

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.

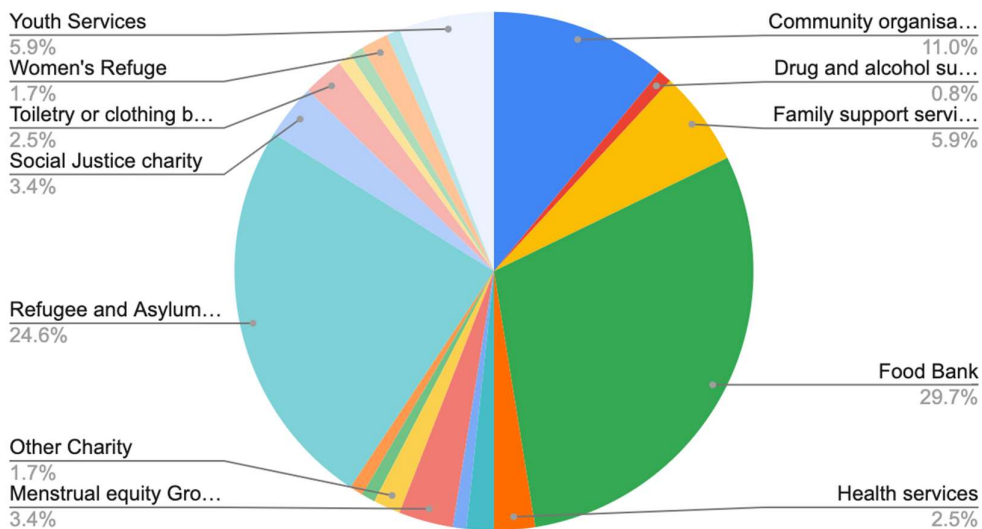
Further information about Period Product Provision

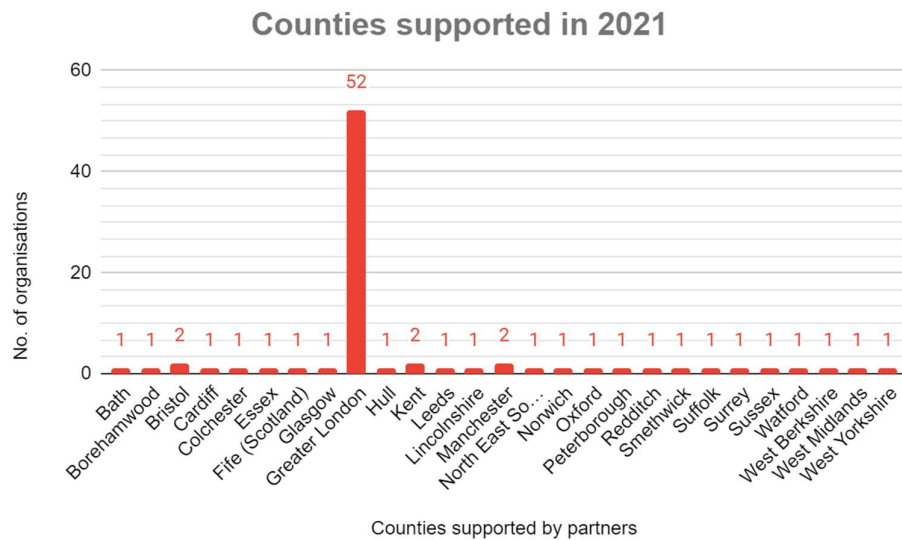
Who receives free period products?



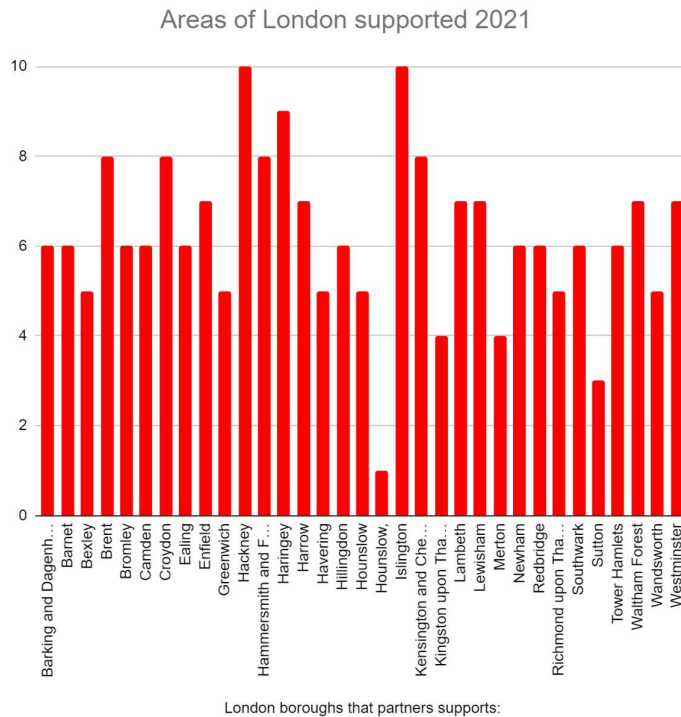
We give menstrual health supplies to people who can not afford or access them. BGP particularly acknowledges the oppression and stigma faced by refugees and asylum seekers as their legal rights and protection are severely impeded by their citizenship status within the UK. We work through partner organisations 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 BGE 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.

Type text here

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).

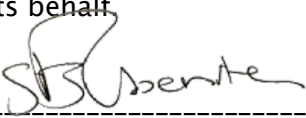
Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that 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:	15			
Restricted income funds			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
	<u>4,435</u>	<u>50</u>	<u>4,485</u>	<u>28,384</u>
Total income from charitable activities				

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.....)

		Charitable activities			
	Cost of	Menstrual			
	raising	Education	Relief of	Support	2020
	funds	and	period	costs	Total
	£	Awareness	poverty	£	£
		£	£		
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 No.	2020 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
At the end of the period	<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
At the end of the period	<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
	<u>14,706</u>	<u>56,291</u>

12 Debtors

	2021 £	2020 £
Trade debtors	1,208	475
Prepayments	–	884
Accrued income	10,114	–
	<u>11,322</u>	<u>1,359</u>

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	–
	<u>35,737</u>	<u>15,071</u>

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	–
	<u>10,000</u>	<u>–</u>

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.