

GLADRAGS

BENEFIT
REPORT

2022



MISSION & IMPACT



Our mission is to positively transform the experience of menstruation through reusable menstrual products & relevant education.

GladRags is certified as a Benefit Corporation through the non-profit certifying agency B Lab, and registered as one of the first Benefit Companies in the State of Oregon. We choose certification through B Lab because their rigorous assessment is continuously updated to ensure that it remains relevant in an ever-changing world.

In our third re-certification in 2019, GladRags earned 100.5 points on the B Impact Assessment. We were proud to achieve particularly high scores in the areas of ethics and transparency, worker engagement and satisfaction, supply chain management, and resource conservation.

GladRags is proud to provide public benefit in the form of reusable menstrual products that reduce plastic landfill waste, and access to menstrual products for those in need. Our mission extends beyond our products to include the importance of education and conversation in reducing the stigma surrounding menstrual and reproductive health.

2022 IMPACT

In 2022, we coordinated give-back campaigns with different organizations:

- SMYRC (New Avenues for Youth)
- The Bridge Collective
- The White Dress Project
- The Kwek Society
- Rose Haven
- One Tree Planted
- The Trevor Project
- NWPA Indian Health Board Youth Conference
- Brown Girl Rise
- Planned Parenthood
- Equitable Giving Circle
- Black Parent Initiative
- Taller Salud
- Girl Scouts



Promotional photo from our 'Hidden Fruit' campaign with The White Dress Project, to raise awareness and funds for uterine fibroids

Each month (or in some cases, over the course of two months) we donated a portion of sales to a nonprofit we mindfully chose as a team. We typically consider a few key factors that may or may not overlap, such as:

- Local
- Serving people in need of immediate help
- Environmental focus
- Primarily serve BIPOC individuals
- Providing education and services to youth

2022 IMPACT

By the end of the year, we had donated \$2,200 in cash from web sales, and 519 cloth pads, pantyliners, and XO Flo menstrual cups (a combination of sponsored supplies, Buy One Give One, and other initiatives) with a value of \$9,154.48! We also donated cloth pad carry bags and copies of our educational zine 'Passage: A Guide to Periods'

DISPOSABLE TRADE-IN!

Bring disposable period product donations to GladRags at the June 26th Sunday Parkways & we'll give you a free cloth pantyliner!

 BRING: Disposable Period Products 

GET:
A Free Reusable Cloth Pantyliner

All donations will go to Brown Girl Rise to be distributed to the houseless community in Portland.

  **GladRags**
SAFE. SIMPLE. SMART. PERIOD!

As we have done for a number of years, we also made donations with a more environmental focus: we offered our fabric scraps to anyone interested in picking up a bundle (or multiple!). Once again, we diverted 100% of our manufacturing “waste” – 1,150 pounds! – from the landfill via those donations as well as through recycling.

2022 IMPACT

We continue striving to provide education about reusable menstrual products, as well as products themselves, to students. Last year, we improved our communication with students by creating clearer and simpler ways to convey our opportunities for them. We made it easier for them to access discounted products (schools are eligible for our wholesale pricing), and started reaching out to them via social media in addition to email. We continued offering Question & Answer sessions with a free cloth pantyliner for each attendee, and we improved our presentations by adding a slideshow for added visual interest and to highlight the most relevant information. As a result of our outreach efforts in 2022, we were able to do about 24 Q&A sessions, and provide free pantyliners to around 140 students.



2022 IMPACT

Thanks to the PIE and DucksRise Programs at the University of Oregon, we were able to host a paid summer internship. Our intern, Anna, created new content for us that was and will continue to be very useful, perfect for our brand, and much appreciated. Anna provided us with new photos of our Value Kits, new designs for our cloth pad subscription page, two animations, a sticker sheet, gifs, and much more! Her work also helped push us to 15K followers on Instagram, allowing us to help spread reusable knowledge to even more people.



2022 IMPACT

In 2022, we introduced a solid black organic option in addition to our plaid and undyed organic pads, to make organic even more accessible to those who prefer colorful cloth pads! We offered this option not only on our website, but via our wholesalers as well, so in-store shoppers would also have access.

By offering more organic options, we can encourage more people to purchase organic pads, which are better for the environment. Organic cotton means that no pesticides or herbicides were used to grow the cotton, so the soil and water were not polluted, nor did farm workers breathe in any harmful chemicals as they worked with the cotton.



We also introduced a new promo code, BUNDLE, to make it easier for customers to afford larger orders. The code gives 20% off the cost of 6 or more individual cloth pads, cups, and carry bags, which is also an advantage for those looking to create a customized collection.

2022 IMPACT

In 2022, all GladRags employees, including part-time employees, received 100% company-paid health insurance that includes medical, dental, and vision coverage.

Throughout 2022, via employee consensus, GladRags continued to require masking in open/communal office areas, as part of the ongoing effort to keep our team safe and show respect for one another.



2022

BY THE NUMBERS

\$2,200

cash donations to
nonprofit organizations

519

XO Flo menstrual cups +
GladRags cloth pads donated

21%

cloth pads sold made with
organic cotton fabrics

100%

employees who identify as
menstruators

85%

purchasing dollars spent at
local and/or women-owned
companies

7.69 TONS

future disposable waste
replaced by GladRags products
sold in 2022 alone

\$11,354.48

total value of
2022 donations

100%

fabric "waste" diverted
from landfills