

period
education project

2023 Annual Report



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As we reflect on Year Three, a chapter defined by rapid growth and the challenges of a small team, our journey emerges as a compelling narrative of resilience and impact.

In our quest to empower youth through The Period Education Project (PEP), we achieved notable milestones. We doubled PEP Rallies, maintained a 96% retention rate with our medical schools, and witnessed a remarkable 40% increase in our period pros. These accomplishments, plus strengthened ties with national and local partners, enabled us to reach over 3000 youth since 2021.

Our mission revolves around two fundamental concepts: menstrual equity and period poverty. Menstrual equity is a human right to access essential menstrual health education, affordable period products, and reproductive health care. Period poverty describes the lack of access to period products, hygienic spaces for menstrual management and proper disposal, and also the lack of education addressing menstruation and menstrual health.

The past year marked a deep dive into critical research and conversations around our role in clarifying and highlighting period poverty and menstrual equity for all of our stakeholders. We recognized confusion within the communities we serve, the media, and even among healthcare colleagues, and the medical student community. We are working to help others understand the significance and need for better menstrual health education.

The Period Education Project (PEP) addresses these challenges, providing universal access to menstrual health education—a linchpin in addressing period poverty and advancing menstrual equity. Our team of trained, culturally sensitive, and racially diverse medical students play a pivotal role, delivering targeted education that transcends traditional boundaries, creating a safe space for youth to ask questions and dispel myths.

In a bid for inclusivity, we collaborated with the Boys and Girls Club, inviting boys and non-menstruators to our rallies. We believe destigmatizing menstruation for girls and women requires normalizing it for everyone. By dispelling misunderstandings and stigma, we contribute to creating a more empathic and supportive youth community, advancing menstrual equity for all.

In conclusion, period poverty is a stark reality, but we stand firm in our belief that menstrual equity should be equally real. We look forward to the continued journey ahead.

With gratitude and pep!

Melisa Holmes, MD, FACOG
Trish Hutchison, MD, FAAP
Co-Founders, Chief Enthusiasts



Our Team



Trish Hutchison, MD
Co-Founder
Executive Director



Katrina Graczyk, MBA
Director of
Operations



Maggie Hamberis
Director of
Partnerships



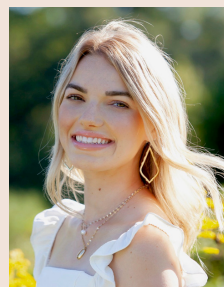
Becca Egbert
Chief of Global Impact



**Casey Hopkins, PhD,
APRN, WHNP-BC**
Director for Nursing
Relations



Priyanka Parikh
National Student
Coordinator



Lily Grace Evans
Social Media
Coordinator



Alicia Olguin-Macedo
Communications Intern

Board of Directors



**Melisa Holmes, MD,
FACOG**
Co-Founder,
Board President
Athens, GA



Paula Garcia
President,
CollegeSpring
Rio Grande Valley, TX



Davlyn Luke, MD
Founding Period Pro,
Student + Resident Liaison
Sacramento, CA



Lonna Gordon, MD, PharmD
Adolescent Medicine,
Nemours Children's Hospital,
Orlando, FL



Caitlin Meloy
Senior VP, Philanthropic
Strategist Bank of America
Boston, MA

The logo features the word "OUR" in a yellow, outlined, sans-serif font above the word "Mission" in a white, bold, sans-serif font. Both are set against a large, solid orange circle. Above the circle, several small, multi-colored squares (yellow, blue, red, green) are scattered, resembling confetti.

OUR Mission

PEP strives to close critical gaps in menstrual equity through community-based workshops. We equip future healthcare providers with the facts and confidence to deliver menstrual health education to youth of all genders.

The Period Education Project (PEP) is at the forefront of redefining menstrual health education. Our core mission is to bridge menstrual health inequities amidst the rapidly evolving reproductive healthcare landscape.

Central to our strategy are PEP Rallies, where trained medical students — our Period Pros — conduct dynamic, medically-sound workshops for youth at schools and community organizations. These sessions are transformative experiences aimed at dispelling period stigma and misinformation. While most Period Pros fail PEP's pre-test reviewing common misconceptions about periods, they leave our training ready to engage in open, stigma-free discussions about periods. Period Pros remain active beyond Rallies by presenting at conferences such as Fact Forward and the North American Society for Pediatric and Adolescent Gynecology (NASPAG), conducting health workshops, and running booths at community events. To expand our educational reach, Period Pros translate their medical training into digital content for PEP's social media.

With no marketing budget, PEP's growth has been driven by the support of our 46 community partners and counting. From doubling our chapter partnerships with Girls Inc. to combining efforts with organizations like Girls on the Run, Boys and Girls Club, and Girl Scouts, PEP is working to empower menstruators with the tools to combat stigma. Dedicated to expanding access to our resources, we're creating a Spanish translation of our PEP Rally and expanding PEP internationally into Mexico and Canada.

Finally, we're intent on fine-tuning our outreach efforts and creating measurable impact through a research collaboration with Furman University. Surveys of knowledge and attitudes towards periods among medical students and youth participants before and after Rallies will shed light on the impact of PEP on communities nationwide.

With funding from Title Nine and P&G grants as well as initial donations from connections made by our new Chief of Global Impact, we will continue to spark a paradigm shift in the conversation around menstrual health. At PEP, we're not just educating; we're catalyzing a holistic movement in healthcare—one that is inclusive, empathetic, and rooted in community empowerment, one PEP Rally at a time.

OUR VOICES

"I think the event was a beautiful way to give back to an underserved community that looked like my own, and I will cherish the opportunity forever."

~ Joslyn Smith - USC - Greenville SOM, Tampax/Dollar Tree community event, Chicago, IL, June 2023



Due to the prevailing stigma related to menstrual health and the existing healthcare disparities, Family Dollar collaborated with P&G's Tampax & Always brands to host an event. This initiative featured PEP Period Pros, aiming to offer precise menstrual health education and resources that might not be readily accessible to families, caregivers, and educators in the Chicago community. The booth saw the participation of nearly 250 people, and a remarkable 7,300 products were distributed.

watch
highlights
[HERE](#)

WHY?

1 in 5 girls in the U.S. miss school because they don't have period products.

Only 17 states require medically accurate reproductive health education.

58% of people with periods report feeling ashamed when they menstruate.



- PEP rallies introduce adolescents to female reproductive anatomy, menstrual cycle basics, period product safety, abnormal menstruation patterns, and local organizations that address period poverty.
- We eliminate barriers to menstrual health education that is medically accurate yet rarely provided in schools.
- Reducing community misinformation and equipping adolescents with the tools to understand their own body, we foster trust between communities and health care providers.

CREATING Change

"I was so pleased with the presenters. They had a small space to navigate and had to keep moving around to be able to present, but they took it in stride! They were so enthusiastic and knowledgeable. Thanks so much for presenting for us!"

~ Loyola Lakesure Campus, PEP rally, October 2023



I just wanted to say, last night's presentation was incredible. The two presenters did an amazing job. The content was on point. Everything was absolutely perfect.

~ Parent of Girls Inc. of Northern Alberta, PEP rally, November 2023



OUR PERIOD PROS

- PEP trains medical students in the biology and language of menstrual health through monthly virtual workshops with health care professionals.
- PEP provides a community-engaged approach to learning and guides medical students in initiating open conversations about periods with adolescents.
- At PEP, we believe that knowing how your body functions and feeling inspired to ask questions is how we build confidence and break down stigma.

"This was probably some of the most fun I've had in medical school in a while, so I really appreciate the org and all your help."

~ Period Pro
Davyani Srivastava-
UT Southwestern,
GOTR event, Fall 2023

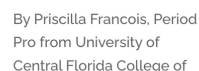


"Through my work with PEP, it has become clear that the role of teacher is a necessary skill to being a competent doctor. Through my hands-on experiences working with PEP, I have had the opportunity to work with and learn from inspiring providers and to grow both professionally and personally."

~ Shakti Naidoo, Period Pro, University of SC,
School of Medicine Greenville

WHAT WE DO →

Period Pros get a LOT of questions that they just don't have time to answer during a single PEP Rally. But they're eager to share their knowledge, experiences, or just some "been there" compassion & advice. So, outside of PEP Rallies, they're also writing articles & blogs, and creating videos for Youtube, TikTok or Instagram. Meeting young people where they are is a great way to share trusted and accurate information that they crave.





2023 Highlights

March

PEP hires its first employee - Director of Partnerships, Maggie Hamberis. Maggie increased PEP rally activity by 103%, growing PEP's relationship with Girls Inc. affiliates by 46% and Girls On the Run chapters by 400% in South Carolina, Florida, Kentucky and Texas.

Dr. Natasha Ramsey, MPH, Adolescent Medicine at Montefiore Health System, presents at the Quarterly PEP Talk zoom for Period Pros, addressing Reproductive Justice and how Period Pros can apply that lens as they provide care for adolescent patients

Kayla Shine, Period Pro from MUSC receives Dream Maker Grant from the MUSC College of Medicine Office of Community Engagement for grant entitled, Improving Menstrual Health Education at Horizons for at risk young females in collaboration with the Period Education Project

February

Dr. Lonna Gordon (PharmD, FAAP, FABOM, CMS, Chief Adolescent Medicine, Director Diversity, Equity Inclusion GME, Nemours Children's Health) presents at the Quarterly PEP Talk zoom for Period Pros about navigating weight-based stigma among adolescent girls.



April

PEP welcomes Alicia Olguin-Macedo, 3rd year honors student at Kennesaw State University in Georgia, as Communications Intern.

May

PEP receives Starting Block Grant from The Title 9 Fund in the amount of \$5,000 to further PEPs mission of providing youth-serving community based organizations with educational workshops on menstrual health.

June

PEP secures corporate funding from P&G Period Care brands, Always & Tampax, for a total donation of \$300,000 to scale up infrastructure and programs.

@Charleston, SC

Shakti Naidoo and Kelcy Jackson, Period Pros at USC SOM, present 'Breaking the Cycle, Building Health Equity through Menstrual Education' at the Summer Institute Annual Conference presented by Fact Forward, Exploring Optimal Health for Adolescents, in Charleston, SC





@Chicago, IL

Family Dollar partners with the Period Education Project (PEP) to provide accurate menstrual health education and resources to families, caregivers and educators in the Chicago community during an interactive community event. P&G's Tampax & Always brand were also involved, handing out period products.

September

Co-Founder, Dr. Trish Hutchison presents at the annual American Academy of Pediatrics (AAP) meeting, Florida Chapter:: Period Problems for Pediatricians

PEP contracts Rebecca Egbert as Chief of Global Impact to secure initial philanthropic support sought from a diverse group of donors.

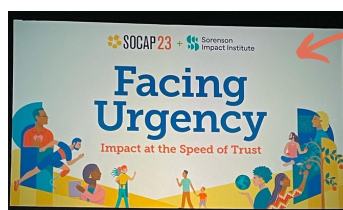
PEP schedules its first team building and strategic planning off-site in Montana. Members of the leadership team create a vivid vision that shapes the organization's future programming, funding, and culture.



October

Co-founder Dr. Melisa Holmes and Becca Egbert attend SOCAP Global convention in San Francisco, CA.

Board approved Co-founder Dr. Trish Hutchison to come on board full-time as Executive Director in January 2024.



November

Dr. Trish Hutchison attends American Public Health Association (APHA) 2023 Annual Meeting in Atlanta, GA. to meet other Healthy People 2030 Champions

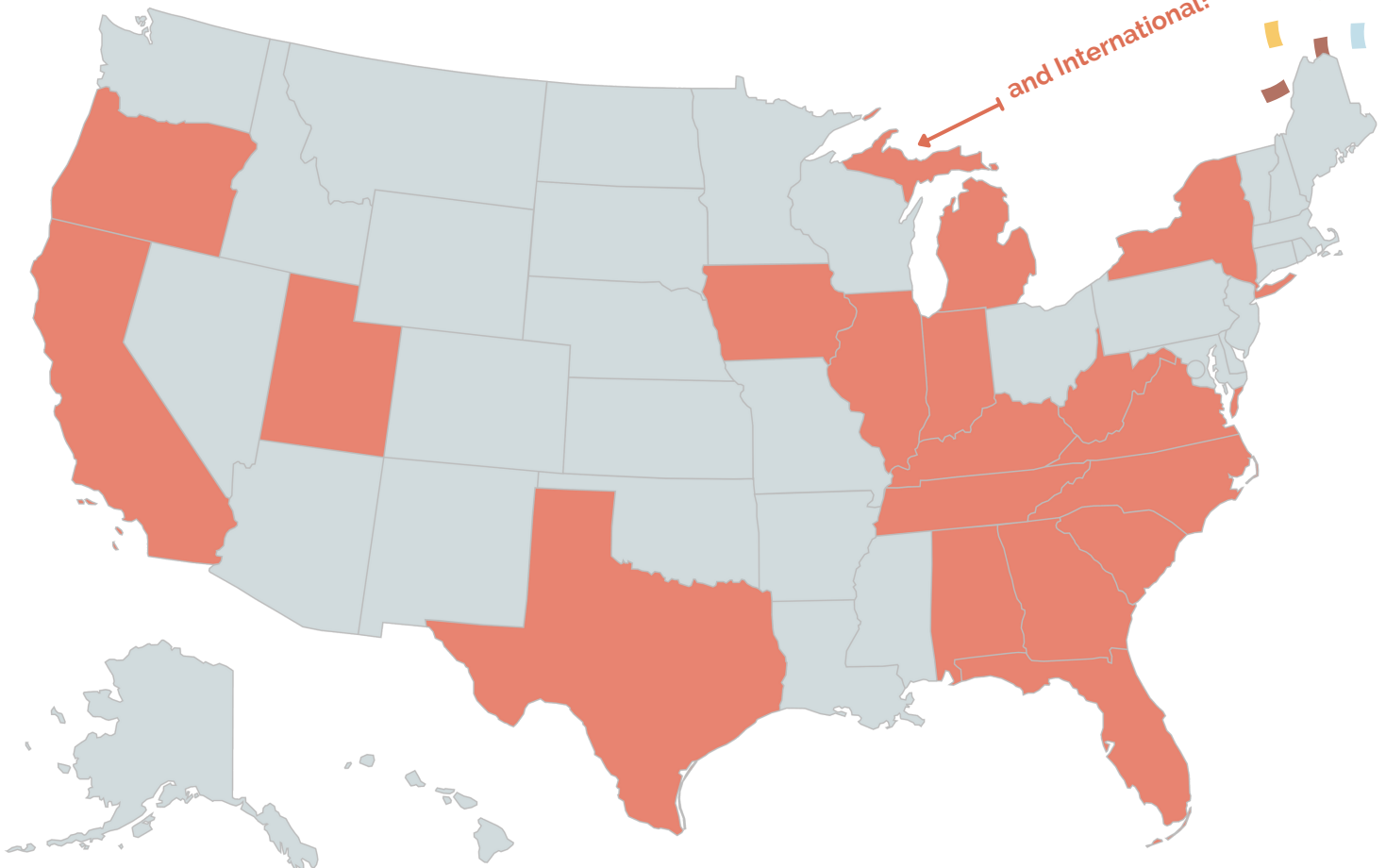
Workshop approval by the North American Society for Pediatric and Adolescent Gynecology (NASPAG) Planning Committee for Dr. Lonna Gordon, and Kelly Sutter, Dana-Leigh Thiedfeldt, both medical students from FCU to present: "A model for incorporating menstrual health education into medical student training to address menstrual inequity"



With volunteer staff
and no spend on marketing, PEP has
launched **27 medical schools**,
activated **165 Period Pros**, and
produced **126 educational events**
educating over **3000 people**
since 2021

OUR Impact

PEP's National Reach





OUR VISION

At PEP, **we're ready to go deep.**

In 2024, PEP is focused on strengthening community partnerships to bridge critical gaps in menstrual equity. Intent on sustainable growth, we aim to amplify the demand for PEP Rallies and deepen our community connections. We hope to support the education and well-being of menstruators, creating a foundation for informed, accessible, and compassionate menstrual health care.

PEP is simultaneously dedicated to expanding our research initiative. We are investing in comprehensive, evidence-based research to understand the challenges in addressing period stigma. These efforts are aimed at creating measurable impact, enhancing menstrual health awareness, and improving access to care.

By fostering open, informed conversations about periods, we strive to dismantle barriers in accessing menstrual health education and care. Our journey in 2024 is about driving meaningful change in menstrual equity alongside our community partners. We are dedicated to reaching menstruators of all backgrounds and championing menstrual equity.

2024, let's rally

Message from our Chief of Global Impact

A Note From Rebecca Egbert, Chief of Global Impact

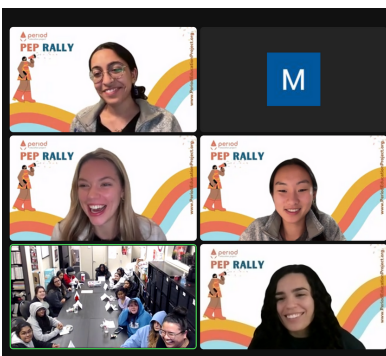
**“ Women’s and girls’ organizations
receive less and 2% of total
charitable giving”**

With the unveiling of the Women's Health Research Initiative by the White House in November 2023, a profound call echoes within PEP: now is the pivotal moment to invest in the realms of menstrual health education, research, and development - an area of healthcare impacting half of the global population. As the White House wisely highlights, "Underinvesting in women's health research can decrease women's well-being and quality of life."

Picture the experience of a young person, grappling with questions about her changing body and mind, navigating tumultuous years without a clear guide, often left to seek answers on the internet. Now, envision a different narrative — one where relatable mentors speak compassionately, offering guidance through the challenges of youth, making it easier for them to embrace their bodies and minds.

Together, we have the power to spare an entire generation unnecessary anguish and shame surrounding the entirely natural, cyclical health experience menstruators undergo each month. Simultaneously, we can influence health outcomes by placing the tools for prevention and early intervention directly into people's hands, within their communities, and among their families. Our collective efforts will mold better providers, foster improved health outcomes, and contribute to shaping generations of menstruators who are better equipped for a healthier future.

Together, with your investment, we can dispel generational burdens carried by girls and women and illuminate the path for healthier, more empowered generations to come. Join us on this transformative journey.





Fundraising

- Develop and implement a fundraising strategy that reflects the PEP mission
- Establish achievable dollar goals for key revenue streams and indicators for measuring success
- Expand donor base to include recurring donations and corporate sponsorship

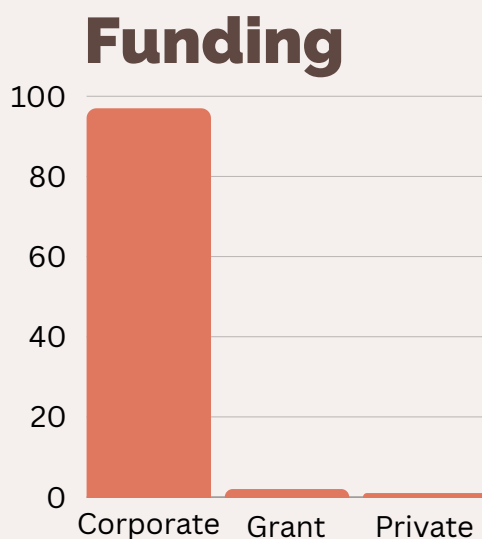
Visibility

- Become THE SOURCE for Menstrual Health Education in the United States
- Exhibit in large academic or public health conventions
- Continue to share PEP with more communities and build long-lasting partnerships

Sustainability

- Enhance efficiency and engagement to maximize the PEP mission
- Increase the demand for PEP Rallies among existing partners
- Continue our research conducting surveys of medical students and participants to analyze PEP's impact on knowledge and attitudes toward menstrual health
- Keep Period Pros engaged across their career lifespan

2023 Financials





with gratitude to
OUR
PARTNERS

Medical Schools

University of South Alabama
University of Southern California (Keck)
University of Central Florida
Florida State University
University of Miami
Emory University
University of Iowa
Northwestern
Loyola Stritch School of Medicine
Indiana University School of Medicine
University of Louisville
University of Michigan
Duke University
Columbia University
Oregon Health and Science University
Medical University of South Carolina
University of SC SOM Greenville
VCOM-Carolina
Vanderbilt University
University of Houston College of Medicine
University of Texas Southwestern Medical School
University of Utah
Virginia Commonwealth University
Marshall University
University of SC SOM Greenville

Community Partners

Girls Inc. of NYC
Girls Inc. of Jacksonville
Galena Public Library District
Mesa County Libraries
Girls Inc. of Durham
Girls Inc. of Worcester
Communities in Schools of South Carolina
(Early College High School)
Girls Inc. of Upper Canada
Girls Inc. of Sioux City
Girls on the Run - Central Florida
Girls on the Run - Greater Houston
Girls on the Run - Upstate South Carolina
Girls inc. of Northern Alberta
CHANGE
Girls Inc. of Chattanooga
Girls 2 DIVAS
Girls Inc. of Taunton
Girls Inc. of the Pacific Northwest
Bloom Upstate
Brooklyn Community Services
Anderson County Library
Boys & Girls Club of Metro Louisiana
Teens PACT
The Black Hair Experience
GirlUp GVL
Roswell P Flower Memorial Library
Lotus House
Spartanburg County Parks | Summer Camp
Girls STEM Institute
Girls Inc. of Sarasota County
Girls Inc. Limestone
Girls on the Run - Kentuckiana
Girls Inc. of Owensboro
Explorer Academy Elementary (Cabell county school)
Girls Inc. of Metropolitan Dallas
Girls Inc. of the Valley
Girls Inc. National
The BeTWEEN Initiative
University of Louisville
Girl Scouts of America
Lutheran Social Services of New York
Girls Inc. of Greater Atlanta
Overtown Youth Center
University of SC School of Medicine, Greenville
Girls Inc. of Carpinteria
Girls Inc. of the Pacific Northwest



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Participants in the Astral Clash Charity Showdown

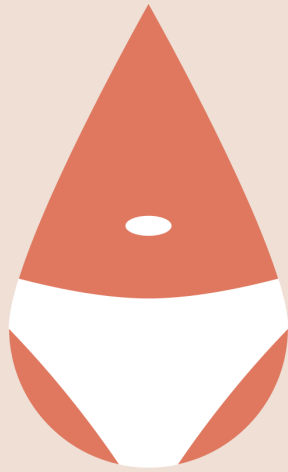
Caitlin Meloy, Preddy Family Fund, Benson Giving Fund, Diane Bailey

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