



Get Aunt Flow Period Products At Your School



GOAL

To develop and launch a free-access, Aunt Flow period product program funded by the school.

Table of Contents

Aunt Flow Overview	3
Find Your Support System	4
Understand the Investment	5
Make Money Moves	6
Implement the Program	7
Period Product Program	8
How to Respond	9
Get Started	11
Helpful Links	12





Making the world better *for* people with periods

Aunt Flow is on a mission to ensure every person has access to quality, free period products with a solution both customers and facilities teams can get behind. We help businesses and schools easily implement efficient, sustainable period product programs.

Aunt Flow offers complete solutions for dispensing and disposal of period care.

Thousands of organizations have joined the menstrual movement with Aunt Flow!



Wall-Mounted or Recessed Pad + Tampon Dispensers with Cartridge Refills



Countertop Dual Display Box with Single Refills



Complete Menstrual Hygiene Disposal System



CLAIRE CODER,
FOUNDER & CEO

Founded in 2016, Aunt Flow is a certified WBENC woman-owned company headquartered in Columbus, Ohio.

“Hi! I’m Claire. I founded Aunt Flow after getting my period in public without the supplies needed. At 18-years-old, I dedicated my life to developing a solution to ensure businesses and schools could sustainably provide quality period products, for free in bathrooms. Aunt Flow products are made with organic cotton and we are constantly working to reduce our environmental impact.”

1.

COMMUNITY

Find your support system

Peers

Rally fellow students who are eager to support the menstrual movement. Your peers will be crucial to demonstrating student support to the school.



Amanda Safi, Student Advocate at UC Santa Cruz.



Students at St. Louis University.

Funding Partners

Consider who may fund the period product program. These groups include administration, as well as Student Government, feminist and LGBTQ+ clubs, Women and Gender Studies departments, student health organizations and campus green initiatives such as the Office of Sustainability.

Stakeholders/Decision-Makers

Find the people who will influence the decision to implement the program at the school level. Examples:

- Director of Student Life/ VP of Student Affairs (or Student Success): Advocates/Funding
- Diversity, Equity & Inclusion Offices/ Departments
- Director of Facilities: Implementation of Products
- VP of Enrollment Management, or Admissions Director: Advocates/Funding

NOTE : The Aunt Flow team will also start working with administration to ensure the system is successful.



2.

COST

Understand the investment.

Use the [Period Program](#) document to present cost for a FULL period product program in ALL ACADEMIC BUILDINGS with Aunt Flow:

Initial Investment

1. Dispensers: # of bathrooms to stock product X \$341-\$500 (depending on the dispenser) = Initial cost of dispensers.

PRO TIP

Work with SGA to fund the initial cost of dispensers to demonstrate to the school the student support.



Recurring Investment

1. Product: # of menstruating students X \$15 (cost of providing products) = Average annual cost of providing Aunt Flow period products.

2. Refilling Cost: Aunt Flow dispensers hold 5x the amount of product compared to other dispensers and reloading takes less than 30 seconds.

NOTE

Depending on your school, the cost per menstruating student may range between \$10-\$20.



3.

CONVINCE

Make money moves

Set up an in-person/virtual meeting with school decision-makers to present to them the investment, petition (optional), support, survey feedback and ask for a commitment for implementation.

GOAL

Convince administration to fully fund and implement a period product program.

i. Set-Up: To set up a meeting, use the [email template](#) and suggest a date. Budget 60 mins for the meeting. Request all decision-makers to be in attendance.

ii. Meet: Share the [Period Program](#) document with all attendees. Focus on why it matters, the support you have, implementation costs, benefits of the program, and action steps.

iii. Respond to Questions/Objections: Prepare for the school to ask questions and object. Refer to our [Frequently Asked Questions](#) page for responses.

1. If the school is not prepared to make a decision during the meeting, ask what further questions or concerns they have. Plan a follow-up meeting DURING the conversation with action steps.
2. Offer alternatives - Pilot program, partial rollout, create a petition to demonstrate student support. If your school is resistant to investing, you can set up a pilot program where you collect feedback from students to assess the success of the menstrual product program.



4.

COMPLETE

Implement the program

Work with your school to understand the next steps for the pilot program or full implementation, and whether your chapter has any responsibility.

Watch the [step-by-step video](#) on how Amanda Safi, a student just like YOU, advocated for free period products at her school.



Make sure to send the contact information for who you have been coordinating with to the Aunt Flow team, and we'll work with your school to roll out product.



5.

CELEBRATE

Successfully roll out a pilot program
OR prepare for campus-wide adoption

Keep the momentum going by broadcasting your success on social media and connecting with the school or local newspaper to write a story.



Period Product Program

Offering freely accessible period products in bathrooms campus-wide is an important initiative for students and staff. Toilet paper is offered for free- why aren't tampons and pads?®

FACTS

86% of menstruators have started their period outside of home, without the supplies they need.¹

64% of menstruators have left work immediately to get the supplies they need.²

Offering free period products can increase class attendance by **2.4%**.³

Restocking coin-operated machines is **MORE expensive than** supplying free period products.⁴

For just **\$10-\$20**

annually per menstruating student, with Aunt Flow® your university can join the national menstrual movement, decrease lost employee work hours, and improve student experience.

¹ Free the Tampons ² Free the Tampons ³ New York City Public Schools, Free the Tampons ⁴ Columbus Public Airport



Investment for a period product program with Aunt Flow

COST BREAKDOWN

Initial Investment

Dispenser Cost: Contact Aunt Flow to get pricing.
Labor cost for Installation: Aunt Flow includes all the hardware needed for installation in our package. The labor cost is not included.

Recurring Investment

Product Cost: Aunt Flow 100% organic cotton tampons and pads are sold by the case.
Budget \$10-\$20 per menstruating student, per year.
Refilling Cost: Refilling is simple, and reloading takes less than 30 seconds, compared to other tampon dispensers that can take over 90 seconds to reload.



How To Respond To Objections and Concerns

Why does a period product program matter?

Menstrual hygiene is necessary for equal opportunity in education. It is a fundamental human right to be able to discover and reach one's full potential, regardless of a natural need. If we, as a society, do not value menstruators and ensure access to period products, we are actively perpetuating the harmful effects of period stigma and shame. When period products are not provided in the same capacity as toilet paper and other necessities, the needs of nearly half of the population are disregarded. We believe that school and university campuses are in a unique position to provide care to their student populations through universal access to period products in all restrooms. In addition, 1/3 of college students are food insecure, so the cost of period products can be a barrier to education.

Our policy is as follows: All restrooms, regardless of gender designation, that are serviced by university or school funding must consistently provide both pads and tampons at no cost to the students, as well as sanitary disposal units within each stall. Measures to ensure that individuals with disabilities are being equally served must also be taken, including (but not limited to) wheelchair accessibility and braille signage.

Why should we stock Aunt Flow® products?

Aunt Flow works with hundreds of businesses and schools to support their period product needs:

- Free Vend: Dispensers are ADA-compliant and free-vend; no one has to use a quarter to get a product out of the machine.
- FDA Certified: Aunt Flow's period care products are proudly FDA-certified, ensuring the highest standards of safety and quality for all users.
- Give Back: Since 2021, Aunt Flow has donated millions of period products to menstruators in need.
- Woman Owned: Founded in 2016, we are a certified WBENC woman-owned company.

How do we implement the program? What are the logistics?

At a high level, the tampons should be treated the same as toilet paper. Whoever is responsible for ordering and restocking toilet paper is responsible for doing the same for period products. Aunt Flow offers installation support for our dispensers.



How To Respond To Objections and Concerns

How do we fund the program?

Period products should come out of the same budget that toilet paper does. Other organizations that can fund the program include student life, first-year experience, and green initiatives.

How much does the program cost, exactly?

Frankly, it is hard to know EXACTLY how much a period product program will cost at a university. Based on Aunt Flow's experience and data, a program will cost between \$10-\$20 per menstruating student, per year.

TALKING POINT

Just like a university did not know how much toilet paper was going to be used the first year of launch, it is hard to know the exact amount of period products that will be used. Just because the university did not know the exact amount of toilet paper needed, that did not mean that they did not install it - Both toilet paper and tampons respond to natural bodily functions, thus should be considered priorities.

Should we stock ALL bathrooms?

We believe that period products should be offered for everyone, thus, we believe it is important to stock female, gender neutral, and family bathrooms in all academic buildings.

Do students really care about this?

If the university does not see enough student support, a petition can be a great way to show strong community support. Great tools are available through Action Network.

What other schools are doing this?

Below is a small list of schools that have implemented programs with the support of Aunt Flow:

- Princeton University
- Penn State University
- Harvard University
- Capital Law School
- United Schools Network
- Kansas State University
- Salt Lake City School District
- Spelman University
- San Mateo High School District
- BendLaPine Schools





The most efficient and sustainable solution for providing free period products.



Award-winning, ADA-compliant dispensing systems



Certified women-owned business.



Sustainably produced and organic cotton period products.

START NOW



Resources and Helpful Links

- [Aunt Flow Overview One Pager](#)
- [Student to Admin Email Template](#)
- [Media + Brand Kit](#)
- [Press Kit](#)
- [Product Photos](#)
- [Lifestyle Images](#)
- [Legislation Map](#)
- [Student Advocacy Logistics Toolkit](#)
- [Sticker Files](#)
- [Digital Downloadable Signage](#)
- [Period Program Rollout Social Media Files](#)
- [Sustainability Page](#)
- [Case Studies](#)

