody want!), and if everyone contributes a small donation, you can raise money while testing your period knowledge!

P.S. Feel free to use our **Bloody Good Fundraising Logo!**



Our iconic sparkly tampon in all its glittery glory.



## Some bloody fun ways to fundraise!

### Bloody Good Bake Sale!

Who doesn't love a baked treat to make the school day more exciting? Taverham High School partnered with local organisations to run a bloody brilliant bake sale for Bloody Good Period, raising hundreds of pounds. The students also designed some amazing artwork to advertise the sale. Thank you, Taverham High School - we think you're ace!

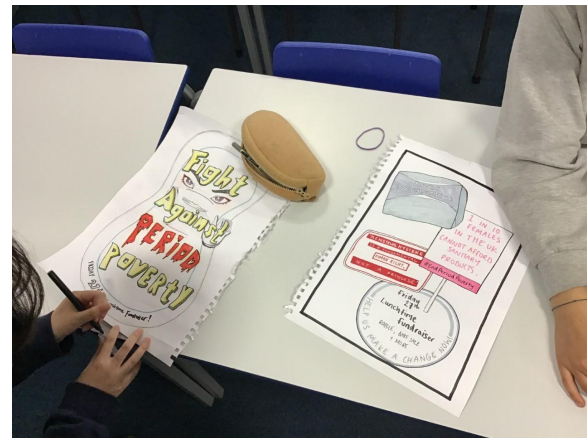
### Feminist Bookclub

*The Hand Maid's Tale* by Margaret Atwood? *Bad Feminist* by Roxane Gay? The list goes on of all the amazing feminist books we should read. Hosting a feminist bookclub with a small entry fee is a brilliant way to read the greats, while tangibly contributing to a badass feminist mission.

P.S. Feel free to use our **Bloody Good Fundraising Logo!**



Bake sale success at Taverham High School!





## Let's see your Walk (/Run/Swim/etc) of NO Shame!

Get sponsored and get movin' AND do it in support of more bloody good periods! You could do a solo activity, or get your mates involved for some sponsored fun as a team.



Thank you, Asha - your sponsored run funds period products for those who can't afford them.



# Staying safe is the top bloody priority, OK?

To stay in line with fundraising regulations, children under 16 must not have overall responsibility for handling money or responsibility for counting collected money. Find out more about the standards of fundraising involving children [here](#).

Please note that raffles require licences so can be tricky - and you always need to be aware of your own health and safety, and that of anyone else participating in your event.

Feel free to drop us an email if you need further support, at [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com)



# Promoting your fundraiser

Tag us on the socials babe! And we'll do our best to share.

If you want to use our logo, that's cool, but please use this snazzy 'in support of BGP' version [here](#). We made it especially for you bloody heroes!





# Getting your bloody money to us!

You can create online fundraisers on [Facebook](#), [Tiltify](#), [LocalGiving](#) or [JustGiving](#)! PHEW!

Donate via our website [HERE](#). You can also donate via Benevity, CAF and other platforms.  
**Email us at [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com) for more info.**

## Get bloody social with us:

Insta [@bloodygoodperiod](#)

Facebook [@bloodygoodperiod](#)

Got questions? We have loads of answers [here](#).



Registered with  
**FUNDRAISING  
REGULATOR**





**Here's a little more info into why we exist, and what we do...**



## Some definitions (they're interesting, we promise!):

**Asylum seekers** are people who have been forced to leave their home countries for their own safety. They have applied for the right to stay in the country they have reached, and are waiting to hear the government's decision. This process takes months, and sometimes years. While they await this decision, they are not permitted to work.

**Refugees** are people who have also been forced to leave their home countries for their own safety. The difference is that their application to stay in the country they have reached has been approved. Although they are legally permitted to work, they often face a huge number of hardships.

**Period products** are the items that people who menstruate use to manage their periods safely. They are absolute necessities, and include things like tampons, pads, and menstrual cups. Things like toilet roll are not suitable period products, but many people are forced to use whatever they can get their hands on, or nothing at all.

**No-one who needs them should have to go without period products, but asylum seekers and refugees are often forced to due to poverty, discrimination, and other challenges arising from their situation.**

# Menstrual supplies are not cheap – but they are a necessity.



Many people simply cannot afford period products, such as tampons and pads. This includes refugees, people within the asylum system, and those living in poverty. People who menstruate suffer from the culture of embarrassment and shame surrounding this natural, biological process.

**We believe that no-one should be at a disadvantage just because they menstruate.**

To do our part to tackle this, we give period products to those who can't afford them, and provide menstrual education to those less likely to access it. Plus, we help everybody talk about periods.



Photo by Gerard Puigmal



**Every single month, people who menstruate do not have reliable access to period products. They are forced to use socks, newspaper, tissue – or nothing at all.**

In 2023, we distributed 99.1k packs of products.

While we are proud of this, we shouldn't have to do it.

**Everyone who menstruates should have access to period products - without having to rely on charities, foodbanks, or peer support.**



## The reality:

1.4 million people have gone without period products in the past year

More than a third of people who have periods (37%) have gone without period products at some point in their lives.

39% of those who have gone without products said this was because they couldn't afford them

Stats from: [The State of Period Equity in the UK](#) report, pub. Feb 2024



Asylum seekers receive just  
**£49.18 per week**  
to live on - **£7.03 per day** - and  
are not allowed to work.<sup>1</sup> A heavy  
period can cost a quarter of this.<sup>2</sup>

75% of asylum-seeking  
women have struggled to  
obtain period products, often  
for extended periods of time.<sup>3</sup>

We're also supporting refugees in the UK from Sierra Leone, Iraq, Iran, Albania, Afghanistan and other countries - all crises no longer in our newsfeeds, but periods don't stop, and products are still needed.

1 [gov.uk](https://www.gov.uk) 2. BGP research 3. BGP & Women for Refugee Women [report](#), 2019.

# What we bloody do about it!



## Delivery

We get period products to refugees, asylum seekers and those who can't access them.

## Education and Awareness

We provide menstrual and reproductive health sessions to the people we work with, and work to normalise periods in the public sphere.

## Activism

We believe that people who need them should be able to access menstrual products for free - just like toilet paper. We believe that “period poverty” is part of a wider sphere of menstrual and gender inequality, and are working hard to make ourselves obsolete!



Getting our bloody activism on!  
Examples of our activities shown.





## How we work

We've worked with more than 100 partners across England and Wales. They include organisations supporting refugees and asylum-seekers, charities for the homeless, food banks, COVID-19 response community groups.

We place bulk orders with suppliers who deliver period products directly to our partners' centres. From there, the products are given to the people who need them.

These are long-term relationships, so we can guarantee that products are available every single bloody month. This is significant for people whose lives are often filled with instability.



Photo by Gerard Puigmal



# BGP's impact



"The support and service we receive from Bloody Good Period enables us to empower our families, which in turn empowering themselves to do more. Allowing them to redirect much needed funds, while feeling that they don't need to sacrifice or get creative with their period products. Thanks to you all, and keep up the Bloody good work."

*Marie, Breadline London,  
October 2024*

"Thank you so much for supporting us to support our members. The women and their girls who use our food bank always are grateful for your products as they say they save a lot of money using these essential products."

*St Luke's Community  
Centre, May 2024*



# Want to support BGP? THANK YOU!

**We can only do our work with support from wonderful people like YOU.**

Every donation helps more people have bloody good periods.

Every conversation helps normalise periods

(as they are, y'know, normal).



Registered with  
**FUNDRAISING  
REGULATOR**



**THANK YOU  
(so bloody much)**



@\_chloe.clem\_