

A close-up photograph of a woman with dark hair and light-colored eyes, wearing an orange headscarf. She is looking directly at the camera through a grid of rusty, vertical and horizontal metal bars. Her right hand is visible on the left side of the frame, gripping one of the horizontal bars. The background is a light blue sky with some white clouds.

GIFT WELLNESS FOUNDATION

BECOME A
MAJOR DONOR • CORPORATE
PHILANTHROPIST

Help us safeguard the dignity of women in crisis.

About Us



Our Founder and Chair, **Dr Zareen Roohi Ahmed** is passionate about women's health and equality. Since 2013, through her social enterprise, she has donated millions of sanitary pads to women in crisis; and in 2018 the Gift Wellness Foundation was established.

Now a registered charity (#1182451) based in England, the Gift Wellness Foundation is leading the effort to safeguard the dignity of women and girls around the world.

Our Mission:

To provide sanitary pads to women and girls who can't afford them or access them - both in the UK and globally

To break the taboo, by normalising the conversation around periods; so that women will no longer be held back in life simply because they menstruate

To educate on how to reduce the negative impact of period products on the environment

“

“What could be a more worthy cause than to provide women in crisis situations with sanitary products. They too are someone's mother, daughter or sister after all...”

- S Adam, Major Donor

Who we support..



Women in Refugee Camps

who have to resort to tearing strips off their clothes to create make-shift pads. ▶

Today there are at least **26 MILLION** forcibly displaced women in the world who need sanitary products.



Homeless Women

who have to choose whether to spend charity that is given to them to buy food or sanitary products. ▶

The number of homeless women in the UK is on the rise each year. According to the charity Shelter, rough sleeping increased by **15% in 2017** and **14%** of those were women.



Girls from poor communities

who are prevented from going to school because of a lack of sanitary pads. ▶

In India, it is estimated that **1 in 5 girls drop out** of school after they get their periods; and in regions like Maharashtra, that number is nearer to **4 in 5**.



Women in low income employment

or who are unemployed and forced to depend on food banks. ▶

The number of women accessing sanitary products from food banks has increased by **89% in 2020**.



It's not just money you give when you donate. You actually help preserve the dignity of refugee women; as they no longer have to use strips of clothing to create a makeshift pad. You give female students more opportunities to fulfil their ambitions, as they're no longer missing out on school because of their periods. You give homeless women and those in low income employment one less thing to worry about every month too.

Providing sanitary pads is an extremely effective way of tackling poverty head-on, because women who no longer have to worry about their periods are emotionally empowered to take positive steps towards the wellbeing of their families. **A major gift has the power to mobilise an entire community of women who were previously held back by their lack of access to sanitary products.**

Since our work began, ***we've helped to provide over 5.5 million sanitary products to women in crisis around the world*** and provided educational talks and information about period poverty to schools and organisations across Britain as well.

We have ambitious plans for the future – and you can help us achieve them.

Your gift will have a huge impact! It would ensure that homeless women, refugee women and women on low incomes receive the products they need and not be held back because they menstruate. So help us help them, and let's make the world a better place... one sanitary pad at a time.

GIFT WELLNESS FOUNDATION

MAJOR DONOR BENEFITS:

Becoming a major donor may just be the best decision you'll ever make - because you will be benefiting the lives of so many women in crisis. In addition, you too will reap the rewards in the form of:

A DEDICATED CONTACT

to help keep you updated on the incredible impact your gifts are making in the lives of many.

THE CHANCE TO VISIT

one of our life-changing projects you're supporting.

INVITATIONS / EXCLUSIVE EVENTS

to hear from our Gift Wellness Foundation experts and staff, such as our period poverty forum or online conference: 'Breaking the Last Taboo'.

OPPORTUNITIES TO MATCH YOUR GIFT

and make it go even further.

REASSURANCE

to show you that your support is immensely valued. We would never compromise the trust you've put in us and we would never sell or share your data either.

CORPORATE PHILANTHROPIST BENEFITS:

Did you know corporate philanthropy is a great way for your business to help the less fortunate AND to help build your brand and corporate relationships too? In brief:

EMPLOYEE ENGAGEMENT

is increased. A recent study has shown that up to 78% of employees actually want to engage in their company's social initiatives. Therefore, we're on standby to help you develop philanthropic programs to directly involve employees to do just that - be involved.

1

IMPROVE BRAND AWARENESS / REPUTATION

since the more good you do, the better your brand perception will be in the eyes of your employees, customers, potential clients, partners and the community.

2

ATTRACT TOP TALENT

as the moral compass in today's corporate climate is undeniably strong, jobseekers actually prefer seeking jobs at companies who do good, vs. companies who do nothing.

3

INCREASE SALES

because not only do people want to support a company that supports others, but research has also shown that productivity is increased when employees feel that they are part of something bigger.

4

TAX DEDUCTIONS

as you too need to be rewarded for your philanthropic contribution.

5

OUR GOAL IS TO ENSURE YOUR MONEY IS USED WISELY

HAVE A LOOK AT THE INCREDIBLE DIFFERENCE YOUR GIFT CAN MAKE



£5,000

can supply 55,416 sanitary pads
to support up to 615 women for
6 months



£20,000

can supply 221,664 sanitary
pads to support up to 2,460
women for 6 months.



£50,000

can supply 554,160 sanitary
pads to support up to 6,150
women for 6 months.

WAYS YOU CAN GIVE

ONE-OFF, MONTHLY OR ANNUAL DONATIONS ARE ALL WELCOME AND APPRECIATED:

- **ONE-OFF** donations make such a huge difference to our work. We'll identify the main need for the money at the time, however if you'd like your donation to go towards a specific cause e.g. women in refugee camps, then please never hesitate to let us know.
- **REGULAR** donations via a monthly standing order also make a huge difference - especially towards us sending sanitary products to schoolgirls all around the globe.
- **WORK WITH US** because the more the merrier. Our outreach programmes are divided into different projects and stretch over a number of years. Be it to build a women's health clinic in a refugee camp or to set up a supply of sanitary products to homeless women in the UK.
- **GET IN TOUCH** to learn more on how you could support us. Please feel free to contact Sarah Jennings on sarah@periodpoverty.uk or simply call +44 (0)844 500 8566.

"Our major donors and corporate philanthropists are extremely vital to us. By working together, we can transform the lives of so many women and girls."



Dr Zareen Roohi Ahmed,

Chair of The Gift Wellness Foundation



Gift Wellness
Foundation
registered charity
number: 1182451