



Annual Report and Financial Statements  
For the period from: 01/04/21 to 31/03/22

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## Legal and Administrative Information

**Name of the Charity:** Menstruation Matters

**Charity Structure:** Menstruation Matters is a charitable incorporated organisation (CIO)

**Charity Registration Number:** 1185177

**Jurisdiction in Which the Charity is Registered:** England and Wales

**Address of the Principal Office:**

3 Alexandra Crescent  
Ilkley  
West Yorkshire  
LS29 9ER

**Trustees:**

Megan Lloyd (Chair)

Tabitha Bowman (Treasurer)

Emily Boxell (Secretary)

Khyati Srivastav (Communications Officer)

Zahra Cader (Events Coordinator)

Aditi Dabali (Outreach Coordinator)

Sophie Vibhishanan (Outreach Coordinator)

Emily Milne (Campaigns Officer)

Anna Cartledge (Zero Waste Officer)

Website: [www.menstruationmatters.co.uk](http://www.menstruationmatters.co.uk)

Contact: [generalenquiries@menstruationmatters.co.uk](mailto:generalenquiries@menstruationmatters.co.uk)

**Objectives and Activities**

**Charity Objectives (as stated in governing document):**

The objectives of the CIO are for the public benefit, to relieve period poverty of women living in Yorkshire and the Humber by supplying free sanitary products to women who otherwise cannot afford them. Also for the public benefit, to advance environmental protection by increasing awareness of and advocating the use of

reusable sanitary products to the people of Yorkshire.

### **The Main Activities Undertaken to Fulfil the Charity Objectives:**

#### **Objective 1: To supply free sanitary products to women who otherwise cannot afford them.**

Menstruation Matters fulfils this objective by forming connections with organisations who help vulnerable women who are unable to afford sanitary products. We then accept donations from the general public and other organisations in the form of either sanitary products, in order to distribute to our connected organisations, or monetary donations, with which we used to purchase sanitary products for distribution. A large part of the work we have done this year has been raising awareness of our charity to encourage members of the general public to support us.

#### **Objective 2: Increasing awareness of Menstruation Matters, period poverty, and reusable sanitary products.**

To raise awareness of Menstruation Matters, we have organised and attended both in person and virtual events, some of which have been educational and others have simply been to raise awareness of not just our charity, but period poverty itself. From talking to the public, we have found that many members of our community are unfamiliar with menstrual inequities that people living in the UK can experience. We wish to highlight this as an issue, and thus, have utilised every available opportunity to talk about period poverty with people who have attended any of our events.

To raise awareness of period poverty and raise funds for the charity this year, we ran a second online strava event 'Go with the Flow 2.0' in March 2022. The event itself was an updated and more refined version of the previous 'Go with the Flow' event run in 2020. We provided participants with a goodie bag including products and discount codes from very generous sponsors. The event aimed to get as many people as possible to run, walk, or cycle specific routes that we had designed and released weekly online over the course of the month. The event was well received by participants and is definitely something we would like to repeat in the future.

Another event we ran jointly with the obstetrics and gynaecology society (of University of Sheffield) in November 2021 was a women's health pub quiz. This was run in a local pub in Sheffield. The quiz had a high turn out and we raised funds for the charity as well as awareness of period poverty by speaking to attendees about our cause during the event.

As a charity, we are also interested in educating the general public about period poverty and reusable sanitary products as we feel increasing education will help to reduce the stigma surrounding menstruation. Last year, we started to create our own reusable sanitary pads with the aim of selling these in local zero waste shops. This is still in its development phase and work is still ongoing, we are hoping that next year we will be able to generate income from this. Any income generated from these products will go towards our work providing sanitary items

to those in need. We have also invested in organic, low plastic sanitary products for donation from a company called 'Here We Flo' as well as investing in reusable sanitary products upon request of those we donate to.

## **Main Activities Undertaken to Further the Charity's Purposes for the Public Benefit:**

### **The 'benefit aspect':**

Menstruation Matters has fulfilled this aspect of the public benefit requirement by:

- Providing free sanitary products to those living in Yorkshire and the Humber who live in period poverty.
- Continuing production of reusable pads with the aim of selling these in local zero waste shops to both encourage the use of more environmentally friendly sanitary products. We also purchase organic, low-plastic sanitary products for donation to those living in period poverty.
- Tackling the stigma associated with menstruation through open discussions and both in person and virtual events.

### **The 'public aspect':**

Menstruation Matters has fulfilled this aspect of the public benefit requirement by:

- Tackling stigma surrounding menstruation, empowering women in general to advocate for themselves and those in need.
- Encouraging the use of more environmentally friendly sanitary products. The outcomes of using these types of products will benefit the public in general, as well as the individuals who use them.
- Providing free sanitary products to those in period poverty. This benefits this group by not only providing them with more hygienic menstrual products, but it also means that period poverty will no longer prevent them from conducting daily life activities.

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the Charity.

Signed on behalf of the Trustees,



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## Achievements and Performance

Menstruation Matters' principal objective is the provision of free sanitary products to those suffering from period poverty. In this respect, our main achievements are through fulfilling this objective. Connecting with the general public and other organisations has allowed us to increase awareness of our charitable objectives. This in turn has increased donations and participation from the wider community at our events.

During this period, we have utilised events to educate our local community on period poverty and our Menstruation Matters. Education is paramount to reduce stigma, allowing for more women to advocate for their needs. The running of

virtual and in person events this year has allowed us to integrate more with our local community.

Focusing on purchasing only low-plastic or plastic-free sanitary products for donation as well as reusable sanitary products and continuing our journey in the production and sale of our reusable sanitary products has been key in us promoting environmentally-friendly sanitary products this year. We aim to continue to offer reusable sanitary products such as menstrual cups and pads to anyone in our outreach that is interested.

## Financial review

For the financial year ending 31st March 2022, Menstruation Matters had received a total of £126 in income and expended a total of £2182. This makes a net income of -£2057. Although our annual turnover is negative, we remain having large funds that have been carried over from the previous years, allowing us to continue functioning as a charity.

The income is made from a mixture of ticket sales from our fundraising event as well as payments from our trustees purchasing one of our prototype reusable sanitary pads. These payments contribute to covering the costs of the materials bought for making the pads. With the prevalence of COVID-19 still a concern within the community, we thought it would be unwise to hold a mass in-person fundraising event. Instead, we adapted our Go With The Flow event from the

previous year into a ticketed fundraising event. Each ticket provided access into our Strava group where new running and cycling routes were released weekly over the course of a month. The event allowed us to raise vital funds as well as spread the awareness of Menstruation Matters and period poverty across Sheffield.

Since our donation points are mainly within University buildings, their strict COVID-19 policies still made it difficult for the points to be accessible to the general public. We had run through our stock of donations during the previous year so we decided to purchase the sanitary products ourselves. As we now had control over which products we could purchase, we researched the market for suppliers of eco-friendly products. We settled on 'Here We Flo' as their products are plastic-free, made of organic cotton, and the packaging is biodegradable. We also had a request from an organisation to donate reusable pads. We bought these from Cheeky Wipes. Although eco-friendly products are generally more expensive than their plastic counterparts, we agreed that being environmentally conscious is a value that the charity should uphold and we are prepared to pay the price difference. A small amount of our expenditure each year is also spent purchasing stationery supplies, such as paper bags and stickers, to distribute the pads in. We also continued to purchase resources needed to continue making environmentally-friendly, reusable sanitary products.

## Reserves Policy

Menstruation Matters has decided that it is unnecessary to hold reserves. This is due to multiple reasons.

- The size of the charity means we are able to rely on donations from the general public, in either monetary or physical sanitary product form. Despite the COVID-19 pandemic coming to an end, our operations have remained scaled down whilst we navigate increasing the size of our fundraising events. Although we have started to purchase our own sanitary products, the monetary donations and grants received during the previous financial years have continued to financially support the charity, and the charity is still in a healthy financial position for the start of the next financial year.
- The charity does not have any recurring payments, such as rent or debt payments. This also means the expenditure of the charity varies from month-to-month, depending on the charity's activities. This makes it difficult and impractical to suggest a reserve.

The need for a reserve will be reviewed at the end of every financial year.

## Funds Materially in Deficit

The charity does not have any funds that are materially in deficit.

## Investments

The charity does not have any investments.

## Structure, Governance, and Management

### Board of Trustees

Menstruation Matters is a Charitable Incorporated Organisation (CIO) registered with the UK's Charity Commission. The Board of Trustees comprises 9 people who are responsible for the supervision of the management of all the affairs of Menstruation Matters. Board Meetings are held 6 times a year.

### Type of Governing Document:

Menstruation Matters is governed by a CIO foundation constitution.

### How the charity is constituted:

Charitable Incorporated Association.

### Trustee Selection Methods:

Trustee recruitment and appointment is done based on the specific skills required, the nomination of an existing trustee and is voted upon. No other organisation or body has the right to appoint trustees to the charity.

## Trustees' Responsibilities

The board of trustees is responsible for ensuring that all the activities are within UK law and fall within the agreed charitable objectives.

## Liability of Members

Menstruation Matters is a registered Charitable Incorporated Organisation, limited by guarantee. The trustees have guaranteed the liabilities of the charity up to £1 each.

## Declaration

The trustees declare that they have approved the trustees' report above

Signed on behalf of the charity's trustees

Signature(s):

A handwritten signature in black ink, appearing to be 'N. Hogg', is written over a dotted line.

Full Name(s):

Megan May Lloyd

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Position:

Chair

.....

Date:

05.12.22

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CHARITY COMMISSION  
FOR ENGLAND AND WALES

Menstruation Matters

1185177

## Receipts and payments accounts

CC16a

For the period  
from

1-Apr-21

To

31-Mar-22

### Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>					
Voluntary Receipts / Donations		-	-	-	17
Charitable Activities		-	-	-	14
Activities for Generating Funds	126	-	-	126	
Other	-	-	-	-	
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b> (Gross income for AR)	126	-	-	126	31
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	126	-	-	126	31
<b>A3 Payments</b>					
Cost of Charitable Activities	1,426	-	-	1,426	192
Governance Costs	101	-	-	101	101
Administrative Costs	243	-	-	243	26
Fundraising Costs	413	-	-	413	
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	2,182	-	-	2,182	319
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	
	-	-	-	-	
<b>Sub total</b>	-	-	-	-	
<b>Total payments</b>	2,182	-	-	2,182	319
<b>Net of receipts/(payments)</b>	- 2,057	-	-	- 2,057	- 287
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	4,338	-	-	4,338	4,625
<b>Cash funds this year end</b>	2,281	-	-	2,281	4,338

## 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	Cash at bank	2,281	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>2,281</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

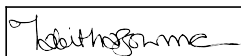
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Vintage Sewing Machines	Unrestricted	170	-
	Menstruation Matters Trademark	Unrestricted	-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	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
	TABITHA BOWMAN	22/11/2022