

March 2022



United Way Niagara will again be hosting the **Period Promise Campaign** in support and recognition of International Menstrual Hygiene Day. We will launch the advocacy and product collection drive on Friday, April 29th and **wrap up the campaign on Friday, May 27th**. We invite you to partner with us to drive period poverty advocacy efforts and to collect products for marginalized people in our community. **We hope you get involved!**

About Period Promise:

The Period Promise campaign by United Way is a local response to a global issue. The goal of the campaign is to raise awareness about individuals living in poverty in our community who are struggling to afford to purchase period products. Menstrual hygiene products are often overlooked as donations to shelters, food banks and other programs, and are in significant need in Niagara.

Despite the challenge of the pandemic, our community came together and helped United Way raise over 10,000 packages of period products last year. More than 380,000 period products were distributed through 18 local agencies and service providers across Niagara to support thousands of individuals in our community.

Period Promise is more than a product drive. United Way Niagara is advocating for those affected by period poverty by asking business and facility owners to sign the [Period Promise Policy Agreement](#), thereby committing to provide free period products to anyone accessing their facilities.

United Way Niagara would like to **formally invite you to get involved in the Period Promise Campaign** and to help us support people in need by raising period products and awareness of period poverty across Niagara.

How to Get Involved:

- √ Host a period product collection any time throughout our campaign from **April 29th – May 27th, 2022**
 - Collect products and drop them off at any one of our convenient [drop off locations](#)
- √ Raise awareness of period poverty and its impact on people in our community
- √ Promote the Period Promise Campaign by using our [Toolkit Resources](#)
- √ Remember to share on your social media channels and tag United Way Niagara so we can share it too
 - Facebook: [@united way niagara](#)
 - Instagram: [@uwniagara](#)
 - Twitter: [@uwniagara](#)

Visit our website for more information: www.periodpromiseniagara.com

United Way is grateful for your community support and for our continued partnership. We hope you can join us for this year's Period Promise Campaign. When we work together as a community we can help people live with the dignity we all deserve. Should you have any questions, please contact Lilly at lilly@unitedwayniagara.org. Thank you in advance for your consideration.

With gratitude,

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