

**Periods For Hope**

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**Annual Report**

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**2021**

# ABOUT

Periods For Hope (PFH) is a non-profit organisation (NPO) which assists adolescents and young women in South Africa. PFH's primary objective is to empower females through the provision of reusable sanitary kits. PFH's secondary objective is to overcome the stigma around menstruation and address cultural norms and beliefs pertaining to menstruation that exist amongst both adolescent males and females. Both these objectives are currently achieved through interventions and workshops conducted at high schools in South Africa as well as sanitary kit donations.

Since 2016, Periods For Hope has raised over R350,000 and distributed over 4,500 reusable sanitary pads to women and girls in South Africa.

To further Periods For Hope's reach and effectiveness, since 2019, PFH has partnered up with incredible, local organisations, like SHAWCO Health, Scalabrini Centre of Cape Town, Support A Saffa, and South African History Online.



226-728 NPO



## A FEW WORDS FROM A CO-FOUNDER

Dear friends,

I can't believe it's already time to close off another year - and what a year it has been! As the Covid-19 pandemic evolved during 2021, PFH continued to fundraise and distribute reusable sanitary kits. However, due to restrictions on large gatherings, we chose to reduce the number of in-person school workshops and focus on online knowledge sharing during the year.

This year, PFH received generous donations from various stakeholders and the organisation hosted a Run For Hope virtual run campaign that succeeded in raising over R13,000. Toast Record Bags produced limited edition PFH bags for sale, and raised R2,200. A brilliant group of students from Fedisa generously raised and donated R6,000 as part of their group project. PFH also ran a Mandela Day campaign, whereby individuals could directly sponsor a sanitary kit, and raised over R5,500.

PFH also received an extremely generous donation of R45,000 from Genesis Analytics, who raised money through their Genesis in Society (G:Soc) programme. To end the year with a bang, the generous folk at the Faircape Tokai Estate retirement village donated over R17,000 from their annual Christmas market.

It is only through your support and generous donations that our team is able to do the work that we are so passionate about. In another year where the gender-based violence war continued to rage on the women and girls of our country, we became ever more driven to continue fighting the stigma around menstruation, educating where we can, and spreading love to those in our surrounding communities.

Thank you to everyone who donated and helped us with our goal of fighting period poverty.



**Lara Du Plessis**

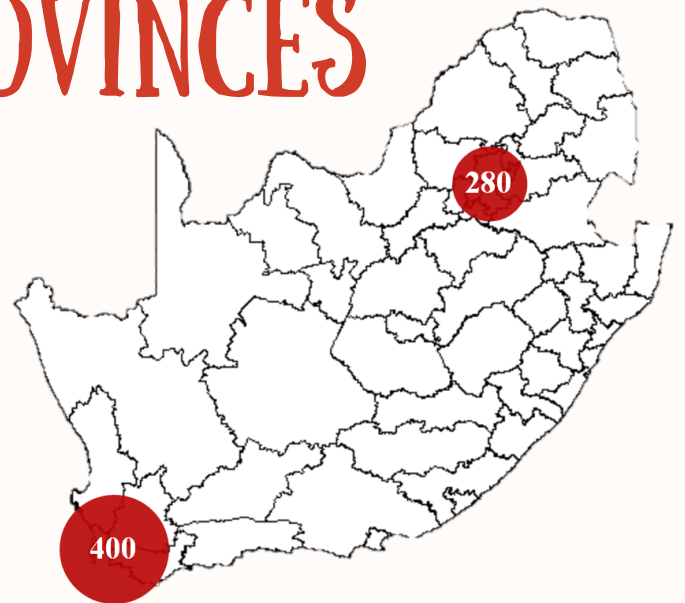
Co-founder and Development Director  
Periods For Hope

# 2021 IN NUMBERS

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R92,000 RAISED

680 REUSABLE PADS  
DISTRIBUTED ACROSS  
TWO PROVINCES



1 VIRTUAL RUN



CELEBRATED 5TH BIRTHDAY 

3 ONLINE AWARENESS  
CAMPAIGNS



# WORDS FROM THE PORTFOLIOS

## FUNDRAISING



ANYA DU PLESSIS



CHRISTIAN STEHLIK

PFH had a successful year in terms of fundraising. Similar to last year, we organised our virtual 'Run For Hope', engaging members of the wider community to run with us and raise money for reusable sanitary kits. We also organised a successful Mandela Day campaign, whereby people were able to donate towards individually sponsoring a girl with a reusable sanitary pad.,

In addition, this year, Genesis Analytics kindly chose to partner with us - through their Genesis in Society (G:Soc) programme - and raised R45,000 from their employees. This allowed us to provide schoolgirls from Realogile high school - one of the largest high school in the Alexandra township in Johannesburg - with reusable sanitary kits for the first time.

As always, we also received a number of small and larger donations through staying active on social media and informing individuals how they could support our cause. A particular thanks must go out to the Faircape Tokai Estate, who raised R17,350 for us through an independent fundraiser.

# RUN FOR HOPE

## WHEN?

Sunday 29th August (all day)

## WHERE?

This is a virtual run, so you can run  
WHEREVER you like



### Mandela Day 2021

donate **R167** to help us reach our goal  
of providing **67** girls  
with **67** sanitary kits

 **Periods For Hope**

## SOCIAL MEDIA



**CISKE SMIT**



**NIKITA SCHWEIZER**

**Periods For Hope's social media was approached with three objectives in mind:**

- To create a brand identity that is consistent and coherent across various platforms, from the website to social media.
- To gain a larger following on Instagram, our main social media platform.
- To increase social media traffic through exciting fundraising events (such as Run For Hope), which were hosted through Instagram.

We feel confident that we have achieved these objectives this year, and have successfully elevated PFH's virtual presence. During 2021, we ran three online awareness campaigns on Instagram. The first focused on contraception, the second focused on breast cancer, and the third addressed teenage pregnancy. We also celebrated obtaining over 1,000 followers on our Instagram page.

## PROGRAMMES AND DEVELOPMENT



**LARA DU PLESSIS**

I am proud of PFH's achievements this year and I believe that the organisation has achieved its 2021 goals, despite the ongoing disruption of COVID-19. PFH not only donated over 650 kits this year, but also established partnerships that allowed it to extend its reach and participate in various activities. This has strengthened our aim to create change and we look forward to what is to come next year.

## WORKSHOPS



JIBA XULU

The hosting of in-person workshops has been hampered by the prevalence of Covid-19 during the past year and the shortened school year placing stress of student class time. Nonetheless, our team managed to conduct some smaller and shorter workshops alongside sanitary kit donations where the just of the message was conveyed to the boys and girls we interacted with. It is our hope that in 2022 we can schedule more large workshops and smaller group workshop sessions.



# SANITARY KITS

In order to fulfil the objective of providing sustainable sanitary solutions to women and girls in need, PFH donated reusable sanitary kits to girls in various schools in South Africa. Like last year, all of the reusable sanitary pads were made by Alabaster Jar, a local initiative that employs previously unemployed women.

This year, for the first time, we donated reusable sanitary kits to schoolgirls in Alexandra, Johannesburg - expanding our reach in the country. As in previous years, sanitary kits were also donated to schools in the Western Cape, and learners were provided an open space to talk about issues such as gender-based violence, menstruation, sexual health, gender, and self-esteem.

**GOAL:** To provide 500 young women and adolescent girls with sanitary kits (25% increase on 2020's goal).

**DATES:** Throughout 2021

**OUTPUTS:** 680 sanitary kits were donated to adolescent girls and women (exceeded goal by 36%)



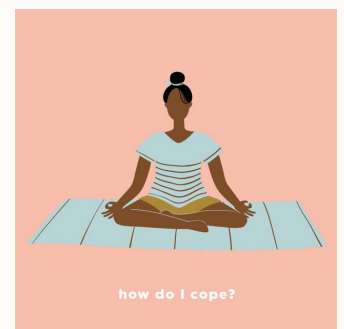
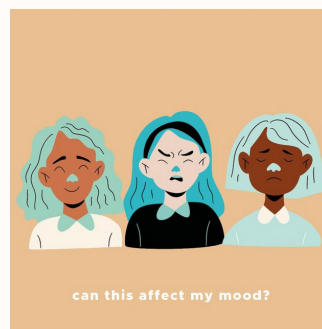
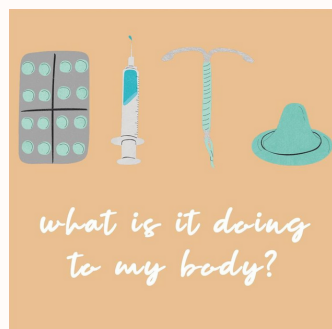


# ONLINE CAMPAIGNS

In order to empower individuals through dissemination of knowledge focused on sexual health and family planning, PFH ran three online knowledge campaigns this year. All three campaigns were run on Instagram, our main social media platform, to reach as many individuals as possible.

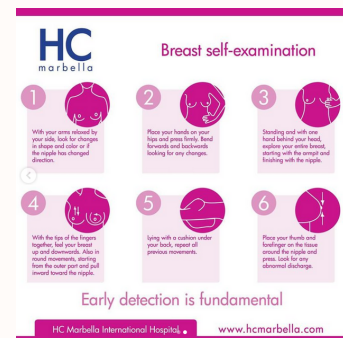
## CONTRACEPTION

The first online knowledge campaign focused on contraception, and some of its common side effects. The campaign highlighted how contraceptives work, what common side effects of taking contraceptives are, and coping mechanisms to deal with these side effects.



## BREAST CANCER AWARENESS

The second knowledge campaign focused on breast cancer awareness, highlighting how common the disease is, and how to check your breasts for potential cancerous signs.



## TEENAGE PREGNANCY

The third campaign focused on teenage pregnancy. The series focused on shedding light on the topic and highlighting real, lived experiences of doctors who have come face-to-face with the issue.



A young doctor describes the sadness of teenage pregnancy

"I was on a ward round when I walked past a room where I saw a girl, sitting quietly. This girl, who was no older than 13, was holding the lifeless body of the baby she had just given birth to. I burst into tears. You almost can't believe that something this sad could happen."

One child, holding another.

I wondered the situation got to this point?

# PARTNERS AND STAKEHOLDERS

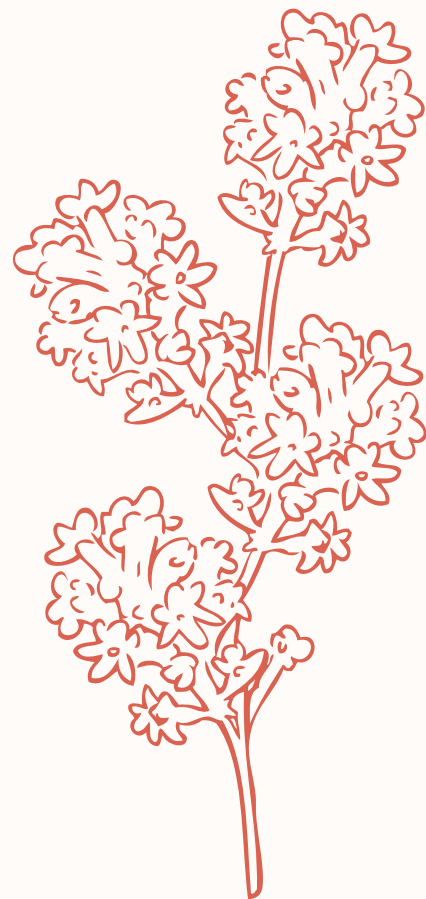
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## RUN FOR HOPE PARTNERS

For the 2021 Run For Hope, PFH partnered up with Loxtonia Cider, Solus active wear, Sweet LionHeart bakery, Slinky candles, 4WKS coffee, and Luna Intimates. All of these organisations kindly donated incredible prizes for the run. Thank you!

## TOAST RECORD BAGS

PFH partnered with Toast Record Bags to produce 20 limited edition, sustainable record bags. These bags (shown below) sported PFH's name, logo and message. The proceeds from the sale of the bags went towards producing PFH's sanitary kits.



# CHALLENGES AND LESSONS

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## 1. COVID-19 CHALLENGES

COVID-19 remained a present challenge to the PFH team. Schools adopted strict protocols, and large gatherings indoors were not recommended. This meant that hosting in-person workshops at school was not feasible. Despite its barriers, COVID-19 presented opportunities for PFH to broaden its online reach and engage online dissemination campaigns.

## 2. SANITARY KIT FEEDBACK

The COVID-19 pandemic made it difficult to receive feedback on sanitary kits. As a solution, towards the end of the year, PFH developed a M&E system that receives feedback virtually via a QR code. We look forward to seeing how this system works next year.

## 2. RELIANCE ON CROWDFUNDING

While PFH received an extremely generous donation from Genesis Analytics this year, the majority of the funding came from individuals. In order to attract large financing from organisations and institutions, PFH is looking into securing a PBO number.



## **A BIG THANK YOU**

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We would like to thank all our donors, partners and other stakeholders for assisting us throughout 2021. Your support and encouragement have given us a chance to provide both sanitary kits, education and dignity to girls and women in South Africa.

This is something that is irreplaceable.







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