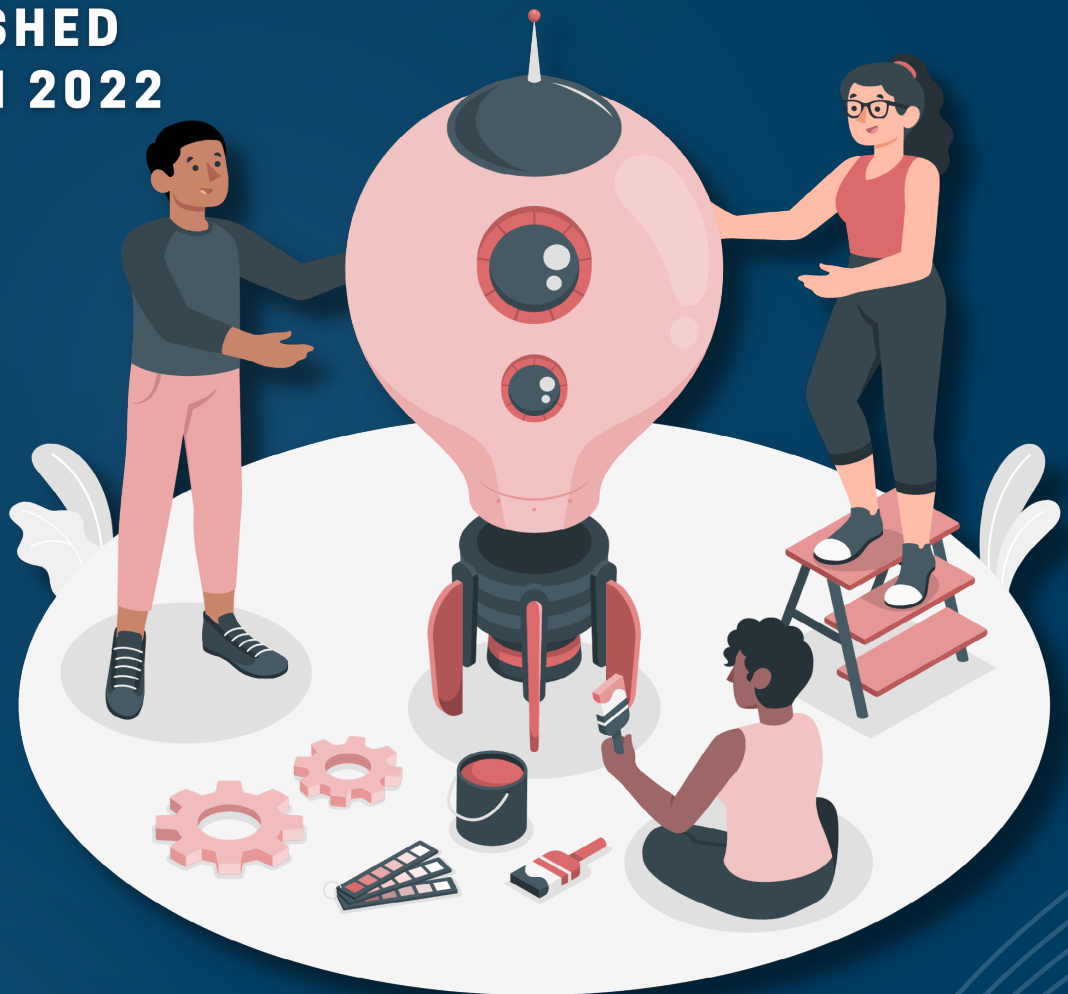




**BLEED
THE NORTH**

IMPACT REPORT FOR 2021

**PUBLISHED
MARCH 2022**





"[Period Equity Day] was incredibly organized with well-informed speakers who made sure that the audience was not only captivated, but was comfortable as well.

It was really nice to see how passionate each speaker and presenter was about period equity!"

- Shania D. (she/her),
First Year at UToronto

- **@CBCIsmaila**: "So what do you think of Ontario's announcement [to provide free menstrual products in schools]? Does it go far enough?"

- **@BleedtheNorth**'s Isabela Rittinger: "No. It doesn't!"

Listen to the full interview via **@metromorning** here
[cbc.ca/listen/live-ra...](https://www.cbc.ca/listen/live-radio/1-6-metromorning)



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Thank You!



"Period." A word that seems so common, yet means so much.

What if we told you that this word was much, much more nuanced than you originally thought?

Amongst the giggles and whispers that characterized our elementary school health classes, the word “period” and its associated topics have become victim to a social taboo, where for some reason, it is no longer considered normal—or even polite—to mention these in public.

At Bleed the North, we strive to break this taboo and eradicate period poverty, once and for all. Be it working with Members of Parliament to discuss policy legislation or donating thousands of period products per month to those in need, **our team has worked hard to unveil the true meaning behind the word “period.”** Having just hit our two-year mark, we couldn’t be prouder of what we’ve achieved.

We don’t look at our accomplishments through a rose-coloured lens, but rather we see them with anticipation for what’s to come.

Thus, it is with great pleasure that we share what the team has achieved over the past year, with your support and that of countless others.



It is said that through adversity, we find strength.

Throughout my time as President of Bleed the North, I've found this axiom to be true on so many levels.

In March 2020, life in Canada changed forever with the onset of the pandemic. At the time, we didn't know the scope and scale of this change, but its impact has been profound. Looking back over the last two years, and specifically over this past year, all I can see is the unwavering strength of our supporters—our volunteers and donors—you.



The generosity shown by our supporters has allowed us to expand beyond anything I could have envisioned when I founded Bleed the North. Without you, we wouldn't have been able to surpass our 2021 product donation goal by **6,000 products** or engage **500+ community members** in advocacy efforts. Your support has allowed us the honour of attending to the needs of community members that require period products while prioritizing the service of menstruators who need specific resources, including low income, remote, and Indigenous communities across the province.

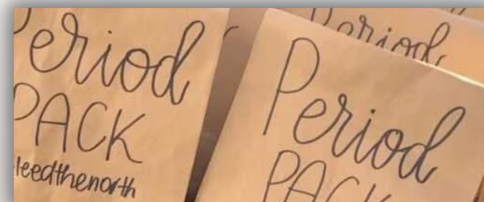
Our work is just beginning. Bleed the North has always been an organization that pushes the boundaries of the menstrual movement, demanding broader conversations, and redefining menstrual activism. **We have no intentions of stopping.**

We look forward to working alongside our supporters, volunteers, and donors alike to push forward all that we hope to achieve in eradicating period poverty and constructively addressing, and erasing, period stigma — in Ontario, in Canada, and where possible, making our unique Bleed the North voice heard around the globe.

Sincerely,

Isabela Rittinger (she/her)

President & Founder of Bleed the North



MAR
2020

Bleed the North is **founded** as a chapter of PERIOD.

JUL
2020

Bleed the North becomes a **registered nonprofit**.

JUL
2020

The Service Team hosts its first **period product drive**.

OCT
2020

NOV
2020

Bleed the North speaks with a 5th grade class in BC, discussing periods and period poverty.

DEC
2020

The Advocacy Team hosts its first **Menstrual Health Day** focusing on intersectionality in the menstrual justice realm.

MAY
2021

The Business Development team launches its **first partnership** with Sleepy Daisy.

JUL
2021

Bleed the North celebrates **Period Equity Day** by holding their first in-person event, rallying for free period products.

NOV
2021

Bleed the North **rebrands** itself and separates from the PERIOD movement.

The Advocacy Team hosts its first **Period Equity Day** (formerly National Period Day), a week-long event with presentations from three speakers and five social justice organizations.

THE SERVICE TEAM

For all menstruators that need us, anywhere, anytime.

**47,682 PERIOD PRODUCTS
DONATED**

We've worked with shelters, food banks, and other amazing organizations to ensure our community has the support it needs.

**17 PERIOD PRODUCT
DRIVES**

The majority of the products used in our operations come from donations, in drives run by schools, businesses, and organizations.

With 17 drives hosted in 2021, we received an average of 600 products from each.



**93 SUSTAINABLE PERIOD
PRODUCTS DONATED**

Did you know that an average menstruator generates around 400 pounds of waste from menstrual products? Last year, we worked with three sustainable period product companies to decrease the environmental impact of our operations where possible.

**64
MENSTRUAL
CUPS**

**2 PAIRS
OF PERIOD
UNDERWEAR**

**27
REUSABLE
PADS**

Not too bad for the second year, right?

THE EDUCATION TEAM

De-stigmatizing menstruation by providing resources.

THE TODAY FLOW

The Education Team scripted a talk-show called "**The Today Flow.**" Filming starts in 2022.

It will cover various topics related to menstruation, such as period poverty and period inclusivity.

The goal of this project is to **provide menstrual education in a creative and engaging format.**



RESEARCH PROJECT

In 2021, a survey was prepared for GTA-based Ontario students to determine their knowledge surrounding menstruation.

It focuses on their individual experiences with **period stigma, health education and period poverty.**

This survey will soon be released, and will expand its boundaries to all of Ontario.

What is menstruation?

☐ Not sure

☐ The monthly shedding of the lining of the uterus

☐ Getting rid of bad bloods from the body

☐ Both option 2 and 3

What is the average period length?

☐ 1-2 days

☐ 3-5 days

☐ 6-9 days

☐ 10-12 days

☐ Not sure

THE ADVOCACY TEAM

Our Advocacy Team works with various **organizations and policymakers** to create **inclusive and effective policies** around menstruation.



POLICY ADVISING

The Advocacy Team provides invaluable insights into the **effectiveness of menstrual policies in practice**. They evaluate the success of current policies and provides advice on prospective policies.

There is a large focus on **intersectionality**, ensuring that underrepresented communities are considered in policymaking.



Project Showcase

In 2021, they started planning the collection of community feedback regarding the Ontario government's partnership with Shoppers Drug Mart to provide free menstrual products.

EVENTS

The Advocacy Team also leads the organization of key events at Bleed the North, such as Menstrual Health Day and Period Equity Day.

Menstrual Health Day 2021

Theme: Menstrual Intersectionality



140+ attendees



Featured in **3** news articles

Period Equity Day 2021

Theme: Menstrual Disabilities & Education



40+ attendees



Supported by **20** elected officials

THE BUSINESS DEVELOPMENT TEAM

Our major 2021 partners included:



aisle
EST. 1993



\$1,035 RAISED FOR MENSTRUAL HYGIENE DAY

We partnered with 17 businesses to give away three gift baskets, valued at over \$700 in total. This raised enough to support **282 menstruators**.

2 CUSTOM BTN PRODUCT LINES LAUNCHED

In 2021, the BD team launched the first ever BTN product line partnerships of its type.

Working with Sleepy Daisy and Yarn Yard Co, we **raised over \$1,200** from these partnerships alone.



\$8,247 CROWDFUNDED DURING 2021

These donations were the backbones of our operations, funding the Service Team and our advocacy events.

As an organization that is **100% reliant on charitable donations**, we cannot express how grateful we are for this level of support that allowed us to take another step closer to ending period poverty.

OUR TOTAL IMPACT

Since our inception, we've been extremely successful at **achieving and exceeding** all of our goals. Here are some of our biggest achievements from the past two years:

80,800+

period products donated to shelters, food banks, and community organizations.



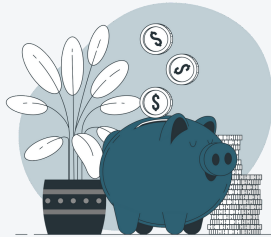
5,617

packs of period products donated, each supporting one menstruator for one cycle.



\$14,000+

crowdfunded to date.



3,355

followers across all social media.



60+

dedicated members and volunteers from across the province.



500+

people engaged through various education and advocacy events.



29

business partnerships created to support our charitable operations.



77

menstrual cups donated, as we strive towards sustainable operations



WE'VE BEEN IN THE NEWS!

Submitted By:

The BD Team

Subject:

BTN In the News!

Date Submitted:

March 31, 2022

1 October 2, 2021: CTV News

"Ontario student's push for accessible menstrual products grows into organization now helping thousands" by Abby Neufield

Our President and Founder Isabela tells CTV News about why she started Bleed the North, and how our operations have scaled so tremendously since the first year.

2 July 7, 2021: The Toronto Guardian

"Charitable Choices: Youth-Led Nonprofit, Bleed the North" by Julian Swift

Read our feature by The Toronto Guardian, to learn more about why Bleed the North was founded, what inspired our volunteers to join us, and how we've helped lead Ontario's fight against period poverty and stigma.

3 May 28, 2021: Radio Canada

"Bleed the North veut mettre fin à la précarité menstruelle, y compris dans les écoles" by Myriam Eddahia

Our French-speaking members sat down with Radio Canada to talk about our mission, share our advocacy and education efforts, and highlight the reality of period poverty within Ontario schools and communities.

4 December 1, 2020: The Toronto Star

"Bleed the North fights period poverty, stigma by pushing for greater access to menstrual products" by Alastair Sharp

This Toronto Star article tells readers about our journey to where we are today, what pushed Isabela to start Bleed the North, and gives statistics that describe the harrowing realities for many of the menstruators that we serve.

5 November 6, 2020: CBC Kids

"Girls start National Period Week to fight menstruation stigma" by CBC Kids News

We tell CBC Kids News all about our biggest event to date, Canadian National Period Day, as well as our Service operations of providing period products to those who are unable to afford or access them.

GOOD THINGS TO COME...

Here's what's on the horizon for 2022.

SERVICE TEAM GOALS

50,000

Period Products
Donated

15

Period Product
Drives Run

BD TEAM GOALS

\$8,000

of Donations
Raised

3

More
Sustainable
Period Product
Partnerships

ADVOCACY TEAM GOALS

1

Creation of the Product Policy Report

Collecting testimonies and releasing a public report about their assessment of the Government of Ontario's partnership with Shopper's Drug Mart to provide period products in schools.

2

Elections Readiness Campaign

Social media campaign to educate youth and increase their engagement in the upcoming provincial elections.

EDUCATION TEAM GOALS

1

Public Launch of "The Daily Flow"

With filming set to start in summer 2022, the talk show will soon be available to all those who want to learn more about menstruation.

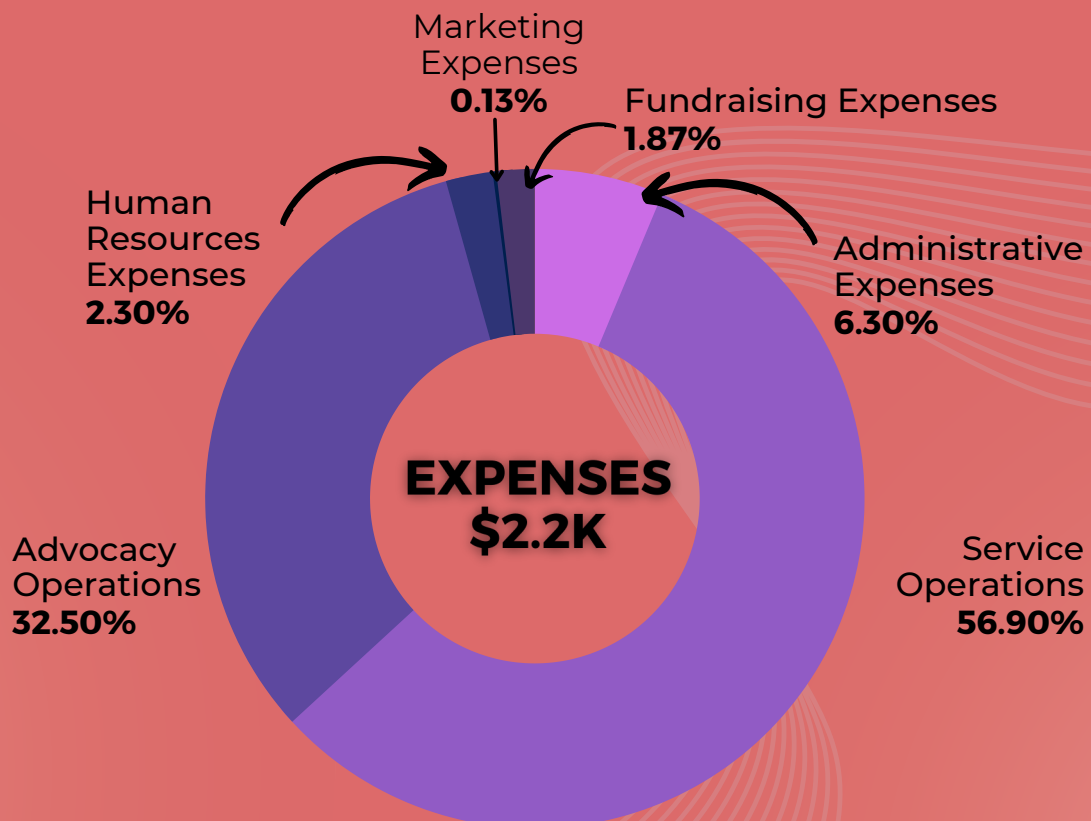
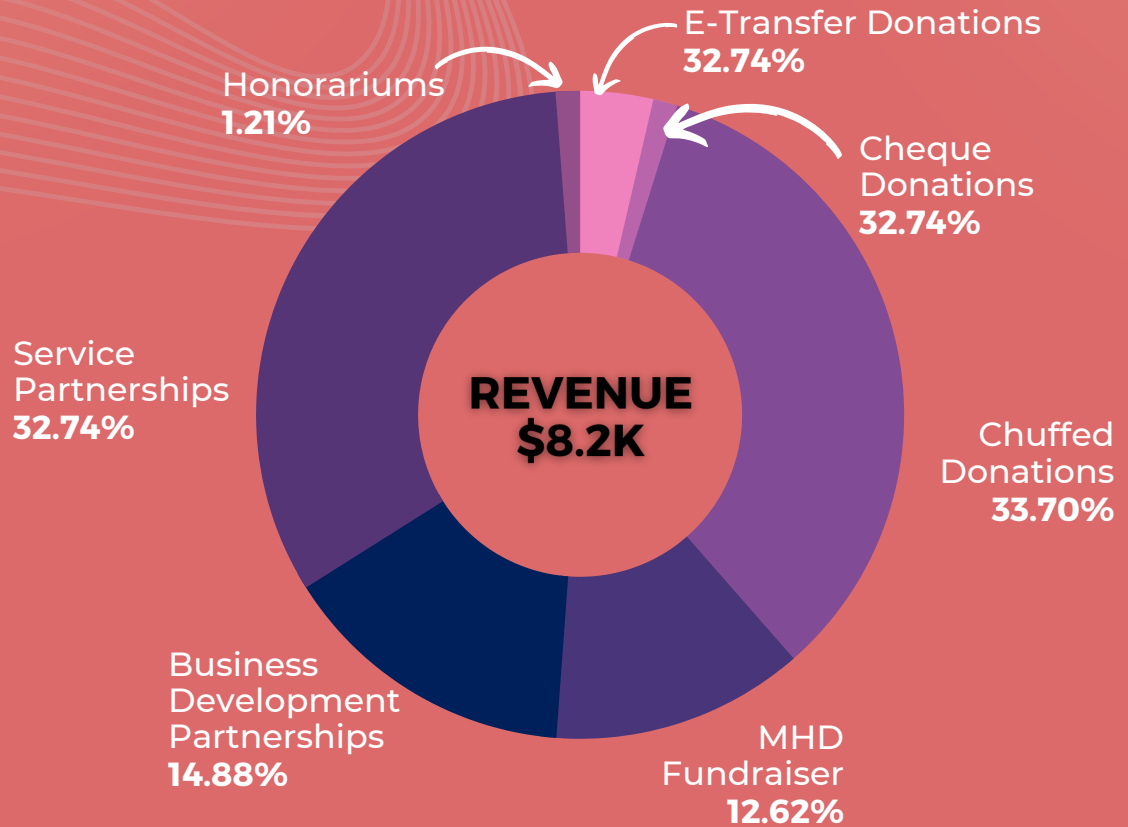
2

Education Research Project

Menstrual education survey to be released, with a focus on grade 6, grade 8, and grade 10 students in the GTA.

FINANCIALS

How we got our donations, and where they went.



THE 2022 BTN EXECUTIVE TEAM



ISABELA RITTINGER
President & Founder



BRIANA TANG
Chief Development Officer



EDEN BROWN
Service Co-Chair



SOPHIE BÉDARD
Service Co-Chair



PALWASHAH ALI
Advocacy Co-Chair



GABBY TRÉPANIÉR
Advocacy Co-Chair



SANJANA VUYYURU
Education Co-Chair



OLIVIA IGLESIAS
Education Co-Chair



RHEA GEORGE
Co-Chief Marketing Officer



EVELYN CAREY
Co-Chief Marketing Officer



SOMMERLY GRIMALDI-ERTL
Chief EDI Officer



CHRISSY HARRIKISSOON
Director of Human Resources



AVA TABORDA
Sustainability Co-Chair



KATE GOELMAN
Sustainability Co-Chair

To our lovely donors
and business
partners...

THANK YOU!



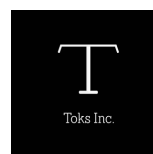
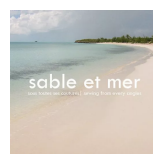
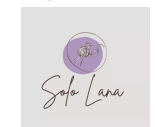
This year, we were shocked by the level of support we received for all of our campaigns.

In respect of donor privacy, we've chosen not to display individual names, however we are incredibly grateful for each and every one of you.

We received monetary donations from a total of **78 donors in 2021**, with every dollar making a difference.

As we move into our third year, we will strive to maintain the same quality of service, helping all those who require it, no questions asked.

On the right are the amazing businesses we've worked with in 2021. Please check them out (logos are linked to their websites) and support them!



Click the icon to the left to provide menstrual products to those in need.



info@bleedthenorth.org



www.bleedthenorth.org



[@bleedthenorth](https://www.instagram.com/bleedthenorth)

"@BleedtheNorth contacts Lecce.
No response! It's time he listened!

Youth must be consulted. The current
legislation ignores the problem w
INEQUITABLE school distribution,
only pads (no tampons, cups = no choice
or enviro impact analysis), Indigenous
schools not included & more"

- Dr. Jill Andrew, MPP



c/o Sophie and Eden - Service Chairs

"Dear Sophie and Eden,

Thank you so much for your most recent donation of
menstrual products for families at the shelter.

Oh behalf of the women and children at Ernestine's I
would like to express my most sincere thanks for
your generous donation during the COVID-19
pandemic. Your decision to join us and support us
during this challenging period makes it all the more
special and means so much more!"

- Angela Mazza, Manager of Development &
Engagement at Ernestine's Women's Shelter

"[Period Equity Day] hosted a lot of informed
speakers who significantly broadened my view on
environmentally-safer period products in particular.

It was really nice that [Bleed the North] didn't expect
everyone to be comfy with switching over from pads
to separate products, and spotlighted a company
producing eco-friendly pads shedding light on the
adverse effects of typical brands that elaborated on
how this doesn't need to be how it is."

- Alyssa D. (she/her), First Year
at UWaterloo

"We are thankful for our
partnership with Bleed the North
and the ability to provide local
youth with the hygiene products
they need."

-360 Kids