



## **Gift Wellness Foundation Annual Report**

**Registered Charity Number: 1182451**

**Reporting Period: 2<sup>nd</sup> November 2023 – 1<sup>st</sup> November 2024**

Correspondence address:

63 Gladstone Street, Derby, DE23 6PQ

### **The Objective**

The relief of poverty and the promotion and preservation of good health among women and girls in such parts of the world as the trustees shall from time to time determine by the provision of sanitary products that they would otherwise be unable to afford due to lack of means and by the provision of information regarding the use of sanitary products and menstruation and personal hygiene in particular but not exclusively by working with established national, international registered charities and organisations, focusing on projects to supply non-toxic and ethical sanitary products to women and girls in need.

### **Trustees**

Chair of the Gift Wellness Foundation: Dr Zareen Roohi Ahmed

Trustees:

1. Dr Zareen Roohi Ahmed
2. Aneesa Talib
3. Naurin Ahmed

### **Bank**

Royal Bank of Scotland

Market Place

Derby, DE1



## Objectives

Through our website: [www.PeriodPoverty.uk](http://www.PeriodPoverty.uk), the Gift Wellness Foundation supports women in crisis by providing non-toxic sanitary pads to women who can't afford or access them, such as homeless and refugee women, those who rely on food banks such as women on low incomes and students; and to girls who are prevented from attending school simply because they don't have menstrual products.

- With the support of local volunteers, community organisations, local authorities and businesses we are working towards our goal of eliminating period poverty in the UK's most deprived communities by the end of 2026; starting with our home city of Derby.

- Continue to provide sanitary pads to women in refugee camps in disaster-stricken and war-torn parts of the world

- Alongside our provision of sanitary products, we focus on dispelling myths and taboos about periods and work to normalise the conversation about periods, so that girls and women are no longer held back because of their periods

## Below are the key highlights from this year's activities:

On behalf of the Trustees we are pleased to share our Annual Report for the above period. During this year, we have continued our normal fundraising and donations of menstrual products to foodbanks, homeless charities, shelters and refugee projects across the UK. In addition, in collaboration with charities on the ground – we have continued to fund and donate menstrual products for women in need who are struggling in war zones, areas of extreme poverty, disaster zones and refugee camps. These donations have reached many deprived areas around the world such as flood zones in Pakistan, Gaza and Syria.

**Community Fund Project:** Since receiving funding from the Community Fund, we have been building up to piloting our Period Angels project in Derby, which aims to tackle period poverty through a sustainable, community-led solution. Despite a few unexpected changes, we have already made strong strides towards our objectives and are well-positioned for a successful launch in September 2025.

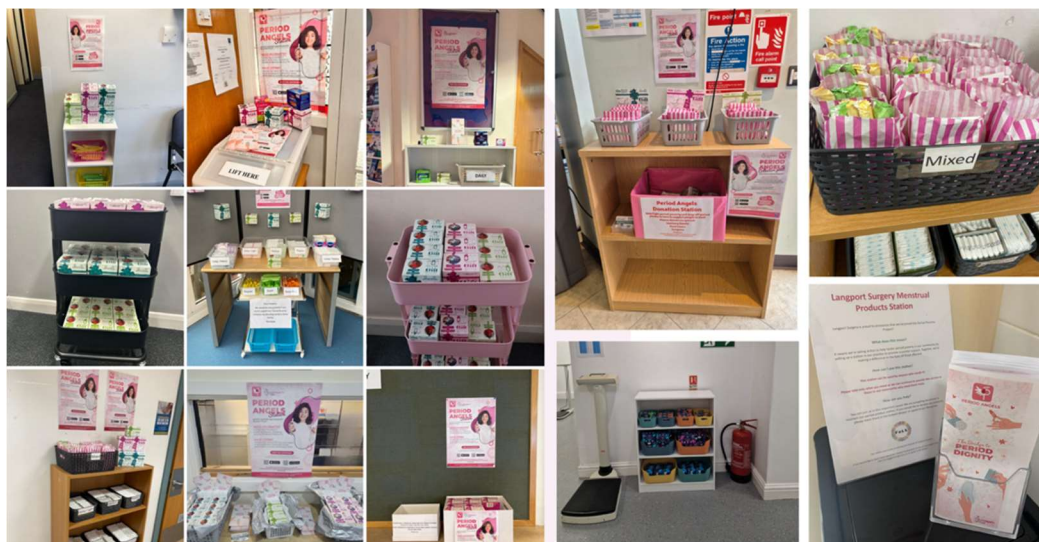
## Community Engagement and Partnerships

So far, we have dedicated most of our time to building relationships with local community groups, women's projects, refugee centres, food banks and faith centres. We have been identifying their needs, introducing the Period Angels app, and offering supplies of free menstrual products to help them get started as local pick-up and donation stations. We now have a comprehensive list of all the local organisations that we will be working with.

As a result of this outreach, many groups have agreed to partner with us and are looking forward to attending our official Open Day in September 2025.

## Period Angels Stations: Mini Hubs in the Community

In the meantime, we have already established multiple Period Angels Stations across Derby and many other towns and cities, in collaboration with clinics, women's centres, GP practices and other organisations. These stations act as mini food banks for menstrual products, allowing individuals in need to discreetly access essential supplies, while also giving others the opportunity to donate. This peer-to-peer approach is already fostering community support and ownership. Below is a collage of some of these stations in action to demonstrate the progress being made on the ground.



*Period Angels Stations*

## International Women's Day Webinar March 2024

For International Women's Day, we organised a livestreamed webinar featuring a panel of experts in women's health and wellbeing. The event focused on period poverty and how we can accelerate action in our communities. It was well received and helped us reach a wider audience. A short video reel showcasing highlights from the event can be viewed here:

 [IWD 2024: Accelerate Action](#)

## Community Insights and Volunteer Engagement

Gift Wellness Foundation, Unit 29 Dunstall Park, Dunstall Park Road, Derby DE24 8GX 01332 318311 | [info@periodpoverty.uk](mailto:info@periodpoverty.uk) | [www.periodpoverty.uk](http://www.periodpoverty.uk)

We held a focus group with local Asian women, conducted in both Urdu and English, which provided valuable insights into cultural attitudes around menstruation. This session also resulted in the recruitment of new volunteers, who were inspired to become part of the movement.



To date, we have recruited approximately 45 volunteers, with more expected to join following the September Open Day. These volunteers will help maintain the Period Angels Stations and promote the app in their communities.

### **Distribution Impact**

We have distributed thousands of menstrual products to those in need. This early impact demonstrates both the scale of need and the appetite for community-based solutions.

### **Looking Ahead: Our September 29<sup>th</sup> Open Day**

Our upcoming Open Day in September will be a major milestone in the project. It will serve as the official launch of our community hub and the wider Period Angels network. We are planning extensive media coverage to maximise reach and engagement. BBC Radio Derby, Derby Evening Telegraph, and ITV Central have already expressed interest in attending, and we are in discussions with BBC East Midlands TV as well.

The event will include speeches, panel discussions, and the presence of special guests. It will also be an opportunity to gather testimonials, capture footage, and build momentum for a citywide conversation on period poverty and sustainable community-led solutions.

We look forward to sharing the results of this event in our next report and continuing to build a legacy of dignity, access, and collaboration in our communities.



### **GIFT WELLNESS FOUNDATION ACCOUNT 2 NOV 2023 - 1 NOV 2024**

Opening Balance	£8765
Money In	£36906
Money Out	£44196
Closing Balance	£1475

**Dr Zareen Roohi Ahmed**  
Founder & CEO, Gift Wellness  
Chair, Gift Wellness Foundation

Zareen@periodpoverty.uk | 07415 895 220



# GIFT WELLNESS FOUNDATION ACCOUNTS

YEAR END 1 NOVEMBER 2024

	GIFT WELLNESS FOUNDATION				1182451	CC16a
	Receipts and payments accounts					
	For the period from	02/11/2023	To	01/11/2024		
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £	
<b>A1 Receipts</b>						
Donations	32,390	-	-	32,390	53,014	
HMRC Gift Aid	4,516	-	-	4,516	5,807	
<b>Sub total (Gross income for AR)</b>	<b>36,906</b>	<b>-</b>	<b>-</b>	<b>36,906</b>	<b>58,821</b>	
<b>A2 Asset and investment sales, (see table).</b>						
	-	-	-	-	-	
	-	-	-	-	-	
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total receipts</b>	<b>36,906</b>	<b>-</b>	<b>-</b>	<b>36,906</b>	<b>58,821</b>	
<b>A3 Payments</b>						
Purchase of menstrual products	26,800	-	-	26,800	56,944	
Donation processing fees	720	-	-	720	720	
Staff wages	14,792			14,792		
Payroll Taxation	714			714		
Pension contributions	1,170	-	-	1,170	449	
<b>Sub total</b>	<b>44,196</b>	<b>-</b>	<b>-</b>	<b>44,196</b>	<b>58,113</b>	
<b>A4 Asset and investment purchases, (see table)</b>						
	-	-	-	-	-	
	-	-	-	-	-	
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total payments</b>	<b>44,196</b>	<b>-</b>	<b>-</b>	<b>44,196</b>	<b>58,113</b>	
<b>Net of receipts/(payments)</b>	<b>- 7,290</b>	<b>-</b>	<b>-</b>	<b>- 7,290</b>	<b>708</b>	
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		
<b>A6 Cash funds last year end</b>	<b>8,765</b>	<b>-</b>	<b>-</b>	<b>8,765</b>	<b>8,057</b>	
<b>Cash funds this year end</b>	<b>1,475</b>	<b>-</b>	<b>-</b>	<b>1,475</b>	<b>8,765</b>	

Section B Statement of assets and liabilities at the end of the period				
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank	1,475	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>1,475</b>	<b>-</b>	<b>-</b>
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
		Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
		Zareen Roohi Ahmed		12/09/2025

We have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report to enable a proper understanding of the accounts to be reached.

**Evans & Associates**  
**86C Water Street**  
**Birmingham**  
**B3 1HL**