

help a girl out

Impact Report

2024

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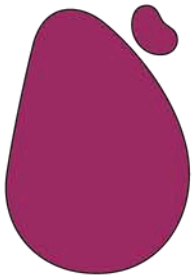
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Period Poverty affects 1 in 3 low-income Canadians



I'm a full-time college student. My mother raises us all on her own, and we heavily depend on Social Assistance. We often have to resort to using paper. I am homeless. I live in a hotel, and I just started a new job yesterday. We are a K-12 school in a remote indigenous community in the Northwest Territories. Many times, students rely on the school to provide them with products during this time. Sometimes public washrooms have free pads and I get a little to try and get by for the month. I haven't been able to get back to work because I have been struggling with Autism Spectrum Disorder and even replacing it with school paper towels. I have fibroids and am also on disability due to other health conditions. I ran out of my previous supply from you and am in need more than ever of tampons. Next month, I'm enrolled in an online college. Thank you so much for everything!! I have fibroids and am also dealing with extremely heavy bleeding while waiting for surgery. I am a nonbinary person struggling to make ends meet in a full-time school! Grateful for anything y'all can spare. I have enrolled in an online college and am dealing with extremely heavy bleeding while waiting for surgery. Sometimes two days. With all the price increases, I can barely purchase hygienic stuff for myself. When my mom had no money to buy for both of us, this kit came in handy. She lost her job and went back to school so this program will be a life saver on my mother behalf. being disabled and unable to generate an income is devastating. Having to ask for help is not easy, Thank you for what you do!

hago

Meet Yanique Brandford:

Founder & Executive Director of Help A Girl Out (HAGO)

Struggling to provide for her daughters, Brandford's mother devised a way to send them to school and give them hygiene essentials. Often, she would make her own period products. She constructed pads out of flexible cardboard covered in plastic and wrapped them in crumpled newspaper. These makeshift and biodegradable products fought period poverty in Brandford's own home.











> "My mom is the hero in my story," says Brandford, whose mother ensured she would never miss a day in school, "we would often go to school without lunch or bus fare, but she made sure we had an **education**".



Brandford grew up in difficult circumstances in Jamaica. In an effort to escape poverty and stay in school, Brandford often earned money tutoring other students or doing their homework assignments. Her earnings provided some relief and the ability to afford essentials to live. "I didn't really believe in myself before those days," says Brandford, "this was when I started to think I could turn my life around and impact others".

In the months leading up to her immigration to Canada, 14-year-old Brandford imagined a new life free of her childhood struggles. However, her reality was a far different story. Arriving in Canada to a low-income household riddled with domestic violence, it was, again, difficult for her family to afford groceries and period products, so Branford began making her mother's cardboard pads from back home in Jamaica. At school, she noticed many students (from many ethnic backgrounds) missed class due to period pain or lack of access to basic menstrual products. This sparked her realization that access to menstrual products was also hard for many in Canada and beyond. Brandford's mission to bring her struggle and those of her peers into the light, began at 16-years old. As a testament of her determination, she began providing free period products for others in her school community, while still a low-income student trying to make ends meet.

In 2016, a first-year Medical Physics student at Toronto Metropolitan University, Brandford noticed a woman with menstrual stains on her clothing asking for change from passers-by. She imagined the woman's struggle to choose between food and period products and became increasingly driven to bring attention to the issue for homeless women especially. She began running campaigns, community donation drives and fundraising initiatives to promote menstrual equity and end period poverty. Two years later, in 2018, she finally launched Help A Girl Out (HAGO). Juggling a demanding course load while distributing bags filled with menstrual products and other hygiene essentials to people in need, she personally funded the organization with wages from weekend shifts at McDonald's. Despite many challenges in the early years of HAGO, she was rewarded with gratitude from those she helped, which propelled her to continue. Today, she continues her mission to accelerate menstrual equity. The award-winning advocate has grown her one-woman organization to a mighty, dedicated team of staff and volunteers.

> Her dedication was rewarded in 2020 when Brandford won the 'Canada's Hero Award' from the international advocacy organization Global Citizen.

At HAGO, we envision a future free from period poverty where everyone has the dignity, opportunity, and well-being they deserve. This impact report shines a spotlight on HAGO's four areas of impact: ending period poverty, community, society, and the environment.

Period Poverty is a Health and Human Rights Issue

Period poverty is inadequate access to menstrual products, sanitation facilities and proper education. It affects millions of individuals in developed and developing countries, spanning race, religion, culture and education level. Period poverty can prevent people from participating in school, work or society.

The stigma and silence surrounding menstruation significantly undermine the well-being, mental health, and self-esteem of women and girls in our society. This pervasive taboo creates an environment where shame and embarrassment is felt over a natural biological process, causing isolation during a vulnerable stage. In addition, the menstrual and uterine health education provided in schools remains insufficient and often superficial. Most curricula fail to deliver comprehensive, accurate information, leaving young girls without a clear understanding of what menstruation is, how it affects their bodies, and how to manage it effectively. This gap in education perpetuates confusion and misinformation, making it difficult for girls to feel empowered or informed about their health.

Compounding these issues is the alarming rate at which uterine health conditions go undiagnosed, particularly among women of color. Many women struggle with debilitating conditions such as endometriosis, fibroids, or polycystic ovary syndrome (PCOS) for years before receiving a proper diagnosis—if they are diagnosed at all. This delay in care is especially prevalent in women of color, who often face systemic barriers within healthcare systems, including racial bias, lack of culturally competent care, and the dismissal of their symptoms. These disparities contribute to a longer diagnostic process and worse health outcomes for women in marginalized communities.

Moreover, the lack of substantial research into uterine health has resulted in a global healthcare crisis. Despite the fact that millions of people suffer from menstrual and uterine disorders, funding for research remains disproportionately low compared to other areas of health. As a result, countless women are left to endure chronic pain, infertility, and other serious complications without access to innovative treatments or comprehensive care.

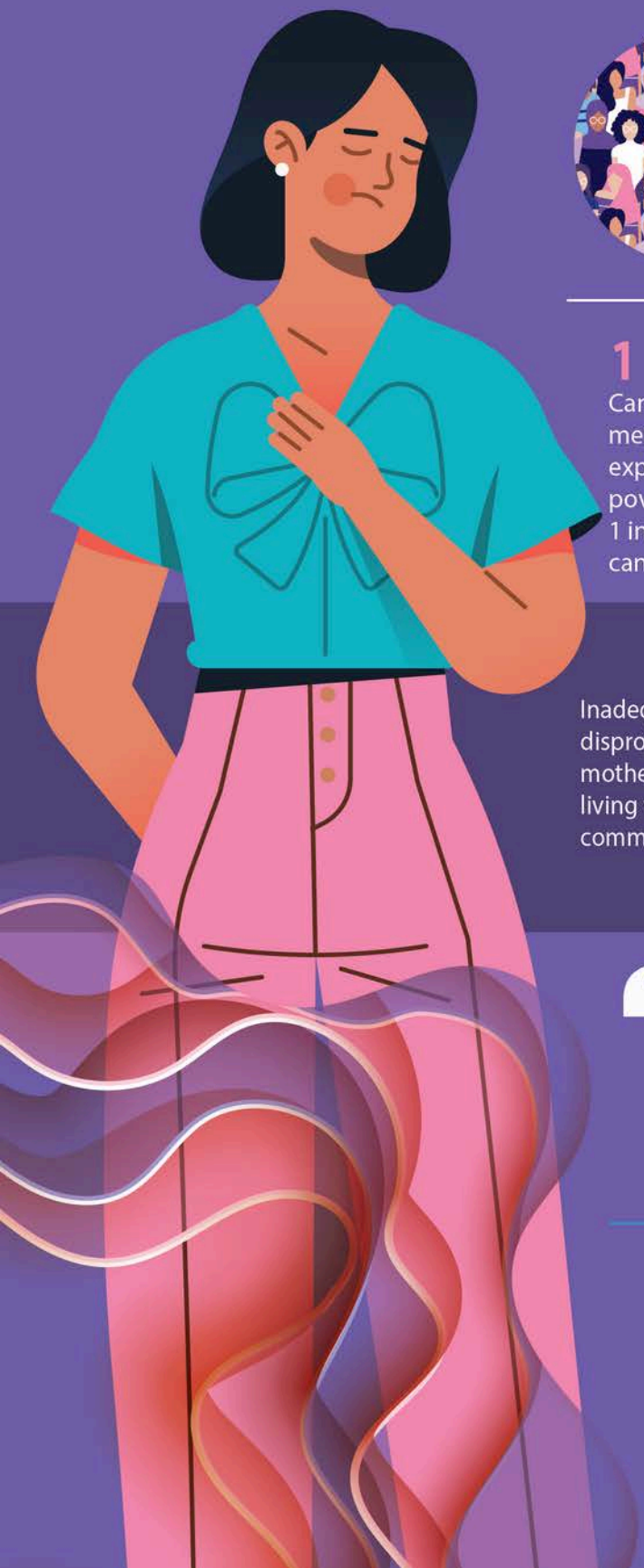
By addressing these shortcomings and fostering open dialogue, we can create a more supportive environment where menstruation is normalized, and all individuals can feel confident, healthy, and knowledgeable about their bodies.

Using the United Nations Sustainable Development Goals, the following initiatives are a part of Help a Girl Out (HAGO)'s broader mission to create sustainable, long-term change:

- Goals 1 & 3 - Ensuring access to menstrual products and improving health outcomes.
- Goal 4 - Providing proper menstrual education offering comprehensive and ethnically diverse education on menstrual and uterine health.
- Goal 5 - Advancing gender equality by educating men and fighting menstrual stigma.
- Goal 12 - Promoting the use of sustainable menstrual products to reduce waste.



Combating Period Poverty Is A Global Fight That Requires **Collective Action.**





500 million
people worldwide lack period products and adequate menstrual hygiene.

1 in 6
Canadians who menstruate have experienced period poverty this rises to 1 in 3 for low income canadians.



70%
of people who menstruate have missed school or work due to their period.



Inadequate access to menstrual products disproportionately affects: BIPOC, youth, single mothers, people experiencing homelessness, living with disabilities, immigrants, remote communities and gender diverse individuals.

> **Period poverty** must be tackled through the lens of **diversity, equity, inclusion and the environment.**

20 billion
period products are dumped in landfills annually in North America alone Tackling the issue of plastic menstrual product waste is important for the future of our planet.



hago
help a girl out

Since 2018, HAGO has fought period poverty through advocacy, education and tangible support to individuals in need.

Vision



To establish menstrual equity in Canada and developing countries.

Mission



To accelerate menstrual equity through access, empowerment and education that combat stigma, support the rights and well-being of individuals and drive sustainability.

Strategic Priorities



Access
Accelerate equitable access to period products for people in need.



Educate
Combat stigma and raise awareness of menstrual health and rights.



Empower
Enable individuals with dignity, safety and possibility by supporting their health, human rights and well-being.

Areas of Impact



Ending Period Poverty
Addressing the unmet menstrual needs of vulnerable individuals to support their health and well-being.



Community
Fostering community connection and support inclusive of race, culture, and religion; building a healthy community where individuals can attend school, work and participate in essential activities.



Society
Dismantling the social contributors to period poverty, including menstrual stigma and shame.



Environment
Creating local, affordable, environmentally friendly solutions for a sustainable future.


No More Shame.
Lack of access.
Period poverty.

Milestone:

Canada's first Menstrual Hub

Opened in Brampton March 2024

Our grassroots organization began in the one-bedroom basement of our founder, with the dream of one day opening a physical space that would welcome women of all ages, races, ethnicies, and religious backgrounds.

The HAGO menstrual hub, opened in spring of 2024, is a first-of-its-kind space in Canada, dedicated to menstrual equity. It is a safe space for the community to visit, volunteer, attend educational and skill development workshops, dropoff donations or recieve immediate menstrual product support.

The hub has been a crucial factor of our organization's growth, providing a base of operations, storage, training and collaboration -- facilitating our initiatives in Canada and abroad.

Support our hub:

Help A Girl Out (HAGO) is a Canadian registered charity. All donations are eligible for a charitable tax reciept.

CRA Charity No. 736051517RR0001







Help A Girl Out (HAGO) Organization Impact

Combatting Period Poverty since 2018



Total Impact

Since 2018, HAGO's outreach and awareness initiatives have impacted thousands of individuals in need, reached urban and remote communities, educated society and promoted sustainable products that benefit the environment.

Access

Approximately **1,000,000** products distributed over 6 years

Supported **4,000** individuals in need

2,800 period kits delivered since 2021

Outreach to **350** cities

Education

250 sessions

9 cities

5,000+ participants

50+ partner organizations

Sustainability



Created **6,000** reusable products that last up to 7 years that Supported 1200+ individuals

250 volunteer sewers across Canada

Prevented **500,000** plastic period products from reaching landfills

International impact:
Reached communities in 7 Caribbean and African countries



AREA OF IMPACT

Combatting Period Poverty on the Front-lines



Period Product Support Program (PPSP)

Period products are one of life's essentials. Yet many individuals must choose food or rent over menstrual products. In Canada alone, one in four women who menstruate have been faced with this difficult choice, according to a 2023 survey by Plan International Canada. HAGO's Period Product Support Program (PPSP) provides at-risk individuals with personalized period product kits that they need, supporting equitable access as a human right.

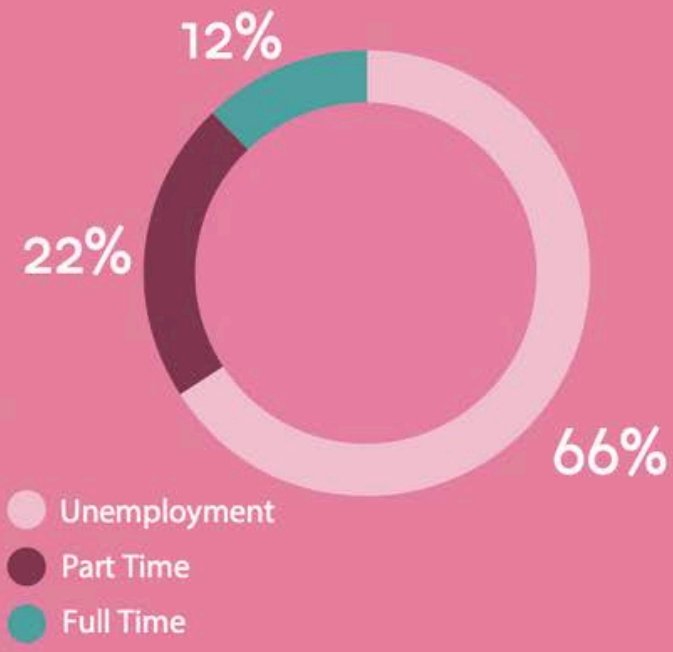
The PPSP delivers a three-month supply of period products, with each kit tailored to an individual's needs, including menstrual health conditions. The program is the only one of its kind in Canada. The program has impacted thousands of individuals, organizations and their communities, with year-round support delivered directly to their door or supporting centre, advancing menstrual equity while offering dignity, convenience and front-line support to recipients. Volunteers and corporate groups organize donations and pack kits with menstrual products and other essential items, including hygiene and personal care items.

To date, the PPSP has helped 2,000+ individuals in need, delivering more than 1,000,000 period and hygiene products in 350 cities across Canada. The PPSP supports diverse races, cultures, religions and income levels. Of our applicants, 66% are unemployed, and 95% who are employed full-time live on less than $50,000 annually. The PPSP has recently expanded its geographical reach to underserved remote communities in Northern Ontario, including Indigenous communities where a box of period products can cost more than $20.

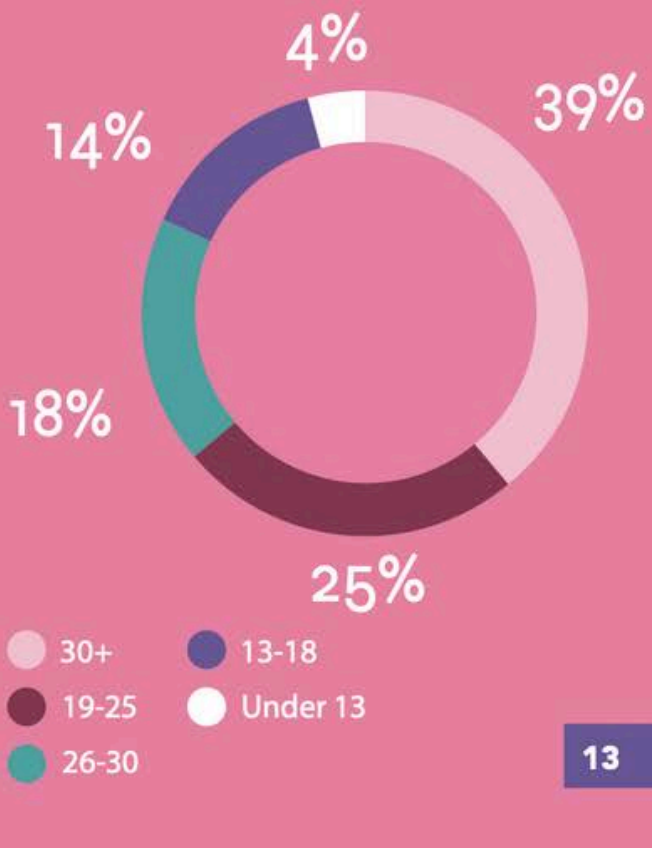
The PPSP is made possible through fundraising, donations, and support from our strong community partnerships. The voices of the recipients guide the work as we expand our reach and impact in the future.

A donation of $10 will ship a kit to someone in need. Visit our website to become a monthly donor.

Employement Status of Applicants



PPSP Applications by Age Group



AREA OF IMPACT

Community driving collective action

At the core of our success is the strength of our community. Through strategic collaborations and collective action, we have been able to amplify our impact, expand our reach, and create lasting change. This section highlights the importance of working together to break down barriers, foster innovation, and ultimately empower those most in need.

HAGO is proud to partner with more than 50 organizations that support our mission to accelerate menstrual equity through access, advocacy and education.

HAGO's community partnerships include shelters, schools, and community centres across Ontario. For the past six years, we have partnered with local organizations to provide period products, education sessions and workshops that aim to demystify menstruation, break taboos and promote period positivity.

Through collaborative action, HAGO is increasing and expanding our community impact, supporting the needs of diverse cultures, religions, ages and socioeconomic status.

Equipped with an open mindset, individuals pass on their newfound knowledge to future generations of girls and women. HAGO continues to expand existing partnerships and build new collaborations to increase our engagement and impact across diverse communities.


Refugee Centre - Toronto, ON


Access Employment - Toronto, ON


Armagh - Mississauga, ON

Partnership Spotlight:

Armagh House

Our educational workshops at Armagh House in Mississauga involves puberty workshops and sharing circles on menstruation and body changes. The workshops resonate with the youth, who are eager to engage, share their stories and ask thoughtful questions. By creating a safe and supportive environment, we not only address important topics but also connect with individuals who have experienced trauma, offering relatable role models they can look up to.





In Northern BC, the community of Bella Bella exemplifies a strong, engaged network dedicated to supporting one another in meaningful ways. These initiatives address menstrual equity and also empower individuals and their Community.

MoonTime Connections

Access to menstrual products in Northern or remote areas of Canada presents significant challenges due to high prices and supply chain disruptions. HAGO has collaborated with Moon Time Connections, an national menstrual equity group under the umbrella of True North Aid, that is supporting Indigenous menstruators. With this collaboration, we have expanded our workshops to remote areas of Canada. In these workshops, Indigenous and First Nations elders participate in sewing workshops to create reusable menstrual pads for themselves and their communities.

Through sewing, this initiative provides resources to embrace cultural practices and empower the Community. Sewing not only preserves meaningful traditions but also fosters a sense of pride and self-sufficiency, enabling individuals to create essential items and traditional garments that strengthen their connection to heritage.

AREA OF IMPACT

Sustainable Solution

Reusable Products For A Healthy Planet

The Reusables Project provides individuals in need with reusable period products and education on use and care for these products that last up to seven years. In HAGO's free, community-building sewing workshops, individuals are given the tools to fight period poverty at home while helping to combat this global health and human rights issue.

In 2021, The Reusables Project was launched as a pilot project with the financial support of Toronto Pearson Airport's Propeller Project that helps to build healthier communities. Across Canada, 225 volunteers sewed 6,000 reusable menstrual pads, which were given to 1,000 individuals in need including those with low incomes and refugees.

HAGO's sustainable solution prevented more than half a million disposable period products from reaching landfills. In the United States alone, 19 billion disposable period products are dumped in landfills every year while these non-compostable products take 500 to 800 years to decompose, according to international advocacy organization Global Citizen.

Today, there are regular sewing workshops in 9 cities across Ontario. HAGO has increased our resources to six instructors and 38 sewing machines. It has provided 50+ sewing skill development workshops, engaging with 400+ participants and making over 7,000 reusable pads. Many participants use this new skill as a potential source of income while everyone makes products to donate to individuals in need.

This includes our ongoing partnerships with libraries across the province. Community members meet at their local library for HAGO sewing workshops and education sessions, which provide a relaxed and inclusive atmosphere. Participants learn how to fight period poverty at home and within their communities, dismantling stigma and accelerating menstrual equity across diverse cultures and religions that may not openly discuss menstrual health.

The Reusables Project is also expanding our international reach with activities in seven countries including Jamaica, Cuba, Nigeria and Uganda.

Partnership Spotlight:

Family Services of York Region (FSYR)

In a community centre in Richmond Hill, a group of Yazidi women from Syria guide cloths through sewing machines, following instructions from their interpreter. The women are new to Canada, and the HAGO workshop, which is delivered in partnership with The Family Services of York Region, introduces an essential life skill while building a sense of community in their new home. These women are also sewing with purpose. They are making reusable menstrual pads, fighting period poverty with a sustainable solution.




FSYR - Richmond Hill


Senior's Circle - Markham, ON


FSYR - Richmond Hill


Scarborogh Envir. group - Toronto, ON





Yazidi women, FSYR - Richmond Hill

International Partnerships:

Ongoing efforts in Uganda, Jamaica, Honduras and Cuba

In countries grappling with period poverty, the most effective and lasting solution is the adoption of reusable period products. For many individuals, these alternatives offer a dependable and hygienic way to manage their menstrual health with dignity. Through impactful partnerships with international aid organizations like Food for the Poor (FFP) and Lucky Iron Life (LIF), HAGO has implemented a range of outreach initiatives aimed at sustainably addressing period poverty through reusable menstrual pads.

Uganda

In Uganda, HAGO provides sewing and educational workshops at Alice Anume Memorial School of Nursing and Midwifery, teaching students how to make and care for reusable period products.

Sewing is a new life skill for students who become comfortable discussing periods while creating sustainable solutions to fight period poverty. The nursing and midwifery students make gift baskets filled with reusable pads for new mothers and the students educate women on reusable products while dismantling menstrual stigma in Ugandan villages.



Pallisa, Uganda



Jamaica

Since 2018, HAGO has consistently supported women and girls in Jamaica, responding to urgent calls to address period poverty and menstrual stigma throughout the Caribbean. By collaborating with local organizations, HAGO delivers culturally sensitive and accurate educational workshops, helping to bridge critical reproductive health knowledge gaps. Alongside education, HAGO provides essential menstrual products, hygiene items, and supplements, offering crucial support.





Honduras

In 2023, we continued our commitment to menstrual equity in Honduras by supporting 150 women with essential menstrual products and providing education on menstrual health. This initiative emphasized the importance of holistic care by including iron supplements, addressing the iron deficiency many young women face, which can be intensified during menstruation.

Cuba

The humanitarian crisis in Cuba has intensified period poverty, compounding challenges for women in need of menstrual health resources and education. Between 2023 and 2024, we responded with several donation initiatives through tourist aid, supplying reusable menstrual pads, hygiene products, iron supplements, and educational resources.

The overwhelming response from recipients highlights the urgent demand for these resources, and HAGO is committed to continuing its support, aiming to improve menstrual health and well-being for women in Cuba.



Ensuring The Reusables Project is sustainable requires regular funding. The materials required for the reusable pads is expensive, as is training of staff, sewing machines, and shipping to HAGO's international partners. Financial sustainability will enable the project to expand its reach and impact, supporting individuals in need and building healthier communities around the world.

Support The Reusables Project

HAGO's social enterprise online store sells a variety of styles of reusable pads for different menstrual needs in a variety of colourful patterns. Proceeds help to fund the project.

By choosing high-quality materials, HAGO not only provides a dignified solution for menstrual care but also champions eco-concious practices, reinforcing our mission to end period poverty sustainably.

Our pads feature a luxuriously soft and eco-friendly organic bamboo velour topper, offering unparalleled comfort and protection. This fabric is free from harmful chemicals, hypoallergenic, and naturally antimicrobial, providing a safe and reliable solution for menstrual care.

The absorbent core and breathable waterproof backer add exceptional reliability while prioritizing user health and environmental responsibility.



Challenges due to Menstrual Stigma

The acceptance of reusable pads is often hindered by the menstrual stigma and shame that surrounds menstruation in many cultures. This stigma can cause individuals to feel embarrassed or uncomfortable discussing their periods, let alone using and maintaining reusable products that require washing and drying in public or shared spaces. Misconceptions about hygiene, fear of judgment, and lack of education about sustainable menstrual options make it difficult for reusable pads to gain widespread acceptance.



1 in 4
Canadians believe periods are dirty.



51%
of women aged 18 to 24 have felt the need to hide their period at home.



1 in 5
Canadians believe menstruation should not be publicly discussed.



1 in 5
women have felt judged or unfairly treated due to their period at work or in personal situations.

Addressing these deep-rooted societal attitudes is crucial to normalizing and promoting the use of reusable menstrual products.



Ending the Stigma begins with knowledge

HAGO actively combats the stigma surrounding reusable pads by addressing the shame and challenging the misconception that menstrual blood is dirty.

Through carefully designed instruction booklets, pamphlets, and educational resources, HAGO provides practical guidance on washing and caring for reusable pads, making their use accessible and approachable.

By emphasizing the environmental benefits of reusable pads—such as reducing waste and promoting sustainability—HAGO encourages individuals to embrace eco-conscious menstrual products with confidence.

AREA OF IMPACT
Society: Diversity in the Fight

Period Poverty is Rooted in Stigma and Shame. It silences individuals in need, contributes to undiagnosed menstrual illnesses and breeds shame that erodes mental health and well-being.

Through symposiums at universities and colleges, specialized education programs at middle schools, and group sessions at libraries and community centres, we combat stigma and shame, advocate for collective action against period poverty and educate communities on menstrual health and rights.





HAGO recognizes that stigma is experienced differently across generations, cultures and religions. Our culturally responsive education and awareness initiatives dispel common myths and exclusionary practices, spark healthy conversations and encourage people to seek help when they need it most.

We believe that period products alone won't establish menstrual equity. Through the collective action of our antistigma campaigns and education sessions, we empower individuals with their most powerful resource: **knowledge**.





Campaigns, events and empowerment

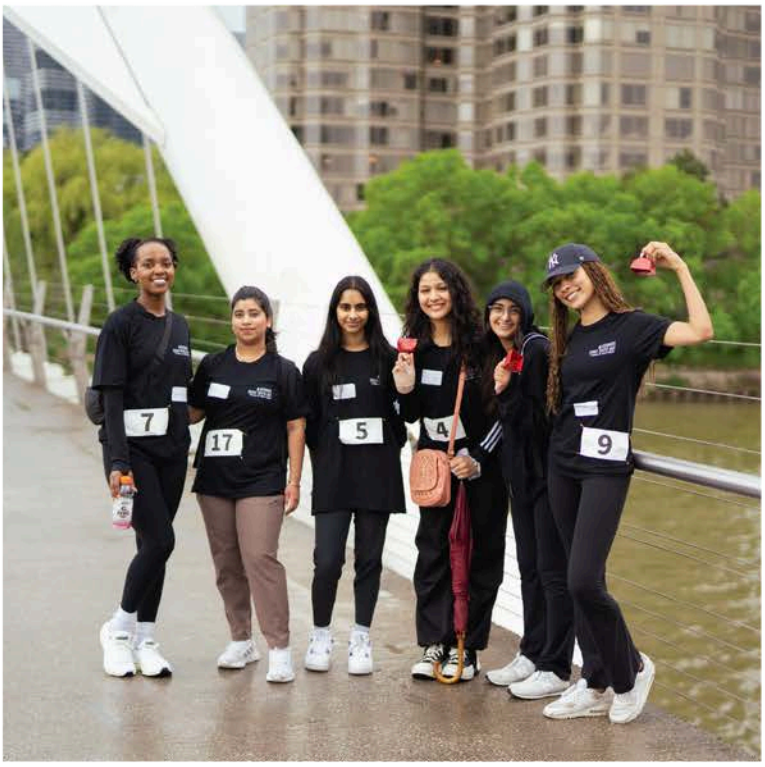
This section highlights the heart of Help a Girl Out (HAGO)'s mission—driving change through impactful events that raise awareness, foster community engagement, and empower those we serve. From grassroots campaigns advocating for menstrual equity to large-scale events that unite supporters and amplify our reach, HAGO continues to lead the charge in creating a world where every person can manage their menstrual health with dignity.

Our **annual fundraising gala** is a night of celebration, impact, and inspiration. This highly anticipated event shines a spotlight on the incredible strides we've made in the fight against period poverty, while honoring the dedication of our volunteers and supporters. Attendees will experience an unforgettable evening filled with powerful stories, live entertainment, and opportunities to connect with like-minded individuals and partner organizations who are passionate about menstrual equity.



Every dollar raised during the gala directly supports our mission. By joining us, you're not only contributing to an important cause but also helping to shape a future where period poverty is eradicated.

At our **annual Menstrual Hygiene Day 5K Run**, participants come together to raise awareness about menstrual health and advocate for an end to period poverty. This empowering event brings the community together to support menstrual equity, with every step symbolizing progress toward breaking the stigma surrounding menstruation.



Join us at an event and become part of our effort to create a world where menstruation is not a barrier to anyone's potential.




hago








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daso
DOMESTIC ABUSE SERVICES OXFORD
PROTECTION | PREVENTION | POSSIBILITIES
hago


hago



Menstrual Equity Pilot (MEF)

'Stigma Ends with Me (SEM)' Program - A National Education and Awareness Campaign

HAGO is proud to have been selected by the Menstrual Equity Fund (MEF), a pilot project by WAGE Canada and directed by Food Banks Canada, to help fight period poverty and stigma in Canada 2023 - 2025.

With the support of the MEF, we launched the 'Stigma Ends with Me (SEM)' educational program which scaled up our national education and awareness initiatives, expanding and deepening our community impact. The significant increase in HAGO's education activities accelerated the effort towards menstrual equity by empowering individuals with knowledge to create lasting, meaningful change at home and across diverse communities.



This year, HAGO developed resources and infrastructure to enhance the perspective on menstrual health and wellness. One of these notable resources is; a series of standardized education modules on puberty, menstruation, menstrual illnesses and advocacy, enabling them to train facilitators and execute workshops that aim to improve general knowledge, debunk myths, and establish period positive narratives. The modules are delivered in English, French, Hindi, Arabic, Mandarin and Spanish to increase engagement and inclusivity among the diverse group of participants HAGO serves.



Throughout Ontario, HAGO partners with middle, high and post-secondary schools in various cities to engage with students and deliver educational sessions on puberty and menstruation. At universities and colleges, including the University of Toronto and Sheridan College, HAGO collaborates wth Student Unions and other groups to plan regular programming.

Through ongoing partnerships with community organizations, such as new immigrant and resettlement assistance organizations, HAGO provides education programs to support refugees from around the world, including Africa, the Middle East and China.

HAGO collaborates with various new immigrant and refugee focused groups, including family Services of York Region (FSYR), Access Employment, African Community Services, and the Polycultural Rap Centre in the Greater Toronto Area.

HAGO empowers participants with knowledge and resources to manage their periods. Our sessions dispel common cultural myths and exclusionary practices around menstruation, teach valuable skills and promotes the use of sustainable menstrual products to end period poverty and reduce waste.

Impact of **Menstrual Equity Fund**

8 month pilot project





4,635
individuals in need,
53% of participants
menstruate 30%
identify as BIPOC

52%
speak multiple languages
89% reside in Ontario



48
partnerships
(20 new)



185
workshops



12
part-time/contract
staff



9
cities



120+
trained volunteers



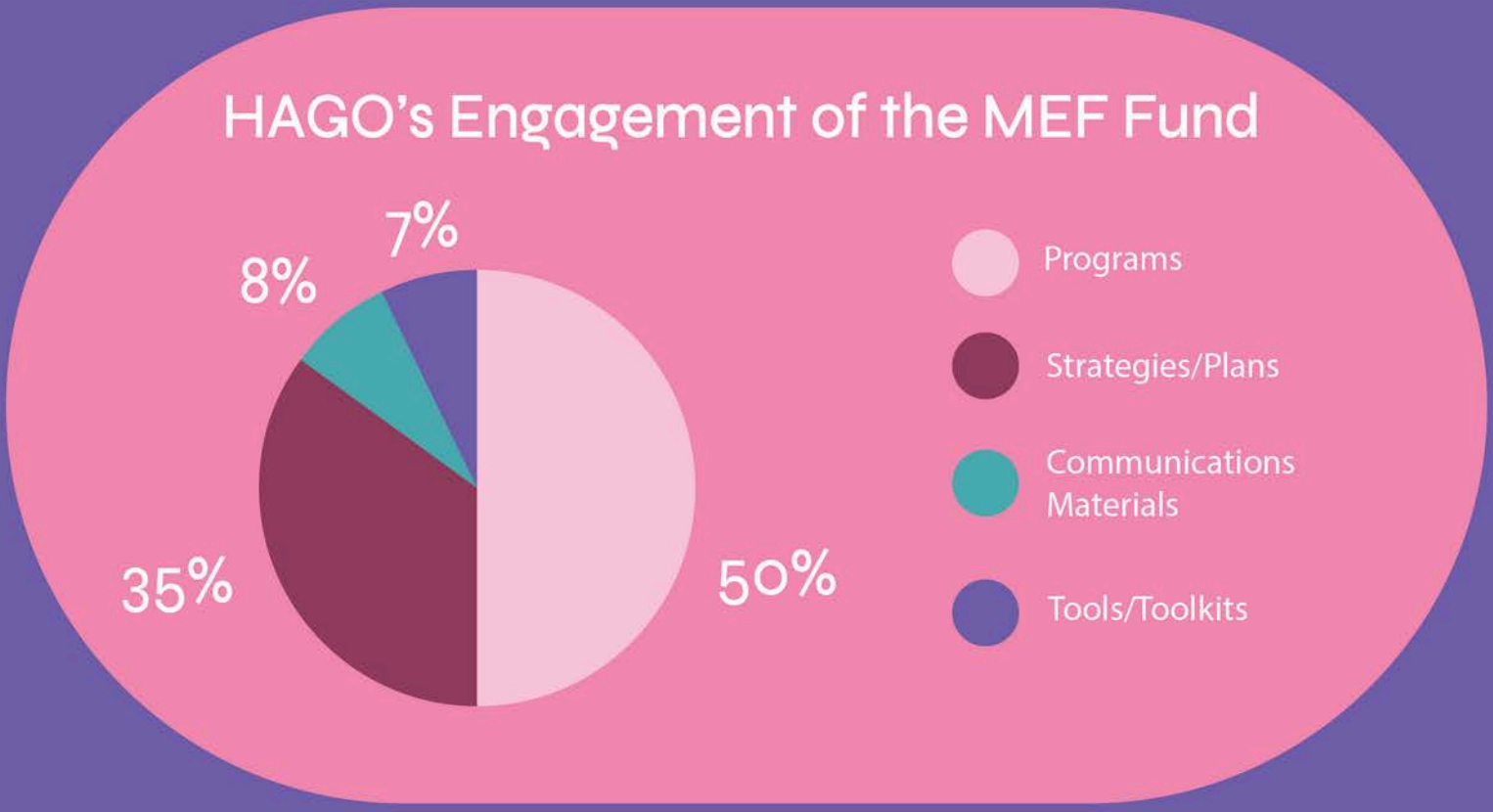
20
sewing machines



4
standardized education
modules in 5 languages

Milestone: Infrastructure Development and Scaling

With the MEF's financial support, HAGO has scaled up operations, expanded its geographical reach, strengthened engagement across diverse and remote communities and increased support to individuals in need, contributing to the shared mission to accelerate menstrual equity across Canada.



Recognition and Thanks:

The Menstrual Equity Fund Pilot is an initiative launched by the Government of Canada's Department of Women and Gender Equality. Food Banks Canada oversaw the administration, distribution, and management of the Fund. We extend our heartfelt gratitude to everyone involved for their commitment to eradicating period poverty and stigma in Canada.

Women and Gender Equality Canada
Femmes et Égalité des genres Canada
Food Banks Canada
Banques alimentaires Canada
Canada



Growing Demand for Support

5.4 million immigrants are expected to settle in Ontario over the next 23 years

Menstrual inequality is closely linked to income inequality

60% of Ontario's immigrants are between the ages of 20 and 39

In 2022-2023, more than **880,000** people received Ontario social assistance

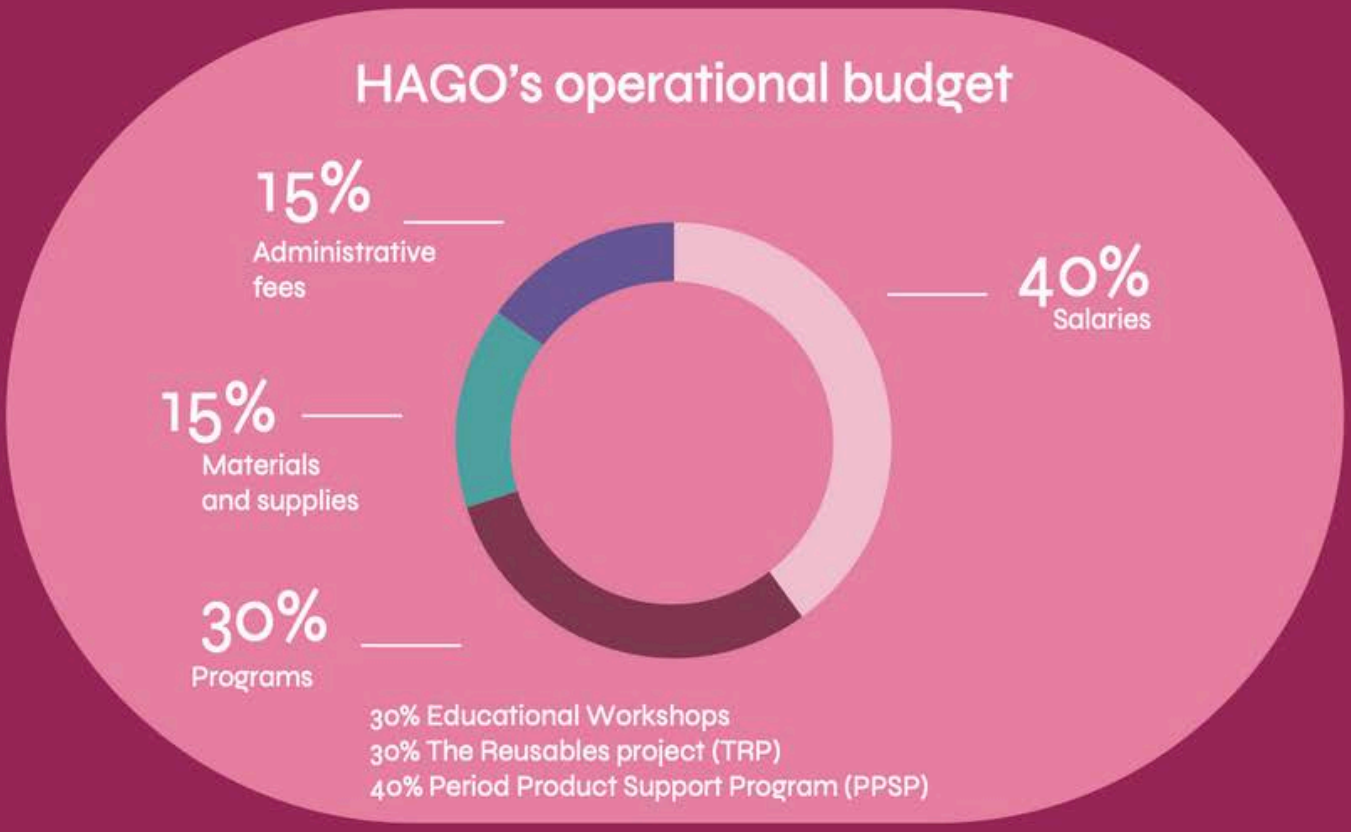
Advancing Future Impact

HAGO is guided by our commitment to accelerate menstrual equity through inclusive and sustainable solutions, meeting the diverse needs of our most vulnerable populations. There has never been a greater need for HAGO's support and services as people struggle with food and housing insecurity while enduring menstrual stigma and shame at home, work and school.

HAGO has bold, ambitious plans for the future. We will scale up and spread our services across Canada to increase our impact among individuals in need and diverse communities. This includes increasing access and education to remote communities. We will invest in the necessary resources including growing and training our dedicated team of staff and volunteers. HAGO will build new partnerships while fostering existing collaborations to deepen our community impact.

We will lead the global movement to destigmatize periods and combat the root of period poverty. Above all, HAGO is focused on financial sustainability to continue its mission and accelerate menstrual equity in the long term. We envision a future of possibility and change that is driven by our strategic priorities: access, educate and empower.

HAGO's operational budget



Support our ongoing efforts to end period poverty, Become a monthly donor

Visit helpagirlout.org/donate



In Toronto, 35% of employed people's annual income is less than $20,000 a year.



Toronto is home to the country's largest homeless population



30% of Canada's homeless belong to Indigenous communities

Join The Menstrual Equity Movement

We are driven to accelerate menstrual equity and ensure all individuals have the dignity, opportunity, and well-being they deserve. As we continue our mission to combat period poverty, we invite individual contributions to help sustain our vital programs, as grant funding does not cover all operational expenses.

Your support can make a significant impact:



- **Just $10 a month** provides one menstruator with a three-month supply of pads, addressing their immediate needs and reducing period poverty for that time.



- For a **one-time donation of $45**, you can supply a set of reusable pads that can empower one person for up to seven years.

To donate time, financial support or help with our advocacy efforts, please reach out. Let's end period poverty together. **Thank you** for considering a contribution to our cause!



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