



Get Aunt Flow Period Products At Your University



GOAL

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

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Making the world better for people with periods

Aunt Flow is on a mission to ensure every person has access to 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 a variety of high-quality period products as well as free-vend, ADA-compliant dispensing systems and complete solutions for period care disposal.

70k+ bathrooms are stocked with Aunt Flow!



Dispensing Solutions for Period Care



Universal Period Products Compatible with Other Free-Vend Dispenser Brands



Complete 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 commercial bathrooms could easily provide quality, free period care. Aunt Flow products are made with organic cotton, and we are constantly working to reduce our environmental impact. With laws changing across the country, more than 27 states and Washington, D.C. now legally require free access to products in schools!”



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, alumni groups, 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 the cost for a FULL period product program in ALL ACADEMIC BUILDINGS with Aunt Flow:

Initial Investment

1. Dispensers: # of bathrooms to stock product X \$351-\$510 (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 Cost: The average annual cost is \$2.50 per student. We estimate that higher-ed usage is 11 period products per student annually.

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 per year may range between \$2-\$4.



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 Presentation](#) 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

1 in 3

Students in the US have missed class time because they did not have access to period products.*

1 in 4

Students in the US have struggled to afford period products or were not able to purchase them at all.*

2.4%

Attendance increase amongst girls in NYC Public Schools when menstrual products were offered for free.**

86%

Of menstruators have started their period unexpectedly in public without the supplies they need.**

*State of the Period, 2025 **Free the Tampons, 2013



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 organic cotton tampons and pads are sold by the case. Budget \$2-\$4 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.



Period Program Success

Bringing Aunt Flow to your campus is a huge win, but the real impact comes from keeping the program running long after launch (and after you graduate). Here's how to set your program up for success in the first 6 months and sustain it for years to come.

The First 6 Months: Set the Foundation

1. Track What Matters (Data = Power)

Collecting data early helps you show demand and secure future funding. Here's what to track:

- Product usage (how often dispensers are refilled)
- High-traffic restrooms/buildings
- Student feedback

PRO TIP

Partner with facilities or custodial staff to track refill frequency—they're your MVPs here!



2. Gather Student Feedback

Make it easy (and quick!) for students to share their thoughts. Add signage near the dispensers with a QR code linking to a short survey.

Example survey questions:

- “Have you used the free Aunt Flow dispensers on campus?”
- “How easy were they to access?”
- “Where else would you like to see dispensers?”
- “How was access to these products impacted you?”

3. Build Visibility

Awareness drives usage—and usage drives continuation. Some ideas to increase awareness:

- Announce the Aunt Flow period program launch on social media (be sure to tag your school!)
- Partner with campus organizations (health services, DEI groups, athletics, etc.)
- Host a “Period Party” or tabling event on campus
- Include signage in restrooms and common spaces

Check out our blog for [more ways to promote your Aunt Flow period program](#) on campus!



Long-Term Sustainability: Keep it Flowing

1. Build Relationships That Last

Your biggest allies:

- Facilities & maintenance teams
- Student affairs/administration
- Campus health services

WHY THIS MATTERS

These teams are still there after you graduate, and they help keep the program running.



2. Talk to Your Facilities Team

Facilities teams are essential to your program's success. They help with restocking products, maintaining dispensers, and flagging issues.

Be sure to approach with collaboration, not requests. Here are some example talking points and questions to ask:

- “We want to make this as easy as possible for your team—what’s the best way to integrate this into existing routines?”
- “What challenges do you foresee with restocking or maintenance?”
- “How can we support you?”

Action items:

- Share clear restocking expectations
- Confirm who is responsible for refills
- Create a simple reporting system for issues



Long-Term Sustainability: Keep it Flowing

3. Secure Ongoing Funding

To keep the program alive, it needs a long-term budget and funding plan.

Potential funding sources:

- Student government budgets
- University operational budgets
- Health & wellness departments
- Grants or donor funding

What helps unlock funding:

- Your usage data
- Student testimonials
- Survey results



4. Create a Transition Plan

Don't let the program disappear after graduation.

Before you graduate:

- Document everything (contacts, processes, suppliers)
- Identify a student org or leader to take over
- Loop in administrators who can “own” the program long-term
- Share a simple “how it runs” guide

Think of it as passing the baton, not starting from scratch.

Student Advocacy Highlights



WORK WITH
550+
HIGHER-ED CUSTOMERS



ENSURE ACCESS FOR
2,500,000+
STUDENTS



PEOPLE HELPING PEOPLE. PERIOD.



Success Stories

Testimonials from Aunt Flow student 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 TO PERIOD CARE FOR STUDENTS AT TULANE UNIVERSITY

“Access to menstrual products involves both health and equity. Our goal is for every single student on our campus to have equal access to the products that they need to focus on their education and overall well-being.”

-EURDORA EZIRIKE, TULANE UNIVERSITY STUDENT

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



Aunt Flow and Flow Forward 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%

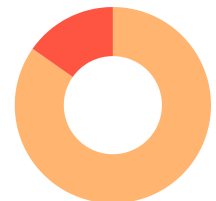
OF STUDENTS STATE THAT A LACK OF PERIOD PRODUCTS AFFECTS THEIR ACADEMIC PERFORMANCE

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



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.

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 Approved: Aunt Flow's period care products are proudly FDA-approved, ensuring the highest safety and quality standards for all users.
- Impact Program: 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. Therefore, it's 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?

Aunt Flow stocks 550+ higher-education institutions with free-vend period product dispensers, organic cotton tampons and pads, and sanitary disposal solutions. Below is a small list of schools that have implemented programs with the support of Aunt Flow:

- Princeton University
- UC San Diego
- Harvard University
- The Juilliard School
- University of Georgia
- Kansas State University
- The Ohio State University
- Spelman College
- Tulane University
- The University of Texas at Austin





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



Award-winning, ADA-compliant dispensing systems



Certified woman-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](#)
- [Period Program Investment Presentation](#)
- [University Student Advocacy One Pager](#)
- [Sustainability Page](#)
- [Case Studies](#)
- [Brand Guide](#)
- [Press Kit](#)
- [Product Photos](#)
- [Lifestyle Images](#)
- [Legislation Map](#)
- [Digital Downloadable Signage](#)
- [Period Program Rollout Social Media Files](#)

