

DIGNITY

2017/2018

IMPACT REPORT

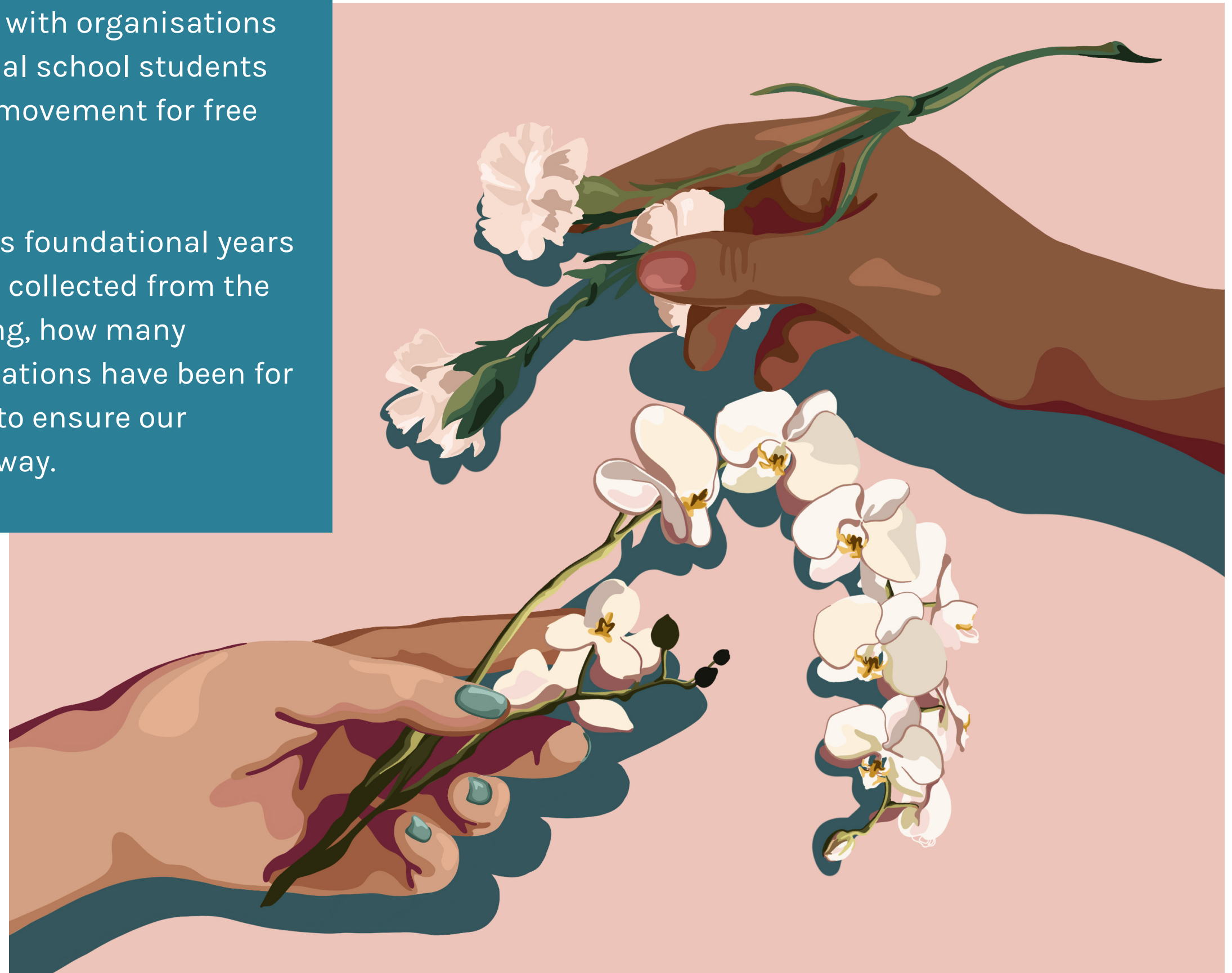


Introduction

Dignity is a Buy-One Give-One initiative, which partners with organisations to provide free sanitary items to both their staff and local school students in New Zealand. Dignity's overall mission is to create a movement for free sanitary items for all women in New Zealand.

This Impact report summarises Dignity's growth over its foundational years and the combined impact achieved. Feedback has been collected from the schools to get a snapshot of how the initiative is working, how many students we are supporting and how important the donations have been for the students impacted. Receiving feedback enables us to ensure our initiative is assisting our schools in the most effective way.

This report will be sent to The Ministry for Women, The Ministry for Health and The Ministry for Education as part of a wider conversation into period poverty research with the aim to help systematically eliminate period poverty in New Zealand.





As we continue on with our journey at two years in this impact report has helped us highlight our impact, uncover the issue of period poverty in New Zealand and create further awareness.

This report was both hard to write and encouraging as the sustainability of the initiative and donations we are giving are starting to create significant benefits in the community.

We value your continued support for the Dignity initiative and we hope you feel proud to be a part of this growing movement and impact in New Zealand.

Warm Regards,

**Jacinta
Gulasekharam**

CO-FOUNDER/GENERAL MANAGER

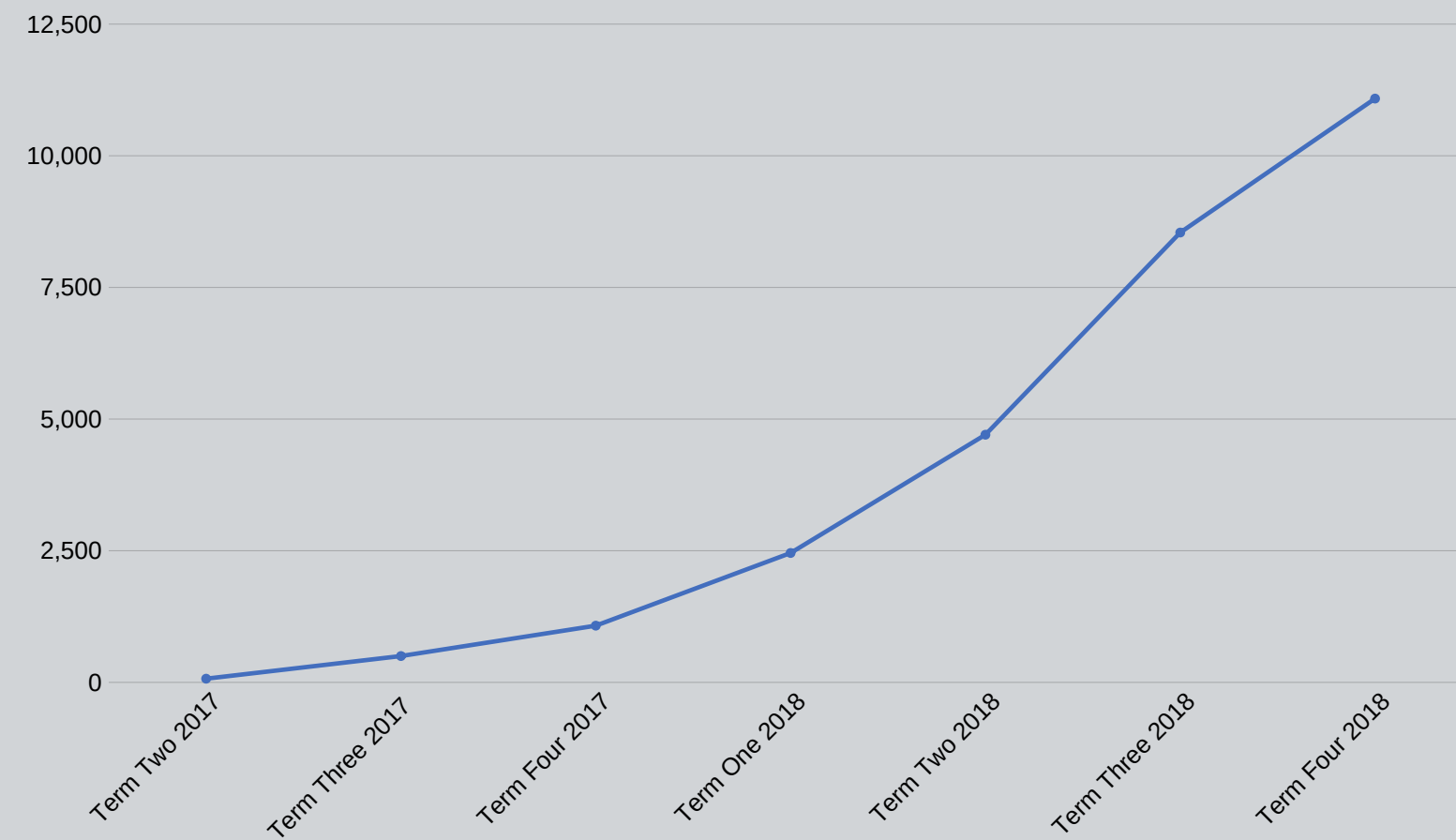
**Miranda
Hitchings**

CO-FOUNDER/STRATEGIC ADVISOR

The Past Two Years

Through providing free sanitary items, the Dignity initiative is having a direct impacts on students being able to attend school and feel supported through their periods.

At the beginning of our journey in May 2017, Flick Electric purchased 10 boxes and Miranda drove to our first local school to give away our first 10 boxes. Since then we have seen tremendous growth as seen in the graph below.




Number of
Schools
supported
50

11,086
Boxes given
away

Number of
students with
access
13,445





“As a low decile school the donation of sanitary products has been enormously appreciated by the approximately 10 students who usually need to take time off when they have their period. They also helped a further 25 students who were caught short or had no means of getting products in a particular cycle.

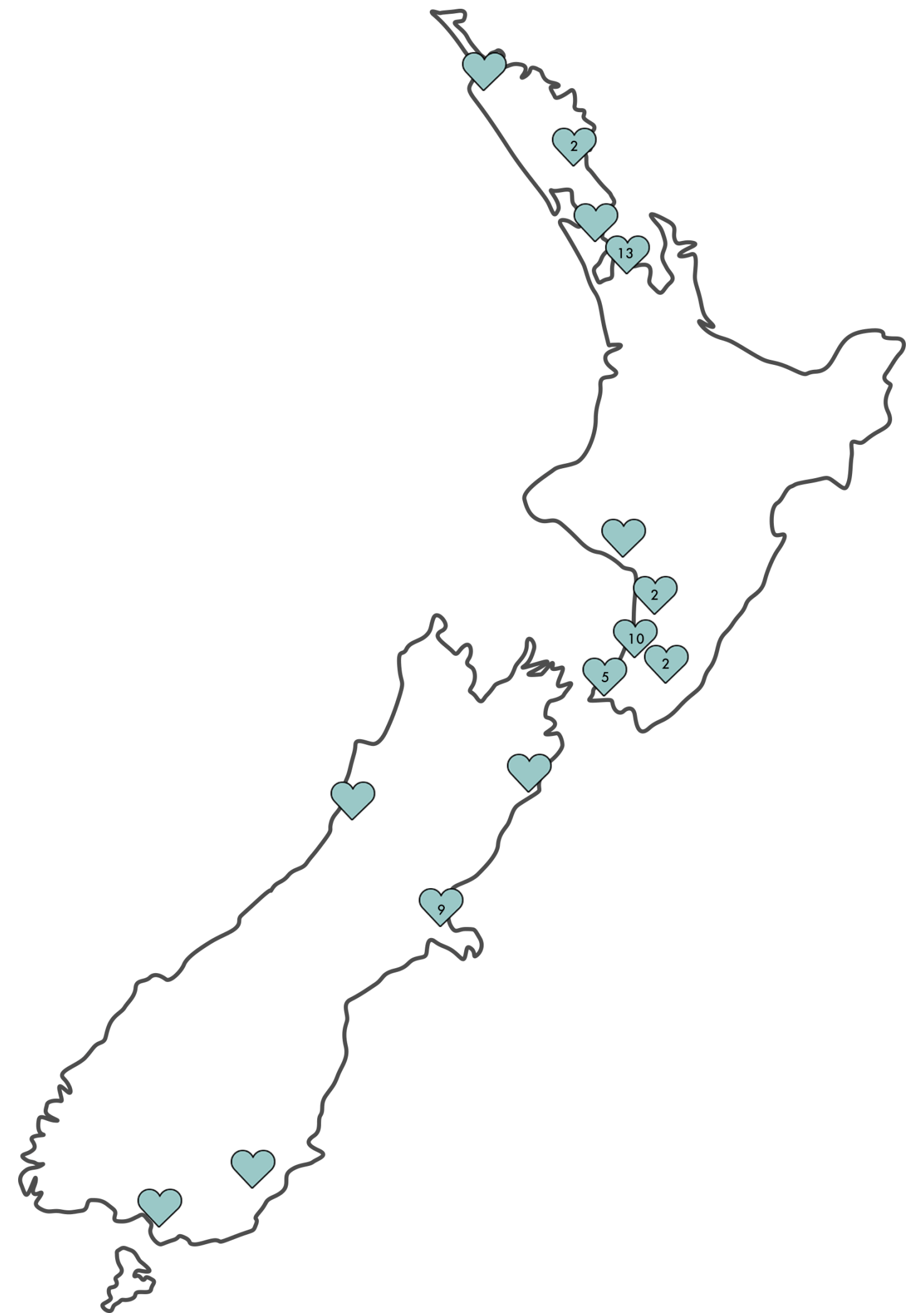
For myself as a Head of House (who has doled them out) I have found the donations to be very helpful and extremely well received and in many cases necessary. I also appreciate no longer having to purchase for students myself.”

- Quote from Term 2 Impact Report Survey 2018

Locations

Dignity has grown from a local initiative supporting a few schools in the Wellington region to now having a nationwide distribution of schools from Northland to Southland of which we send donations of sanitary items each term. These schools include regions such as Auckland, Wellington, Christchurch and Northland.

In the past two years we've moved from hand delivering the items to each schools (as shown in picture below) to having a storage unit, Operations Manager and courier company relationship. With the usage of diesel couriers we have chosen to offset these emissions alongside others including flights and waste using the Ekos carbon neutral programme.





Team and Operating Ethically

The Dignity team was started by co-founders Jacinta and Miranda in 2017. From there as the initiative has grown further we had brought on two new team members.

Hester joined the team in March 2018 as our Operations Manager, organising our supply chain that needed some improving.

Sophie came on board as our Marketing and Communications to help us tell the Dignity story better through our website and social media channels.

We are proud to operate as an ethical business and have made several steps during our journey to achieve this including being a Living Wage accredited employer, an accredited Social Enterprise, a member of the Sustainable Business Network as well as partnering with a New Zealand organic sanitary item supplier.



Thank you to our corporate partners



St John



Russell
McLeagh



yellow[®]



New Zealand Post



Awards and Media

From our first article in the New Zealand Herald in early 2017 we've been lucky enough to be able to share our story and increase the awareness regarding period poverty in New Zealand in publications such as The Spinoff, OneNews, Stuff, and Next Magazine.

Alongside these media appearances, we've had the honour of being recognised for our efforts as a finalist for the Women of Influence awards 2018 in the Young Leader category and as a Semi-Finalist for KiwiBank Community Initiative of the Year 2018.

These awards and media pieces are bonuses to help us spread awareness of the impact of period poverty and how our business model has been one way to help combat a complex issue.





Speaking Events

We've have been able to share the Dignity journey to many businesses and groups across New Zealand.

Pictured left is a presentation given to TradeMe in early 2018.

In sharing our story from a startup based in a flat in Kelburn where we hand delivered our orders to having an employed team of four with an office space, creating these slides and telling our journey is such a reflective time for us. Each presentation is special and we love that each talk has different takeaways each time.

Other speaking events we've been lucky to have include:

- Sustainable Business Network Homegrown Conference
- Southern Government Women's Network Suffrage 125 event
- Viclink Entrepreneurial Bootcamp fireside chat
- Russell McVeagh Breakfast Club
- Rotaract Wellington
- Festival for the Future Social Enterprise Panel
- TWICE podcast
- Commonwealth Youth: Common Leaders' Day

Period Poverty

Recently, growing media attention discussing the issue of period poverty in New Zealand indicated the need for further research. The Dignity quarterly school research report provided an opportunity for schools to share their solutions and opinions on period poverty, as well the impact of Dignity on students.

This research feeds into the wider work we are doing to bring our findings to government officials and media with the aim to inform wider, systemic change. The key contacts who participated in this research included nurses, principals and counsellors who are also the frontline staff supporting New Zealand students tackle the implications of period poverty.



Key Findings on Period Poverty

Generally, schools consider period poverty to be the inability to access sanitary items. The key barrier to period poverty is financial, however in some instances cultural and social situations may exacerbate the lack of access.

Many schools believe a government lead, community involved initiative to reduce or remove the cost of sanitary items would be beneficial in finding a sustainable solution to period poverty.

Schools noted many implications of period poverty, including:

- Social embarrassment, stress and reduced self-esteem.
- Exacerbating inter-generational poverty, and other social and gender issues.
- Make-shifting items out of ineffectual products such as toilet paper, increasing the risk of accidents and public bleeding.
- Increased workload from missing school and dealing with the stress associated to 'catching up'.
- Missing out on education, school sports and social activities during days when students have their period.

Women, Wellbeing and the Workplace

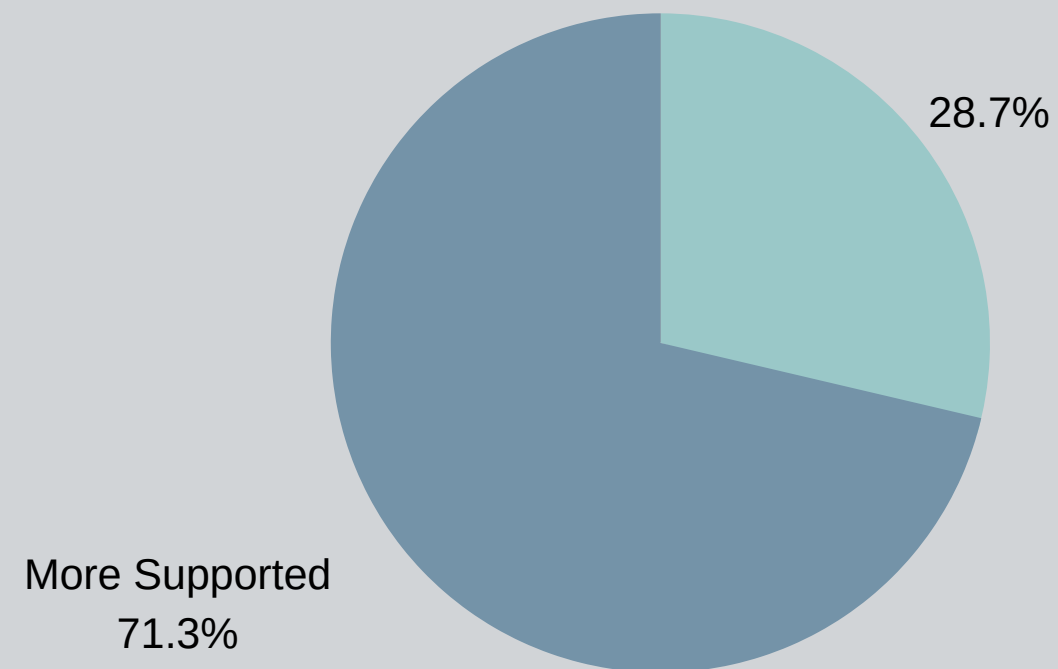
Our corporate partners that support the Dignity initiative find that on average their staff feel **85% more personally supported** in the workplace. By having sanitary items provided and acknowledging period in lives of their employees, Dignity is a tangible well-being and diversity initiative.

We surveyed 448 women that have access to Dignity at their workplace.

“I'm so impressed by this initiative. I've told all my friends about it, makes me proud to work here”

Sometimes when I get my period, I might not have access to sanitary items at that point in time (very common). If that happens, I'll be very self-conscious. Dignity is such a huge life saver to help relieve the stress from those situations”

Please signify if having Dignity at work makes you feel more personally supported.



2019 Focus

Two years into our journey and we are determined to reach more schools in 2019.

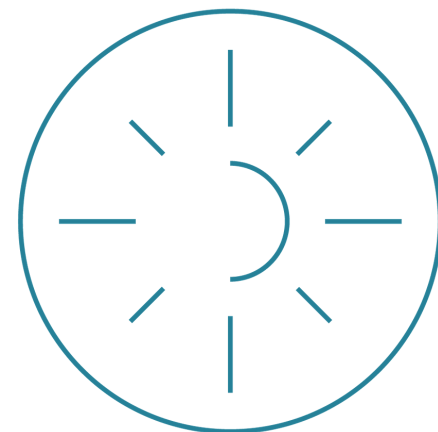
As Dignity evolves we are looking to expand our beneficiary base as well as advocate or free sanitary items in schools. This has been a growing trend in the UK as Britain, Wales and Scotland have supported sanitary products to be freely available.

Dignity regularly meets with the Ministry of Women, Ministry of Education and other Period Poverty groups such as KidsCan, I Am Eva, The Period Place, and The Wā Collective to collaborate on innovative solutions as a period industry.

We feel proud to be a part of this growing movement and impact in New Zealand.

Contact us if you have any questions regarding this report, by emailing: hello@dignitynz.com.

Our website contains the most up-to-date information regarding the total amount Dignity has given-away. As well as the total number of schools and organisations we currently support.



D I G N I T Y

Creating a movement for free sanitary items for all women in New Zealand

 Dignity4all

 _dignitynz

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 dignity.com