



2021 Impact Report

Making the world better for people with periods.

DONATED

1,600,000+
products

STOCKED

5,800,000+
products

ADDED

3,000+
dispensers

We made it a mission in 2021 to get more products donated than any year before. With the help of INCREDIBLE global, national and regional organizations, we added more than 50 new donation partners who helped us provide freely accessible Aunt Flow period products all over the world!

SIGNATURE PARTNERS



Dignity Matters is a non-profit organization that collects, purchases and supplies period products, bras and underwear to women and girls who are homeless or disadvantaged.



We act with intention to serve Black, Indigenous, People of Color communities that need access to period products.



Distributes free of charge, reusable, branded zipper-top Dignity Totes filled with a month's supply of personal and period products.



Supporting youth activists advocate for policy change and distribute free period products all across the country.

"Whether you are someone who menstruates or not, we need you in this movement to end period stigma and make menstruation equitable."

-BRIA GADSDEN, MS (CO-FOUNDER & EXECUTIVE DIRECTOR)
LOVE YOUR MENSES



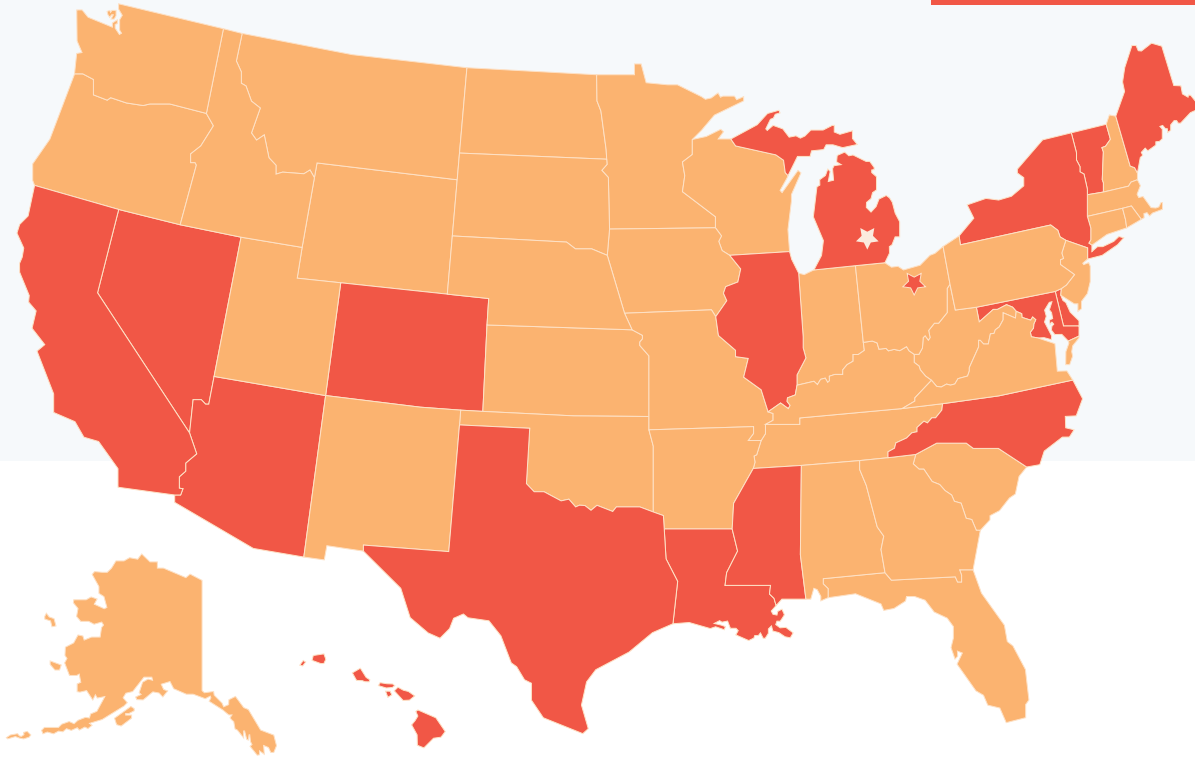
Educational, uplifting, and supportive space for Black and Brown girls, in the Boston area as well as Liberia, Nigeria, The Gambia, Haiti, São Tomé and Príncipe, and Kenya.



2021 PERIOD POLICY WINS

Making Waves Across Menstruation Nation

You can find Aunt Flow products in all 50 states!



ARIZONA

Requires Prisoners to have access to free period products.

ARKANSAS

To allow public schools and public charter schools to use funding to provide menstrual products at no charge.

CALIFORNIA

Free menstrual products in public schools and universities. *Aunt Flow was an active part of the CA coalition and highlighted in the Implementation Toolkit created for distributing free menstrual products throughout California.

COLORADO

Created menstrual hygiene products grant program to provide free period products for students.

DELAWARE

Free menstrual products in public and charter schools.

HAWAII

Free period products in all public schools.

ILLINOIS

Expanding SNAP, WIC, and TANF benefits to include purchases of menstrual products. *Contingent on Federal Approval*

Free menstrual products in schools, universities, and homeless shelters.

LOUISIANA

Tampon Tax repeal.

MAINE

Free menstrual products for incarcerated people.

MARYLAND

Free menstrual products in all public middle and high schools.

MICHIGAN

Repealed tampon tax.

ANN ARBOR, MI

became the first U.S. city to require free menstrual products in all public restrooms. *Aunt Flow supported businesses and schools in implementing the city-wide ordinance.

MISSISSIPPI

Free menstrual products for incarcerated people.

NORTH CAROLINA

Free menstrual products for incarcerated people.

NEVADA

Free menstrual products in certain public schools.

NEW YORK

Free menstrual products in homeless shelters.

CLEVELAND, OH

Free menstrual products in City Hall, city parks, and recreation centers.

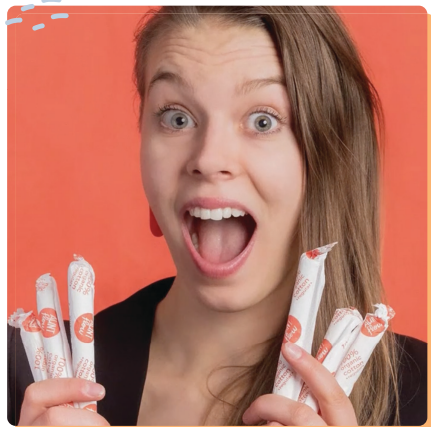
TEXAS

Free menstrual products in certain public schools.

VERMONT

Repealed Tampon Tax & provisions for free menstrual products in schools.

WHERE YOU MIGHT'VE SEEN AUNT FLOW THIS YEAR



Forbes - This Entrepreneur Wants To Make Menstruation Products Free In Every Bathroom



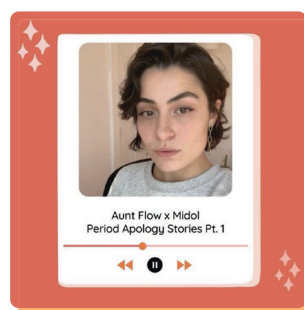
San Diego County Becomes First U.S. County to Address Menstrual Equity



Apple Retail Stores select Aunt Flow Model R for the global design standard



Fortune Magazine - Ann Arbor passes landmark menstruation legislation



Aunt Flow teams up with Midol for #NoApologiesPeriod



WE ♥ OUR CUSTOMERS

From the big companies and universities you know to the small shops right around the corner, Aunt Flow now works with more than 900 businesses dedicated to the menstrual movement!

In 2021, 300 new organizations began offering Aunt Flow products in their bathrooms!

LARGE ORGANIZATIONS



LOCAL BUSINESSES



UNIVERSITIES



MAKING 2021 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates

ADDING FREE PERIOD PRODUCTS IN SAN MATEO SCHOOLS

"I started the Period Equity Project in 2020 to get free period product dispensers in San Mateo County high schools in California. When I discovered Aunt Flow, I knew immediately that this was the company I wanted to work with. Since then, I have expanded the project to my college, UC Santa Cruz, and have taken Aunt Flow with me. Everyone I have worked with thus far has raved about Aunt Flow's easy accessibility, quick turnaround, and amazing products. With Aunt Flow's help, we're also breaking down the period stigma, one campus at a time!"

-AMANDA SAFI (STUDENT ACTIVIST FOR SAN MATEO HIGH SCHOOL)

BREAKING THE STIGMA OF PERIODS FOR YOUNG GIRLS

"As I type this email, I'm literally bawling in tears just knowing how many women and young ladies I will be able to help with the donation that your company provided. I wish I could thank and just hug each and every one of you for believing in my vision, mission, and purpose for The P.U.P.A Project. The work will most definitely be put in to end period poverty. I can't say thank you enough! Thanks for believing in me and The P.U.P.A Project."

-JA'LYN MCELROY (CEO OF THE PUPA PROJECT)

PUBLIC LIBRARIES WORKING TO END PERIOD POVERTY

Jill Martinson, the Elkhart Public Library Development Manager, proposed a grant for fighting period poverty. She stated, "If you're embarrassed to ask for help about your period you can go to the recreation desk, or checkout desk and ask for books on 'moon cycles.'" Libraries all over the country are reaching out to Aunt Flow for help in ending period poverty.

-JILL MARTINSON (ELKHART PUBLIC LIBRARY DEVELOPMENT MANAGER)

PRODUCT INNOVATION

LAUNCHED NEW MODEL R DISPENSER

Aunt Flow's Model R Recessed Dispenser is the newest innovation in providing freely accessible pads and tampons to every menstruator.

Open the dispenser with ONE universal key

Window for viewing product levels

Stocked with sustainable product - 34% less waste

Our products are made with 100% organic cotton (no icky chemicals) and are degradable

Fit 5X as much product compared to other brands