



IMPACT REPORT 2022

social enterprise of the year!

5 YEARS OF REVOLUTIONISING PERIODS...

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we revolutionise periods...



We exist to reduce period poverty, promote period positivity, and help anyone in need to stay healthy and well. Our support is completely free of charge and never means-tested!

Hey! We're the only social enterprise that donates 100% of our profit to funding the fight to eradicate period poverty and lobby for period equality. We are the only company in the world to match products exactly as donations - you buy one, we donate one.

As Social Enterprise Of The Year, we break records, boundaries, and bias when it comes to periods to ensure everyone has access to sustainable products and inclusive education for free!

From a kitchen table start-up to a multi-award-winning operation, our products, services and passionate team have won more awards than any other social enterprise, recognised globally as the sustainable social enterprise to look out for.

Our no-nonsense approach to improving period equality for everyone saw us play a key role in changing laws in Scotland and England, becoming the first social enterprise to receive recognition at COP26.

With customers like Heathrow Airport, Network Rail, Anglian Water and the NHS, we're breaking down barriers for workplaces and councils, aiding compliance with environmental sustainability goals reporting for huge organisations.

Long-lasting relationships with service industry giants Lyreco, Mitie and CBRE, to name a few, proves that social enterprise suppliers can keep up with the competition, deliver social impact and even do it better.



visit: www.heygirls.co.uk
follow: Hey Girls (LinkedIn)

Scan here to learn more about our mission and values:



we collaborate...



30 MILLION
DONATIONS



300 COMMUNITY
PARTNERS



BUILDING A
COMMUNITY



PEOPLE OVER
PROFIT



WELCOME CHRISSIE!

Chrissie joined our team in Diss, working solidly on getting donations out the door!

ALL ABOARD NI AND WALES!

We have seen a rise in community partners in Northern Ireland and Wales as they embark on implementing their free period provision bill.

Image: Canongate Youth



hey girls are proud to work with a network of 300 community partners...

During 2022, we saw a huge rise in our Community Partner Network, from 150 to 300. This is bittersweet for us to record: on one hand, it means Hey Girls products are helping so many more people up and down the UK, however, it also means that an increasing number of people are in need of these products, due to the cost of living crisis.

Throughout 2022 we noticed a significant change in the products our community partners were requesting as donations. When Hey Girls was established in 2018, approximately 90% of our donated products were disposable. But with constant product development and education, we have seen a huge rise in reusable products being a normal way to manage menstruation.

Not only does this have a significant positive impact on our environment, but it can massively improve user satisfaction too. We have also had feedback from our communities that using a reusable product, such as period pants, has helped massively with heavy bleeding, making them a go to in the endometriosis world.



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Scan here to learn more about our community partners and donations:



we empower...

IN THIS TOGETHER...

We encourage community partners working on the front line to support each other with what works well and what doesn't.



Image: our community partner Aditi



BEYOND THE BASICS

We make sure our partners have a good understanding of period-related issues they might need to support their communities with, such as endometriosis, PMDD and menopause.

HEY TINA!



Tina, Freedom4Girls

In 2022, we hosted 3 “Lunch & Learn” events: networking opportunities where our community partners come together to support each other...



We enjoy welcoming community partners across the UK to make connections and voice any concerns or worries they have. In addition, we often invite guest speakers, including Tina from Freedom4Girls, to talk about topics surrounding access to period products. We use these sessions as a “good practice guide”, encouraging partners to ensure their communities have access to barrier free period products.

We educate on reusable period products, making sure that partners can empower people to make the switch to a period product that will save them money, month on month, year on year. We have constant feedback from our community that not only can understanding your menstrual cycle make you take back control of your life, but build better relationships. Through our free, accessible period education...

We inspire conversations about menstruation, and constantly breaking down myths and taboos. We listen and act on any requests communities may have. We recently made a “point to” guide using pictures, so people who are unable to read English can select which product they would like to take, as our community partners informed us that would help with the service they offer.



we lobby for change...



COUNCILS

We work with 74 councils across the UK and counting...

Since the Period Products Act came into law for Scotland in August 2022, we have been working closely with almost every council in the country to help bring access to free period products into fruition. Our work towards period equality also stretches across councils in England, Wales and Northern Ireland, which are also seeking to bring period dignity to their local communities



Image credits: Getty

It is fantastic to have a partnership with Hey Girls that will be able to supply products to over 350 locations in the local area

Brian Borland, Community Participation Project Officer at South Lanarkshire Council



HOME PACKS

So far, we have distributed a total of over 1.7 million period products through this service.

After the success of the "home pack" initiative we launched during the pandemic in 2021, we have continued delivering high-quality period products directly to those who need them. Organisations such as Powys County Council, Denbighshire County Council, Belfast City Council, Fife Council, Falkirk Council, Edinburgh Council, Swansea University and Inverness College have all taken up the Hey Girls period Home Pack service.



Home pack bundle

Now, I don't need to worry about where I'm going to find that money every month and I am so grateful to both you and them for providing this service...

Anonymous Resident



we inspire change...



SCHOOLS

Hey Girls period education has gone global!

Our free educational lesson plans were downloaded by at least one educational body every single day of the year in 2022... globally! Our period education is being rolled out into international schools, with young people learning about period equality for all. Our lesson plans are specific to one topic at a time, whether you want to run a session about anatomy or play a game of Period Bingo.



Niamh with her First Period Kit

To receive this box from school made my daughter feel special and that people care. She said 'Isn't this amazing, Mum? It's made me feel so much more confident for when I start my period!'

Niamh and her Mum!



NHS

We work with over 30 NHS boards, supplying reusable products to medical staff across the UK.

Long shift patterns and limited product access can result in employees facing difficult situations while trying to take care of others. With support from Dr Rosie Baruah, we are committed to tackling access to period products for key workers and continue the conversation with the BBC about period products being 'a basic necessity'.



NHS staff

You'll be really busy, which then makes it difficult to eat, drink and wee in the right times and potentially you are running around the hospital and you are miles away from your bag.

Anonymous NHS Nurse



we walk the talk...



OUR TEAM CALL THE SHOTS!

We offer flexible working and 'school hours' to support parents returning to work. We encourage our team to have a strong work-life balance.



TEAM OF 30+ AND GROWING!



780 MILLION PRODUCTS SAVED FROM LANDFILL



SUPPORT WITH TRAINING AND DEVELOPMENT



RESPONSIBLY SOURCED PRODUCT INGREDIENTS

BEFORE...



THE RACE TO NET ZERO...

Image credits: FLS

AFTER!



As a social enterprise, we put people first. That includes our team too...

We have a long-term goal of becoming a 100% carbon-neutral company, and continue to support the restoration of degraded peatland habitats..

Everyone at Hey Girls is involved with delivering our objectives. We share the business numbers and importantly, we celebrate success, however big or small that success might be. We listen closely to each and every one of our employees, working to support their wellbeing and encourage exciting opportunities. We believe that work should revolve around life, not the other way around!

Hey Girls encourages opportunities to support local projects with shared values. In 2022, the primary way we did this is through our partnership with Nature.scot, which sees us donate a percentage of our profits. This money is used for the restoration of carbon-absorbing natural space, something which enables us to offset our carbon emissions.

The Peatlands for People project will continue habitat restoration while also raising awareness of these unique places for people and nature. A programme of habitat work will be delivered at sites across the Seven Lochs Wetland Park, involving local volunteers who will build dams, create ponds and increase awareness of ecological importance.



we bridge the gaps...

CIAO, NAMASTE,
HOLA, NEI HO!

UNIVERSAL LEARNING...

Each animation has the flexibility to be translated into 150 different languages, enabling people to learn regardless of where they live in the world.

TIME OF THE MONTH!

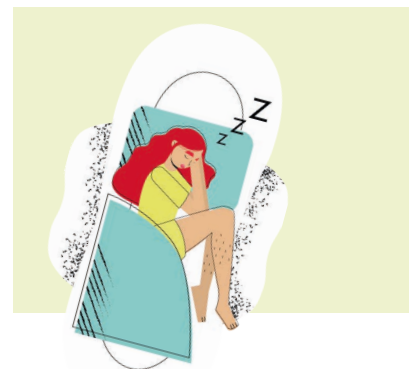
In 2022, we rebranded and expanded our Time of the Month educational resources in collaboration with Olivia Brinkley and University of Napier students.

At Hey Girls, we are committed to bridging the gap between the basic knowledge that is taught as part of school curriculums and the unspoken need-to-knows

Hey Girls strives for diversity, equality and complete inclusion in everything we do. People that experience periods come in all shapes, sizes and genders. So, with the help of talented students at Napier, Andrine Flogstad, Klaudia Kajewska and Lucas Denholm, we designed a diverse set of 'characters' to be the friendly faces of our period education.

Over the year, we created two period animations: one animation aimed at young people from ages 8 to 11, and one from 11 to 18+. These animations are made to cover the basics around menstruation, period products and period equality. Each 4-minute animation was made in collaboration with Napier University and The Big Sister Project.

Periods can be overwhelming for all of us, which is why these educational resources cover everything you need (and should) know about periods. We pride ourselves on offering period education, without the expense. That's why both our book and animation are freely available for use online, so that everyone can access this inclusive guide to periods.



we start conversations...



NOW WE'RE TALKING...PERIODS!

...is our free period education workshop lead by our Co-Founder and Director Kate Smith, designed to encourage people to discuss menstruation in a really normal and relaxed way.

50

TRAIN THE TRAINER SESSIONS IN 2022!



WE DON'T AVOID THE TABOO!

When it comes to talking periods, nothing is off limits and we welcome everyone to be part of the conversation!



Train the Trainer...

These sessions are held for wellbeing officers, teachers, support workers, business leaders, and anyone that would like to gain knowledge and understanding of period education. Our aim is to equip attendees with the knowledge and skills to deliver quality period education to people of all ages, genders and backgrounds. Trainees are awarded with a certificate and given the opportunity to complete an evaluation, so we can constantly improve!

Education for all...

All our period educational resources have been designed to be inclusive and we have worked with the LGBTQIA+ community to ensure this. We keep our language gender inclusive and invite everyone into the conversation. We actively encourage schools to not split period workshops up into gender-specific sessions. We work with, not dictate to, schools to help them move towards being as inclusive as possible.

My Period Cards...

My Period Cards are one of the best period education resources on the market, and we constantly receive feedback about how well these have been received, especially when discussing periods with young people. My Period Cards are designed to get the conversation going and cover everything from contraception to leaking through your pad.



visit: www.heygirls.co.uk
follow: Hey Girls (LinkedIn)

Scan here to learn more about our training and education:



we build confidence...



TAKING THE PLUNGE...

The Big Sister project aims to break down any barriers that teenage girls face to leading healthy, happy and active lives by creating a supportive network!

23,500

girls receiving information to educate and support them to feel confident to take part in sport.

2,700

girls participating in sport and physical activity through Places Leisure memberships.

230

community and sports leaders equipped with knowledge to break down barriers to sport and activity for teenage girls.

BARRIER-FREE PRODUCTS...

We supply our award-winning period products to each of the leisure centres who undertake our comprehensive programme of period education.



7 out of 10 girls often avoid playing sport when they have their period and millions of young girls avoid after-school clubs and sports because of their period.

Hey Girls was selected to deliver period health education and period products to young people across the UK in a £1m 'Big Sister' project, which aims to improve confidence, wellbeing and activity levels amongst teenage girls.

Through its research, Women in Sport found that young women and girls, particularly those in areas of higher deprivation, face significant barriers to accessing and maintaining active lifestyles.

The consortium of organisations Places Leisure, Places Foundation, Women in Sport and Hey Girls were awarded £1m from the final Tampon Tax Fund and brought the project to life.

The programme works with girls in target areas aged 9-15 and helps them to feel 'sport ready' by recruiting a network made up of peer leaders and supporters from sport, school and community organisations.

Wendy Hawk
Head of Engagement at Women in Sport

Girls in the programme are offered exercise sessions and gym memberships, as well as free period products and digital resource packs from Hey Girls, to help them feel confident to take part in sport.

The project runs in Norwich, Derby, Sheffield and Rotherham where there are Places Leisure centres, and in another seven locations where Places for People manage homes and communities.



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Scan here to learn more about our Big Sister Project...



we champion equality...

THE PROBLEM...

68%

...of people who have periods said they left work immediately if they got their period and did not have the right product at hand.

-Surveyed by Hey Girls



OUR INITIATIVE...

Here at Hey Girls, we're aiming to make free period products in the workplace the norm. It's only right that your team members should have period products provided in every working environment.



FREE VENDS IN ACTION...

This important initiative will not only improve the wellbeing of colleagues in the airport, but also help us support the end of period poverty...

Heathrow Airport is the UK's largest airport and the eighth busiest in the world in terms of passenger traffic. Its Altitude gender equality network ensures gender is not a barrier to success for its large-scale workforce. Heathrow is based on the western fringe of London, with the communities in areas like Feltham being supported by our "buy one, donate one" model.

More than 100 Hey Girls free vend dispensers have been placed in the female and accessible airport staff toilets since August 2022, providing employees with free and environmentally friendly tampons and pads.

Heathrow
Making every journey better

Louise Brown

Head of Altitude, the Gender Equality Network at Heathrow Airport

Heathrow's Altitude network is dedicated to making the airport a more inclusive place to work, with the Hey Girls partnership improving the wellbeing of airport staff and supporting the local community in the fight to end period poverty.

Proud partner of Hey Girls



visit: www.heygirls.co.uk
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Scan here to learn more about our period dignity campaign:



we're the social



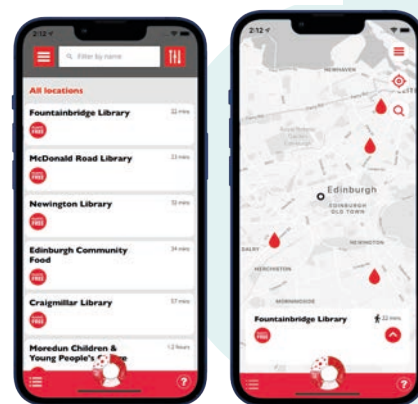
enterprise of the year!

HEY 30 MILLION!

After hitting 30 million donations, we launched our #Hey30Million campaign to celebrate the impact of our team and community partners, and inspire other businesses to join our mission.



my period
now we're talking...



Celia Hodson
Founder and CEO of Hey Girls

To receive the recognition from Social Enterprise Scotland and the other incredible not-for-profits present at the ceremony shows we are making real progress in ending period poverty.

SE of the Year Scotland...

Hey Girls was named Scottish Social Enterprise of the Year at the Social Enterprise Awards Scotland. The win comes just three years after we were named the "one to watch" at the UK Social Enterprise Awards in 2019! The award win is another example of changing attitudes towards period poverty in Scotland, with the Period Products Act making access to free period products a legal right for all in 2022.

Tech for Good Award...

We are proud to support My Period and its app, PickUpMyPeriod, which scooped up the Tech for Good Award at the UK Social Enterprise Awards 2022. The world-first app, which locates free period products across the UK, was built in collaboration with the Scottish Government and developers Pogo Studio. Hey Girls was among the finalists for the UK Social Enterprise of the Year 2022 award while CEO Celia Hodson was shortlisted in the Social Enterprise Women's Champion category.

What's next...

Watch this space, we're upgrading our warehouse unit in Diss! Not only will this help us achieve our goal of reaching net zero, but it will support our rapid growth. Our fight to end period poverty in the UK is far from over...we will continue to work closely with our community partners to ensure our period product donations are reaching those who need them most. Tackling taboos will also take priority as we continue to roll out our free period education through Train the Trainer and accessible, inclusive resources.



visit: www.heygirls.co.uk
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Scan here to learn more about our mission and values:



THANK YOU

we make it happen...

WITH THANKS TO OUR TEAM



Celia
Steve
Kate
Chris
Bec
Tracy
Ildiko
Hannah
Alice
Olena
Katya
Barbara

Lisa
Pamela
Dawn
Amy
Karen
Shelley
Kez
Ella
Charlie
Yoyo
Harriet
Kelly

Kirsten
Daisy
Georgie
Ailsa
Zoe
Sam
Lucy
Lindsay
Linda
Kat
Ali

OUR SUPPORTERS, AND INVESTORS



visit: www.heygirls.co.uk
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Scan here to learn more about our mission and values:



we're good for... **you**
we're good for... **nature**
we're good for... **society**
we're good for... **equality**
we're good for... **change**

