

Dignity.

# 2023 Impact Report



# Intro

As we reflect on a year of advancing period equity in Aotearoa, this Impact Report celebrates our shared achievements.

With a huge milestone of over 1 million period products gifted to people without access and innovative partnerships forged, we've taken significant steps towards equity, inclusivity and sustainability.

We are grateful for the support of our partners, whose generosity is crucial in our mission. Together, we've made strides in normalizing period products in workplaces and giving free period products to people in need, moving closer to a society where period equity is a reality for everyone.

Looking ahead, we're inspired to continue our work, facing challenges with optimism. Thank you to all our partners for your commitment to a more equitable Aotearoa.



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# About Dignity



Dignity’s mission is to make period products accessible to everyone who needs them, so no one misses out on work, education, sport, or anything else in life.

**VALUES:**



**Social Impact:** Our commitment goes beyond workplaces; it’s about creating positive change. We actively work to eradicate period poverty and advocate for menstrual equity. Every step we take is aimed at making a tangible difference in communities.

**DIVERSITY AND INCLUSION:**



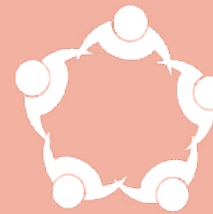
Embracing and celebrating inclusion is at the heart of what we do. We are committed to creating environments where every person feels respected, valued, and heard, regardless of their background.

## SUSTAINABILITY:



Dignity recertified as a Carbon Positive organisation, with our Sustainability partner EKOS, for 2023. We recognize our responsibility now and for future generations. Our commitment to sustainability is reflected in every product we offer and every decision we make. We strive for sustainable solutions that reduce our environmental impact.

## EXCELLENCE IN WORKPLACE WELLNESS:



We are dedicated to raising the bar for wellness in corporate settings. Our focus is on delivering exceptional quality in our products and services, ensuring that every workplace we partner with becomes more equitable.

# Theory of Change



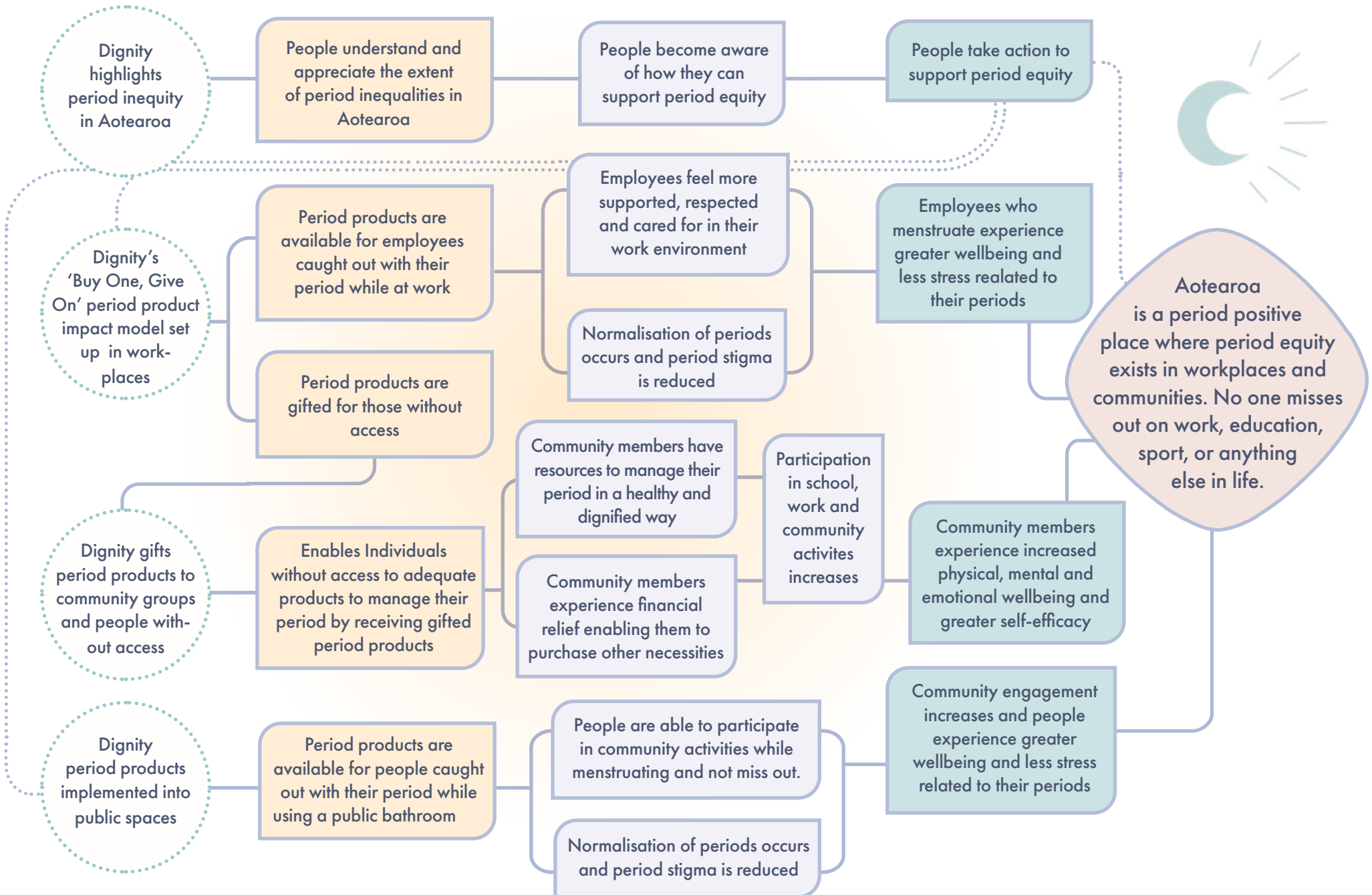
*Theory of Change is a methodology used by companies for planning, participation, adaptive management, and evaluation to promote social change.*

Activities

Short term outcomes

Medium term outcomes

Long term outcomes







# 2023 Highlights

# 1 Million!



We're proud to share that we've gifted over 1,000,000 period products to people in need, and we couldn't have done it without you. Over 1 million products gifted is not just a number; it's a testament to our joint, unwavering commitment to ensuring no one in Aotearoa misses out on life's opportunities because of their period.

# Refreshed Brand & Website



We also unveiled a refreshed brand and website in 2023, further establishing Dignity as leader in creating period equity in Aotearoa. This redesign enhances accessibility and embodies our values of inclusivity, impact and sustainability, ensuring our mission resonates with our partners and community. We also hope it will help to amplify and communicate our story and our impact and help us to continue to grow going forward.

# Gold Awards



We are thrilled to share that Dignity has been honored with winning the 'Emerging Gold - Products' award at this year's prestigious Wellington Gold Business Awards. This award reinforces our belief that we can make a genuine impact to the lives of many and that doing good in business, is good for business.

# FIFA Event



We had the pleasure of partnering with FIFA Women's World Cup Australia & New Zealand 2023™ and Tataki Auckland, speaking at the Hine o Te Kura Symposium – the event was part of FIFA Women's World Cup leverage legacy program. Its purpose was to help to break down menstrual equity barriers to participation in sport and education.

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# Impact by numbers

## Impact by Numbers

|  |                  |
|--|------------------|
| Total boxes of products gifted in 2023   | <b>18,136</b>    |
| Total AWWA gifted in 2023                | <b>1,884</b>     |
| Total cups gifted in 2023                | <b>202</b>       |
| Total individual products gifted 2023    | <b>254,377</b>   |
| Total individual products gifted to date | <b>1,039,946</b> |

## Impact Partners

Total to date | **146**

## Give Partners

Total to date | **236**

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# Impact by stories



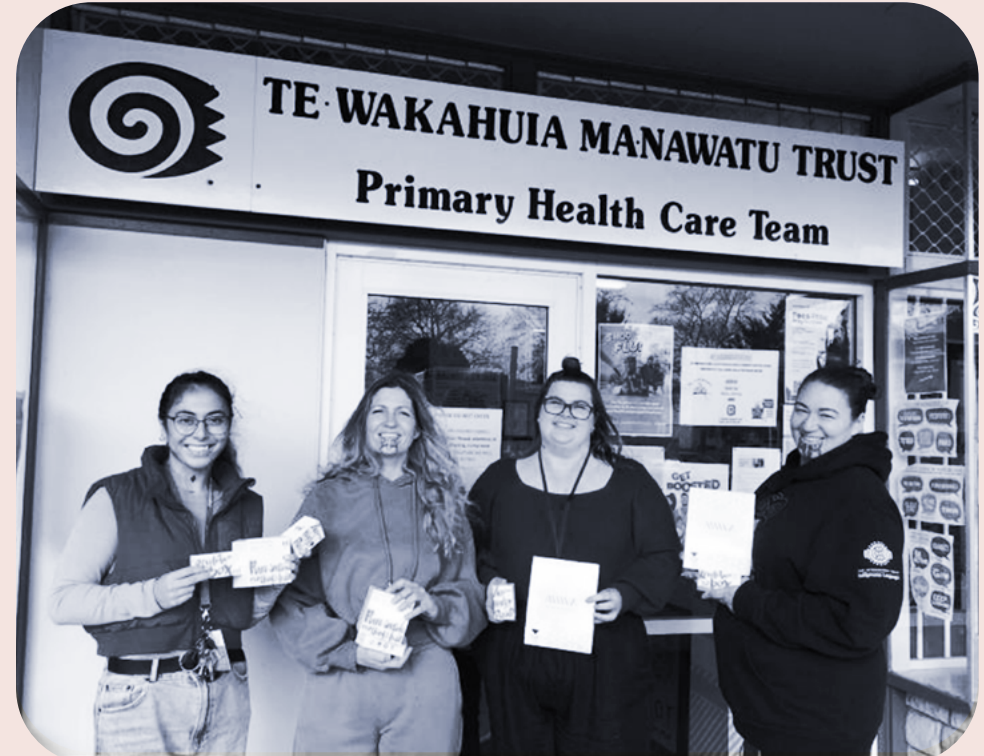
Te Wakahuia Manawatu Trust,  
Hauora, Nau Mai Haere Mai

# Te Wakahuia Manawatū

Situated in the heart of Palmerston North, the Te Wakahuia Manawatū Trust stands as a pivotal figure in providing health and social services that cater specifically to the needs and well-being of Māori communities.

Established to bring local, culturally-sensitive care into the forefront, this Trust has developed a comprehensive approach to health that spans physical, spiritual, social, and emotional aspects, ensuring that services are both accessible and deeply resonant with Māori values and practices. "Working together with Dignity has had a profound impact on the girls'

confidence and overall well-being, allowing them to embrace their menstrual cycles with dignity and pride." Through its fruitful partnership with Dignity NZ, Te Wakahuia has been able to extend its reach and impact by incorporating free period products into its array of services. This collaboration shines brightly within the Hine Puawai Programme, an innovative and nurturing initiative



designed for young Māori women, which emphasizes the importance of understanding and embracing menstrual health within the context of Māori traditions and cultural significance. The Trust's commitment to fostering environments where participants can discuss and learn about menstrual health openly has led to the establishment of programs like the Whānau Wānanga, further

enhancing community engagement and support for young women. This holistic approach to health and wellness, enriched by the availability of period products, has significantly contributed to strengthening community bonds, enhancing individual confidence, and challenging menstrual stigma in meaningful and lasting ways.



# Waitara Foodbank - Pataka Kai

The Waitara Foodbank - Pataka Kai, serving the Taranaki region, has become an indispensable resource for the community, providing emergency food parcels and period products with a vision to combat hunger and foster resilience.

“Since receiving in particular the AWWA underwear from Dignity, the requests for other period products has lessened.” This initiative, particularly through the distribution of reusable period products like AWWA period underwear, has transformed the way the foodbank supports its clients, offering sustainable solutions that extend beyond immediate needs. The introduction of these products has not only reduced the demand for disposable period products but also lightened the financial load on families, marking a significant shift towards eco-friendly and cost-effective

menstrual care. By normalizing the provision and conversation around menstrual health, the foodbank has created a welcoming and stigma-free environment, encouraging open discussions and support for all, including elderly caregivers adjusting to new roles as providers of menstrual products. This

adaptive approach demonstrates a commitment to not just feeding bodies but also nurturing confidence and dignity within the community, making menstrual health an integral part of their mission to provide comprehensive support.







# Kindred Family Services

Kindred Family Services, located in Auckland, delivers a wide range of social services designed to empower and support individuals across a large and diverse geographical area.

Their mission to help people reach their full potential is exemplified through the provision of Dignity period products, which has opened new avenues for addressing menstrual health accessibly. "Feedback from one of the college students has identified that her attendance has improved... AWWA period underwear

has given her confidence to go to school during her Ikura/period." By making these products available from Dignity, Kindred Family Services has effectively addressed a crucial area of need, promoting period autonomy and the benefits of reusable period products among students and post-partum mothers. This strategic

inclusion has had a pronounced impact on various aspects of the community's life, from improving school attendance for students to providing comfort and confidence to post-partum mothers dealing with pelvic muscle weakness. The success of this initiative underscores the importance of understanding and meeting the specific needs of

women and girls, demonstrating how targeted support can lead to significant improvements in their quality of life and well-being.



# Turangi Foodbank

The Turangi Foodbank, operating in the Waikato region, is a charitable trust dedicated to alleviating hardship and addressing the root causes of poverty within the community.

By integrating Dignity period products into their offerings, the foodbank has made a profound impact on the lives of women in the community, allowing them to access essential menstrual products that were often deemed unaffordable and, thus, neglected. "The benefits of receiving Dignity period products have been extremely beneficial to the women of our community." This initiative has not only provided immediate relief and support but has also facilitated a broader discussion on menstrual health, contributing to a shift in how menstrual products are viewed and accessed in the community.

The positive feedback received from beneficiaries highlights the significant difference these products make, underscoring the foodbank's role in not just addressing immediate needs but also in promoting health, dignity, and well-being among those they serve. Through this effort, the foodbank demonstrates a comprehensive approach to support, recognizing the importance of catering to all aspects of individual and community health.

# Give Partner Quotes

*The best part about partnering with Dignity is that our at risk and marginalized rangatahi, have access to menstrual products without worrying how to pay for them*

**HOKONUI RUNANGA-TE  
WHANAU KAI MIRO ALTERNATIVE  
EDUCATION UNIT**

*Partnering with Dignity, means we are being able to promote periods as normal and break the stigma of not talking about them. Giving our māmā the option of products at no cost*

**TE TAIWHENUA  
O HERETAUNGA**

*We have had girls using newspaper, toilet paper and some not going to school. The support from Dignity has made a big impact on our community.*

**TE WAKAHUIA  
MANAWATU TRUST**

*The best thing is knowing the people who need dignity products in our community, whether it be because they have been caught out in town without any products on them, they are homeless, or they are in a place where they can't afford any, that they are still able to cover this basic necessity.*

**GREY DISTRICT LIBRARY**

# Give Partner Quotes

*The best part of partnering with Dignity is that our tangata whaiora have access and choice to resources. A working partnership where we can support the hāpori and be agents of change when it comes to our environment.*

**PURAPURA WHETU TRUST**

*I love working with Dignity because they are another organization who wholeheartedly follows their vision. Having dignity products means we can redirect funds to where we need it most, while supplying much needed great quality period products as well.*

**WAITARA FOODBANK  
PATAKA KAI**

*Thank you so much, we really appreciate this programme and the partnership. Also, thank you for changing your language to be inclusive. That is really important and we've had demand for period products in men's toilets. This is such a wonderful resource to be able to offer to our public.*

**PALMERSTON NORTH  
CITY LIBRARY**

# Impact partners



# One NZ Ltd



**One NZ Ltd embarked on a partnership with Dignity driven by its foundational commitment to creating an inclusive and supportive environment for all its employees.**

The decision was rooted in the company's broader objectives to support the well-being of its workforce and to extend its impact into the community it serves. The positive reception from the staff upon the rollout of the Dignity initiative underscored the alignment between the company's values and the need for such a program. Employees expressed appreciation for the access to period products, highlighting how such initiatives are essential in promoting a culture of care and support within the workplace.

The company's engagement with the Buy One Give One model showcased its dedication to making a tangible difference not just within its own walls but also in the wider

community. This approach was particularly satisfying for One NZ Ltd, as it resonated with their ethos of giving back and supporting those in need. The smooth implementation of the Dignity program, without any significant challenges, demonstrated the company's commitment and readiness to adopt initiatives that contribute positively to employee well-being and societal change. One NZ Ltd advocates strongly for other businesses to partner with Dignity, emphasizing the initiative's role in enhancing workplace inclusivity, supporting community well-being, and driving forward the agenda of corporate social responsibility.

# PwC New Zealand



PwC New Zealand’s affiliation with Dignity was motivated by a desire to address and normalise conversations around menstrual health in the workplace. This initiative aligns with PwC’s core values, particularly the emphasis on care, inclusivity, and support for their staff.

The rollout of the Dignity initiative was warmly received, with employees sharing stories of relief and the positive impact of having access to period products at work. This feedback highlights the program’s success in creating a more supportive and understanding workplace environment. The Buy One Give One model is a powerful tool that helps PwC

New Zealand extend their impact beyond the corporate environment, enabling them to contribute to addressing period poverty in their community. The process of introducing the Dignity initiative, although initially challenging in terms of raising awareness, ultimately led to a positive shift in the company culture regarding menstrual health.



# Westpac



Westpac NZ partnered with Dignity to help reduce period inequity through the Buy One Give One model, and to create a more comfortable and inclusive workplace by providing high quality period products for staff in their branch and office bathrooms.

The initiative was unanimously supported by the leadership team. Staffwide communication about the initiative received overwhelmingly positive feedback as the bank demonstrated its dedication to fostering a workplace culture that prioritises inclusion, diversity, and wellbeing, as well as its support for communities through Dignity. Westpac is pleased to be working

with Dignity on this initiative, saying the organisation has been a personable, responsive and engaged partner to work alongside. The bank has shared they are appreciative to Dignity for offering an approach that allows large organisations to have a meaningful impact on tackling period inequity.





# Sustainability

# Partners - Oi & AWWA

All of our period products are made from organic and sustainable materials that are good for both people and the environment. We wouldn't be able to do this without our amazing partners - Oi and AWWA.

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 period underwear are made of natural, organic and recycled fibers. 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 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**

# Sustainability - Impact by the numbers

|                       | <b>AWWA GIFTED</b> | <b>CUPS GIFTED</b> | <b>TOTAL REUSABLES</b> | <b>DISPOSABLE PRODUCTS DIVERTED FROM LAND-FILL OVER 1 YEAR</b><br>(assumes one person uses 20 per month) | <b>KILOGRAMS SYNTHETIC / PLASTIC MATERIAL DIVERTED FROM LANDFILL</b> |
|-----------------------|--------------------|--------------------|------------------------|--|--|
| <b>2023</b>           | 1884               | 202                | 2086                   | 274560   | 3.31   |
| <b>2022</b>           | 2620               | 844                | 3464                   | 516960   | 6.22   |
| <b>Up to Dec 2021</b> | 4743               | 940                | 5683                   | 794760   | 9.57   |
| <b>Total to date</b>  | <b>9247</b>        | <b>1986</b>        | <b>11233</b>           | <b>1586280</b>   | <b>19.10</b>   |

# United Nations Sustainable Development Goals



Our goal is to eradicate and research period poverty in New Zealand and then into the Pacific Islands. The work we do relates directly to **Sustainable Development Goals 4, 5, 10 and 15**

# Dignity People & Culture

## 1. Workplace Well-being

In January 2023, Dignity combined our office and warehouse spaces and moved into a new coworking space in Rongotai. We share the space with like minded companies including Kaicycle, Non Stop Solutions and Organic Waste Management. The new space fosters collaboration, creativity, and comfort, reflecting our commitment to a positive work environment.

## 2. Professional Development

In 2023, we refreshed our professional development framework, introducing more structure and expanding opportunities for our employees' growth and advancement, reflecting our commitment to nurturing talent and fostering a culture of continuous learning.



## 3. Commitment to Fair and Ethical Practices

Dignity's certification as a Living Wage employer, continues to demonstrate a commitment to fair compensation and the financial well-being of employees, reinforcing the ethical standards and values at the core of Dignity's operations.

# Wrap up - Lisa

As we reflect on the chapter of 2023, Dignity's progress in period care and equity in Aotearoa stand as a something we can all be proud of, through our collective impact.

Reaching a milestone of over 1 million period products gifted, is a highlight among our many achievements, including prestigious awards and new impact and give partnerships. Our refreshed brand and website reflect our evolving commitment to inclusivity and sustainability, positioning us as leaders in our field. This year's progress is a stepping stone towards a future where period equity is not just a goal but a reality. We are grateful for the

support and partnership of our community, which fuels our mission and drives us forward. As we look ahead, we are inspired and ready to tackle the challenges that lie ahead, continuing to make a significant impact. Thank you to everyone who has joined us on this journey. Together, we are creating a more equitable and sustainable future, one period product at a time.

