

PROJECT PERIOD D

PROJECT PERIOD DRIVE ORGANIZER'S TOOL KIT

eliminating racism
empowering women

ywca

Southern Arizona

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Project Period Drive Organizer's Tool Kit

Thank you for your interest in holding a Project Period drive to benefit the YWCA of Southern Arizona and our partner agencies that serve women in poverty. Every product or monetary donation helps in the fight against poverty - no matter how small or large.

What is a Project Period Drive?

A Project Period Drive is a drive to collect tampons, sanitary pads, and menstrual cups for people with periods who may not be able to afford them. A Project Period Drive can be conducted by churches, neighborhoods, businesses, service clubs, schools, military units, scouts, sports teams, or any group of dedicated people who realize it takes local initiative to solve a local problem. This is an excellent opportunity to become a direct partner with YWCA Southern Arizona. Project Period Drives are critical to our ongoing mission of eliminating racism and empowering women while promoting justice, peace, and dignity for all. This tool kit contains information about holding a successful Project Period drive, tips for fun and safety, and materials and forms to make your drive easy and successful. If you have questions, please contact YWCA Southern Arizona by phone at 520-884-7810.

Thank you for your efforts. They are greatly appreciated!

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YWCA IS ON A MISSION

Overview of YWCA Southern Arizona

YWCA Southern Arizona was established in 1917, just five years after Arizona gained statehood, by visionary women committed to establishing progressive values in this young state. We are proud that, from the beginning, YWCA Southern Arizona has been committed to promoting peace, justice, freedom and dignity for all. Even in 1917, when membership in certain Protestant denominations was “required”, the first YWCA Southern Arizona Board President, Henrietta Franklin, was a member of the Stone Avenue Temple. Our association was the first YWCA in the United States to open membership to men and elect men to serve on our board of directors. Today YWCA programs are open to people of all gender identities, and it has not been a religious organization for more than fifty years.

YWCA Southern Arizona was founded as a place for women to rest, socialize, learn, organize and contribute to creating a more progressive community. The YWCA was the only place where children of color could learn to swim in the years before the municipal swimming pools were built. Our organization provided the first child day care centers and the first domestic violence shelter in the Tucson area. The Big Sisters component of Big Brothers Big Sisters was originally a YWCA program.

We operated out of a second floor room downtown on Stone Avenue and a house on Pennington Street before building what is now known as the Historic Y Building at 738 N. 5th Avenue in 1931. The YWCA Frances McClelland Leadership Center at 525 N. Bonita Avenue was built in 2007 and has become an important venue for community, educational and business groups throughout Southern Arizona.

We are proud of our affiliation with YWCA USA, which has been in the forefront of most major movements in the United States as a pioneer in race relations, labor union representation, and the empowerment of women for more than 150 years.

Project Period Fact Sheet

"...For the more than 40 million women in this country living in poverty or on the brink of it - and for whom the cost of feminine hygiene products is yet another burden on an already stretched budget - periods are no joke. A year's supply of tampons and pads costs upwards of \$70 and is not covered by food stamps. For homeless women, the problem of lack of access to menstrual hygiene care is often compounded by "minimal access to safe sanitary spaces like toilets and showers." Jennifer Weiss-Wolf is director of special projects and deputy director of development for the Brennan Center for Justice at NYU School of Law, "Helping Women & Girls. Period.," New York Times, January 28, 2015

What is Project Period?

An ongoing drive to collect tampons, sanitary pads and reusable menstrual cups for distribution to people with periods in need - and an advocacy effort to change local, state and federal policies in order to make these products more affordable and accessible to all.

Why did the YWCA of Southern Arizona launch Project Period?

Tampons and sanitary pads are not a luxury. Without proper supplies, people having periods miss work. Youth miss school. Life for homeless women and transgender people becomes even harder and less dignified. Access to menstruation-related products is both a health issue and an economic issue. But these products are expensive. The average lifetime cost of menstruation-related supplies is nearly \$20,000 per person. This cost is not covered by insurance. You can't use SNAP (food stamps) to pay for them. In fact, unlike food and other "necessary" items, these products are subject to sales tax both by the City of Tucson and the State of Arizona. There is a clear need to change public policy to ensure that all people with periods have access to the supplies they need to live dignified, productive lives. In the meantime, there are thousands of people who menstruate in our community who need our help.

How can community members support Project Period?

Community members are invited to donate **new, unopened** sanitary pads and tampons or reusable menstrual cups - all sizes are needed. The first collection box has been placed at the YWCA Frances McClelland Community Center located at 525 N. Bonita Avenue on the western edge of downtown Tucson. Donations can be made year-round Monday through Thursday 9 a.m. to 5 p.m., or Friday 9 a.m. to 3 p.m. Monetary donations can also be made by sending a check to: YWCA of Southern Arizona, c/o Project Period, 525 N. Bonita Ave., Tucson AZ 84745. Online gifts can be made at www.ywcatucson.org.

How can people in need who menstruate receive supplies through Project Period?

The YWCA will be collecting these supplies and distributing them through "Your Sister's Closet," a program of the YWCA that has been helping women dress for work for 28 years. People in need can make an appointment to pick up supplies at Your Sister's Closet by calling 520-884-7810. People of all gender identities are welcome. Supplies will also be distributed through our partner agencies including Emerge Center for Domestic Abuse, Primavera, Our Family Services, Child and Family Resources, Inc., Southern Arizona Community Food Bank, Teen Outreach Pregnancy Services, The Haven, Tucson Interfaith HIV/AIDS Network (where 25% of clients are women) and Goodwill Industries of Southern Arizona.

FAQ About **Project Period Drives**

Why are Project Period Drives so important?

Even though we engage in a **number product collection operation** a major portion of our product inventory comes from donations. Also, monetary donations allow us to purchase additional product and distribute to women in need in our community.

What times of year is the YWCA of Southern Arizona in most critical need of additional donations?

We always have a need for donations and never turn them away. However, inventory seems to be especially low in the summer months.

What types of products are you collecting?

The product lists at the back of this kit contain our most needed products. Some general guidelines include:

- **We can only accept unopened items in their original packaging. It's ok if the external packaging is damaged so long as the internal packaging is still intact.**

Are you accepting cash donations as well as product donations?

Yes. Financial donations are also greatly needed in order to keep our distributions functioning. Your contributions also allow us to upgrade our office and warehouse equipment so that we can be more efficient and serve more people. To make a financial gift, fill out a donation form, which is included in this packet.

Can YWCA Southern Arizona pick-up my collected products?

YWCA Southern Arizona has limited staff and vehicles. Most of the time, we are engaged in regular organizational operations and are not available for extra pick-ups. Your delivery directly to the Frances McClelland Leadership Center helps us maintain efficiency and keep costs down, thereby allowing us to serve an even greater number of families in need. However, please call us if you are unable to deliver yourself; we will make pick-up arrangements as needed.

Where is YWCA Southern Arizona located and when is it open?

We accept donations at the Frances McClelland Community Center located at 525 N. Bonita Ave. Tucson, Arizona 85745. Our doors are open for product donations Monday-Thursday 8:00am-5:00pm, or Friday 8:00am-3:00pm.

Do you accept other items besides tampons and sanitary pads for donation?

Unused and unopened reusable menstrual cups are also accepted. YWCA Southern Arizona focuses its efforts on poverty alleviation and workforce development. To further these goals, we also collect professional women's clothing, shoes, accessories, and cosmetics to distribute through *Your Sister's Closet*.

Can I volunteer at YWCA Southern Arizona?

Absolutely! For more information on our volunteer programs, please visit us on the web at www.ywcatucson.org or call us at 520-884-7810.

Organizing & Running Your **Project Period Drive**

Seven Easy Steps to organizing and running a Project Period Drive

1. Get approval from the leadership or management of your organization and then register your Project Period Drive.

You may need management or organizational leadership to help you promote the Project Period drive and make it a success, and you also need to follow any organizational rules about giving and soliciting of items. If you have not yet registered your Project Period drive, complete the enclosed Registration Form and return it to YWCA Southern Arizona. The Project Period Coordinator will contact you to help plan further details of your drive or event.

2. See if your company or a local company will do a matching financial gift.

Many companies are happy to making a matching gift of their employee contributions - even when employees are giving a product instead of cash. See if your company will donate a dollar for every box of product raised. If your school, church, local community organization, or local club is the organization holding the Project Period Drive, see if you can find friends, relatives, or local companies to do a matching gift.

3. Set your goals.

No matter what your approach, it helps to have a specific goal for your Project Period Drive. This gives participants something to work toward and a benchmark for success. The goal can be based on the amount raised the last time, or you can set a goal based on the number of participants.

EXAMPLES

An organization with 100 people:

100 people x 2 boxes of product per person = 200 boxes of sanitary products

100 people x \$5 per person = \$500 donation to Project Period

4. Get boxes and containers.

Printer paper boxes work really well for Project Period Drives. You can go to local copy/print shops and ask for the boxes. They are sturdy and still manageable when filled with product, plus you can have fun and decorate them.

5. Start Early and set up a kick-off event.

Share information throughout your organization and community to raise involvement early in the process.

- Make posters, flyers and signs to promote your drive.
- Remind people about your Project Period drive in your e-mail signature or voicemail message.
- If your organization has a website, post the information about your drive on it during the Project Period Drive, and keep everyone updated on its progress.
- Bring all your targeted participants together for a kick-off event. Explain the importance of your Project Period Drive, educate your participants about hunger and how YWCA Southern Arizona helps to alleviate poverty, announce goals and any incentives you have for meeting goals, and distribute other details about the Project Period Drive. Use our FAQ sheets and other attached forms to help you with promotion.
- Remember to update your participants periodically.

6. Set up a Central Location.

Collection sites should be visible and easy to find. Collect donated product at central locations like break rooms, common meeting rooms and reception areas. Assign one or two individuals to be responsible for collecting financial contributions. Make all checks payable to YWCA of Southern Arizona.

7. Schedule product drop-offs or pick-ups

Delivering collected donations helps us keep overhead costs low, PLUS you can get a tour of YWCA Southern Arizona when you schedule your drop off and get a chance to see your advocacy in action! Contact YWCA Southern Arizona for information about product drop-offs. Telephone: 520-884-7810

Other Suggestions for a Successful *Project Period Drive*

Build Awareness

You may wish to:

- Give each participant a shopping bag with a shopping list and Project Period Facts attached to it. You can find shopping lists in the back of this packet.
- Arrange a tour and volunteer day at YWCA Southern Arizona for those who are interested.
- Provide participants with a progress report toward your goal and a Project Period Fact each day via email or through social media.
- Create a paycheck or mailbox insert with details of the Project Period Drive. Be creative and piggyback inserts or insert information in a newsletter, website or other media used to get information to employees, staff members, students, church members, or club members.

Involve everyone and make it competitive.

Friendly competitions between departments or groups can also help increase the number of products donated. Offer a prize for the group that brings in the most donations, such as letting the winning department wear casual attire for a day, asking the company to provide them with lunch, or letting them go home an hour early on a Friday. Create competitions with lots of categories - largest individual donation, most tampons, sanitary pads, etc.

Have various departments or groups responsible for collecting different items. For example, have one group bring in tampons, another sanitary pads, another menstrual cups, etc.

Announce your results and celebrate success!

YWCA Southern Arizona will send an acknowledgement of your donation. Individual financial donors will also receive acknowledgments, as well as a tax deduction receipt. Make sure to thank everyone for their participation. Reiterate that every bit of help, small or large, helps us in the fight against poverty in Southern Arizona.

Make sure your event has been covered in your company or organizational newsletter. If you have not contacted outside media to cover your charitable efforts, consider sending a press release to local newspapers to advertise your efforts and success.

Sample Letter to Targeted Participants

Our organization is holding a Project Period Drive on [DATES] to benefit YWCA Southern Arizona, a local agency serving women and transgender people in Southern Arizona. This is a great opportunity to help empower women and alleviate poverty our community and I encourage you to join in our efforts.

All products collected and dollars raised will help YWCA Southern Arizona to supply sanitary products to people in need who menstruate. YWCA Southern Arizona is working hard to serve our community and help a growing number of people who are living in poverty. Individuals and families in poverty are limited in their resources to buy menstrual hygiene products when other financial priorities such as feeding their children, paying for housing and utilities take precedent.

Here are some startling statistics about this need in our community:

- Tampons and sanitary pads are not a luxury. Without proper supplies, people having periods miss work. Youth miss school. Life for homeless women and transgender people becomes even harder and less dignified. Access to menstruation-related products is both a health issue and an economic issue.
- These products are expensive. The average lifetime cost of menstruation-related supplies is nearly \$20,000 per person. The cost is not covered by insurance. You can't use SNAP (food stamps) to pay for them.
- Unlike food and other "necessary" items, these products are subject to sales tax both by the City of Tucson and the State of Arizona. There is a clear need to change public policy to ensure that all people who menstruate have access to the supplies they need to live dignified, productive lives.

The goal of YWCA Southern Arizona is eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all while working to alleviate poverty in Southern Arizona.

1. Donate Funds. For an official Financial Donation Form, please e-mail or see [PROJECT PERIOD DRIVE COORDINATOR'S NAME AND EMAIL ADDRESS], or visit YWCA Southern Arizona's website at: www.ywcatucson.org/donate. For every dollar raised, YWCA Southern Arizona can effectively provide clothing, menstrual hygiene supplies, and workforce development programming to women and transgender people in our community.
2. Donate unopened, unused sanitary products in the marked boxes at collection points in our location during the drive. YWCA Southern Arizona is in serious need of the following:
 - Tampons
 - Sanitary Pads
 - Panty Liners
 - Menstrual Cups

Thank you for your help!

[PROJECT PERIOD DRIVE COORDINATOR, ORGANIZATION LEADER, COMPANY EXECUTIVE NAME]

Yes! - I want to partner with YWCA Southern Arizona in the fight against poverty. Here is my tax-deductible gift.

Please fill in the form below and drop it off or send it to:

YWCA of Southern Arizona, 525 N Bonita Ave. Tucson, Arizona 85745

Name _____
 Address _____
 City _____ State ____ Zip _____
 Phone _____
 Email _____

My Gift: (Please circle)

\$25 \$50 \$100 \$200 \$300 \$500 \$1000 Other
 \$_____

I would like to: (check all that apply)

- make my donation anonymously
- make my donation in the name of: _____
- receive your email newsletter.
- help with fundraising.
- be contacted about volunteer opportunities.

Additional Comments:

Payment Options:

- Enclosed is my check or money order made payable to the YWCA of Southern Arizona.
- I wish to donate by credit card, so I will visit your website donation page at www.ywcatucson.org/donate.
- My Employer has a Matching Gift Program. Enclosed with my donation is my company's form.

Discussion Topics for after your *Project Period Drive*

We hope that completing your Project Period Drive helps your company, group, or organization to reflect on the importance of this need in the community. After completing your Project Period Drive, take the time to discuss, with your organizers and participants, the deeper meaning of this need as a public health problem, a social justice problem, and an economic justice problem.

Potential Discussion Questions can be:

How did it feel participating in this kind of donation drive?

What did you observe when talking to people about this topic?

What issue do you think is being addressed or the population being served?

Why do you think access to sanitary products is a need in our community?

What seem to be the root causes of this issue?

What else do you think is currently happening to address the issue?

What follow-up is needed to address any challenges or difficulties?

What information can you share with your peers or the community about this issue?

If you could do this project again, what would you do differently?