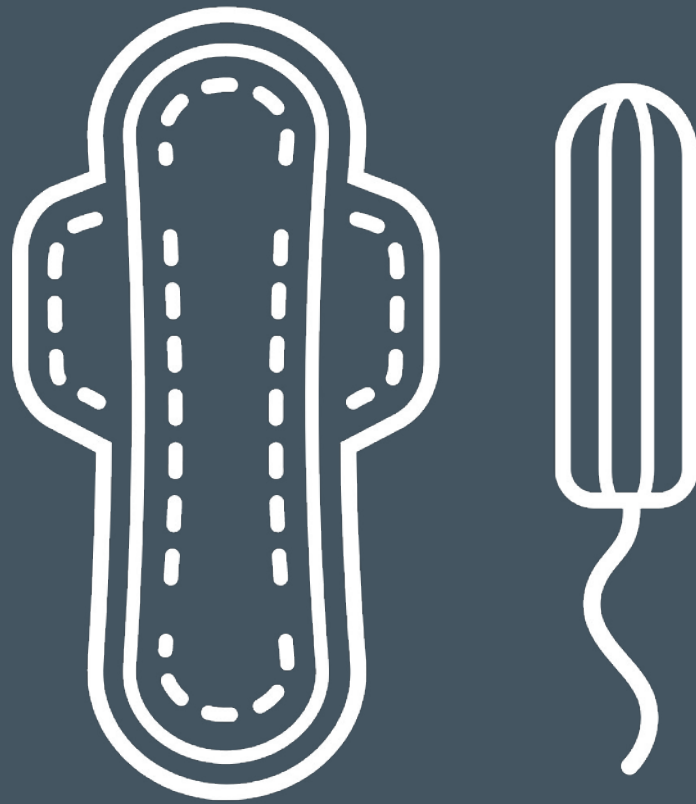




**NEIGHBORS
HELPING
NEIGHBORS**



#GreatBigPeriodProductDrive
TOOLKIT

Welcome



Dear Friend of Women Fighting Hunger,

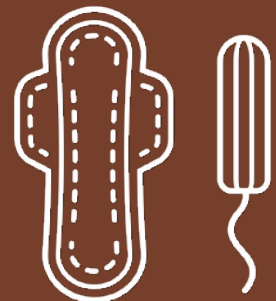
Welcome to our 5th annual Great Big Period Product Drive (#GBPPD)! We're so glad you're here. This toolkit is your starting point to take action and help ensure that no one in our community has to miss school, work, or daily life because they can't afford period supplies.

The need is real: 1 in 3 low-income women in the U.S. report missing work, school, or other important commitments due to lack of access to these essential items. Because period products aren't covered by most federally funded assistance programs, and with the high cost of living in New Jersey, too many individuals are forced to go without.

But together, we can change that.

Join a growing movement of advocates who believe menstrual products should be as accessible as toilet paper in schools and public spaces. Host a drive. Rally your network. Spread the word. Every action makes a difference. Additionally, every five donated period products provides a full day of worry-free care for a neighbor in need.

Let's continue our progress,
CFBNJ



WHAT CAN YOU DO?



1. HOST A PERIOD PRODUCT DRIVE

Set a designated drop-off location for people to drop off donations of pads, tampons, and panty liners. Period products of any kind are accepted as long as they are in their original and unopened packaging.

Donations must be dropped off donations at CFBNJ's South Jersey warehouse:

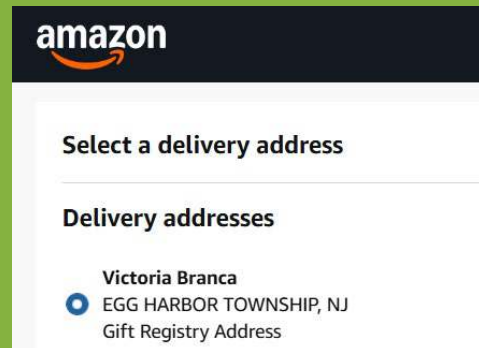
6735 Black Horse Pike, Egg Harbor Twp, NJ 08234 (Phone: 609.380.1184)

Upon arrival, please bring diaper drive donations to the FRONT DOOR, not the side door.

Using CFBNJ's Amazon Gift List to Purchase products

You can also choose to utilize [CFBNJ's Amazon gift list with suggested products](#).

Products can be shipped to your designated drop-off location or directly to CFBNJ. When checking out, please be sure to select the Gift List address (Victoria Branca, 6735 Black Horse Pike, Egg Harbor Twp, NJ 08234) see image at right.



2. RAISE FUNDS

For every \$36 donated, CFBNJ can provide 1 years worth of period products for those in need. Scan the QR code or visit this website to make a contribution give.cfbnj.org/sjwfhperiodproductdrive

You can also create a personal fundraising page by visiting the link above and clicking "JOIN TEAM" on the left side of the screen!



Checks are also welcome:

Community FoodBank of New Jersey

6735 Black Horse Pike, Egg Harbor Township, NJ 08234

ATTN: Victoria Branca

3. ORGANIZE A FUNDRAISING EVENT

Members have successfully partnered with local businesses to support CFBNJ's period product drive through creative fundraisers that collect donations, products, and raise awareness. Past efforts include a cafe offering free coffee in exchange for product donations and a boutique hosting a shopping night where a portion of proceeds benefits the drive. If you are interested in hosting a fundraiser, please contact Victoria Branca at vbranca@cfbnj.org or 609.380.1184

4. RAISE AWARENESS + ADVOCATE + EDUCATE

Spread the word by sharing information on period poverty with your circle. Quick facts are listed on the following page (page 4). In New Jersey, there are continued efforts at the state level to address access to period products, as well as the sale and marketing/labeling of period products reflecting a growing awareness of this critical need.

Talking Points: ABOUT PERIOD POVERTY



1 in New Jersey, 1 in 9 women and girls between the ages of 12 and 44 lives below the Federal Poverty Line — this is more than 200,000 people who struggle to cover basic bills, and have to make hard choices about which essential items they must go without every single month.

- **Period Poverty is a poverty issue.** The lack of material basic necessities can force women to stay home from work or school, depressing their wages as well as micro-economic productivity. It can also lead to false choices between the products they need to maintain good health or other necessities such as food, rent and/or utilities.
- **Period Poverty is a public health issue.** Individuals experiencing period poverty are sometimes forced to use proxy items such as toilet paper or unclean rags - even using products for longer periods of time than recommended which can have serious health implications.
- **Period Poverty is a gender equity issue.** The lack of accessibility and affordability of period supplies can prevent girls and young women from attending school or going to work which further widens the inequality gap in education and economic empowerment of women and girls.
- In the U.S., two in five (2 in 5) menstruators struggle to purchase period products.
- One in three (1 in 3) low-income women have reported missing work, school, or similar commitments due to lack of access to period supplies.
- Nearly one in four (1 in 4) students in the U.S. struggles to afford period supplies
- 30 states do not tax period products, including New Jersey.

GET THE WORD OUT



[Click to download images.](#)

Sample social media posts



PERIOD PRODUCT DRIVE

Do you know 2 in 5 people with periods struggle to afford period supplies? You can be the change. Donate and drop off regular maxi pads, super maxi pads, and panty liners at [INSERT DROP-OFF LOCATION]. #PeriodPoverty #CFBNJ #GBPPD



ONLINE FUNDRAISER

Every 5 donated period products provides a day of worry free period-care to a neighbor in need. You can be the change. Donate now at [INSERT FUNDRAISER LINK]. #PeriodPoverty #CFBNJ #GBPPD



PERIOD EQUITY KIT PACKING EVENT

In the U.S. one-third of low-income women report missing work, school, or similar commitments due to lack of access to period supplies. Join us to pack Period Equity Kits on [INSERT EVENT DATE/TIME] at [INSERT EVENT LOCATION]. You can be the change. #PeriodPoverty #CFBNJ #GBPPD



RAISE AWARENESS + ADVOCATE + EDUCATE

Did you know that period products are taxed in 20 states nationwide? Period products are necessities, not luxuries. Sales taxes on period supplies place an unequal burden on individuals who menstruate. #PeriodPoverty #CFBNJ #GBPPD

NEEDED ITEMS

Period Product Drive

EVENT DATES: _____



Pads
Tampons
Panty liners

All sizes accepted

Important Note: All items must be in new and original packaging



Period Product Drive

**DROP OFF
HERE**

Thank you for providing food, help, and hope
to our neighbors in need.



Period Product Drive

DROP OFF HERE

Thank you for providing food, help, and hope
to our neighbors in need.

#GreatBigPeriodProductDrive

Fundraising Page



ABOUT US

WOMEN FIGHTING HUNGER (WFH)

Women Fighting Hunger is a volunteer group supporting the goals and priorities of the Community FoodBank of NJ. We provide rewarding engagement in the fight against hunger – please reach out if you'd like to learn more about our many volunteer projects or get involved in ongoing work to serve our neighbors in need. We'd love to have you join us! Visit cfbnj.org/womenfightinghunger to learn more.

COMMUNITY FOODBANK OF NEW JERSEY (CFBNJ)

The Community FoodBank of New Jersey (CFBNJ) began in the back of our founder's station wagon in 1975 and is now the largest anti-hunger organization in the state, a leader in anti-poverty work, and a member of Feeding America. We serve as a champion for addressing root causes of hunger, delivering neighbor-centered solutions and fostering collaborative partnerships across all sectors of society for New Jersey. For almost 50 years, we have provided food, help, and hope to neighbors in need through economic crises, disasters, and other hardships.

Since 2018, CFBNJ's signature menstrual equity program, the Period Initiative, has provided sustained distribution of monthly period supplies. Building upon CFBNJ's history as an emergency provider of hygiene supplies and its capacity for large-scale distribution across, the program currently works with almost 200 community partners including campus pantries, schools and shelters. We are an affiliated program of the Alliance for Period Supplies.

For more information, contact WFH@cfbnj.org.