



DIGNITY

2021

Impact Report



Dignity exists to provide free period products to all people without access.

Dignity provides free period products through two initiatives: the Buy-one, Give-one business partnership, and the Give, One, Two, Three gifting initiative for individuals and businesses.

This Impact report summarises Dignity's growth over the last 5 years and the combined impact achieved. We have been collecting feedback from our business Impact Partners, schools and community organisations to get a snapshot of how the initiative is working, how many people we are supporting, and how important gifting Dignity has been to help deliver period equity in Aotearoa.

2021 was a big year at Dignity: we welcomed 27 new Impact Partners supporting our Buy-one, Give-one initiative. This enabled us to gift 126,293 period products overall, including 9,380 boxes of Oi pads and tampons, 698 Oi menstrual cups, 3,573 pairs of AWWA period care underwear, and 98 BeYou pain patches.

As COVID-19 returned, we experienced a huge increase in demand for period products from people without access in the community.

We are very thankful to our Impact Partners who are essential businesses and continued to work through lockdowns, including Auckland Transport and Sky.

A number of our partners also supported our Give Two Boxes initiative and gifted their total monthly orders to help us meet the overwhelming demand from the community. Thank you Cigna, Russell McVeagh, Flux Federation, Internet NZ, Port of Tauranga and Weta Workshop.

In July, Dignity co-founders Jacinta and Miranda won the 2021 Impact Award for Wellbeing. The award acknowledges individuals taking action to improve health and wellbeing outcomes in communities, schools and workplaces.

We couldn't be prouder. Dignity started out in Jacinta and Miranda's flat in Kelburn in 2016. 5 years later we have nearly 70 businesses delivering period equity with Dignity, supporting 203 Give Partners with over 546,780 period products gifted.

Our focus going forward is to work more closely with the community groups we support to better understand their needs and how we can create a greater impact.

Anika Speedy
General Manager

27 New Impact Partners

In 2021 we welcome to our 27 new Impact Partners. We are thrilled to see the diversity in business providing Dignity.

sky



kowtow



pwc



Auckland Transport, Counties Power, DB Breweries, Finesse Residential Ltd, Ghella Abergeldie JV, Jarden, Kelly Tarlton's, Kendons, Kowtow Clothing, NLA, Port of Tauranga, Powerco, PSA, Sea Life Kelly Tarlton's, Sky, TBWA, EROAD Limited, Ventia - Transport NZ, Garage Project, Darroch Forrest, 2degrees, Fullers 360, Education Perfect, Boffa Miskell and NZ Post Auckland, AIA, PwC and Meridian.

“

New Impact Partners

Our people and passengers deserve to have access to period care products in any bathroom just like they can access toilet paper and hand soap.

We're incredibly proud to be able to provide free period care and encourage people to take what they need.

”

- Fullers360 CEO, Mike Horne

Operating Ethically



Dignity prioritises positive environmental practices and chooses to partner with local organic and re-usable product suppliers who demonstrate measurable commitment to the planet.

We highly value our partnership with two leading New Zealand period care suppliers. Organic Initiative provides period products that are compostable, 100% cotton and fair trade; their range includes certified biodegradable cotton tampons, pads and liners, and the zero waste Oi Cup. Our second partner AWWA Period Care is a proudly indigenous brand that provides period proof underwear. AWWA provide regular donations of underwear to us to gift to people without access.



Dignity Co-founders Miranda Hitchings and Jacinta Gulasekharam Winners of the 2021 Impact Award for Wellbeing.

Impact Summary

As an impact business, it is vital for Dignity to be transparent about how we make a difference. We are committed to providing our Impact Partners with regular reporting.

546,780 Period Products gifted
(2016 - 2021 total)

43,183 Boxes of Oi pads and tampons

4,743 Pairs of AWWA
period care underwear

946 Oi Menstrual cups
gifted

69 Impact Partners

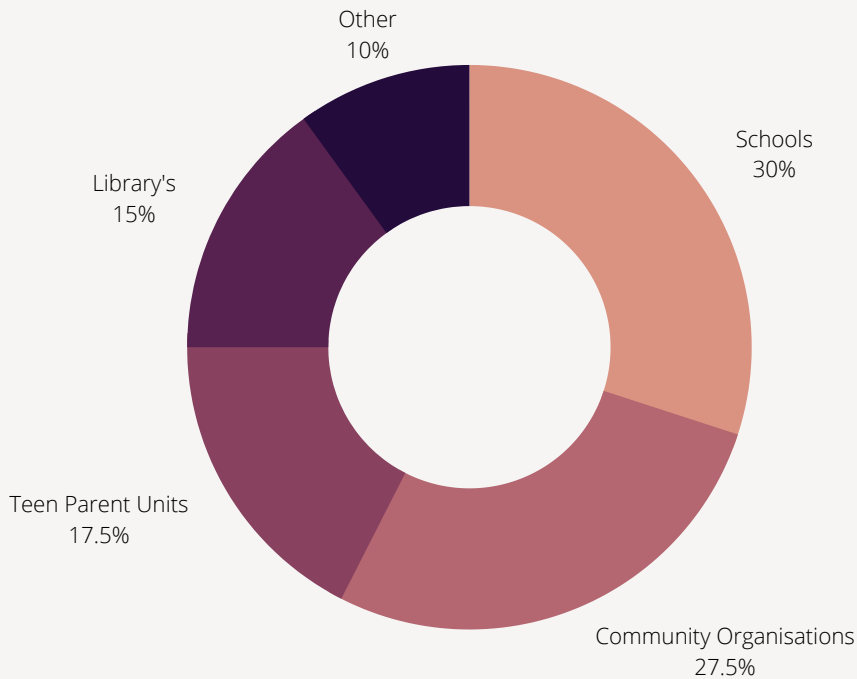
203 Schools, youth and community
groups supported

44,718+ People given access to
period products



What our Give Partners told us

Dignity's 2021 impact survey had 41 responses from our Give Partners. These are the organisations that Dignity supports through free access to period products. The breakdown of the survey responders is based on organisaiton type.



78%

money is the
main barrier

"We service a large number of underfunded groups, and having period products available means that there is no shame or stigma for those who utilise our spaces if they are caught out. Our goal is to provide a safe and inclusive space for all, and having period products allows us to support our users in a crucial way. We know that some of our users are unable to afford these products themselves, so being able to provide these fosters a greater sense of community and inclusivity. Our bathrooms are gender-neutral, so there is no menstruator caught out."

26%

knowledge is a
barrier



For the ones who started having their monthly period in the last school year, in the beginning, they were terrified. However, as soon as they learned that the school holds varieties and sizes for everyone, they became more composed and relaxed. So, thank you, Dignity!

What our Give Partners told us

51%

noticed decreased stigma

63%

increased period confidence

43%

improved self esteem

“

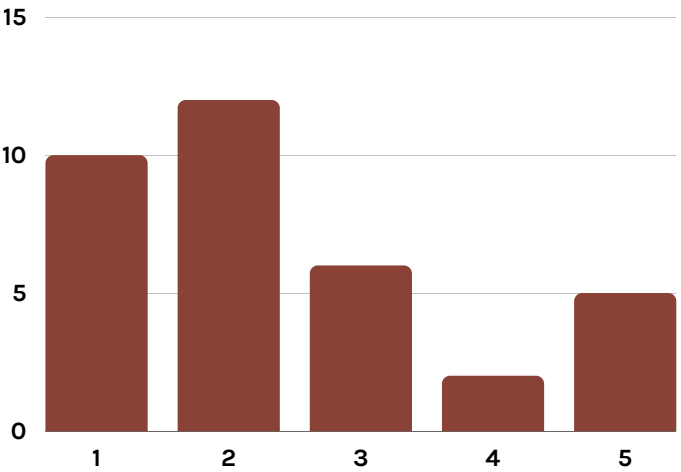
We support women who are in need. We support single dads who do not know about period products for their daughters. We support a lot of women in bad situations who do not have access to period products. We support women who are financially dependent on their partners and are unable to access period products. To be able to provide every product, for every request is so amazing.”

“What you offer is priceless. It is emotional for many of the women we are with - they feel cared for, (more) worthy, acknowledged, seen, supported. For these women, they don't get these kinds of items - a different focus to food grants, Case Worker transport, Oranga Tamariki advocacy - Menstrual items are a luxury that remain mostly unseen. Thank you with all our aroha.”

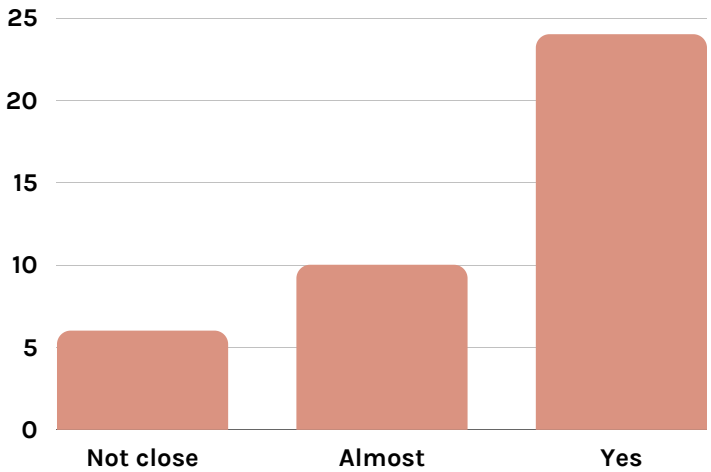
"We appreciate the work that Dignity does - the stigma around having a period or feeling shame because of that does not have a place in our society, so we are so grateful to be able to reduce those feelings in our space. "

"Students are very appreciative of the reuseable undies that have been sent."

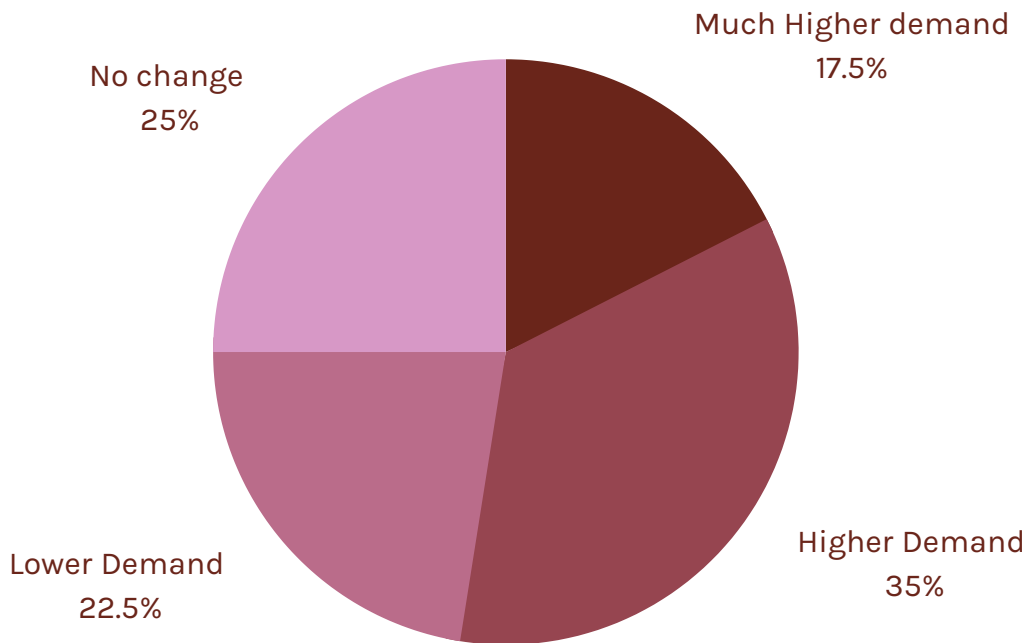
How many Gives did you receive from Dignity in 2021?



Did this fulfill the need?



Since COVID-19 have you seen a change in the demand for period products?



Case study



Kokiri Marae

Kokiri Marae runs over 30 different programs for the community, from sexual health education, alcohol bridging programs, food banks, alternative schools, and much more.

We spoke to Shelley Duffin, Sexual and Reproductive Health Promoter/Educator at Kokiri Marae who has been distributing products gifted by Dignity to those without access.

What is the impact on people having these products provided?

Feel a lot better in themselves, want to continue attending school and work. Cups and AWWA underwear have meant managing their period is easy and they are happy that they are good for the environment. Paptunuke and taruanga. They get to know themselves a lot better and their period is no longer a financial and emotional burden.



252

Boxes of Oi pads and tampons

36

Oi Cups

181

AWWA underwear

What are the needs of the people who come to you?

Individuals range from age 12 - 40, there is a focus on families with younger people. The Majority are at-risk kids from homes where money is an issue, not stable life in transition homes.

One example is a mother with three daughters and a foster parent. AWWA underwear helped massively with no money coming in the freedom with these products no only financial but bodily freedom.

How many people do you support each year - Has this increased with COVID-19?

First lockdown came up with pati kia and period products were so important. Massive increase in need 1,000 minimum each month. August over 2,000 food parcels and over 2,000 boxes of pads.

What are the barriers for people accessing period products?

Financial restrictions are the main barrier as well as not being settled in a safe stable home. Many haven't been educated on their bodies, we have found it very important to educate fathers and men in general around people that get their periods. Sill a stigma around people getting their period.

Meet the Team



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JUSTIN LESTER
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Impact Partners

2degrees
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Amazon Web Services
AMP
ANZ
Auckland Transport
BDO
Bluebird Foods
Boffa Miskell
CBRE
Chapman Tripp
Chorus
Cigna
Cigna / One Path
Counties Energy
Creative HQ
Darroch Forrest
DB Breweries
Dentons Kensington Swan
Education Perfect

EROAD Ltd
Finesse Residential Ltd
Flick
Flux Federation
Fullers 360
Garage Project
Ghella Abergeldie JV
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Kowtow Clothing
LexisNexis
MainPower
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Mobi2Go
NLA
NZDF - YDU
NZ Post
Optimal Workshop
Port of Tauranga
Powerco

PSA
Pure Concepts
PwC
Raygun
Russell McVeagh
Sea Life Kelly Tartlon's
Sharesies
Silverstripe
Sky
Springload
Summerset Group Holdings Ltd
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UDC
Ventia - Water
Ventia - Transport NZ
WellingtonNZ
Westland District Library
Weta Workshop
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Delivering Period Equity

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