

Aunt Flow Media Kit



Problem: In the United States, more than 16 million women lived in poverty last year. Tampons and pads are not covered by the WIC program or food stamps. When budgets are tight, menstruators, families, and shelters conclude that food takes precedence over basic menstrual products. Often, people resort to using rags, socks, and plastic bags to stop the flow.

Solution: Aunt Flow is a buy-one, give-one subscription box for 100% cotton tampons and pads. Humans can go online, select a box of 18 pieces, and have it delivered to their doors. For every box purchased, the person can select one of our featured organizations to receive their 'give-one box.' Taking care of your flow, takes care of their flow.

About the Founder: Claire Coder, Age 19

Never did I think that I was going to be talking about menstruation for a living. When I was younger, I dreamed of being a princess. In some ways, I am living that dream. I wear an invisible tampon tiara, I wave around a magical pad, and I eat a lot of food. In my Perfect Period Palace, everyone has access to tampons and pads.

Even though I lived in a fantasy world growing up, my mom never shied away from sharing with me the realities of life. As an art therapist, she frequently dealt with menstruating clients struggling with basic needs. She explained that the women she served often wore plastic bags and multiple layers of clothing when on their periods; it was easier to soil garments than to get a tampon. I didn't understand why.

Now 19 years old, I have come to realize that tampons and pads aren't covered by food stamps, the WIC program, and in most states they are taxed. Not having a tampon or pad is a horrible situation. EVERY menstruator can attest to this. I wanted to create a sustainable solution for this problem, so Aunt Flow came to town. I personally understand the burdens of a period and I want to make it as pleasurable as possible, for every human.

Flow Facts

Based in Columbus, Ohio
Launched sales
November 20, 2016
Raised \$40,000 via competitions
and crowdfunding

Twitter, Facebook, Instagram
@GoAuntFlow
auntflow.org

Founder's Quotes

"If you are starting a business to make money, you are doing it for the wrong reasons."

"I picked coral for the logo and brand because I think I look better in coral rather than red."

"No topic should ever be off-limits. We need to learn to understand that people will always have varying opinions. We must respect this. But just because you don't agree with someone, doesn't mean you should shy away from conversation."

"Never did I think I would grow up to talk about periods for a living."

"For me, success is not a college degree, it is how comfortably you can talk about tampons."

"I understand that tampons won't solve poverty, but ensuring humans have access to their basic needs is a start. We need to start somewhere, so why not "down there"?"

"Starting a company is hard. Starting a company that only half the population can truly relate to is even harder. Starting a company surrounding something that no one wants to talk about is f*cking difficult."

"I want to be that girl that other entrepreneurs point to when explaining to their parents that they can be successful without a college degree."

Registered Trademarks

Aunt Flow

Taking care of your flow, takes care of her flow.

Don't be self conscious about being socially conscious.

People helping people. Period.

Period Party

Menstruation Nation

High Quality Photos

https://www.dropbox.com/sh/0pnzpsa4mow5ieo/AADP_Rix1I5Q7mHSZK3LyYUha?dl=0

Example Write Up: Every Ella

<http://everyella.com/blog/2016/9/15/meet-claire-coder>

Claire Coder isn't your typical 19-year-old and that's what we love about her! After one semester at The Ohio State University, she decided college wasn't for her and left to pursue her passion project, a social enterprise called Aunt Flow. Claire's mission is to create a sustainable solution that provides menstrual hygiene products to women in need. People helping people. Period.

Every Ella: Tell us a bit about yourself.

Claire Coder: Grew up in Toledo, Ohio. (Shout out to the 419) After high school I was convinced that college was the only way to success, so I went to The Ohio State University. One semester in as a Comparative Religious Studies major, I decided that college was really not for me. Thus, I dropped out to work on Aunt Flow full time.

You're in the process of starting your own social enterprise. What is Aunt Flow?

Aunt Flow is a buy-one, give-one subscription box for 100% cotton tampons and pads. Women (and men!) can go online, customize a box of 18 pieces, have it delivered to their doors monthly, and select one of our rotating charities to receive her 'give-one' box. Essentially, taking care of your flow, takes care of her flow.

How did you come up with the idea?

I was at a Columbus StartUp weekend November 2015, and all I could think about were my cramps. The period pains reminded me of how my mom would share with me that many of her clients (she is an art therapist) would come to group wearing multiple layers of clothing or plastic bags to stop the flow.

I didn't understand why women who are living at or below the poverty line had such a hard time getting tampons and pads until I started doing some research.

Menstrual hygiene products aren't covered by WIC or food stamps and many organizations do not have budget line items for the necessary items. I was tired of donating money/tampons, so at the StartUp weekend I pitched the idea to create a sustainable solution to the need. Thus Aunt Flow begun.

Why are you so passionate about this issue?

It sucks to be on my period. My cramps are terrible and I have an ungodly heavy flow. I cannot even imagine what it is like to not have the comfort of a heating pad, or even worse, not having a tampon when Aunt Flow comes to visit. But many women live without either.

I created this social enterprise to provide women the dignity they deserve, lessen the taboo surrounding menstruation, and make sure that we have the comfort and security we need when Aunt Flow is in town.

What has been the biggest challenge you've faced so far?

Starting a company is hard. Starting a company that only half the population can truly relate to is even harder. Starting a company surrounding something that no one wants to talk about is f*cking difficult.

What has been the most rewarding part of launching this new endeavor?

My dream is to be on Ellen and I know that this company will put me in a position to meet her and be on her show.

How can someone get involved or help Aunt Flow?

Stay tuned! Follow us on Insta, Facebook, and Twitter @GoAuntFlow Pre-sales will be launching October 20, 2016 so make sure to sign up for our email list on our website to get updates and special deals!

What are your dreams for the future?

I hope that one day, every bathroom in the United States will have tampons and pads and no woman will ever have to shove a dirty sock in her vag to stop the flow. Also, is it too much to mention again that my dream is to be on Ellen?

What do you do for fun?

TALK ABOUT TAMPONS.

I truly love quizzing guys on how they think a tampon is inserted. Their reactions are priceless.

What's one piece of advice you would like to give other girls?

Never EVER start a business simply to make money. Start a business out of passion and the money will come. Accept that you will be challenged and flow forward.