

share *the* dignity

Driving positive change, together.

Ensuring that everyone is afforded the dignity in life that so many of us take for granted.



Our Mission

Ensuring that *everyone* is afforded the *dignity* in life that so many of us take for granted.

Vision

Dignity for the vulnerable

Purpose

To ensure dignity through the provision of basic necessities for vulnerable people at every stage in their life.

Commitment

Improving the quality of life for those experiencing homelessness or domestic violence.

Values

Gratitude - Integrity
Passion - Innovation





Introduction

In 2015, Share the Dignity was founded after identifying there was a genuine need to provide vulnerable women in our community with essential sanitary products. It was reported that these women are often forced to choose between buying food to eat or buying expensive sanitary items to get through their periods. Women and children, either homeless or in shelters, were having to clean themselves in public toilets and use paper towels to create makeshift sanitary pads.

This is not and should never be okay.

From a grassroots local community initiative to a national charity, Share the Dignity has struck a chord with the Australian public and continues to evolve in order to provide for the needs of at-risk women and children. Working tirelessly with over 6000+ volunteers, the charity has been able to deliver over 4+ million packets of pads and tampons and over 802,293 essential filled handbags to Australian women and girls. Share the Dignity continues to grow with the support of passionate volunteers and the generosity of Australian businesses, ensuring that everyone is afforded the dignity in life that many of us take for granted.



Our Stats



4+ million

Packets of pads & tampons donated



804,823

#ItsInTheBag donations



17,824

Reusable period products donated



6,000+

Volunteers Australia wide



3,000+

Charities & partner organisations



414

Dignity Vending Machines installed across Australia



470,852

Total period pack vends since 2107



Over 236,000

packs of period products shipped to remote Indigenous communities since 2021

\$50+ million equivalent media impact since 2015



Our Board of Directors



Simon Tolhurst
Chairman



Jennifer Witheriff
Deputy Chair



Matt Smith
Secretary



Rochelle Courtenay
Executive Director



Michelle Taupau
Director



Shayne Gilbert
Director



Our Sheroes

We are one community, where people can build meaningful connections, find fulfilment in their contribution, and be passionate advocates for Share the Dignity.

It is through the generosity and kindness of our Volunteer Sheroes and Heroes that we are able to run our two Dignity Drives and our It's in the Bag Appeal each year, when we collect and deliver donated items to ensure women and girls in need all across Australia have the basics of essentials.

Our Volunteer Sheroes and Heroes also:

- Collect and deliver products from collection points to our charity partners
- Assist at our national or local events
- Attend talks to advocate about Share the Dignity
- Write grants
- Source locations for our Dignity Vending Machines
- Support us behind the scenes with administrative assistance

Our people are the most important part of Share the Dignity. Without them we cannot help Women and Girls in need across Australia.



Socially Speaking

Facebook 230,000 +

Instagram 71,900 +

LinkedIn 7,858

TikTok 6,154

Twitter 3,467



2023 Calendar of Events & Initiatives

MARCH

Dignity Drive



Twice a year, in March and August, we ask the public to donate period products and sanitary items at collection points in every Woolworths store, to be distributed to our registered charities across Australia.

MARCH

International Women's Day



Host your own International Women's Day fundraiser to help raise funds for Share the Dignity. Simply register your event online and your support will help make a difference to anyone with a period who is experiencing period poverty.

MAY

Menstrual May & DigniTea



DigniTea events consist of 8 Major High Tea events, held across the month of May, in celebration and recognition of World Menstrual Hygiene Day (28th May).

JUNE

Biggest Closet Clean Out



At Dress for Dignity, we don't let good clothes go to waste. On World Environment Day (June 5) we hold our Biggest Closet Clean Out and ask everyday Australians to upload just one item to our pre-loved fashion marketplace to make a difference!

JULY

Bloody Good Socks



Purchase a pair of Bloody Good Socks this July to help make a real, on the ground difference for women, girls and those who menstruate.

AUGUST

Dignity Drive



Dignity drive is back! We ask the public to donate period products and sanitary items at collection points in every Woolworths store, to be distributed to our registered charities across Australia.

17 – 28 NOVEMBER

It's in the Bag & Sponsor a Bag



Our annual event where we encourage everyday Aussie's to put together bags filled with essential items & drop them into collection points at Bunnings stores, to donate to someone in need for Christmas. You can also make a donation for bags to be packed & donated on your behalf.

ALL YEAR ROUND

Birthday Fundraisers



Whether you throw the party of the century or simply ask your friends and family to donate towards your online birthday fundraiser in exchange for gifts – your birthday will help change someone's world.

ALL YEAR ROUND

Corporate Volunteering



Join us in our Brisbane office to pack It's in the Bag donations. Walk away knowing you have made a difference to the lives of those doing it tough.

ALL YEAR ROUND

Host your own Event



Host your own fundraising event any time of the year. We are here to support you with the tools and resources to help make it a success.

ALL YEAR ROUND

Dress for Dignity



Australia's first pre-loved fashion marketplace where you can buy and sell pre-loved fashion items and donate a percentage of the proceeds to charity. Funds raised go towards supporting Share the Dignity's mission.

ALL YEAR ROUND

Creating Period Pride



We want to help schools and community groups to break the shame and stigma surrounding periods through creativity, driving discovery and learning, encourage empathy and be part of the solution.

ALL YEAR ROUND

Period Proud Organisation



A period proud organisation champions menstrual equity and that creates a safe environment for menstruating employees.

ALL YEAR ROUND

VOLUNTEER



Our volunteers, are the backbone of Share the Dignity. Without them, we cannot run our initiatives and activities across Australia in our work towards ending period poverty. Register today and join our community.

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Dignity Drive

Dignity Drive collections are an integral part of our year, held in March and August. Members of the community are encouraged to donate pads, tampons, maternity pads, incontinence pads and period underwear to assist those who would otherwise go without.

Collection points can be found in every Woolworths store across Australia and other businesses can nominate to become collection points.

Each drive we see over 180,000 products requested from our charity partners.

Our Sheroes and Heroes collect, sort, count and then drop the products direct to our charity partners.

Any overflow from an area is collected and sent to other communities where we have not collected enough products.

Ways you can help:

- Register your business as a public collection point
- Host a drive within your workplace to collect products amongst your employees.



Community Services



We have been overwhelmed with Australians kindness and since we started we have collected just over 802,293 It's in the bag donations.

It's in the Bag

17th – 28th November 2023

Before COVID-19, 3.2 million Australians were living below the poverty line. It is now expected that this number will grow to over 5million.

Our annual flagship campaign, It's in the Bag recognises this issue and aims to supply a gift to a woman, teenage girl or new mum in need, just in time for Christmas. For some, this will be the only gift they receive.

The community start buying their bag items months ahead in readiness for the campaign, where complete bags are dropped off at our collection points across all Bunnings stores nationwide.

We receive approximately 160,000

bag requests each year from our charity partners and collect approximately 100,000 bags

Ways you can help:

- Host a drive within your workplace to collect products amongst your employees.
- Sponsor #ItsInTheBag donations.
- Book in for a bag packing corporate experience at the Share the Dignity office (Brisbane only).





Sponsor a Bag

To assist with the shortfall of #ItsInTheBag donations each year, we have introduced a Sponsor A Bag program to enable people to support the program from anywhere. Members of the community can make a donation through our website and we will pack bags on the communities behalf and deliver them directly to our charity partners.

The aim of this program is to help fill the gap of approximately 60,000 bags that we are unable to fulfill. Unfortunately to achieve the full shortfall we would need to raise almost \$2million. As a small charity this is a large financial goal.



\$49
Essentials Bag



\$99
Ultimate Bag



\$199
Mum & Bub Bag



Dignity Vending Machines

Dignity Vending Machines continue to be one of Share the Dignity's proudest achievements. Installation of our machines across the country have allowed girls and women discreet and dignified access to period products to deal with their period. The machine dispenses a free period pack with two pads and six tampons.

Since installing the first machine in December 2016, we have installed 412 Dignity Vending Machines into domestic violence refuges, homelessness hubs, socially disadvantaged schools, and hospitals for low socio-economic areas, and recorded 353,780 vends of period packs.

Ways you can help:

- Sponsor a Dignity Vending Machine
- Fund the restocking of a Dignity Vending Machine





Dignity Vending Machine

Provide free and dignified access to period products

Dignity Vending Machines create an easily scalable option for providing free period products to your employees or customers.

	<i>Ongoing Period Pack Costs</i>	
Starter Kit		
\$9999 GST		
Cost to you, to lease a Dignity Vending Machine for 5 years, plus the initial 200 cartons of stock.		
	200 Period Packs	400 Period Packs
	\$440	\$840
	Carton of 200 Period Packs (including freight)	Carton of 200 Period Packs (including freight)





Dignity Dispensers

Provide free and dignified access to period products

Dignity Dispensers create an easily scalable option for providing free period products to your employees or customers.

Ongoing Period Pack Costs

Starter Kit

\$1999 + GST

Cost to you for your Dignity Dispenser Starter Kit

**Own the machine outright*

200 Period Packs

\$440

Carton of 200 Period Packs (including freight)

400 Period Packs

\$840

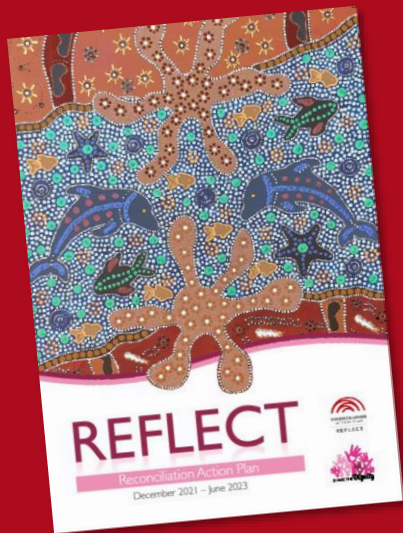
Carton of 200 Period Packs (including freight)



Indigenous Menstrual Health

Since 2015, we have supported charities across Australia, including those supporting Indigenous people. To date, we have delivered 1,026,259 period products to our Indigenous Menstrual Health charity partners for distribution.

In March 2022, our Reconciliation Action Plan (RAP) was formally endorsed by Reconciliation Australia.

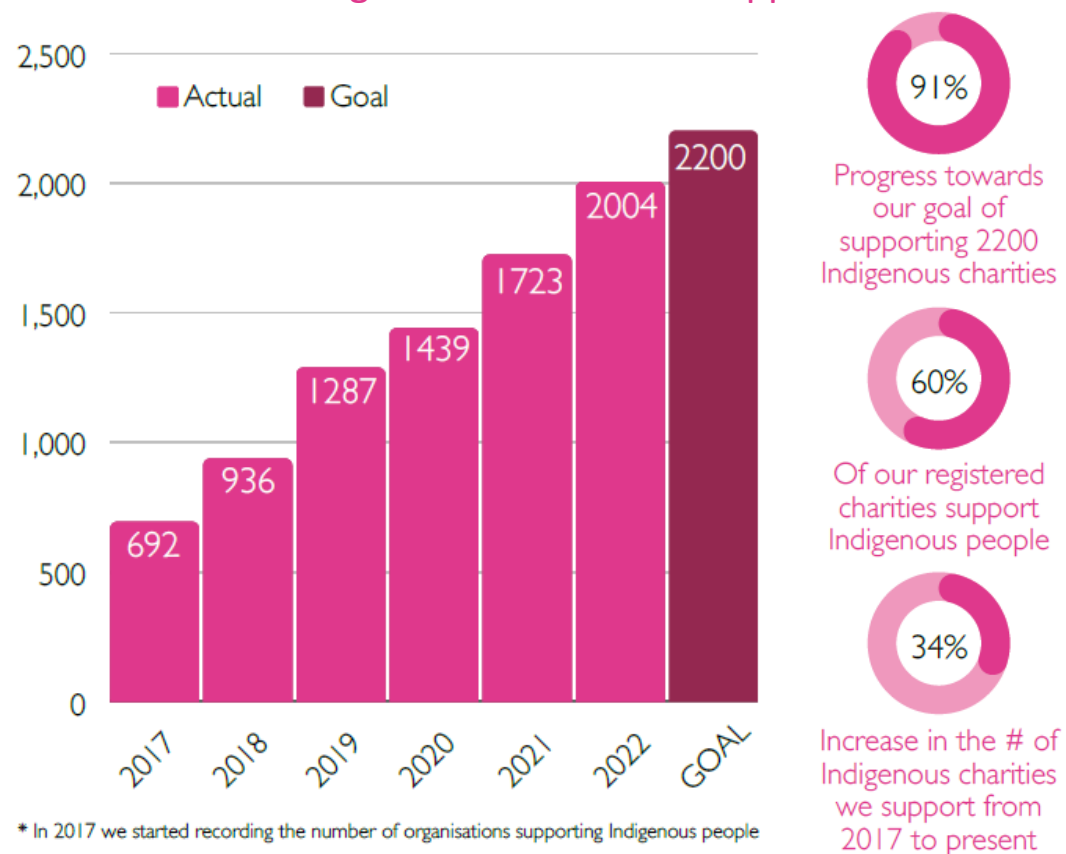


Share the Dignity plan to:

- Provide menstrual education for Indigenous women and girls
- Work with communities to distribute period products
- Work with elders building strategies to support their communities and end period poverty

Community Services

Indigenous Charities we support



Donations

Help us put together a pallet of products for a remote indigenous community

A tax-deductible donation of \$6000 will help us put together one pallet which includes:

- 50 x Adult Bags
- 20 x Teen Bags
- 5 x Mum and Bub Bags
- 50 x Packets of Pads
- 100 x Packets of Tampons
- 3 x Menstrual Cups
- 10 x Incontinence Pads
- 10 x Packets of Period Underwear

**Please note that some pallets may vary slightly depending on the charity it is being sent too.*



Corporate Volunteering

If you're looking for an opportunity to give back with your team, take a break from the office and head to our packing space in Virginia for a day of bonding, learning, and packing bags that will offer someone in need a little extra kindness.

When you come for a day of packing bags at Share the Dignity, know that you're making a direct impact in the lives of people doing it tough across Australia. In a country where almost one million people are living in severe income poverty, ensuring the most vulnerable amongst us are afforded access to basic essentials is an enormous undertaking. With the support of corporate volunteers, we are able to pack more bags, reach more charities, and get much-needed period products and other hygiene and self-care items into the hands of those who need them most.

Corporate volunteering is about more than just donating, it creates meaningful engagement between your team members, and the cause they're supporting.

If your team is interstate, there's not need to miss out, we are always on the look out for skilled volunteers to support us throughout an array of projects, marketing, graphic design, IT support and more or you can organize your own bag packing day.



Become a Period Proud Organisation

Is your organisation committed to providing a safe and supportive environment for those who menstruate.

Become a period proud organisation and take the following meaningful actions towards menstrual equity.

- Provide clean and safe sanitation facilities
- Provide period product disposal bins
- Provide free period products
- Provide period/menopause leave
- Provide and create awareness activities in the workplace



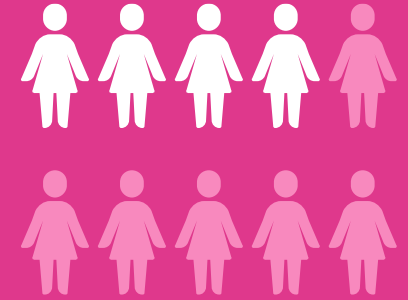
Level 1 Period Proud Organisation
Commit to **three** actions



Level 2 Period Proud Organisation
Commit to **four** actions



Level 3 Period Proud Organisation
Commit to all **five** actions



4 out of 10 people called in sick to work due to their period every month



22% of people had to improvise on period products due to the cost



Workplace Giving

Workplace giving means that your employees can minimise tax annually by giving a little through each pay cycle.

Workplace giving is a wonderful way to initiate goodwill associated with Corporate Social Responsibility and helps Share the Dignity on our mission to end period poverty.

Regular contributions, no matter how small, allow us to continue our ongoing projects.

Your workplace's contribution will help Share the Dignity on our mission to end period poverty.



*Your small act of kindness
gives dignity to Australia's
most vulnerable women.*



sharethedignity

www.sharethedignity.com.au

March & August
Dignity Drives

It's in the Bag

Dignity Vending
Machines

Move for Dignity

DigniTea

Let's be social!



Period Pride

We launched our Period Pride campaign on International Women's Day in March 2021.

Our survey resulted in just over 125,000 responses from Australians. Here are some of the learnings and facts:

- More than 1 in 5 (22%) people who menstruate have had to improvise on period products due to the cost
- Close to half (49%) of respondents admitted that they have worn a pad or tampon for more than four hours because they didn't have enough products to get by
- Nearly half (46%) of respondents said they've skipped school for at least an entire day because of their period
- Some respondents started their period as early as 10 or younger
- With two-fifths (40%) of respondents saying they have called in sick to work because of their period

Advocacy Work

**A bloody
big survey**

#PERIODPRIDE SHARE THE Dignity

Something
bloody big
is coming...



You can read the full
Period Pride Report [here](#)



Advocacy Work

Creating Period Pride

We want school and community groups to break the shame and stigma surrounding periods through creativity. We want to drive discovery and learning, awareness of stigmas, encourage empathy and be part of the solution.

Registered schools and community groups will be sent a Period Pride Pack from February 2022.

The Creating Period Pride pack includes everything needed to get kids talking about periods and removing the shame and stigma around periods. The pack will get students well on their way to creating media that will change the way we think about periods





Menstrual May

DigniTea Events

Dignitea events consist of high tea events across the month of May, in celebration and recognition of World Menstrual Hygiene Day (28th May). Locations in Brisbane, Sydney and Melbourne.

Our sponsorship options afford the chance for corporate sponsors to get involved at the level that best suits them and includes complimentary tickets, generous brand promotion, and more.

Sponsorship		
Exposure at your local DigniTea event	Your brand will be tagged in our event thank you post on Share the Dignity socials	Opportunity to provide a raffle prize to further your engagement
Logo on webpage of your local event	Opportunity for a pull up banner to be on display at your local event	Photo with Founder at your local event, followed by a LinkedIn post
2 x Tickets to attend the event	Logo printed any printed material at the event	A promotional toolkit to help promote your sponsorship
Logo on your local event communications	Logo on the screen at event	Access to a dedicated corporate relations specialist to help tailor your package to your benefit
1 min video play at the DigniTea events	Shout out at the event	Posts in local Facebook event



International Women's Day

We believe that no woman or girl should go without the very basic essentials, and together, we really do have the power to make a difference.

This March, you can raise funds for Share the Dignity by hosting your own International Women's Day fundraiser with your workplace.

By signing up to host your own fundraiser this International Women's Day, your support will help make a difference to women, girls, and anyone with a period who is experiencing period poverty.

We have created a range of tools to make it easy for you to host your event including posters, social media tiles, fundraising tools, and videos to help

you make your event a success.

If you are interested in Rochelle or one of our volunteers speaking at your International Women's Day event, or any upcoming events, please let us know!



Ways you can help:

- Host your Own International Women's Day Fundraiser
- Start a conversation to help break the shame and stigma around periods.
- Provide access to free period products at your workplace



Dress for Dignity

Dress for Dignity is a new online experience for pre-loved fashion. Uniting Sellers and Buyers within one platform. Sellers can keep up to 80% of the sale with the remaining 20% donated to Share the Dignity.

Funds raised through this initiative will be used to help continue our mission of ensuring that everyone is afforded the dignity in life that so many of us take for granted.

This could transform our charity and maybe even help us find a way to fill the gap of 60,000 #ItsInTheBags that we have each year.

Dress for Dignity is live year round but you can get involved in key campaigns:

- Biggest Closet Clean Out – June 2024

Ways you can help:

- Sponsor Dress for Dignity
- Donate last seasons/ warehouse stock
- Donate Dignity Dollars to gift vouchers to women fleeing DV



“Over 100,000 people each year fill a bag with life’s essentials and drop them at collection points. What if they cleaned out their closets and donated that one dress or item they’ve been holding onto and what if someone else purchases that item for \$20?”



Advocacy Work

Global Period Poverty Forum

October 2024

The Global Period Poverty Forum (GPPF) will bring together world-class speakers, outstanding researchers and those making a global impact for three days of extraordinary development and learning around how WE can unite to end period poverty.

The Global Period Poverty Forum (GPPF) will be 3 days of participation, with discussion and action on how we can work collaboratively to address period poverty.

We will hear from world leaders in menstrual hygiene.



Ways you can help:

- Book tickets to attend the event
- Sponsor a speaker





Meet some of our Partners





share*the*dignity

