

BLOODY GOOD PERIOD

England & Wales · Charity number 1185849

Details

Status	Registered
Legal form	Charitable company
Company number	11801410
Registered	2019-10-16
Register	View on the Charity Commission register

Contact

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Insolvency Practitioners Direct Ltd
Daisybank House
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Activities

Objects: TO RELIEVE PERIOD POVERTY FOR THE PUBLIC BENEFIT AMONG, PARTICULARLY BUT NOT EXCLUSIVELY, REFUGEES, ASYLUM SEEKERS, AND OTHERWISE DISPLACED PEOPLE WHO MENSTRUATE AND THEIR DEPENDENTS LIVING IN THE UK BY PROVIDING MENSTRUAL AND HYGIENE SUPPLIES AND ESSENTIAL MENSTRUAL EDUCATION.FOR THE PURPOSE OF THIS CLAUSE,PERIOD POVERTY REFERS TO THE INABILITY TO AFFORD OR HAVE ACCESS TO ESSENTIAL MENSTRUAL PRODUCTS.

Activities: Recognising the trauma and anxiety caused by not having access to essential menstrual products, we work to create a menstrually equitable society by providing asylum seekers, refugees and those in poverty and otherwise displaced people and their dependents with unrestricted access to high quality, free period supplies of their choice, accompanied by menstrual and female health education.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Disability, The Prevention Or Relief Of Poverty
- **Who:** Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31		-	-	-
2023-12-31	£916,050	£896,832	£173,423	6
2022-12-31	£723,980	£684,703	£154,205	6
2021-12-31	£453,563	£545,055	-	-
2020-12-31	£480,002	£452,242	-	-

Trustees

Name	Role	Appointed
Clare MULLEN		2025-07-01
Fiona Pei Shan Yeung		2020-05-06
Lisa Jane Cranston		2024-06-06
Melissa Gardner		2023-09-19
Shakiba Oftadeh Moghadam		2021-08-03

BLOODY GOOD PERIOD

England & Wales - Charity number 1185849

Accounts

Bloody Good Period Ltd
A Company Limited by Guarantee

Charity Registration No. 1185849
Company Registered in England No. 11801410

Report and Unaudited Financial Statements
year ended 31 December 2023

Bloody Good Period Ltd

Section A: Reference and Administration Details

Status:	Company Limited by Guarantee No.11801410 Charity Registration No. 1185849 The Company's governing document is its Memorandum and Articles of Association dated 1 February 2019 as amended by a special resolution on 14 October 2019
Registered Office:	167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF The Company does not have a separate principal office.
Trustees:	Ruby Alice Bayley (Chair) Susan Barbara Rubenstein Fiona Pei Shan Yeung (Treasurer) Doctor Shakiba Oftadeh Moghadam Doctor Melissa Gardner (appointed 19 September 2023)
CEO:	Rachel Grocott
Independent examiner:	Charles Ssempijja FCA NfP Accountants Ltd 86-90 Paul Street London EC2A 4NE
Bankers:	National Westminster Bank Plc 135 Bishopsgate London EC2M 3UR



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2023

The Trustees (who are also the directors of the charity for the purposes of the Companies Act) present their annual report together with the unaudited financial statements of the Bloody Good Period Ltd for the 12 months period ended 31 December 2023. The Trustees confirm that the annual report and financial statements of charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2015 FRS102).

Section B: Structure, Governance and Management

Description of the charity's trusts

Bloody Good Period (BGP) was registered as a company limited by guarantee on 1st February 2019 (company number: 11801410) and became a registered charity on 16 October 2019 (charity registration number: 1185849).

It is governed by its Memorandum and Articles of Association dated February 2019 as amended by a special resolution dated 14 October 2019. Its registered office is 167-169 Great Portland Street, 5th Floor, London, W1W 5PF.

The governance of the charity is the responsibility of the Trustees. Day-to-day management is carried out by the CEO, who draws on the support and expertise of the highly experienced Board of Trustees as needed.

Trustee selection methods

Trustees are elected and co-opted under the terms of the governing document, the Articles of Association of Bloody Good Period, section 22. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments are made where required to strengthen the Board of Trustees, subject to all trustees' approval.

When it is necessary to appoint new trustees, due to either a trustee stepping down or a gap of expertise in the board being identified, recruitment is undertaken via a combination of external advertisement and through the networks of the board and management team. Applicants will be reviewed by trustees, and meet with the Chair and CEO, followed by other trustees and/or members of the team as appropriate to the role. Following this, on the provision that the board is satisfied and



the applicant still wishes to join the trustee board, they will be appointed. This process includes taking references and completing all recommended checks. New trustees may be invited to attend a trustee meeting as an observer during this process.

No other person or external body is entitled to appoint any trustees of the charity. The Trustees who served during the period and after the year end are shown on page 1.

Trustee representation and lived experience

Our passionate and skilled trustees variously represent a diversity of characteristics, reflecting the diverse and varied communities with whom we work. Trustees also have a variety of relevant lived experience, including one with lived experience of refugee status. Their combined skills include: medicine, governance, strategy and management, fundraising, law and working with people with lived experience, including the importance of avoiding retraumatisation, which is embedded in all the work we do.

In 2023 we welcomed Dr Melissa Gardner to the board of Trustees. Dr Gardner is Director and trainer for the Sexual Health in Practice programme, and Training Programme Director for trainee GPs at Whittington Hospital.

Section C: Objectives and Activities

Summary of the objects of the charity

The Charity's objects (Objects) are specifically restricted to the following:

To relieve period poverty for the public benefit among, particularly but not exclusively, refugees, asylum seekers, and otherwise displaced people who menstruate and their dependents living in the UK by providing menstrual and hygiene supplies and essential menstrual education.

“Period poverty” refers to the inability to afford or have access to essential menstrual products.



Our overarching strategy

We fight for menstrual equity and the rights of all women and people who bleed. We believe that no-one should be at disadvantage because they menstruate.

The cost of living crisis continued to have a huge impact across 2023, in particular for the most vulnerable members of our society. Increasing numbers of people are being forced into making impossible decisions between life's essentials; for anyone who menstruates, that includes period products. Levels of need for period products far exceed that which we are able to meet, even with dedicated support from individual, trust and corporate supporters, and the incredible work of our small fundraising team. The nature of periods means that people need menstrual products and support each month, and it is neither possible nor sustainable for a charity, reliant on the goodwill of donors and funders, to meet all of the need in the current climate. As well as relieving immediate period poverty, by providing essential menstrual products to as many community partners as budgets will allow each month, we are also working for a long-term change - i.e. for period products to be made freely available to everyone who needs them.

Our priorities are to:

- Meet the immediate menstrual health needs (period products and education) of the most disadvantaged communities in England
- Win the long-term provision of free period products, plus essential menstrual health education and normalisation - for everybody.

We deliver our strategy through several workstreams, which we call our Ways of Working or WOWs. These include ethical fundraising, embedding Experts by Experience in our work, advocacy and activism, building a supportive and inclusive work culture, and developing our social enterprise, Bloody Good Employers, to drive forward menstrual and gender equity in the country's workplaces, as well as deliver additional income for our work. Our work and achievements in these WOWs are detailed below.

The People We Work With (Beneficiaries)

Since our origins some seven years ago, we have worked with more than 100 community partners across England and Wales to provide period products to anyone who menstruates and experiences poverty. In this time we have distributed more than 406,000 packs of period products. Refugees and those seeking asylum remain the charity's focus. We also support those using food banks and community support groups, LGBTQIA+ communities, those using services for the homeless, and more.



Main activities undertaken for the public benefit

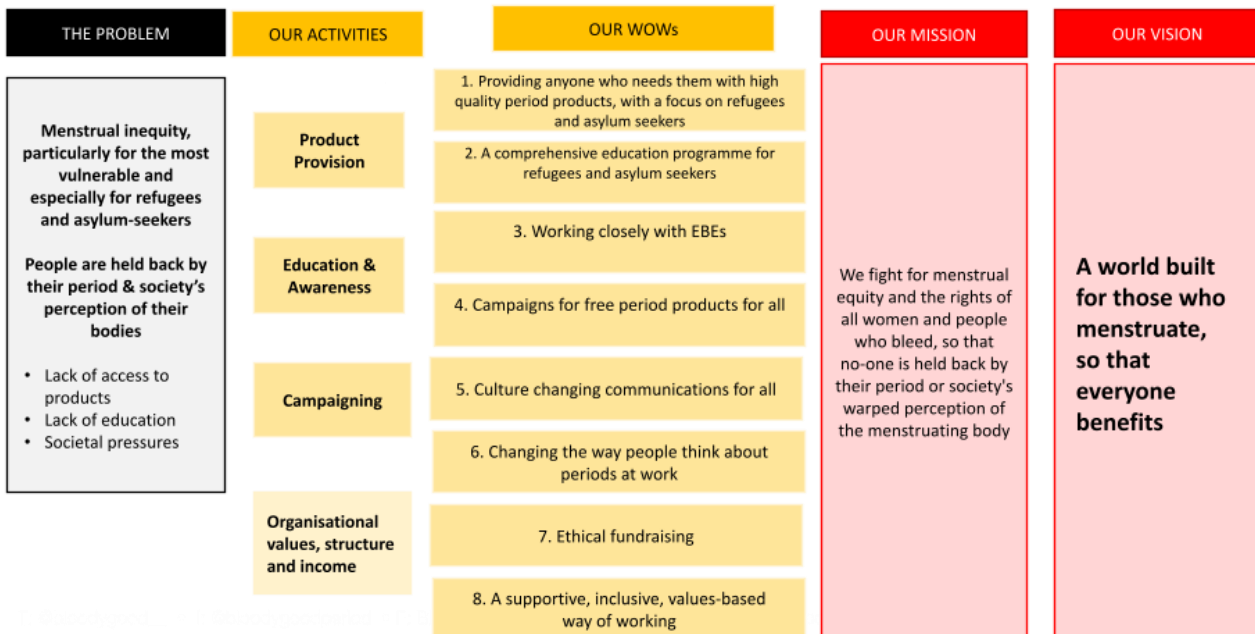
1. Provided period products for the relief of period poverty
2. Menstrual education and awareness

The Trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Section D: Achievements and Performance

Our Theory of Change sets out how our 8 Ways of Working - our WOWs - enable us to deliver work that moves us towards our overall vision, for a world built for all those who have periods. This section outlines our achievements and performance over 2023 in each WOW.

THEORY OF CHANGE





1. Providing anyone who needs them with high quality period products, with a focus on refugees and asylum seekers

This WOW is a core part of our strategy to meet the immediate menstrual health needs of the most disadvantaged communities - aka: helping more women and people who menstruate have bloody good periods.

We have seen consistently rising demand from partner organisations supporting those affected by financial hardship and poverty. 1.4 million people have gone without period products in the last year¹. The level of demand from our community partners is so high that in 2023 we were unable to meet at least 40% of requests.

Given the multiple pressures on individual and household budgets, the needs of women and people who menstruate are typically low down (or bottom of) the priority list. This is compounded by the ongoing shame and stigma surrounding periods, and the lack of comprehensive period education and conversation in our society. Too often, this means that people who menstruate are unable to access products and support, whilst people who do not menstruate (often, not always) are not able to fully understand the problems this creates. Lack of access to safe period products means social mobility is impeded; shameful associations of bodies are deepened, over for example the fear of leaking in public; and has a range of consequences for mental and physical health - ranging from infections and rashes to significant stress and anxiety.

BGP provides period products wherever possible to anyone who menstruates and experiences poverty. We do this through services already attended by refugees, asylum seekers and others - for example, drop-in centres, food banks, community groups and others, so that people can access period products as part of a wider package of support. We ensure our partner organisations are able to distribute a free and sustainable flow of period products to those who attend their centres, services and activities. We always aim to build long-term relationships so that people can rely on a supply of period products - as, after all, periods happen every month, and products are needed every month. This is especially vital for people whose lives are unstable in a myriad of other ways.

We always prioritise the personal choices and comfort of the people we work with, so that everyone can manage their period in the way that is best for them, their bodies and their circumstances - or as we put it: everybody deserves a bloody good period.

Across 2023 we provided just under 100,000 packs of period products to asylum seekers, refugees and those who cannot afford them in England and Wales, at a cost of around £180,000.

¹ In Kind Direct, 2024, [The State of Period Equity in the UK](#)



Despite our 2023 spend being consistent versus the prior year, we have provided a lower volume of products overall. This reflects the increasing cost of period products, in turn reflecting inflation and supply chain issues - which has of course affected individual consumers struggling with their own budgets, as well as our charity's budget. For example, Tesco's own brand pads doubled in price in 2022. Between November and December 2023, our cost for a pack of day pads, our most frequently requested product, increased by 69%.

We also built partnerships with brands who donated £132,576 worth of period products, and a further £9,674 of postage costs. We are extremely grateful for their generous donations, which have decreased cost to the charity.

Working with our partners

In 2023 we rolled out updated training sessions with our partners, to support them in discussing periods with the communities they work with; build their knowledge of the pros and cons of different period products; and work with our updated, more efficient systems for ordering and distributing period products.

We also produce a regular partner newsletter, 'The Monthly Bleed', to share key updates from BGP, highlight relevant news and opportunities, and build a sense of community amongst our partners.

The impact of our work - illustrated by community partners:

This work continues to have a tangible impact on the people who receive the products. We collect regular feedback via our product order form, as well as through training sessions and other regular contact with our community partners. Feedback regularly and clearly illustrates the benefit of this work on:

- Finances - freeing up limited financial resources to be spent on other essential items
- Physical health - removing the risks that come from women and people who menstruate over-using or reusing products (which include irritation and infection), or using unsuitable alternatives such as toilet paper or socks
- Mental health - reducing stress and anxiety around finances, caring for one's body and leaking whilst menstruating
- Participation in society - the provision of high quality period products, as well as education and support for menstrual health, enables girls, women and people who menstruate to stay in school, progress at work, take part in sport and fully participate in society in the way that they choose, without worrying about their period.

As we put it: we ensure there's one less thing to bloody worry about.



Some quotes from our community partners:

"Thank you for all you are doing to make our lives more bearable, my daughters and I are always relieved to know our little benefits can go to food and not pads."

Meeting Point (CCACP Ltd) service user

"Our parents are grateful to your organisation for the free sanitary products. Our parents are experiencing high levels of deprivation in finances and housing, with some having no permanency to call home. Both our refugees and our young parents are struggling to make ends meet, and the high cost of period products means they are unable to afford it. They have admitted at times to using toilet paper as a makeshift pad. Your organisation has been a life saver for our parents, as your generosity takes away the burden of finding money to buy personal products."

Jubilee Children's Centre

"Period products are expensive even for people earning a living wage, so your products are enormously appreciated."

The Liberal Jewish Synagogue

"We have found our numbers are growing each week, as the cost of living crisis just keeps growing, so thank you so much for all your continued support. We could not provide people with products if it wasn't for the help you give us."

St Barnabas Church

"Without your help we would not be able to help with sanitary products."

Albrighton Community Fridge

"Our service users are so relieved to be able to choose from a variety of products with dignity."

Aid Box Community

"We are extremely grateful for the support we receive from Bloody Good Period that helps hundreds of our members."

West London Welcome

"The women and their girls who use our food bank always are grateful for your products as they say they save a lot of money using these essential products."

St Luke's Community Centre

"It is really important for our clients that they have access to period products. It makes a huge difference."



Clothes Bank KC

“Thank you for your continued support of us and our service users. We very much appreciate your donations without which we would struggle to find the funds to buy these very important and necessary products. Our service users are very grateful for your donations and now have peace of mind knowing that they can relax and have a bloody good period.”

Holy Trinity Church

2. A comprehensive education programme for refugees and asylum seekers (Bloody Good Education Programme, or BGEEd)

Our education programme, which provides essential menstrual, sexual and reproductive health information to refugees and asylum seekers, expanded in 2023 - reaching a total of 150 people via 22 sessions (compared to just 5 sessions in our first year of the programme, and 113 people reached in 2022) with community organisations, with huge impact on both the individuals attending and their wider networks.

This programme was established four years ago to provide information and encourage conversations around sexual, reproductive and menstrual health topics. In collaboration with Refugee Community Organisations (RCOS), BGEEd creates sessions that are facilitated by medical experts with the aim of sharing information and encouraging open conversations on a range of topics tailored to the group's needs.

Our objectives are to:

- continue to engage refugee women and people who menstruate in conversations about menstrual, sexual and reproductive health
- extend the reach to more participants
- ensure the programme is user-led in its approach.

Session delivery

Sessions have continued to have been held online, based on the needs of the RCOs and their participants. This has enabled the programme to reach residents beyond London. Each session lasts approximately one hour and is facilitated by a medical expert who covers information on an agreed topic that is chosen with a representative from the RCO to suit the participants' needs. The sessions are designed to be interactive, with questions and conversation encouraged throughout. In total, 6 topics were covered over the year, including cervical screening, menstrual health and tracking, contraception, period products, menopause and breast checking.



The majority of sessions this year were carried out with assistance from an interpreter arranged by the RCO to ensure sessions were accessible to all. The languages covered include Albanian, Arabic, Chinese, Dari, Farsi, Sorani, Russian, Spanish and Yoruba.

Measuring the impact of the sessions

Participants are asked 'before and after' questions, intended to capture change driven by the BGEEd sessions in both knowledge and impact on behaviour and actions. We also conducted focus groups with BGEEd participants to allow for more in-depth discussions on the programme impact. This data shows:

- a considerable uplift in participants' intentions to check for changes in their bodies, from tracking their periods to doing regular breast checks
- an increase in participants' confidence to take action (e.g. to speak to a GP if they noticed a change)
- an increase in participants' confidence in raising other gynaecological concerns with their GP.

Some quotes from participants to illustrate their changed knowledge and behaviour:

“After this session I (have) decided to visit my doctor. I have decided to choose the best contraception for me now, I’m very grateful for all the good information.”

“I would feel more confident to go to the GP if it got heavier. Or if it didn’t come or something was different, I would definitely go to see the doctor now.”

Impact on wider social networks

One of the aims of the BGEEd programme is to encourage more open conversations around menstrual, sexual and reproductive health. This is in part to break down taboos and de-stigmatise these topics, but also to encourage greater awareness by sharing the information participants have discussed in the groups with their wider networks and their own children. It was extremely encouraging to hear through focus groups that participants felt able to talk more openly about these topics within their wider networks. This included talking to peers and to the younger generation, for example friends, sisters, sisters-in-law and daughters.

“It’s like preparation because I think knowledge is power. The good thing is being aware, and some of us don’t feel comfortable discussing because it’s not talked about, but now we’re aware we have the confidence to pass it on.”



The wider context

There is of course substantial cross-over between this WOW and our other workstreams on embedding EBEs' voices, providing period products, and campaigning for longer-term change. During 2023, we also saw BGEEd participants expressing concern about changing immigration policy. This included concerns and uncertainty around changes in access to NHS services and charging policies.

With thanks to our RCOS partner organisations:

- Groundwork, Bristol
- Groundwork, London
- Happy Baby Community, London
- Islington Centre for Refugees and Migrants, London
- Migrants Organise, London
- Experts by Experience Forum, Bloody Good Period

3. Working closely with Experts By Experience

Our Experts by Experience forum ran across 2023, acting as a space for Bloody Good Period to engage with, and be shaped by, people who are representative of those who access our core charitable services. This is deeply aligned with our values, as well as reflecting best practice within the charity sector. Our EBE Forum participants all have lived experience of the asylum process, either having status or still waiting for a decision. This programme of work is funded by Trust for London.

In 2023 our highly engaged members attended a series of 8 sessions, each 2 hours long, which included:

1. Getting to know each other, creating a group agreement and information session on menstrual flow, products and the reproductive system
2. BGP's operations, mapping exercise on accessing products (finding/using/receiving), discussion on language and 'what makes a good period'
3. BGP's campaigns, how periods fit into the bigger picture.
4. BGP's education programme, accessibility of resources and discussion on community ambassador idea
5. BGP's communications, discussion on example social media posts and videos
6. Refugee Week planning and discussion
7. Briefing on summer Parliamentary drop-in event, and creating audio clips together for Refugee Week and beyond



EBE Forum members often spoke about their increased costs and how difficult it was to get by, especially with extremely limited resources. Additionally, on top of the complexity and trauma of the asylum system, the increasingly hostile environment for refugees and asylum seekers was a large and dominant theme in all Forum discussions.

This work had a tangible impact on the development and execution of our campaigning strategy, including EBEs attending a drop-in event in Parliament in the summer of 2023, and speaking to media about experiences of managing periods within 'the hostile environment'.

Evaluation of Forum members' experiences shows that, as a result of participating in the Forum, individuals have more information, confidence and access to support around menstrual health and equity. All Forum members were given the opportunity to attend a menstrual education workshop, run by BGP's Education team and a medical professional. Attendees expressed how positively life-changing the session had been for them in terms of knowledge but also in tackling shame around menstruation. There was a thirst from the group to continue learning and developing their knowledge in this area in the Forum and beyond.

In addition, menstrual health has been a common discussion topic in all Forum meetings, with members sharing concerns around heavy, painful and/or irregular periods, and their mixed experiences of the support they had received from healthcare practitioners. Many were still seeking information and advice after GP appointments. We also heard how menstruation has social and domestic impacts, as periods affect whether they want to see friends and family, or are able to do household chores, as well as on their health and finances. In these discussions Forum members have shown an increased awareness of what menstrual equity is and why it is so important. Many EBEs shared that they were unaware of the various period products available, and how to use them, when they arrived in the UK. For some it had taken months until they had found out what was available, and up until this point had been using cloth. Therefore, they highlighted the need for education workshops and information early on in the asylum system. They praised the workshops that BGP already does and expressed a need for them to be expanded to reach more people, particularly new arrivals to the UK. Some members also attended a BGP event for Menstrual Health Day at London's Museum of the Home, where we discussed the different impacts of periods in a panel event.

Forum members' experiences have been instrumental in ensuring that the BGP team has a full and comprehensive understanding of the reality for asylum seekers who are also experiencing periods. The Forum has powerfully brought to life how periods are about far more than solely products: bedding, privacy and food is also important, alongside the challenges of accessing these within the resources provided by the government (e.g. limited financial resources and inadequate or no product provision in Home Office-provided accommodation). This has further underlined the daily reality of 'the hostile environment' for those seeking asylum.



With their full consent and with the support of the Forum in place, we shared members' experiences and stories in media coverage, at a Refugee Week panel event, and at our first Parliamentary drop-in, attended by more than 25 cross-party MPs in June 2023. We have also recorded videos of EBEs sharing their experience and expertise, for sharing in future campaign activity. EBEs' participation in our Parliamentary drop-in meant that their testimonies and experiences could directly reach political decision-makers.

4. Campaigns for free period products for all

This WOW is a core part of our overall strategy for long-term change, so that a charity is no longer having to meet a basic human need for period products. This includes the provision of free period products for everyone who needs them, plus essential menstrual health education and normalisation.

We set out to increase our advocacy and activism work in 2023, given both the changing, volatile political context and the escalating level of need, as outlined above. Specifically we aimed to lay our foundations for campaigning ahead of a General Election in 2024, by forging relationships with key decision-makers, improving the recognition of period poverty as an issue and of BGP as a key organisation in the space. We have done this successfully: learning a huge amount, developing strong relationships and establishing ourselves as a key player in the movement for women's health generally and in menstrual equity specifically.

We developed our [Menstrual Manifesto](#) in collaboration with our Experts by Experience forum. This work also brought in external policy expertise and BGP's data collection and community partner experience.

We raised period equity as a key issue at a number of political events, including:

- Our first [Parliamentary drop-in](#), in June 2023 - attended by 25+ cross-party MPs, with a very positive response. Attendees spoke with Experts By Experience Forum members about their experiences of menstruation in Home Office accommodation, and with Bloody Good Employers partners about the importance of supporting women and people who menstruate in the workplace
- At party conferences, APPG meetings, with HM Treasury, and with key MPs.

We submitted [evidence to government inquiries](#) on:

- Impact of asylum policy on poverty
- Gendered impact of cost of living crisis
- Reproductive health



We endorsed the [Faculty of Sexual & Reproductive Health Hatfield Vision](#) for Reproductive Health. BGP is the lead organisation for goal 11 of the FSRH vision, around universal access to menstrual products.

We developed a strong public comms and mobilisation campaign through BGP's popular and engaged digital channels. This included [driving awareness](#) of the reality of managing periods in asylum accommodation, as part of Refugee Week (with all support mechanisms for our EBEs in place through our EBE Forum).

5. Menstrual normalisation and awareness: culture-changing communications for all

As part of our goal to normalise conversation around menstruation, we create bold, culture-changing communications which provide everyone with a better way to talk about periods. In 2023 this included continued organic growth on our social media channels, as well as generating increased engagement and action through our newsletters and online campaigns.

2023 communications highlights include:

- Social media growth: we have over 57K Instagram followers, 8K on Facebook, 6K on LinkedIn, and 1K on TikTok - with an average of 85K Tik Tok views per month
- Regular 'viral' content - for example in October our [period take on 'boy maths'](#) had over 19K views in less than 24 hours
- Content reposted by other large accounts, including [The Guilty Feminist](#)
- Creative approaches to highlighting issues such
 - [Tampon tax savings](#) not being passed on to consumers
 - [Language change](#) in UK government buildings
 - BBC newsreader Naga Munchetty told to 'suck it up' over extreme [menstrual pain](#)
 - A civil service roundtable on [period products in schools](#)
- Media coverage including:
 - Period poverty and the cost of living crisis, [The Independent](#), December 2023
 - Women's Health Strategy, [Cosmopolitan](#), July 2023
 - Period poverty, [HuffPost](#), May 2023
 - Why men need to know about periods, [Stylist](#), March 2023
 - How to talk to kids about periods, [The Independent](#), March 2023



6. Changing the way people think about periods at work (and additional income stream): Bloody Good Employers

2023 was the second full year of trading for our subsidiary company, Bloody Good Employers (BGE) Ltd, which delivers profits to Bloody Good Period to allow us to pursue our charitable aims. The company works with UK employers to review and improve menstrual and gender equity and inclusion.

The year started with 11 employers signed up to the programme, with a further 9 joining throughout the year. By the end of 2023, 3 BGEs were accredited: charity CoppaFeel!, learning and development agency NKD and Camden Council. Partners describe our work as “punchy”, praise its success in “unlocking the breadth of EDI” and pushing boundaries and standing out amongst “tokenistic” EDI initiatives. The enterprise was awarded the Equality Award and was named a top 100 Social Enterprise by Natwest and Pioneers Post. Social Enterprise UK shortlisted BGE as a “One to Watch” showing promising signs for growth and impact at this early stage. We built our network and contributed to broader conversations around menstrual equity by having Director Elysha Paige contribute as a panel member to BS 30416: Menstruation, menstrual health and menopause in the workplace guide. We also engaged BGE programme representatives from Camden Council and Network Rail to support BGP’s Period Penalty campaign to speak directly with MPs to raise awareness of the impact of period inquiry in the workplace.

In order to broaden our impact and meet the needs of our market, we diversified our offering by introducing a specific focus on Menopause for our BGE accreditation partners, which has been extremely positively received. We also introduced a “taster workshop” offer, which is a lower commitment, lower cost but still impactful way to initiate conversations about menstrual health in the workplace. It also enables employees to build the business case for their employers to further invest in workplace menstrual equity.

The turnover for the year was £96,937. Grant income comprised £6,336, with the remainder income delivered through trading. The year ended with a profit of £11,988, representing a healthy and growing income stream for BGP.

BGE is now at a crucial point, needing additional resources to deliver on its huge potential. We are therefore actively exploring alternative funding options, including social investment, to allow us to expand our resources and deliver greater impact, both for UK workplaces and for BGP’s charitable



work. At the end of 2023, we were awarded the Reach Fund by Social Investment Business to support us in getting “investment ready” in 2024.

7. Ethical fundraising

We fundraise in line with our [Ethical Fundraising policy](#), which sets out the standards of our commitment to ethical fundraising, in line with charity law, the Fundraising Regulator Code of Fundraising Practice, and our organisational values.

Our generous funders

Individual supporters

We are proud and grateful to have a committed group of public supporters who enable our work through their financial support - thank you to every individual, group and community who supports us in this way.

Events

We held our annual comedy fundraiser, Bloody Funny, in September 2023, selling out for the first time in the event’s history and raising a record amount. We are grateful to our guest comedians for donating their time and skills for free; to our corporate sponsors The Spark Company; to our venue, Conway Hall; to the many volunteers who made it possible; and to every member of our sold-out audience.

Trusts, Foundations and corporate supporters

We are deeply grateful for the trusts and foundations and corporate funders who chose to fund our work in 2023.

We would like to extend a huge bloody thanks to those listed below, and those who wish to remain anonymous.

Trusts and Foundations (in alphabetical order)

- Adint Charitable Trust
- AKO Capital Trust
- Balcombe Charitable Trust



- Blakemore Foundation
- Choose Love
- Enterprise Development Fund
- Islington Local Initiatives Fund
- Global Giving
- Hospital Saturday Fund
- Share Gift
- Southall Trust
- The Big Give Trust
- The Funding Network
- The London UNA Trust
- The Talent Fund
- Trust for London
- Two Magpies Fund

Corporate Funders (in alphabetical order)

We were delighted to receive significant donations from:

- Ambassadeurs Group
- Capital Group
- Evri
- Hattrick Productions
- Mewburn Ellis LLP
- Nike Retail
- Oliver Bonas
- Print Social
- Studio Pia
- STV Studios
- The Spark Company
- We Are Riley
- plus numerous small businesses and sole traders through Work for Good

Period product providers (in alphabetical order)

We are extremely grateful to have received donations from the below companies. This has helped us to meet record levels of demand with our limited resources.

- Here We Flo
- Modibodi
- Ohne
- Pareto
- Power of Pants



- Ruby Cup

Other pro bono supporters (in alphabetical order)

We send our huge thanks to our other supporters who have provided us with their expertise and services on a pro bono basis.

- A Studio of Our Own
- Evri
- Frontier Economics
- incident.io
- Latham & Watkins LLP
- The Factory Project

8. A supportive, inclusive, values-based way of working

We are proud of our culture at BGP, whilst always striving to improve and ensure everything we do is in line with our values to be intersectional, inclusive, diverse, actively anti-racist, trans inclusive and decolonial, with self-care embedded in all that we do.

Across 2023 we discussed and defined our internal values for how we work together internally, and with external stakeholders. These are:

- We are inclusive
- We practice self and collective-care
- We believe in ourselves, each other and our mission.

Measuring our impact

In measuring BGP's impact, we are always conscious of the inherent power imbalance between a charity and the communities that charity works with. We will not be extractive of people at disadvantage; no-one should have to tell their stories of trauma in order to access essential period products. Where we work with people with lived experience, we are mindful not to cause retraumatisation. This values-based approach carries through into our evaluation work.

From the origins of BGP, feedback has been spontaneously given by our community partners and the people we work with. From this feedback, as well as the lived experience of members of the staff and trustee team and Experts by Experience forum, we know that providing period products has a very



tangible impact. It takes care of a fundamental need which is too often unmet, and enables women and people who menstruate to care for their bodies in a way that works for them. This is especially important for people and communities who are experiencing multiple disadvantages in other parts of life - especially those who are seeking refuge or asylum in the UK, and those affected by the protracted and severe cost of living crisis. This impact can also be very emotional, because providing period products shows that the needs of women and people who menstruate matter, and are being met.

In 2023 we improved our relationships and training processes with partners, which includes collecting data and feedback on our impact. We obtain regular feedback via product order forms (the qualitative feedback shared in this report comes from those forms), as well as at BGEEd sessions and training workshops for community partners. We review product order and distribution data on a fortnightly basis, looking at trends and feedback, and taking action accordingly. For example, this feedback has reinforced the importance of our long-standing practice of prioritising the individual needs of the people who use the period products, as everyone has different requirements and preferences. From this we know that it would not be practical or appropriate to only buy (or seek donations of) one brand of product, but rather maintain a wide range in order to meet people's diverse needs.

We also collect feedback and partner input through the ad hoc support offered by our team assistant to our community partners.

We evaluate our BGEEd sessions through a series of pre- and post-session questions, and this year conducted focus groups to allow for more in-depth discussion on the programme's impact.

We have a strong monthly tracking process in place of key indicators for each Way of Working in our Theory of Change. For example, for communications this includes metrics such as email open and click-through rates, social engagement measures and the quantity and content of media coverage of our work.

We remain committed to developing our evaluation work in line with our values of non-extraction and avoiding retraumatisation. In 2024 we will develop this work to generate a holistic view of our impact and ensure we are collecting increasingly meaningful data and feedback in the months and years ahead. This work will be project managed by a freelance team member, familiar with the organisation and our values but also able to bring fresh perspective, to ensure its delivery alongside other pressing work. We will partner with at least one external agency to support us improving our evaluation work, whilst also remaining true to our values.



Section E: Financial Review

During the period ended 31 December 2023, the charity received a total income of £916,050. During the period ended 31 December 2023, the charity received a total income of £916,050. This includes £153,945 of donated services including research, legal advice and donated office and storage space (vs £26,900 of donated services in 2022), and £142,250 of donated period products (vs £59,185 in 2022). Expenditure totalled £896,832.

Reserves Policy

The policy of the charity is to maintain such reserves as to ensure the long-term viability of the charity and enable it to fulfil its objects for the foreseeable future. Trustees consider it reasonable to maintain three months' running costs as reserves, which are estimated to be approximately £112,000. General reserves at the period end stood at £119,739. Unrestricted reserves are available, at the discretion of the trustees, to further the general objects of the charity. The unrestricted funds available to the charity that are not tied up in fixed assets, as at 31 December 2023 were £118,295. This is considered sufficient to meet these objectives.



Section G: Declaration

Going Concern

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.

Statement of Trustees' Responsibilities

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on 3rd September and signed on its behalf.



A handwritten signature in black ink, appearing to read "SRubenstein".

Signature: _____

Full Name: Susan Rubenstein

Position: Chair of trustees

Date: _____ 3rd September 2024 _____

Independent Examiner's Report to the Trustees of Bloody Good Period Ltd

I report on the financial statements of the company for the year ended 31 December 2023 as set out on pages 24 to 34.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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



Charles Ssempijja (FCA)
NfP Accountants Ltd
86-90 Paul Street
London EC2A 4NE

Date 03 September 2024

Bloody Good Period Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the period ended 31 December 2023

		Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Income from:							
Donations and legacies	2	753,463	120,850	874,313	526,305	167,892	694,197
Charitable activities							
Menstrual Education and Awareness	3	3,335	–	3,335	3,392	–	3,392
Other trading activities	4	38,402	–	38,402	26,391	–	26,391
Total income		795,200	120,850	916,050	556,088	167,892	723,980
Expenditure on:							
Raising funds	5	228,580	–	228,580	139,064	–	139,064
Charitable activities							
Menstrual Education and Awareness	5	246,335	61,414	307,749	90,426	58,978	149,404
Provision of essential period products	5	307,152	53,351	360,503	334,205	62,030	396,235
Total expenditure		782,067	114,765	896,832	563,695	121,008	684,703
Net income / (expenditure) for the period		13,133	6,085	19,218	(7,607)	46,884	39,277
Transfers between funds		2,692	(2,692)	–	(97)	97	–
Net income / (expenditure) before other recognised gains and losses		15,825	3,393	19,218	(7,704)	46,981	39,277
Net movement in funds		15,825	3,393	19,218	(7,704)	46,981	39,277
Reconciliation of funds:							
Total funds brought forward		103,914	50,291	154,205	111,618	3,310	114,928
Total funds carried forward	15	119,739	53,684	173,423	103,914	50,291	154,205

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Bloody Good Period Ltd

Company no. 11801410

Balance sheet**As at 31 December 2023**

	Note	£	2023 £	£	2022 £
Fixed assets:					
Tangible assets	10		<u>1,444</u>		<u>1,270</u>
			1,444		1,270
Current assets:					
Stock	11	1,867		3,242	
Debtors	12	19,299		58,781	
Cash at bank and in hand		<u>182,602</u>		<u>110,858</u>	
		203,768		172,881	
Liabilities:					
Creditors: amounts falling due within one year	13	<u>31,789</u>		<u>19,946</u>	
Net current assets / (liabilities)			<u>171,979</u>		<u>152,935</u>
Total assets less current liabilities			<u>173,423</u>		<u>154,205</u>
Total net assets / (liabilities)			<u><u>173,423</u></u>		<u><u>154,205</u></u>
The funds of the charity:	14				
Restricted income funds			53,684		50,291
Unrestricted income funds:					
General funds		<u>119,739</u>		<u>103,914</u>	
Total unrestricted funds			<u>119,739</u>		<u>103,914</u>
Total charity funds	15		<u><u>173,423</u></u>		<u><u>154,205</u></u>

For the period ending 31 December 2023, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on 3rd September and signed on its behalf by:



Trustee

Susan Rubenstein

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2023

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments and therefore consolidated accounts have not been prepared.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The charity has not prepared a statement of cash flows, taking advantage of Section 1A of FRS 102 in relation to small entities.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2023

1 Accounting policies (continued)

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the cost of activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Cost of raising funds	29%
● Menstrual Education and Awareness	45%
● Relief of period poverty	26%

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Office & Computer Equipment	3 years
-------------------------------	---------

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2023

1 Accounting policies (continued)

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted	Restricted	2023 total	2022
	£	£	£	Total
				£
Donations	327,093	12,500	339,593	446,045
Donations of period products for distribution	142,250	–	142,250	59,185
Donated services and facilities	153,945	–	153,945	26,900
Trusts and Foundations	113,002	108,350	221,352	134,949
Gift aid	17,173	–	17,173	27,118
	<u>753,463</u>	<u>120,850</u>	<u>874,313</u>	<u>694,197</u>

Donated services and facilities include pro bono services received for Research, legal advice, event management and marketing and donated facilities for storage and office space.

3 Income from charitable activities

	Unrestricted	Restricted	2023	2022
	£	£	Total	Total
			£	£
Menstrual Education and Awareness				
Education programme	105	–	105	30
Speaker fees and expenses	3,230	–	3,230	3,362
Total income from charitable activities	<u>3,335</u>	<u>–</u>	<u>3,335</u>	<u>3,392</u>

4 Income from other trading activities

	Unrestricted	Restricted	2023	2022
	£	£	Total	Total
			£	£
Merchandise sale	1,000	–	1,000	1,200
Fundraising events and other recharges	37,402	–	37,402	25,191
	<u>38,402</u>	<u>–</u>	<u>38,402</u>	<u>26,391</u>

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2023

5 Analysis of expenditure

	Charitable activities				2023 Total £	2022 Total £
	Cost of raising funds £	Menstrual Education and Awareness £	Provision of essential period products £	Support costs £		
Staff costs (Note 6)	51,908	81,236	47,618	11,490	192,252	195,293
Bad Debt	-	-	-	26,995	26,995	-
BG Employers Costs	-	16	-	-	16	550
Grants paid to subsidiary BGE	-	5,000	-	-	5,000	10,400
Fundraising and Communications						
Consulting	43,391	-	-	-	43,391	52,244
Consulting, Admin and professional fees	-	3,595	-	89,650	93,245	33,976
Cost & transport of merchandise for sale	33	-	-	1,547	1,580	3,040
CRM and Database system	-	-	-	7,358	7,358	10,433
Direct Programme costs	-	15,653	-	9,671	25,324	24,492
Donated services	-	-	-	153,945	153,945	26,900
Fees and commission	-	-	-	2,496	2,496	2,931
Fundraising Events Cost	3,888	-	-	-	3,888	5,986
Printing, Stationery and sundry	383	-	-	2,955	3,338	4,079
Products purchased distributed out	-	-	52,318	127,857	180,175	224,214
Donated products distributed out	-	-	142,250	-	142,250	71,631
Rent and utilities	-	400	-	8,792	9,192	8,023
Staff training and Development	-	-	-	3,586	3,586	7,721
Storage	-	-	-	2,612	2,612	1,904
Transport of Product	-	-	-	189	189	886
	99,603	105,900	242,186	449,143	896,832	684,703
Support costs	128,977	201,849	118,317	(449,143)	-	
Total expenditure 2023	228,580	307,749	360,503	-	896,832	

Of the total expenditure, £793,582 (2022: £563,695) was unrestricted and £103,250 (2022:£121,008) was restricted. Bad debts occurred due to bankruptcy of the debtor which was beyond the charity's control. Support costs includes Governance costs of £2,214 (2022:£2,863) including Independent examination fee of £800 (2022:£800)

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2023

5 Analysis of expenditure (continued.....)

	Charitable activities				2022 Total £
	Cost of raising funds £	Menstrual Education and Awareness £	Relief of period poverty £	Support costs £	
Staff costs (Note 6)	45,145	71,168	60,481	18,499	195,293
Bad Debt	-	-	-	-	-
BG Employers Costs	-	550	-	-	550
Grants paid to subsidiary BGE	-	10,400	-	-	10,400
Fundraising and Communications					
Consulting	40,833	-	-	11,411	52,244
Consulting, Admin and professional fees	-	-	-	33,976	33,976
Cost & transport of merchandise for sale	3,040	-	-	-	3,040
CRM and Database system	-	-	-	10,433	10,433
Direct Programme costs	-	24,492	-	-	24,492
Donated services	16,900	5,000	5,000	-	26,900
Fees and commission	2,931	-	-	-	2,931
Fundraising Events Cost	5,986	-	-	-	5,986
Printing, Stationery and sundry	254	-	-	3,825	4,079
Products purchased distributed out	-	-	224,214	-	224,214
Donated products distributed out	-	-	71,631	-	71,631
Rent and utilities	-	-	-	8,023	8,023
Staff training and Development	-	-	-	7,721	7,721
Storage	-	-	1,904	-	1,904
Transport of Product	-	-	886	-	886
	115,089	111,610	364,116	93,888	684,703
Support costs	23,975	37,794	32,119	(93,888)	-
Total expenditure 2022	139,064	149,404	396,235	-	684,703

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2023

6 Staff remuneration

Staff costs were as follows:

	2023 £	2022 £
Salaries and wages	158,271	171,618
Social security costs	9,497	9,998
Employer's contribution to defined contribution pension schemes	10,984	13,677
Termination and redundancy payments	13,500	-
	<u>192,252</u>	<u>195,293</u>

No employee received total employee benefits (excluding employer pension) of more than £60,000 during the period (2022: nil).

The total employee benefits including pension contributions of the key management personnel were £94,791 (2022: £71,734).

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the period was as follows:

	2023 No.	2022 No.
Charitable activity	6.0	6.0
	<u>6.0</u>	<u>6.0</u>

8 Related party transactions

Aggregate donations from related parties during the period were £nil.

There are no donations from related parties which are outside the normal course of the charity business and no restricted donations from related parties.

The charity trustees were not paid or received any other benefits from employment with the charity in the period. No charity trustee received payment for professional or other services supplied to the charity. No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

The charity owns 100% of Bloody Good Employers Ltd, a subsidiary company registered in England and Wales (number 13531960) incorporated on 27 July 2021.

Fiona Pei Shan Yeung is the common active director in parent and subsidiary company. The Chief Executive Officer, Rachel Grocott, is also the director of the subsidiary company.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2023

8 Related party transactions (continued)

Bloody Good Employers Limited

Registered Office: 167–169 Great Portland Street, 5th Floor, London, England, W1W 5PF

Nature of business: Management consultancy activities other than financial management

Bloody Good Period Ltd guarantees that if the company is wound up while it is a member, or within one year after it ceases to be a member, it will contribute to the assets of the company by such amount as necessary but not exceeding £1. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments therefore, consolidated accounts have not been prepared.

	2023 £	2022 £
Agregate capital and reserves	23,867	11,905
Profit for the year	<u>-</u>	<u>-</u>

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Office & Computer Equipment £	Total £
Cost or valuation		
At the start of the period	3,414	3,414
Additions in the period	1,125	1,125
At the end of the period	<u>4,539</u>	<u>4,539</u>
Depreciation		
At the start of the period	2,144	2,144
Charge for the period	951	951
At the end of the period	<u>3,095</u>	<u>3,095</u>
Net book value		
At the end of the period	<u>1,444</u>	<u>1,444</u>
At the start of the period	<u>1,270</u>	<u>1,270</u>

All of the above assets are used for charitable purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2023

11 Stock	2023 £	2022 £
Merchandise	1,867	3,242
	<u>1,867</u>	<u>3,242</u>

12 Debtors	2023 £	2022 £
Trade debtors	7,017	–
Accrued income	12,282	58,781
	<u>19,299</u>	<u>58,781</u>

13 Creditors: amounts falling due within one year	2023 £	2022 £
Trade creditors	20,500	12,223
Taxation and social security	6,210	5,748
Other creditors	–	25
Accruals	5,079	1,950
	<u>31,789</u>	<u>19,946</u>

14 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	1,444	–	–	1,444
Net current assets	118,295	–	53,684	171,979
Net assets at 31 December 2023	<u>119,739</u>	<u>–</u>	<u>53,684</u>	<u>173,423</u>

Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	1,270	–	–	1,270
Net current assets	102,644	–	50,291	152,935
Net assets at 31 December 2022	<u>103,914</u>	<u>–</u>	<u>50,291</u>	<u>154,205</u>

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2023

15 Movements in funds

	At 1 January 2023 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2023
Restricted funds:					
Menstrual Education and Awareness	30,291	47,500	(61,414)	(2,692)	13,685
Provision of essential period products	20,000	73,350	(53,351)	-	39,999
Total restricted funds	50,291	120,850	(114,765)	(2,692)	53,684
Unrestricted funds:					
General funds	103,914	795,200	(782,067)	2,692	119,739
Total unrestricted funds	103,914	795,200	(782,067)	2,692	119,739
Total funds	154,205	916,050	(896,832)	-	173,423
At 31 December 2022					
	At 1 January 2022 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2022 £
Restricted funds:					
Menstrual Education and Awareness	1,662	87,649	(58,978)	(42)	30,291
Provision of essential period products	1,648	80,243	(62,030)	139	20,000
Total restricted funds	3,310	167,892	(121,008)	97	50,291
Unrestricted funds:					
General funds	111,618	556,088	(563,695)	(97)	103,914
Total unrestricted funds	111,618	556,088	(563,695)	(97)	103,914
Total funds	114,928	723,980	(684,703)	-	154,205

Purposes of restricted funds

Menstrual Education and Awareness relates to funding received and used to provide educational sessions about female health including menstruation and sexual health to support asylum seekers and refugees living in the UK.

Relief of period poverty relates to funding received and use to provide high quality period products to asylum seekers, refugee and those in poverty in the UK.

Transfer to general funds represents costs incurred from restricted grants previously funded from general funds.

16 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. Bloody Good Period Ltd is a charitable company limited by guarantee registered in England with registration number 11801410. Its registered office address is 167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF. The accounts are presented in GBP rounded to £1.

BLOODY GOOD PERIOD

England & Wales - Charity number 1185849

Accounts

Bloody Good Period Ltd
A Company Limited by Guarantee

Charity Registration No. 1185849
Company Registered in England No. 11801410

Report and Unaudited Financial Statements
year ended 31 December 2022

Bloody Good Period Ltd

Section A: Reference and Administration Details

Status:	Company Limited by Guarantee No.11801410 Charity Registration No. 1185849 The Company's governing document is its Memorandum and Articles of Association dated 1 February 2019 as amended by a special resolution on 14 October 2019
Registered Office:	167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF The Company does not have a separate principal office.
Trustees:	Ruby Alice Bayley Susan Barbara Rubenstein (Chair) Fiona Pei Shan Yeung Shakiba Oftadeh Moghadam
CEO:	Until end May 2022: Gabby Edlin From April 2022: Rachel Grocott
Independent examiner:	Charles Ssempijja FCA NfP Accountants Ltd 86-90 Paul Street London EC2A 4NE
Bankers:	National Westminster Bank Plc 135 Bishopsgate London EC2M 3UR



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2022

The Trustees (who are also the directors of the charity for the purposes of the Companies Act) present their annual report together with the unaudited financial statements of the Bloody Good Period Ltd for the year ended 31 December 2022. The Trustees confirm that the annual report and financial statements of charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2019 FRS102).

Section B: Structure, Governance and Management

Description of the charity's trusts

Bloody Good Period (BGP) was registered as a company limited by guarantee on 1st February 2019 (company number: 11801410) and became a registered charity on 16 October 2019 (charity registration number: 1185849).

It is governed by its Memorandum and Articles of Association dated February 2019 as amended by a special resolution dated 14 October 2019. Its registered office is 167-169 Great Portland Street, 5th Floor, London, W1W 5PF.

The governance of the charity is the responsibility of the Trustees. Day-to-day management is carried out by the CEO, who draws on the support and expertise of the highly experienced Board of Trustees as needed.

Trustee selection methods

Trustees are elected and co-opted under the terms of the governing document, the Articles of Association of Bloody Good Period, section 22. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments are made where required to strengthen the Board of Trustees, subject to all trustees' approval.



When it is necessary to appoint new trustees, due to either a trustee stepping down or a gap of expertise in the board being identified, recruitment will initially begin through the networks of the board and management team. Applicants will be reviewed by trustees and the successful applicant will be invited to attend a trustee meeting. Following this, on the provision that the board is satisfied and the applicant still wishes to join the trustee board, they will be appointed.

No other person or external body is entitled to appoint any trustees of the charity. The Trustees who served during the period and after the year end are shown on page 1.

Trustee representation and lived experience

Our passionate and skilled trustees variously represent a diversity of characteristics, reflecting the diverse and varied communities with whom we work. Trustees also have a variety of relevant lived experience, including one with lived experience of refugee status. Their combined skills include: governance, strategy and management, fundraising, law and working with people with lived experience, including the importance of avoiding retraumatisation, which is embedded in all the work we do.

Related parties

The Charity has considered the disclosure requirements of the SORP for related party relationships. The trustees consider that the members of the board and their close connections are related parties of the charity. All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in the Notes to the accounts.

Trustees are required to disclose all relevant interests and register them with the charity, and to withdraw from decisions where a conflict of interest arises.

Bloody Good Employers (BGE) Ltd is a subsidiary company of Bloody Good Period. Profits are donated back to Bloody Good Period to allow us to carry out our charitable aims. The company works with UK employers to review and improve menstrual and gender equity and inclusion. It focuses on strengthening workplace culture, communications and policies



which support women and people who menstruate, with both short- and long-term benefits for both employees and employers.

Remuneration of key management personnel

The pay of the charity's senior staff is reviewed annually and normally increased in accordance with average earnings, depending on affordability. The trustees also draw on their knowledge of the sector and common practice in other charities of similar size to ensure that the remuneration set is fair and not out of line with that generally paid for similar roles.

Section C: Objectives and Activities

Summary of the objects of the charity

The Charity's objects (Objects) are specifically restricted to the following:

To relieve period poverty for the public benefit among, particularly but not exclusively, refugees, asylum seekers, and otherwise displaced people who menstruate and their dependents living in the UK by providing menstrual and hygiene supplies and essential menstrual education.

“Period poverty” refers to the inability to afford or have access to essential menstrual products.

The People We Work With (Beneficiaries)

Over 2022 we continued to see the issue of period poverty, part of the wider (and gendered) issue of poverty, worsening.

Asylum seekers are entitled to just £40.85¹ per week to live on (and are generally not permitted to work in the UK). No additional funding is available to purchase period products for themselves or dependents who menstruate. Many report to have heavy and irregular

¹ <https://www.gov.uk/asylum-support/what-youll-get>

² <https://data.unhcr.org/en/situations/ukraine>.



periods, thought to result from the trauma of displacement. Caring for a heavy period could cost around £20 per month, meaning that almost a quarter of an asylum seeker's income could be needed to care for their reproductive health. In practice, given the multiple pressures on these limited resources, female and menstruating (who do not identify as women) asylum seekers often have to rely on makeshift alternatives, or nothing at all.

2022 saw us support refugees fleeing a number of crises around the world. Headlines focussed on the 14 million people² displaced by the conflict in Ukraine, and we supported 76 partners providing essential products to refugees. We also supported people from Afghanistan, Iran, Iraq, Sierra Leone, Albania and other countries – places no longer in daily headlines, but the need for essential period products is very much still a pressing reality.

In addition, the last year saw rising demand from partner organisations supporting those affected by financial hardship and poverty, as the 'cost of living' crisis unfolds in the UK.

"They simply can't afford period products. Some families couldn't even afford the bus fare to come and pick up products from us. If they can't even afford that, paying for a period is going to be a problem."

Abibat Olulode, Feed 2 Read, BGP partner organisation, speaking to The Guardian in April 2022 – read the full piece [here](#)

Given the multiple pressures on individual and household budgets, the needs of women and people who menstruate are typically low down (or bottom of) the priority list. This is compounded by the ongoing shame and stigma surrounding periods, and the lack of comprehensive period education and conversation in our society. Too often, this means that people who menstruate are unable to access products and support, whilst people who do not menstruate (often, not always) are not able to fully understand the problems this creates. Lack of access to safe period products means social mobility is impeded; shameful associations of bodies are deepened, over for example the fear of leaking in public; and has a range of consequences for mental and physical health – ranging from infections and rashes to significant stress and anxiety.

Bloody Good Period provides period products wherever possible to anyone who menstruates and experiences poverty. Asylum seekers and refugees remain the charity's focus.



Main activities undertaken for the public benefit

1. Provided period products for the relief of period poverty
2. Menstrual Education and Awareness

The Trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.



Section D: Achievements and Performance

1. Provided period products for the relief of period poverty

Our model and impact

The core of Bloody Good Period's work is the provision of period products to asylum seekers, refugees and those who cannot afford them in England and Wales. In 2022 we delivered 119,600 high quality packs of menstrual products. This is an 87% increase compared to 2021. At the same time, we only increased our spend by 44% – reflecting our efficient model and the hard work of our Operations team to maximise impact.

We distribute period products through services already attended by refugees, asylum seekers and others – for example, drop-in centres, food banks, community groups and others. We ensure these partner organisations are able to distribute a free and sustainable flow of period products to those who attend their centres, services and activities. We always aim to build long-term relationships so that people can rely on a supply of period products – as, after all, periods happen every month, and products are needed every month. This is especially vital for people whose lives are unstable in a myriad of other ways.

We always prioritise the personal choices and comfort of the people we work with, so that everyone can manage their period in the way that is best for them, their bodies and their circumstances (or as we put it – everybody deserves a bloody good period). Products are therefore donated generously, encouraging each person to take as many packs as they need both for themselves and dependents who menstruate.

Working with our partners

Much of our focus this year has been on meeting an increase in demand for period products from our community partners. Larger organisations have moved to an automated service where they place regular orders with us. We have also onboarded 51 new partners across 2022. To help us meet this demand we have built relationships with various providers of period products, to whom we are extremely grateful for their generous donations – which has decreased cost to the charity.



Through an in-depth consultation exercise, we have also built our understanding of our partner organisations, how they work and specifically how they measure impact their respective communities. As a result of this and the introduction of a new CRM we have refined our onboarding process and introduced more regular communications with our community partners, as well as providing additional support such as revised accompanying learning sessions (first launched in 2021) on period products, improved access and distribution of products and menstrual health information . These impacts include:

- More orders for reusable period products being placed with BGP, mainly period pants
- Sample products provided as part of the product catalogue workshop are being actively used in demonstrations and talks by partners with the people they work with, helping them to feel more comfortable using new types of products
- Feedback from partners shows that they have really benefited from these sessions, especially the section on 'positive period talk' (for example, using the term 'period products' instead of 'sanitary products' – which implies that there is something inherently unsanitary about periods). This means that partners are equipped to hold conversations on menstruation with their service recipients in a way that is inclusive and supportive.

Impact of free period product provision

As the cost of living crisis unfolds, it is unsurprising yet compelling to see continued feedback from our community partners that our work continues to remove a significant financial cost.

“We’re seeing an increase in demand, and poverty, in-work poverty, food poverty and isolation.”

Time and Talents, London community organisation

“We are so proud to be able to offer these products at every food bank service. We have them readily available for clients to select, with no need to ask or feel any awkwardness. So important for our clients who are making daily difficult choices about spending limited resources.”



Arc Foodbank

"Many thanks. We would have had to phase out giving these products to our clients if we were not able to receive donations from Bloody Good Period"

Watford and Three Rivers Refugee Partnership

"Our beneficiaries the Homeless and refugees are so pleased with the products, they cannot afford to buy these products."

NDC Association CIC

"We are so grateful for the support we have received from BGP. Without it, we would not be able to offer products to our clients each time they arrive at our centre. Nobody should be worried about period poverty."

Brushstrokes Community Project

"The cost of living crisis is having a devastating and protracted effect on our families. We are so appreciative of this support – it is a real lifeline."

Mulberry School for Girls

"We are serving 220 women from different age groups, ethnicities and with different needs. Thank you for supporting us to meet those requirements and lessen their worries. The number has increased comparing to last months. Thank you"

Women's Association for Networking and Development (WAND) UK

"The young vulnerable parents are very grateful for the products as they have limited finances and not having to buy sanitary products gives them a little extra cash a month.. Our Afghanistan families [have] no recourse to public funds and the women are appreciative of the menstrual bag they receive when they come to collect food and clothing."

Jubilee Children's Centre

Putting Experts by Experience at the heart of our work

In 2022 we developed, established and implemented our Experts by Experience forum, in a mindful and person-centred way. We now have a space to engage with, and be shaped by,



people who are representative of those who access our core charitable services. This is deeply aligned with our values, as well as reflecting best practice within the charity sector. This programme of work is funded by Trust for London.

Our 9 EBE Forum participants all have lived experience of the asylum process, either having status or still waiting for a decision.

Meetings began in December 2022 (and are continuing into 2023), managed by our new EBE Forum Co-ordinator.

A note on Measuring Impact

Meeting unprecedented levels of demand for our core charitable work of period product distribution, alongside launching our Experts by Experience forum, has reduced our capacity elsewhere and we have moved back our plans for more in-depth impact assessment, planning to revisit this in 2023.

Campaigns to win free period products for all

Since our origins, we have been clear that we should not have to exist, and are working hard to ensure we do not have to do so in the long-term. We therefore campaign for the provision of free period products for everyone who needs them – especially given the precedent set in 2021, when the Scottish Parliament unanimously agreed to provide free period products to all.

Marking Menstrual Health Day in May 2022, we galvanised organisations and individuals within the menstrual health space to come together and ask for a recommitment to work to tackle period poverty. Our achievements from this ‘Paying for a Period’ campaign included:

- 22 organisations and 12 academics, many who inform government policy, signed our [letter](#) to the government calling for renewed action on period poverty, along with



public support on Twitter calling for Liz Truss, then Minister for Women & Equalities, to take action. Our letter received positive feedback from signatories, such as:

"Great letter which succinctly captures the problems we are all facing without resorting to sensationalism which is easily dismissed. Thanks so much for speaking out and giving us all a space alongside BGP."

Caroline Herman, Founder of All Yours Period Box CIC

- The campaign got great social media engagement, driving follower numbers and engagement, as well as sending more people to our website to engage far more deeply than the average visit
- Press coverage of the campaign included [GLAMOUR magazine](#), ITV News and [Positive News](#).

However, despite clear and compelling support for the issue, government response was firstly extremely delayed, and then solely focused on provision of period products in schools and hospitals, and the tampon tax abolition. Whilst these are great steps in theory, they are neither sufficient in practice (e.g. only 50% of eligible schools participated in the scheme for free products – savings from tampon tax abolition not passed to consumers and cancelled out by inflation – negligible NHS provision given growing waiting lists), nor tackle the issue for many other groups of people. Many other groups also need to access period products, and they have been ignored by the steps taken so far. Refugees, asylum seekers, those relying on food banks and community support groups, and others living in financial hardship are increasingly unable to access these essential items. Meanwhile, small charities like Bloody Good Period are filling the gap and distributing record numbers of products to people who need them.

We have worked with our Experts by Experience forum (see below) and other partners to develop future campaigning plans, including:

- Presented recommendations to the Period Equality APPG
- Worked with AI specialists, Discover AI, to understand the everyday experiences of menstruation across the UK. [Our joint report](#) gathered rich and relevant content from across the internet to develop important insights into the hidden, everyday experiences of menstruation, and their impacts across the life course – showing that



though periods are a highly relatable experience for so many, they also relegated and not sufficiently discussed nor factored into many parts of our society.

Given the escalating levels of need, we plan to increase our activism work, calling for action on period poverty and menstrual equity, across 2023.

2. Menstrual Education and Awareness

Bloody Good Education Programme (“BGEd”)

Bloody Good Education delivers information sessions to women and people who menstruate from refugee communities. The programme was established three years ago to provide information and encourage conversations around sexual, reproductive and menstrual health topics.

In collaboration with Refugee Community Organisations (RCOS) BGEd creates sessions that are facilitated by medical experts with the aim of sharing information and encouraging open conversations on a range of topics tailored to the group's needs.

Our objectives were to:

- continue to engage refugee women and people who menstruate in conversations about menstrual, sexual and reproductive health.
- extend the reach to more participants.
- ensure the programme is user-led in its approach

Session delivery

Since the pandemic, sessions have continued to be held online, based on the needs of the RCOS and their participants. Some in-person sessions have also been held, with Afghan nationals staying at a bridging hotel, with Dari and Pashtun interpreters.

The geographical spread of the programme has expanded beyond London, now reaching participants in Bristol, Manchester and Swindon.



The format of the sessions has remained unchanged from last year. Each session lasts approximately one hour and is facilitated by a medical expert who covers information on an agreed topic that is chosen with the RCOs to suit the participants' needs.

The sessions are designed to be interactive, with questions and conversation encouraged throughout. This year, a short activity was integrated into each session, where participants had to say whether statements were true or false. This encouraged more questions and helped to reinforce new information.

Topics covered

- Cervical screening
- Menstrual health and tracking
- Contraception
- Period products
- Menopause
- Breast checks

The programme has grown since the first year; the number of sessions delivered last year had doubled from the previous year and this increase has been maintained over the current period, with a total of 14 sessions being delivered this year.

The number of participants attending varied from between 4 –15 per group, with a total of 113 participants over the year.

Measuring the impact of the sessions

We collect data through asking questions both before and after sessions, as well as giving an overall feedback mechanism which is designed to be straightforward (via emoji use in the chat function in online sessions). We also emphasise that all feedback – both positive and negative – is useful as it would help to improve the sessions.

All participants who responded stated that the sessions were useful, with many asking for more sessions.

The data from questions asked before and after the sessions showed a considerable change in a positive direction in terms of participants' intentions to check for changes in their bodies, by tracking their periods and doing regular breast checks. Given that being able to recognise changes early on is key to improving health outcomes, this is a really positive finding.



Another important change following the group sessions was in knowing where to access free period products. All participants knew where to access them by the end of each session., compared with only a quarter at the beginning of the sessions.

Sessions on menopause had a positive impact with participants stating that they would be more likely to see a GP about changes following the group session.

Similarly the session on breast awareness had a positive impact – with all women saying they would see their GP if they noticed changes.

There was less change however, in participants' confidence in speaking to their GP regarding period problems or a change in periods. Participants with period problems had largely adjusted to dealing with them, but also a major barrier to accessing GPs was attributed to the pandemic and GP availability, as well as a reluctance to go to the GP due to COVID.

Session facilitators make sure to emphasise the importance of participants continuing to advocate for themselves to overcome obstacles in accessing their GP. The key messages from facilitators were not to ignore persistent problems, and that GPs still wanted to hear from patients. Additionally, participants were encouraged to ask for interpreting support if needed, and were reminded that they could request to see a specific or even different GP if they wanted.

"I have got lots of new information here that I didn't know about.

"Usually all the information we get, and all our conversations are about the kids. It's really nice to have conversations about us, the mums."

"It's a privilege to have a doctor explaining the information, these sessions are so, so useful."

"It's always important to know your own body, it's important for all of us."

Widening participation and impact

As well as delivering education sessions to more participants this year, across wider geographical networks, BGEEd has further extended its reach through:

- Digital resource packs: BGEEd developed a resource pack that was trialled in 2021. This is funded by Spark & Co, to support participants without sufficient data or the skills to use video conferencing technologies. The objective is to overcome these barriers for



participants and help them access the online resources. The digital resource packs include a data card, headphones and a session guide and are sent to participants ahead of the session. 55 packs have been distributed to group participants over the last year.

- YouTube [video resources](#) have been developed in partnership with London in your Language, on topics covered in the Education sessions. Each video addresses common questions and concerns raised during the BGEd sessions. In this way the participants' priorities also help shape the video content. The primary aim has been to extend the reach to more participants: the videos can be accessed from anywhere, for free, with high quality translated subtitles in multiple languages. Over the past year, 5 videos have been created, with subtitles in multiple languages. These videos have so far had a total of almost 1000 views.
- A series of focus groups were carried out with participants who had previously attended BGEd sessions, in collaboration with Groundwork. During the focus group discussions participants shared their personal experiences and discussed the impact the sessions had had for them personally as well as their outlook on learning to talk more openly about their bodies and menstrual health. Once the ideas were gathered, they formed the basis of the short story that was told through illustrative video. Through this video, participants are sharing their legacy of wanting to change the conversation for their daughters, themselves, their friends and wider networks. This video was released in February 2022, with subtitles in multiple languages, and has so far had a total of 173 views.
- TikTok: A TikTok initiative was launched this year, to reach and engage a wider audience outside of the sessions. The BGEd Education Manager has created short soundbites for Tik Tok (each of these is under a minute long), using the evaluation notes from the sessions to inform the topics and to address specific questions and issues commonly raised in the

With thanks to our RCOS partner organisations:

- Bridging Hotel, London
- City of Sanctuary, Manchester



- Groundwork, Bristol
- Groundwork, London
- Happy Baby Community, London
- The Harbour Project, Swindon
- Islington Centre for Refugees and Migrants, London
- Migrants Organise, London
- WAND UK

Menstrual Normalisation and Awareness: Communications

As part of our goal to normalise conversation around menstruation, we create bold, culture-changing communications which provide everyone with a better way to talk about periods. In 2022 this included record levels of media coverage, cultivating and growing our highly engaged social media audience, and hosting a brand new event, Bloody Good Music.

2022 communications highlights include:

- A record volume of media coverage, including [Vogue](#), [The Guardian](#) (on the cost of living crisis), [Time](#) magazine (on Scotland's legislation for free period products), [Bloomberg](#) (period product price increase), [Big Issue](#) (menstrual leave), [Stylist](#) (menstrual education), [The Independent](#) (menstrual education), [ITV](#) (cost of living crisis).
- Continued development and dissemination of our [#MindYourBloodyLanguage resources](#) to drive the wider adoption of inclusive and neutral or positive (never negative) language around periods. These simple but powerful language shifts can start to shift the intense generational shame around periods, helping more people to get access to the information, support and products they need.
- Ongoing open conversations around menstruation via social media – which remains a hugely successful and important channel for our work, with continued organic growth across all platforms. Our content over 2022 included lives about periods, pride and gender with our US ambassador, Lex Horwitz, #NoShameHere collaborations with independent artists and creative studio KinoBino, and a bloody incredible, inclusive, shame-free animation celebrating menstruation, created with Mother London, Anna Ginsburg and illustrator, C8l.in. We also launched a BGP presence on TikTok, where in 2022 our educational and political videos enjoyed an



average of 16K views, with our top-performing video about Toxic Shock Syndrome reaching 16.9K views.

- We were joined by new ambassador Clara Amfo, an award-winning broadcaster, podcaster and television presenter best known for her work on BBC Radio 1. Clara proposed Bloody Good Music and made the event a huge success, raising £12K and introducing our work to new audiences; we are hugely grateful!

Further Awareness and Additional Income Stream: Bloody Good Employers

By the end of 2022, BGE had successfully signed up 11 employers to the full programme, and had trialled a new one-off workshop offering – selling five before an official launch.

The employers signed up to the programme are from across public, private and third sectors:

- CoppaFeel! (charity)
- Bloodcancer UK (charity)
- Natracare (private)
- NKD (private)
- British Red Cross (charity)
- Kingston Borough Council (public)
- Barnet, Enfield & Haringey MH Trust (public)
- Global Witness (charity)
- London Borough of Camden Council (public)
- Wheelhouse (private)

Each have committed to completing a 12-18 month programme which includes:

- Surveys and evaluation to understand current company efforts in supporting people who menstruate and creating an inclusive work environment
- A series of 3 workshops focussed on providing education to improve culture, communications and policy around periods
- Re-evaluation to measure impact and improvements made throughout the programme
- Allocated time for reflection and creation of a future-proof action plan to ensure long lasting and meaningful impact



Bloody Good Employers financial picture

Both BGE income and expenditure increased this year in line with our strategy to grow sales and delivery of the programme.

A summary of 2022 finances is as follows:

- Income from sales of BGE programme and workshops to partners: £37,670
- Grant income for development of the programme: £28,000
- Profit from Bloody Good Employers trading subsidiary donated to parent charity Bloody Good Period: £10,750

Further detail is available in the separate accounts and report for Bloody Good Employers.

Impact of Bloody Good Employers

Having proved our concept, we gained confidence in the high quality and impact delivered by BGE. Interest and value in the work has been strongly demonstrated through:

- a) Feedback from Bloody Good Employers partners who have completed, or are currently completing, the accreditation programme:

"BGE is the missing piece of the jigsaw on inclusion"

"The workshop was an excellent way to learn about my period privilege and how unique menstrual cycles are for everyone. It has given me a greater understanding of the rhetoric surrounding periods"

"It's a punchy HR initiative, which you don't always get"

"BGE is unifying – it unlocks the breadth of EDI – and it's sparked a shift in our culture"

"This isn't taught, we are learning loads about periods! This is a huge benefit"

"The workshop was so engaging & offered a whole new way of looking at things. It's a really exciting programme to be joining"



“We want to ensure our mission to empower doesn’t stop with our beneficiaries but continues with our team feeling comfortable and supported in managing their menstrual health in the workplace”

- b) Being awarded a place in the [Natwest Social Enterprise 100 Index](#)
- c) Being invited to participate in wider thought leadership conversations around menstrual and gender equity in the workplace, including:
 - shaping the BSI Menstruation, menstrual health and menopause in the workplace guidance
 - Contributing to national media conversations around menstrual leave.

Whilst the value and traction of our work was clear, we realised soon into the year that our original sales target was overly ambitious. This was made more clear towards the end of 2022 when workplaces in general, and the UK as a whole, were under greater financial pressure. While we were able to secure some grant funding, we were unsuccessful in securing the level of funding required to really accelerate our growth. With a reliance on income generation from sales, all of our human resource was spent primarily on sales, whilst also prioritising the quality of delivery to employer partners.

At the end of 2022, we made strategic decisions to ensure BGE could develop as its own entity into 2023 and beyond. Those decisions were to:

- Diversify our income streams through the sale of:
 - one-off workshops
 - the inclusion of a menopause focus
 - an evaluation & accreditation only option for employers already doing bloody excellent work
 - a specific strategy that could be offered to the NHS
- Formalise our impact targets , and to ensure we include targets around both impact and income that reflect the success we have had in transforming workplace conversations around periods and broader EDI topics



- Get more strategic about how we execute our sales strategy (for example, less reliant on human capacity to do lead generation and cold approaches)
- Continue to prioritise grant funding and consider new routes such as social investment.

Further successes at Bloody Good Period

Transition from a founder-led organisation

Just over six years ago, Gabby Jahanshahi-Edlin wrote a Facebook status asking her contacts to donate period products for an asylum-seeker drop-in centre, where she was volunteering. This Facebook post was the first building block of the organisation that is today Bloody Good Period, a charity which has worked with 100+ partners across England and Wales and distributed more than 340,000 packs of products (including the first five months of 2023). In early 2022, Gabby decided to step down from her CEO role, and handed over to experienced charity leader Rachel Grocott – who led BGP’s public fundraising and communications alongside Gabby for four years.

Gabby left the organisation with a strong and skilled staff team, as well as an experienced and passionate board of Trustees. Together this team has executed a smooth transition from Gabby’s leadership to Rachel’s, with continued success across the charity’s various areas of work and positive feedback from supporters, funders and ambassadors. We would like to say a huge thank you to our wonderful community for their ongoing support during this crucial time, and also of course, to the remarkable women who started us on this journey, Gabby Jahanshahi-Edlin.

From Gabby: “I decided not long after posting that Facebook status in 2016, that I wanted to use my creativity for good, and see if I could build a feminist organisation that challenges the harmful conventions too frequently employed by the charity sector and makes actual social change through joy, love, and humour. I think I did that.”



From Sue Rubenstein, Chair of Trustees: “We have an incredible amount to thank and celebrate Gabby for,” says Sue Rubenstein, the charity’s Chair of Trustees. “She has really established our vibrant and bold charity, setting an incredibly effective and human, caring culture, of which we are immensely proud. The trustees are all so proud of Gabby for making this decision when it’s right for her, and look forward to working with Rachel and the team as BGP continues the much-needed work for menstrual equity.”

Section E: Financial Review

During the period ended 31 December 2022, the charity had a total income of £723,980 (2021: £453,563). Expenditure totalled £684,703 (2021: £545,055).

This includes a total of £86,085 of donated services, comprising:

- £59,185 of donations of period products for distribution to community partners, alongside those purchased with funds raised by the charity
- £26,900 of donated services, including pro bono services for event management and digital marketing.

Reserves Policy

The policy of the charity is to maintain such reserves as to ensure the long-term viability of the charity and enable it to fulfil its objects for the foreseeable future. Trustees consider it reasonable to maintain three months’ running cost as reserves, which are estimated to be approximately £109,192. General reserves at the period end stood at £103,914 (2021: £111,618). Unrestricted reserves are available, at the discretion of the trustees, to further the general objects of the charity. The unrestricted funds available to the charity that are not tied up in fixed assets, as at 31 December 2022 were £102,643 (2021: 110,969). This is considered sufficient to meet these objectives.



Our generous funders:

We remain deeply grateful for the trusts and foundations and corporate funders who chose to fund the work of Bloody Good Period in 2022.

We would like to extend a huge bloody thanks to those listed below, and those who wish to remain anonymous.

Trusts and Foundations

- CAF America
- Choose Love
- Gigglemug Charitable Trust
- United in Hammersmith
- British Medical Association
- Two Magpies Fund
- Enterprise Development Fund
- Sebba Charitable Trust
- Trust for London

Corporate Funders

We were delighted to receive significant donations from:

- Colt
- The Body Shop
- Capital Group
- Wear & Resist
- Novus
- Cerner
- Mindtree
- Fearless Futures
- Lucy & Yak
- TOTM Limited



- Semble Network
- Forsters LLP
- Leeds Building Society
- The Spark Company
- plus numerous individual and matched donors through Benevity
- plus numerous small businesses and sole traders through Work for Good.

Period product providers

We are extremely grateful to have received donations from the below companies. This has helped us to meet record levels of demand with our limited resources.

- Modibodi
- Choose Love
- Power of Pants
- Get the Pulp
- Ruby Cup
- Callaly

Section G: Declaration

Going Concern

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.

Statement of Trustees' Responsibilities

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the

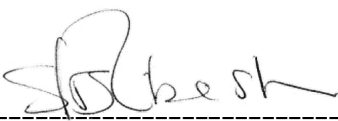


incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on 24th August 2023 and signed on its behalf.

Signature: 

Full Name: Susan Rubenstein

Position: Chair of trustees

Date: 24th August 2023

Independent Examiner's Report to the Trustees of Bloody Good Period Ltd

I report on the financial statements of the company for the year ended 31 December 2022 as set out on pages 26 to 37.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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



Charles Ssempijja (FCA)
NfP Accountants Ltd
86-90 Paul Street
London EC2A 4NE

Date 25 August 2023

Bloody Good Period Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the period ended 31 December 2022

		Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Income from:							
Donations and legacies	2	526,305	167,892	694,197	377,094	60,488	437,582
Charitable activities							
Menstrual Education and Awareness	3	3,392	–	3,392	4,435	50	4,485
Other trading activities	4	26,391	–	26,391	11,496	–	11,496
Total income		556,088	167,892	723,980	393,025	60,538	453,563
Expenditure on:							
Raising funds	5	139,064	–	139,064	99,437	–	99,437
Charitable activities							
Menstrual Education and Awareness	5	90,426	58,978	149,404	94,130	38,881	133,011
Provision of essential period products	5	334,205	62,030	396,235	254,500	58,107	312,607
Total expenditure		563,695	121,008	684,703	448,067	96,988	545,055
Net income / (expenditure) for the period		(7,607)	46,884	39,277	(55,042)	(36,450)	(91,492)
Transfers between funds		(97)	97	–	(2,956)	2,956	–
Net income / (expenditure) before other recognised gains and losses		(7,704)	46,981	39,277	(57,998)	(33,494)	(91,492)
Net movement in funds		(7,704)	46,981	39,277	(57,998)	(33,494)	(91,492)
Reconciliation of funds:							
Total funds brought forward		111,618	3,310	114,928	169,616	36,804	206,420
Total funds carried forward	16	103,914	50,291	154,205	111,618	3,310	114,928

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Bloody Good Period Ltd

Company no. 11801410

Balance sheet**As at 31 December 2022**

	Note	£	2022 £	£	2021 £
Fixed assets:					
Tangible assets	10		1,271		649
			1,271		649
Current assets:					
Stock	11	3,242		14,706	
Debtors	12	58,781		11,322	
Cash at bank and in hand		110,857		123,988	
			172,880	150,016	
Liabilities:					
Creditors: amounts falling due within one year	13	19,946		35,737	
Net current assets / (liabilities)			152,934		114,279
Total assets less current liabilities			154,205		114,928
Total net assets / (liabilities)			154,205		114,928
The funds of the charity:					
Restricted income funds	15		50,291		3,310
Unrestricted income funds:					
General funds		103,914		111,618	
Total unrestricted funds			103,914		111,618
Total charity funds	16		154,205		114,928

For the period ending 31 December 2022, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on 24th August 2023 and signed on its behalf by:



Trustee

Name

Susan Rubenstein

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments and therefore consolidated accounts have not been prepared.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The charity has not prepared a statement of cash flows, taking advantage of Section 1A of FRS 102 in relation to small entities.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies (continued)

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the cost of activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- | | |
|-------------------------------------|-----|
| ● Cost of raising funds | 28% |
| ● Menstrual Education and Awareness | 28% |
| ● Relief of period poverty | 44% |

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|-------------------------------|---------|
| ● Office & Computer Equipment | 3 years |
|-------------------------------|---------|

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

1 Accounting policies (continued)

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted	Restricted	2022 total	2021
	£	£	£	Total
Donations	348,045	98,000	446,045	293,898
Donations of period products for distribution	59,185	–	59,185	7,272
Donated services	26,900	–	26,900	–
Trusts and Foundations	65,057	69,892	134,949	120,498
Gift aid	27,118	–	27,118	15,914
	<u>526,305</u>	<u>167,892</u>	<u>694,197</u>	<u>437,582</u>

Donated services include pro bono services received for event management and marketing, Google Adwords grant management, SEO and social ads management, Ad credits donated by Meta and research.

3 Income from charitable activities

	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Menstrual Education and Awareness				
Education programme	30	–	30	50
Speaker fees and expenses	3,362	–	3,362	4,435
Total income from charitable activities	<u>3,392</u>	<u>–</u>	<u>3,392</u>	<u>4,485</u>

4 Income from other trading activities

	Unrestricted	Restricted	2022	2021
	£	£	Total	Total
			£	£
Merchandise sale	1,200	–	1,200	273
Fundraising events and other recharges	25,191	–	25,191	11,223
	<u>26,391</u>	<u>–</u>	<u>26,391</u>	<u>11,496</u>

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

5 Analysis of expenditure

	Cost of raising funds £	Charitable activities		Support costs £	2022 Total £	2021 Total £
		Menstrual Education and Awareness £	Provision of essential period products £			
Staff costs (Note 6)	45,145	71,168	60,481	18,499	195,293	159,270
Bad Debt	-	-	-	-	-	580
BG Employers Costs	-	550	-	-	550	22,050
Grants paid to subsidiary BGE	-	10,400	-	-	10,400	-
Fundraising and Communications						
Consulting	40,833	-	-	11,411	52,244	43,585
Consulting, Admin and professional fees	-	-	-	33,976	33,976	16,112
Cost & transport of merchandise for sale	3,040	-	-	-	3,040	2,838
CRM and Database system	-	-	-	10,433	10,433	-
Direct Programme costs	-	24,492	-	-	24,492	52,079
Donated services	16,900	5,000	5,000	-	26,900	-
Fees and commission	2,931	-	-	-	2,931	4,844
Fundraising Events Cost	5,986	-	-	-	5,986	3,049
Printing, Stationery and sundry	254	-	-	3,825	4,079	6,105
Products purchased distributed out	-	-	224,214	-	224,214	159,648
Donated products distributed out	-	-	71,631	-	71,631	47,993
Rent and utilities	-	-	-	8,023	8,023	10,031
Staff training and Development	-	-	-	7,721	7,721	4,669
Storage	-	-	1,904	-	1,904	11,799
Transport of Product	-	-	886	-	886	404
	115,089	111,610	364,116	93,888	684,703	545,056
Support costs	23,975	37,794	32,119	(93,888)	-	-
Total expenditure 2022	139,064	149,404	396,235	-	684,703	

Of the total expenditure, £563,694 (2021: £448,067) was unrestricted and £121,008 (2021: £96,988) was restricted.

Bloody Good Period Ltd

Notes to the financial statements

For the period ended 31 December 2022

5 Analysis of expenditure (continued.....)

	Charitable activities				2021 Total £
	Cost of raising funds £	Menstrual Education and Awareness £	Relief of period poverty £	Support costs £	
Staff costs (Note 6)	38,823	37,951	60,015	22,481	159,270
Bad Debt	-	-	-	580	580
BG Employers Costs	-	22,050	-	-	22,050
Charitable donations	-	-	-	-	-
Communications Consulting	30,029	-	-	13,556	43,585
Consulting, Admin and professional fees	-	-	-	16,112	16,112
Cost & transport of merchandise for sale	2,838	-	-	-	2,838
Direct Programme costs	-	52,080	-	-	52,080
Events Cost	-	-	-	-	-
Fees and commission	3,734	-	-	1,110	4,844
Fundraising Events Cost	2,828	221	-	-	3,049
Printing, Stationery and sundry	-	-	-	6,105	6,105
Products purchased distributed out	-	-	159,647	-	159,647
Donated products distributed out	-	-	47,993	-	47,993
Rent and utilities	-	-	-	10,031	10,031
Staff training and Development	-	-	-	4,668	4,668
Storage	-	-	11,799	-	11,799
Transport of Product	-	-	404	-	404
	78,252	112,302	279,858	74,643	545,055
Support costs	21,185	20,709	32,749	(74,643)	-
Total expenditure 2021	99,437	133,011	312,607	-	545,055

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

6 Staff remuneration

Staff costs were as follows:

	2022	2021
	£	£
Salaries and wages	171,618	139,243
Social security costs	9,998	9,967
Employer's contribution to defined contribution pension schemes	13,677	8,260
Other	-	1,800
	<u>195,293</u>	<u>159,270</u>

No employee earned more than £60,000 during the period.

The total employee benefits including pension contributions of the key management personnel were £71,734 (2021: £52,832).

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the period was as follows:

	2022	2021
	No.	No.
Charitable activity	6.0	5.0
	<u>6.0</u>	<u>5.0</u>

8 Related party transactions

Prior to registration as a separate charity, Bloody Good Period was a project under the umbrella of The Centre for Innovation in Voluntary Action (CIVA). Since incorporation, all monies held by CIVA under the Bloody Good Period project were donated to the newly set up charity.

Aggregate donations from related parties during the period were £nil.

There are no donations from related parties which are outside the normal course of the charity business and no restricted donations from related parties.

The charity trustees were not paid or received any other benefits from employment with the charity in the period. No charity trustee received payment for professional or other services supplied to the charity. No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

The charity owns 100% of Bloody Good Employers Ltd, a subsidiary company registered in England and Wales (number 13531960) incorporated on 27 July 2021.

Fiona Pei Shan Yeung is the common active director in parent and subsidiary company. The Chief Executive Officer, Rachel Grocott, is also the director of the subsidiary company.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

8 Related party transactions (continued)

Bloody Good Employers Limited

Registered Office: 167–169 Great Portland Street, 5th Floor, London, England, W1W 5PF

Nature of business: Management consultancy activities other than financial management

Bloody Good Period Ltd guarantees that if the company is wound up while it is a member, or within one year after it ceases to be a member, it will contribute to the assets of the company by such amount as necessary but not exceeding £1. The aggregate gross income of the group, the parent charity and its subsidiaries, does not exceed £1 million after consolidation adjustments therefore, consolidated accounts have not been prepared.

	2022 £	2021 £
Agregate capital and reserves	11,905	10,754
Profit for the year	-	-

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Office & Computer Equipment £	Total £
Cost or valuation		
At the start of the period	2,193	2,193
Additions in the period	1,221	1,221
At the end of the period	3,414	3,414
Depreciation		
At the start of the period	1,544	1,544
Charge for the period	599	599
At the end of the period	2,143	2,143
Net book value		
At the end of the period	1,271	1,271
At the start of the period	649	649

All of the above assets are used for charitable purposes.

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

11 Stock

	2022 £	2021 £
Merchandise	3,242	2,261
Period products for free distribution	-	12,445
	<u>3,242</u>	<u>14,706</u>

12 Debtors

	2022 £	2021 £
Trade debtors	-	1,208
Accrued income	58,781	10,114
	<u>58,781</u>	<u>11,322</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	12,223	14,661
Taxation and social security	5,748	5,205
Other creditors	25	1,480
Accruals	1,950	4,391
Deferred income	-	10,000
	<u>19,946</u>	<u>35,737</u>

14 Deferred income

Deferred income comprises grants received for 2022

	2022 £	2021 £
Balance at the beginning of the year	-	10,000
Amount released to income in the year	-	(10,000)
Amount deferred in the year	-	-
	<u>-</u>	<u>-</u>

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

15 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	1,271	-	-	1,271
Net current assets	102,643	-	50,291	152,934
Net assets at 31 December 2022	103,914	-	50,291	154,205

Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	649	-	-	649
Net current assets	110,969	-	3,310	114,279
Net assets at 31 December 2021	111,618	-	3,310	114,928

16 Movements in funds

	At 1 January 2022 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2022
Restricted funds:					
Menstrual Education and Awareness	1,662	87,649	(58,978)	(42)	30,291
Provision of essential period products	1,648	80,243	(62,030)	139	20,000
Total restricted funds	3,310	167,892	(121,008)	97	50,291
Unrestricted funds:					
General funds	111,618	556,088	(563,695)	(97)	103,914
Total unrestricted funds	111,618	556,088	(563,695)	(97)	103,914
Total funds	114,928	723,980	(684,703)	-	154,205

Bloody Good Period Ltd

Notes to the financial statements

For the year period 31 December 2022

16 Movements in funds (continued)

	At 1 January 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2021 £
Restricted funds:					
Menstrual Education and Awareness	21,162	17,050	(38,881)	2,331	1,662
Provision of essential period products	15,642	43,488	(58,107)	625	1,648
Total restricted funds	36,804	60,538	(96,988)	2,956	3,310
Unrestricted funds:					
General funds	169,616	393,025	(448,067)	(2,956)	111,618
Total unrestricted funds	169,616	393,025	(448,067)	(2,956)	111,618
Total funds	206,420	453,563	(545,055)	-	114,928

Purposes of restricted funds

Menstrual Education and Awareness relates to funding received and used to provide educational sessions about female health including menstruation and sexual health to support asylum seekers and refugees living in the UK.

Relief of period poverty relates to funding received and use to provide high quality period products to asylum seekers, refugee and those in poverty in the UK.

17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. Bloody Good Period Ltd is a charitable company limited by guarantee registered in England with registration number 11801410. Its registered office address is 167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF. The accounts are presented in GBP rounded to £1.

BLOODY GOOD PERIOD

England & Wales - Charity number 1185849

Accounts

Bloody Good Period Ltd
A Company Limited by Guarantee

Charity Registration No. 1185849
Company Registered in England No. 11801410

Report and Unaudited Financial Statements
year ended 31 December 2021

Bloody Good Period Ltd

Section A: Reference and Administration Details

Status:	Company Limited by Guarantee No.11801410 Charity Registration No.: 1185849 The Company's governing document is its Memorandum and Articles of Association dated 1 February 2019 as amended by a special resolution on 14 October 2019
Registered Office:	167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF The Company does not have a separate principal office.
Trustees:	Ruby Alice Bayley Susan Barbara Rubenstein (Chair) Fiona Pei Shan Yeung Shakiba Oftadeh Moghadam (Appointed 3rd August 2021)
CEO:	Gabby Edlin
Independent examiner:	Charles Ssempijja FCA NfP Accountants Ltd 86-90 Paul Street London EC2A 4NE
Bankers:	National Westminster Bank Plc 135 Bishopsgate London EC2M 3UR



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2021

The Trustees (who are also the directors of the charity for the purposes of the Companies Act) present their annual report together with the unaudited financial statements of the Bloody Good Period Ltd for the 12 months period ended 31 December 2021. The Trustees confirm that the annual report and financial statements of charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2019 FRS102).

Section B: Structure, Governance and Management

Description of the charity's trusts

Bloody Good Period (BGP) was registered as a company limited by guarantee on 1st February 2019 (company number: 11801410) and became a registered charity on 16 October 2019 (charity registration number: 1185849).

It is governed by its Memorandum and Articles of Association dated February 2019 as amended by a special resolution dated 14 October 2019. Its registered office is The Interchange, Father Thomas Room, Doric Way, London NW1 1LB.

The governance of the charity is the responsibility of the Trustees. Day to day management is by the CEO, who draws on the support and expertise of the highly experienced Board of Trustees as needed.



Trustee selection methods

Trustees are elected and co-opted under the terms of the governing document, the Articles of Association of Bloody Good Period, section 22. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments are made where required to strengthen the Board of Trustees, subject to all trustees' approval.

When it is necessary to appoint new trustees, due to either a trustee stepping down or a gap of expertise in the board being identified, recruitment will initially begin through the networks of the board and management team. Applicants will be reviewed by trustees and the successful applicant will be invited to attend a trustee meeting. Following this, on the provision that the board is satisfied and the applicant still wishes to join the trustee board, they will be appointed.

An induction pack is made available to trustees, which includes BGP's constitution, code of conduct, conflict of interest statement, policies and procedures, strategy and budgets, alongside guidance on trustee responsibilities. Where appropriate, Trustees have participated in training provided to the BGP staff team – for example, on anti-racism. The CEO circulates information and guidance to trustees as appropriate. In the next financial year, trustees plan to appoint another Trustee to the board, and at that point to develop a more formal approach to Trustee development.

No other person or external body is entitled to appoint any trustees of the charity. The Trustees who served during the period and after the year end are shown on page 1.



Section C: Objectives and Activities

Summary of the objects of the charity

The Charity's objects (Objects) are specifically restricted to the following:

To relieve period poverty for the public benefit among, particularly but not exclusively, refugees, asylum seekers, and otherwise displaced people who menstruate and their dependents living in the UK by providing menstrual and hygiene supplies and essential menstrual education.

“Period poverty” refers to the inability to afford or have access to essential menstrual products.

The People We Work With (Beneficiaries)

Asylum seekers often live in extreme poverty, are disallowed to work in the UK, and are entitled to just £39.63¹ per week to live on. Many report to have heavy and irregular periods, thought to result from the trauma of displacement, and a heavy and/ or irregular period could cost around £20 per month, almost a quarter of an asylum seeker’s income could be spent on caring for their reproductive health. Usually, it doesn’t.

“We are sleeping outside; in the bus, in the park. We are not allowed to work. We don’t have food. It is no good; it gives us too much stress. People don’t see what we are going through. To have to cope with your period on top of all this is too much.”

Stella, asylum-seeking woman from the DRC

Female and menstruating (who do not identify as women) asylum seekers are not offered any extra funding to purchase menstrual protection for themselves or other

¹ <https://www.gov.uk/asylum-support/what-youll-get>



family members who menstruate. If a person does not have access to menstrual products, they lack social mobility, perpetuate shameful associations of their bodies due to the likes of the fear of leaking in public, and can develop infections or rashes from using inadequate products or homemade methods.

Due to the existing, and growing² poverty in the UK, the service extends wherever possible to work with anyone who menstruates and experiences poverty. Asylum seekers and refugees remain the charity's focus.

Main activities undertaken for the public benefit

- Provided period products for the relief of period poverty
- Menstrual Education and Awareness

The Trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Section D: Achievements and Performance

Provided period products for the relief of period poverty

Bloody Good Period provides period products to asylum seekers, refugees and those who cannot afford them in England and Wales.

The most suitable approach for those who can't afford products is to obtain them (for free) at centres and activities they already attend. Therefore, BGP is predominantly designed around working with these centres, ensuring they are able to give out a sustainable flow of period products to those who attend them.

²<https://www.theguardian.com/society/2021/may/26/poverty-rate-among-working-households-in-uk-is-highest-ever>



Facilitating the personal choices and comfort of the people we work with is paramount, so products are donated generously, encouraging each person to take as many packs as they need both for themselves and dependents e.g. daughters/people in their family or household who menstruate.

In 2021 we distributed products in four different ways, through:

- **Group orders:** partners order products which are delivered to partner spaces. These are distributed during drop-in days and care packages, and placed in communal spaces
- **Referral orders:** partners collate individual orders. and products are delivered directly to people's homes
- **Take What You Need (TWYN):** partners collect products from a London storage unit
- **Individual orders:** urgent requests from individuals needing free period products.

We phased out the TWYN and regular individual orders service because of the minimal use for the former and inability to sustainably meet demand for the latter. We supported people through this phase by transferring TWYN partners to group ordering. We provided final supplies and signposted individuals to appropriate services and local partners who could help.

In 2021, the Operations Team was expanded to two full-time members of staff. Since January 2021, huge improvements have been made in both the efficiency and the quality of the service. These successes are laid out below:

1. Increased product distribution

We distributed **63,824 packs of period products in 2021** to approximately **17,249 people, via 79 partner organisations.** In January, February and March



2021 we saw a 58% increase in the number of packs distributed in comparison to the first quarter of 2020.

2. Massive increase in distribution of reusable products

We managed a massive increase in the number of reusables requests. In 2021 we distributed **1,121 reusable products** (1003 period pants, 64 period cups and 54 reusable period pads) compared to only 25 reusable products in 2020.

3. Working with more and new partners

In total we worked with **79 partners**, and **welcomed 34 new partner organisations**. We established new ways of working to better understand our partners and support both the overall increase in partner numbers, and new partnerships. We do this through:

- A telephone consultation for new partners
- Enquiry form and waiting list
- All partners:
 - i. complete a partnership agreement
 - ii. place orders through an online form so we can efficiently collect both order information for suppliers and reporting data (product numbers and partner feedback) for funders and communications.

4. Culture change with partners

This project aims to better engage organisations in our partnership, and also improve the facilitation of the personal choice and comfort of the people we work with. We do this through:

- Sharing resources such as the newly created **period product catalogue** and our **'Mind Your Bloody Language' resources**



- We referred three operations partners to our Education programme, and offer a regular supply of period products to 167 Education participants
- Discussion during the new partners' **telephone consultations** and the **period product catalogue workshop**
- Making visible the variety of products available through the new **ordering form**
- Giving space for partners to ask questions, state if they need help and provide feedback.

5. More cost effective working by:

- Emptying and **closing the Alexander Palace storage unit**
- Agreeing **charity prices from a new supplier**
- Accepting **product donations from five period product brands**
- Distributing 4,204 packs (day, day maxis and night pads in addition to period pants and reusable period pad packs) to community partners; in total the donations are worth over £7,200
- Supporting **seven successful funding applications** and subsequent reporting that brought in £67,896 of funding.

6. Completed the planning for more robust monitoring, evaluation and learning

This will improve our understanding and reporting of the impact of free period products for the people we work with and partners.

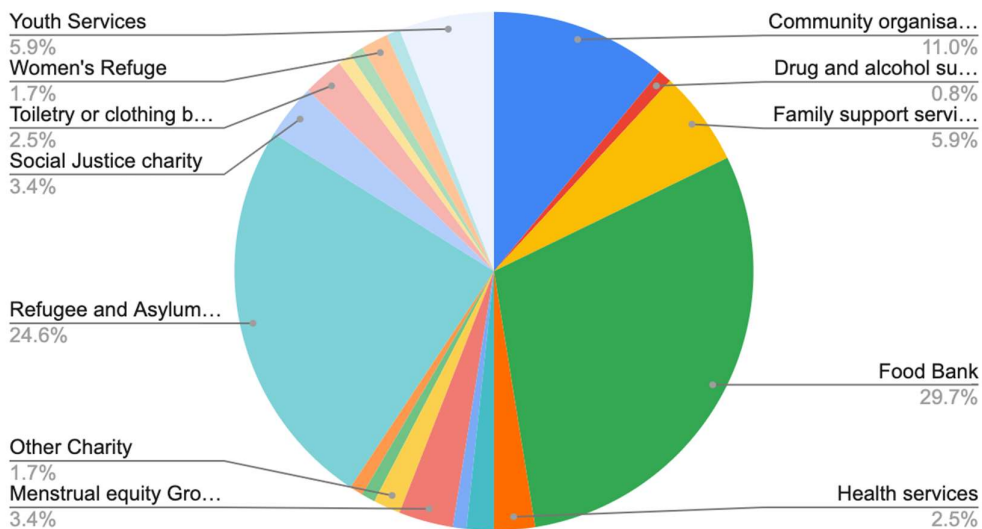
Further information about Period Product Provision

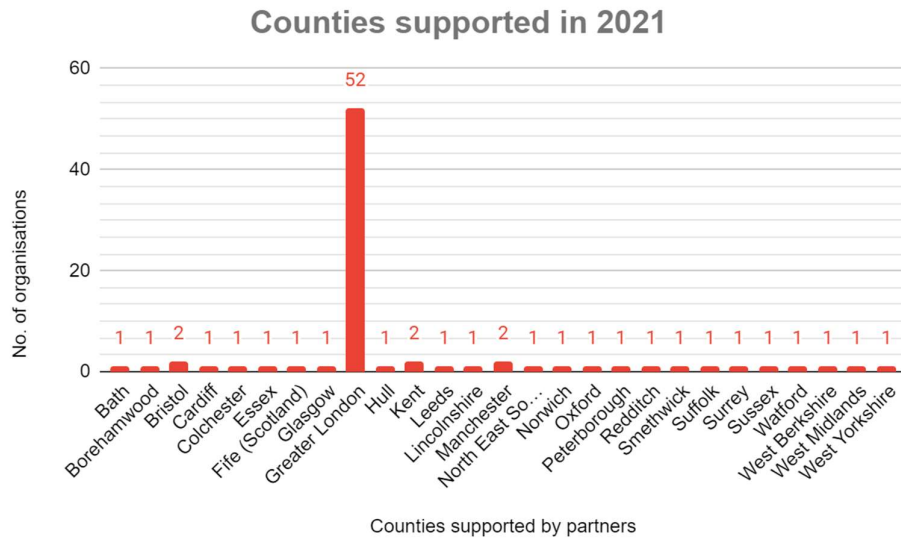
Who receives free period products?



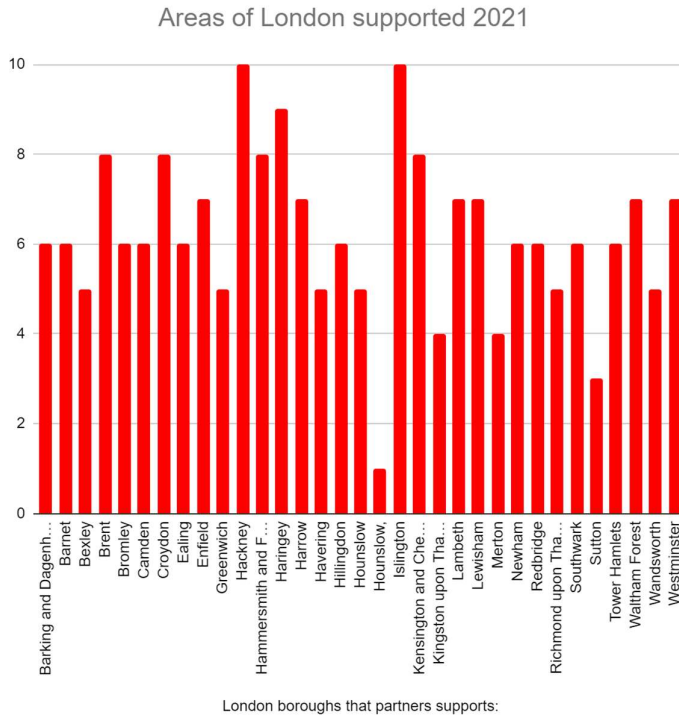
We give menstrual health supplies to people who can not afford or access them. BGP particularly acknowledges the oppression and stigma faced by refugees and asylum seekers as their legal rights and protection are severely impeded by their citizenship status within the UK. We work through partner organisations that have established relationships with people who experience financial hardship for a multitude of reasons. Out of 79 partners, our largest group of partners are food banks (29.7%), refugee and asylum seekers organisations (24.6%), and community organisations, followed by family support groups and youth services (5.9%).

BGP's partners





In 2021 the operations team worked with partners that served 27 counties, with the majority of our partners providing services in London. Our London partners are spread across 33 London boroughs, with Hackney, Islington and Haringey having the highest number of partners.



After accepting and welcoming 34 new partners, we paused recruitment so we could put in place appropriate processes and guidance to support partners and report to funders. At the end of 2021, we had 16 organisations and individuals on our waiting list for free period product support. More than 50% of these requests were placed in December. Requests predominantly came from organisations that support service recipients in financial hardship, including:

- those with with experience of substance abuse
- domestic violence or sexual assault survivors
- homeless individuals
- new mothers
- people who have Post Traumatic Stress Disorder (PTSD)



- sex workers
- refugee and asylum seekers

Two requests for support also came from groups in employment, including NHS ambulance staff, plus a referral for an apprentice who was experiencing incredibly heavy periods and was unable to cope with the regular expense of appropriate period supplies on such a low wage.

What is the impact of free period products?

In the winter of 2021 we worked with a consultant to produce a plan to measure impact, alongside a plan to generate more robust data by Autumn 2022. The consultant was chosen for their anti-oppression approach, with the aim to avoid all kinds of oppression sometimes faced by those interacting with the charity sector.

For 2021 we collected ad hoc feedback from 13 partners for funding reports and regularly through the order form, resulting in 60 feedback entries. Nearly all partners gave their thanks and gratitude for an essential service, and subsequent feedback is grouped into four key themes.

1. Finance

The largest theme found in the feedback is that provision of free period products removes a significant expense for people who menstruate.

"In Darwen we have 30 refugees and asylum seekers (women). However the whole family will benefit from the fact that they don't have to spend their precious money on sanitary towels. In one of the Afghan families there is a mum with 3 teenage daughters that needs sanitary towels every month. A huge amount if you think they only get £37.50 to live off every week."



Darwen Asylum Seekers and Refugee Enterprise

2. Health

Partners saw an improvement in wellbeing, citing improved mood and reduction in worry. Product provision helped to reduce the stress, worry and shame that can come from having limited financial resources, as well as dealing with practicalities of heavy blood loss, irregular cycles and leaking through clothing.

“Your package of period products has arrived today and it has really made a huge difference to our service as well as all of the individual women. Not only has this improved the overall mood, it has also got us talking about more sustainable products such as the moon cups you provide.”

3. Participation in outside spaces

A smaller selection of partners identified free period products allowed for the people they work with to not be isolated and be able to go outside.

“Women would not leave their hotel or home when menstruating if not for the pads and tampons that BGP provide.”

West London Welcome

“We appreciate all your donations you have given women back the confidence to go out and live without fear of their natural bodily occurrence each month. Thank you for being there.”

Manchester Refugee Support Network



4. Supporting community and charitable organisations

Finally some partners also shared that receiving BGP's service allowed their organisation to respond to a need that they would otherwise struggle to meet and they are thankful for a reliable and sustainable supply of products.

"You're making something happen that we couldn't begin to respond to. Keep up the wonderful work. "

Meeting Point Leeds

"All of this means that the ongoing support from BGP has been completely invaluable. We know that next week (during our next hygiene pack week) we will distribute around 200 food parcels and at least 100 period products, and so having a reliable donation each month from BGP is so important."

Red Cross Hackney Destitution Centre

Menstrual Education and Awareness

Bloody Good Education Programme ("BGEd")

Bloody Good Education is a programme that provides sexual and reproductive health information and service signposting to refugee and asylum-seeking menstruators across England and Wales. Our sessions are developed, delivered and facilitated by medical professionals that voluntarily lead our program with our Education Manager. We currently cover six topics that encompass a wide range of menstrual, sexual, and reproductive health topics; everything from menopause to contraception.

The people we work with are primarily from refugee and asylum-seeking communities, who are more commonly impacted by sexual and reproductive ill-health and lack of service provision. This is not only because of questions around eligibility for UK healthcare services and education access but because these communities face issues with advocating for themselves or knowing their own rights.



We believe that our sessions play a role in equalising healthcare outcomes. By supporting the people we work with to gain confidence in their knowledge about their bodies and resources, we enable them to take better control of their health; by informing and signposting the people we work with to services, misdiagnosed problems will be tackled earlier on and save resources; by providing the people we work with with the tools to seek medical advice, gendered body shaming and its consequences can be alleviated. And by building trust between refugee and asylum-seeking communities and the NHS, we support these communities' greater participation in society and better health outcomes longer term.

Outcomes from Bloody Good Education

- The number of sessions delivered has doubled, from 7 in the previous year up to 15 sessions in the current period
- Number of participants attending varied from between 5 – 22 participants
- The number of partner refugee community organisations has increased from 5 in the previous year up to 8 this year
- The geographical reach has extended far beyond London, to refugee community organisations in other cities (e.g. Bristol, Leeds and Manchester).

Topics covered in the sessions (as chosen by the participants):

- Vaginas And Vulvas
- Menstrual Cycle
- Contraception
- Period Products
- Menopause

The large majority of participants (73) rated sessions 'very useful', a small number of participants (8) gave a rating of 'quite useful' and no one rated 'not useful'.



As well as delivering education sessions to more participants this year, across wider geographical networks, Bloody Good Education (BGEEd) has further extended its reach through two completely new initiatives:

YouTube [video resources](#)

In order to reach more people, video resources have been developed in partnership with London in your Language, on popular topics covered in the Education sessions. The videos are presented by medical experts from the education sessions. Each video addresses common questions and concerns raised during the BGEEd sessions. In this way the participants' priorities also help shape the video content. The primary aim has been to extend the reach to more participants: the videos can be accessed from anywhere, for free, with high quality translated subtitles in multiple languages.

Digital resource packs to support access to online resources

BGEEd has developed a resource pack, funded by Spark & co, to reach those who do not have:

- access to the internet
- sufficient internet data
- the skills to use video conferencing
- technologies
- privacy at home to join online sessions.

The objective is to overcome these barriers for some participants and help them access the



online resources. The digital resource packs include a data card, headphones and a session guide and are sent to participants ahead of the session. As part of a trial, 12 of these packs have already been dispatched to participants.

In addition, The Body Shop funded an experimental year-long programme entitled “Decolonising Menstruation”, which we created in partnership with the CIO Decolonising Contraception. The programme was completed in June with the intention to work with refugee communities and Black and people of colour to destigmatise menstruation and discover “how the sacred become dirty.”

Number of attendees in BGEEd in 2021: 128

Menstrual Normalisation and Awareness: Communications

As part of our goal to normalise conversation around menstruation, we create bold, culture-changing communications which provide everyone with a better way to talk about periods. In 2021 this included:

- Further development of our [#NoShameHere campaign](#) to encourage supporters to start period conversations and celebrate a lack of menstrual shame – for example, by not hiding away period products, or not shying away from menstruation as a topic of conversation. This rejection of shame is a vital part of helping more people access the information and support they need, as well as tackling the structural sexism in our society. Our social media campaign, run across both International Women’s Day and Menstrual Health Day 2021, featured both influencers and supporters celebrating #NoShameHere through art, selfies and stories, and had [record engagement levels](#).
- Continued development and dissemination of our [#MindYourBloodyLanguage resources](#) to drive the wider adoption of inclusive and neutral or positive (never negative) language around periods. These simple but powerful language shifts can start to shift the intense generational shame around



periods, helping more people to get access to the information, support and products they need.

- Ongoing open conversations around menstruation via social media – which remains a hugely successful and important channel for our work, with continued organic (i.e. with the exception of a sponsored campaign for one specific fundraising event, we do not pay for social advertising) growth across all platforms. Our content over 2021 included joint Instagram Lives with CoppaFeel!, the release of an award-winning animated video created with leading creative agency Mother and a series of menstrually-themed artworks created by our volunteer #BloodyGoodCreatives network.
- We recruited two new ambassadors in 2021 to help us amplify our messaging around inclusivity and normalising menstruation: LGBTQ+ Educator, Activist, & Model Lex Horwitz; and Presenter, DJ and journalist Lauren Leyfield (who was originally introduced to BGP through our #NoShameHere campaign).
- We secured media coverage in titles including The Flock, Glamour, Nursing Standard and Employer News, and on multiple local radio stations.

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[A note on Measuring Impact and Experts by Experience](#)

Intent that our work should be non-transactional, and avoiding all chances of exploitation, we have avoided the traditional (and often invasive) ways of measuring impact beyond the number of period products that we have supplied (over 200,000 packs in total over the five years of our existence). However, as time goes on, and we develop more sustained and trusting relationships with the women and people we work with, we feel more able to ask them about how our work impacts their life in a positive fashion, and how their mental and physical health have been affected by *not* having access to products.



We worked with a consultant to produce a method to measure impact which is anti-racist and avoids all kinds of oppression sometimes faced by those interacting with the charity sector, and aim to have some more robust data from Operations by Autumn 2022.

We will also be working with the people who use our services to shape BGP's departmental work and develop a campaign for free products for all who need them. All of this work is informed by the expertise of our trustee, Shakiba Moghadam, who has lived refugee experience and is extremely knowledgeable in avoiding retraumatisation of participants.

Further Awareness and Additional Income Stream

Bloody Good Employers (BGE)

Bloody Good Employers Ltd is a subsidiary company of Bloody Good Period. Profits are donated back to the Bloody Good Period to allow us to carry out our charitable aims.

Throughout 2021 we continued to build on our work of Bloody Good Employers, a scheme designed to help employers:

1. Recognise and evaluate their current support structures for people who menstruate
2. Improve those support structures, raising awareness through training and shared understanding
3. Show an active commitment to menstrual equity in the UK
4. Actively raise awareness of this everyday issue for employers and employees alike.



The team produced a [research report](#) exposing the problems faced by those who menstruate in the workplace. In addition to raising awareness of period poverty and lack of menstrual education in the workplace, Bloody Good Employers will also act as a significant fundraiser for the charity. Through money secured through the Network for Social Change, BGP was able to engage with a Learning and Development Lead, Kasey Robinson, who worked on the design of the BGE programme, and Sally King, who worked as a critical friend on the project, ensuring quality control throughout as we moved through a phased design process up towards time of launch in September 2021.

In 2021 Bloody Good Employers (BGE) became a registered subsidiary company of BGP, working with employers to review and improve their policy, culture and communications around periods in the workplace.

Early 2021 focused on programme and business development, resulting in our first cohort of employers launching in September. Employer partners are cross-sector from private, public and third sectors, with employee counts ranging from 20 to 4,000. Each have committed to completing a 12–18 month programme which includes:

- Surveys and evaluation to understand current company efforts in supporting people who menstruate and creating an inclusive work environment
- A series of 3 workshops focussed on providing education to improve culture, communications and policy around periods
- Re-evaluation to measure impact and improvements made throughout the programme
- Allocated time for reflection and creation of a future-proof action plan to ensure long lasting and meaningful impact

Programme Management



A highlight of the BGE progress so far has been building the team's resource levels and capacity through our excellent new Programme Manager. Adding a permanent, full-time role has added huge value to the BGE programme, leading on multiple elements of the work.

2022 and beyond

We will be continuing to bring on new BGE partners as 2022 unfolds, doing so with a 'start when you're ready' strategy. This comes in contrast to how we've started working with launch partners, because this flexibility at this early stage works far better, both for us as a small team, and for our partners too, who need this work to complement other activities and timings.

Further successes

Anti-Racism and Anti-Oppression Work

The Leadership Development Programme was designed by Seyi Falodun-Liburd at the end of 2019 to support and map the career development of Black employees and employees of colour at Bloody Good Period who are working towards leadership roles in the social justice space. The programme helps those individuals to:

- Develop the necessary skills and experience
- Develop meaningful and purposeful networks
- Deepen their understanding of the charity sector through training, mentoring and goal setting
- Deepen their understanding of organisational issues, i.e. menstrual equity
- Explore other roles and interests

Team members receive one-to-one support in order to find an appropriate mentor for their development goals. The programme will continue indefinitely as it remains



a crucial and core part of the way BGP works to support equality and equity. One member of the team reflected on her time in the programme below:

“I am really happy with my experience on the program. This programme has really built my confidence with goal-setting, voicing my opinion and reflecting in a safe space. I feel like I previously lacked confidence and have felt well supported whilst adjusting to a new role and industry in the midst of a pandemic.

At first, I was really nervous about mentoring as previous attempts did not work out. I did not know what to expect, and I also hadn't focused properly on what I wanted to get from the programme. I now realise that mentorship is also dependent on the compatibility you have with a mentor. Luckily for me, the first person who I matched with as a mentor was a really good choice for me. Navigating through my first year at BGP was definitely enhanced by this development programme, and was really helpful to have an objective voice outside of the organisation help to shape my professional development.

Regular meetings with my mentor gave me an opportunity to discuss my career aspirations with someone who held space for me to think openly without judgement. Overall, I have found the programme to have a profound effect on my personal life by boosting my confidence and creating a safe space to grow.”

We remain eternally grateful to Nova Reid for working with us to build the confidence and skills to be an out-loud anti-racist charity.

Section E: Financial Review

During the period ended 31 December 2021, the charity's total income was £453,563 (2020: £480,002) and expenditure totalled £545,055 (2020: 452,242).



Our intention at the start of the year was to spend down a portion of our cash reserves in line with our reserves policy – hence the net expenditure for the period was £91,492 (2020: net income £27,760).

Reserves Policy

The policy of the charity is to maintain such reserves as to ensure the long-term viability of the charity and enable it to fulfil its objects for the foreseeable future. Trustees consider it reasonable to maintain three months' running cost as reserves, which are estimated to be approximately £109,192. General reserves at the period end stood at £111,618 (2020: £169,616). Unrestricted reserves are available, at the discretion of the trustees, to further the general objects of the charity. The unrestricted funds available to the charity that are not tied up in fixed assets, as at 31 December 2021 were £110,969 (2020: £168,969). This is considered sufficient to meet these objectives.

Our generous funders:

We remain eternally grateful for the trusts and foundations and corporate funders who chose to fund the work of Bloody Good Period in 2021. We have also included those who funded us in 2020 whom we did not get to thank in last year's report, and those who have committed to funding our work in 2022.

We would like to extend a huge bloody thanks to those listed below, and those who wish to remain anonymous.

Trusts and Foundations

- AB Charitable Trust



- Balcombe Charity Trust
- Blackbaud Community Matters
- British Medical Association BMA Giving
- Choose Love
- Enterprise Development Fund
- Garfield Weston Foundation
- Hammersmith and Fulham Community Fund
- Haringey Giving
- MSN Fund
- Network for Social Change
- Sebba Foundation
- Smallwood Trust
- Spark & Co
- The Big Give
- The London Community Foundation
- The National Lottery Community Fund
- Trust for London
- Two Magpies Fund

Corporate Funders

We were delighted to receive significant donations from:

- Ethical Superstore
- Here We Flo
- Modibodi (products in kind)
- Novus
- Oner Active
- Our Remedy
- Rococo Chocolates London
- Spark Company
- The Body Shop



- The Female Glaze
- Wear & Resist

As well as numerous small businesses and sole traders through Work for Good.

Section G: Declaration

Going Concern

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.

Statement of Trustees' Responsibilities

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

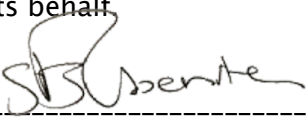
Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.



The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on 5 July 2022 and signed on its behalf

Signature: 

Full Name: Susan Rubenstein

Position: Chair of trustees

Date: 19 July 2022

Independent Examiner's Report to the Trustees of Bloody Good Period Ltd

I report on the financial statements of the company for the year ended 31 December 2021 as set out on pages 28 to 39.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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



Charles Ssempijja (FCA)
NfP Accountants Ltd
86-90 Paul Street
London EC2A 4NE

Date 19 July 2022

Bloody Good Period Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the period ended 31 December 2021

		Unrestricted	Restricted	2021 Total	Unrestricted	Restricted	2020 Total
	Note	£	£	£	£	£	£
Income from:							
Donations and legacies	2	377,094	60,488	437,582	333,155	112,898	446,053
Charitable activities							
Menstrual Education and Awareness	3	4,435	50	4,485	4,515	23,869	28,384
Other trading activities	4	11,496	-	11,496	5,565	-	5,565
Total income		393,025	60,538	453,563	343,235	136,767	480,002
Expenditure on:							
Raising funds	5	99,437	-	99,437	72,038	-	72,038
Charitable activities							
Menstrual Education and Awareness	5	94,130	38,881	133,011	79,656	16,707	96,363
Relief of period poverty	5	254,501	58,107	312,608	181,963	101,878	283,841
Total expenditure		448,067	96,988	545,055	333,657	118,585	452,242
Net income / (expenditure) for the period		(55,042)	(36,450)	(91,492)	9,578	18,182	27,760
Transfers between funds		(2,956)	2,956	-	(13,134)	13,134	-
Net income / (expenditure) before other recognised gains and losses		(57,998)	(33,494)	(91,492)	(3,556)	31,316	27,760
Net movement in funds		(57,998)	(33,494)	(91,492)	(3,556)	31,316	27,760
Reconciliation of funds:							
Total funds brought forward		169,616	36,804	206,420	173,172	5,488	178,660
Total funds carried forward	16	111,618	3,310	114,928	169,616	36,804	206,420

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Bloody Good Period Ltd

Company no. 11801410

Balance sheet**As at 31 December 2021**

	Note	£	2021 £	£	2020 £
Fixed assets:					
Tangible assets	10		649		647
			649		647
Current assets:					
Stock	11	14,706		56,291	
Debtors	12	11,322		1,359	
Cash at bank and in hand		123,988		163,194	
			150,016	220,844	
Liabilities:					
Creditors: amounts falling due within one year	13	35,737		15,071	
Net current assets / (liabilities)			114,279		205,773
Total assets less current liabilities			114,928		206,420
Total net assets / (liabilities)			114,928		206,420
The funds of the charity:					
Restricted income funds	15		3,310		36,804
Unrestricted income funds:					
General funds		111,618		169,616	
Total unrestricted funds			111,618		169,616
Total charity funds	16		114,928		206,420

For the period ending 31 December 2021, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on **5 July 2022** and signed on its behalf by:



Trustee

Name

Susan Rubenstein

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2021

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The charity has not prepared a statement of cash flows, taking advantage of Section 1A of FRS 102 in relation to small entities.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2021

1 Accounting policies (continued)

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the cost of activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Cost of raising funds	28%
● Menstrual Education and Awareness	28%
● Relief of period poverty	44%

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Office & Computer Equipment 3 years

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2021

1 Accounting policies (continued)

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted	Restricted	2021 total	2020
	£	£	£	Total
Donations	292,408	1,490	293,898	215,708
Donations from CIVA – transfer on incorporation	–	–	–	–
Donations of period products for distribution	7,272	–	7,272	62,947
Trusts and Foundations	61,500	58,998	120,498	167,398
Gift aid	15,914	–	15,914	–
	<u>377,094</u>	<u>60,488</u>	<u>437,582</u>	<u>446,053</u>

3 Income from charitable activities

	Unrestricted	Restricted	2021	2020
	£	£	Total	Total
Menstrual Education and Awareness			£	£
Education programme	–	50	50	23,869
Speaker fees and expenses	4,435	–	4,435	4,515
Total income from charitable activities	<u>4,435</u>	<u>50</u>	<u>4,485</u>	<u>28,384</u>

4 Income from other trading activities

	Unrestricted	Restricted	2021	2020
	£	£	Total	Total
Merchandise sale	273	–	273	1,879
Fundraising events	11,223	–	11,223	3,686
	<u>11,496</u>	<u>–</u>	<u>11,496</u>	<u>5,565</u>

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2021

5 Analysis of expenditure

	Cost of raising funds £	Charitable activities			2021 Total £	2020 Total £
		Menstrual Education and Awareness £	Relief of period poverty £	Support costs £		
Staff costs (Note 6)	38,823	37,951	60,015	22,481	159,270	88,426
Bad Debt	-	-	-	580	580	-
BG Employers Costs	-	22,050	-	-	22,050	33,464
Charitable donations	-	-	-	-	-	599
Communications Consulting	30,029	-	-	13,556	43,585	20,355
Consulting, Admin and professional fees	-	-	-	16,112	16,112	10,627
Cost & transport of merchandise for sale	2,838	-	-	-	2,838	1,731
Direct Programme costs	-	52,079	-	-	52,079	31,635
Events Cost	-	-	-	-	-	922
Fees and commission	3,734	-	-	1,110	4,844	5,451
Fundraising Events Cost	2,828	221	-	-	3,049	4,642
Printing, Stationery and sundry	-	-	-	6,105	6,105	4,036
Products distributed out	-	-	159,648	-	159,648	128,116
Products for Donation	-	-	47,993	-	47,993	73,732
Rent and utilities	-	-	-	10,031	10,031	22,853
Staff training and Development	-	-	-	4,669	4,669	8,398
Storage	-	-	11,799	-	11,799	15,167
Transport of Product	-	-	404	-	404	2,088
	78,252	112,302	279,858	74,644	545,055	452,242
Support costs	21,185	20,709	32,749	(74,644)	-	-
Total expenditure 2021	99,437	133,011	312,608	-	545,055	

Of the total expenditure, £448,067 (2020: £333,657) was unrestricted and £96,988 (2020:£118,585) was restricted.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2021

5 Analysis of expenditure (continued.....)

	Cost of raising funds £	Charitable activities			2020 Total £
		Menstrual Education and Awareness £	Relief of period poverty £	Support costs £	
Staff costs (Note 6)	20,408	15,591	32,435	19,992	88,426
BG Employers Costs	-	33,464	-	-	33,464
Charitable donations	-	-	599	-	599
Communications Consulting	20,355	-	-	-	20,355
Consulting, Admin and professional fees	-	-	-	10,627	10,627
Cost & transport of merchandise for sale	1,731	-	-	-	1,731
Direct Programme costs	-	31,635	-	-	31,635
Events Cost	-	158	-	764	922
Fees and commission	4,665	-	-	786	5,451
Fundraising Events Cost	4,642	-	-	-	4,642
Printing, Stationery and sundry	-	-	-	4,036	4,036
Products distributed out	-	-	128,116	-	128,116
Products for Donation	-	-	73,732	-	73,732
Rent and utilities	-	-	-	22,853	22,853
Staff training and Development	-	-	-	8,398	8,398
Storage	-	-	15,167	-	15,167
Transport of Product	-	-	2,088	-	2,088
	51,801	80,848	252,137	67,456	452,242
Support costs	20,237	15,515	31,704	(67,456)	-
Total expenditure 2020	72,038	96,363	283,841	-	452,242

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2021

6 Staff remuneration

Staff costs were as follows:

	2021	2020
	£	£
Salaries and wages	139,243	78,539
Social security costs	9,967	3,224
Employer's contribution to defined contribution pension schemes	8,260	4,654
Other	1,800	2,009
	<u>159,270</u>	<u>88,426</u>

No employee earned more than £60,000 during the period.

The total employee benefits including pension contributions of the key management personnel were £52,832 (2020: £44,705).

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the period was as follows:

	2021	2020
	No.	No.
Charitable activity	5.0	3.0
	<u>5.0</u>	<u>3.0</u>

8 Related party transactions

Prior to registration as a separate charity, Bloody Good Period was a project under the umbrella of The Centre for Innovation in Voluntary Action (CIVA). Since incorporation, all monies held by CIVA under the Bloody Good Period project were donated to the newly set up charity.

Aggregate donations from related parties during the period were £nil.

There are no donations from related parties which are outside the normal course of the charity business and no restricted donations from related parties.

The charity trustees were not paid or received any other benefits from employment with the charity in the period. No charity trustee received payment for professional or other services supplied to the charity. No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

The charity owns 100% of Bloody Good Employers Ltd, a subsidiary company registered in England and Wales (number 13531960) incorporated on 27 July 2021.

Fiona Pei Shan Yeung is the common active director in parent and subsidiary company. The Chief Executive Officer, Gabby Edlin, is also the director of the subsidiary company.

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2021

8 Related party transactions (continued)

Bloody Good Employers Limited

Registered Office: 167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF

Nature of business: Management consultancy activities other than financial management

Bloody Good Period Ltd guarantees that if the company is wound up while it is a member, or within one year after it ceases to be a member, it will contribute to the assets of the company by such amount as necessary but not exceeding £1

	2021	2020
	£	£
Agregate capital and reserves	26,026	-
Profit for the year	<u>26,026</u>	<u>-</u>

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Office & Computer Equipment	Total
	£	£
Cost or valuation		
At the start of the period	1,694	1,694
Additions in the period	499	499
	<u>2,193</u>	<u>2,193</u>
Depreciation		
At the start of the period	1,047	1,047
Charge for the period	497	497
	<u>1,544</u>	<u>1,544</u>
Net book value		
At the end of the period	<u>649</u>	<u>649</u>
At the start of the period	<u>647</u>	<u>647</u>

All of the above assets are used for charitable purposes.

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2021

11 Stock

	2021	2020
	£	£
Merchandise	2,261	3,125
Period products for free distribution	12,445	53,166
	14,706	56,291
	14,706	56,291

12 Debtors

	2021	2020
	£	£
Trade debtors	1,208	475
Prepayments	-	884
Accrued income	10,114	-
	11,322	1,359
	11,322	1,359

13 Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	14,661	8,339
Taxation and social security	5,205	2,621
Other creditors	1,480	751
Accruals	4,391	3,360
Deferred income	10,000	-
	35,737	15,071
	35,737	15,071

14 Deferred income

Deferred income comprises grants received for 2022

	2021	2020
	£	£
Balance at the beginning of the year	-	-
Amount released to income in the year	-	-
Amount deferred in the year	10,000	-
	10,000	-
Balance at the end of the year	10,000	-

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2021

15 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	649	-	-	649
Net current assets	110,968	-	3,310	114,278
Net assets at 31 December 2021	111,618	-	3,310	114,928

Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	647	-	-	647
Net current assets	168,969	-	36,804	205,773
Net assets at 31 December 2020	169,616	-	36,804	206,420

16 Movements in funds

	At 1 January 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2021
Restricted funds:					
Menstrual Education and Awareness	21,162	17,050	(38,881)	2,331	1,662
Relief of period poverty	15,642	43,488	(58,107)	625	1,648
Total restricted funds	36,804	60,538	(96,988)	2,956	3,310
Unrestricted funds:					
General funds	169,616	393,025	(448,067)	(2,956)	111,618
Total unrestricted funds	169,616	393,025	(448,067)	(2,956)	111,618
Total funds	206,420	453,563	(545,055)	-	114,928

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2021

16 Movements in funds (continued)

	At 1 January 2020 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2020 £
Restricted funds:					
Menstrual Education and Awareness	-	37,869	(16,707)	-	21,162
Relief of period poverty	5,488	98,898	(101,878)	13,134	15,642
Total restricted funds	5,488	136,767	(118,585)	13,134	36,804
Unrestricted funds:					
General funds	173,172	343,235	(333,657)	(13,134)	169,616
Total unrestricted funds	173,172	343,235	(333,657)	(13,134)	169,616
Total funds	178,660	480,002	(452,242)	-	206,420

Purposes of restricted funds

Menstrual Education and Awareness relates to funding received and used to provide educational sessions about female health including menstruation and sexual health to support asylum seekers and refugees living in the UK.

Relief of period poverty relates to funding received and use to provide high quality period products to asylum seekers, refugee and those in poverty in the UK.

17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. Bloody Good Period Ltd is a charitable company limited by guarantee registered in England with registration number 11801410. Its registered office address is 167-169 Great Portland Street, 5th Floor, London, England, W1W 5PF. The accounts are presented in GBP rounded to £1.

BLOODY GOOD PERIOD

England & Wales - Charity number 1185849

Accounts

Bloody Good Period Ltd
A Company Limited by Guarantee

Charity Registration No. 1185849
Company Registered in England No. 11801410

Report and Unaudited Financial Statements
year ended 31 December 2020

Bloody Good Period Ltd

Section A: Reference and Administration Details

Status:	Company Limited by Guarantee No.11801410 Charity Registration No.: 1185849 The Company's governing document is its Memorandum and Articles of Association dated 1 February 2019 as amended by a special resolution on 14 October 2019
Registered Office:	The Interchange, St. Mary's Flats, Doric Way, London NW1 1LA The Company does not have a separate principal office.
Trustees:	Ruby Bayley (formerly Ruby Bayley-Pratt) Susan Rubenstein (Chair)- appointed 1 February 2019 Amber Wyatt - resigned 6 May 2020 Fiona Yeung - appointed 6 May 2020
CEO:	Gabby Edlin
Independent examiner:	Charles Ssempijja ACA NfP Accountants Ltd No. 38, 52 Peckham Grove London SE15 6FR
Bankers:	National Westminster Bank Plc 135 Bishopsgate London EC2M 3UR



TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED DECEMBER 2020

The Trustees (who are also the directors of the charity for the purposes of the Companies Act) present their annual report together with the unaudited financial statements of the Bloody Good Period Ltd for the 12 months period ended 31 December 2020. The Trustees confirm that the annual report and financial statements of charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2015 FRS102).

Section B: Structure, Governance and Management

Description of the charity's trusts

Bloody Good Period (BGP) was registered as a company limited by guarantee on 1st February 2019 (company number: 11801410) and became a registered charity on 16 October 2019 (charity registration number: 1185849).

It is governed by its Memorandum and Articles of Association dated February 2019 as amended by a special resolution dated 14 October 2019. Its registered office is The Interchange, Father Thomas Room, Doric Way, London NW1 1LB.

The governance of the charity is the responsibility of the Trustees. Day to day management is by the CEO, who draws on the support and expertise of the highly experienced Board of Trustees as needed.

Trustee selection methods

Trustees are elected and co-opted under the terms of the governing document, the Articles of Association of Bloody Good Period, section 22. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments are made where required to strengthen the Board of Trustees, subject to all trustees' approval.

When it is necessary to appoint new trustees, due to either a trustee stepping down or a gap of expertise in the board is identified, recruitment will initially begin through the networks of the board and management team. Applicants will be reviewed by trustees and the successful applicant will be invited to attend a trustee meeting. Following this, on the



provision that the board is satisfied and the applicant still wishes to join the trustee board, they will be appointed.

No other person or external body is entitled to appoint any trustees of the charity. The Trustees who served during the period and after the year end are shown on page 1.

Section C: Objectives and Activities

Summary of the objects of the charity

The Charity's objects (Objects) are specifically restricted to the following:

To relieve period poverty for the public benefit among, particularly but not exclusively, refugees, asylum seekers, and otherwise displaced people who menstruate and their dependents living in the UK by providing menstrual and hygiene supplies and essential menstrual education.

“Period poverty” refers to the inability to afford or have access to essential menstrual products.

The People We Work With (Beneficiaries)

Asylum seekers often live in extreme poverty, are disallowed to work in the UK, and are entitled to just £39.63¹ per week to live on. Many report to have heavy and irregular periods, thought to result from the trauma of displacement, and a heavy and/ or irregular period could cost around £20 per month, almost a quarter of an asylum seeker’s income could be spent on caring for their reproductive health. Usually, it doesn’t.

“We are sleeping outside; in the bus, in the park. We are not allowed to work. We don’t have food. It is no good; it gives us too much stress. People don’t see what we are going through. To have to cope with your period on top of all this is too much.”

Stella, asylum-seeking woman from the DRC

¹ <https://www.gov.uk/asylum-support/what-youll-get#:~:text=You'll%20get%20%C2%A339.63,cash%20from%20a%20cash%20machine.>



Female and menstruating (who do not identify as women) asylum seekers are not offered any extra funding to purchase menstrual protection for themselves or other family members who menstruate. If a person does not have access to menstrual products, they lack social mobility, perpetuate shameful associations of their bodies due to the likes of the fear of leaking in public, and can develop infections or rashes from using inadequate products or homemade methods.

Main activities undertaken for the public benefit

- Provided period products for the relief of period poverty
- Menstrual Education and Awareness

The Trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Section D: Achievements and Performance

Provided period products for the relief of period poverty

Recognising the trauma and anxiety caused by not having access to essential menstrual products, BGP donated 66,846 packs of period products (via Group (eg drop-ins or foodbanks), "Take What You Need" Scheme (open access to products during the pandemic), and individual orders and 29 reusable products including menstrual cups and underwear.

These products were donated to women and people who menstruate throughout London and the UK via asylum seeker and refugee drop in centres, community hubs and food banks. The most suitable method for those who can't afford products to obtain them (for free) are at centres and activities they already attend. Therefore, BGP is designed around working with these centres to ensure they are able to give out a sustainable flow of period products to those who attend them.

Facilitating the personal choices and comfort of the people we work with is paramount so products are donated generously, encouraging each person to take as many packs as they need for themselves, and dependents e.g. daughters/people in their family or household who menstruate.



Using information from the centres we supported with products, we calculated that we reached at least 12,331 people through our services last year.

Menstrual Education and Awareness

Bloody Good Education is a programme that freely provides female reproductive and sexual health information and clinical service–signposting to asylum seekers and refugees in the UK. Before the pandemic, sessions were held in London only. However, as we were forced to move online, this made our sessions available for centres throughout the UK.

Bloody Good Education (BGE) programme was set up in October 2019, with funding from The Body Shop for one year. BGE began to organise workshops, facilitated by gynaecologists and sexual health doctors, in women’s services for asylum seekers and refugees across London. We held three sessions of Menstrual, Sexual and Reproductive Health in partnership with West London Welcome and Women for Refugee Women, two centres who make use of our product provision, reaching around 50 women.

In 2020, we continued the programme, with additional funding from the British Medical Association and the Garfield Weston Foundation.

The Body Shop also funded an experimental year–long programme entitled “Decolonising Menstruation”, which we created in partnership with the CIO Decolonising Contraception. The programme began in June with the intention to work with refugee communities and Black and people of colour to destigmatise menstruation and discover “how the sacred become dirty.”

Number of attendees in BGE in 2020: 125

Number of attendees in Decolonising Menstruation in 2020: 13

Further Awareness

Throughout 2020 we continued to build on our work of Bloody Good Employers (BGE), a scheme designed to help employers

1. Recognise and evaluate their current support structures for people who menstruate
2. Improve those support structures, raising awareness through training and shared understanding



3. Show an active commitment to menstrual equity in the UK
4. Actively raise awareness of this everyday issue for employers and employees alike

In addition, the team produced a research report exposing the problems faced by those who menstruate in the workplace. In addition to raising awareness of period poverty and lack of menstrual education in the workplace, Bloody Good Employers will also act as a significant fundraiser for the charity. In 2021, BGE will be registered as a separate subsidiary company to allow profits to be channelled back into the charity.

Section E: Financial Review

During the period ended 31 December 2020, the charity received a total income of £480,002 (2019: £407,834). Expenditure totaled £452,242 (2019: £229,174). The net income for the period was £27,760 (20219: £178,660).

Reserves Policy

The policy of the charity is to maintain such reserves as to ensure the long-term viability of the charity and enable it to fulfil its objects for the foreseeable future. Trustees consider it reasonable to maintain four months running cost as reserves which are estimated to be approximately £136,505. General reserves at the period end stood at £169,616 (2019: £173,172). Unrestricted reserves are available, at the discretion of the trustees, to further the general objects of the charity. The unrestricted funds available to the charity that are not tied up in fixed assets, as at 31 December 2020 were £168,969 (2019: £172,409). This is considered sufficient to meet these objectives.

Section G: Declaration

Going Concern

The trustees are satisfied that the charity will continue to be a going concern for the foreseeable future.



Statement of Trustees' Responsibilities

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the Board on _____ and signed on its behalf.

Signature: _____

Full Name: Sue Rubenstein

Position: Chair of trustees

Independent Examiner's Report to the Trustees of Bloody Good Period Ltd

I report on the financial statements of the company for the year ended 31 December 2020 as set out on pages 9 to 19.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

Charles Ssempijja (ACA)
NfP Accountants Ltd
No. 38, 52 Peckham Grove
London SE15 6FR

Date

Bloody Good Period Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the period ended 31 December 2020

	Note	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Income from:							
Donations and legacies	2	333,155	112,898	446,053	362,833	7,145	369,978
Charitable activities							
Menstrual Education and Awareness	3	4,515	23,869	28,384	7,075	10,000	17,075
Other trading activities	4	5,565	-	5,565	20,781	-	20,781
Total income		343,235	136,767	480,002	390,689	17,145	407,834
Expenditure on:							
Raising funds	5	72,038	-	72,038	47,907	-	47,907
Charitable activities							
Menstrual Education and Awareness	5	79,656	16,707	96,363	34,693	10,000	44,693
Relief of period poverty	5	181,963	101,878	283,841	134,917	1,657	136,574
Total expenditure		333,657	118,585	452,242	217,517	11,657	229,174
Net income / (expenditure) for the period		9,578	18,182	27,760	173,172	5,488	178,660
Transfers between funds		(13,134)	13,134	-	-	-	-
Net income / (expenditure) before other recognised gains and losses		(3,556)	31,316	27,760	173,172	5,488	178,660
Net movement in funds		(3,556)	31,316	27,760	173,172	5,488	178,660
Reconciliation of funds:							
Total funds brought forward		173,172	5,488	178,660	-	-	-
Total funds carried forward	15	169,616	36,804	206,420	173,172	5,488	178,660

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 15 to the financial statements.

Bloody Good Period Ltd

Company no. 11801410

Balance sheet**As at 31 December 2020**

	Note	£	2020 £	£	2019 £
Fixed assets:					
Tangible assets	10		<u>647</u>		<u>763</u>
			647		763
Current assets:					
Stock	11	56,291		65,001	
Debtors	12	1,359		8,448	
Cash at bank and in hand		163,194		111,012	
			<u>220,844</u>	<u>184,461</u>	
Liabilities:					
Creditors: amounts falling due within one year	13	15,071		<u>6,564</u>	
Net current assets / (liabilities)			<u>205,773</u>		<u>177,897</u>
Total assets less current liabilities			<u>206,420</u>		<u>178,660</u>
Total net assets / (liabilities)			<u><u>206,420</u></u>		<u><u>178,660</u></u>
The funds of the charity:					
Restricted income funds	14		36,804		5,488
Unrestricted income funds:					
General funds		169,616		<u>173,172</u>	
Total unrestricted funds			<u>169,616</u>		<u>173,172</u>
Total charity funds	15		<u><u>206,420</u></u>		<u><u>178,660</u></u>

For the period ending 31 December 2020, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' Responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), were approved by the Board on _____ and signed on its behalf by:

Trustee
Name

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2020

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The charity has not prepared a statement of cash flows, taking advantage of Section 1A of FRS 102 in relation to small entities.

b) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2020

1 Accounting policies (continued)

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the cost of activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- | | |
|-------------------------------------|-----|
| ● Cost of raising funds | 30% |
| ● Menstrual Education and Awareness | 23% |
| ● Relief of period poverty | 47% |

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|-------------------------------|---------|
| ● Office & Computer Equipment | 3 years |
|-------------------------------|---------|

k) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2020

1 Accounting policies (continued)

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2020 total £	2019 Total £
Donations	215,708	–	215,708	116,535
Donations from CIVA – transfer on incorporation	–	–	–	84,062
Donations of period products for distribution	62,947	–	62,947	131,187
Trusts and Foundations	54,500	112,898	167,398	38,194
	<u>333,155</u>	<u>112,898</u>	<u>446,053</u>	<u>369,978</u>

3 Income from charitable activities

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Menstrual Education and Awareness				
Education programme	–	23,869	23,869	10,000
Speaker fees and expenses	4,515	–	4,515	7,075
Total income from charitable activities	<u>4,515</u>	<u>23,869</u>	<u>28,384</u>	<u>17,075</u>

4 Income from other trading activities

	Unrestricted £	Restricted £	2020 Total £	2019 Total £
Merchandise sale	1,879	–	1,879	9,443
Fundraising events	3,686	–	3,686	11,338
	<u>5,565</u>	<u>–</u>	<u>5,565</u>	<u>20,781</u>

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2020

5 Analysis of expenditure

	Cost of raising funds £	Charitable activities			2020 Total £	2019 Total £
		Menstrual Education and Awareness £	Relief of period poverty £	Support costs £		
Staff costs (Note 6)	20,408	15,591	32,435	19,992	88,426	47,240
BG Employers Costs	-	33,464	-	-	33,464	9,983
Charitable donations	-	-	599	-	599	-
Consulting and accounting fees	-	-	-	10,627	10,627	1,221
Cost and transport of merchandise for sale	1,731	-	-	-	1,731	2,423
Depreciation	-	-	-	429	429	386
Donor Challenge Fees	-	-	-	-	-	3,882
Education Programme costs	-	31,635	-	-	31,635	17,044
Events Cost	-	158	-	-	158	791
Fees and commission	4,665	-	-	6	4,671	3,842
Fundraising Events Cost	4,642	-	-	-	4,642	5,186
Independent Examination	-	-	-	780	780	780
Insurance	-	-	-	802	802	769
IT subscriptions and Consumables	-	-	-	18,147	18,147	-
Legal Expenses	-	-	-	-	-	570
Printing, Stationery and sundry	-	-	-	2,088	2,088	1,839
Products Purchased for Donation	-	-	73,732	-	73,732	25,127
Products distributed out	-	-	128,116	-	128,116	67,236
Publicity and website	-	-	-	765	765	4,190
Rent and amenities	-	-	-	3,474	3,474	1,831
Social Media Consulting	20,355	-	-	-	20,355	13,433
Staff training and Development	-	-	-	8,398	8,398	3,714
Staff travel and expenses	-	-	-	754	754	2,474
Storage	-	-	15,167	-	15,167	10,555
Telephone and Internet	-	-	-	430	430	460
Transport of Product	-	-	2,088	-	2,088	2,433
Volunteer expenses and events	-	-	-	764	764	1,765
	51,801	80,848	252,137	67,456	452,242	229,174
Support costs	20,237	15,515	31,704	(67,456)	-	-
Total expenditure 2020	72,038	96,363	283,841	-	452,242	

Of the total expenditure, £346,791 (2019: £217,517) was unrestricted and £105,431 (2019: £11,657) was restricted.

Bloody Good Period Ltd
Notes to the financial statements

For the period ended 31 December 2020

5 Analysis of expenditure (continued.....)

	Cost of raising funds £	Charitable activities		Support costs £	2019 Total £
		Menstrual Education and Awareness £	Relief of period poverty £		
Staff costs (Note 6)	11,810	9,251	16,929	9,250	47,240
BG Employers Costs	-	9,983	-	-	9,983
Consulting and accounting fees	-	-	-	1,221	1,221
Cost and transport of merchandise for	2,423	-	-	-	2,423
Depreciation	-	-	-	386	386
Donor Challenge Fees	760	-	-	3,122	3,882
Education Programme costs	-	17,044	-	-	17,044
Events Cost	-	791	-	-	791
Fees and commission	3,439	-	-	403	3,842
Fundraising Events Cost	5,186	-	-	-	5,186
Independent Examination	-	-	-	780	780
Insurance	-	-	-	769	769
Legal Expenses	-	-	-	570	570
Printing, Stationery and sundry	-	-	-	1,839	1,839
Products Purchased for Donation	-	-	25,127	-	25,127
Products distributed out	-	-	67,236	-	67,236
Publicity and website	1,009	-	-	3,181	4,190
Rent and amenities	-	-	-	1,831	1,831
Social Media Consulting	13,433	-	-	-	13,433
Staff training and Development	-	-	-	3,714	3,714
Staff travel and expenses	-	-	-	2,474	2,474
Storage	-	-	10,555	-	10,555
Telephone and Internet	-	-	-	460	460
Transport of Product	-	-	2,433	-	2,433
Volunteer expenses and events	-	-	-	1,765	1,765
	38,060	37,069	122,280	31,765	229,174
Support costs	9,847	7,624	14,294	(31,765)	-
Total expenditure 2019	47,907	44,693	136,574	-	229,174

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2020

6 Staff remuneration

Staff costs were as follows:

	2020	2019
	£	£
Salaries and wages	78,539	43,999
Social security costs	3,224	601
Employer's contribution to defined contribution pension schemes	4,654	2,640
Other	2,009	-
	88,426	47,240
	88,426	47,240

No employee earned more than £60,000 during the period.

The total employee benefits including pension contributions of the key management personnel were £44,705 (2019: £37,002).

7 Staff numbers

The average number of employees (head count based on number of staff employed) during the period was as follows:

	2020	2019
	No.	No.
Charitable activity	3.0	2.0
	3.0	2.0
	3.0	2.0

8 Related party transactions

Prior to registration as a separate charity, Bloody Good Period was a project under the umbrella of The Centre for Innovation in Voluntary Action (CIVA). Since incorporation, all monies held by CIVA under the Bloody Good Period project were donated to the newly set up charity.

Aggregate donations from related parties during the period were £nil.

There are no donations from related parties which are outside the normal course of the charity business and no restricted donations from related parties.

The charity trustees were not paid or received any other benefits from employment with the charity in the period. No charity trustee received payment for professional or other services supplied to the charity.

No trustees were reimbursed any expenses incurred in relation to their duties as trustees.

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2020

10 Tangible fixed assets

	Office & Computer Equipment	Total
	£	£
Cost or valuation		
At the start of the period	1,149	1,149
Additions in the period	313	313
At the end of the period	1,462	1,462
Depreciation		
At the start of the period	386	386
Charge for the period	429	429
At the end of the period	815	815
Net book value		
At the end of the period	647	647
At the start of the period	763	763

All of the above assets are used for charitable purposes.

11 Stock

	2020	2019
	£	£
Merchandise	3,125	1,050
Period products for free distribution	53,166	63,951
	56,291	65,001

12 Debtors

	2020	2019
	£	£
Trade debtors	475	5,250
Other debtors	-	3,147
Prepayments	884	51
	1,359	8,448

13 Creditors: amounts falling due within one year

	2020	2019
	£	£
Trade creditors	8,339	1,454
Taxation and social security	2,621	1,367
Other creditors	751	439
Accruals	3,360	3,304
	15,071	6,564

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2020

14 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	647	-	-	647
Net current assets	168,969	-	36,804	205,773
Net assets at 31 December 2020	169,616	-	36,804	206,420

Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	763	-	-	763
Net current assets	172,409	-	5,488	177,897
Net assets at 31 December 2019	173,172	-	5,488	178,660

15 Movements in funds

	At 1 January 2020 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2020
Restricted funds:					
Menstrual Education and Awareness	-	37,869	(16,707)	13,134	34,296
Relief of period poverty	5,488	98,898	(101,878)	-	2,508
Total restricted funds	5,488	136,767	(118,585)	13,134	36,804
Unrestricted funds:					
General funds	173,172	343,235	(333,657)	(13,134)	169,616
Total unrestricted funds	173,172	343,235	(333,657)	(13,134)	169,616
Total funds	178,660	480,002	(452,242)	-	206,420

Bloody Good Period Ltd
Notes to the financial statements

For the year period 31 December 2020

15 Movements in funds (continued)

	At 1 February 2019 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 December 2019 £
Restricted funds:					
Menstrual Education and Awareness	-	10,000	(10,000)	-	-
Relief of period poverty	-	7,145	(1,657)	-	5,488
Total restricted funds	-	17,145	(11,657)	-	5,488
Unrestricted funds:					
General funds	-	390,689	(217,517)	-	173,172
Total unrestricted funds	-	390,689	(217,517)	-	173,172
Total funds	-	407,834	(229,174)	-	178,660

Purposes of restricted funds

Menstrual Education and Awareness relates to funding received and used to provide educational sessions about female health including menstruation and sexual health to support asylum seekers and refugees living in the UK.

Relief of period poverty relates to funding received and use to provide high quality period products to asylum seekers, refugee and those in poverty in the UK.

16 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. Bloody Good Period Ltd is a charitable company limited by guarantee registered in England with registration number 11801410. Its registered office address is The Interchange, Father Thomas Room, Doric Way, London NW1 1LA. The accounts are presented in GBP rounded to £1.