

period
education project

2025 Annual Report

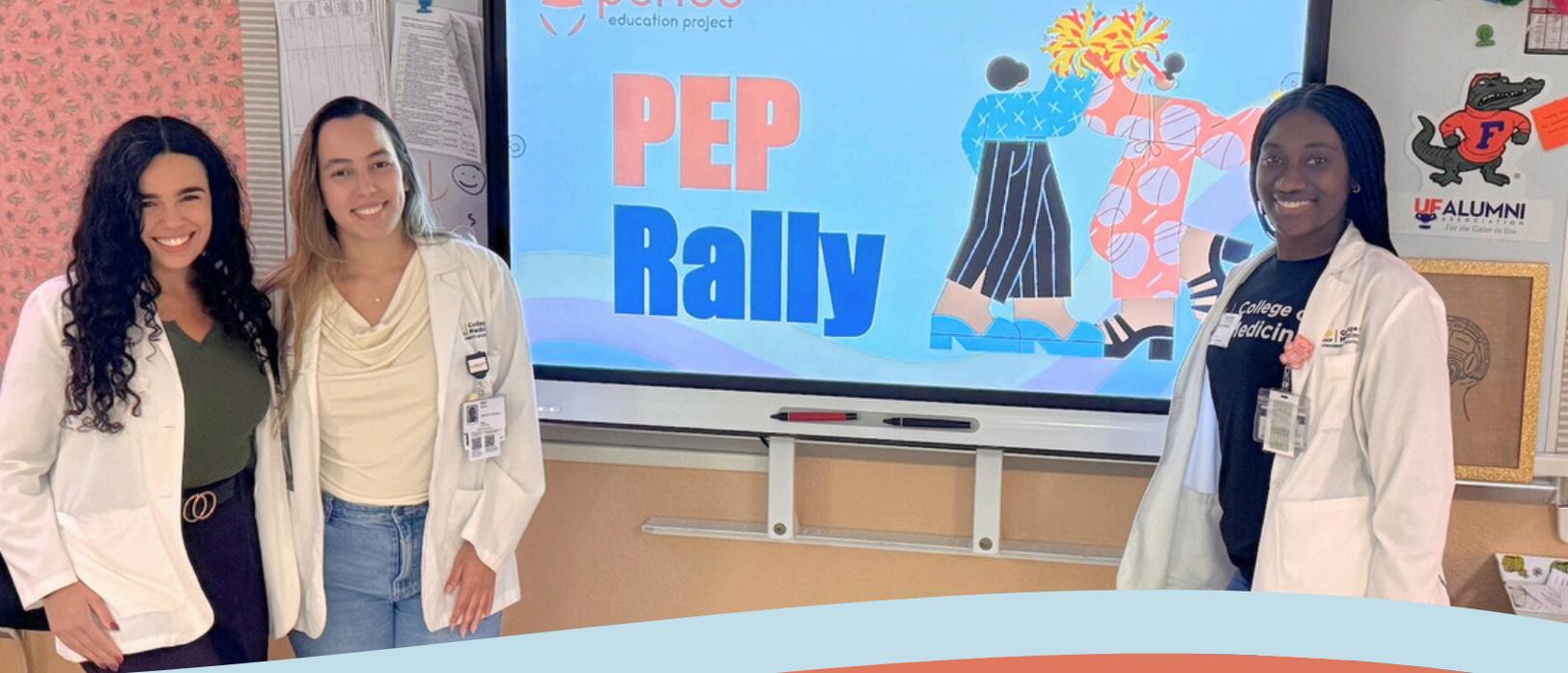


Table of Contents



2	Message from Executive Director
3	Mission
5	Impact
7	PEP Rallies
10	Power of Partnerships
13	Period Pros
18	Leadership
19	Sponsors & Donors
20	Financials
21	Vision
22	Join the Movement!



Health Equity Starts with Early Exposure

At Period Education Project, we believe early exposure to healthcare careers is essential to building a more diverse healthcare workforce. Through trusted community partnerships, our medical students (Period Pros) deliver factual and fun menstrual health education in accessible, affirming spaces for under-resourced youth of all genders.

Many rally attendees share that it was their first encounter with a doctor whose race or ethnicity matched their own. In those moments, Period Pros become more than educators, they become relatable role models, meaningful STEM exposure, and visible proof that anyone can pursue a career in healthcare.

Early exposure opens doors.

When young people see healthcare professionals who reflect their communities, healthcare careers begin to feel possible and personal.

By working upstream and investing in early exposure, PEP strengthens the future of healthcare: early exposure builds diversity, diversity builds trust, and trust improves outcomes in communities historically left behind.

Together, we are not just educating youth or training medical students. We are shaping a healthcare system that reflects, respects, and responds to every community it serves.

We are deeply grateful to our community partners, Period Pros, and supporters who make this vision possible.

With Gratitude and Period Positivity,

Trish Hutchison, MD, FAAP
Executive Director

OUR Mission

The Period Education Project (PEP) trains future physicians to initiate informed, judgement-free discussions about menstrual health, empowering women and girls to better understand their bodies and advocate for their health through every stage of life.

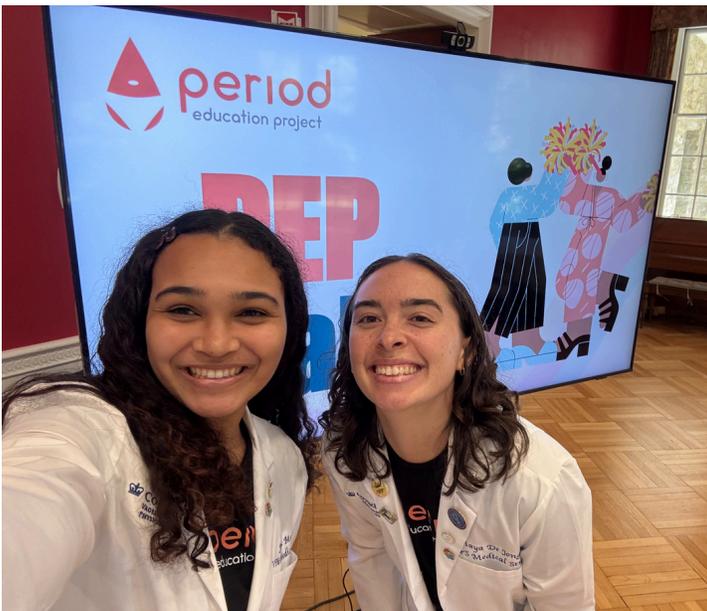
Our Mission: Education That Changes Care

In a moment when politics are loud and healthcare access for girls and women feels like it's shrinking, understanding our bodies has never been more essential. Yet menstrual health education remains inconsistently taught in schools and U.S. medical training. This gap is exactly why Period Education Project (PEP) exists.

This year, our Period Pros (medical students across the country) reflected on their own early experiences with menstruation.

Most described silence, stigma, or misinformation, and nearly nine in ten wished they had received more menstrual health education growing up.

These early messages don't disappear; they follow future physicians into medicine and shape how they care for patients.





PERIOD PRO REFLECTIONS

What Our Period Pros Learned—Before PEP

Nearly 2 in 3 had little or no conversation about menstruation at home. But when periods were discussed:

- 78% were taught periods shouldn't be discussed publicly
- 57% were made to feel menstruation was “dirty” or “gross”

Over 75% received limited or no menstrual health education in school

88% wish they had learned more growing up

Silence and misinformation at home. Minimal education at school.

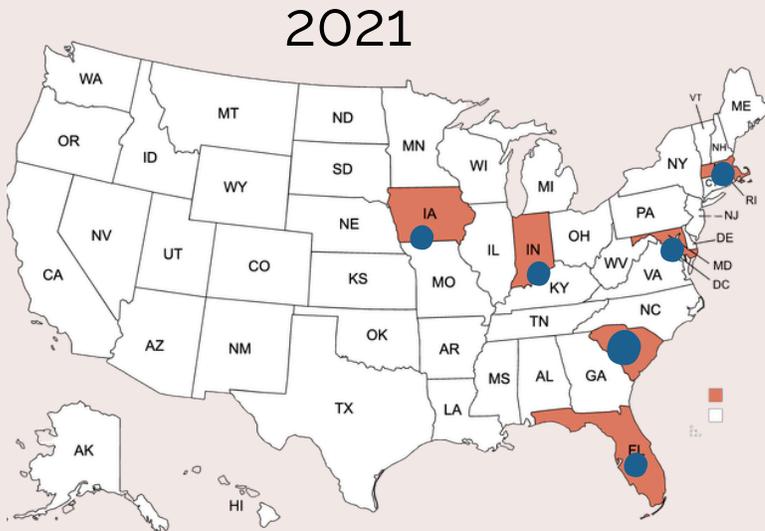
These early experiences shape how future doctors approach menstrual health throughout their careers, unless we intervene. That's where PEP comes in.

Through PEP, medical students gain essential skills in communication, advocacy, and culturally responsive care, training that is still too often missing from traditional medical education. Through hands-on experiences, PEP influences how they show up as future physicians: earning patient trust, addressing stigma, and delivering more equitable care.

We help medical students unlearn shame, build confidence, and practice real, human conversations about menstrual health, the kind that lead to better care and greater health equity.

Because when we change how doctors learn, we change how patients are heard.

PEP's National Reach



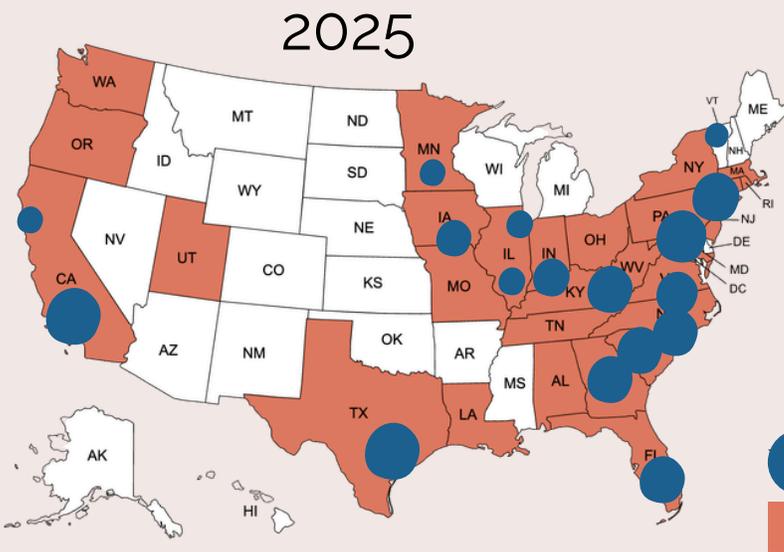
2021 → 2025

250% Growth in geographic reach (6 states → 21 states + Eastern Canada)

>500% Increase in medical students trained per year

>8,500 Youth participants

394 Medical Students Trained (+ their influence on their classmates & patients)



● Medical Schools
■ PEP Event

A record breaking year: 97 events in 2025!

Even with tight budgets, we've continued to grow, a testament to both the urgency and importance of menstrual health education and PEP's efficient, intentional approach to scaling impact.

FACTS from our Annual Youth Survey



Before attending a PEP Rally: 27% passed.

After attending: 81.5% passed.

That's not small growth. That's evidence based impact

Impact at a Glance

Knowledge Area	Before PEP	After PEP
Overall knowledge benchmark	27%	81.5%
Recognizing an abnormal period	41%	87%
How long a period should last	27%	90%
Know the word "vulva"	8.6%	42.6%

Why This Matters

- More than half (55.7%) had never learned about periods at school
- 28% hadn't heard about it at home either
- Nearly 1 in 3 hadn't started their period yet — meaning PEP reached them before their first experience

Who We're Reaching

Mean age: 11.96 years

Gender: 95.8% female-identifying

Race/ethnicity: 43.3% Black or African American

31.4% Hispanic/Latino

25.7% White

10.5% Multiracial

7.6% Asian

4.9% Other



PEP Rallies

PEP Rallies are where medical education meets community impact — training the next generation of physicians while empowering the next generation of girls.



What Happens at a PEP Rally

For Medical Students

Trained online and virtually as “Period Pros” – mastering medical facts as well as the language of menstrual health

Practice leading open, honest, compassionate conversations – building patient-centered, equitable care skills

Gain clinical communication experience in community settings

Recognize the value of extending health care beyond clinic doors and into communities

For Youth

Learn in a safe environment through scripted, physician-designed content

Break taboos, build confidence, and learn how to advocate for their health

Leave with essential health knowledge and knowing how to recognize when something isn't normal

Inspired by diverse medical students who serve as role models and commitment to medical accuracy

PEP Rallies provide focused time to address menstrual health outside the context of puberty & sex education.

Every PEP Rally covers:

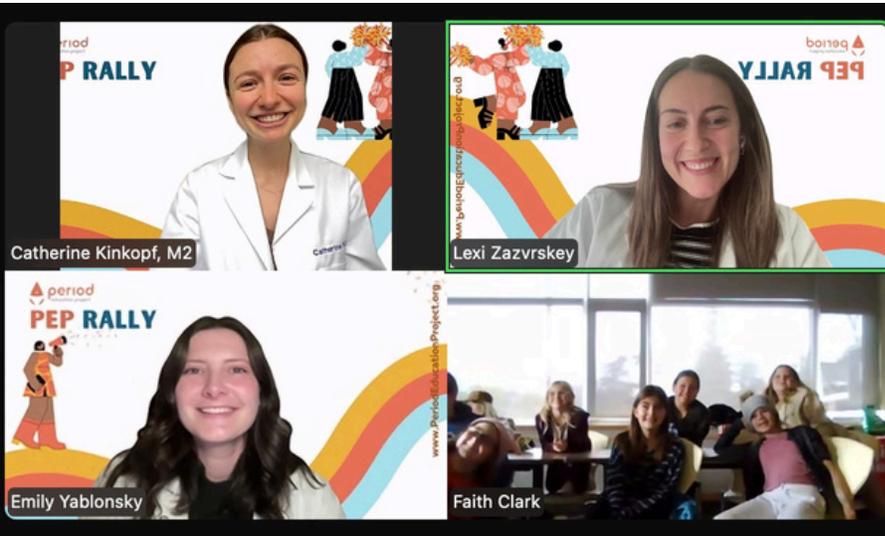
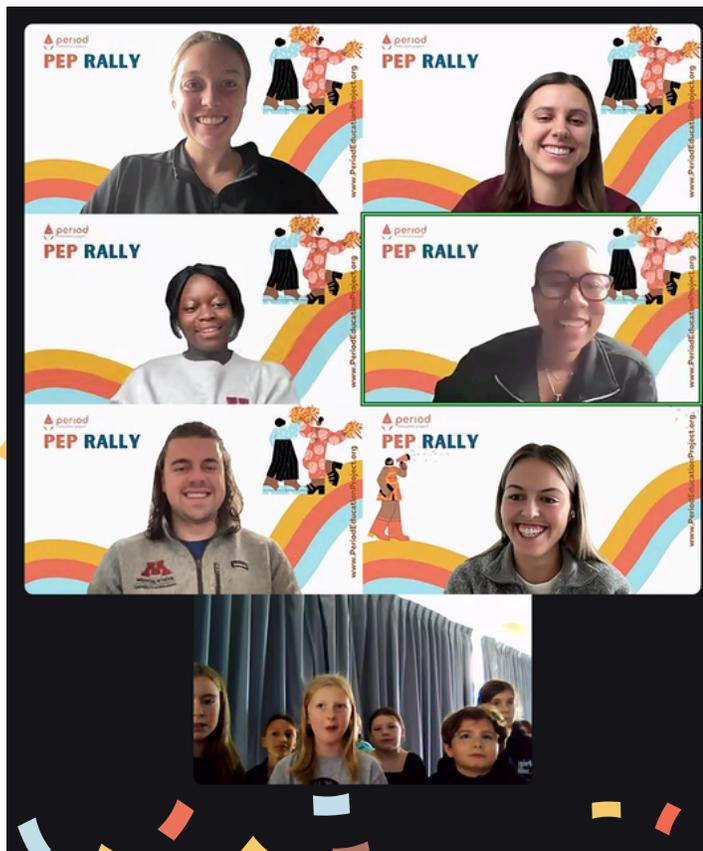
Reproductive anatomy · Menstrual cycle basics · Period product use & safety · Normal vs. abnormal periods
Local period poverty resources

When in-person PEP Rallies aren't feasible, our Period Pros SHINE virtually to make PEP accessible from anywhere!



It's OK to SAY

VAGINA



Period Pros SHARE

I thought it was really cool that the parents learned stuff from the PEP Rally too. One of the kids said that she wanted to be an OBGYN when she grew up... and then at the end of the rally she came up to us again and asked if she could be like us when she grew up. That made my day.

Elisabeth Caldwell, VCOM-Carolinas

It was so fun talking to high school aged girls, I was impressed by their knowledge! One girl that stood out to me was someone quiet sitting in the corner by herself. She was trying to not seem too involved but you could see that she was listening and absorbing everything we were saying. I was also touched by a male teacher who came to the session to learn how to be better prepared for female students when traveling to debate tournaments and how to support the students if they had a period emergency! It was a great experience

Lauren Cervantes, UCF College of Medicine

I had so much fun at this event! I loved educating girls, boys, and parents on menstrual health. It was also so fun to meet other PEP members from other schools. I feel much more comfortable educating on period education after this event.

*Caitlyn Owen,
University of SC School of Medicine Greenville*

Man did I have a blast! Participating in this event really invoked within me my purpose for pursuing medicine and my passion for empowering others to be their own best health advocate. I had so much fun talking with the girls. They were so colorful, vibrant, and full of personality.

*Kennedi Fitts
University of Louisville School of Medicine*

It was so amazing to interact with these younger girls and teach them about their periods, their bodies, and most importantly, the value of leaning on our communities to have open, normal conversations. I've loved being part of these PEP rallies, especially because I know how meaningful they would've been for me when I was their age.

Angela Diaz, Indiana University School of Medicine

This was such a great PEP rally. The girls were so engaged, smart, and asked such great questions. The most memorable aspect to me was when we asked if it's "normal or nah" to have such severe pain on your period that you miss school and miss out on doing fun things, all of the girls said this was normal! I remember when observing my first PEP rally ~4 years ago, I also thought this was normal! It was my own personal experience and nobody had told me otherwise. I am so grateful to have the opportunity to correct this misunderstanding in the younger generations.

Emily Yablonsky, Joan C. Edwards School of Medicine at Marshall University

As schools and families search for trusted education amid shrinking resources, community organizations are stepping in. Our partners provide the safe, welcoming spaces where meaningful learning can happen, and where the future of healthcare is being shaped.

OUR PARTNERS



National Partnership Spotlight: Girls Inc.

Supported by the Ulta Beauty Foundation

Girls Inc. funded 34 PEP Rallies in 2025 — part of 48 total rallies across 25 affiliates nationwide — bringing inclusive, stigma-free menstrual health education to girls in under-resourced communities, while giving our Period Pros hands-on experience leading real preventive health conversations.



48 Rallies

across 25 Girls Inc. affiliates nationwide

55%

of participants had never learned about periods at school

28.6% >> 93.8%

passed the knowledge benchmark before vs. after

The ripple effect is twofold: youth leave with greater knowledge & confidence; medical students leave better prepared to listen & educate. That's the future of equitable healthcare.

**Partnership Spotlight:
Period.Org**



In honor of Period Action Day, PERIOD.org funded three PEP Rallies and provided hands-on demo kits to every PEP Squad — pads, tampons, cups, discs, period underwear, and a reproductive anatomy model.



**Learning is always better when you can see it, touch it,
and talk about it without shame.**

**Partnership Spotlight:
Title 9**



Title Nine invested behind the scenes — funding a systems upgrade that works like adding a new teammate. We're now connecting more seamlessly with partners and med students, and spending less time on logistics and more time on impact.

**Infrastructure may not be flashy, but it's the backbone of sustainable change,
and Title Nine helped us build it stronger.**



Anderson County Library
 Boys & Girls Clubs of Bloomington
 Elmwood Park Public Library
 For Lady's Sake
 Franklin Learning Center
 Girl Scouts
 Girl Scouts Heart of New Jersey
 Girl Scouts of Utah- Troop 1398
 Girls Inc of Carpinteria
 Girls Inc of Greater Lowell
 Girls Inc of Jacksonville - Kipp Impact
 Girls Inc of Metro Denver
 Girls Inc of New York City
 Girls Inc of Owensboro Daviess County
 Girls Inc of Pinellas
 Girls Inc of Westchester County
 Girls Inc. Alumnae Association
 Girls Inc. at YWCA Minneapolis
 Girls Inc. of Alameda County
 Girls Inc. of Bay County
 Girls Inc. of Central CT
 Girls Inc. of Chicago
 Girls Inc. of Columbus and Phenix-Russell
 Girls Inc. of Durham
 Girls Inc. of Greater Philadelphia and Southern NJ
 Girls Inc. of Indianapolis
 Girls Inc. of Metropolitan Dallas
 Girls Inc. of New York City - TYWLS of Astoria
 Girls Inc. of Northern Alberta
 Girls Inc. of the Berkshires
 Girls Inc. of the Pacific Northwest
 Girls Inc. of Upper Canada
 Girls Inc. of Washington County
 Girls on the Run Kentuckiana
 Girls On the Run Upstate South Carolina
 Horizons
 Pace Center for Girls Leon
 Pace Center for Girls, Volusia-Flagler
 Period Poverty Initiative and Genwow
 Richmond Public Library
 Safe-Hub
 SHE Academy
 St. Ignatius Loyola School
 St. Mary Academy Bayview
 The Brumback Library
 The Girl Flo Project
 Unitarian Universalist Congregation at Shelter Rock
 University of Miami
 Variety Boys & Girls Club
 YWCA MPLS

with gratitude to
OUR
Community Partners

These aren't just nice moments; they are powerful reminders of how this kind of programming can shape confidence, normalize health conversations, and build community around shared experiences. And thanks to the accessible and affirming curriculum created by PEP, our staff felt supported and excited to bring this content to life in a way that was age-appropriate, girl-centered, and totally stigma-free.

Faith Clark,
 Administrative Coordinator,
 Girls Inc. of Upper Canada:



with gratitude to

OUR

Period Pros

representing these Medical Schools

Columbia University Vagelos College of Physicians and Surgeons

Duke University School of Medicine

Emory University School of Medicine

Florida State University College of Medicine

Indiana University School of Medicine

Joan C. Edwards School of Medicine at Marshall University

Keck School of Medicine at University of Southern California

Loyola University Chicago Stritch School of Medicine

Medical University of South Carolina (MUSC)

Northwestern University Feinberg School of Medicine

Sidney Kimmel Medical College at Thomas Jefferson University

State University of NY Downstate Medical Center College of Medicine

University of California San Francisco

University of Central Florida College of Medicine

University of Houston College of Medicine

University of Louisville School of Medicine

University of Maryland School of Medicine

University of Miami Leonard M. Miller School of Medicine

University of Minnesota Medical School

University of South Carolina School of Medicine Greenville

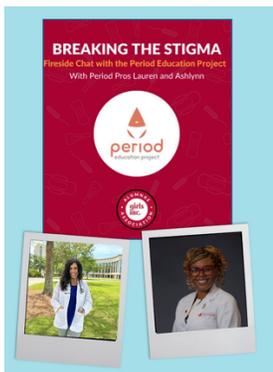
VCOM-Carolinas

Virginia Commonwealth University School of Medicine

This year, our Period Pros took PEP's mission beyond PEP Rallies to the National Stage

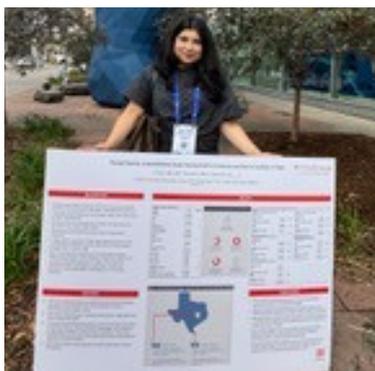
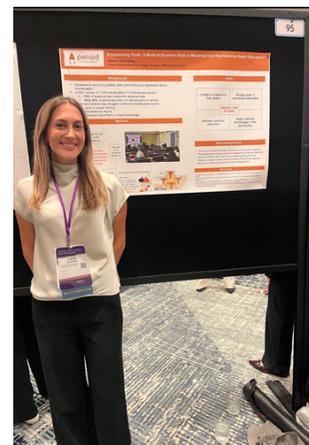
2025
Shout
Outs!

Period Pro Spotlights



Lauren Cervantes (*UCF College of Medicine*) and **Ashlynn McCall** (*University of Houston Medical College*), led a BOLD Fireside Chat with the Girls Inc. Alumnae Association – breaking period myths, reducing stigma, and modeling the kind of open, confident health conversations that define PEP's approach.

Lexi Zazvrskey (*Sidney Kimmel Medical College, Thomas Jefferson University*) Presented a poster at the American Medical Student Association's Future Physicians for Change Conference, spotlighting physician-led menstrual health education as a tool for reducing stigma and strengthening care.



Dr. Carolina Venturi, MD, MPH (*PEP Graduate*) Presented research on period poverty in Texas at the national clinical meeting of the American Academy of Pediatrics (AAP)— revealing critical gaps in access and education, and making the case for free period products and menstrual health curriculum in schools. Dr. Venturi continues translating her PEP experience into evidence-based policy advocacy.

Leadership Spotlight

Dr. Trish Hutchison Executive Director Presented at the national American Academy of Pediatrics meeting on recognizing and managing common gynecologic disorders in adolescents – equipping physicians to identify symptoms earlier, listen more effectively, and reduce diagnostic delays.



Leadership from Within: The Period Pro Panel

Our advisory council of medical student **Period Pros** helps shape the program from the inside — bringing fresh perspective to everything from rally design to nationwide community building.



What the Panel Does

Shape the Rallies

Bring new ideas to improve the experience for youth at every PEP Rally: Bringing fresh ideas to create more impactful and inspiring PEP rally experiences for the youth we serve.

Grow the Community

Lead quarterly PEP Talks — virtual meetups where squads across the country connect and share

Amplify Period Pro Voices

Act as the direct link between Period Pros and PEP leadership, keeping feedback flowing both ways

Solve Problems

Convene as needed to tackle challenges with creative, on-the-ground solutions

2025 Period Pro Panel

Lea Sarmiento, Chair - SUNY Downstate Health Sciences University

Lucy Wilkinson - Florida State University College of Medicine-Daytona

Paisley Steadman - Stritch School of Medicine - Loyola University Chicago

Dana Awaad - Tilman J Fertitta Family College of Medicine at University of Houston

Starlla Dabady - University of Central Florida College of Medicine

Alana Davidson - Duke University School of Medicine

Harshini Sirisetty - University of Louisville School of Medicine

Christina Bonaparte - Keck School of Medicine at University of Southern California

Continuing Education for Period Pros

Quarterly “PEP Talks” go beyond core training — keeping medical students learning, growing, and confidently educating others.

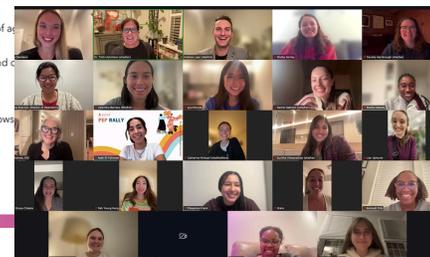
In 2025, the virtual workshops explored:

Using the Menstrual Cycle as a Vital Sign:

Dr. Andrew Lupo, Pediatric & Adolescent Gynecologist (PAG) & Faculty Advisor
Emory University School of Medicine,

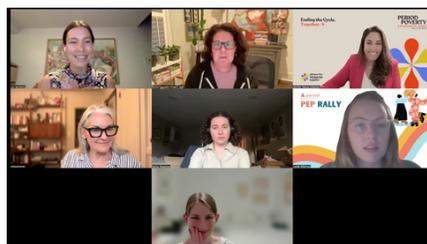
Pediatric and Adolescent Gynecology (PAG)

- Gynecology subspecialty
- Care for patients from birth until about 21 years of age
- Combination of clinical and surgical care
- Some PAG providers choose to continue adult and child gynecology
- 4 years of general ObGyn residency
- followed by 2 years of pediatrics gynecology fellowship
- Super fun lifestyle!
- Excellent marketplace opportunities



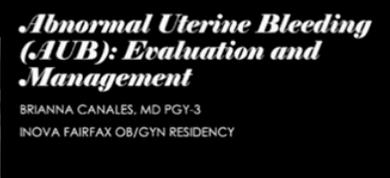
Level up your advocacy game:

Jennifer Gaines,
National Engagement Manager
with the Alliance for period Supplies



Abnormal Uterine Bleeding:

Dr. Brianna Canales, former Period Pro
& Third Year Resident at Nova Fairfax Ob-Gyn Residency



Residency Training after PEP: Where are they now?

Kelly Sutter	OB/GYN	Orlando Health Winnie Palmer Hospital, Orlando, FL
Joslyn Smith	OB/GYN	Atrium Health Carolina’s Medical Center, Charlotte, NC
Abigail Miller	Diagnostic Radiology	Washington University St. Louis, MO
Rachel Price	OB/GYN	Marshall University, Huntington, WV
Myanna Cook	OB/GYN	University of Iowa, Iowa City, IA
Margaret Hybl	General Surgery	University of Kentucky, Lexington, KY
Danielle Graves	OB/GYN	Loyola University Medical Center, Chicago, IL
Carson Collins	OB/GYN	University of Florida, Jacksonville, FL
Lindsey Garrett	Family Medicine	Emory University School of Medicine, Atlanta, GA
Courtney Rucker	OB/GYN	Medical University of South Carolina, Charleston, SC



Period Education Project

Extending the Conversation Beyond the Rally

Improving menstrual health education: creating a lasting impact on women's health.

WHAT WE DO →

Period Pros are asked countless questions—far more than a single PEP Rally can cover! Driven by their passion to educate and share practical guidance, they're extending the conversation beyond rallies through articles & blog posts that provide accurate, trusted information young people and their caregivers want and need.

More guidance, support, and honest conversation — because learning about periods shouldn't end when the rally does.



Can I Swim on My Period – A Deep Dive!

by PEP Staff | Sep 18, 2024

Myanna Cook, Period Pro from Indiana University School of Medicine and previous college swimmer talks about how you can still enjoy swimming while on your period.



Is It Okay to Exercise on Your Period?

by PEP Staff | Dec 16, 2024

We all know physical activity is very important in maintaining good health, however what happens when you're having a period? Is it



How Heavy is Too Heavy? Understanding Period Flow

by PEP Staff | Oct 18, 2024

It's normal for periods to vary each month, especially in the beginning.



Menstrual Cup vs. Menstrual Disc: What's the Difference?

by PEP Staff | Nov 25, 2024

As more people look for eco-friendly and reusable period products, menstrual cups and menstrual discs are becoming



Is my discharge normal?

by PEP Staff | Jun 18, 2024

Vaginal discharge is not a common topic of conversation due to the long-standing stigma and taboo that is attached to the female body. However, half of the world's population experiences discharge



Understanding Toxic Shock Syndrome (TSS): Are Tampons the Cause?

by PEP Staff | Mar 22, 2024

Have you ever wondered about the warning on your box of tampons, or



Busting Nutritional Period Myths: What's Fact...And What's On Your Plate?

by PEP Staff | Nov 11, 2024



What Period Products are Best for You?

by admin | Feb 1, 2024

Nora Albibi, Period Pro from Florida State University, explains the facts



Do I have a hairy body?

by PEP Staff | Jul 18, 2024

I have a hairy body. Is that normal? How can I remove unwanted body hair? What about pubic hair? When is a lot of body hair not normal?

OUR Team



Trish Hutchison, MD
Co-Founder
Executive Director



Katrina Graczyk, MBA
Director of
Operations

Welcome New Board Member: Katie Astrich Strengthening Leadership for the Future

We are pleased to welcome Katie Astrich to the Board of Directors. Katie is the Director of Public Policy for Girls Inc. and a co-founder of the National Coalition to End Period Poverty. With more than 25 years of experience in public policy and social impact, she has held senior roles at the Alliance for Children and Families, the White House Office of Management and Budget, and The Lewin Group, and is known for advancing evidence-based, collaborative solutions.

Board of Directors



Melisa Holmes, MD, FCOG
Co-Founder,
Board President
Athens, GA



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



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



Suzy Lyon
Former Chief HR Officer
P&G Fabric and. Homecare
Park City, UT



Katie Astrich
Director of Public Policy
Girls, Inc.
Washington, D.C.

New
Board
Member

PEP Advocacy

Advancing Menstrual Equity Nationwide: The Good Samaritan Menstrual Products Act

As a member of the National Coalition to End Period Poverty (NCEEP), PEP endorsed the bipartisan Good Samaritan Menstrual Products Act of 2025 (H.R. 6212) — legislation that would remove liability barriers for donating menstrual products, encouraging greater distribution to those who need them most. We share this passion with other members of the NCEEP Steering Committee:

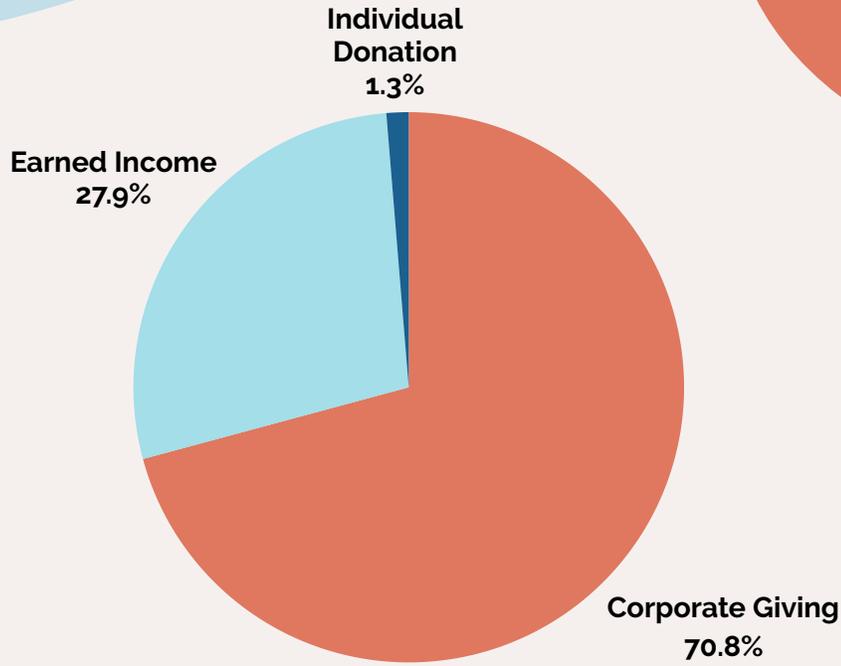


with gratitude to
OUR
Donors & Supporters

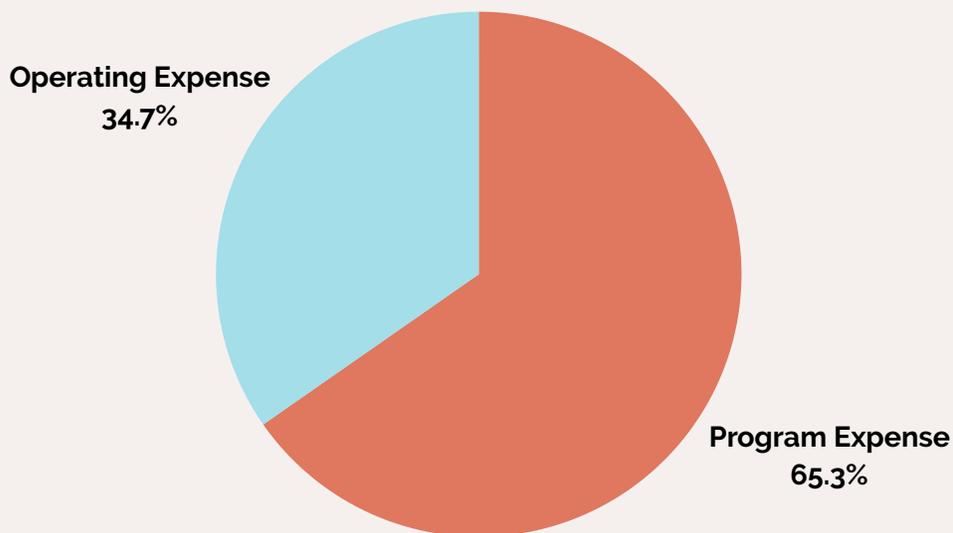


2025 Financials

Total Income



Total Expenses



Gold
Transparency
2025

Candid.

PEP has earned the Gold Seal of Transparency which is a globally acknowledged standard that distinguishes non-profit organizations that are exceptionally transparent in their operations.



OUR Vision

Looking Ahead: 2026 and beyond

The future of healthcare is shaped long before anyone sets foot in a clinic. It's shaped in a school gym, a community center, a circle of girls who finally got their questions answered.

For the girls we reach, PEP opens doors — to self-knowledge, to self-advocacy, and sometimes, to a future in medicine they hadn't imagined before a Period Pro walked into the room.

For the medical students who lead our rallies, PEP creates something no classroom can replicate: the experience of showing up for a community, earning trust, and learning to listen before they ever have a patient.

When girls know their bodies and future physicians know how to honor that knowledge, something shifts — in a life, in a community, in healthcare itself.

That's what PEP is building. And we're just getting started.

2026, let's rally!



Join the Movement—Help PEP Bring Our Vision to Life in 2026!

We're empowering future doctors, transforming menstrual health education, and closing critical gaps in girls' and women's health. Your support makes it possible! Every gift, big or small, fuels our mission and creates lasting impact.

 LINER \$25	Supports the cost for one person to attend a PEP Rally in their community
 REGULAR \$100	Funds production of one menstrual health educational video led by medical students
 MAXI \$1000	Provides a PEP Rally for up to 40 under-resourced youth
 OVERNIGHT \$2500	Establishes a new medical school partnership to equip future doctors with essential menstrual health knowledge

THANKS FOR FUNDING OUR PROGRAMS WITH YOUR CONTRIBUTIONS!

Donate Today!

Thank you!