

Letter from Cavinne:

Reflecting on the past year, I cannot help but be proud of all that Diva has accomplished. Though the last few years have ushered in unprecedented change, our team remains laser-focused on our commitment to community engagement, giving, education, advocacy, and sustainability.

A testament to this commitment, this fourth annual Impact Report for 2022 outlines the myriad ways in which we, at Diva, strive for a world free from stigma. A world where we can menstruate without shame. Our work, and our partners' work, steers this forward every single day.

We celebrated one year of Paid Menstrual Leave. We can now say with confidence that our staff have greatly benefited from this accommodation—having time to recuperate during the worst days of their period allows them to return to work with a renewed focus on their important work. We believe this should be the norm at every organization, so we continue to offer one-on-one support to other companies interested in creating their own menstrual leave policies.

When the news broke about Roe v. Wade overturning in June, we organized a coalition with other brands to reaffirm our collective stance on the right to bodily autonomy.

Our Impact work didn't stop there. When the tampon shortage hit U.S. shelves, we were quick to respond. To help with affordability, we offered the DivaCup at a reduced rate, and for every DivaCup purchased, we donated one to Period Purse.

For Black Friday, we launched a similar campaign, matching purchases of DivaCups and Diva Discs with a donation to PERIOD. Through both initiatives, we were able to help an additional 2000 people gain access to safe period care.

We've been donating DivaCups to non-profit organizations since day one, but the impact we're able to make year after year continually astounds me. This year alone, we donated nearly \$500,000 worth of DivaCups and DivaWash.

The hard work, dedication, and passion demonstrated by the Diva team remains truly unmatched. We have been through challenging times together in the last couple of years, but I feel the momentum growing. We're ready to take off into the next phase of Diva.

I want to congratulate the whole Diva team on an incredible year and extend thanks to all our partners for being part of our mission.

We are so looking forward to another year of new connections.



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Impact Overview: May – December 2022

Diva was one of the first menstrual cup brands in the world to revolutionize period care with sustainable and comfortable solutions. Each year, we work to support all people who have periods, while destigmatizing menstruation through education and advocacy. We recognize that menstruating in comfort and with dignity is a human right. We work tirelessly to support community organizations, charities, and educational institutions with their work to help increase access to safe, affordable, and sustainable period care.

Diva affirms its commitment by investing in its community, both with financial sponsorships, product donations and educational resources to support menstrual wellness initiatives and beyond.

We equip organizations with all the tools they'll need so that their community members can find success. That includes DivaCups, Diva Wash, educational resource materials, and demonstration kits.



Social Impact & Sustainability at Diva

Across Canada and the U.S., we partner with individuals and organizations to work towards menstrual equity. We are working together to create a world where all people who menstruate can live life without limits.

Diva's Impact program continues to support menstrual equity through financial and product donations that support community organizations across North America.

Tasked with the goal of bringing a social impact and sustainability lens to everything we do; Diva's Impact Team works cross-functionally to ensure we are growing better each year. Internally, Impact works closely with Operations, Human Resources and Sales to bring holistic initiatives to life. Externally, Diva works with Impact Partners including TerraCycle and B Corp to help grow our work in a meaningful way.

Impact Snapshot:





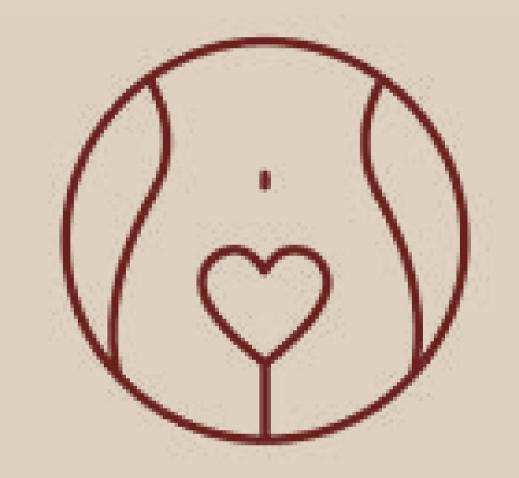
10,000

CUPS DONATED

40

ORGANIZATIONS





EDUCATIONAL KITS SENT

5,152

MENSTRUAL HEALTH
HANDBOOKS SENT

Diva's Impact Pillars

Our Impact pillars reflect Diva's long-held values around achieving menstrual equity and supporting a sustainable way of life. These pillars are our Impact team's north star, guiding the work that we do every day.

ACCESS TO SAFE AND AFFORDABLE MENSTRUAL PRODUCTS

We are committed to creating menstrual equity and believe that everyone should be able to menstruate comfortably and safely. By providing both financial support as well as donations to organizations working directly with people in need of menstrual products, we maintain our commitment to menstrual equity.

MENSTRUAL, REPRODUCTIVE AND SEXUAL HEALTH CARE

At Diva, we consider menstrual, reproductive, and sexual health care fundamental rights. We collaborate with organizations that offer inclusive sexual and reproductive health services and education that are rooted in an intersectional approach.

GENDER EQUITY, EMPOWERMENT AND LIBERATION

We believe in your right to live a life unrestrained. Menstruation is a human experience, not a gendered one. We partner with organizations that invest in the empowerment of BIPOC, women and gender-diverse people.

ENVIRONMENTAL STEWARDSHIP

As a B Corp and sustainable menstrual product company, we put people and the planet first. Through this pillar, we support organizations dedicated to protecting our environmental resources.



Community Engagement and Giving



ACCESS TO SAFE AND AFFORDABLE MENSTRUAL PRODUCTS

Diva is proud to continue to support our eight charity partners across our four impact pillars.

THE PERIOD PURSE



A Canadian-based charity, The Period Purse offers free menstrual products and publicly available educational resources. They aim to reduce the stigma around periods and are outspoken advocates for menstrual equity.



PERIOD



A global non-profit, PERIOD aims to eradicate period poverty through service, education, and advocacy. PERIOD works locally and globally to distribute resources, promote youth leadership, and champion policies that affect menstrual equity.

"Our partnership with Diva is material in our ability to address period poverty in a real way.

When a person switches over to a menstrual cup, their period needs are taken care of for years. This simple shift alleviates stress and stigma while also keeping millions of disposable products out of our landfills and waterways."

- KATE SWINDELL SERVICE & OPERATIONS MANAGER PERIOD

NO MORE SECRETS MIND BODY SPIRIT INC.



A U.S.-based charity, No More Secrets provides consultation and education through their menstrual hub, The Spot. They provide a safe space for vulnerable women, girls, and all people with periods as well as aim to be a supportive place for all.



MENSTRUAL, REPRODUCTIVE AND SEXUAL HEALTHCARE



NORTHERN BIRTHWORK COLLECTIVE

A Canadian-based leadership platform, Northern Birthwork Collective gives holistic birth support to underserved communities across the Northwest Territories.



Northern Birthwork Collective distributes educational resources to its community

SHORE CENTRE



A Canadian-based charity, SHORE (Sexual Health Option, Resources & Education) provides all residents of their community with sexual health information, support, and resources.

"Diva has demonstrated a clear commitment to not only providing menstrual products but also ensuring that community members have all the information and services available to truly support their menstrual health. Diva's support allows SHORE to provide free menstrual products in our community and deliver educational programming to people of all ages."

- TK PRITCHARD EXECUTIVE DIRECTOR SHORE CENTRE



Members of SHORE teaching about sexual health at an outdoor event

GENDER EQUITY, EMPOWERMENT, AND LIBERATION

LAADLIYAN, CELEBRATING & EMPOWERING DAUGHTERS

A Canadian-based non-profit, Laadliyan aims to empower South Asian girls and women to step into their power through engagement, education, and awareness.



PLATFORM (YOUNG WOMEN'S LEADERSHIP NETWORK)

A Canadian-based leadership program, Platform centers on the lived experiences of marginalized women and gender- diverse youth, empowering them to redefine leadership while creating solutions for their communities.

"Diva's support is helping us to create space exclusively for collective learning, healing, and leading, while also accounting for and prioritizing the many identities that Black, Indigenous, and racialized women and gender-diverse people hold."

- EMILY QUESNELLE
FUNDRAISING & PARTNERSHIPS MANAGER
DLATFORM



ENVIRONMENTAL STEWARDSHIP

WATER

WATER FIRST TRAINING & EDUCATION INC

FIRST

A Canadian-based charity, Water First provides clean water infrastructure in Indigenous communities across Canada and provides facility training to local community members.

"Water First appreciates the generous contribution from Diva. With this significant donation, we will be able to continue our work in partnering with Indigenous communities to support access to clean drinking water through training, education, and meaningful collaboration."





Product Donations

In addition to Diva's eight partnerships, eligible organizations can apply to receive DivaCups, DivaWash and educational materials at no cost. We have donated over \$430,000 worth of products including 10,000 cups, 7,500 tubes of DivaWash, and 12,000 printed educational materials.

Since May of 2022, we have supported over 32 organizations in North America across our four impact pillars. We've selected a few of the organizations we've worked with to highlight the impact of what a DivaCup donation means to their community:

UNITED WAY NORTHERN BRITISH COLUMBIA

A Canadian-based charity, United Way Northern British Columbia serves many rural areas of British Columbia, including 23 municipalities of First Nations communities. They aim to support those in need with a wide range of initiatives from fundraising events to resource allocation.



SHEET HARBOUR SEXUAL HEALTH CENTRE

A Canadian-based organization,
Sheet Harbour Sexual Health
Centre offers a holistic approach
to sexual and reproductive health.
They provide free support for all
aspects of sexual and reproductive
health to their community in Nova
Scotia. Sheet Harbour Sexual
Health Centre is sex-positive,
youth-positive, and inclusive of all
LGBTQA2S* community members.





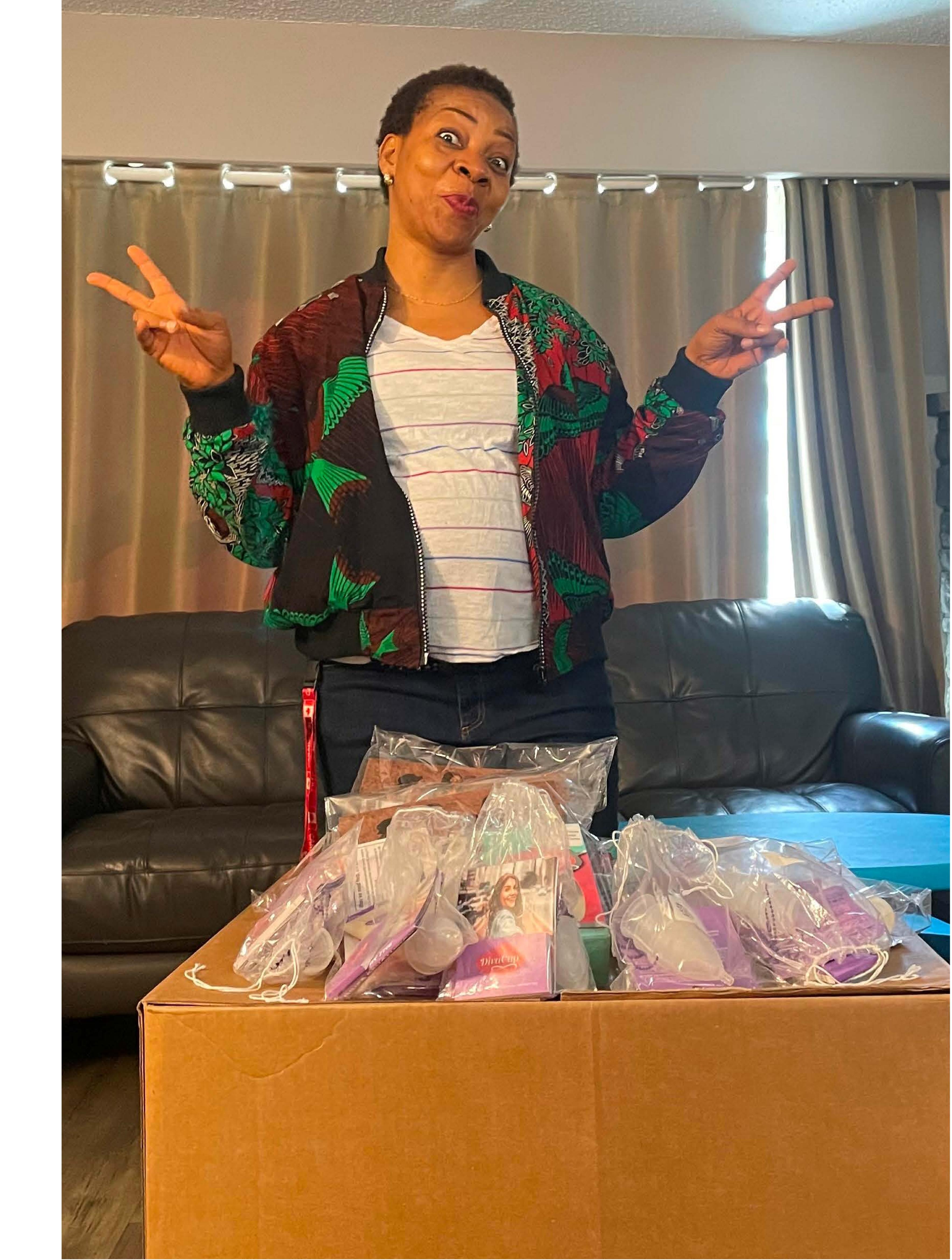
A U.S.-based non-profit, Prevention
Meets Fashion uses fashion as an avenue
to offer sexual and reproductive health
education to address educational gaps
in queer and Black communities. They
collaborate with other local organizations
and institutions to provide education and
resources.



"This donation is invaluable. We have been able to serve four organizations in three northern BC communities. These products have a huge impact on period poverty given their longlasting use, preventing people who menstruate from having to struggle month over month to find access to affordable products. Access to menstrual products allows people to go to work, school, access services, and engage with their community without impediment."

TAE HUTCHISON,
DIRECTOR OF COMMUNITY IMPACT







"The impact of the donation of menstrual cups is so significant it changes lives. When somebody has to stay home because they are menstruating, they miss opportunities, they miss school, sports, and work they miss out on living. The ability to provide people with free menstrual products restores their ability to partake in life, without barriers!"

LARA KADEN, EXECUTIVE DIRECTOR



"The donation of menstrual cups is very crucial to the work that we do at Prevention Meets Fashion (PMF) around period poverty and menstrual education. Our targeted population is the LGBTQ+ community, which is often left out of menstrual health conversations. Being able to provide a menstrual cup to this population on the spot decreases stigma, dysphoria and more."

NHAKIA OUTLAND, EXECUTIVE DIRECTOR







Education and Advocacy





The Impact of Diva's Educational Content

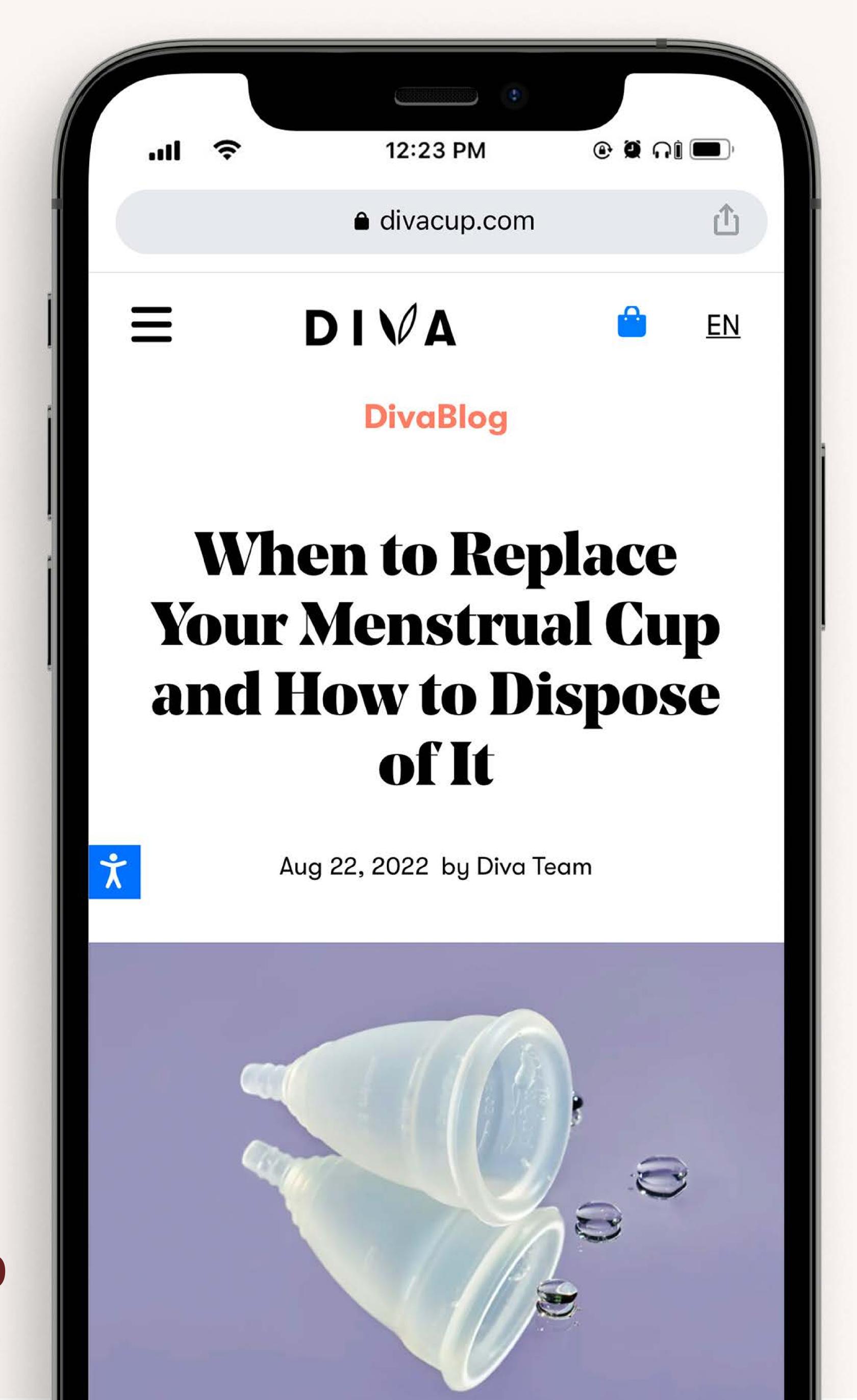
Here is a snapshot of our most engaged and shared educational content this year:

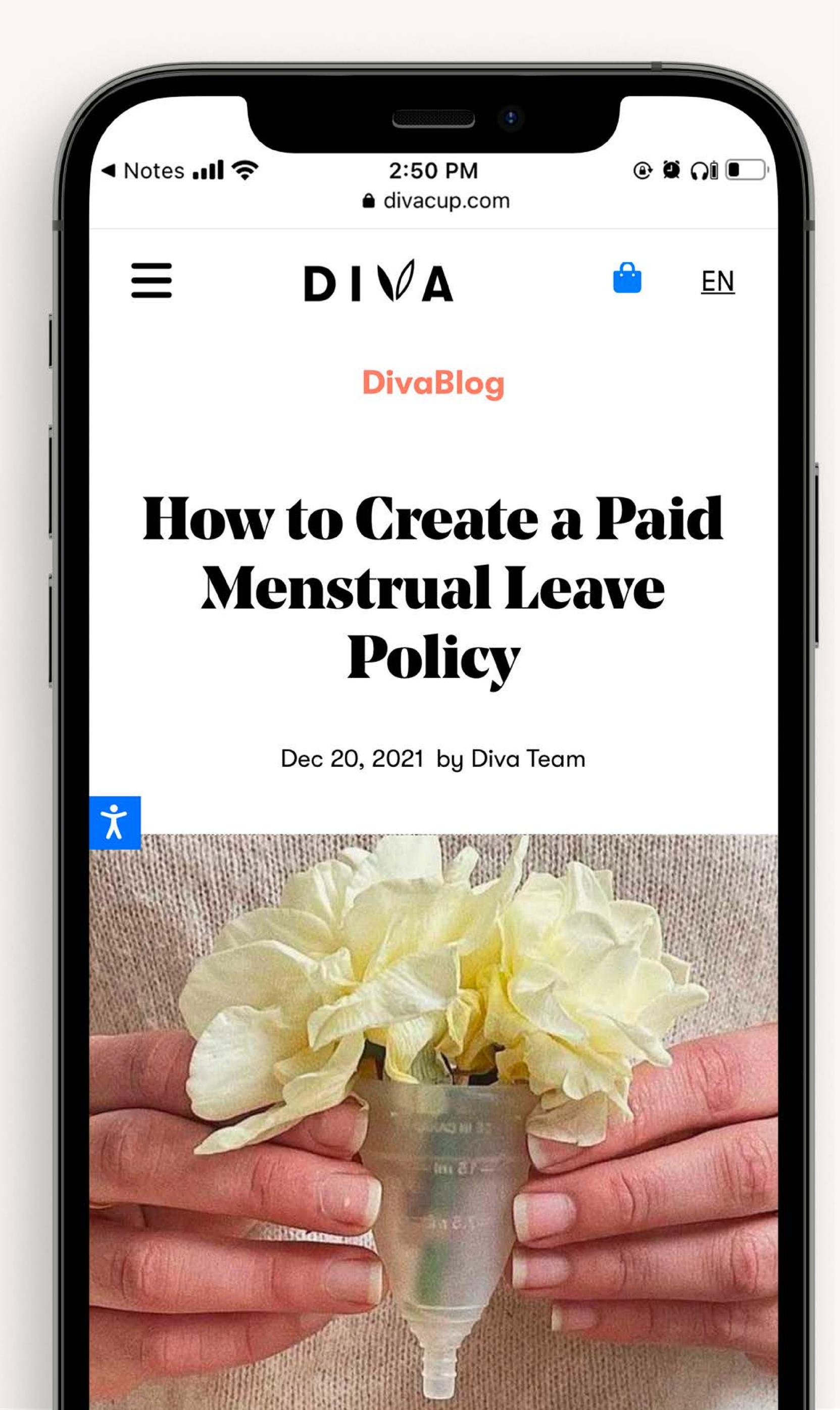
BLOGS:

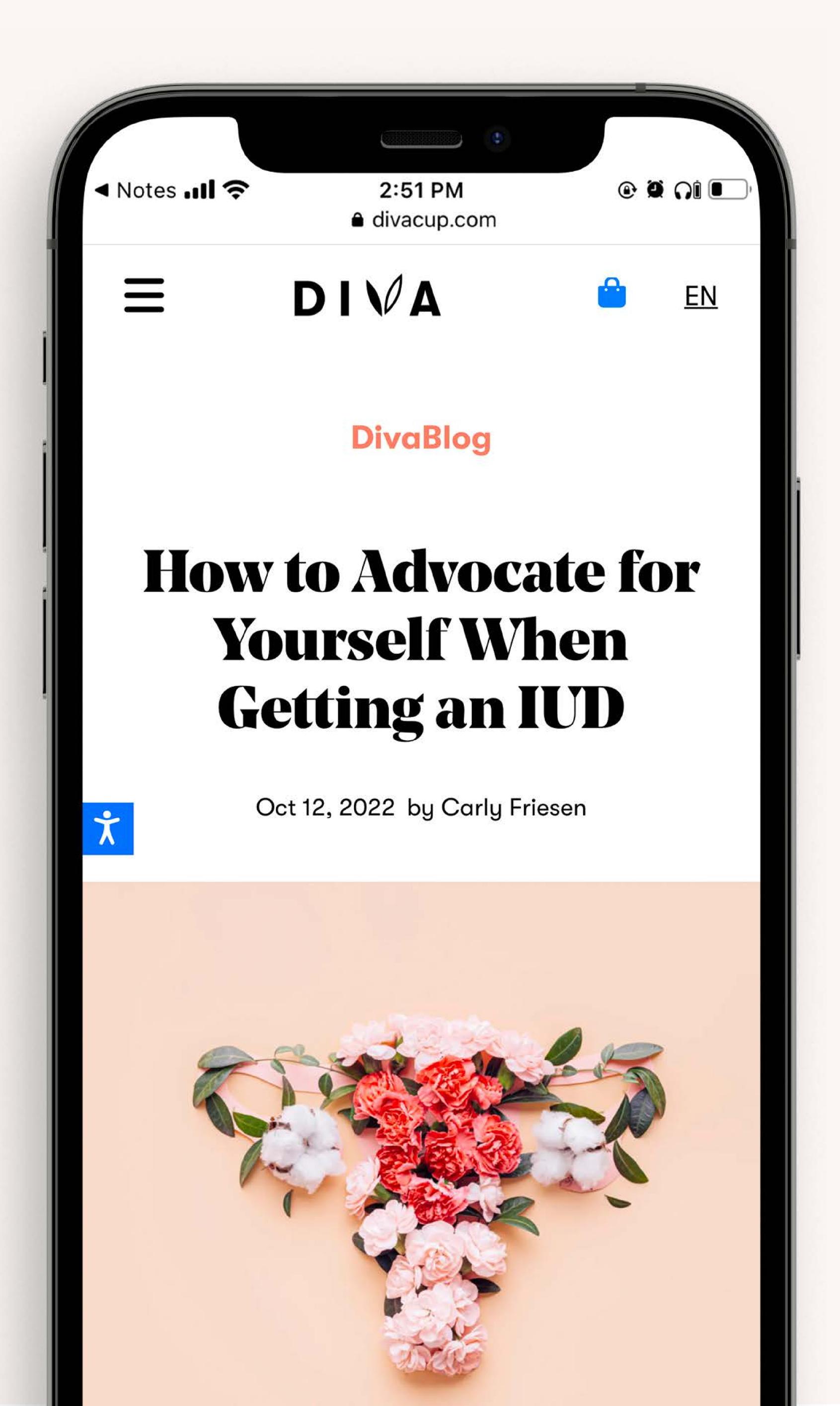
This article outlines all the telltale signs that your DivaCup has reached the end of its lifespan, and explains how to recycle your cup for free with TerraCycle.

This step-by-step guide provides complete instructions on building a case for paid menstrual leave at your own organization.

Experiences with IUDs vary from person to person. This article covers how those getting an IUD for the first time can advocate for themselves to make the experience more comfortable.







The Impact of Diva's Educational Content

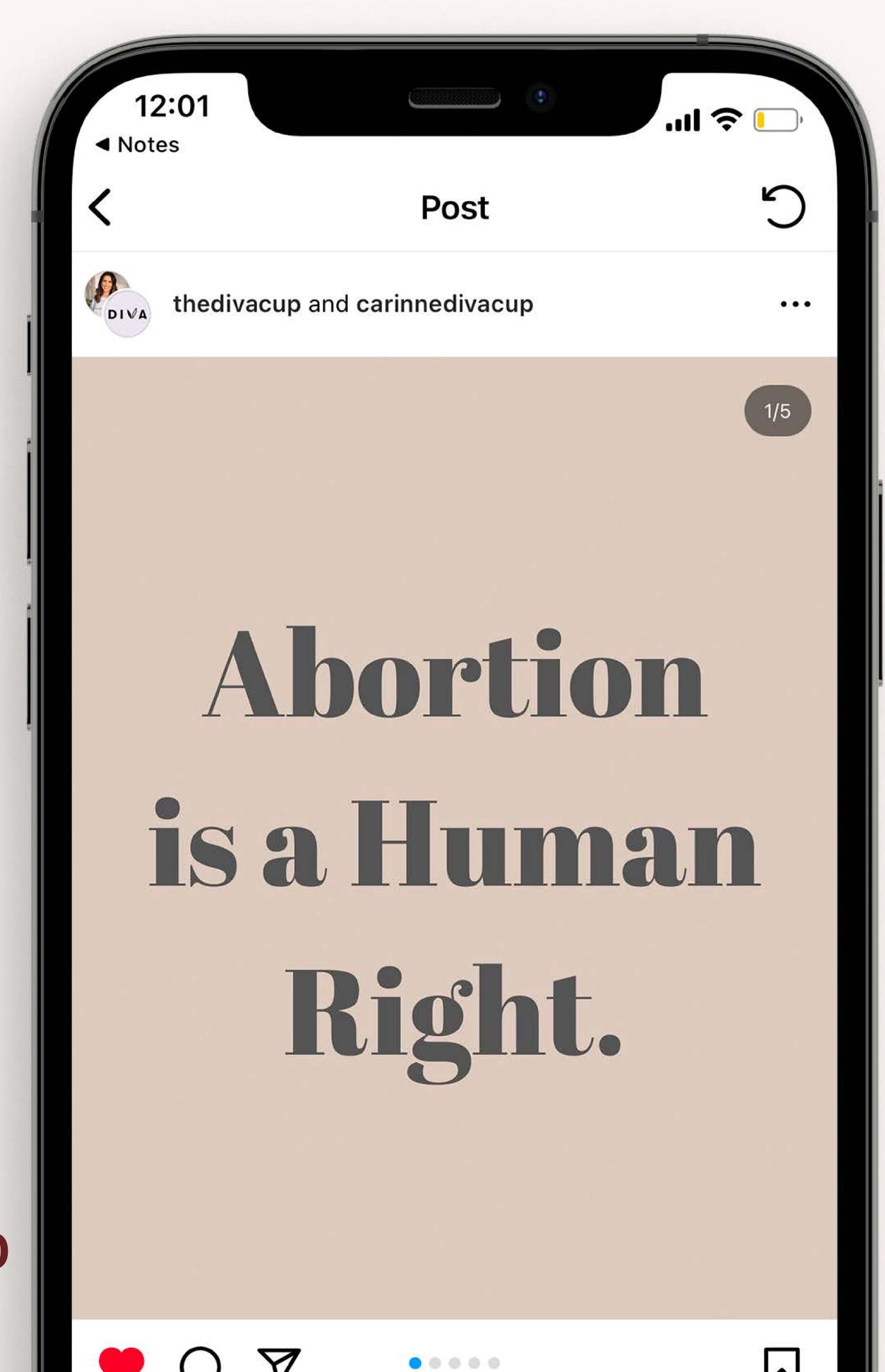
Here is a snapshot of our most engaged and shared organic educational content this year:

POSTS:

June 2022

Abortion is a Human Right

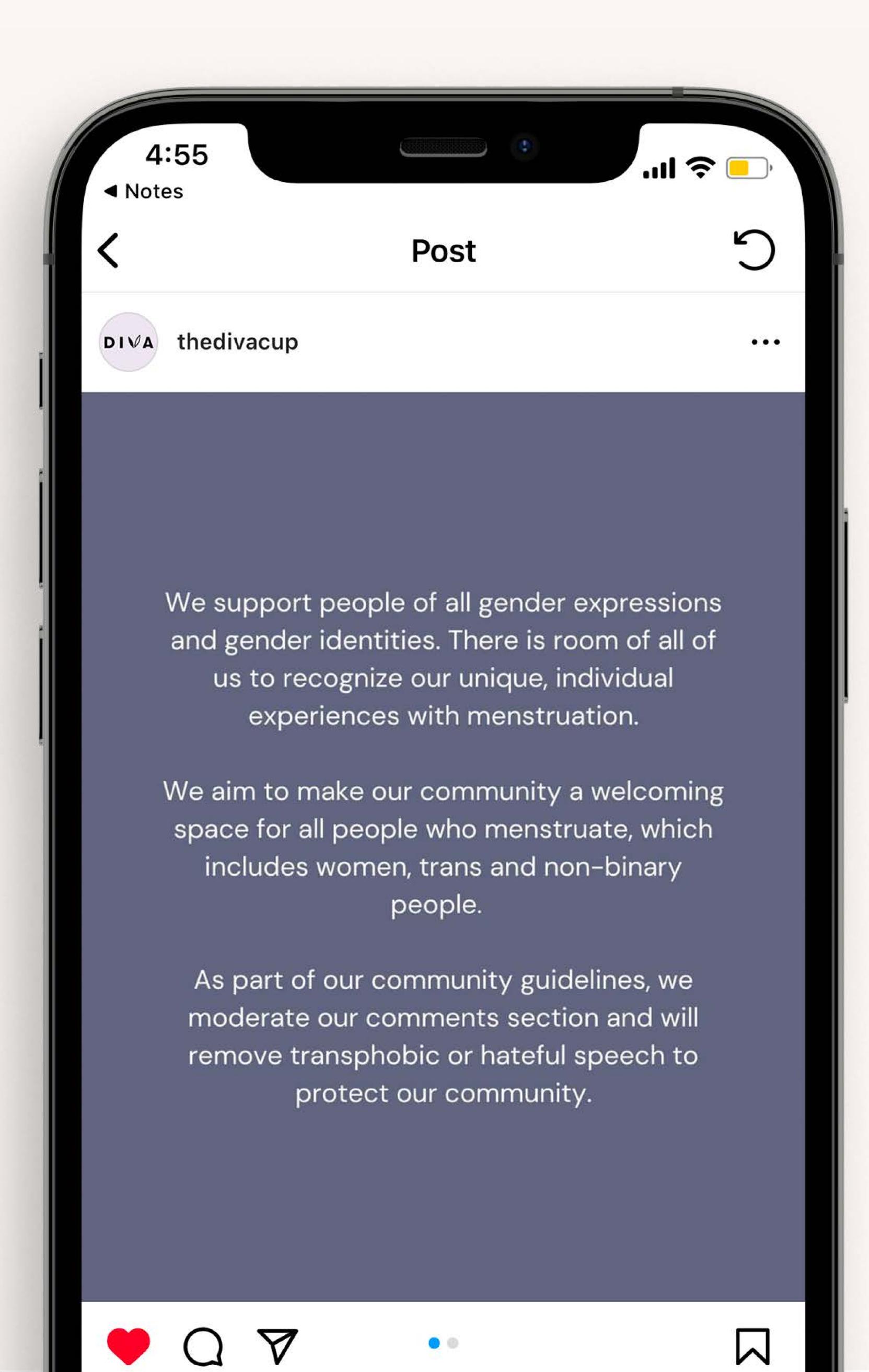
reached over 27,000 accounts, shared 3706 times



October 2022

On Trans and Nonbinary Menstruation

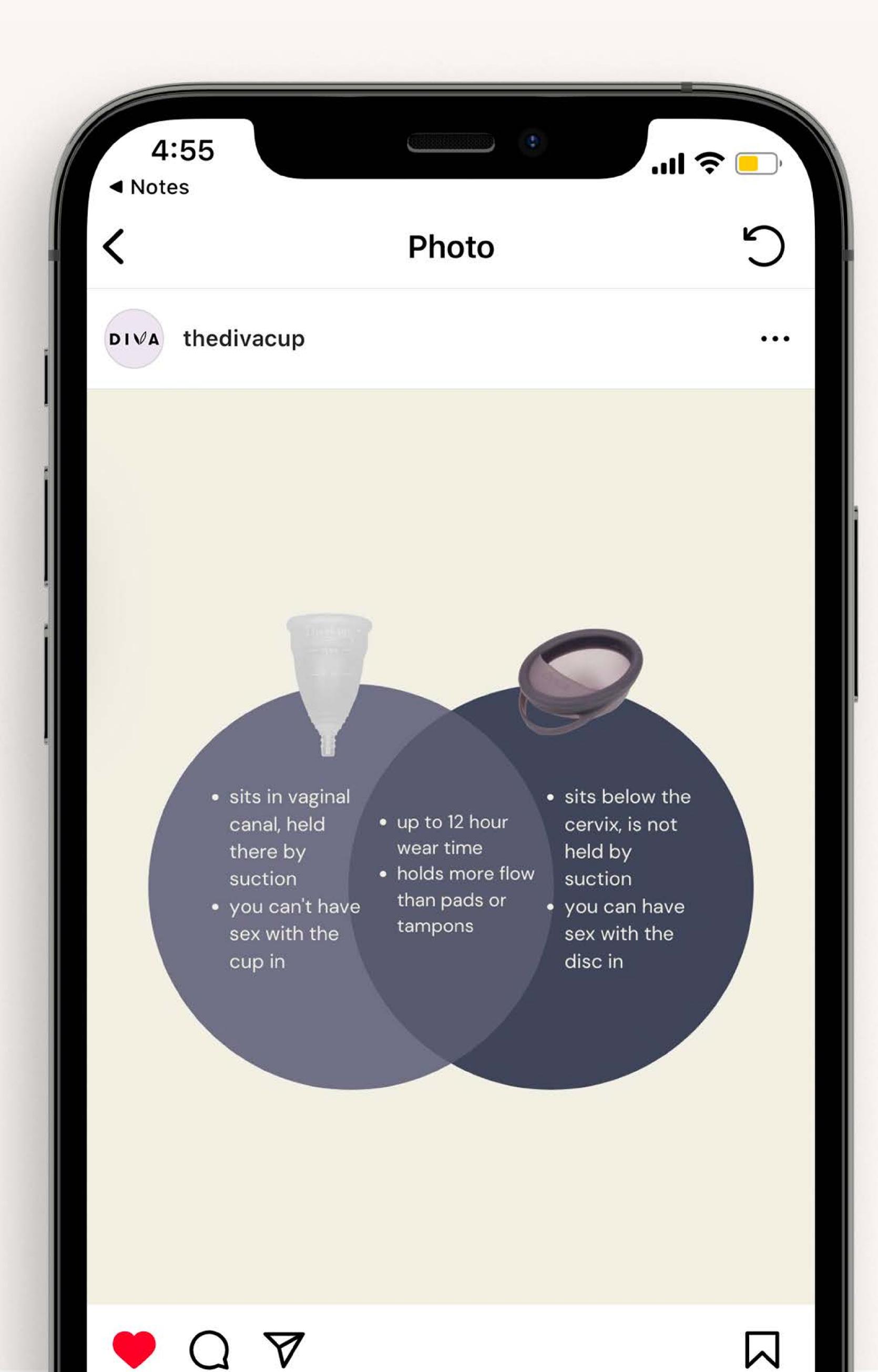
reached over 18,000 accounts, shared 377 times



October 2022

Disc vs Cup: What are the differences?

reached over 17,000 accounts, shared 179 times



The Impact of Diva's Educational Content

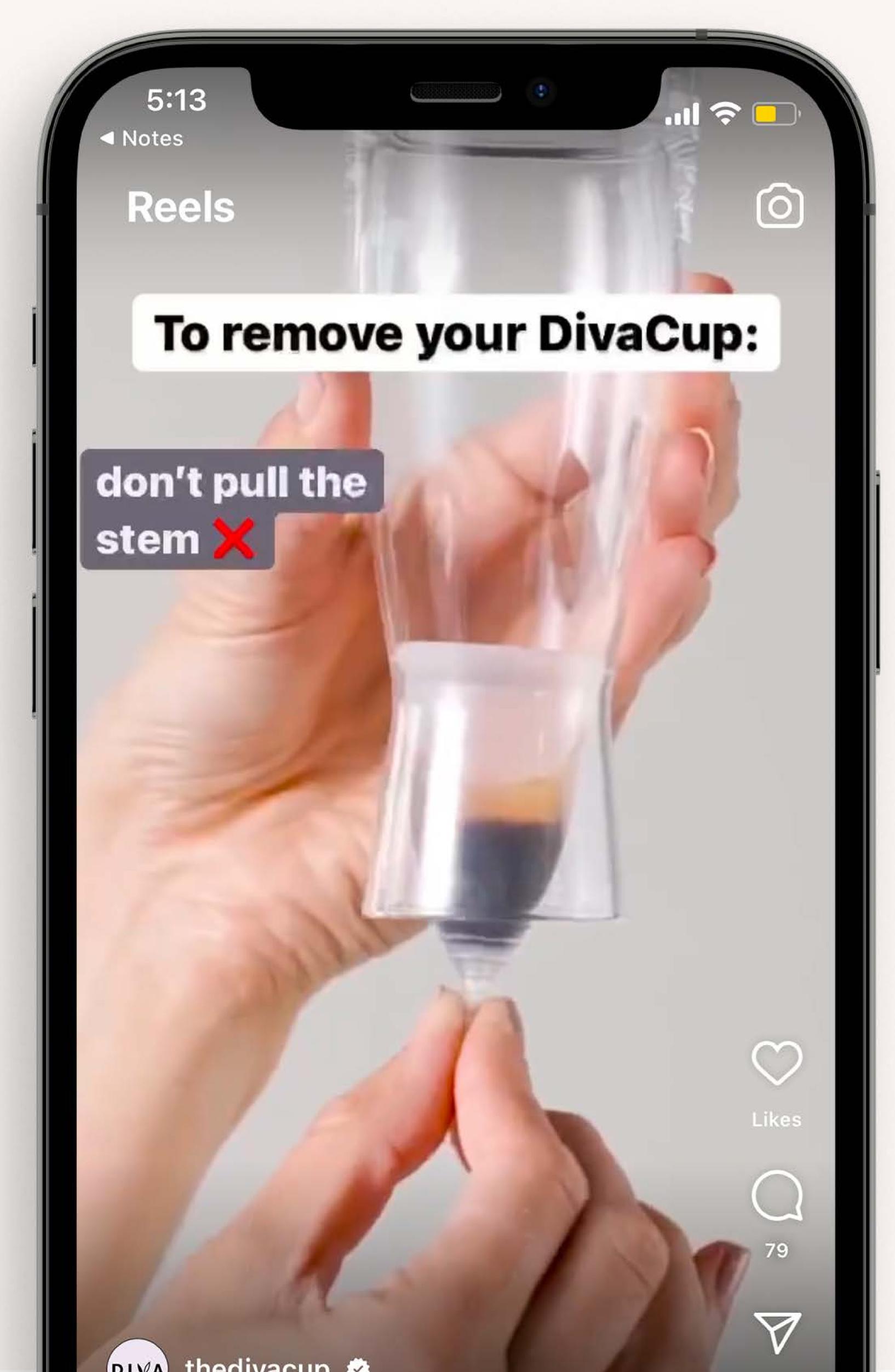
Between the period of May to December 2022, Diva's educational and impact reels saw a cumulative total of over 630,000 plays, with Diva's content being shared over 2,500 times and saved over 1,700 times.

REELS:

May 2022

How to remove your DivaCup

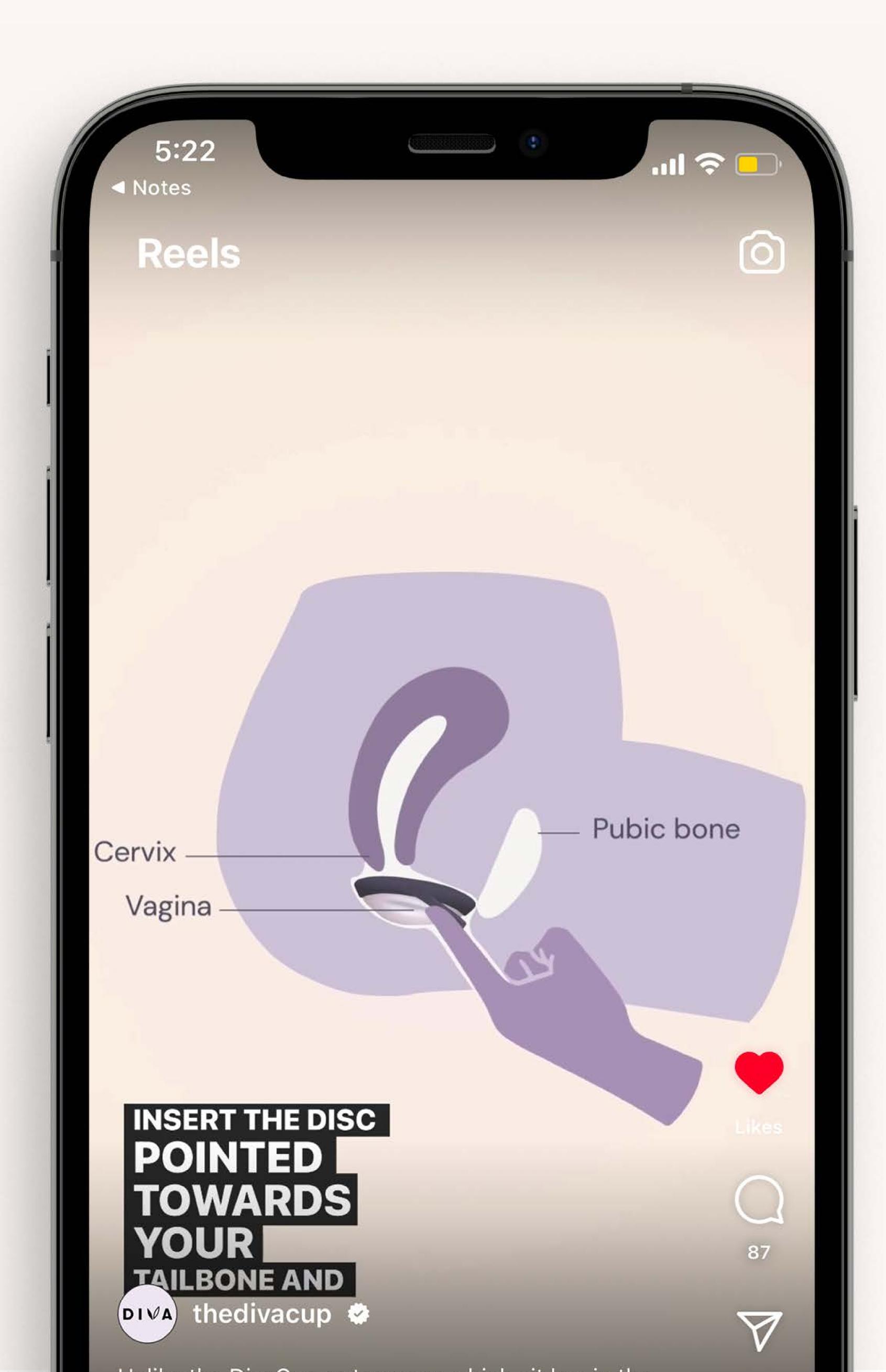
reached over 50,000 accounts, shared 566 times



September 2022

How does the Diva Disc work?

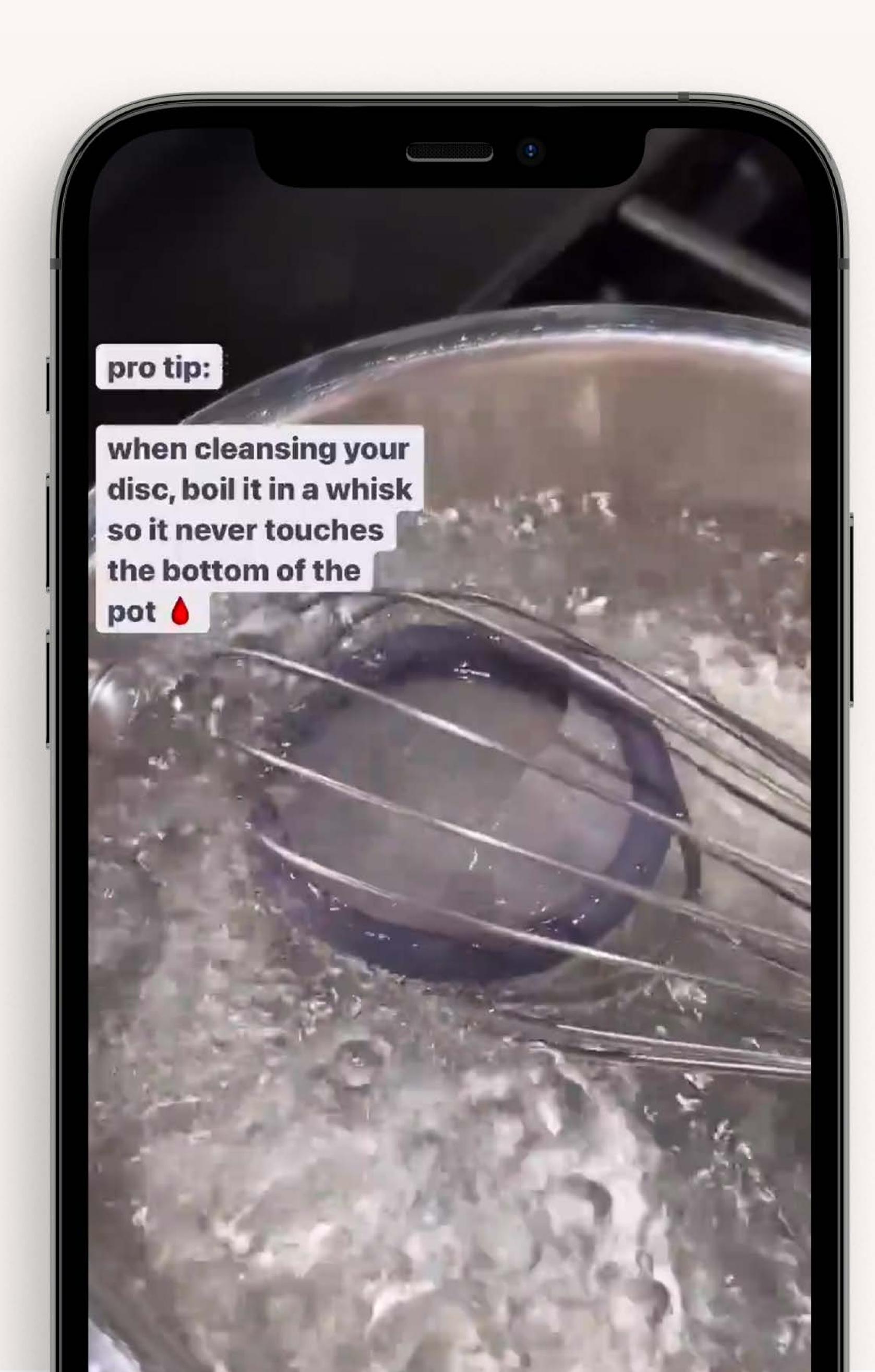
reached over 23,000 accounts, shared 324 times



September 2022

How to cleanse your Diva Disc

reached over 23,000 accounts, shared 85 times



Updates on Diva's BIPOC Creator Fund

OVERVIEW:

In February of 2022, Diva launched its inaugural BIPOC Creator Fund, a program designed to amplify wellness expertise from Black, Indigenous and Creators of Colour. Recipients of this fund received grants to create a unique array of wellness content, including meditations, illustrations, workshops, and educational videos.

BIPOC Creators

CLARA/ CLAE LU (THEY/THEM)

is a queer, second-generation Han Chinese American from Queens, NY (Lenapehoking). They are an artist, cultural organizer, and 古筝 performer. Educational and endearing, Clae's comics highlight their experiences with menstruation as a non-binary person.

ANNA BALAGTAS (SHE/HER/SIYA)

is a queer Pinay radical birth worker, educator, facilitator, energy worker and pleasure advocate as well as the founder of Pocket Doula. Through educational content, Anna shines light on how traditional spaces of healthcare can be harmful or traumatic to queer recipients of care.

M.E.C. (SHE/HER)

is a Guyanese-American mental wellness creator with a passion for down-to-earth, experiential, and joy-inducing content. Taking an alternative approach, M.E.C. creates inclusive and honest wellness content about mindful living.

JODIANNE BECKFORD (SHE/HER)

that builds community through educating people on the importance of nurturing plants for personal healing. Offering wellness workshops, Jodianne uses affirmations and the therapeutic power of planting to help people feel more grounded.

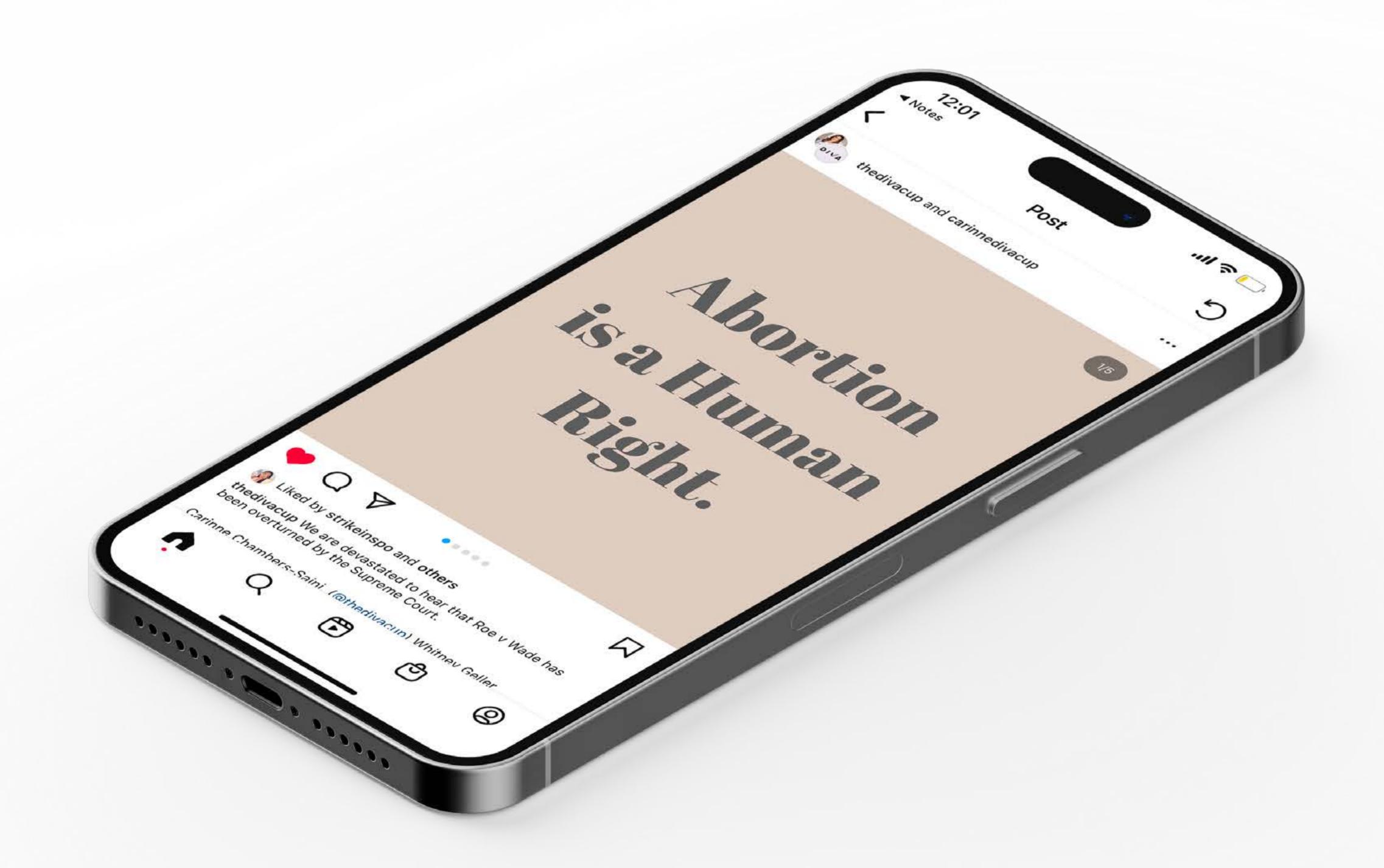


Roe v. Wade

In June 2022, the U.S. Supreme Court reversed a long-standing legal precedent protecting abortion rights. By reversing this decision, the Supreme Court effectively allowed individual states to pass their own laws regarding abortion. Many states quickly moved to implement strict medical parameters and eligibility.

In response, Diva spearheaded a <u>collaborative statement</u>, which was cosigned by like-minded wellness brands. The post resonated deeply with our community and beyond—the post was shared almost 4000 times and saved nearly 500 times.

Diva recognizes that reproductive health, menstrual advocacy, and abortion rights all overlap with bodily autonomy. We believe that abortion is healthcare, and anyone should be able to access a safe and legal abortion. Making abortion illegal does not mean abortions stop; they just become less safe. According to the WHO and Obstet Gynecol, illegal abortion is 42 times more deadly than legal abortion.





Selling with Purpose

TAMPON SHORTAGE:

Due to supply chain issues and rising transportation costs, a tampon shortage hit U.S. shelves in June 2022. To combat this shortage and increase access to reusable menstrual cups, Diva offered 20% off all DivaCups. With every cup sold, we also donated a cup to someone in need. Through this offer, we were able to donate 524 cups to our long-term partner, The Period Purse.

BLACK FRIDAY:

In November 2022, Diva launched yet another give-back initiative for our Black Friday sale to help with product affordability. We offered 20% off site-wide, and for every purchase of a DivaCup or pre-order of a Diva Disc, we donated a DivaCup to someone in need. Through this initiative and using the power of our platform, we moved our community to action. It resulted in an overwhelming consumer response, allowing us to quickly reach our goal of donating 1500 DivaCups to our long-time partner, PERIOD.





B Corp Overview

Certified B Corps are businesses that are committed to being a force for good. They must meet high standards of accountability and transparency in five key areas: governance, workers, community, environment, and customers.

Certified organizations are regularly audited to ensure they are meeting the highest standards. Companies that apply need to score at least 80 points to become certified. There are currently only 305 Canadian B Corp-certified companies.





Sustainability Updates

DIVARECYCLES

In April 2021, Diva launched the first menstrual cup recycling program in North America in partnership with global recycling leader, <u>TerraCycle.</u> Using prepaid shipping labels, DivaCup users can send in their old DivaCups, ShakerCup and eventually their Diva Discs, to be recycled for free.

Once the DivaCups have been collected, they are cleaned, shredded, and put through a hammermill until reduced into powder. This powder is then used to make recycled products such as flooring tiles, playground covers, and athletic tracks.

Since its launch, our community has recycled over 1500 Diva products across Canada and the United States.

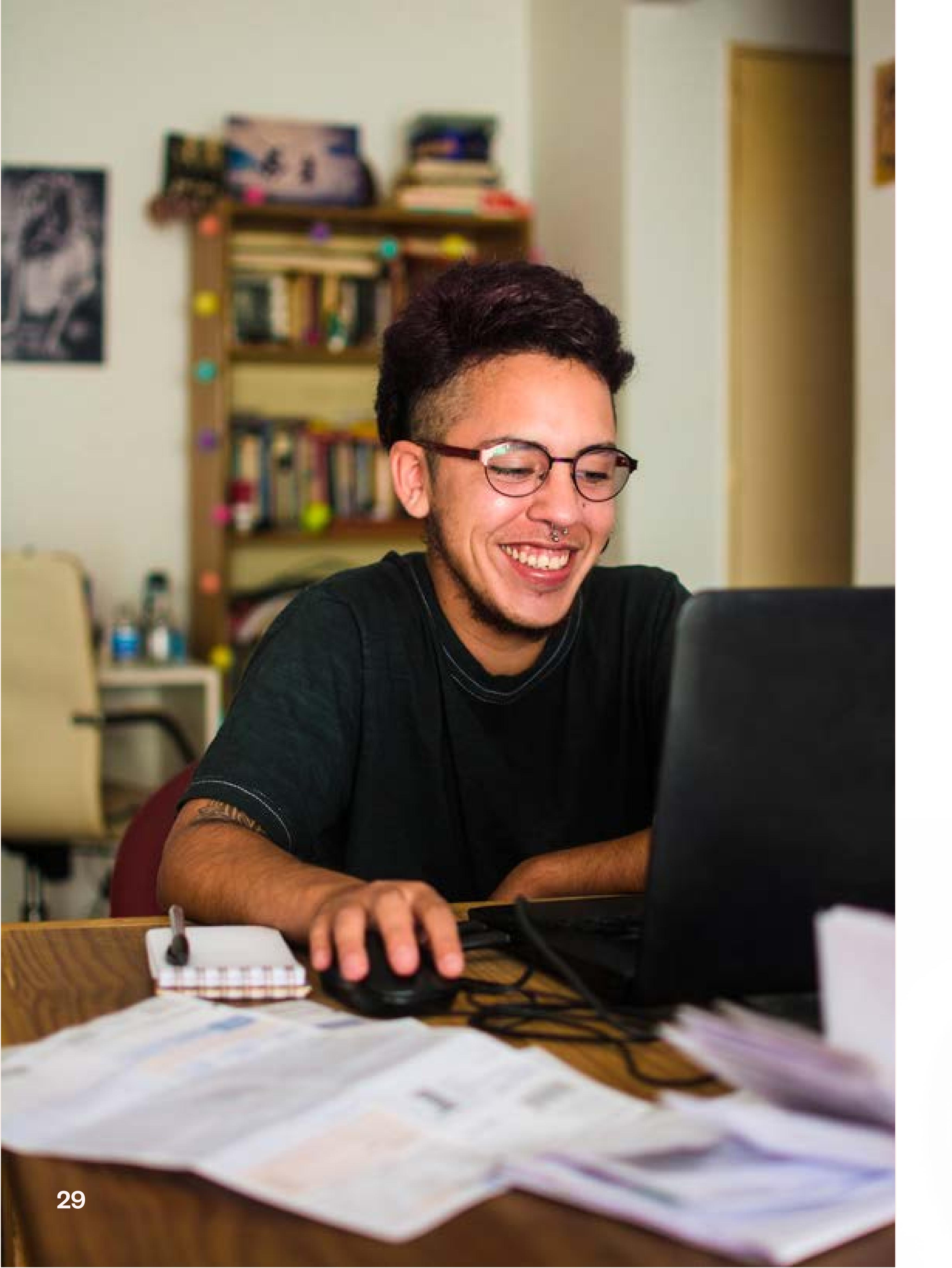
SUSTAINABLE WATERLOO REGION AND RANDOM ACTS OF GREEN

Diva is a proud member of Sustainable Waterloo Region, as well as Random Acts of Green. Sustainable Waterloo Region helps organizations to monitor day-to-day metrics and curb their emissions. Through the Random Acts of Green program, discounted DivaCups were offered to Random Acts of Green app users. The loyalty program created by RAOG encourages their community to support local and sustainable companies. Through this initiative, we spread awareness of our products and encourage more people to ditch disposables in favour of reusable period products.



People and Culture





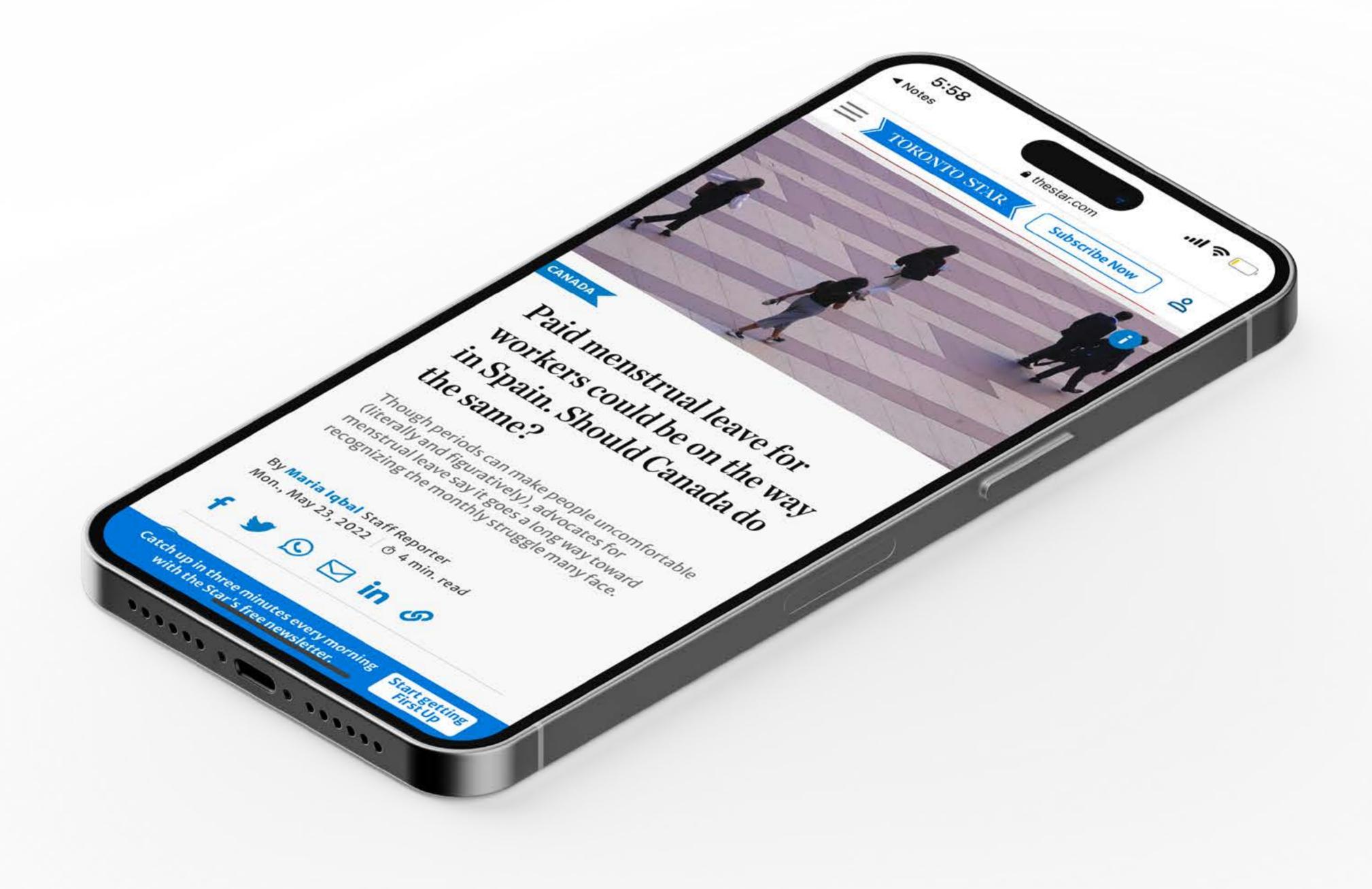
EXTERNAL TO DIVA

In October 2021, Diva implemented a company-wide Paid Menstrual Leave Policy, the first of its kind in Canada. Menstruating employees can now access one paid day off per month, up to a maximum of 12 paid days per calendar year.

To celebrate its first anniversary, Diva offered a free webinar to companies wishing to implement their own Paid Menstrual Leave policies. Thirty attendees came from 24 different cities across Canada to join the virtual webinar.

On an ongoing basis, Diva consults with other business leaders to see how they can implement a menstrual leave policy that works for their team. Diva continues to be a resource for any organization looking to develop a menstrual leave policy.

In May 2022, Diva's Content Producer Karina Mohammed was interviewed by the Toronto Star about her struggles with menstrual pain and her relief when Diva introduced its Menstrual Leave policy, in an <u>article discussing Paid Menstrual Leave in Canada</u>. Carinne, CEO and Founder of Diva, discussed the seamless implementation of our program and how it creates greater equity for people who menstruate in the workplace.



INTERNAL TO DIVA

An anonymous staff feedback survey was circulated in August 2022 to generate feedback from employees participating in our Paid Menstrual Leave Program.

Employees express feeling very comfortable taking Menstrual Leave days, noting that seeing others use theirs encouraged them to do the same when they required it. They expressed that the program was seamlessly integrated, that it made them feel valued, and improved their ability to look after their self-care. Notably, employees felt management was understanding of the days taken for Menstrual Leave and several employees stated that they felt refreshed upon returning to work.

Of those surveyed, 17 staff members used their Paid Menstrual Leave days. In all, 58 Paid Menstrual Leave days were taken by Diva staff in 2022.





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