



WELCOME TO FUNDRAISING FOR BLOODY GOOD PERIOD!

A big bloody thank you for fundraising for Bloody Good Period! As a small charity your support makes a big difference, ensuring that we're able to continue giving period supplies and provide education to asylum seekers and refugees. In this Fundraiser Pack you'll find all the information you need to get raising pounds for pads with Bloody Good Period. Whether you're planning to run a 10k, hold a Bleeding Bake-Off, or get creative in your fundraising, babe, we've got you covered. Throughout your volunteer journey you'll be supported by our fabulous Fundraising Coordinator, who you can contact with any thoughts or questions via email at fundraising@bloodygoodperiod.com

So! Let's get bloody started!



BGP at the 2019 London Women's March

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Registered Charity Number: 1185849



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What is Bloody Good Period?

Bloody Good Period is a charity that provides period supplies and toiletries to asylum seekers, refugees and those who can't afford them. Through the generosity of members of the public like yourself, we collect and purchase period products and toiletries and supply them to drop-in centres and support services across the UK. We also provide female reproductive health education to the women we work with too. It is with your support that we are fighting to end period poverty amongst refugees and asylum seekers. So a big thank you, you bloody babe!

Why we do what we bloody do

Gabby Edlin founded Bloody Good Period when she realised that food banks and drop-in centres were not supplying menstrual products in the quantity or at a frequency that was required by a menstruator living in poverty (i.e every month), and most were not thinking to supply them at all.

“The stress of being a refugee has led to me having heavy and irregular periods: I don't know anymore when I am going to bleed.”

Female Refugee, 2017, from “Meeting Point”, Leeds

Menstrual products are essential and, unlike toilet paper, are not freely available in public areas (or in GP clinics as condoms are), often leaving many to go without pads and tampons and subsequently using toilet paper, cloth, socks, or nothing at all.

Asylum seekers often live in extreme poverty, are not allowed to work in the UK, and are entitled to just £37.75 per week to live on. Many report having heavy and irregular periods, thought to result from the trauma of displacement, and as heavy and/ or irregular period could cost around £20 per month, almost a quarter of an asylum seeker's income could be spent on caring for their reproductive health. Usually, it doesn't.

Female asylum seekers are not offered any extra funding to purchase menstrual protection for themselves or other family members who menstruate. If a person does not have access to menstrual products, they lack social mobility, perpetuate shameful associations of their bodies

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due to the likes of the fear of leaking in public, and can develop infections or rashes from using inadequate products or homemade methods.

With your support, we are fighting to end period poverty amongst refugees and asylum seekers, and anyone who might not be able to access the products they need for their period. We also want to normalise periods, so that everyone can talk about them – as they are a normal and essential part of life – and create a menstrually equitable society, where the simple fact of bleeding doesn't stop anyone for participating fully in life. **So a big thank you, you bloody babe, for being part of it!**

BTW, you can watch a great vid of Gabby talking about how we started right [here](#).



Gabby at our flagship fundraiser, Bloody Funny, September 2019

Photo: Bronac McNeill

How can I fundraise?

There are lots of bloody excellent ways that you can fundraise for Bloody Good Period! Feeling sporty? Check out our ideas around Challenge Events! Fancy giving the Bake Off contestants a run for their money? Hold a Bleeding Bakesale! Or if you've got another idea you want to explore - go for it! From comedy nights to wine tastings, bloody babes around the country have been raising pounds for pads in style. In the next three sections we've got inspiration a plenty to get you on your way! You can fundraise by yourself or as a group; get your friends involved,

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or your school, faith group or community. You know what they say - the more the bloody merrier!

Challenge Events

We bloody love a challenge event. Whether you're the next Paula Radcliffe or it's your first time donning your trainers to raise cash, we're with you every step of the way.

Running

If you're a runner, there are loads of 5ks, 10ks, half marathons and marathons that you can choose from. Find one near you at a date that gives you plenty of time to train, and get yourself signed up! Search on this website to find out your [options](#).

Once you've signed up simply set up your JustGiving page and get training. If you're looking for training plans there are plenty online, just type in the distance and 'training plan' into a search engine, and away you go!

Cycling

Keen to get those wheels spinning? Hop on your bike and take part in a cycling challenge! You can find a list of some of the most popular cycling events [here](#), or you can search more locally for events in your area to take part in. Once you've found the event for you, make sure you're signed up, begin fundraising via JustGiving, and get training!

Other Sports and Events

Keen to fundraise for Bloody Good Period through a different sport or event? No problem, babe! Just drop our Fundraising Coordinator an email at fundraising@bloodygoodperiod.com, and we'll provide you all the support we can.

Please note: associated costs

Please note that unfortunately we're unable to cover your entry fee or costs associated with taking part in a challenge event, so please make sure to check any expenses for an event in advance, and ensure you are happy to cover them before you register!

If you'd like to purchase a Bloody Good tee for your event, please visit our [shop](#).

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Period Party. Tampon Tea. Bloody Brunch. Sanny Supper. Bleeding Bake-off. THE CHOICE IS YOURS

Gather your friends, and friends you haven't met yet, provide some kind of sustenance – with a menstrual-theme if you fancy – and get the pounds flowing in. Simples.

Here are some easy steps to lead to success when organising your event:

- Choose where you'll be holding it (your school, workplace, place of worship etc); if you need permission to hold it at that location make sure to get this sorted early on
- Next where and when - get that date and time nailed down!
- Get people on board! Will you be doing all the prep, or will you be asking other people to get involved? Give them plenty of notice, and keep track of what people are bringing so that you know what to expect on the day
- Advertise! You can print off our posters to put up, and create a Facebook event using our social media graphics
- If you need some Bloody Good stickers and flyers, send your address to the Fundraising Coordinator (postage takes a minimum of 3 weeks, babes, so make sure your allow plenty of time before the big day!)
- Our Fundraising Coordinator can offer your plenty of support when organising your event, and afterwards will be able to support you in transferring the donations to Bloody Good Period.

Creative Fundraising

Got another idea about how you'd like to raise pounds for pads? No problem! Get in touch with our Fundraising Coordinator at fundraising@bloodygoodperiod.com - they'll be able to support you with the planning. People have arranged comedy nights, wine tastings, pub quizzes and choir performances to raise money for Bloody Good Period, and we love your creative ideas, so send them on over to us!

Setting up a JustGiving Page

JustGiving is another simple way to fundraise for Bloody Good Period. To set up a JustGiving page to raise money for us, please follow these simple steps:

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- Head to the [JustGiving website](#), and make an account
- Choose 'Start Fundraising' from the Menu in the top right hand corner
- Select 'A Charity' when asked who you are fundraising for
- Search for 'Centre For Innovation In Voluntary Action' (CIVA) from the list of charities. This is the organisation that currently supports Bloody Good Period's fundraising - don't worry, the money you raise still comes to us!
- In the 'Event Name' box when describing your event, please add that you are raising money for Bloody Good Period. For example: 'Running a half marathon to raise money for Bloody Good Period'

Once you have set up your fundraising page, please send a link to it to our Fundraising Coordinator so that they can notify CIVA, and make sure that the money you raise is sent to Bloody Good Period!

Sending £ Donations to BGP

If the money you raise is in good ol' fashioned cash (for example for a bake sale or on the door ticket sales) you'll need to send the money you raise to Bloody Good Period via one of the following methods:

Cheque - This should be made out to 'Bloody Good Period' and posted to: Bloody Good Period, The Interchange, Father Thomas Room, St Mary's Flats, Drummond Crescent, London, NW1 1LB

JustGiving - You can donate the money via Bloody Good Period's personal [JustGiving page](#).

Bank Transfer - Please let our Fundraising Coordinator know if this is your preferred method, and they will send you our bank details and all the info you need. When making the transfer, please ensure that the reference is your name, so that we know it's from you! Please note that this option avoids fees, so if you can do it, it's bloody great!

We're afraid that we are unable to accept donations of physical cash (coins and banknotes).

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Resources

Shouting about your fundraising is a great way to get other people interested and supporting you! We have the following resources available to make sure that you can get the word out in bloody style:

Graphics and posters

You can use [this range of Bloody Good Period graphics](#) online to show people that you're fundraising for us, or go old school and print 'em out.



Stickers and flyers

Let our Fundraising Coordinator know you'd like these, and we'll get these in the post to you. Please note that due to capacity, requests for stickers and flyers should be sent to our Fundraising Coordinator at least three weeks before the date they are needed.

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BLOODY IMPORTANT: Bloody Good Period Brand and Social Media Guidelines

We're very excited about your support for Bloody Good Period and want to make sure you're shouting from the rooftops about your fundraising! When doing this, please follow these quick and simple guidelines to ensure your brand and social media posting is tip-top...

Using the Bloody Good Period Logo

We'd love you to use the [Bloody Good Period logo](#) on any advertising of your collection, from posters to social media posts! When using the logo, please make sure to keep it looking bloody good by keeping the dimensions tight (basically, don't stretch it out of proportion!) Make sure you're using the most up-to-date one (i.e. don't just google BGP logo... they're all in this [lovely folder](#) for you!)

Want to change the colour of the logo? Bloody go for it! Make that baby the duck egg blue you always wanted to paint your bathroom... However please make sure not to alter anything else, including the wording!

Talking about Bloody Good Period

When describing Bloody Good Period, you can use this short but sweet descriptor:

Bloody Good Period is a charity that provides period supplies and toiletries to asylum seekers, refugees and those who can't afford them, and provides long-term menstrual education to those less likely to access it.

Social Media

Bloody Good Period is on [Facebook](#), [Twitter](#) and [Instagram](#). We keep all of our social media streamlined through these official accounts, which we run centrally – this way we can have the most impact as one united team. When you post about the amazing work you're doing with Bloody Good Period, please make sure to do this from your personal account, tagging Bloody Good Period so we can retweet or share it. **We ask that supporters don't make their own Bloody Good Period accounts or profiles**, so that we can showcase all the amazing things

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our bloody babes are doing in one place – and also so that other supporters don't get confused about which accounts is which!

Please use the phrase 'supporting BGP' when you describe the amazing fundraising you're doing.



#bloodygoodcreatives art by Amy Ottley for BGP

Period Talk

We get it, periods can feel weird or awkward to talk about - and it's no surprise, as for centuries we have been told to keep them a secret. The mark of menstruation is silenced. An unshakable stigma. Bloody Good Period acknowledge that periods are private and personal - we are entitled to keep our bodies to ourselves. Yet, by keeping the very process in the dark, and coating it in negative associations such as pollution, illness, and relentless shame, we've ended up in 2019 with "period poverty". Period poverty, of course, occurs within the general sphere of poverty, but this type of poverty obviously affects women and people who menstruate more, and is therefore a sexist issue. Just saying, if cis men had periods, products would likely be as available as toilet paper and hand soap... as [Gloria Steinem](#) wrote... So, then, how should you discuss them?

Include...

Menstruation matters, and the way we talk about menstruation matters too. Moving away from the notion of period poverty, Bloody Good tends to use terminology such as "menstrual

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equity” coined from the radical American activist Jennifer Weiss-Wolf. [Weiss-Wolf](#) uses menstrual equity as the idea that, in order to have a fully equitable and participatory society, we must have the laws and policies in place that ensure menstrual products (and information/ education) is accurate and accessible for all. In addition, the writer, Sally King, who created the brilliant resource [Menstrual Matters](#), calls menstruation a “weak taboo”. That is, it’s a taboo in that most people are not comfortable talking about it in public life, but actually, that taboo is broken as easily as saying the word ‘period’. So, please, go forth with your menstrual equity and period discourse inscribed.

In addition, please use terms such as women, girls and people who menstruate/ have periods. BGP is a trans-inclusive organisation. That means that we realise that there are people who do not identify as women who have periods. They might be trans men or non-binary folk, and they deserve to be included as much as everyone else

PERIODS ARE NOT A LUXURY



#BLOODYGOODCREATIVES

#bloodygoodcreatives art by Ellie Tudball for BGP

Avoid....

Please see below for the “bloody banned” words when working with BGP and the explanation as to why, and what to use instead:

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- **Sanitary** (as in sanitary towels) - periods are not dirty or unhygienic, but the term “sanitary” implies that they are. Associating menstruation with dirt and (often) pollution continues the vicious shame cycle that people that menstruate are too often within. Periods are no dirtier than having saliva in your mouth, and are a healthy, normal aspect of the female body. Please use “period pads”, “menstrual products/supplies” etc, and see [Dr. Chris Bobel](#) for more language tips.
- **Dignity** (as in, “giving dignity to people”) - Bloody Good Period is not entitled to say if we are giving dignity to people, as we’re a project that just gives pads. Saying we give dignity to people can be patronising, so we avoid that term wherever possible.

Fundraising FAQs

Can I make a Bloody Good Period Devon / Manchester / Glasgow etc social media page?

Please don't, my love! To most effectively showcase the amazing work of our volunteers around the UK, we keep all Bloody Good Period's social media streamlined through the official Bloody Good Period accounts that our core team run – this way we can have the most impact as one united team. If you're raring to share your Bloody Good action on social media (of course you are!), then please share these posts from your personal account and tag @BloodyGood__ on Twitter, @bloodygoodperiod on Instagram and @BloodyGoodPeriod on Facebook and we'll make sure to share your posts from our official channels. Alternatively, you can send the photos directly to our Fundraising Coordinator and they'll get passed on!

People are asking if they can donate products instead of cash – is this possible?

Of course! People can donate new, unopened packs of period pads to Bloody Good Period by either posting them to us directly at Bloody Good Period, SafeStore, Alexandra Palace Way, London N8 7HP, or by ordering them from our [wishlist](#) – they get delivered directly to us. If you're organising a period party or other event, why not set up a tablet or phone where people can buy stuff from the wishlist there and then?

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Do you accept menstrual cups? What about eco-friendly menstrual products?

Thank you so much for asking but we aren't currently accepting donations of cups, period pants or reusable pads. Although we totally get how brilliant they are - and wholeheartedly encourage anyone who is able to go plastic-free to do just that - they're not suitable for many of the women we work with.

Refugees and asylum seekers generally live in accommodation without reliable access to lockable bathrooms, for example, to be able to practice using cups; or reliable washing facilities to keep cups or reusable pads clean. Many have also suffered trauma, at minimum displacement and the journey to reach this country, but possibly also including FGM, which makes using cups difficult or impossible. We therefore prioritise getting these women the products they are familiar with and feel comfortable with.

In essence, we give the people we work with the products they ask for!

Are there any other items you accept?

Yes babes! Please check our [wishlist](#) for other non-menstrual products that are very much in demand. The wishlist is constantly updated depending on the needs of those we support.

Can I say I'm a Bloody Good Period Ambassador?

As we already use the title 'Bloody Good Period Ambassador' for our celeb ambassadors (who you can find out about [here](#)), we would love it if you would become our PAD-VOCATES!

Other questions?

Check if they're covered out by our FAQ [here](#). If not, email us: fundraising@bloodygoodperiod.com

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Have a bloody brilliant time and best of luck with your fundraising!



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