



2024 Impact Report

✦ Making the world better for people with periods ✦

THIS YEAR, AUNT FLOW...

DONATED

1,117,000+
PRODUCTS

STOCKED BATHROOMS WITH

34,698,500
PRODUCTS

ADDED

13,485
DISPENSERS

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 over 7 million freely accessible Aunt Flow period products and 60K+ dispensers all over the world since 2021!

IMPACT PARTNERSHIPS



Justice Necessary is a non-profit that has provided over 5 million period products and nearly 200 Aunt Flow dispensers across 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.



The Kwek Society works to end period poverty in Indigenous communities in the United States while celebrating individual dignity, agency, and success.



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.

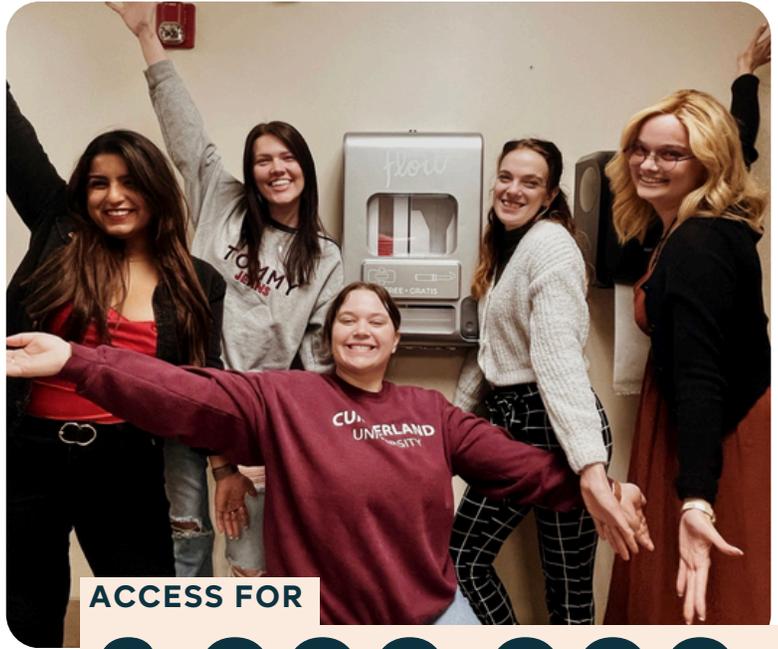


Founded in 2019 by Wendi Schweigart, Project Marilyn is a nonprofit organization dedicated to advancing menstrual equity and improving access to period products for individuals in need across Nevada.

STUDENT ADVOCACY HIGHLIGHTS



WORKED WITH
417
HIGHER-ED CUSTOMERS



ACCESS FOR

2,000,000+
STUDENTS



STOCKED
616
K-12 SCHOOLS



PEOPLE HELPING PEOPLE. PERIOD.

THE POLICY PROJECT AND AUNT FLOW



The Impact of Aunt Flow in 6,800 Utah K-12 School Bathrooms

House Bill 162, “Period Products in Schools,” was passed unanimously by the Utah Legislature in March 2022 and signed into law by Gov. Spencer Cox. The law requires all K-12 public and charter schools in Utah to provide access to free period products in every girls’ and all-gender bathroom.

IMPLEMENTATION

Aunt Flow dispensers and organic cotton period products are stocked in over 6,800 school bathrooms across Utah! By the end of 2023, 1,058 schools in Utah had period products available.

OVER
337,000+
MENSTRUATING STUDENTS IN UTAH
RETURNED TO SCHOOL THIS PAST FALL
WITH ACCESS TO AUNT FLOW

BY 2065, HB 162 IS ESTIMATED TO HELP
MORE THAN
1.3 million+
STUDENTS ACROSS THE STATE

ATTENDANCE AND PARTICIPATION

DUE TO ACCESS TO AUNT FLOW PERIOD PRODUCTS FROM HB 162,

OVER
HALF
OF RESPONDENTS

REPORTED BEING ABLE TO ATTEND SCHOOL AND EXTRACURRICULAR
ACTIVITIES THEY WOULD HAVE PREVIOUSLY MISSED

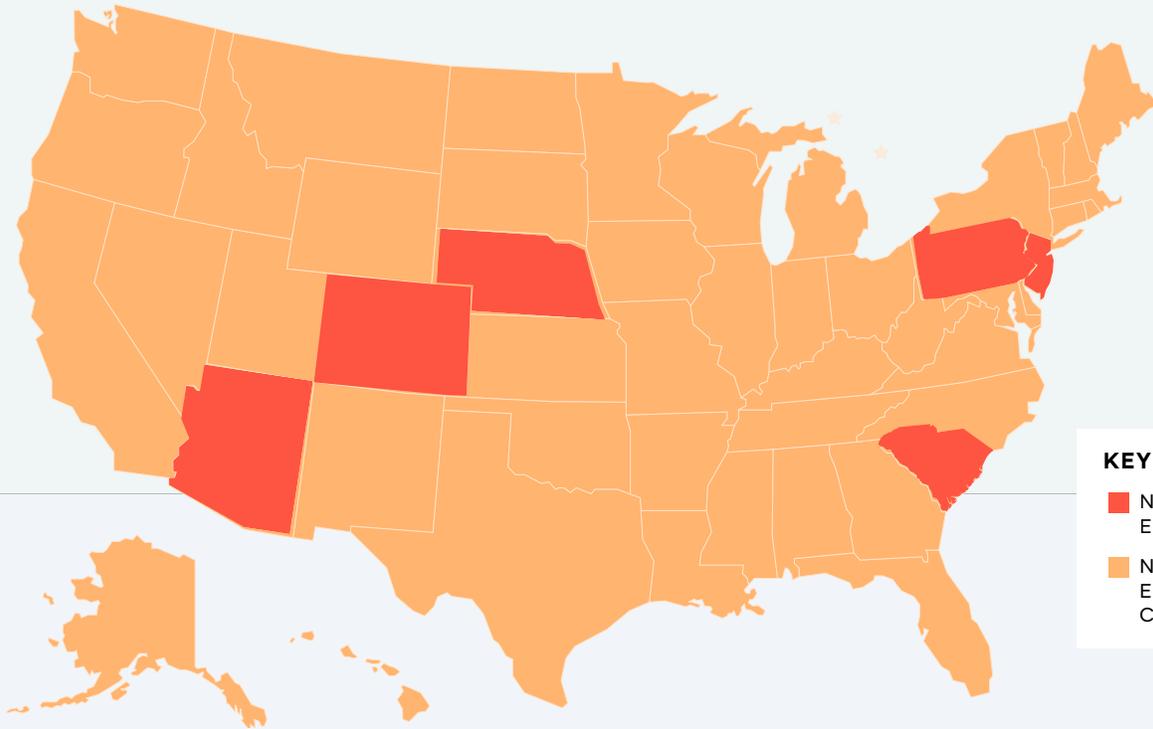




2024 USA PERIOD POLICY WINS

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 2024



THIS YEAR'S LEGISLATIVE SUCCESSES...



ARIZONA SB1720

Includes \$2 million in the Department of Education budget for period products.



COLORADO HB24-1164

Requires Colorado middle and high schools to provide teens with essential period products.



NEBRASKA LB1284

Establishes a pilot program that will provide \$250,000 to make period products available to school districts across the state for the 2025-2026 school year.



NEW JERSEY A2027/S2330

Establishes a one-year State Work First New Jersey Menstrual Hygiene Benefit Pilot Program.



PENNSYLVANIA

Includes a \$3 million grant program to offer free menstrual products to students in public schools.



SOUTH CAROLINA HB3563

Eliminates the sales tax on period products.



AUNT FLOW AND 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. In June 2024, we donated 50,000 menstrual products to the Larga Baffin Centre in Ottawa, an essential establishment offering a comforting, supportive environment for those from the Qikiqtani Region of Nunavut, who find themselves far from home in pursuit of medical care.



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 100,000 Aunt Flow pads and tampons to Youth Sports Trust programs across the UK, 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 👁️



New Beauty: The Best Clean Tampons and Alternatives to Keep on Hand



Her Campus: New Aunt Flow Dispensers at George Mason University



Femtech Insider: Aunt Flow Launches New Sanitary Disposal System for Menstrual Products

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 2024, 2,059 new organizations began offering Aunt Flow products in their bathrooms!

✨ PERIOD PARTIES ✨

We partnered with organizations nationwide to host Period Parties, bringing communities together to expand access to essential period products.

CHICAGO WHITE SOX

On Women's Equality Day (August 26), we celebrated Guaranteed Rate Field's Aunt Flow dispensers with a Period Party®! With help from White Sox front office staff volunteers and members of Youth Guidance's Working on Womanhood (WoW), the organization held a pregame event where participants packed 20,000 products into period kits to be distributed to young women from Chicago's under-resourced neighborhoods.



“We take great pride in being one of the first MLB teams to step up to the plate on period equity. We know women comprise a significant percentage of professional sports fan bases, including ours, and we’re taking these steps to help ensure the needs of all of our fans are met.”

-SHEENA QUINN, SENIOR DIRECTOR OF PUBLIC RELATIONS FOR THE CHICAGO WHITE SOX

HOPE & COMFORT HYGIENE HUB

On October 30th, we partnered with Hope & Comfort Hygiene Hub to host a Period Party® at TJX headquarters, where volunteers from Hope & Comfort and TJX packed 2,500 one-month period product kits for Massachusetts schools, shelters, and food and clothing banks.

“At Hope & Comfort Hygiene Hub, we work to provide essential hygiene products, including period products, to the 2.3 million people in Massachusetts experiencing hygiene insecurity. We're grateful for partners like Aunt Flow who help make this possible.”

-KERRY CARTER, CEO OF HOPE & COMFORT HYGIENE HUB



Interested in hosting a Period Party® at your organization?
Email hello@goantflow.com for more info!

MAKING 2024 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



PROVIDING PERIOD AID THROUGH IMPACT PARTNERSHIP

“Thanks to our impactful partnership with Aunt Flow, thousands of students returning to school face no concerns about purchasing period products. By removing obstacles to accessing hygiene products, we’re empowering students to focus on education without the added burden of navigating challenges related to their well-being. Ensuring easy access to essentials for economically marginalized students is our goal.”

-SOJOURNER MARABLE GRIMMETT, VP OF MARKETING, COMMUNICATIONS & COMMUNITY RELATIONS AT PEACH STATE HEALTH PLAN

BREAKING PERIOD STIGMA IN KENTUCKY

“We are so thankful for Aunt Flow for donating products for Period Y’all to hand out as we advocated for menstrual equity to our legislators in Frankfort, KY. Thank you for not only creating a great product but for supporting non-profits on the ground fighting for menstrual equity!”

-SKYLAR DAVIS, FOUNDER OF PERIOD Y’ALL



AUNT FLOW AND PROJECT MARILYN



This year, Project Marilyn distributed 50,000 period products to fight period poverty in Southern Nevada.



PROJECT MARILYN'S FOUNDER SHARES HOW WORKING WITH AUNT FLOW IS MAKING A DIFFERENCE

“I am extremely proud to partner with Aunt Flow to raise awareness about period poverty in our state of Nevada. When companies like Aunt Flow put their name, image and support behind nonprofits such as ours, it adds a level of credibility to our mission. We are dedicated to providing people with the supplies they need to have a healthy and dignified period, each and every month, and with the support of Aunt Flow we will be able to make an even bigger impact in our community.”

-WENDI SCHWEIGART, FOUNDER OF PROJECT MARILYN



MAKING 2024 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



UC SAN DIEGO GOES WITH THE FLOW

“These past three years, I have created surveys to understand students’ menstrual needs and began my pilot project launch to provide free period products. I am honored to be a part of these necessary changes on our campus!”

-LIANE BARKHORDAR, UC SAN DIEGO ALUM

PUBLIC LIBRARIES WORKING TO ENSURE MENSTRUAL EQUITY

“We are proud to partner with Aunt Flow to support menstrual equity. By offering period products, we expand our reach in providing necessities for hygiene. Our commitment to supporting accessibility and the well-being of our community extends beyond books and information.”

-RENEE GRASSI, DIRECTOR OF LAKE BLUFF PUBLIC LIBRARY

SPREADING PERIOD POSITIVITY ACROSS THE COUNTRY

“More than just a supplier, Aunt Flow has been a true collaborator—responsive, supportive, and deeply invested in our mission.”

-AVREY HENDRIX, FOUNDER OF THE IDAHO PERIOD PROJECT



JUSTICE NECESSARY AND AUNT FLOW



Justice Necessary provided over 3 million Aunt Flow period products to menstruators in need across the state of Colorado in 2024.



THE IMPACT OF JUSTICE NECESSARY'S PARTNERSHIP WITH AUNT FLOW



“At Justice Necessary, we are committed to ensuring that no one goes without essential hygiene products. Our work focuses on combating hygiene poverty, advocating for systemic change, and increasing access to menstrual products. Through our partnership with Aunt Flow, we have expanded our impact — installing menstrual dispensers, distributing over 5 million period products to partners across the state, and collaborating with legislative champions and stakeholders to pass legislation ensuring that Colorado students have access to period products in middle and high school restrooms. With Aunt Flow’s support, we will continue this critical work, breaking down barriers and ensuring reliable access to period care for all.”



**-DIANE CUSHMAN NEAL,
FOUNDER AND PRESIDENT OF
JUSTICE NECESSARY**





PRODUCT INNOVATION

This year, we added a few new products to our lineup! ★

Disposal Bag Dispenser with Rolls

Aunt Flow's NEW complete sanitary disposal system allows for easy and safe disposal of all your period and incontinence products with access to sanitary disposal bags through our disposal bag dispenser for an improved bathroom experience.



Plant-based personal disposal bags



Keyless with hidden latch to open and reload dispenser

Direct-to-consumer 36-count tampon and pad boxes

Pad + Tampon 36-Ct Consumer Boxes

Menstruators can now stock their homes with our well-loved organic cotton pads and tampons.





PRODUCT INNOVATION

Introducing our Universal period products! ❤️

We've designed a new line of Aunt Flow's best-selling tampons and pads to fit your existing free-vend dispenser. Our Universal Organic Cotton and Value lines are compatible with other free-vend dispenser brands.

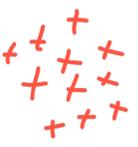


Universal ✦ Organic Cotton ✦ Products

For environmentally conscious and quality-focused customers, Aunt Flow provides period care products made with organic cotton and crafted from a clean, high-quality ingredient list. Created to meet the highest standards of both sustainability and performance.

Vended Pad Boxes

Universal Vended Tampon Tubes



Designed to fit in Bobrick, Hospeco, ASI and Frost dispensers



Compatible with Aunt Flow dispensers, as well as free-vend Hospeco, Bobrick, ASI, and Frost dispensers



Universal Value Products

Everyone deserves access to period products that don't break the bank. Our Value line is made with you in mind, offering higher quality non-organic options at a price that fits your budget.

Vended Pad Boxes

Universal Vended Tampon Tubes

Designed to fit in Bobrick, Hospeco, ASI and Frost dispensers

Chlorine-free fibers



Absorbent core from vegetal origin





OUR SUSTAINABILITY STEPS

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



1

PROPER DISPOSAL

Aunt Flow's new plant-based disposal bags encourage hygienic and responsible disposal, ensuring tampons do not end up in waterways through flushing.



Makes discarding menstrual and incontinence products clean, simple and safe

NEW plant-based biodegradable wrapper

2

REVAMPED PAD PACKETS

We heard your feedback! We've moved from foil to NEW plant-based pad packaging—while the pads still feature a 100% organic cotton topsheet for hypoallergenic protection and breathable comfort.



Tested and proven to be harmless to human health and 100% toxin-free!

3

OEKO-TEX® CERTIFIED

Aunt Flow tampons are certified with the OEKO-TEX® STANDARD 100 label, tested and proven to be harmless to human health.

