

Name of your organisation	Bloody Good Period
Date of TFN event which you pitched at	08/02/2023
Name of the project TFN funded	Everybody deserves a bloody good period
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	TFN funding helped us to meet the significant and rising levels of need for period products from our community partners. Demand was c40% higher in 2023 vs the year before, as the prolonged and severe cost of living crisis pushed more and more people into making impossible decisions between life's essentials (and still does). At the same time as rising demand, we saw increased costs of period products, e.g. the price our most frequently requested product went up by 69% from November to December 2023. This made our work even more challenging, and the support of TFN was instrumental in helping us ensure more people were able to have bloody good periods.
What portion of the project did TFN fund?	5%
How many direct beneficiaries did the TFN funded project reach?	c1500
How many indirect beneficiaries did the TFN funded project reach?	n/a
Were you able to leverage further funding as a result of TFN support?	No
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We engaged with two great volunteers who have donated their time and professional experience to BGP over the last year. This included providing event support at Bloody Funny, our annual comedy night, and digital marketing support to our small in-house communications team.
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Has the training you received from TFN better	Yes

<p>prepared you in pitching your organisation to potential funders?</p>	
<p>Has TFN increased your capacity to raise further funds?</p>	<p>Yes</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>We know that the provision of period products has positive impacts on people's physical and mental health. It allows people to care for their bodies in the way that works for them (because we always prioritise the choice and comfort of the people we work with, responding to their specific requests for products), whilst removing the stress and anxiety that is an ever-present part of life in a cost of living crisis. Some quotes from our community partners to illustrate this:</p> <p>"Many thanks. We would have had to phase out giving these products to our clients if we were not able to receive donations from Bloody Good Period" Watford and Three Rivers Refugee Partnership</p> <p>"Our beneficiaries the Homeless and refugees are so pleased with the products, they cannot afford to buy these products." NDC Association CIC</p> <p>"We are so grateful for the support we have received from BGP. Without it, we would not be able to offer products to our clients each time they arrive at our centre. Nobody should be worried about period poverty." Brushstrokes Community Project</p> <p>"The cost of living crisis is having a devastating and protracted effect on our families. We are so appreciative of this support - it is a real lifeline." Mulberry School for Girls</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>In 2024 we are shifting our strategic focus to be more centred on winning long-term change for menstrual equity. This will include increasing our campaigning work to get period poverty and menstrual equity on the agenda in a General Election year, and expanding Bloody Good Education, our knowledge sharing programme which gets vital reproductive health information to refugee and asylum seeking communities. We know that both of these have the potential to be transformative in the long-term, for significant numbers of people. We also aim to still meet as much of the monthly need for period products as possible, within a highly challenging environment - whilst also recognising that a small charity should not have to exist to meet this need each and every month.</p>

	<p>We have also appointed a new trustee: Dr Melissa Gardner is a GP who specialises in providing sexual health training to other doctors, and is supporting our Education programme.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>The process was helpful and engaging, and the TFN team could not have been more delightful or supportive. We were honoured to be given the opportunity to present our work to such a diverse and committed group of supporters. We saw an increase in email sign-ups and social media followers following our pitch as well, and are pleased to be able to keep in touch with our new TFN supporters.</p> <p>While we cannot directly trace our work with TFN to new sources of income, your support through the pitch process has definitely increased our confidence in succinctly and passionately communicating what we do - which has countless benefits across all of our areas of work.</p> <p>Overall we are bloody grateful for the support offered to BGP over the last year - thank you.</p>