



About Period Poverty

Period poverty is defined as the lack of access to period products due to financial limitations.

Periods are a fact of life and period products should be a right, not a privilege. However, not everyone can afford, or has access to, period products. Period poverty isolates people and significantly impacts their ability to participate in their community. The stigma associated with periods and period poverty is real: it makes people uncomfortable. **This needs to change.** The health effects of period poverty are also significant. When people do not have access to the right resources and products they are placed at risk of physical health and overall health and wellbeing implications.

About the Period Promise Campaign

The Period Promise campaign by United Way is a local response to a global issue. The campaign goals are to raise awareness of period poverty and to support individuals in our community who are struggling to afford to purchase and/or access period products.

The Period Promise Campaign is three-fold:

1. Raise awareness of period poverty and health and gender equity
2. Advocate for systemic change for equitable and free access to period products for people
3. Collect period products in May annually for distribution to people in need in Niagara

Financial hardship is an increasing issue facing more than 70,000 people in the Niagara region. Due to rising inflation, those already on the margins are facing even more barriers when struggling to afford basic necessities. Period products are one of the most requested, and least donated items, at shelters, food banks and other community programs. In fact, more than 1 in 4 people report having gone through a period without having the products they need.

About the Period Promise Policy

The **Period Promise Campaign** is more than a product drive. It aims to promote change.

The **Period Promise itself** is an acknowledgement that periods are a fact of human life and equitable access to period products should be a right, not a privilege.

The **Period Promise Policy Agreement goes even further** and is a commitment to provide free, equitable access to period products for people in the community who may come to your establishment.

The Policy Agreement Commitment

The Period Promise Policy Agreement is a commitment by a business, organization, group or place to provide free, equitable access to period products in their establishment.

If your organization shares a passion for social responsibility, inclusivity, health and gender equity we invite you to commit to the Period Promise Policy. This signifies your commitment to take action and make a positive impact on the community and to provide free, equitable access to period products for people coming to your establishment.

You will be a leader in advocating for eliminating period poverty and promoting an inclusive and equitable space, as well as investing in the health and wellbeing of the community at large.

Your Policy Statement Commitment – Sign Here to Pledge Your Commitment

Social responsibility is important to us. We want to make a positive impact on the community through building equity and poverty reduction. We appreciate that providing free, accessible period products to people that come to our establishment is a way to promote equity, health and inclusivity.

We are committing to providing free, equitable access to period products for the following sectors within our establishment:

(Check all that apply)

- Employees/Volunteers
- Clients/Customers/Program Participants
- Community members at large

This is our commitment and investment in the overall health, wellbeing and active participation of all people of the community and will aid in destigmatizing the need for others.

Organization: _____

Contact person: _____

Contact phone: _____ Email: _____

Signature: _____

Period Promise Policy Champions Acknowledgement

Businesses, organizations and groups who sign the Period Promise Policy Agreement are recognized as Champions and acknowledged on our [Period Promise Champions](#) webpage. Thank you for your consideration of this [#Unignorable](#) local and global issue.

For more information, contact wendy@unitedwayniagara.org or visit the [Period Promise Niagara Website](#).