

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 3.8+ million packets of pads and tampons and over 725,860 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 Board of Directors



Simon Tolhurst
Chairman



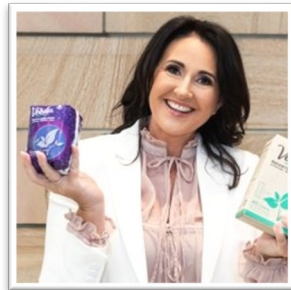
Jennifer Witheriff
Deputy Chair



Nick Crethar
Treasurer



Matt Smith
Secretary



Rochelle Courtenay
Executive Director



Michelle Taupau
Director



Shayne Gilbert
Director



Our Stats



3.8 mil

Packets of pads &
tampons donated



725,968

#ItsInTheBag
donations



15,729

Reusable period
products donated



6,000+

Volunteers
Australia wide



3,000+

Charities &
partner organisations

\$46+ million equivalent media impact since 2015



Our Stats



357

Dignity Vending Machines
installed across Australia



282,062 total vends since 2017



Over 162,000

packs of period products shipped
to remote Indigenous communities
since 2021



Socially Speaking

Facebook 225,870

Instagram 67,632

LinkedIn 5,839

TikTok 5,248

Twitter 3,414



2023 Calendar of Events & Initiatives

MARCH

Dignity Drive One



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.

MAY

Menstrual May & DigniTea



DigniTea events consist of 10 Major High Tea events, held across the month of May, in celebration and recognition of World Menstrual Hygiene Day (28th May).

AUGUST

Dignity Drive Two



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.

OCTOBER

Move for Dignity



Move4Dignity is your chance to get moving in whatever way you want to ensure that all women and girls are afforded the dignity in life that so many of us take for granted.

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

Champions of Change



Champions of Change is an exclusive program where Share the Dignity partners, with a limited number of workplaces and schools across the year to make a champion effort of a difference.

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 DigniTea/Event



Host your own DigniTea or 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



Dress for Dignity is our online fashion marketplace where changemakers can become united by fashion and shop for or sell pre-loved quality clothing. 100% of the proceeds from every sale go towards supporting Share the Dignity's mission.

ALL YEAR ROUND

Creating Period Pride Competition



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

Register as a 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.

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:

- 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.



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 353 Dignity Vending Machines into domestic violence refuges, homelessness hubs, socially disadvantaged schools, and hospitals for low socio-economic areas, and recorded 282,062 vends of period packs.

With COVID-19 bringing so many changes for everyone, we are committed to ensuring every machine installed into the future to ensure that no woman or girl who needs our service has to go without.

Ways you can help:

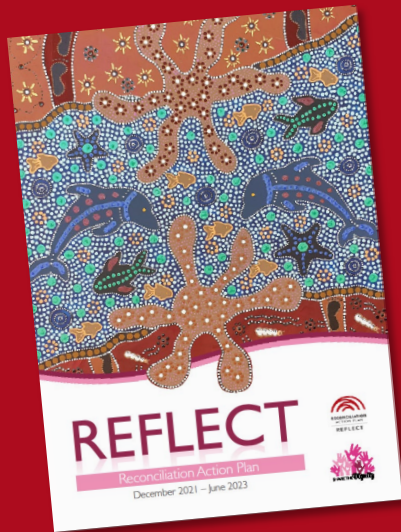
- Sponsor a Dignity Vending Machine
- Fund the restocking of a Dignity Vending Machine



Indigenous Menstrual Health

Since 2015, we have supported charities across Australia, including those supporting Indigenous people. To date, we have delivered 797,302 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.

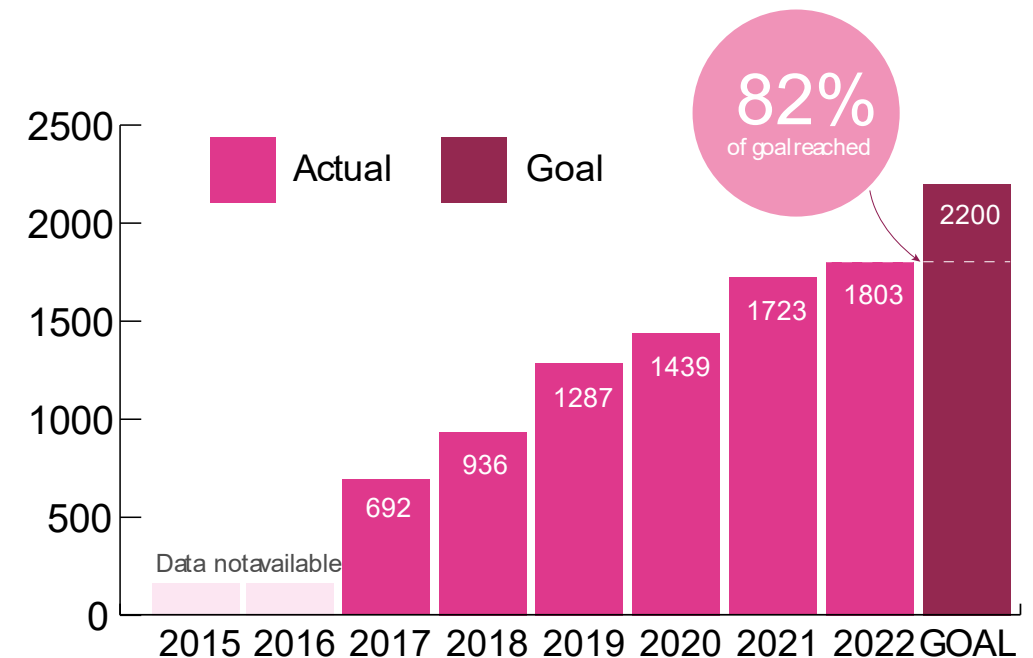


Share the Dignity plan to:

- 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



*In 2017 we started recording the number of organisations supporting Indigenous people



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

It's in the Bag

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 120,000 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).

We have been overwhelmed with Australians kindness and since we started we have collected just over 725,860 It's in the bag donations.



Community Services

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.

With \$20,000 we can put together over 400 additional bags to help those doing it tough at Christmas.



\$49

Essentials Bag



\$199

Mum & Bub Bag



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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



Advocacy Work

Global Period Poverty Forum

October 9th–11th, 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





Champions of Change

Workplace program

Share the Dignity seeks expressions of interest from workplaces to participate in the Champions of Change program. This is an exclusive program with only 10 available partnership opportunities.

As a Champion of Change Workplace, the organisation commits to a goal of raising \$10,000 across the calendar year, through Share the Dignity's organized initiatives and/or through their own activities.

Employees will have the opportunity to together engage in activities for purpose and practice the values of both their organisation and our inspiring leaders of the world.

Share the Dignity provides support to organisations through the year and works with them to achieve their goals.





Menstrual May DigniTea Events

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

These events aim to raise more than \$450,000 and bring together over 3,000 people for an entertaining afternoon that makes a

real-world difference to those doing it tough around Australia.

By partnering with Share the Dignity for our much loved high tea events you will expose your brand to our loyal and engaged audience.

National DigniTea Sponsorship - \$30,000 investment

Exposure at your local DigniTea event	1x social media post across our social media channels to launch partnership	Opportunity to provide a national raffle prize
1 of only 3 national sponsors	Tagged in all 8 event thank you photos post across our social media channels	Photo with Founder at your local event, followed by a LinkedIn post
5x complimentary tickets	1x pull up banner on stage	Logo on presentation during the event
Logo on all pre-event communications	Logo on webpage of all events	Shout out at all 8 DigniTea events
1 min video play at the DigniTea events	Logo printed on the flyer of all 8 DigniTea events	Access to a dedicated corporate relations specialist
Posts in local Facebook event	Promotional toolkit	



Move for Dignity

We are so excited to bring back Move for Dignity again in 2023! Last year, Move for Dignity had over 1000 participants, raising over \$200,000 to support Share the Dignity

We cannot wait to make it bigger and better this year, allowing us to support more women and girls in need.

Corporate Sponsorship

We are offering a limited number of opportunities for businesses to support this event. Your contribution will see your brand recognised and admired for the passion you share to help Australian women and girls dealing with period poverty.

Matched Giving Sponsorship

\$10,000

(2 matched giving sponsorships for 2023 available)

Partner Sponsorship

\$5,000

(8 partner sponsorships for 2023 available)

Sign up for a workplace team:

- Free registration
- Boost team moral and productivity
- Come together to make an impact for a good cause





Birthday Fundraisers

Celebrate your next business birthday a little differently and make it one to remember!

Whether you throw the party of the century or simply ask your network to donate towards your online birthday fundraiser—*your birthday will help change someone's world.*

The money raised through Birthday Fundraisers goes to funding period packs for our Dignity Vending Machines.



Dress for Dignity

Dress for Dignity is a new online experience for pre-loved fashion.

100% of 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.

“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?”

This could transform our charity and maybe even help us find a way to fill the gap of 40,000 #ItsInTheBags that we have each year.

Ways you can help:

- Sponsor Dress for Dignity
- Donate last seasons/warehouse stock



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.



Corporate Giving

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.

For more information about our corporate volunteering opportunities reach out! We'd love to chat more about how we can work together to help those in need.



Other ways we can work
together





Meet some of our Partners





share*the*dignity

