



hey girls...

we're good for...

**you
nature
society
equality
change**

Website: <https://www.heygirls.co.uk/>
<https://www.heygirls.com.au/>

Socials: @heygirlsuk
@heygirlsau

IMPACT REPORT 2021

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“periods don't stop for a pandemic.”



2021 was a challenging year. No one could foresee the impact of the global pandemic or the effect on global trade caused by Brexit. Both these and economic changes by the government saw an increase in UK poverty due to rises in living costs, cuts to benefits, and job losses. Levels of the working poor increased and access to quality period products plummeted with more people than ever relying on food banks. But with adversity comes innovation.

2021 was the year that saw the development of our home pack initiative, where we created a new service to send free period products to students, residents, and those in need directly to their doorsteps. We opened our doors in Australia and won accolades for our new reusables range after developing the collection due to increasing consumer demand (both good for the environment and for people's purse strings).

The info in the following pages will show we achieved a lot, but in a post-pandemic world, there is still much to do before our goal of complete eradication of period poverty is realised...

Celia Hodson Founder & CEO of Hey Girls

our year at a glance...

march

Do It In Your Pants...

The launch of our sustainable period pant range saw us working with Sky to create a TV ad campaign that encouraged the use of reusable period products.

may

Seeing Red...

Our Seeing Red campaign was designed to make people angry about period poverty to inspire them to take action and join us in our mission to eradicate period poverty.

july

National Hygiene Week...

Our Founder and CEO Celia Hodson joined our partner The Hygiene Bank for 2021's 'Why Brands should support Charities' panel.

september

Down Under...

Hey Girls arrive in Australia! Led by Sydney resident and Co-Founder Bec, we are now offering our sustainable period products to people down under.

november

COP26...

Hey Girls was shortlisted as a 'hero of net zero' at the UN Climate change conference in Glasgow, after making the packaging of our reusables range 100% waste-free and emissions pledge.



april

150 Donation Partners...

Hey Girls now works with 150 donation partners to get our donated products to those that need them most



june

Donations Milestone...

We hit a whopping 17.8 Million donations in the UK through matching every purchase with our #BuyOneDonateOne box of products...and we're just getting started!

august

Rebrand...

Hey Girls geared up for a fresh look, introducing an exciting new range of colours, typefaces, photography and more to champion our 'we're good for...' s.

october

Top 100...

We were recognised as one of the top 100 corporate ready social enterprises globally by Acumen, IKEA Social Entrepreneurship, and members of the World Economic Forum's COVID Response Alliance for Social Entrepreneurs

december

Free Vends...

Hey Girls launched a new wall-mounted dispenser for corporate customers which offers a free-serve solution that makes period products available in a way that limits cross-contamination and minimises waste.

hooray for... home packs!

So far, we have distributed 1.7 million period products via our home packs.

Organisations such as Powys County Council, Denbighshire County Council, Belfast City Council, Fife Council, Falkirk Council, Edinburgh Council, Swansea University and Inverness College have taken up the Hey Girls period home pack service.

We adapted to the pandemic by creating period product 'home packs' that companies, councils, schools, colleges and universities could buy for employees, residents and students. Postage, packing and dispatch was handled by Hey Girls and our eco-friendly period products were posted directly to the home addresses of people in need.



Hannah, our Donations Network Support, with Hey Girls boxed home packs in bio-bags

"The home packs were an unexpected but hugely beneficial innovation that sprang up during the pandemic. They have been so popular, we are continuing to roll out the scheme to organisations that want to get sustainable period products out to staff, residents, and students."

Celia Hodson Founder & CEO of Hey Girls

we've donated over...

**20
million**

**period products to people
in need in the UK.**

For every product you buy, we donate one to
someone facing period poverty via our network of
over 150 community partners.

Date: December 2021

An image of one of our boxed home packs



"I love my period pants, they are super easy to wash, reuse and are comfy. They also have no plastic waste so save the planet!"

Ella

"The fact they arrived in the post meant it was super discreet and I loved having such a range of products to help me on my period."

Alicia

"I felt like a celebrity when my package arrived in the post, I loved trying some new products. They really worked for me."

Nikita

"I liked that I could try new products, such as the cup or period pants that I had not used before without having the expense."

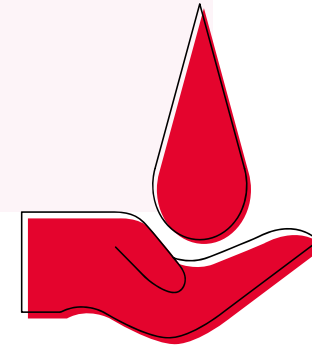
Elfed



FOR YOU

we're good for... you

WE'RE GOOD FOR YOU



Our products are award-winning...

**We design with you in mind;
concept and comfort are key.**

We work with public sectors, educational bodies and businesses to supply high-quality eco-friendly period products, raise awareness around period health, challenge inclusivity and most importantly push forward to put an end to period poverty everywhere.

From considered designs to natural material choices, we only use 100% certified organic cotton, sustainable bamboo and chemical-free products meaning we protect your health, not harm it.

Our range of disposable products is created with 100% certified organic cotton and crafted for your comfort...

We're proud to offer a selection of both plant-based and non-applicator tampons in 'regular' and 'super'. Day Pads are our best-sellers; super soft and secure with a winged design and our Night Pads are their side-kick for leak-free sleeps. Launched in 2019, our Pads4Dads kit continues to provide dads and parents/guardians with the products and tools they need to chat confidently with their children about periods. Here are just some of our five star reviews...



Image of our Pads4Dads Kit

NIGHT PADS

"Brilliant pads. Really comfortable and great quality! Miles better than the other brands you can buy on the high street." -**Jenny**

DAY PADS

"Nice comfy pads and for such a brilliant cause" -**Rachel**

NON-APPLICATOR TAMPONS

"Honestly...I'm ordering them and I stock up because they are so comfortable! I've always thought some tampons can be too heavy but these are brill!" -**Sophie**

PLANT-BASED APPLICATOR TAMPONS

"10/10 super comfortable and reliable." -**Lucy**

PADS4DADS KIT

"This kit is incredible and so essential for all! I wish I'd had something like this when I was young. Raving about this to everyone." -**Hayley**



award-winning pants for purpose...



Image of our Super Soft Cherry Period Pants

CHERRY PERIOD PANTS

"I bought the super soft cherry period knickers for my 13 year old. She said they are super comfy, soft and no leaks. As a parent I highly recommend." -**Laura G**

"Bought these for my 12 year old daughter who has recently started her periods. She ABSOLUTELY loves them. We were worried that she may leak through on her heavy days so wore them staying at home. We didn't need to worry as they were PERFECT in every way. Comfortable to wear, no leaks and made my daughter feel 100% confident. We have now purchased another 4 pairs! No doubt this is the best thing we have bought this year and to make it even better we have helped to support other young girls in the UK at the same time." -**Luci**



Top Ten Best Period Pants by The Independent
 Top 12 Best Pair of Period Pants by Marie Claire
 Best Period Pants for Combatting Period Poverty Glamour UK

The  INDEPENDENT **marie claire** **GLAMOUR**

Every body is unique. That's why we know there's no 'one-fits-all' when it comes to period pants...

Our Basic Brief has a high-rise elastic waistband and full coverage style, where the Essential Bikini has thinner sides and a low-rise finish for the most discreet period protection. Need something in between? The Mid Waist pants have got you covered... literally. All of our pants have an elasticated waistband and layers of leak-resistant material, which means they can be worn like a normal pair of underwear for up to 12 hours. Below is a glimpse of our brilliant customer feedback...



Images of our Mid Waist pants and Basic Briefs

BASIC BRIEFS*

"Really comfortable, lovely fabric and very leak proof. I will definitely be purchasing the black ones as well. I no longer even think of buying disposable period products as Hey Girls have such a good offer of quality, reusable products. Totally won over by period pants!" -Lisa

MID WAIST PANTS

"Bought for my daughter who has a learning disability. I think they are wonderful for her as she doesn't need to ask anyone for any help or tell them she has her period. She won't wear pads now as these are much more comfortable. Perfect product." -Lynn

ESSENTIAL BIKINI PANTS**

"Great product. Really comfy and good protection. I was worried about leaks, but this wasn't a problem at all, and they washed really well too." -Catherine



*Top Seven UK's Best Period Pants by Stylist Magazine
**Top Ten Best Period Pants by Red Magazine

STYLIST



Designed to be zero-waste, from product to packaging, our reusables line is tailored to both you and the planet...

Our Period Cup and Sterilising Pot are made with super soft medical grade silicone and have a shelf life of up to 10 years. Both products come together in our Cup Combo kit, tucked into a washbag which is created with recycled, ocean bound plastic! With a winged design and poppers for security, our Reusable Pads and Panty Liners provide a comfortable, sustainable alternative to disposable ones. Check out our customer comments on the range...



Image of our Period Cup

PERIOD CUP

"I wish I'd bought one sooner! I can't feel it when I'm using it, unlike tampons, and feels a lot cleaner. No leaks when I've worn it through the night or during a workout." -Kathryn

CUP COMBO KIT

"I've used a Mooncup for almost ten years before having a baby and wanted to try a different brand! This cup is softer but doesn't leak at all." -Hope

STERILISING POT

"Perfect product! I don't need to use a pot for sterilising any more. Makes me so happy. Quick and easy! Extremely happy with them." -Csenge

REUSABLE PANTY LINERS

"Very pleased with these. Nice to have a panty liner sized pad as I have only seen the larger ones before. Good quality." -Sarah N

REUSABLE DAY / NIGHT PADS*

"Super comfy and easy to use, washed really well and make me feel a lot better knowing they won't end up in landfill. Can't recommend them enough!" -Aimee



*Voted **Best Reusable Period Pad** by Good Housekeeping and by Runner's World

Good Housekeeping

RUNNERS WORLD

An image of Stevie from our partner Swale Sisters



We have received so much amazing feedback from people who have needed period products...

We have unfortunately heard from many women who are unable to afford period products or have in the past been too embarrassed to ask for help so our project with Hey Girls and has really helped stop the stigma and made some people confident to talk about it. Some people are eco-conscious and have already converted to using the cups or the period pants.

Emma, Project Coordinator
Swale Sisters

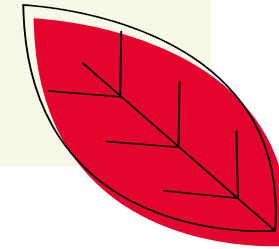
we're good for... nature

Hey Girls period products are responsibly sourced and made from sustainable materials, offering the functionality of plastic, without the pollution.

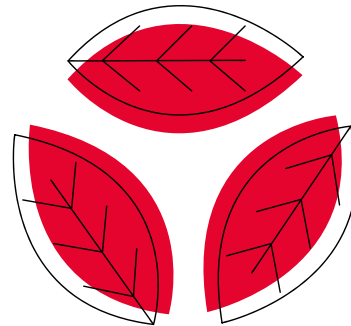
From using eco-friendly and chemical-free materials such as organic cotton, cornstarch and sustainable bamboo to green packaging. All of our orders are packaged up safely in compostable mailer bags or recyclable boxes. We've substituted traditional plastic tape with gummed paper that contains vegetable glue.

With a long-term goal of becoming 100% carbon neutral, we support the Forestry and Landscape Scotland to offset our carbon footprint and donate 10% of all profits to help restore degraded habitats. We've taken great care in considering the environment in all that we do.

WE'RE GOOD FOR NATURE



**we're one of the UK's
business **climate leaders...****



In 2021, we signed up to the UN's Sustainable Development Goals, pledging to halve our carbon emissions by 2030 and become net-zero by 2050.

our new reusables line...



Images of our new reusables line, including Full Cycle Kit, Period Cup and our Super Soft Cherry Period Pants

TIME FOR CHANGE

200,000 tonnes of waste made up of disposable period products per year...

So? We're taking action.

2021 saw the launch of our new reusables line. These products have a shelf life of 5-10 years and were created as an initiative to do better for our planet.

Our reusable range has packaging which is designed to be zero-waste. This includes new kits - the Cup Combo kit and the Full Cycle kit.

"We have cleverly designed the cardboard sleeves of our new reusables range so they can be reused rather than disposed of...simply unfold to see a period tracking chart so you can follow your flow for a whole year!"

Alice Hunnibell, Head of Creative and Special Projects.

“we hope to inspire other businesses to take action against climate change too...”

Our team were chosen to speak at the global climate conference in Glasgow, COP26 for our sustainability efforts.

More than 160 businesses entered the competition, making a public commitment on the UK Business Climate Hub. Hey Girls were one of just five finalists nationally judged by a panel of experts including the government's Net Zero Champion Andrew Griffith and competition partners BT, NatWest and SSE. We were also the only Scottish company to be shortlisted.



Alice, our Head of Creative and Special Projects, and Celia, our CEO at COP26

Our range of environmentally period products impressed the judges because it not only reduces the environmental impact of its product packaging, but it goes one step further and eliminates all potential packaging waste. We were commended for showing how ethical and sustainable actions can happen simultaneously.

#ourfifematters...

Our Homepacks initiative was shortlisted in the Sustainability category in the Scottish Public Service awards 2021...

The sustainability award recognises how working together and the transition to a green and more sustainable economy benefits all. As part of Fife Council's #ourfifematters climate change agenda, the council appointed us to provide sustainable period products to residents in need via a new 'home packs' initiative in August 2020.



Georgie, our Partnerships Manager, at SPS Awards

This resulted in 13,000 order requests from residents and 32,000 period products being sent to people in need at their home addresses. In total the initiative saved 5,280 pads from landfill (equivalent to 26,400 carrier bags worth of plastic).



Hey Girls was also shortlisted for a much-coveted **Green Gown Award**.

The Green Gown Awards celebrate sustainability initiatives in higher and further education. We were shortlisted with the Dundee and Angus College, to whom we supply period products to as part of the Free Period Angus scheme.

**in total, we saved the equivalent of
over 9 million plastic bags worth of plastic
from going to landfill...**



**...through our sustainable products and
reusables in 2021!**

An image of our partner Zero



It's so important to us to work with small brands who share the same mission in terms of improving and protecting our planet.”

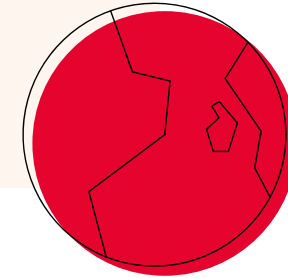
Charlie Demetriou
Owner at Zero

It's fantastic to work with organisations like Zero who share our passion for the environment. Through our partnership with Zero, together we are able to highlight the environmental and financial benefits of reusable products whilst raising awareness of period poverty to an even greater audience.

Ailsa Colquhoun
Partnerships and Contracts Manager

we're good for... society

WE'RE GOOD FOR SOCIETY



1 in 10* people in the UK can't access or afford period products.

Helping to eradicate period poverty, improving access to quality period products and increasing education of period health are at the core of our mission here at Hey Girls. We are committed to making social and ethical choices - from the people we employ to our supply chain and eco-conscious ethos.

All of the profit from our buy one, donate one business model goes directly into funding the fight for equal periods for everyone. For every purchase made from us, we donate the equivalent value of period products to someone in need via our network of much-loved community partners.

* Taken from a 2017 study run by Plan International UK, of 1,000 14 to 21 year olds who have periods

150 community partners & counting...

We hit a total of 150 registered community donations partners in 2021 and donated to over 50 community partners during the year...

Throughout the year we have supported a large number of foodbanks, community pantries, community support groups at village halls and in churches across the country including: Taff Bargoed Food Bank in Merthyr Tydfil, Today's Community Church in Wigan, Hirwaun Village Hall in Mid Glamorgan, The Parish of Penrhiwceiber, Matthewstown and Ynysboeth in Mountain Ash and many more.



Our partner The Pad Project

This year we were joined by many amazing new community donation partners including NYAS (National Youth Advocacy Service), who support care-experienced pregnant young women and young mothers through Project Unity in Denbighshire and South Wales. We also welcomed East Sussex Libraries and support their PeriodBanks based at five library sites.



Give Your Best



Buggy Bag Foundation



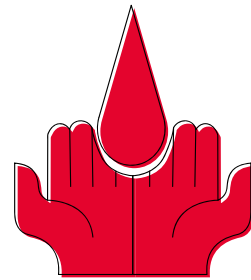
Freedom4Girls

MAKING A DIFFERENCE, TOGETHER

Hey Girls continued to support the incredible work of period poverty action groups including Freedom4Girls in Leeds and Don't Cramp My Style in Glossop, near Manchester. We continued to support the incredible work at Buddy Bag Foundation, helping to make a difference to children entering emergency care.

We launched a new small grants scheme for people fighting period poverty on the front line. During 2021, we awarded two rounds of the new grant – with over £26,000 pledged to good causes. Awards were given to seven grassroots organisations: Let Them Play Ball, N.E.S.T Summer Camp, TEES Period Education, Endo Support United, Give Your Best, Mymenses and Freedom4Girls.

**many of our community partners
have been providing **ongoing support**
for Afghan Refugees...**



We were able to support many refugees arriving in the UK with period pants, reusable pads and sustainable pads thanks to our community partners' outreach work including bridging hostels in Brixton, London, and Edinburgh.

lunch & learn...

We hosted our first Lunch & Learn event for our much-loved community partners.

As well as having the latest Hey Girls news and updates from Co-Founder and Director Kate Smith and Donations Network Support Hannah Cooke, the Lunch & Learn offered a valuable and enjoyable opportunity for our community partners to network with one another. Many connections were made and good practices shared. We also heard from guest speakers Tina Leslie and Sheona Masterton from Freedom4Girls and attendees all received limited edition Hey Girls mugs.

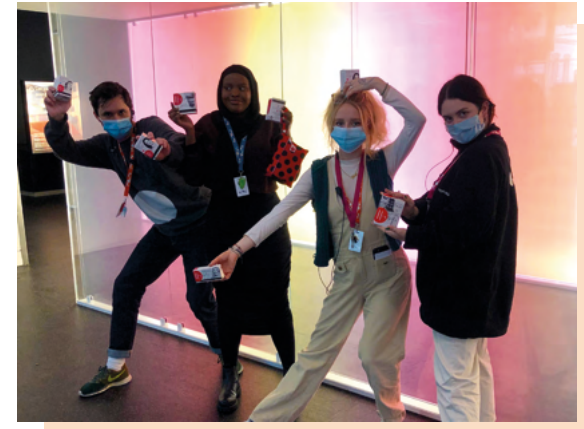
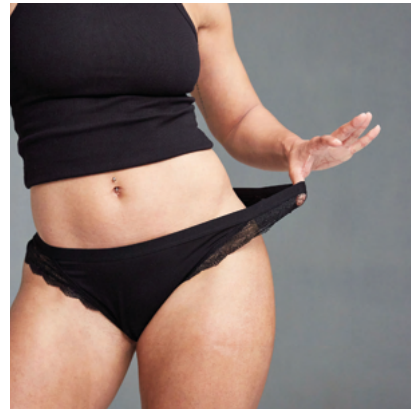


Image from our partners We are the Curious

We welcomed representatives from projects across England, Wales and Scotland, including: The Blend Youth Project, ANew, Places for People Living +, Community Alliance Trust, PKAVS, The Homeless Period – Wolverhampton, Action for Children, The Pad Project, Mymenses, Landed Peer Education, Mandalay Wellbeing CIC, Evolve Housing, YWCA Scotland, Safe and Sound Dorset, and Freedom4Girls. We will be rolling out more of these in 2022.

do it in your pants...

Images from the campaign



PARTY IN YOUR PANTS...

We believe nobody should feel ashamed of their period for any reason, including the underwear they wear.

'Do It in Your Pants' is a campaign to celebrate that Hey Girls period pants don't compromise on style and are almost indecipherable from regular underwear.

From the first kernel of an idea all the way through to packing the pants, Hey Girls is all about women and their personal journeys.

Retired dancers came back to the stage from all walks of life to create the period pants campaign. Now with new careers as makeup artists, producers, choreographers and even train drivers, retired dancers came back to the stage from all walks of life to create the period pants campaign. The variety of careers not only highlights that women can do it all, but that a great cause, like eradicating period poverty, unites us all.

seeing red...

Images from the campaign



ANGRY? WE ARE TOO...

2021 saw us launch an awareness campaign with Adam&EveDDB agency called #SeeingRed, encouraging people to get angry about the continuing prevalence of period inequality in the UK.

Anger is one of the most motivating emotions for change, and we believe with enough anger we can finally end period poverty, together...

"In 2021, 1 in 10* of us in the UK still struggle with period poverty, yet this issue is very rarely discussed. As one of the richest countries in the world, this is unacceptable."

Celia Hodson Founder and CEO

* Taken from a 2017 study run by Plan International UK, of 1,000 14 to 21 year olds who have periods

An image of a centre from our partner Edinburgh Leisure



“
**We’re delighted to be partnering with
Hey Girls...**

Edinburgh Leisure is a charity on a mission to help people lead healthier, happier, more active lives.

Anything we can do to eradicate people’s barriers to this, including period poverty, we are only too delighted to get involved with. Free period products can encourage participation in sport and support good health.

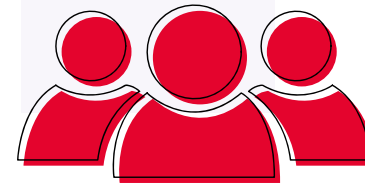
”

Wendy Avinou
Edinburgh Leisure

we're good for... equality

We believe that access to quality period products is a right, not a privilege, and it's a right no matter your background, personal circumstances, or gender...

We want to educate people on how poverty can look different for everyone and smash the taboo that you have to be facing extreme circumstances to access the basic care you need. Tight budgets can leave people forced to prioritise other purchases, leaving them without enough period products or without any at all.



Free access can keep people in school, improve concentration, help attendance at work, and support good health. We're here to open conversations and create awareness around improved period health for all.



No questions asked...

We provide products via our community partners to everyone who needs them. You do not have to explain your circumstances and we place no restrictions on the frequency or amount of products you need.



Committed to inclusion...

We design all of our products and packaging to be inclusive to all by adapting the style of our period pants and educational resources to be gender-neutral.



Here to listen...

We continue to listen to people from the LGBTQIA+ community to understand the best way to be inclusive and actively encourage organisations to consider their approach to periods and equality as a whole.



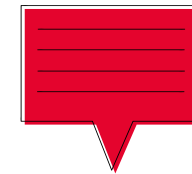
Education for everyone...

Over 50 'train the trainer' period education sessions were delivered in 2021. Making period education accessible for everyone is one of our top priorities.



Period dignified workplaces...

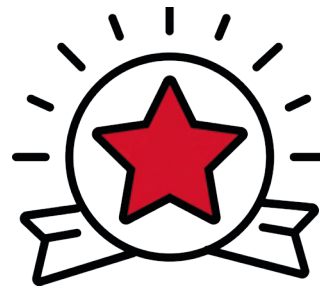
We had over 70 period dignity in the workplace enquiries from corporate customers in 2021! We're on a mission to help our partners create period-friendly workplaces and/or spaces.



Keep the conversation flowing...

Tackling taboos is imperative to stamping out the stigma surrounding periods. We consider ourselves a 'safe space' for all and we always encourage an open dialogue. Everyone has a place in the periods conversation.

**We won the Outstanding Contribution to
Equality, Diversity and Inclusion at the
Times Higher Education Awards 2021...**



...for our three year period education work with
Edinburgh Napier University

Bleedin' Saor!

free vends launch...



FREE ACCESS FOR ALL

In 2021 we created a new COVID-friendly stainless steel wall mounted period product dispenser unit called the Hey Girls Free Vend.

The new dispenser is an ideal addition to washrooms in offices, co-working spaces, schools, colleges, universities, medical settings including hospitals and doctors surgeries and leisure centres, to name but a few. Our Free Vends are easy to clean, simple to install, comply with all IPC (infection, prevention and control) protocols and are waste-reducing.

“Having a new dispenser that is super convenient and limits cross contamination is a great option for our customers’ washrooms for people to access free period products in a COVID-safe way.”

Celia Hodson Founder & CEO

An image of our partner The Body Shop



Working with Hey Girls has been an opportunity to do good for our workforce and our local community...

Knowing we are supporting our staff that menstruate and helping eradicate UK period poverty at the same time is extremely rewarding.

Zara Owen

UK & Ireland Retail Operations
Manager from The Body Shop

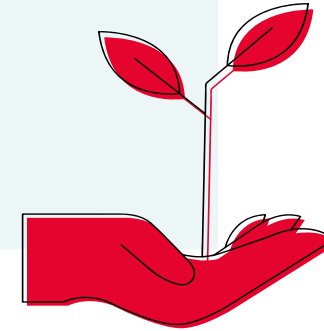
we're good for... change

Since we started in 2018, we have donated over 20 million environmentally friendly period products through a network of 150 community partner organisations.

Our aim is to help eradicate period poverty in the UK, enable better access to quality period products for all and to stomp out the stigma and bust the myths and taboos that surround periods. We change people's views on periods by challenging existing messaging and encouraging new perspectives on menstruation.

The final pages of this report will summarise the changes we continue to make going forward, as well as our thanks to everyone that made this change possible. We couldn't do it without our team and community partners.

WE'RE GOOD FOR CHANGE



we fight for the change we want to see...

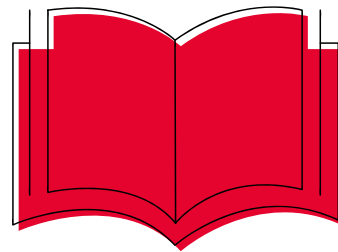


Daisy, our Partnerships Manager, with Hannah from our partner Anglia Water

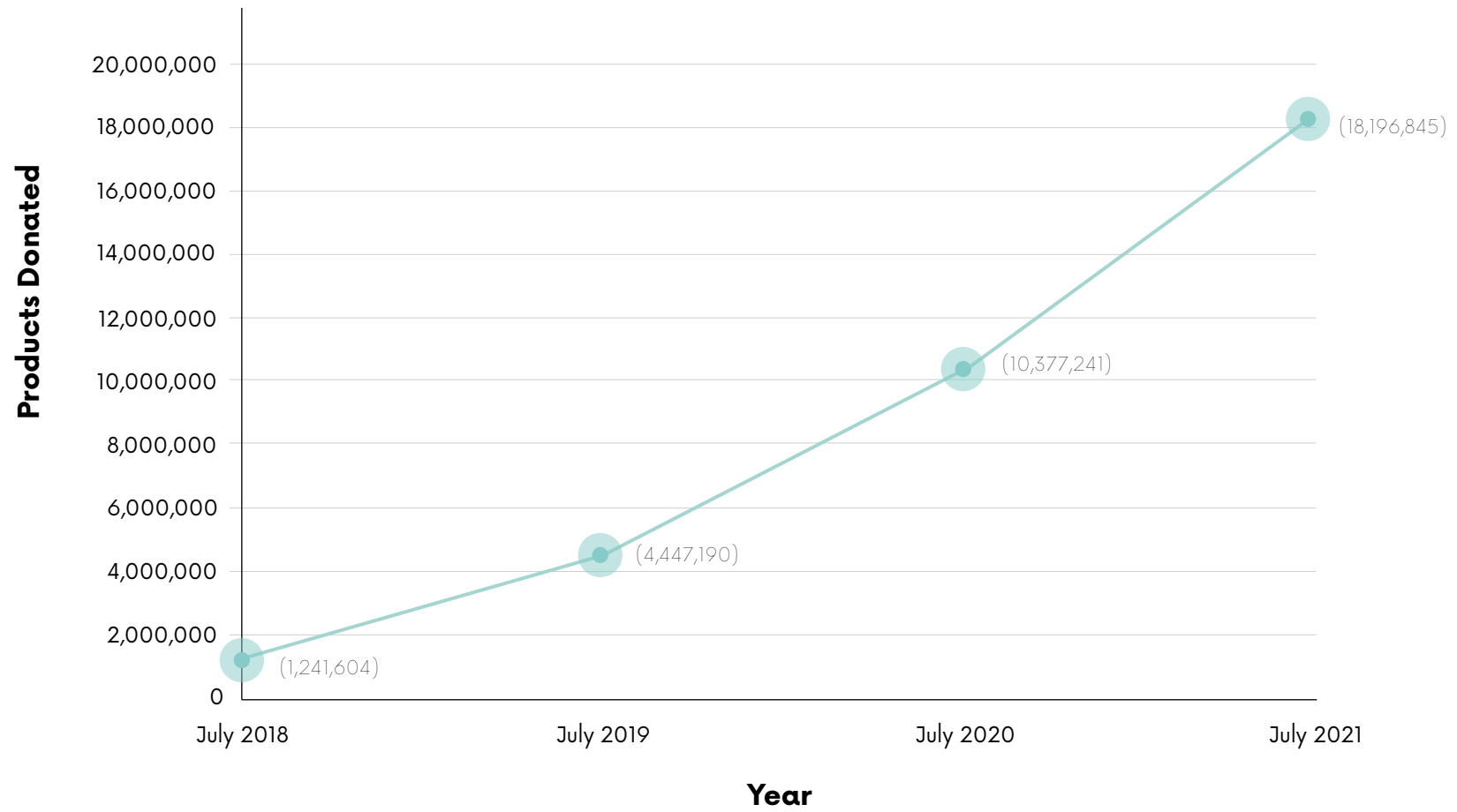
MOVING ON UP

- We continue to change the way we have conversations by educating people on how to discuss difficult topics.
- We change people's views on periods by challenging existing messaging and encouraging new perspectives on menstruation.
- The relationships we've built and the conversations we've encouraged remind us to never underestimate the impact our products have on people that need them.
- Most importantly, we want to change access to free period products in employment, in education and in public spaces.
- Everyone deserves a dignified period which is why we work closely with governments, councils, workplaces, schools, universities, and public spaces to provide our products where anyone can access them.

**In 2021, over 700 educational bodies
downloaded our period education packs...**



...from secondary to primary schools and youth groups, we create period education for everyone. Change starts with education, there's always room to learn more about periods.



We ended 2021 with over 20 million product donations made.

An image of our community partner Wates



“ **Since we’ve partnered with Hey Girls, periods are less of a taboo in the work place for sure...**

I have open conversations with men weekly about products. Even better, I’ve had so many women from across the business tag me in social media posts saying how proud they are to work for a company who put the needs of their employees at the forefront of their agenda.

Every time you see the products in the bathrooms, you realise just how much the scheme helps people. It is amazing how much you can take something so simple as access to period products for granted.”

Emma Frost, Assistant Surveyor
Wates

THANK YOU

WE'RE GOOD FOR CHANGE



Thank you to those that made
Hey Girls happen.

THANK YOU

Thank you to all 150 our community partners...

Every single one of you! Thank you
for working with us towards the
eradication of period poverty in
the UK.

Some photos of just a handful...



SeaShells Children and Families Center



Hygiene Bank Medway



Freedom4Girls



Gateway Women's Center



East Sussex Library



YWCA

THANK YOU

The best team in town...



Celia
Steve
Bec
Chris
Kate
Tracy
Ildiko
Hannah
Alice

Lisa
Pamela
Becca
Amy
Karen
Willow
Shelley
Kez
Ella

Kirsten
Daisy
Georgie
Rechenda
Lynn
Zoe
Yoyo
Sam
Linda

Thank you to all of our team at Hey Girls.

Hats off to you for making all of 2021's achievements happen.



a better period for **everyone.**

Website: <https://www.heygirls.co.uk/>
<https://www.heygirls.com.au/>

Socials: @heygirlsuk
@heygirlsau

IMPACT REPORT 2021