help a girl out®

Where the voices of those affected by
period poverty and menstrual stigma are amplified.



Our MISSION

Help A Girl Out is a national volunteer-powered charity committed to ending period poverty and accelerating menstrual equity through access, education, and empowerment.

Menstrual equity is deeply connected to social, economic, and cultural factors, and we actively work to address these unique challenges.

We are:

- ✓ Trauma informed
- ✓ Client centred
- ✓ Racially & culturally diverse
- ✓ Operating in Canada and beyond



Our CLIENTS

We reach individuals in low-income neighborhoods, newcomers to Canada, Indigenous communities, and racialized groups—ensuring that those who experience the greatest barriers to menstrual health have access to the products, education, and support they need.

Most people we serve identify as women and girls, and are between the ages of 13–45.

Clients find us through personal outreach or our community partner agencies.









“When my mom lost her job and went back to school, she had no money to buy for both of us. The period product kit was a lifesaver. She tries her best, but times are really hard, and I’m just trying to find ways to help her.”

Help A Girl Out client, 2023

“I've caught my daughter using one pad a day and even replacing it using school paper towels to save me from spending.”

Help A Girl Out client, 2024

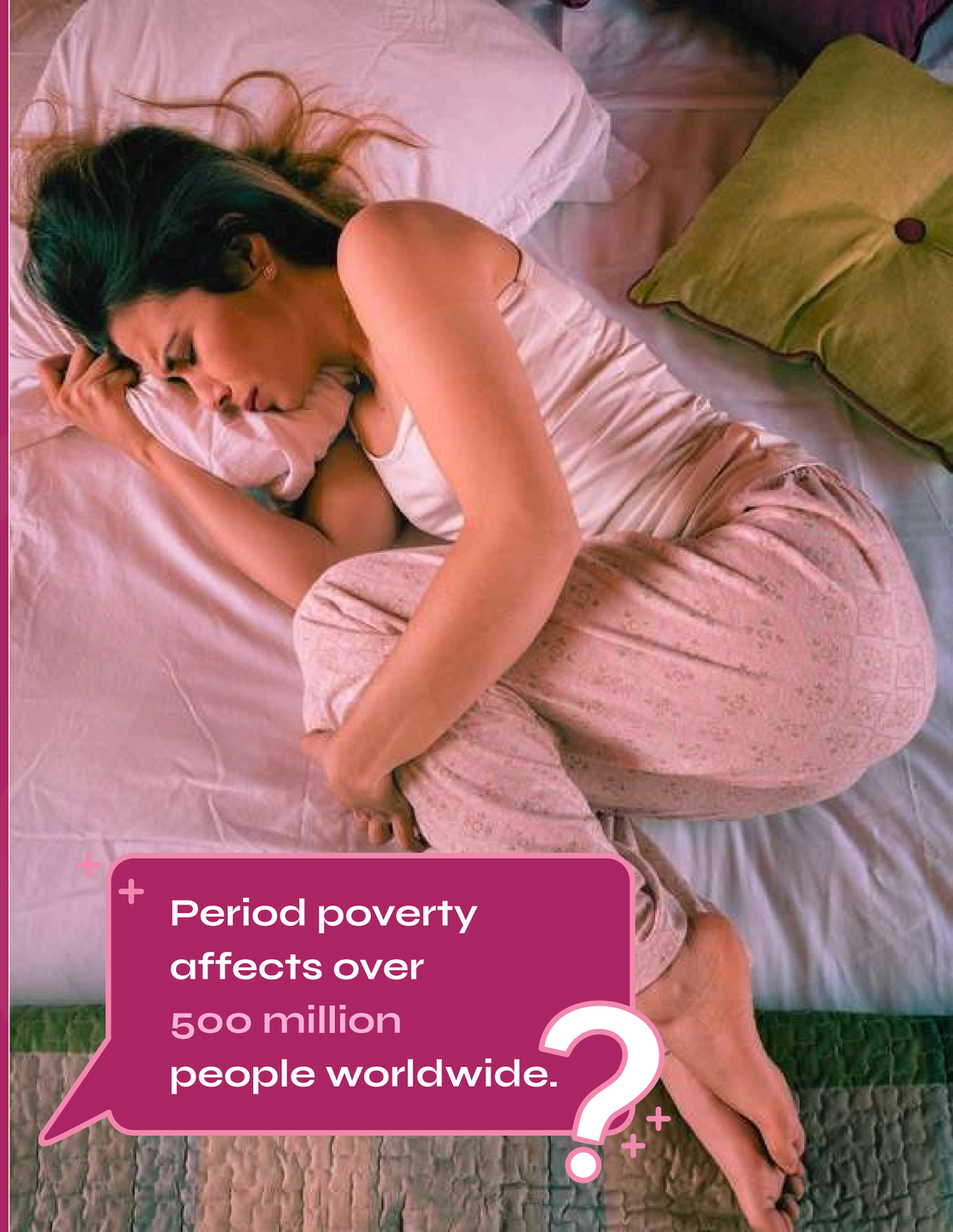
What is PERIOD POVERTY?

Period poverty refers to the struggle many low-income women and girls face in affording or accessing menstrual products, sanitation and hygiene facilities, and education and awareness needed to manage their menstrual and uterine health.



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Federally Incorporated:
Reg #736051517RR0001



The PROBLEM in CANADA

1 in 4 Low-income Canadians have experienced period poverty.

1.53M+ Women in Canada are at risk of period poverty.

1 in 6 Canadians who menstruate have experienced period poverty.

65% Of Canadian women either did not receive any menstrual-health education, or did but it wasn't comprehensive.



⚠ MOST VULNERABLE GROUPS

Unhoused, domestic and international students, families from low-income, new-immigrant, single-parent and refugee households.

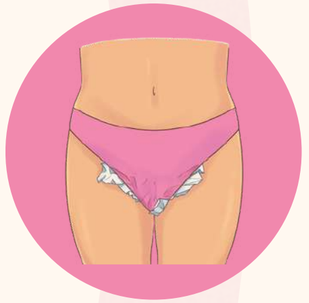
WAGE Canada
Plan Canada
STATS CAN

The REALITY for people facing PERIOD POVERTY



Affects Daily Life Activities

Period poverty limits people's ability to engage in daily activities, causing missed school, work, sports, and other opportunities. The stigma around menstruation also affects mood, self-esteem, relationships, and mental well-being.



Undignified Periods

Those facing period poverty often use unconventional materials like paper, socks, cardboard, or old cloth to manage their menstrual cycle, as periods can't be timed to fit financial circumstances.



Uterine Health Issues

Undiagnosed uterine health issues worsen period poverty, as heavy bleeding increases the need for expensive, high-quality products. This is compounded by pain, shame, and limited research on uterine health and its management.

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Period Poverty is fueled by Shame!

Period poverty is a worldwide health crisis that affects mental health, reproductive health, self-esteem and confidence.

Causing undiagnosed uterine illnesses, sexual exploitation, glass ceilings etc.

Coupled with financial hardship & a lack of proper menstrual or reproductive education...

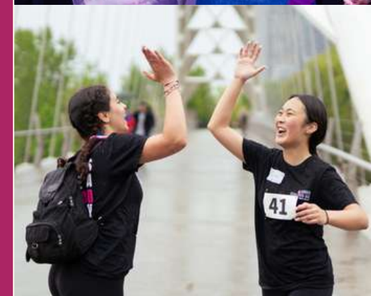


Our IMPACT & ACHIEVEMENTS

- 10,500+ clients supported.
- 1,200,000+ period products distributed.
- 13,000+ supply kits shipped to 350 Canadian cities.
- 300+ uterine health educational workshops hosted.
- 2020 Global Citizen Prize “Canada’s Hero Award”.
- Opened first-ever Menstrual Health Hub in Canada.
- Hosted first-ever Menstrual Hygiene Day 5K Run.







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Our PROGRAMS

Help A Girl Out has 3 flagship programs operating in 8 provinces (BC, NB, AB, QC, ON, MB, SK, NV).

1. Educational Workshops

Help A Girl Out hosts workshops on menstruation, uterine health, and related conditions in partnership with schools, youth groups, refugee centers, businesses, libraries, and more.

Additionally, our events and anti-stigma initiatives raise awareness, combat menstrual shame, support individuals, and counteract misinformation.

Currently we reach 6,000+ students annually across Canada.

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Our partners host DONATION DRIVES to help with our menstrual product inventory.

PROGRAMS cont'd...

2. Period Product Support Programs

Help A Girl Out distributes free 3-month supply kits of reusable and disposable period products to those at risk of period poverty. We ship directly to individual clients and families, and deliver bulk requests to our shelter and community centre partners.

Aligning with our global citizenship values, we also do quarterly outreach initiatives to support efforts to end period poverty in the Caribbean and Africa.

Currently we distribute 15,000+ kits annually across Canada.





We host PACKING PARTIES with our corporate and community partners!

PROGRAMS cont'd...

3. The Reusables Project

Reusable pads reduce waste to landfills and ensure individuals have access to period products for years at a time, eliminating period poverty sustainably.

Help A Girl Out hosts sewing workshops across Canada (in person and virtually), teaching beginners a sustainable skill while adding to our inventory.

The At-Home-Sewists Program gives intermediate and advanced sewers the opportunity to volunteer and help fulfill our supply kit needs.

FUN FACT

165 volunteer sewists have created 7,000+ reusable pads, diverting over 250,000 lbs of waste from landfills.





Our BOARD of DIRECTORS



ANDRIA BARRET

BOARD CHAIR

Wellness & DEI Speaker & Consultant

Community Advocate with over twenty years of experience in volunteer work and supporting non-profit organizations.



LAURENCE RENAUT

SECRETARY

Fractional Chief of Staff

Twenty years of experience in strategy, analytics, development, and project management. Skilled in driving growth, improving operations, and delivering effective solutions.



ELAINE FORRESTER

DIRECTOR, PARTNERSHIPS

Retired **Social Worker, Adoption Services**

Over twenty years of experience, with expertise in supporting families facing poverty, as well as victims of physical and sexual abuse, neglect, and other various challenges.



ANNE PRINGLE

DIRECTOR, INTERNATIONAL RELATIONS

Programs & Impact Director

Leader in global programs, partnerships, social impact, gender equity, and health. Extensive experience with cross-sector collaborations, advocacy, and capacity-building initiatives.

Our BOARD of DIRECTORS



ANTOINETTE MAK

DIRECTOR, FINANCE

Chartered Accountant, Organizational Leadership & Strategy

Over 20 years of experience driving impactful change in the charitable sector. A CPA and holder of an MBA in Strategy and Organizational Leadership, she brings both financial expertise and strategic vision to her work, empowering organizations to achieve lasting, community-driven impact.



CAMILLE LOGAN

DIRECTOR, EDUCATION

Retired **Associate Director at Peel District School Board**

Educational leader, and advocate for systemic transformation with over 30 years of experience and service to public education. Dr. Logan models leadership that is grounded in community, identity, and a deep commitment to justice.



NICOLE VIVALDI

DIRECTOR, DEVELOPMENT

Finance & Operations Executive, Donor relations

Over 30 year career in venture capital, financial services, healthcare technology, and media. Passionate about nonprofit development, and community engagement. Committed to advocacy for initiatives that empower women and girls, focusing on education, access, and community leadership.

Our LEADERSHIP TEAM



YANIQUE BRANDFORD

FOUNDER & EXECUTIVE DIRECTOR

“Having personally faced period poverty and witnessed its effects on my ambitions and self-worth, I am committed to transforming the narrative and experiences for girls who share my journey. Advocating for a topic as stigmatized as menstruation is both challenging and exhausting, yet it is also rewarding and vital. What started as a passion project in a one-bedroom basement I shared with my family has now evolved into a growing catalyst for social change.”



ISABELLE VALETTE

OPERATIONS MANAGER



ALISHA FISHER

PROGRAMS MANAGER



YSABELLE PELITIER

PROJECT MANAGER: *REUSABLES PROJECT*

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Our MAJOR PARTNERS

At Help A Girl Out, we depend on the support of our community while also collaborating with businesses and agencies to enhance our programs. We are grateful for the generosity of our essential major donors and partners.

GLOBAL CITIZEN PRIZE

LUCKY IRON LIFE

Bell

Foresters Financial

Bluebird Self Storage

nwmo
NUCLEAR WASTE MANAGEMENT ORGANIZATION

Food Banks Canada / Banques alimentaires Canada

Women and Gender Equality Canada / Femmes et Égalité des genres Canada

Propeller Project
Toronto Pearson. Investing in Communities.

Region of Peel
Working for you

Ontario Trillium Foundation / Fondation Trillium de l'Ontario

COMMUNITY FOUNDATIONS OF CANADA | Investment Readiness Program

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Our COMMUNITY PARTNERS

In partnership with schools, libraries, food pantries, shelters, and organizations supporting the unhoused, low-income families, students, youth, and employment centers, we distribute support kits, host educational workshops, and launch anti-stigma initiatives.

Big Sisters Club

NATIVE CHILD AND FAMILY SERVICES OF TORONTO

THE SALVATION ARMY

fred victor
Helping people rebuild their lives

Big Brothers Big Sisters OF OXFORD COUNTY

Good Shepherd
Faith in people.

YWCA TORONTO

eva's

FSYR
Family Services York Region

Bethesda House

HORIZONS FOR YOUTH
LEAVE THE STREETS BEHIND

BTC
BE THE CHANGE

FEED NIAGARA

access

mpl
MARKHAM PUBLIC LIBRARY

SVU

Cecil Community Centre

ARMAGH
building lives free of violence

St. James Town Community Corner

Ingamo HOMES From Broken to Brave

FOOD FOR THE POOR CANADA

MUSLIM FAMILY SERVICES OF OTTAWA

Hamilton Public Library

SCARBOROUGH ENVIRONMENTAL ASSOCIATION

endometriosis events

MALTON NEIGHBOURHOOD SERVICES

Renfrew Public Library

African Community Services of Peel
Serving The Community Since 1993

PAACE
PEEL ASSOCIATION OF AFRICAN CANADIAN EDUCATORS

daso
DOMESTIC ABUSE SERVICES OXFORD
PROTECTION | PREVENTION | POSSIBILITIES

MALTON YOUTH HUB

AgapeHouse

Brampton Library

SAWC South Asian Women's Collective

CHARTER FOR COMPASSION

Over 50 established community partnerships in Ontario

THANK YOU for listening to our presentation.

Together, we can combat period poverty, expand access to period products, and break the stigma around menstrual health.

CONTACT INFORMATION

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@hago_canada

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