



**EVERYBODY DESERVES
A BLOODY GOOD PERIOD.**

A guide to 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!

Vinted Sale

Need to get rid of some clothes you've been hanging onto foreverrr? Selling them on Vinted (or similar re-selling marketplaces) can be a great way to donate proceeds to BGP, clean out your closet AND help the environment. It's a win-win-win.

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 work day more exciting? Aardman Animations ran a bake sale in support of Bloody Good Period for International Women's Day 2023. They raised hundreds of pounds! Thank you, Aardman Animations - 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 Aardman Animations!



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.

Want to take this to the MAX with a marathon or skydive?

We have a fundraising pack for endurance event participants just for you - find it [HERE](#)



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



Pay for a speaker

Are you or is your workplace holding a panel event? Are you searching for a speaker to begin a conversation about periods in the workplace? Why not pay for one of our bloody brilliant team members to come in and deliver a talk on your topic of choice? Email us: hello@bloodygoodperiod.com

Sign up for a BGE taster session

Bloody Good Employers is on a mission to create fairer, safer workplaces for your employees, and for all people who menstruate. We offer support and education for employers who are committed to promoting equality, diversity and the rights of all workers to be treated fairly.

Sign up for a 60 - 90 minute workshop to give you a peek into the world of the Bloody Good Employer programme. These sessions are for everyone - whether they menstruate or not!

Click [here](#) to book a call with us!



Staying safe is the top bloody priority, OK?

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.

Want to sell a product in support of the pad fund? Bloody ace, but we need you to fill out a partnership agreement to comply with charity law. You can do that via our friends at [Work for Good](#), or email us to discuss!

Feel free to drop us an email if you need further support, at 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 for more info.

Get bloody social with us:

Insta [@bloodygoodperiod](#)

Facebook [@bloodygoodperiod](#)

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



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

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.¹ A heavy
period can cost a quarter of this.²

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

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.

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*

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



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).



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**THANK YOU
(so bloody much)**



@_chloe.clem_