

2023 Impact Report

✦ Making the world better for people with periods ✦

THIS YEAR, AUNT FLOW...



At Aunt Flow, we're committed to changing the world, one CYCLE at a time. With the help of INCREDIBLE global, national and regional organizations, we've been able to provide 6 million freely accessible Aunt Flow period products all over the world since 2021!



IMPACT PARTNERSHIPS



Justice Necessary is a non-profit that has donated over 3 million period products and provided the funding for nearly 200 Aunt Flow dispensers to be installed throughout Colorado.



ISSA End Period Poverty is a multi-faceted advocacy and lobbying effort in support of public policies to increase access to period products, dispensers and disposal solutions in away-from-home locations.



The Policy Project is a nonprofit, non-partisan organization in Utah that promotes solution-based policies to remove barriers to opportunity.



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



Love Your Menses is an 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.



Hope & Comfort distributes basic hygiene products in the Boston area and across the state of Massachusetts to youth and families in need.



The Thurman Perry Foundation is a Louisiana-based non-profit dedicated to bettering the lives of women and girls impacted by incarceration.



The P.U.P.A. Project provides unlimited period aid to those in need with the mission to break period stigma while combating period poverty.



STUDENT ADVOCACY HIGHLIGHTS



WORKED WITH
490
higher-ed customers

ACCESS FOR
1,600,000+
students

STOCKED
756
K-12 school bathrooms



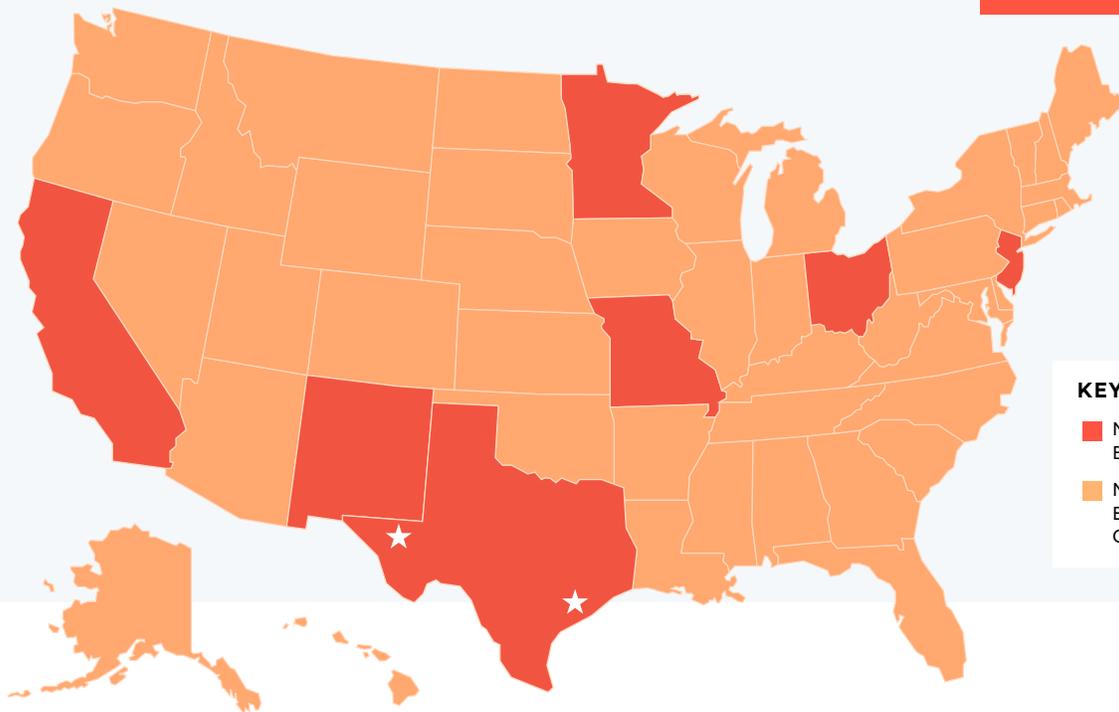
People helping people. **PERIOD.**



2023 USA PERIOD POLICY WINS

Making Waves Across Menstruation Nation

You can find Aunt Flow products in all 50 states!



KEY

- New Menstrual Equity Legislation
- No Menstrual Equity Legislation Changes in 2023

THIS YEAR'S LEGISLATIVE SUCCESSES...



CALIFORNIA AB367

The state expanded its existing school requirement to provide free period products to students in grades 3-12.



MINNESOTA HF 44

Requires all public schools and colleges to provide free period products.



NEW MEXICO HB134

Requires free period products in every public school, from elementary schools to high schools.



EL PASO, TX

All city-owned buildings are required to provide free pads and tampons.



MISSOURI

Each school district in Missouri will receive at least \$500 to provide free period products to students in grades 6-12.



OHIO

Designates \$5 million in funding for period products and dispensers for the 2024-2025 school year.



HOUSTON, TX

As part of the Fiscal Year 2024 budget, Houston City Council will provide free period products in more than 30 city-run buildings.



NEW JERSEY A1349/S1221

Requires schools teaching grades 6-12 to provide free period products.



TEXAS SB379

Exempts several care items from sales tax, including period products.

2023 INTERNATIONAL PERIOD POLICY WINS

Making Waves Across Canada!

THIS YEAR'S LEGISLATIVE SUCCESS...

KEY

-  New Menstrual Equity Legislation



CANADA

As of Dec. 15, 2023, changes to the Canada Labour Code stipulates that all federally regulated employers including federal public service departments, crown corporations, banks, airports and train yards must provide free menstrual products in all employee bathrooms.

We're in Canada and the UK thanks to our International Distribution Partner, Citron Hygiene!



Citron Hygiene is a global washroom hygiene services company committed to advocating for period dignity and free-vend period product dispensers in the UK and across North America. Together, we are working to create period positive spaces where menstruators can feel welcomed and supported.

“We are committed to combating period poverty and supporting menstrual equity. We help businesses and institutions in Canada, USA and UK satisfy the basic needs of females and other menstruators who use their washrooms by providing vending machines that dispense free period products for emergency use and proper, safe disposal units. By continuing our partnership with Aunt Flow, we reinforce our commitment to the menstrual movement.”

-Robert Guice, CEO of Citron Hygiene



In partnership with Citron Hygiene, we're combating period poverty across Canada and the United Kingdom!



Native Women's Association of Canada

PARTNERING FOR CHANGE

The Native Women's Association of Canada (NWAC) is a National Indigenous Organization dedicated to advocating for the rights and well-being of Indigenous women, girls, Two-Spirit, transgender, and gender-diverse individuals in Canada. Since launching the program in August 2023, we've donated over 9,000 pads and tampons in Canada through NWAC.

The Youth Sport Trust UK

ADVOCATING FOR MENSTRUAL EQUITY

The Youth Sport Trust's Girls Active program develops partnerships between teachers and girls working together to understand what makes girls fully engage in PE, sport, and physical activity and provides inspiring and relevant opportunities for all girls. By donating 73,000 Aunt Flow pads and tampons, we are working to reduce period poverty, as it's one of the biggest barriers to girls' participation in sports.



WHERE YOU MIGHT'VE SEEN AUNT FLOW THIS YEAR



How the 26-Year-Old CEO of Aunt Flow Gets It Done



Sophia Bush and Nia Linder Batts on Why There's No Excuse For Period Poverty to Continue



A True Columbus Success Story, Aunt Flow Continues Expansion

WE ♥ OUR CUSTOMERS

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

LARGE ORGANIZATIONS



LOCAL BUSINESSES + COMMUNITY SPACES



UNIVERSITIES



In 2023, 1,831 new organizations began offering Aunt Flow products in their bathrooms!

MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



PROVIDING PERIOD AID THROUGH IMPACT PARTNERSHIP

“The P.U.P.A Project wants to thank Aunt Flow for everything they’ve done for our organization. P.U.P.A’s goal is to provide unlimited period aid worldwide. Aunt Flow saw the vision, mission, and have helped us in so many ways to provide period aid. We’re so thankful for their team and everything they do!”

-JA'LYN MCELROY, FOUNDER OF THE P.U.P.A PROJECT

NEWPORT MUSIC HALL IS ON THE MISSION TO INCREASE ACCESS TO PERIOD PRODUCTS

“It’s super important for our venue to be partnering with Aunt Flow and to have Aunt Flow period products because we cater to tens of thousands of patrons a month. We have 300+ shows a year—almost one a day—and we have so many folks who need this product, and we’re happy to provide that for them.”

-ROGER PHELPS, GENERAL MANAGER OF NEWPORT MUSIC HALL



MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



KANSAS STATE UNIVERSITY GOES WITH THE FLOW

“We first met Claire Coder, Aunt Flow's founder, at the ISSA Show several years ago. Immediately, we were impressed with their bold mission and commitment to ensuring everyone has access to period products. Aunt Flow's passion for education on periods and the importance of normalizing periods resonated. Aunt Flow's commitment to sustainability, inclusion, women's empowerment, and accessibility set them apart as a true leader in the industry. Because of Aunt Flow's inspiration, Kansas State University is now a proud partner in helping improve the accessibility of menstrual products and education at our organization.”

**-LINDA CRAGHEAD,
DIRECTOR OF FACILITIES AT
KANSAS STATE UNIVERSITY**



MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



PARTNERING WITH JUSTICE NECESSARY TO COMBAT PERIOD POVERTY IN COLORADO

"I am truly honored to partner with Aunt Flow. We share a common mission - to end period poverty. We are actively working together to effect change and make a difference. When I began this journey, I secured a year's worth of period products to my local food pantry. I quickly realized the large amounts of non-disposable plastic and chemicals used in these products. This valuable partnership with Aunt Flow helps Justice Necessary provide organic and sustainable period products to those in need. Having consistent access to quality, eco-friendly hygiene products allows everyone to lead their lives with dignity."

-DIANE CUSHMAN NEAL, FOUNDER AND PRESIDENT OF JUSTICE NECESSARY

PUBLIC LIBRARIES WORKING TO ENSURE MENSTRUAL EQUITY

"We're creating goodwill in our community, and on top of that, we're filling the gap of this need here. It's a win-win in so many ways. I'm getting what I need from my library, my patrons are getting what they need, people are being sustainable and there's community interaction involved."

-ERIN HUGHES, DIRECTOR OF WOOD-RIDGE MEMORIAL LIBRARY

STUDENT ADVOCATE IMPLEMENTS AUNT FLOW IN TENNESSEE ELEMENTARY SCHOOLS

"I'm really happy that (the dispenser) is easily accessible because you can just press a button and the pad comes out."

-DIYA REDDY, SENIOR AT SCIENCE HILL HIGH SCHOOL





MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



GOVERNOR MURPHY SIGNS BILL TO PROVIDE FREE PERIOD PRODUCTS TO STUDENTS IN GRADES 6-12

“As a high school student myself, I could not be more enthused about this bill's passage. The passage of S1221/A1349 will undoubtedly be one setp closer to supporting menstruators in NJ schools. But more importantly, it is a step towards lessening the inequities borne by menstruators. It is a step towards equality.”

-RACHEL GLANTZBERG, PERIOD.'S NEW JERSEY COMMUNITY ORGANIZER



MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates

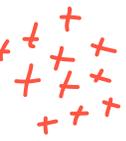


UTAH IS CHANGING THE WORLD, ONE PERIOD PARTY® AT A TIME

“Increasing access to period products will be a cornerstone change made by this generation. It’s a mark we must leave on society because it’s something we are finally able to “see” as a problem. We are thankful for the multi-industry approach to solving this problem. We need non profits, we need government, we need companies, like Aunt Flow, who invest in product that makes access easier. We are winning because we are all coming together to care for our girls, women, and people who menstruate.”



**-EMILY BELL MCCORMICK,
FOUNDER OF THE POLICY
PROJECT**



MAKING 2023 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



IDAHO STATE UNIVERSITY STUDENTS DELIVER 86,000 AUNT FLOW PADS THROUGHOUT THE COMMUNITY

“ASISU marked Period Action Day October 13 & 14th by distributing a generous donation of 86,500 menstrual pads, equivalent to 173 boxes, within our local communities. A team of 24 volunteers contributed to this distribution effort across ISU's campuses, eight public schools in the school district, and seven local non-profit organizations. ASISU, with the help of others, is continuing to monitor and assess the need by tracking pad usage and restock rates. Thank you Aunt Flow, PERIOD., and everyone who helped. Our hearts are full.”

-EMMA WATTS, STUDENT BODY PRESIDENT AND ACTIVIST AT IDAHO STATE UNIVERSITY



OUR SUSTAINABILITY STEPS

We're working to ensure Aunt Flow products are thoughtfully designed with the environment in mind

PLASTIC-FREE TAMPONS

Aunt Flow tampons are plastic-free, while still maintaining comfort. Our smooth-tip applicators allow for easy insertion while also caring for the environment.



By sticking with cardboard applicators, Aunt Flow ensured 23,520,000 plastic applicators did not end up in water ways or landfills.

Our new plastic-free cartridge pad packaging helped reduce plastic waste.



REDUCE PACKAGING WASTE

We removed all plastic from our cartridge pad packaging and eliminated the paper banding strap on our cartridge pad bundles.



With the removal of the banding strap on our cartridge pads, we will save 96 trees!

CARBON FOOTPRINT

Aunt Flow is committed to reducing emissions and our overall carbon footprint.

We reduced greenhouse gas emissions in our supply chain by 47x by shipping our products by full containers, compared to air freighting goods.

