

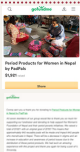
# PadPal Carleton Report

Corina, Emily, Angie, Mallory, Shaelah, Mykala and Emma

Our team of seven women collaborated with the Women's Foundation of Nepal this semester to address the social issue of period poverty within Nepal and to support their initiative of making reusable pads to be distributed throughout their community. Our team was determined to raise awareness about this human rights issue and to acknowledge the period stigma that exists within our own communities in Canada.

## GoFundMe

We found that the primary need in this area to help issues of period poverty is access to period products. We decided to raise money for WFN to supply reusable products in Nepal through GoFundMe. We chose GoFundMe because of the free platform fee and because they had the lowest transaction fees.



## WFN

The Women's Foundation of Nepal is a non profit organization located in Kathmandu, Nepal that supports women and children who are victims of abuse, violence and poverty. The WFN does so much great work in Nepal by empowering women and girls with a focus on period inequity.



## Period Poverty

Period poverty refers to the lack of access to menstrual products, menstrual hygiene education, and safe sanitary facilities. This term is also referred to as menstrual inequity, in which those who menstruate are discriminated against. In Nepal, over 89% of women and girls in Nepal experience a form of restriction or exclusion during menstruation.

## Yoga Event

The first event that we held was hosting a yoga class taught by Lillian Smedley, a certified yoga teacher. Our goal with the yoga event was to raise funds for WFN while also raising awareness about period stigma and inequity through a short presentation. The theme of the class was period cycles. Although we had many concerns leading up to the event, we were very happy with how the event turned out.



## Promo



Hi,  
Happy International Women's Day to you all!  
My name is Corina Blanchard and I am a part of the 2020-21 WFN Community Engagement course at Carleton. In this course, we are working with different organizations to help promote their missions, and I am a part of a group studying, learning, and working with the Women's Foundation of Nepal to help ease awareness on period inequity in Nepal and to help raise some funds for accompanying period products.  
We are hosting a Virtual Zoom Yoga Class Event on the 18th of March at 6:30pm EST and a Virtual Zoom Coffee House Event on the 20th of March at 7:00pm EST with performers and having entry by donation if possible. We hope these events will help raise awareness and support for the WFN. The team already had some very generous donations and have not even had our events yet so we are very happy and taken back by how much the community supports our work. Our GoFundMe page has more information and research on the topic. We attached the poster for the events as well.  
Thanks, Corina.  
I think it is wonderful that your group of friends, as members of this course, are again organizing a set of fundraisers for WFN. I will certainly support these endeavours myself, and I will make the opportunity of passing on the information about these events to my family and to many supportive friends. I am returning to Ottawa in a few days and will make the 2020W Yoga, but hope to be able to join in later activities.  
I do wish you great success.  
Best wishes,

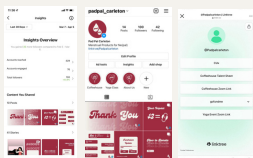
## Coffeehouse Event

The second event we held as part of our project was a virtual coffeehouse over Zoom, entitled, "Let It Flow," which took place on Sunday, March 20th. The coffeehouse featured 5 performers and brought awareness to period stigma and inequity within Nepal, as well as in Canada.



## Social Media Campaign

We created an Instagram account to post promote the events and raise awareness about the issues. We used the Instagram stories feature for trivia, and countdowns to our events. We also used a linktree in our bio to post the links to our GoFundMe and event Zoom links.



## Learnings

As a team, we learned each other's strengths and created a team environment where each team member could contribute in a way that fit their skills and passions. A big takeaway for our team was taking the time to hear from our activists and listening to what the needs were of the WFN community.

"I really enjoyed working on this fundraiser with such a great group of women. I learned a lot about the issues and gained teamwork and leadership skills."

**Cosina**

"I appreciated the opportunity to work alongside the PadPal team and the WFN. It is so important to promote period dignity and I pledge to continue to end the period poverty stigma."

**Hailory**

"Having the opportunity to connect with WFN and to create a project that directly would make a difference in the lives of women and girls in Nepal was truly rewarding for me."

**Emma**

"Working with the WFN was an exciting project that allowed me to gain an important insight into the issue of period poverty on both a local and global scale and work with an organization that directly supported the needs of women and girls regarding period poverty."

**Alykalia**

"I believe that everyone should have access to period products and not be ashamed for menstruating. I am proud to be part of a project that will give women and girls the opportunity to attend school, pursue a career and participate in activities."

**Angie**

"I am so proud to say that I am a part of this group of women. This experience we had of connecting with WFN and working towards a shared goal has been truly indispensable."

**Shaelah**

"I want to help end the stigma around menstruation that exists. There shouldn't be a stigma around something that is so natural and beautiful."

**Emily**

## Outcomes

Our original goal = \$700

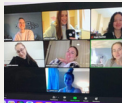
Raised \$1921 or \$1850 including fees



1 reusable pad = \$3

This means that just over 616 pads can be made and distributed, impacting 616 people who menstruate!

Our events were a great success! We had almost 40 attendees and 5 great performances at our Coffeehouse Event and around 30 people attend our Yoga Event. We had a lot of donation come from the events. We had 100 followers and 14 posts on our Instagram.



Deborah Connors  
SOC9 4/70  
Winter 2022

