



2025 Impact Report

Making the world better for people with periods

THIS YEAR, AUNT FLOW...

DONATED

600,000+

PRODUCTS



IMPLEMENTED

9,321

DISPENSERS



STOCKED BATHROOMS WITH

3,590

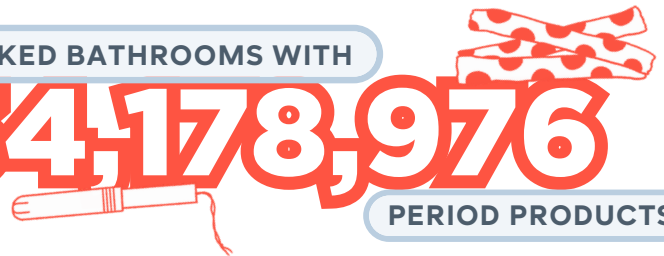
DISPOSAL SYSTEMS



STOCKED BATHROOMS WITH

34,178,976

PERIOD PRODUCTS



✦ IMPACT PARTNERSHIPS ✦

changing
the world,
one cycle
at a time™

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 stock over 70,000 bathrooms and donate over 7.6 million Aunt Flow period products around the world since 2021!



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



Founded by Kai Inman in March 2020, The Hygiene Hookup aims to provide education and resources about menstruation.



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



Founded in 2021 by Ja'Lyn R. McElroy, the P.U.P.A. Project provides unlimited period aid to young girls and women in Mississippi with the ultimate goal of breaking period stigma while combating period poverty.



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



For Women by Women, Period is a NYC non-profit on a mission to provide access to menstrual products for those affected by period poverty through distribution, education, and advocacy for menstrual equity.



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



Dignity Matters provides free menstrual care and hygiene essentials to children and families in need across Massachusetts. Each month, they serve 17,000 individuals in partnership with 170 Massachusetts-based nonprofits.



Justice Necessary is a nonprofit dedicated to combating period poverty and hygiene poverty in Colorado communities. In 2025 alone, they supported 460 schools, provided 2.5 million period products and distributed nearly 1,400 Aunt Flow dispensers across the state.



The Alliance for Period Supplies leads a national network of over 140 independent, community-based nonprofits working to end period poverty in the U.S. It was founded in 2018 as a program of the National Diaper Bank Network.



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.



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.

✦ STUDENT ADVOCACY HIGHLIGHTS ✦



WORKED WITH
551
HIGHER-ED CUSTOMERS



ACCESS FOR
2,500,000+
STUDENTS



STOCKED
1,093
K-12 SCHOOLS



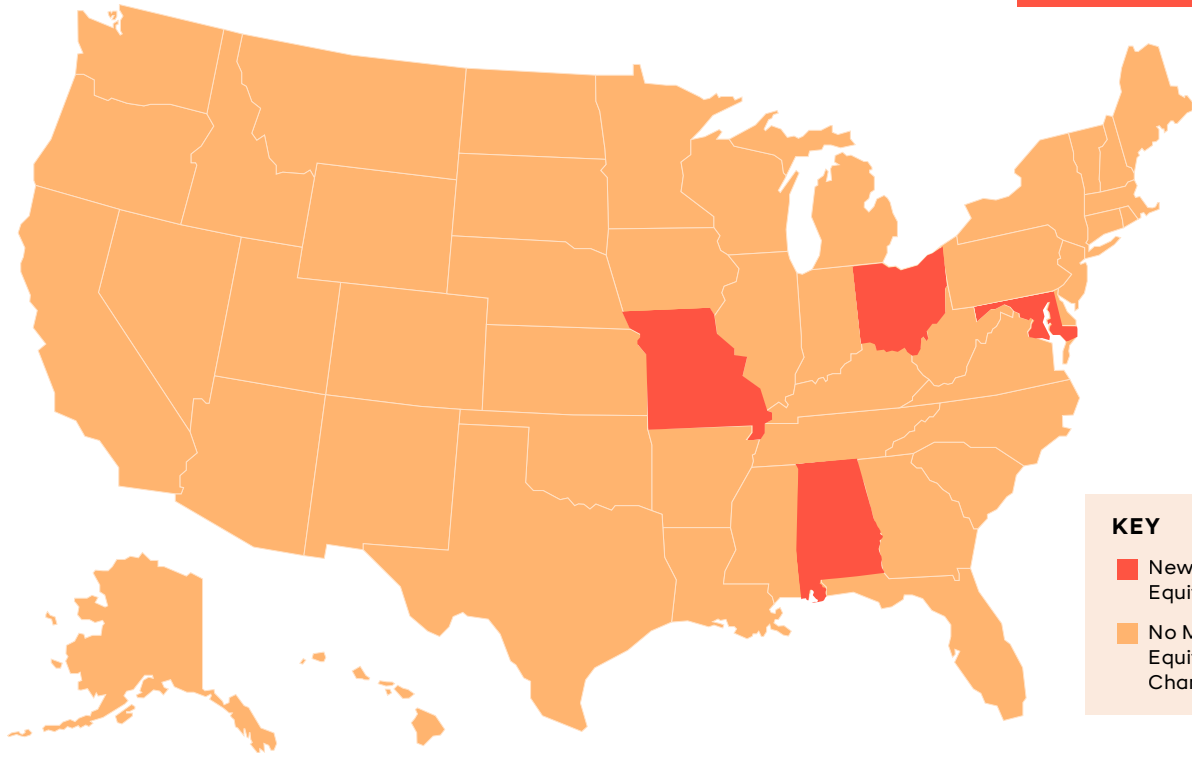
PEOPLE HELPING PEOPLE. PERIOD.



2025 U.S. PERIOD POLICY WINS

Making Waves Across the Menstruation Movement

You can find Aunt Flow products in all 50 states!



KEY

- New Menstrual Equity Legislation
- No Menstrual Equity Legislation Changes in 2025



THIS YEAR'S LEGISLATIVE SUCCESSES...



ALABAMA HB152

Removes the sales tax on period products.



MISSOURI HB594

Removes the sales tax on period products.



OHIO HB29

Ensures free access to period products for incarcerated menstruators in state correctional facilities.



MARYLAND HB205

Requires all public middle and high schools to provide free period product dispensers in every women's restroom.

PHLOW PHILLY



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In partnership with the Philadelphia Department of Public Health's Division of Reproductive, Adolescent, and Child Health, we're expanding menstrual equity in the City of Philadelphia!



About Phlow Philly

PARTNERING FOR CHANGE

Through the Phlow Philly initiative, Aunt Flow is leading a three-pronged effort to tackle period poverty across the city:

- 🔥 installing free-vend dispensers in public spaces
- 🔥 partnering with the School District of Philadelphia to ensure student access
- 🔥 distributing 4,500 period kits through trusted community organizations

Phlow Philly Period Parties

ADVOCATING FOR MENSTRUAL EQUITY

As part of the Phlow Philly initiative, we selected and partnered with six Philadelphia-based organizations that applied to receive a one-time donation of free menstrual products. During the week of September 22, Phlow Philly and the selected local nonprofit partners each hosted their own "Period Party®" event across the city to distribute 90,000 organic-cotton pads (enough to assemble 4,500 period care kits!), while sharing education and resources with community members.



WHERE YOU MIGHT'VE SEEN AUNT FLOW THIS YEAR 🙄



Forbes

How Aunt Flow Made Free Period Products A Standard Of Care



CleanLink

How Facilities Can Reduce Period Waste



Responsible Flushing Alliance

Empowering Menstruators, Protecting Plumbing

WE ❤️ OUR CUSTOMERS

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

LARGE ORGANIZATIONS



U.S. Department of Veterans Affairs



McGHEE TYSON AIRPORT
KNOXVILLE



LOCAL BUSINESSES + COMMUNITY SPACES



INDIANA FREE LIBRARY



THE SCHOOL DISTRICT OF PHILADELPHIA

UNIVERSITIES



State University of New York

Juilliard



In 2025, 1,670 new organizations began offering Aunt Flow products in their bathrooms!

AUNT FLOW AND CITRON HYGIENE



In partnership with Citron Hygiene, we're combating period poverty across Canada!



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 2025, Citron Hygiene and Aunt Flow donated 115,000 organic period products to Provincial and Territorial Member Associations across Canada.

Help A Girl Out

ADVOCATING FOR MENSTRUAL EQUITY

Started by Yanique Brandford in 2018, Help A Girl Out (HAGO) distributes period products to homeless, refugee, BIPOC and low-income communities in the Toronto area, and beyond, and educates on menstrual health and rights. Citron Hygiene and Aunt Flow donated 2,000 period products through HAGO in 2025.



Purse Project Ottawa

PARTNERING FOR CHANGE

The Ottawa Police Service organizes an annual personal hygiene drive for 29 women's shelters across the city, with the help of Citron Hygiene. In 2025, this project celebrated its 10th anniversary. Aunt Flow donated 5,000 period products to the cause.

✨ PERIOD PARTIES ✨

We partnered with organizations nationwide to host 32 Period Parties in 2025, bringing communities together to expand access to essential period products.

JUSTICE NECESSARY



Justice Necessary hosted PeriodPalooza — a series of large-scale volunteer events across Colorado throughout May. With over 1,900 volunteers, 1,371 Aunt Flow dispensers, and more than 2.5 million period products to be packed and distributed, PeriodPalooza mobilized communities to ensure students are supported and ready to learn.

“We launched PeriodPalooza across Colorado to bring communities and schools together to pack and distribute over 2.5 million period products, helping us do the work to ensure students have what they need to stay in school. These events aren’t just about packing products; they’re about raising awareness of the barriers students face and reminding us that access to period products just is necessary.”

-DIANE CUSHMAN NEAL, FOUNDER AND PRESIDENT OF JUSTICE NECESSARY



HUBSPOT & DIGNITY MATTERS

On September 24th, we partnered with HubSpot to host a Period Party® benefiting Dignity Matters, where over 60 HubSpot employees packed 1,000 period product kits (500 pad kits and 500 tampon kits!) for families in need across Massachusetts through Dignity Matters’ ongoing programs.

“Loved seeing some of my male colleagues encounter a tampon for the first time. Huge steps in combating menstrual taboo in the workplace. If you’re looking for an impactful in-person activity - 10/10 recommend.”

-PROJECT MANAGER, HUBSPOT

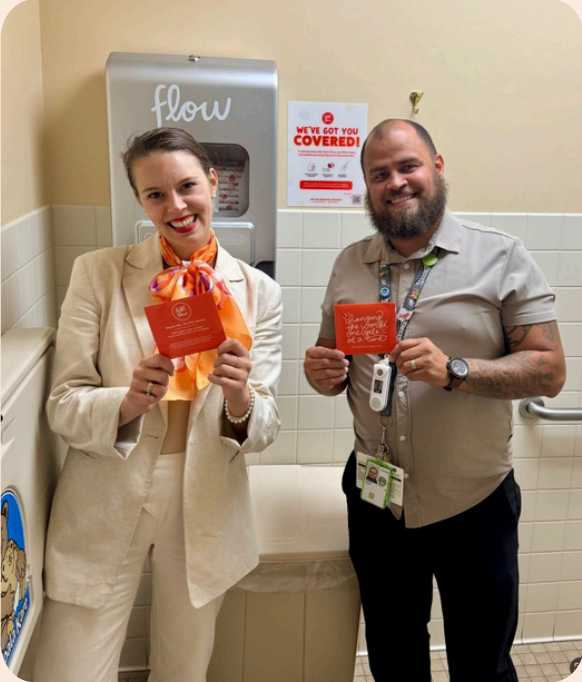


Interested in hosting a Period Party® at your organization?
Email amanda.safi@goauntflow.com for more info!



MAKING 2025 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



HONORING SERVICE THROUGH EQUITABLE PERIOD CARE

“Offering complimentary sanitary products in restrooms for women veterans is a straightforward yet impactful method to recognize their specific needs and promote their well-being. It transcends mere hygiene; it embodies respect, equality, and the creation of an inclusive atmosphere where our women veterans feel appreciated and acknowledged. This marks merely the initial step towards progressing in the right direction!”

-JAVIER VICENTE, ACTING SERVICE CHIEF AT THE CINCINNATI VETERANS AFFAIRS MEDICAL CENTER

THE CITY OF TOLEDO GOES WITH THE FLOW

“We work really hard to provide basic services to the city of Toledo. We see Aunt Flow as another basic service we are able to provide so that people using our bathrooms can meet all their needs.”

-CARRIE HARTMAN, CITY OF TOLEDO COUNCIL PRESIDENT



MAKING 2025 BETTER FOR PEOPLE WITH PERIODS

Success stories from Aunt Flow advocates



UT AUSTIN IMPLEMENTS CAMPUS-WIDE PERIOD PROGRAM

“Aunt Flow made menstrual products consistently accessible, free, and easy to find, directly addressing the gaps we had on campus. Beyond the products themselves, Aunt Flow’s presence on campus sparked important conversations and helped normalize period care as a necessary part of student wellness, not a luxury. This has been a project over the past few years at UT, I’ve been so honored to be a part of the final completion of it.”

-KRITIKA RAMESH, UT AUSTIN STUDENT

ENSURING ACCESS IN CONNECTICUT SHELTERS

“Our clients are so happy to have these products available to them at no charge and without restriction, without issues of confidentiality, and without concerns about people being embarrassed, unsure, or afraid to pick them up. It makes such a difference physically, mentally, and emotionally for people in a way that we don't always think about.”

-SUSAN AGAMY, EXECUTIVE DIRECTOR OF THE ACT SPOONER HOUSE

SUPPORTING INDIGENOUS STUDENTS WITH THE KWEK SOCIETY

“Migwetch (thank you) to our amazing partner, Aunt Flow, for donating 3,000 menstrual pads this year to The Kwek Society! We are extremely grateful for Aunt Flow’s partnership and ongoing support.”

-EVA MARIE CARNEY, FOUNDER AND EXECUTIVE DIRECTOR OF THE KWEK SOCIETY





DISASTER RELIEF EFFORTS

Disasters can turn everyday life upside down. Access to period care shouldn't add to the stress. When millions were affected by the Los Angeles wildfires and the Central Texas floods, Aunt Flow partnered with local organizations to bring essential care and relief to those in need.



Supporting the Los Angeles Community

In January, devastating wildfires displaced families and disrupted access to essential resources across Los Angeles. To help ensure period care wasn't one more thing to worry about, Aunt Flow donated period products to organizations supporting menstruators impacted by the fires. Through partnerships with #HappyPeriod, Bricks & Wood and Palisades Charter High School, we helped deliver 2,550 tampons.

Showing up for Central Texas

In July, severe flooding impacted communities across Central Texas, leaving many without access to basic necessities. In response, Aunt Flow partnered with the Texas Diaper Bank to donate 4,000 pads to help menstruators in need. Our goal was simple: to help provide comfort, dignity and relief so periods didn't become an added burden during recovery.



AUNT FLOW AND FLOW FOWARD NEW JERSEY



Menstruation at New Jersey Colleges and Universities

Aunt Flow partnered with Flow Forward NJ to support research examining period poverty among college and university students across New Jersey. This study addresses a critical gap in existing research by centering the lived experiences of college students—a population often overlooked in national period poverty data.

EXECUTIVE SUMMARY



97.8%

OF STUDENTS BELIEVE PERIOD PRODUCTS SHOULD BE OFFERED FOR FREE ON COLLEGE CAMPUSES IN NEW JERSEY

48%

OF STUDENTS EXPERIENCE DIFFICULTIES WITH PURCHASING MENSTRUAL PRODUCTS THROUGHOUT THE YEAR

3.4%

SAID THEY ALWAYS STRUGGLE TO AFFORD PRODUCTS

6.7%

SAID THEY OFTEN STRUGGLE TO AFFORD PRODUCTS

38.1%

SAID THEY SOMETIMES STRUGGLE TO AFFORD PRODUCTS

32%

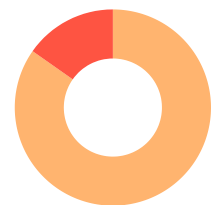
OF STUDENTS STATE THAT A LACK OF PERIOD PRODUCTS AFFECTS THEIR ACADEMIC PERFORMANCE

30.1%

OF STUDENTS AGREED THAT PURCHASING MENSTRUAL PRODUCTS IS DIFFICULT TO AFFORD EVERY MONTH

25.2%

OF STUDENTS ARE UNSURE IF THEIR SCHOOL OFFERS PERIOD PRODUCTS



18%

OF STUDENTS ARE TOO EMBARRASSED TO ASK IF THERE ARE FREE MENSTRUAL PRODUCTS AVAILABLE

AUNT FLOW AND ALLIANCE FOR PERIOD SUPPLIES



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alliance for
PERIOD
supplies

Aunt Flow and the Alliance for Period Supplies Have Teamed Up for an Exclusive Member Discount

Aunt Flow has joined the Alliance for Period Supplies as a Preferred National Vendor! This means all Allied members now have access to Aunt Flow products at the lowest prices available. This partnership is part of the Alliance for Period Supplies' ongoing commitment to making high-quality period products affordable and accessible to our members, and ultimately, helping us reach and serve more people who need them.



“Aunt Flow’s partnership with the National Diaper Bank Network, providing discounted, high-quality products to our member organizations, demonstrates their genuine commitment to access and impact. It’s been a pleasure working with them to make a difference in our communities—thank you, Aunt Flow!”

-MOLLY BOYD, DIRECTOR OF CORPORATE RELATIONS, NATIONAL DIAPER BANK NETWORK | ALLIANCE FOR PERIOD SUPPLIES

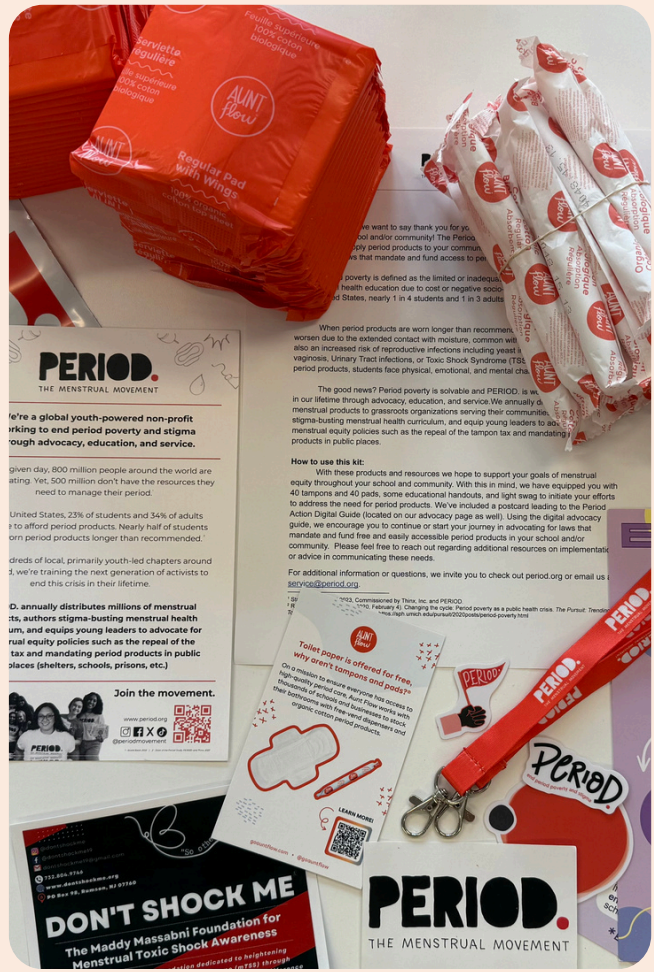


AUNT FLOW AND PERIOD.



PERIOD. and Aunt Flow Launch Period Action Kit Program to Equip Student Advocates Across the U.S.

In April, we announced an exciting partnership with PERIOD. to distribute 250 Period Action Kits (PAKs) to student advocates across the country. Designed to increase access to essential menstrual products and ignite local advocacy, this initiative is a powerful step toward sustainable, community-driven change. In 2025, 250 Period Action Kits were sent to students in 39 states.



“Through the Period Action Kit program in partnership with Aunt Flow, communities nationwide gained increased access to period products while youth leaders were empowered to drive change in their schools and universities. An overwhelming 94% of recipients took meaningful action after receiving the kits, including establishing new free supply stations, distributing products directly to students and community members, advocating with school administrators for free period products, and hosting educational panels or tabling events. As one student shared, “The Period Action Kit reminded me that these basic needs must stay at the forefront of our conversations. Awareness is key.”

-CANDICE BEE, DIRECTOR OF PARTNERSHIPS, PERIOD.



PRODUCT INNOVATION

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

Mini Dispenser

Perfect for small, low-traffic restrooms, our Mini Dispenser features a built-in side slit for quick inventory checks and an adjustable side panel to accommodate pads or tampons—making stocking simple and seamless.

Features easy-to-understand iconography



Option to mount on the wall or place on countertop

Place on a flat surface or mount on the bathroom wall with included command strips



Updated Display Box

Our best-selling Display Box got a makeover this year... Now featuring a new design with an optional product divider and adhesive included for wall-mounting capabilities.

Free bathroom signage included with each Mini Dispenser & Display Box!





OUR SUSTAINABILITY STEPS

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



ENSURING PROPER DISPOSAL

1

Aunt Flow's disposal system encourages hygienic and responsible disposal, ensuring tampons do not end up in waterways through flushing. We even teamed up with the Responsible Flushing Alliance and the Compost Manufacturing Alliance for a powerful Earth Week webinar around sustainable disposal solutions!



REDUCING PLASTIC + PACKAGING WASTE

2

We ditched the plastic bags our cartridge pads were once wrapped in. This shift alone has eliminated the equivalent of 66,000 plastic bags annually! We also reduced the packaging related to our cartridge pads that work with our dispensers while still ensuring hygiene and safety.



PFAS-FREE PRODUCTS

3

No "forever chemicals," no problem... Aunt Flow period products are PFAS-free! You deserve period care that's made with you and the planet in mind. That's why we're committed to ensuring our products are crafted with clean, safe and non-toxic ingredients.

