

Period Promise

GUIDE FOR

PLEDGE-TAKERS

IN SUPPORT OF



United Way
Alberta Capital Region

SPONSORED BY



Making a Period Promise

A GUIDE FOR PLEDGE-TAKERS



Sign the Period Promise pledge agreement to promote menstrual equity.

Make a Pledge



Provide free, inclusive and dignified access to period products.

Make a Period Promise



Download our Period Promise Guide for Pledge-Takers to share your commitment with your organization and the public.

Read the Guide



Host a collection drive to support Period Promise.

Start a Product Drive

It's about equity. Period.

In Canada, menstruation is one of the top two reasons why people who menstruate miss work. The inability to access period products is a contributing factor.

The stigma around menstruation is complex, subtle, and pervasive, but normalizing access to menstrual products can help break the taboo.

That's why United Way of the Alberta Capital Region's Period Promise is dedicated to providing access to free menstrual products as a step toward creating menstrual equity in our communities.

But we can't do it alone. Thank you for taking the pledge and making a Period Promise at your organization.

By making a Period Promise, you are committed to providing free menstrual products in a dignified way to employees, members, guests, clients, and the public at your organization.

This helps move the needle on period poverty and improve menstrual equity in our community.

How to make – and keep – your Period Promise!

It's easy: Provide free, easily-accessible period products to those who need them – it doesn't have to cost a lot. We estimate that supplying on-site period products costs an organization on average around \$1/month

- Include a variety of products such as tampons and pads in a few absorbency options. Ensure they are readily and easily accessible inside all washrooms in your organization.
- You can host a product drive where employees, members, customers, visitors, and community members can donate period products.

Benefits of making a Period Promise

- You'll directly improve the lives of your customers, employees, members, and community members who menstruate
- Your organization will signal to everyone that you care about equity
- Organizations that sign the Period Promise pledge will be recognized on United Way's website and social media.

Help Destigmatize Menstruation - spread the word about your Period Promise

We suggest a few communication methods to help share the word about your participation in the Period Promise pledge agreement including:

- Internal Communications: newsletter, email updates, intranet updates
- External Communications: social media posts, website messaging, blog posts, newsletter

Use these key messages about Period Promise to support your campaign and confirm your commitment to providing stigma–and cost–free menstrual products.

You can also access Period Promise graphics to use for web, social media, or other needs at www.myunitedway.ca/periodpromise/workplace/

Stats & Information About Period Poverty

- Period poverty refers to a lack of access to period products.
- The stigma is complex, subtle, and pervasive, but normalizing access to menstrual products can help break the debilitating taboo around menstruation.
- Monthly menstruation products are a necessity, but for vulnerable people, they can be hard to come by. And that barrier to a basic need can limit a person’s ability to work and provide for themselves. It also impacts their dignity, health, and well-being.
- Almost one-quarter of people who menstruate in Canada say they have struggled to afford menstrual products for themselves or their children.
- Menstruation is one of the top two reasons that people who menstruate miss work in Canada.
- Studies have found that women feel that their period prevents them from fully participating in social activities and up to 70 percent say they have missed school or work because of their period.
- In 2019, about 34 percent of people who menstruate in Canada had to “often” or “occasionally” make budget sacrifices to afford menstrual products.
- It is estimated that in Canada, people who menstruate spend up to \$6,000 in their lifetime on menstrual hygiene products. Women in rural communities can pay double the price for the same products found in larger cities, such as Toronto.

Period Promise - Key Messages

- United Way’s Period Promise is devoted to making fundamental changes so we can eradicate period poverty in our communities. Part of that includes working with governments, businesses, unions, and other organizations to move the dial and change policy.

- United Way is committed to making it easier for everyone to access the menstrual products they need. Every donation and pledge agreement raises awareness, reduces stigma, and tackles the vulnerability and isolation caused by period poverty.
- United Way of the Alberta Capital Region takes a systems-wide approach to deliver a coordinated network of social programs and services addressing a range of needs for vulnerable children, families, and individuals.
- Their work, people, and volunteers reflect our communities and are focused on ensuring no one in our community is left behind.

Destigmatizing Menstruation - Key Messages

- The social stigma around menstruation is unfortunately common.
- Period-related discrimination takes on many forms. When a person who menstruates is perceived as aggressive or moody, others may equate their valid emotions with “PMS.”
- Menstruation is often seen as “dirty” or “unclean.”
- Refusing to openly discuss menstruation by using coded language like “time of the month” reinforces the idea that periods are shameful or something that can’t be talked about.
- Acknowledging that people have periods and having open, honest, and regular conversations about menstruation and access to period products can help break down the taboos that exist.
- By uniting with our neighbours, local businesses, unions, schools, and community organizations, we can support people who menstruate by making sure they can access these basic needs.

It's About Access.

PERIOD.

Having free menstrual products helps make our organization more accessible for everybody.

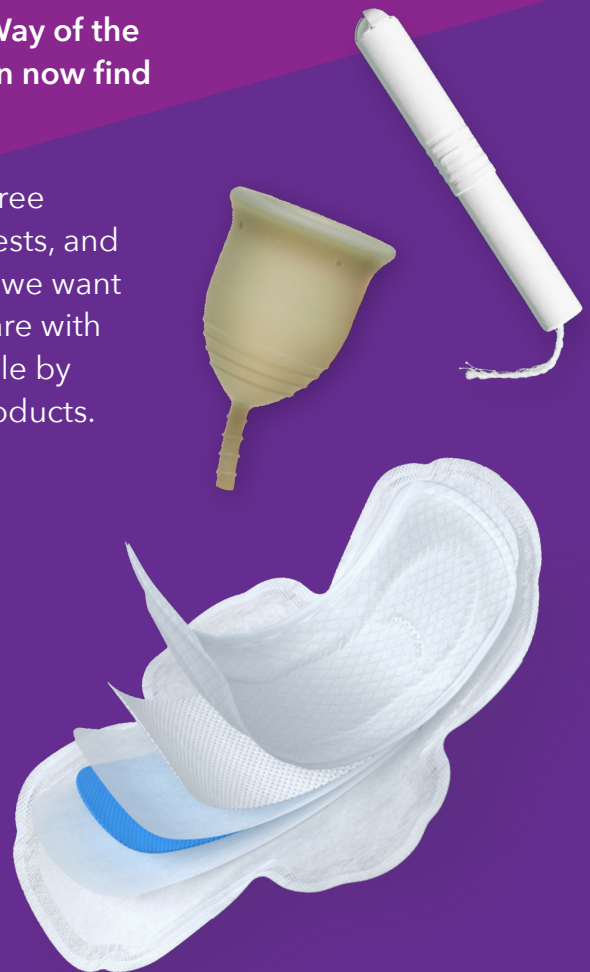
We are proud to announce that we have taken United Way of the Alberta Capital Region's Period Promise Pledge. You can now find free menstrual products in our washrooms.

By taking this pledge, we have committed to providing free menstrual products in a dignified way to employees, guests, and clients. We've taken the Period Promise Pledge because we want everybody to be confident and comfortable when they are with us. We believe in menstrual equity and supporting people by making sure they can access basic needs, like period products.

Signing onto the Period Promise Pledge is one way we are addressing the issue, de-stigmatizing menstruation, and working towards helping more people access the products they count on.

#PeriodPromise

www.myunitedway.ca/PeriodPromise



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It's Essential.

PERIOD.

Monthly menstruation products are a basic need.

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It's Mutual Support. **PERIOD.**

Help Us End Period Poverty: Host a Product Drive

A product drive is a great way to rally your organization in recognition of making the Period Promise pledge. Product drives support United Way and the local agencies we work with while connecting with co-workers, customers, and your community. Products collected are distributed through our InKind Exchange to frontline agencies and programs, getting the goods to where they are needed most.

- By hosting a product drive, your business or organization can:
- Strengthen your profile as an active community leader who champions equity
- Contribute to meaningful change and generate tangible solutions
- Help build poverty-free, healthy communities where you live and work
- Increase your customers' awareness about this issue in our community
- Drive foot traffic to your organization by encouraging people to come in to donate

How to Host a Successful Product Drive:

1. Register your product drive online and receive a digital tool kit with resources to help support your drive, including information on high-needs items, website links, and instructions on what to do when your product drive is complete.
2. Spread the word about your product drive: share on social media, e-mail, newsletters, and by using posters.
3. Consider an incentive for the public to donate (if applicable)
 - Reward customers for donating menstrual products by providing perks (ie: free product, discount, host a contest).

CONTENT IDEAS:

- Set a goal for your organization or location and track it! Share collection box updates regularly with your audience (social media or newsletter).
- Post about why you are supporting United Way and Period Promise, sharing why this cause aligns with your business' values.

Don't forget to tag us!



@myunitedway on
Twitter & Instagram



United Way of the Alberta Capital Region
on Facebook & LinkedIn

#DoLocalGood #PeriodPromise #TakeThePeriodPledge
#yeg or your local hashtag (ex: #shpk #fortsask #sprucegrove #leduc)



It's Mutual Support. **Period.**

Supporting our Period Promise: [ORGANIZATION] is hosting a Product Drive!

Did you know: In 2019, about 34 percent of people in Canada who menstruate had to "often" or "occasionally" make budget sacrifices to afford menstrual products?

Monthly menstruation products are a necessity, but for vulnerable people, they can be hard to come by. And that barrier to a basic need can limit a person's ability to work and provide for themselves. It also impacts their dignity, health, and well-being.

Help us end period poverty by donating menstrual products from [INSERT DATE]-[INSERT DATE] at [INSERT LOCATION] to support United Way of the Alberta Capital Region's Period Promise initiative

United Way is committed to making it easier for everyone to access the menstrual products they need. Every donation raises awareness, reduces stigma, and tackles the vulnerability and isolation caused by period poverty.

Guidelines for period product donations:

- Please donate new and unopened boxes of supplies.
- Please do not donate single products that come from an opened box.
- United Way faces a higher demand for disposable products due to other barriers vulnerable people face, such as access to laundry, washrooms, and soap.

To learn more, visit MyUnitedWay.ca/PeriodPromise

Thank you for your commitment to ending period poverty in our community! By signing on to the Period Promise Pledge, you have taken dedicated action toward menstrual equity.

For further support, contact your United Way representative or our **Service Hub** at servicehub@MyUnitedWay.ca



United Way
Alberta Capital Region