

March 2022



United Way  
Niagara

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Good Day School Representatives,

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 29<sup>th</sup> and **wrap up the campaign on Friday, May 27<sup>th</sup>**. We would love to see your school participate in the campaign and raise awareness and/or host a period product collection drive for agencies and people in need in Niagara.

#### **About Period Promise:**

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

Despite the challenge of the pandemic, our community came together and helped United Way to 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 businesses and facility owners across Niagara to sign the Period Promise Policy committing to provide free menstrual hygiene products to anyone accessing their facilities.

United Way Niagara would like to **formally invite you and your school to participate in our Period Promise campaign**. It is our goal to create a school campaign that consists of all DSBN, NCDSB and French schools. We aim to impact both the school system and the community by encouraging student initiatives and teamwork and distributing the desperately needed period products across our community.

#### **How you can help:**

- Advertise throughout your school with the assistance of our Period Promise school tool kit
- Post/share on social media
- Host an ongoing collection drive on site throughout the month of May

To participate in this year's campaign, simply SIGN UP HERE – <https://forms.gle/HZG3CUB6jhWKjSCS9>

Please visit our website for more information: [www.periodpromiseniagara.com](http://www.periodpromiseniagara.com)

United way would be grateful for your assistance in raising awareness in support of period equity through the Period Promise Campaign. It is our hope to create a campaign where we work together as a community. To confirm your participation, use the link above to sign up for the campaign. Together we can help people live with the dignity we all deserve. Thank you in advance for your consideration.

With gratitude,

Ruby Hill

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