

DIVA

Impact Report 2020/2021



A message from our founder

I am honored to present our second annual Diva™ Impact Report. 2020 has brought many challenges and making period care accessible has been no exception. COVID-19 has exacerbated the already pervasive issue of access to period care around the world. In many ways, Diva is responding to two pandemics: period poverty and the ripple effects of COVID-19. From the frontline workers in Canada, to the wildfires across Australia, DivaCup and our social impact program Diva, has been on the frontlines of a tumultuous year. We proudly walk hand-in-hand with people who menstruate working to make the world a better and safer place, a place where we can live and menstruate with dignity.

This past year, we released the film Pandora's Box: Lifting the Lid on Menstruation, highlighting the important work being done across the world to address period poverty. We provided DivaCups to Australian firefighters, frontline nurses fighting COVID-19 in Canada and to multiple organizations across the U.S. We donated \$25,000 to Black Lives Matter – as BLM leaders inspired us to continue to challenge the status quo – and in this world, the status quo has for too long been one of systemic oppression for people of colour. Our cumulative efforts of over \$250,000 in products and financial backing helped in



part to support BIPOC organizations as part of our continued commitment to ending racial discrimination in the menstrual equity space.

Most notably, we proudly supported the launch of the first menstrual hub in North America which includes The Breonna Taylor Room. The Breonna Taylor Room is a safe space for families and people who menstruate to find products, educational resources, and rest. For this, we are proud to partner with No More Secrets in Philadelphia and support their work with a \$5,000 financial contribution, as well as \$50,000 in product donation.

From coast to coast, in Canada and abroad, we have joined forces with individuals and organizations unified in the unwavering commitment to eradicate period poverty. This is the mission of Diva™, to create a world where all people who menstruate can live life without limits.

We are disruptors, who challenge the period status quo by advocating for a future with menstrual equity as a core principle of our world. We do this with all our dedicated partners of the Diva program. We are in awe of the dedication and passion that each organization bring to the menstrual movement. It inspires and motivates our team to continue in our commitments year after year. It is because of them that we can continue to make an impact and envision the future we want to see.

From all of us at Diva, we want to say thank you to each one of our Diva partners, and our Diva community. Together we are challenging period stigma and helping to normalize menstruation and integrate menstrual equity into discussions about human rights.

Together, we are challenging the status quo.



Carinne Chambers-Saini
CEO and Founder,
Diva International Inc.
Makers of the DivaCup

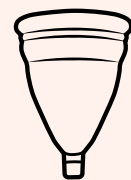


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Impact Overview 2020/2021



15,677

DivaCups Donated



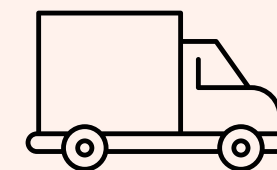
188,124

Periods Served



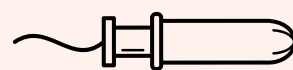
7

New Partnerships



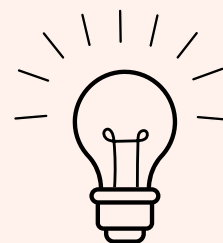
1,200

DivaCups sent to
I Support The Girls
Valuation: \$48,000



1,855,881

Waste Products
Diverted



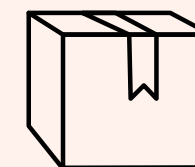
2

Pilot Programs



\$710,000

Financial
Contribution
in Products &
Sponsorship



300

DivaCups sent to
frontline medical staff
Valuation: \$12,000

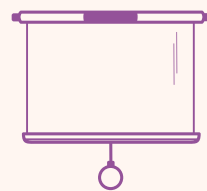
Education

Diva recognizes that an essential part of the fight towards menstrual equity is education. By providing easily accessible, relevant and accurate menstrual education resources, Diva is working towards helping to embolden menstruators, remove stigmas and help to normalize the conversation around periods. We work towards these goals by creating unique educational assets, such as our Menstrual Education Handbooks, as well as providing demonstration kits and having mandatory training for organization receiving a donation so that everyone who gets a DivaCup is able to use it safely and confidently.



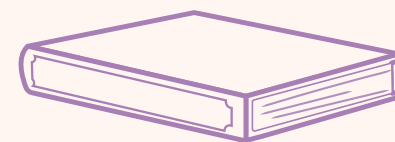
65

Menstrual Cup
Training Sessions



5

Community
workshops



1000

Menstrual
Education
handbooks



16,000

Menstrual Cup
resources

Access

Access is a critical part of creating an equitable future for menstruators. Our access pillar, exemplified by our donations program, continues to be at the core of what we do at Diva. Compounded by the COVID-19 pandemic, the pandemic of period poverty created more barriers for people who menstruate to access proper products, resources, and care. During this past year, demand for product, financial and educational resources climbed, and we answered the call and continued the fight against period poverty.



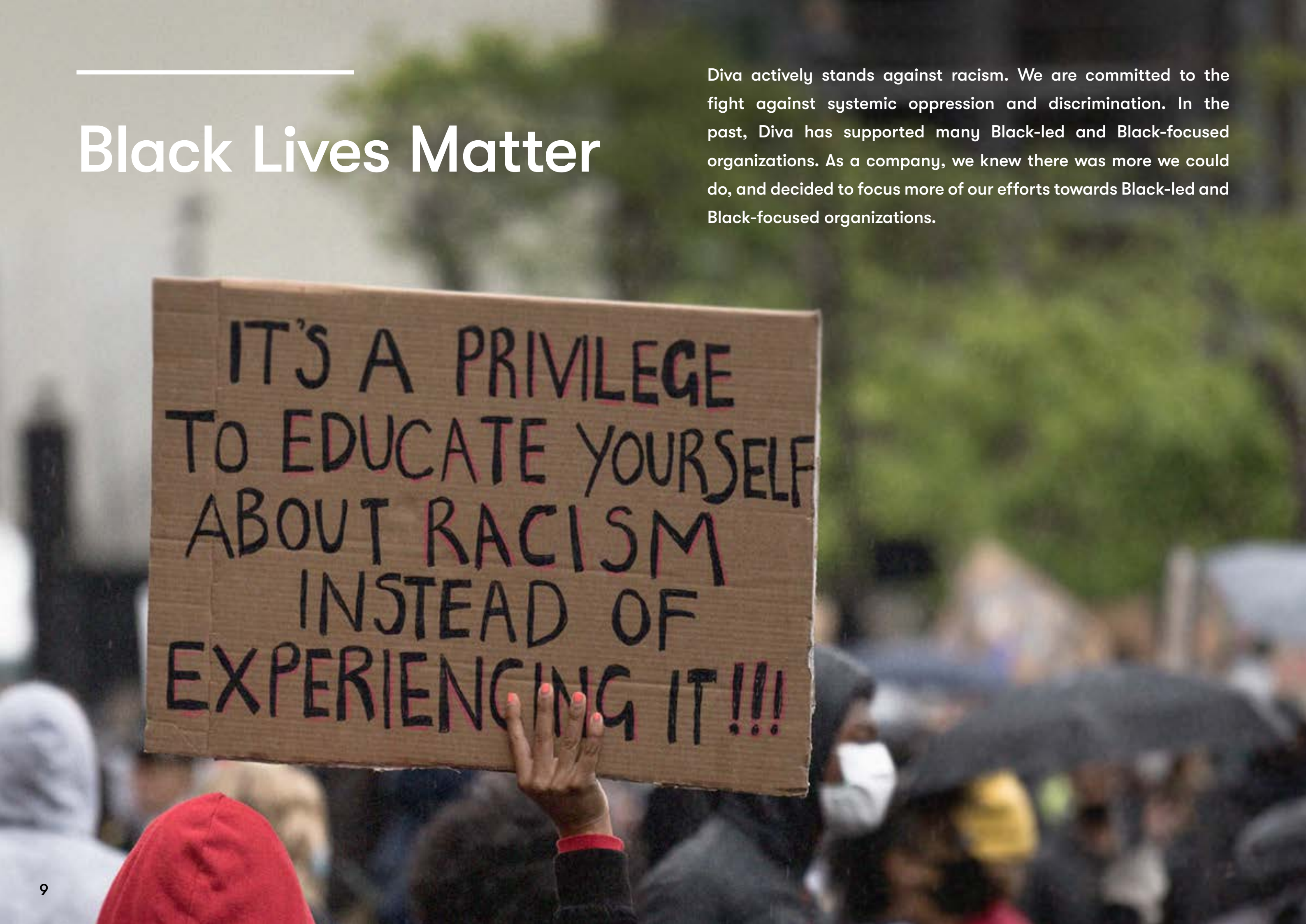
Advocacy

Not only was 2020 an unprecedented year, it was also an unprecedented year in the menstrual equity space. Early in the pandemic, the world realized that periods **do not stop for pandemics**, and neither did the work of our Diva program. With the support of our more than 11 of our partners, we were able to ensure those in need of menstrual care, had it. In addition to increasing the amount of DivaCups we donate to our current partners, Diva also partnered with I Support the Girls, providing 1,200 DivaCups to 6 of their chapters across the US. We also offered any frontline nurses in North America a free DivaCup through our **ShopDiva site**.



Black Lives Matter

Diva actively stands against racism. We are committed to the fight against systemic oppression and discrimination. In the past, Diva has supported many Black-led and Black-focused organizations. As a company, we knew there was more we could do, and decided to focus more of our efforts towards Black-led and Black-focused organizations.

A hand with red-painted nails holds a cardboard protest sign. The sign has the text "IT'S A PRIVILEGE TO EDUCATE YOURSELF ABOUT RACISM INSTEAD OF EXPERIENCING IT!!!" written in black marker. The background is a blurred crowd of people at a protest, with some wearing black clothing and others wearing masks. A red hood is visible in the bottom left corner.

IT'S A PRIVILEGE
TO EDUCATE YOURSELF
ABOUT RACISM
INSTEAD OF
EXPERIENCING IT!!!

Over the course of the last year, Diva:

Donated over **\$210,000** in product and **\$43,200**
in sponsorship to Black-led and BIPOC focused
organizations including:

\$25,000

to **Black Lives Matters US**
to help support anti-racism
initiatives across the US.

\$5,000

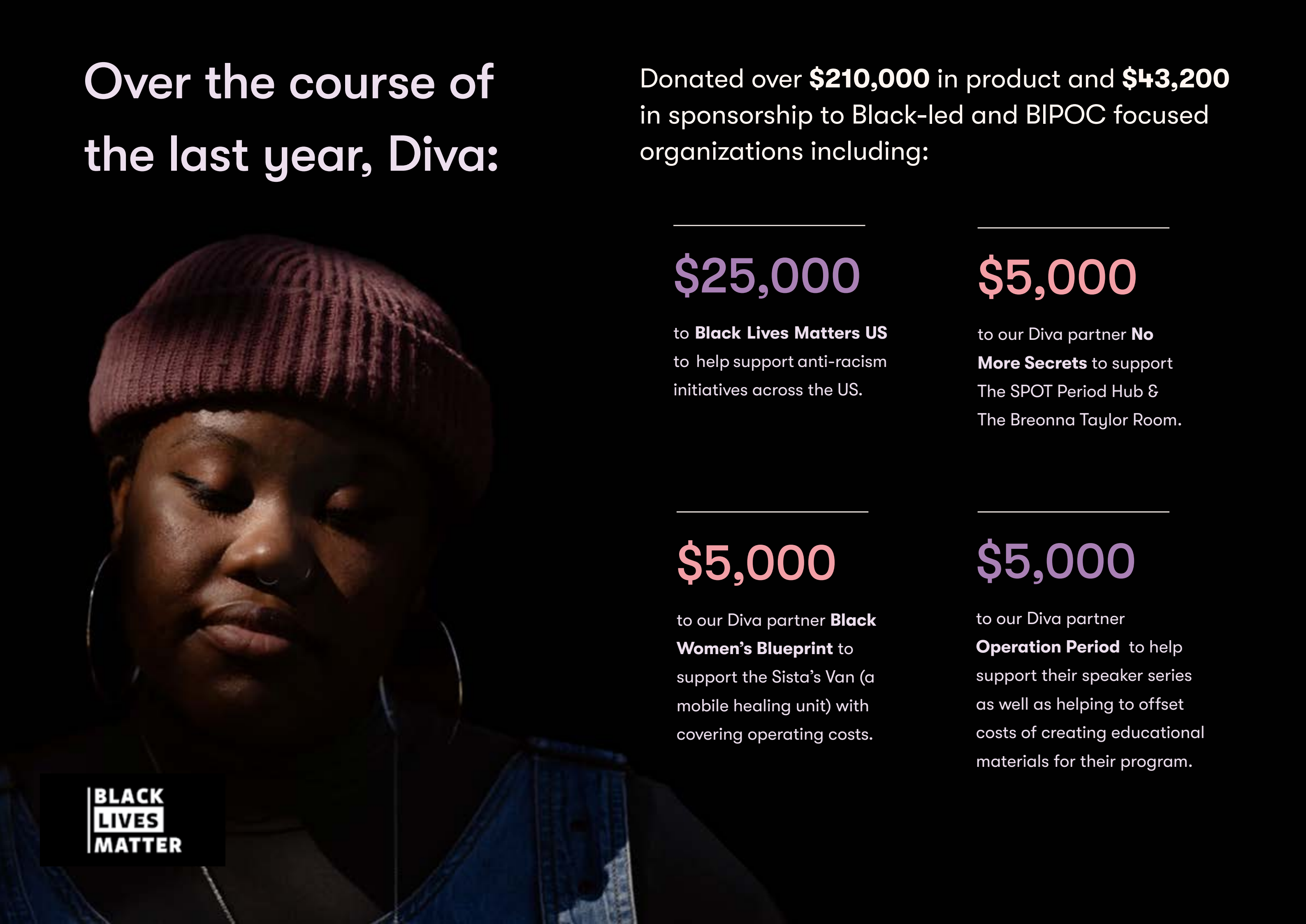
to our Diva partner **No
More Secrets** to support
The SPOT Period Hub &
The Breonna Taylor Room.

\$5,000

to our Diva partner **Black
Women's Blueprint** to
support the Sista's Van (a
mobile healing unit) with
covering operating costs.

\$5,000

to our Diva partner
Operation Period to help
support their speaker series
as well as helping to offset
costs of creating educational
materials for their program.



**BLACK
LIVES
MATTER**

\$2,000

donated to support to our local community Black Lives Matter Solidarity March (Waterloo Region, Ontario).

\$1,200

to Diva Day to help support their creation of new period education curriculum and assets.

In addition Diva:

Enrolled

all of our management staff and executive team **a 12-week anti-racism course** to ensure internal alignment and understanding of the important work of Diva in the BIPOC communities.

Hosted

a **Social Justice Media** discussion every Thursday for employees at 12 noon throughout the summer.

Created

an Anti-Racism Resource and **Social Justice Slack Channel** to encourage employee engagement in the social justice space.



Stop Asian Hate

Diva stands in solidarity with the AAPI Community. We firmly stand against discrimination and violence of any kind. We will continue to use our voice to speak out against systemic racism and oppression.





In order to demonstrate this ongoing commitment, we have made financial contributions to the following AAPI-focused organizations:

\$3,000

donated to **National Asian Pacific American Women’s Forum** to support their work towards policy and structural change so that AAPI women can lead their lives with full agency and dignity.



\$3,000

donated to **Red Canary Song** to support their work helping to protect and center the needs and dignity of AAPI sex workers through resources, mutual aid, community building.



Partner Highlights



Days for Girls

Canadian Partner Spotlight



Global organization **Days for Girls** focuses on providing menstruators access to reusable pad kits and menstrual education. These kits allow students all over the world to care for their periods with dignity, even in circumstances with limited resources such as water. Diva has partnered with the Canadian branch of DfG to help support their innovative new 'Hybrid Kits' which focus on serving the period needs of Canadians by donating 1,200 DivaCups.

These kits feature not only their traditional reusable pads, but also a selection of disposable period products as well as a sustainable and reusable menstrual cup option, our DivaCup. The goal of the 'Hybrid Kits' is to provide a comprehensive array of period products so that anyone receiving one can feel empowered to care for their period exactly how they would like to. Along with products, Hybrid Kits also come with educational resources to ensure the recipient can care for their reusable pad and DivaCup safely and hygienically.

DfG Canada has over 80 chapters across the country that are hard at work making Hybrid Kits. We particularly acknowledge the immense work of the Peel Region chapter who have created over 500 kits, and distributed them to various foodbanks, shelters, and organizations across Ontario in the last year.

No More Secrets: Mind, Body Spirit



American Partner Spotlight

No More Secrets is a grassroots sexuality awareness organization that has recently created the first and only period product drop-in center in the Pennsylvania, New Jersey and Delaware, Tristate area. They are also the only rapid response door-to-door menstrual care delivery service in the nation, in addition to shipping menstrual care products nationwide. NMS delivers a 3–5-month supply of menstrual care products including, tampons, pads and menstrual cups to the doorsteps of persons living in poverty.

In 2020, NMS delivered almost 2 million menstrual care products to underserved BIPOC populations. Our partnership with NMS supports their new drop-in center, **The SPOT** (Safety Programming Optimal Transformation) Period Hub by supplying DivaCups and training materials to help with educating their clients on how to use their menstrual cup safely and confidently. The SPOT also features the ‘Breonna Taylor Room’, to which Diva has **contributed** \$5000 as a special sponsorship. The ‘Breonna Taylor Room’, will provide a safe place for busy families to have a place to rest and receive vital resources. Our total sponsorship of No More Secrets values at over \$55,000 USD.

A message from Lynette, CEO/Founder No More Secrets:

As a sexual awareness educator and counselor, I have learned so much from the communities I've served. I've learned that Black women's realities about their menstrual cycles and experiences are nullified and rejected by menstrual brands and movements. I've witnessed firsthand that there's an ongoing egregious myth that Black women do not experience pain in the same ways as White women. And that, Black women are not safe in our society. Our voices are muted and ignored causing a deficit in authentic information sharing.

As a result, menstrual product brands, organizations and those working in the menstrual movement need to evaluate their current policies and practices to ensure for access, inclusivity and impact for the BIPOC communities. Likewise, they need to be mindful of performative actions that negatively impact marginalized populations.

Our BIPOC communities are asking for accountability and transparency in all areas of the menstrual equity movement. This work is not easy, but I wouldn't trade it for the world. At times, it can be traumatic, but I'm on this earth to do this work and am thankful for the opportunity.



Sarah's Story



NMS provides holistic care to those they support. Their support extends beyond period products and includes health equity and support to accessible care. Such care is received by people like Sarah, from Alabama. Sarah saw the work of NMS on social media and sent the team a direct message. As an 18-year-old single parent to a child with special needs, her financial situation was dire. What little money she had, was used to buy groceries and support her son's medical needs. After talking with her directly on the phone NMS learned that she didn't have health insurance and had very heavy periods. We sent her period products along with underwear as well as diapers for her son.

Upon receiving the care packaging, Sarah reached out, surprised that someone would be so generous to a stranger. Over time we learned she had no access to a doctor. We contacted our support teams in PA and got her connected with a doctor and programs for health insurance in Alabama. Through this additional health support, she was diagnosed with endometriosis. We continued to send her period products as she needed them.

Marcie's Story



After seeing NMS on the local news station Marcie reached out, asking for support. Battling cancer in the hip at the time, Marcie bled every day. Due to her medical expenses, everything she has goes to support her cancer treatment. She has zero assistance for menstrual products and uses rags and sheets to care for her flow. Marcie requested some menstrual products so she could feel like a woman again. People often forget that just because someone is bed ridden and debilitated does not mean they don't get a period.

We provided Marcie with a five-month supply of period products along with some basic toiletries. Today she is in remission and NMS continues to support her period needs.



Menstrual Health Hub



International Partner Spotlight

The Menstrual Health Hub is a female health non-profit and social impact business focused on ecosystem-building, **knowledge-sharing**, global advocacy and awareness-raising. Through financial contributions by their donors and partners, the MHH is committed to advancing the menstrual equity movement through four key pillars of engagement: education & learning, innovation, policy and research.

Diva is an official Inner Circle partner, which means we are committed to making menstrual health a priority in the fight towards gender equity. We have donated \$10,000 CAD in support of the strategic design and relaunch of the MHH's interactive community platform and Knowledge Hive. As a global organization, the MHH **connects menstrual advocates, businesses and enthusiasts from around the world** to collaborate and enact change together.

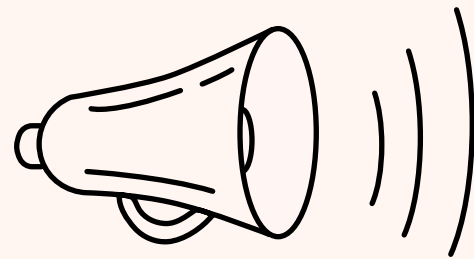
A message from Danielle Keiser, Executive Director, Menstrual Health Hub

When I first started the MHH in 2016, my vision was to create an online home for the people and organizations working across periods and menstrual cycles to see who was doing what, where and how to address the issue, and what has been accomplished so far regarding menstrual health education, research, policy and innovation.

Fast forward 5 years and my team and I built the largest professional network in the world dedicated to collective impact around menstruation. And we definitely could not have done it without partners and sponsors like Diva International Inc. who believes in us and support our mission to democratize knowledge, share progress and professionalize the space!



Our Reach





Diva Day



No More Secrets:
Mind Body Soul



Menstrual
Health Hub



Black Women's
Blueprint



Changing the Flow



SistaTalk Philly



Purple House Project



Equal Period



Guelph Women
in Crisis



San Diego
Youth Services



The Period Purse



Mama's Cupboard



Women's Crisis Services
of Waterloo Region



Waterloo Region
Food Bank



Cambridge Self
Help Food Bank



Operation Period



Homeless Period Project
(Baltimore Chapter)



Haymarket
Pole Collective



Urban Society for
Aboriginal Youth



Community Resource
Centre Killaloe



Days for Girls
- Canada



Règles Élémentaires



District Alliance
for Safe Housing

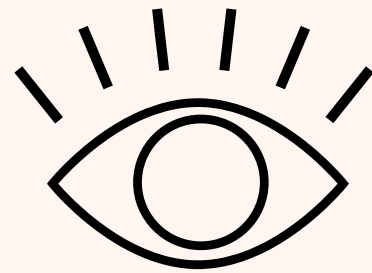


Atlanta GLOW



Interfaith Food Bank
Society of Lethbridge

Diva in the News



Media Highlights

Elevating the voices of our partners is an important part of what we do through the Diva program. We do this by utilizing our platform as the world's leading menstrual brand to highlight the incredible work our partners do to help build global menstrual equity. By elevating their message through our social media channels, and into the hands of media, we've been able to spread their voices, initiatives and causes further.



Total Media Reach: 10.1 M

Today Dec 4 2020



Philadelphia Mag Feb 10 2021



Philadelphia Inquirer Feb 19 2021



Vancouver is Awesome Dec 4 2020

TreeHugger Feb 25 2021



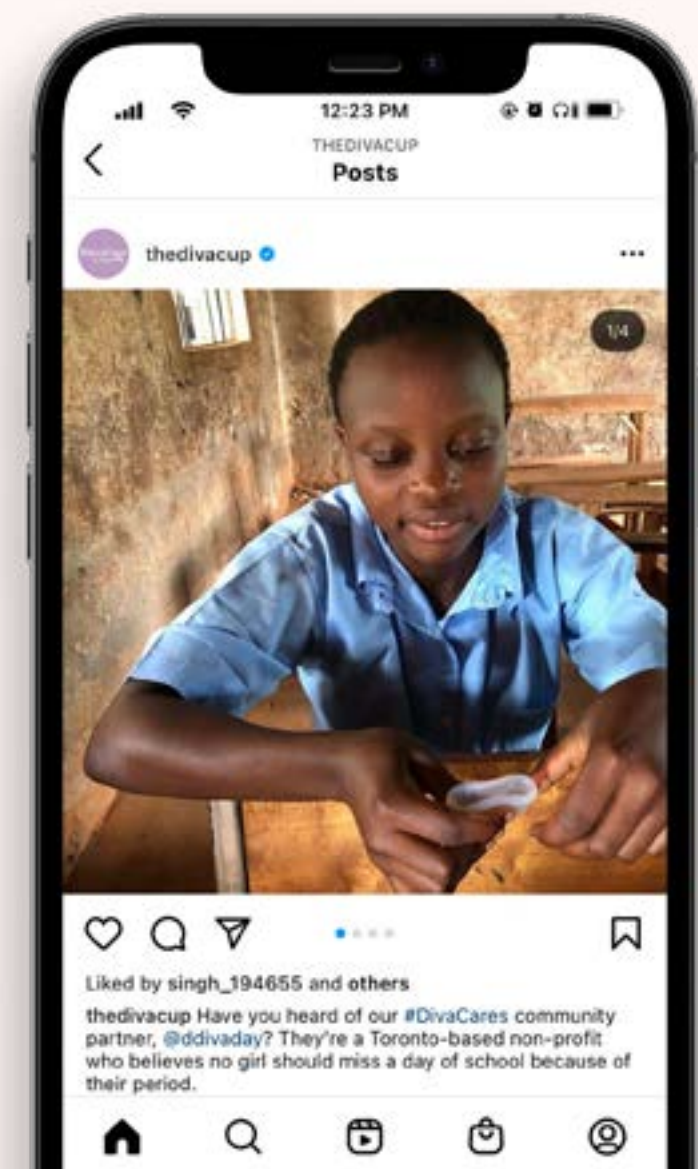
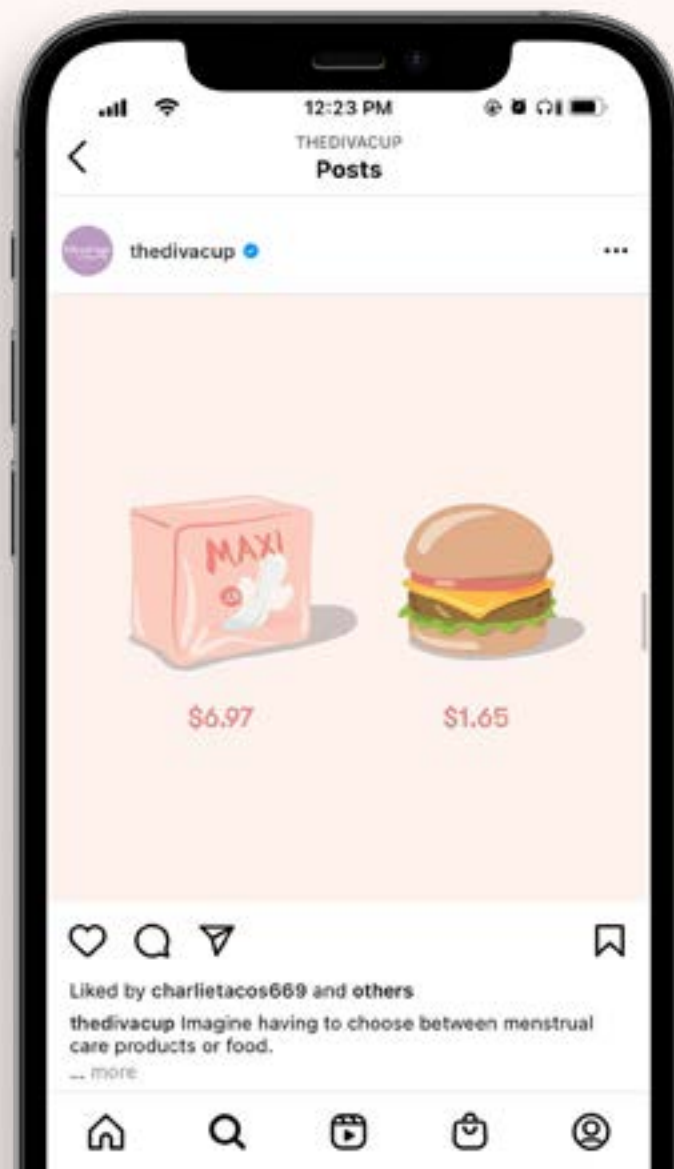
Press Release Pickup Feb 19 2021



Social Media Highlights

We use our DivaCup social media channels as a platform to support our Diva partners and help bring awareness to period poverty and the menstrual equity movement.

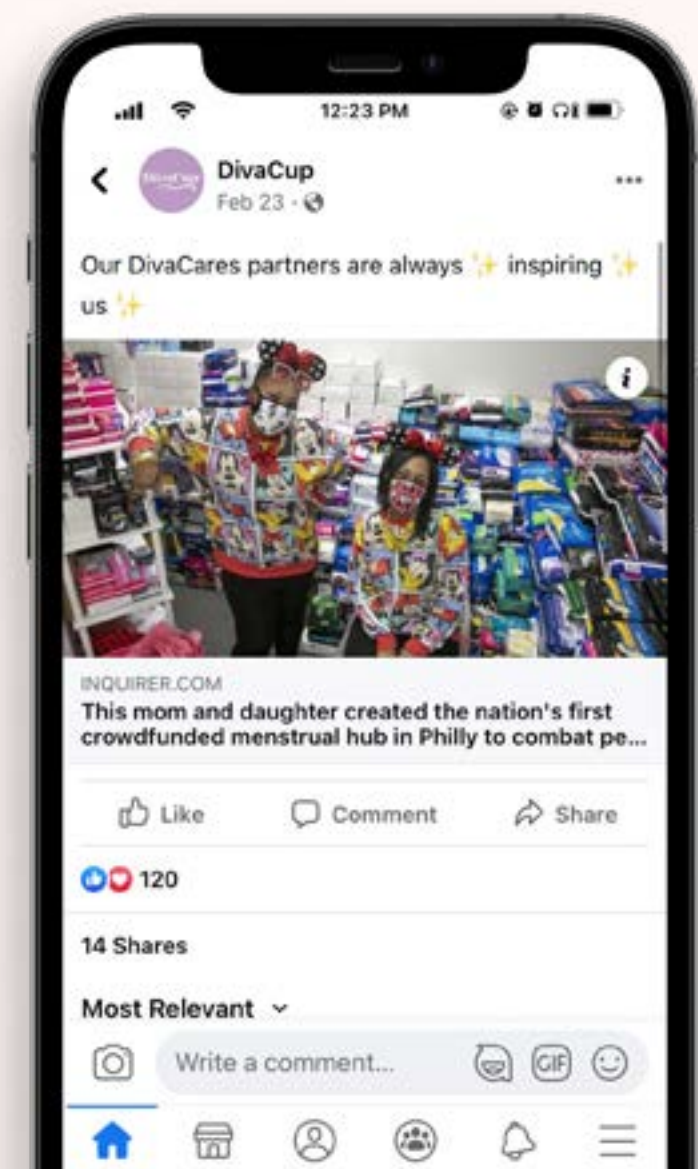
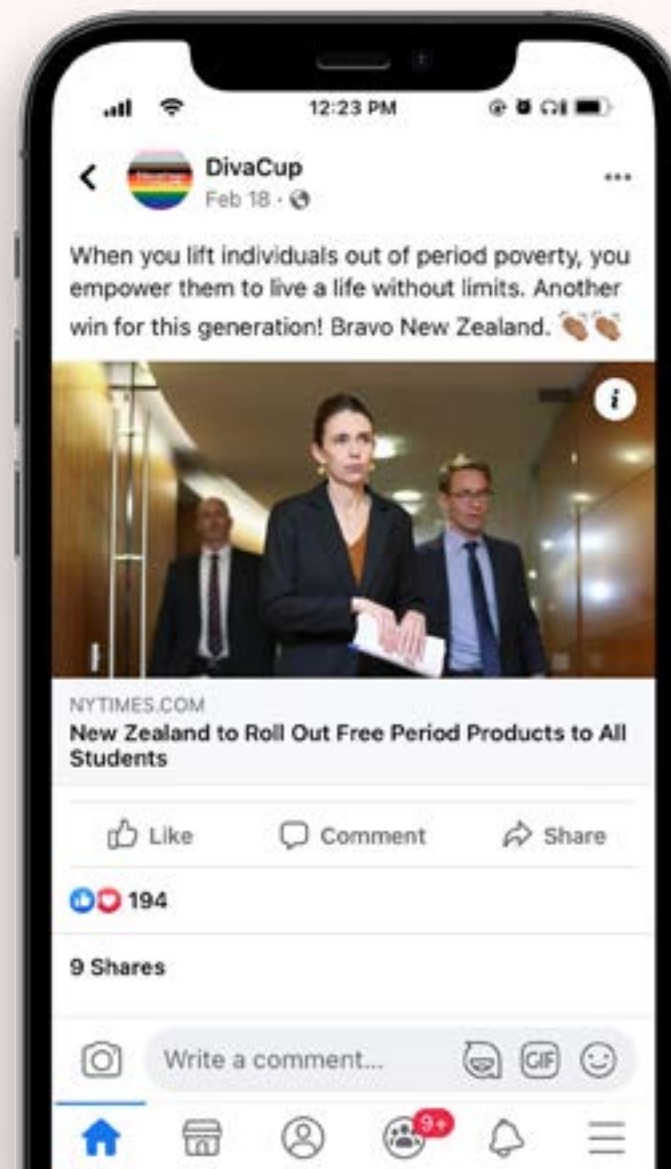
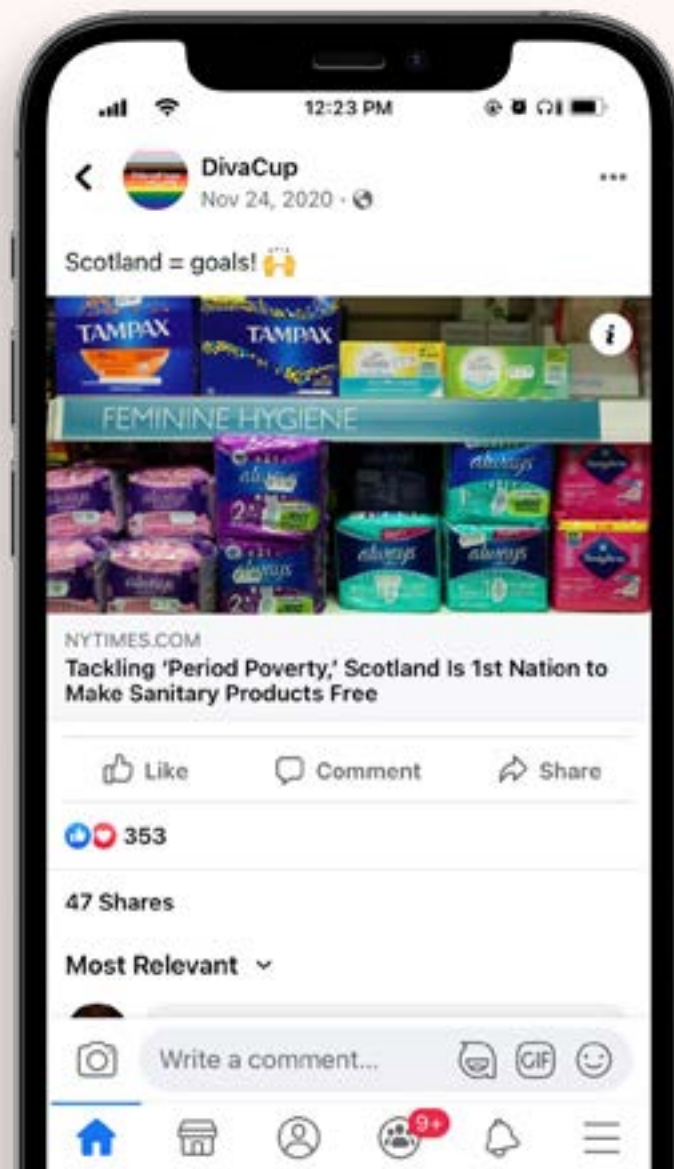
Instagram:



Social Media Highlights

We use our DivaCup social media channels as a platform to support our Diva partners and help bring awareness to period poverty and the menstrual equity movement.

Facebook:



Social Media Highlights

We hosted 3 Instagram Story takeovers with our Diva partners The Menstrual Health Hub, Black Women's Blueprint, and No More Secrets.

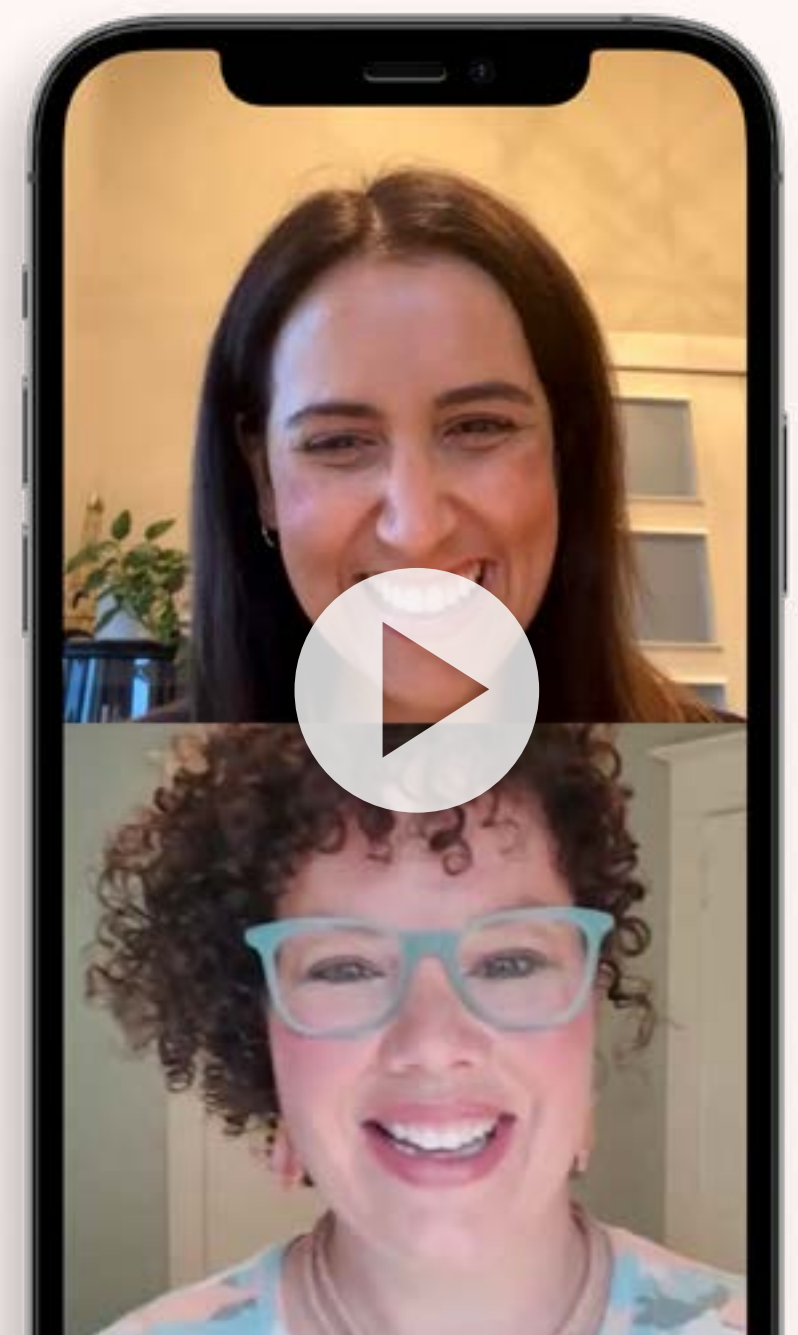
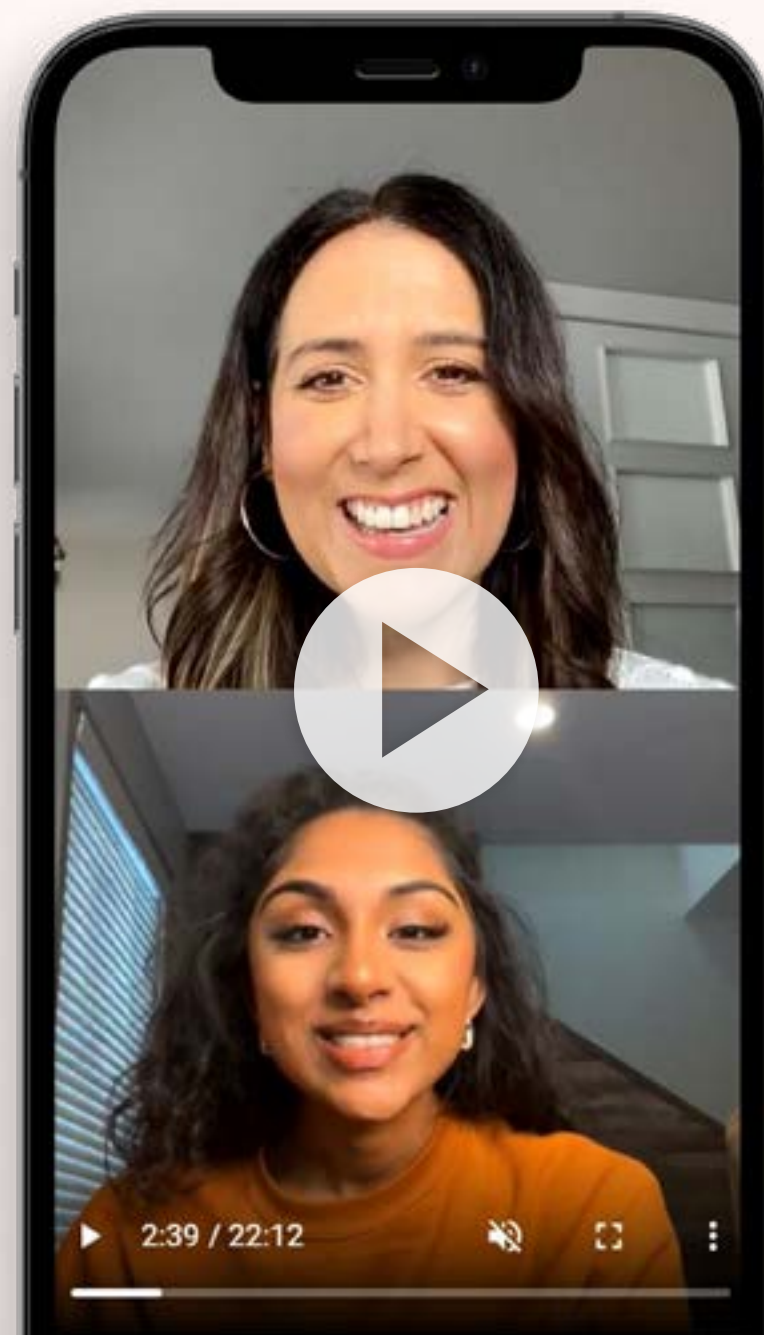
Instagram Story Takeovers:



Social Media Highlights

We hosted 3 Instagram Lives with our Diva partners Operation Period, No More Secrets, and The Period Purse.

Instagram Live Chats:



Influencers love Diva, too!
@thejeanniemail says:

“But what else do we love about women? Women supporting women — DivaCup provides financial support and product donation to females living in inadequate access to hygiene tools and education as well.”

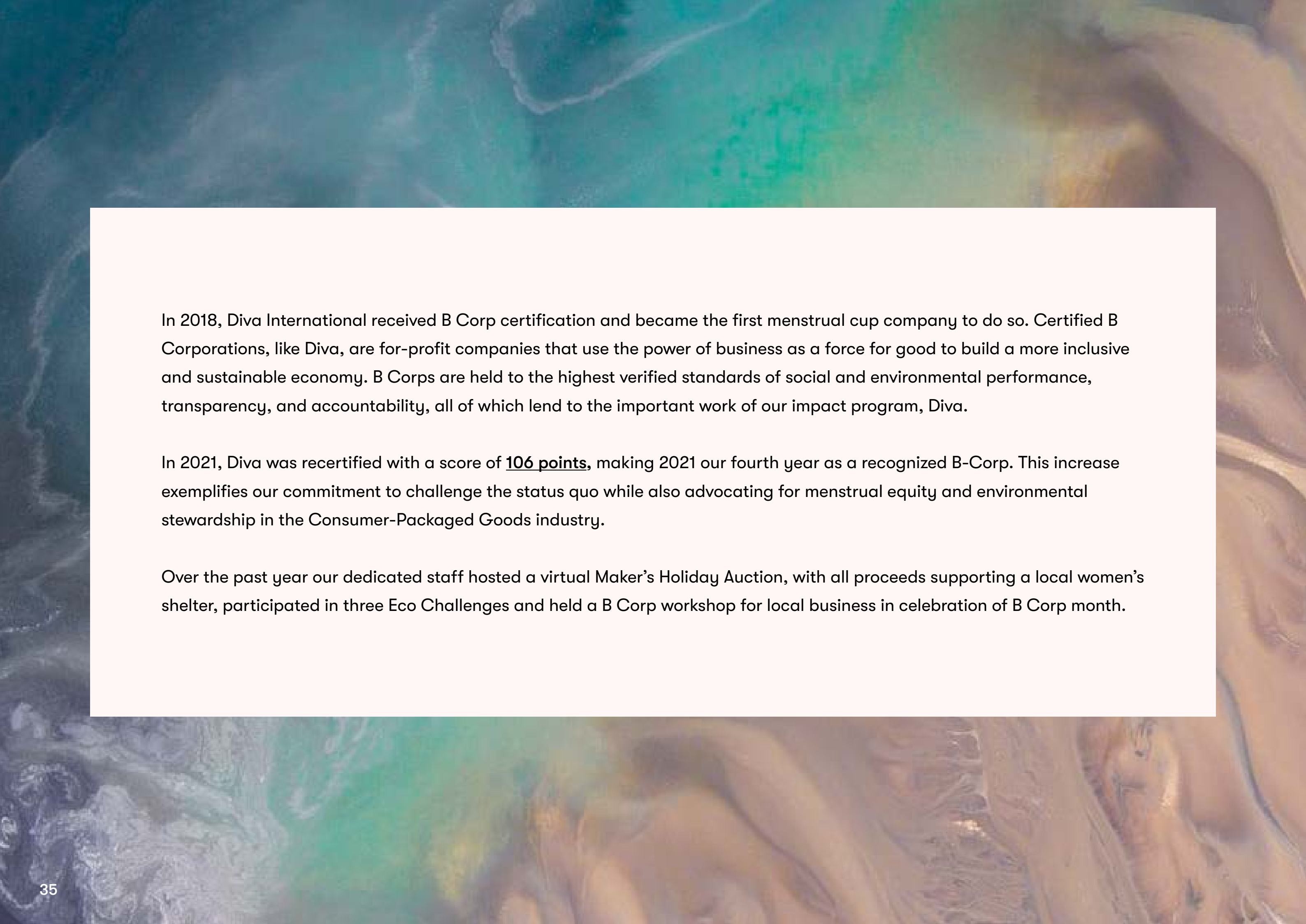


B Corp

Certified



Corporation

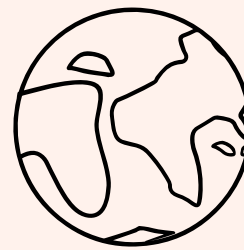


In 2018, Diva International received B Corp certification and became the first menstrual cup company to do so. Certified B Corporations, like Diva, are for-profit companies that use the power of business as a force for good to build a more inclusive and sustainable economy. B Corps are held to the highest verified standards of social and environmental performance, transparency, and accountability, all of which lend to the important work of our impact program, Diva.

In 2021, Diva was recertified with a score of 106 points, making 2021 our fourth year as a recognized B-Corp. This increase exemplifies our commitment to challenge the status quo while also advocating for menstrual equity and environmental stewardship in the Consumer-Packaged Goods industry.

Over the past year our dedicated staff hosted a virtual Maker's Holiday Auction, with all proceeds supporting a local women's shelter, participated in three Eco Challenges and held a B Corp workshop for local business in celebration of B Corp month.

Environmental Stewardship



Advocacy within the menstrual space also includes advocacy for sustainable business practices. Diva is committed to building a future that is better for people and the planet, shown through the following:

- Diva International launched the first national menstrual cup recycling program, **DivaRecycles**, in partnership with international recycling leader TerraCycle.
- Our financial support of partners like Women's Voices for the Earth, Women's Environmental Network and Random Acts of Greens, helps to advocate for sustainable business practices, product ingredient disclosure and legislative change with the goal of making the world and products safer for people with periods.
- Diva is the 2021 recipient of the Kitchener-Waterloo Chamber of Commerce Environment and Sustainability Award.
- Over \$10,000 was committed to improving green initiatives through the support of our internal EcoDivas employee-led committee.
- Decreased fuel emissions through our Remote Work Program by an estimated 5,000 km per week.
- Diva received the Communitas Award in 2020 for the Ethical and Environmental Responsibility division in the Green Initiatives category.
- Diva contributed 145.9Mwh of Green Electricity and 1,154.9 GJ of Green Natural Gas through our partnership with **Bullfrog Power**.
- Our social impact program, Diva diverted the use and waste of 3.6 million disposable menstrual products by donating over 15,000 **DivaCups** (equal to over USD \$600,000), which helped to serve over 180,000 periods worldwide. To date, Diva has donated over 39,000 DivaCups, equating to over \$1.2 million, serving 370,000 periods worldwide, and diverting a total of 7.5 million disposable period products from landfills.

TerraCycle



Environmental Impact Partner Spotlight

In January 2021 Diva furthered strengthened their commitment to sustainability, by introducing the first ever free, national recycling program for menstrual cups and packaging. Diva launched the DivaRecycles program in partnership with international recycling leader **TerraCycle**. This partnership strengthens Diva's previously unrecyclable DivaCup menstrual cups and DivaWipes packaging across Canada and the United States.

Once collected, the silicone DivaCups are cleaned and ground into a crumb-like powder that can be used to create new products such as playground or athletic field & track ground cover surfaces. In addition, with every shipment sent to TerraCycle through the program, consumers can earn points that can be used for charitable gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

This partnership positions Diva not only a leader in the industry, but also a leader in sustainable stewardship. **DivaRecycles** is free for consumers and currently available in the United States and Canada. Learn more about DivaRecycles **here**.

“Since our founding, TerraCycle has made it our mission to ‘Eliminate the Idea of Waste’ and provide solutions for difficult to recycle items that are not traditionally recyclable curbside. The DivaRecycles Program, being the first recycling program of its kind, not only showcases the forward-thinking nature of Diva and their willingness to take a product that is already sustainable to the next level, but also builds awareness that solutions do exist, and are available, for items that may seem unrecyclable.”

Tom Szaky,
Founder and CEO of TerraCycle



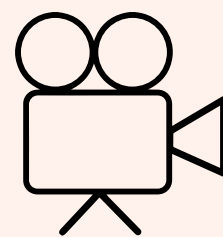
“I’m so proud to partner with TerraCycle and mark this giant step forward in sustainable practices with the launch of DivaRecycles. By establishing this program, we’re continually raising the bar for sustainability in the menstrual care industry. This achievement wouldn’t be possible without the incredible work that Tom & the TerraCycle team do every day.”

Carinne Chambers-Saini,
CEO and Founder of Diva,
Makers of the DivaCup



Pandora's Box

A Diva Documentary



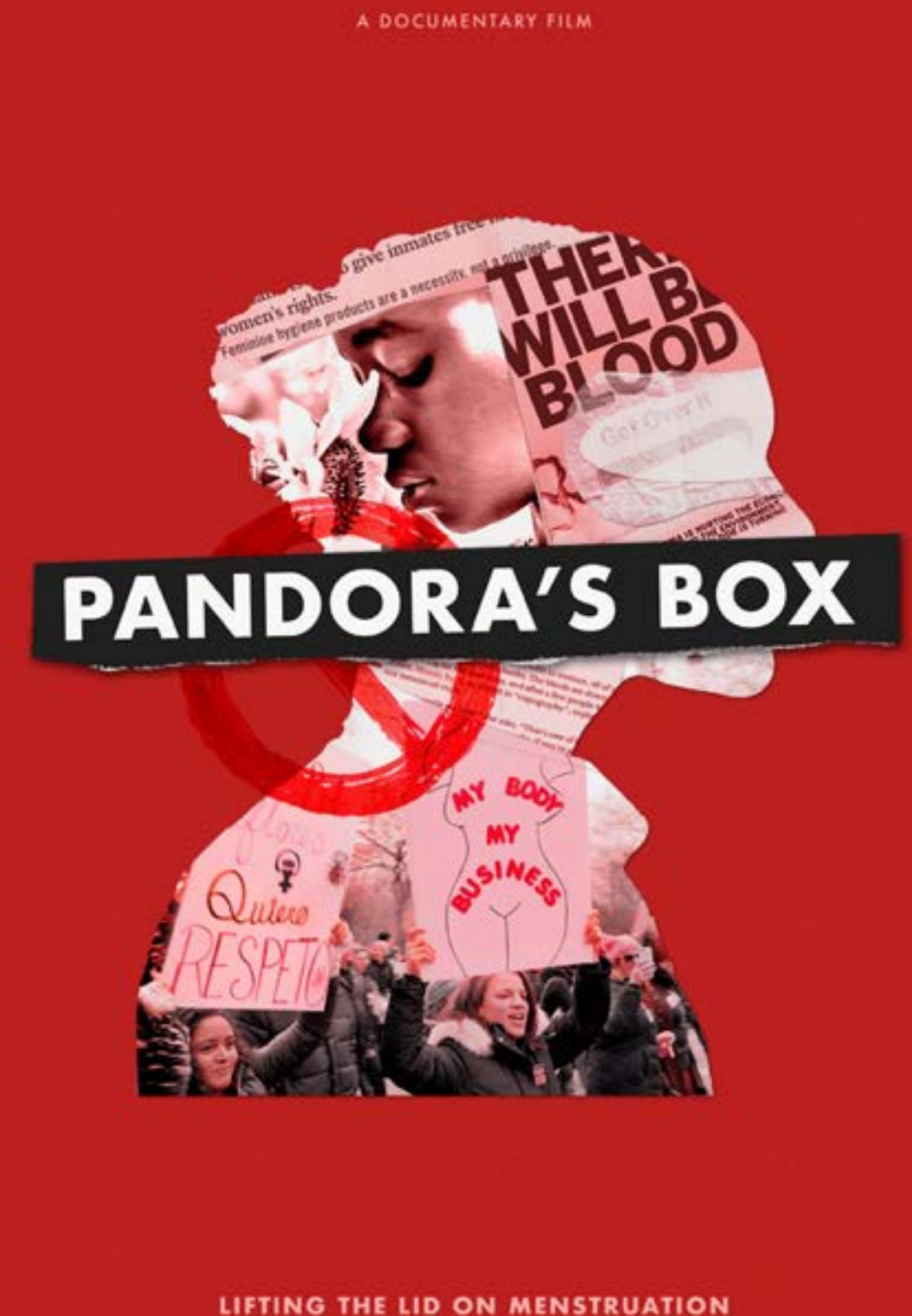


In 2019, with the World Premiere of **Pandora's Box: Lifting the Lid on Menstruation**, we orchestrated a menstrual equity media take over. From MacLean's to The Social to Fox News, we made it our duty to ensure everyone was talking about periods and the eradication of period poverty.

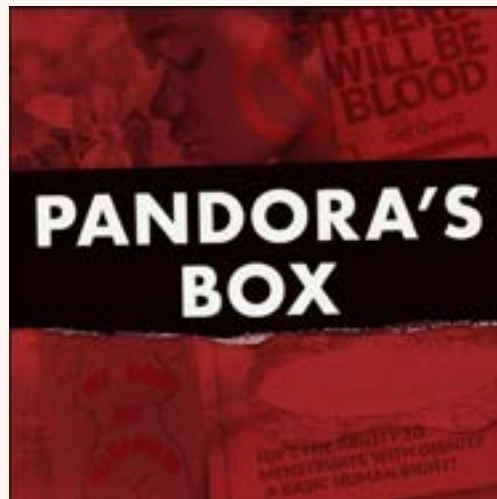
2020 began with the American premiere of our documentary film, Pandora's Box Lifting the Lid on Menstruation at the Santa Barbara International Film Festival in California. While the year became unexpected and held unprecedented changes, we were able to share the message of the first-ever full-length feature documentary film on period poverty and menstrual equity across film festivals in North America throughout 2020.

While the year was unexpected and held unprecedented changes, we were able to spread the message of the first-ever full-length feature documentary film on period poverty and menstrual equity across film festivals in North America throughout 2020. Pandora's Box also premiered at the United Nations Association Film Festival and North West Documentary Festival in Alberta.

In 2021, we also launched the **Pandora's Box Podcast** to further the conversation on menstrual equity and the elimination of period poverty. The Pandora's Box Podcast includes new interviews with leaders in the menstrual equity movement such as Topeka K. Sam of **Ladies of Hope Ministries**, Sarika Gupta of **Safe'n'Happy Periods**, Gemma Abbott of **Free Periods**, and much more. The Pandora's Box podcast is available on **Apple Podcasts**, **Google Podcasts** and **Spotify**.







Listen here:



In 2021 Pandora's Box finally hit screens in your home on **iTunes, Google Play, Vudu, Vimeo, Telus, and more.**



- **MacLeans** - *The crusade for menstrual equity*
- **The Social** - *New documentary explores period stigma around the world*
- **Fox News** - *Fresh off U.S. premiere at SBIFF, "Pandora's Box" hopes to tackle the stigma surrounding menstruation*





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