

Our Theory of Change

If we...

address period poverty and normalize periods through outreach, education and advocacy

We expect...

Increased access to free, quality menstrual products

Increased knowledge about healthy periods

Reduced stigma around menstrual health

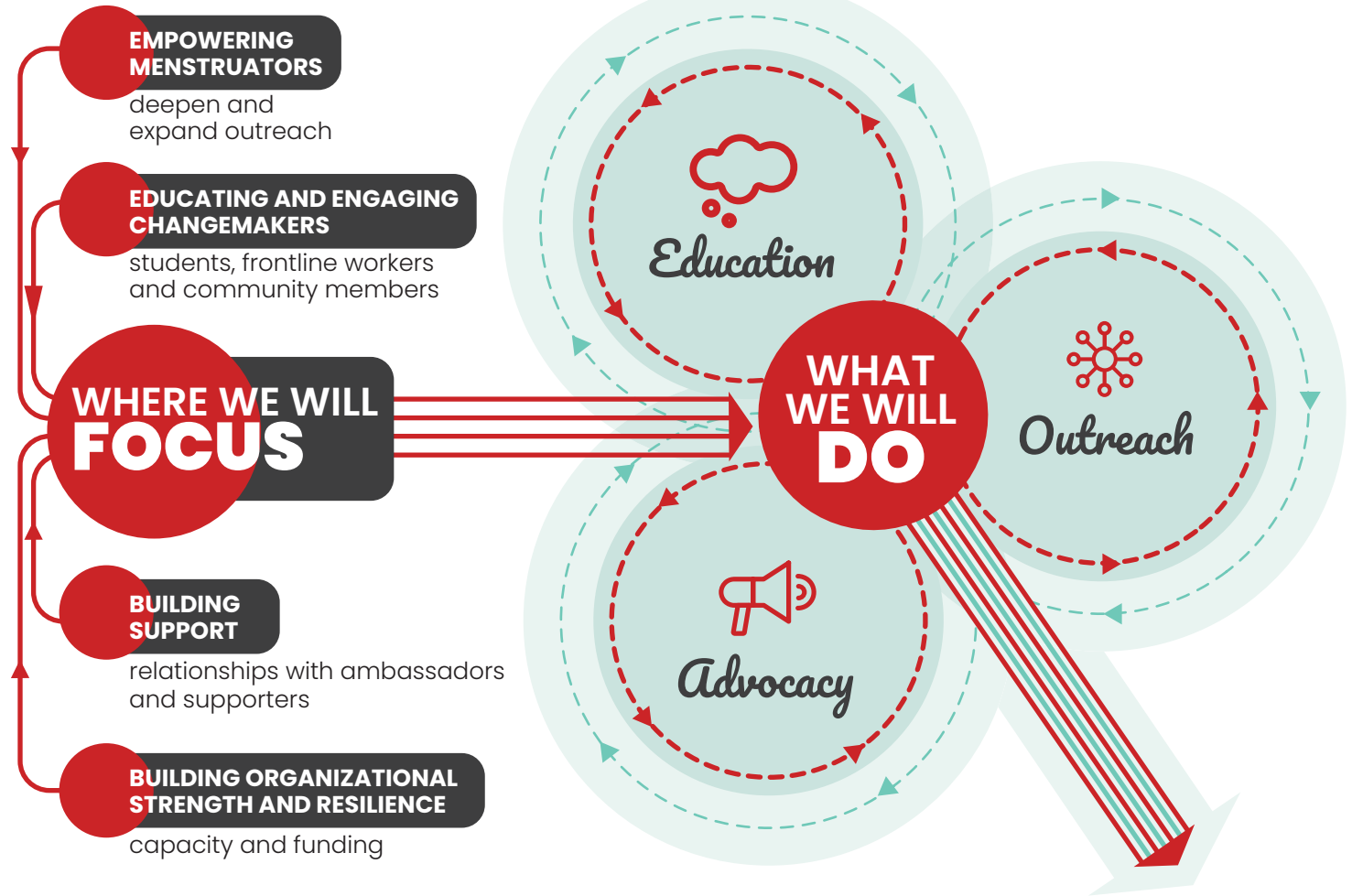
Support for sustainable menstrual equity in government, workplaces, schools and other systems

So that, by 2022...

12,000+ healthy periods are experienced by marginalized menstruators every year

Expanded numbers of young people (10-21 years old) are reached, aware and engaged in supporting healthy periods

To Activate Our Theory Of Change



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to free, quality menstrual products

Increased knowledge
about healthy periods

Reduced stigma
around menstrual health

Support for sustainable menstrual equity
in government, workplaces, schools and other systems