

Dignity 2022 Impact Report



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Welcome

We are excited to share our Annual Impact Report for 2022, showcasing the amazing contributions we've made together towards creating period equity in Aotearoa.

We are proud to have gifted over 780,000 individual period products to date. Your organization's generosity and support have made a significant impact on the lives of individuals and communities across New Zealand.

Dignity is particularly proud to have provided free period products, reducing the financial burden in times of economic uncertainty. We have now supported over 220 Give Partners in the last year. You can read some feedback from them in this report to see the impact you have made.

Dignity is also proud to see the beginning of the normalization of period products in workplaces across Aotearoa, promoting the well-being of people with periods and reducing the associated stigma. We welcomed over 30 new Impact Partners in 2022 and now have over 100 organizations we partner with.

We want to extend our appreciation to each and every one of our Impact Partners for their unwavering commitment to our mission.

With your continued support, we can make a profound and lasting impact on creating period equity here in Aotearoa.

Let's keep the momentum going as we work towards a more equitable society for all.



Lisa Maathuis | General Manager

"We are proud to have gifted over 780,000 individual period products to date."

Dignity's Founders & Directors



"Looking back at 2022 is bittersweet. Economic uncertainty and rising inflation continued to put pressure on the lives of many across Aotearoa. I'm so proud of what Dignity has achieved in 2022 to reduce some financial burden for people. Additionally, it has been heartwarming to be at the forefront of the movement to support people with periods at work. Thinking back to when we launched in 2016, providing period products for employees was rare; today it's almost expected. I'm personally so grateful for the Dignity team who gave so much in 2022 to grow and scale our impact. Thank you Lisa, Giuls, Amy, Sophie and Anika."



"2022 was the year we saw period products in the workplace truly become normalised. We had many amazing Impact Partners support their employees and reduce the stigma that is attached. The Dignity team delivered a tremendous amount of impact to the many organisations we provide free products to across Aotearoa. It is a privilege to see this social impact business make sure all people, no matter their background, never get caught short again."

Jacinta Gulasekharam

Impact of Dignity

At Dignity, we aim to make a difference in workplaces and communities throughout Aotearoa.

Our Impact Partners are businesses and organizations that care about their employees' wellbeing. They partner with us to provide free period products to their staff.

Our Give Partners are community groups, organizations, schools, women's centers, and youth support services that receive Dignity's free period products through our Buyone, Give-one model.

For every box of period products that our Impact Partners purchase, Dignity donates an equal amount to our Give Partners. This is the impact Dignity has had in 2022:

Total boxes of period products gifted in 2022

13,912

Total individual period products gifted since we began

782,105

Total AWWA period underwear gifted in 2022

2,620

Total Oi cups gifted in 2022

838

New Impact Partners in 2022

Total Impact Partners

31

91

Total Give Partners

Total People Impacted in 2022

230

73,018

Total People Impacted since Dignity began

315,794



Impact of Dignity in Aotearoa

Give Partners visits

Throughout 2022 we had the pleasure of visiting a few of our Give Partners:



It is so amazing that we can provide our residents with free sanitary products and break down the barriers of accessibility – we are very grateful to be partnered with Dignity.

Thank you again for your support and all the incredible mahi that you do to work towards achieving period equity for women in Aotearoa!

Neveh, Wellington Women's House



Dignity is another great service that we can offer people from the community who come to Greenstone Doors.

Alongside our free baby clothes, free baby equipment and free counselling services, Dignity is another great service that we can offer from the community who come to Greenstone Doors. Sometimes there are other things that families are struggling with and period products are sometimes one of these. We look forward to continuing working with Dignity and supporting whanau in the Hutt Valley community.

Jennie, Greenstone Doors



Dignity has helped us to support young women all over the Wellington region in schools, in our youth houses and through our social and youth work.

A big thank you to the Dignity team for all your awesome mahi!

Emma and Jessica-Maraea, Challenge 2000



Dignity makes a huge impact in our Far North lower socio-economic communities.

Libraries are places where people can visit and don't need to spend money. The Dignity initiative supports this kaupapa and adds to the building of relationships, support and trust within communities.

It has been a real privilege to partner with Dignity and share ways to promote and give period products to those in need.

Megan, Far North District Council



Dignity, you are incredible! The sanitary products you have provided have been life-changing for many girls and their whānau.

As an NGO, we are unable to purchase sanitary products as we just don't have the budget, so being able to accessibility has been very career rewarding.

Being able to provide education on a range of topics that are often taboo and allowing our health team to talk more about our bodies is also really helpful from a health perspective. We are very appreciative of your support!!

Rachel, Whangarei Youth Space



West End Medical Centre



Kokiri Marae Keriana Olsen Trust

Impact of Dignity in the workplace

It's great to know that while creating social impact, Dignity is also helping our Impact Partners to enhance wellbeing, diversity and inclusion in their workplaces.

We love hearing the impact Dignity is making across Aotearoa for employees too.

"Women make up a large part of our team and we wanted period products to be just as accessible to them in the workplace as toilet paper is. By providing period products in our bathrooms we hope to remove unnecessary stress from the team's day. Dignity's Buy-one, Give-one philosophy is of particular importance to us as it extends this opportunity outside of our workplace and into our wider families, communities and schools."

Mitre 10 Mega Petone, Upper Hutt & Porirua Chief Operating Officer Sandi Lockye

"Proud to work for a business that is supporting us in very practical ways around something that can be a barrier for women that impacts their decision making."

GHD employee

"It was nice that this was announced by a male staff member at the allstaff meeting, and he used the correct terminology and didn't act like it was a secret or a shameful thing."

Timberland employee

"It's a nice touch in a very male dominated environment – shows we are thinking of the ladies on site."

Summerset construction site employee

Helping out Hawke's Bay

After Cyclone Gabrielle hit Aotearoa with devastating effects in Hawke's Bay, Dignity wanted to help out.

Little Yellow Bird put together a pallet of essential items to be airlifted to some of the more remote regions in Hawke's Bay.

We donated 206 boxes of period products to be delivered to people who have been affected by the cyclone.





Sustainable product partners

All of our period products are made from organic and sustainable materials that are good for both people and the environment. We also offer the widest choice of period products we can to cater to people's needs and personal preferences for style and comfort. We wouldn't be able to do this without our amazing partners - Oi and AWWA.

Oi

Oi period care products are made of 100% certified organic cotton. Their wrappers are made from cornstarch-based BioPolymer, the boxes are recyclable and the inks are made from vegetable dyes. Oi products are free from chlorine, synthetics such as rayon and polypropylene, chemicals, fragrances, and lubricants. They are sourced from sound ecologically managed producers, are cruelty-free, and they biodegrade in only 5 years.

"Organic Initiative|Oi has partnered with Dignity since their foundation 5 years ago. The work they do providing assistance to women in need is amazing and doing it in a sustainable way, providing products that are both good for the user and the planet, sets them apart – Just phenomenal."

Clare Morgan, Organic Initiative's CEO



AWWA

AWWA period underwear are made of natural, organic and recycled fibres. They are processed in a toxic-free environment, and they are ethically made. They are also carbon positive, offsetting at least 120% of their carbon footprint. One single pair of period underwear can absorb up to five regular pads or tampons worth of blood, meaning using reusable period undies can save about 6.7 million single-use period products going to landfill within a year.

"Dignity is always easy to communicate with and follow up with us diligently every quarter. Regular contact with GM Lisa Maathuis means we feel connected and involved in our joint mission in delivering period equity and ensuring all those who menstruate have access to sustainable period products."

Kylie Matthews, Pou Manawataki | COO/CFO at AWWA Period Care



Our team

Dignity Team



Jacinta Gulasekharam (she/her) Dignity's Co-Founder and Director



Miranda Hitchings (she/her) Dignity's Co-Founder and Director



Lisa Maathuis (she/her) General Manager



Amy Richards
(she/her)
Operations and
Account Manager



Giuls Peri (they/them)

Digital

Communications

Coordinator

Board Advisors



Felicity Evans



Grant Foggo



Sara Corleison

New office space

At the end of 2022, we moved offices! We are now in our new co-working space, which we share with Kai Cycle, Nonstop Solutions, Yum Jar, and Good Nick Flooring.

The space brings together a group of companies doing amazing things with a similar kaupapa, allowing us to be inspired every day by the fantastic zerowaste businesses we share our new space with.

Special shout-out to our Impact Partner Raygun for donating some office desks to us for the new space.

Moving into this space has also enabled us to bring our previously separate offices and warehouse together, meaning the team can now collaborate better, working side by side.

Our Amazing Impact Partners

Abley Adminis

Advice First

AIA New Zealand

Alberts

AMP Services (NZ) Ltd

ANZ Bank New Zealand Limited

Aurecon New Zealand

BDO Gisborne Ltd

Bluebird Foods Limited

Boffa Miskell

Caterway

CBRE New Zealand Chapman Tripp

Chorus

Chubb Insurance New Zealand Limited
Cigna Life Insurance New Zealand Limited

Compass Liquor Limited

Comprende Property Management

Consillium

Counties Energy Darroch Forrest

Darvill Mellors & Co Limited

DB Breweries
Douglas

Education Perfect Enable Networks Ltd Ernst and Young

Facteon Intelligent Technology

Flick Electric Co

Fullers360

Garage Project

GHD

Halter Limited InternetNZ

Jarden

Juno Legal Kendons

Kiwi Wealth Investments Limited

Kowtow Clothing

Lumino Mainpower

Meridian Energy Limited

Mitre 10 NTT

Nursing Council NZ

NZ Post

NZDF YDU, Youth Development Unit

Optimal Workshop

Orion Group

Paymark Limited Pernod Ricard

Port of Tauranga Limited

Powerco

 ${\bf Price water house Coopers}$

PSA

Pure Concepts

Raygun

Retirement Commission

Russell McVeagh

Sea Life Kelly Tarlton's Aquarium

Serko

Sharesies

Silver Fern Farms Limited

Silverstripe Limited Simpson Grierson

Sky Network Television Limited

Springload

St Margaret's College

Stripe

Summerset Group Holdings

Limited

Taumata Arowai

TBWA

The Settlement Co Working

Timberland

Total Group - Phillip Morris Total

Property Services

Two Degrees Mobile Limited

WellingtonNZ

Westland District Library

Weta Workshop Xero Limited

Yealands Wine Group

Yellow

Z Energy Limited

ZX Security

That's a wrap

Heading into 2023, we are looking forward to an exciting year where we will focus our efforts on growth, social impact, and enhancing our partner experience.

To grow and have a greater social impact, we need more corporate Impact Partners. We currently have a waitlist of around 40 youth and community organisations who want to partner with us, but we can't take them on board until we have more Impact partners. If you know a business that might be interested in partnering with us, let us know!

We will also focus on enhancing our partner experience for both Impact and Give partners through improvements to our processes, with the goal of making engaging with Dignity a seamless and easy experience for all.

Lastly, and most importantly, we remain focused and committed to our mission of creating period equity here in Aotearoa, both in workplaces and public spaces, as well as in our local communities, for people without access.

Thank you for being a part of Dignity. We are eternally grateful for our Impact Partners, who support our mission and enable us to have a profound impact on the daily lives of people across Aotearoa.

The Dignity Team





Delivering Period Equity

DIGNITYNZ.COM