

help a girl out[®]



Impact Report

.....
2025



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HELP A GIRL



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@HelpAGirlO



@The_Reus

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Thank You



A portrait of Yanique Brandford, a Black woman with long braids, wearing a white turtleneck and a red blazer. She is smiling and looking directly at the camera. The background is a blurred indoor setting with a window on the right.

Meet the Founder

Yanique Brandford

Founder & Executive Director of Help a Girl Out (HAGO)



Growing up in Jamaica, access to essential items like sanitary pads was a luxury for most families in my neighbourhood. Most of what we had went towards food or getting to school. A lot of the girls didn't bother going to school on their period."

When Yanique Brandford was a child, her mother was determined to keep her daughters in school. She improvised hand-made menstrual products from flexible cardboard covered in plastic and wrapped in crumpled newspaper. These makeshift pads were a practical response to period poverty within her household.

When Yanique immigrated to Canada at age 14 and settled in Brampton, she realized that menstrual inequity was not confined to the Caribbean—it was global. As a high school student, she witnessed the challenges faced by immigrants and low-income families firsthand. Motivated by these lived experiences, she began self-funding donation drives on her credit card before formally founding Help A Girl Out in 2018. She was in her first year of university studying physics.

Since 2018, we have distributed nearly two million hygiene and menstrual products to individuals and community organizations

serving refugees, BIPOC communities, and low-income families across more than 350 Canadian cities. Yanique is also passionate about supporting projects in the Caribbean and Africa with sustainable in-kind donations.

In recognition of her advocacy and national impact, Yanique received the 2020 Global Citizen Prize: Canada's Hero Award, along with several additional local and national honours.

Alongside her humanitarian leadership, Yanique has built a career in STEM. Her MSc research focused on improving medical imaging in proton therapy for cancer treatment. She also has experience within the nuclear energy sector. With an academic background in Medical Physics/Biomedical Physics from Toronto Metropolitan University, she applies critical thinking and data-driven strategy to both fields reflecting her commitment to advancing both scientific innovation and community well-being.

Who is help a girl out®

Help A Girl Out (est. 2018) is a national award-winning charity that aims to establish menstrual equity by providing free menstrual products, bridging the uterine and menstrual health education gap, and providing empowerment opportunities for at-risk women and girls.

With the support of 100+ volunteers and 80+ partner organizations, we've distributed over 1.2 million period products and 15,000+ three-month supply kits across 350 cities in Canada. Our education program, through 2021-26, has delivered 300+ uterine and menstrual health workshops in schools, community organizations and corporate spaces.

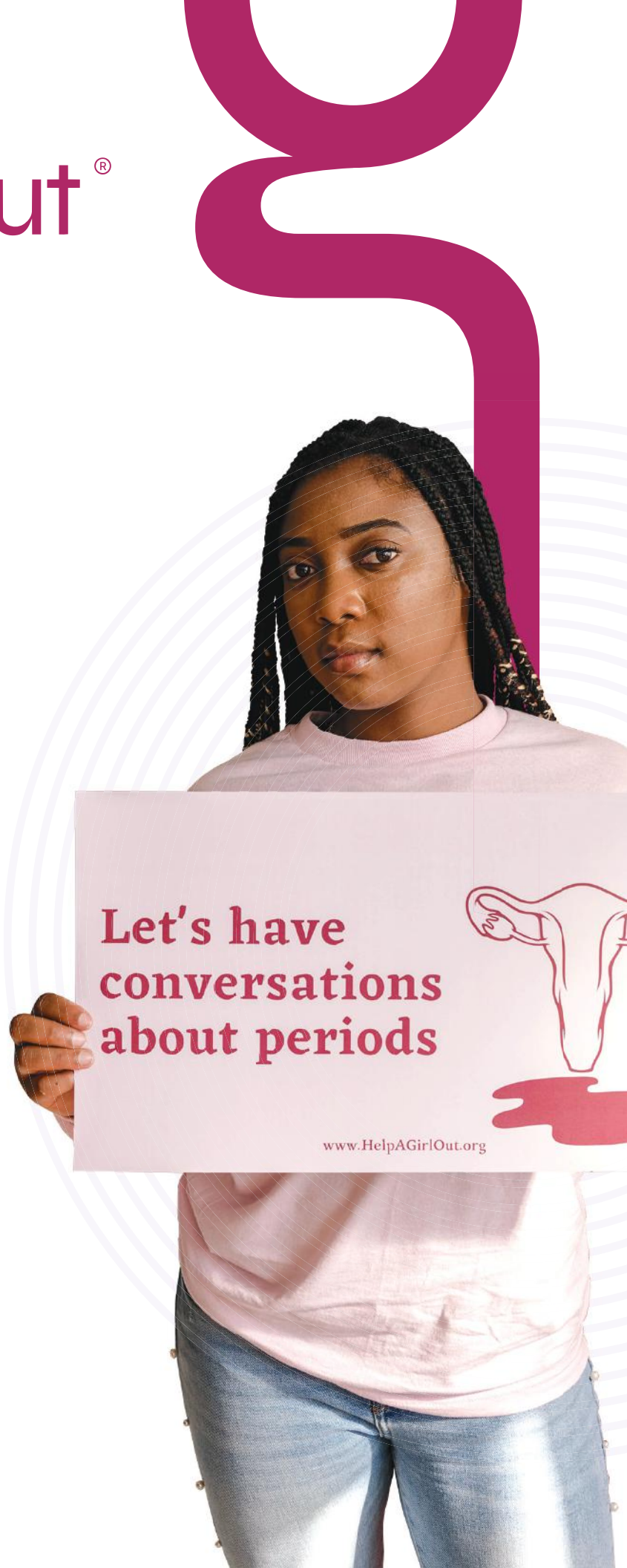
Alignment with the
UN Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



We champion UN Sustainable Development Goals by empowering girls to break poverty cycles, promoting well-being and education, advancing gender equality, and encouraging sustainability.

The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.



Help A Girl Out has fought for Menstrual Equity through advocacy, education and tangible support to individuals in need.



Vision

To establish menstrual equity in Canada and developing countries.



Mission

To accelerate menstrual equity through access, empowerment & education that combat stigma and support rights.

Strategic Priorities



Access

Accelerate equitable access to period products for people in need.



Educate

Combat stigma and raise awareness of menstrual health and rights.



Empower

Enable individuals with dignity, safety and possibility by supporting their health, human rights & well-being.

Areas of Impact



Ending Period Poverty

Addressing the unmet menstrual needs of vulnerable individuals to support their health & well-being.



Community

Fostering community connection and support inclusive of race, culture, and religion; building a healthy community.



Society

Dismantling the social contributors to period poverty, including menstrual stigma and shame.



Environment

Creating local, affordable, environmentally friendly solutions for a sustainable future.

A Year of Growth

2025 Milestones

Operations & Infrastructure

In 2025, we strengthened operations by optimizing CRM and project management systems through Monday.com, improving efficiency and scaling program delivery. We also expanded workshops and initiatives like The Reusables Project to increase engagement and normalize conversations around menstruation.

Community Impact & Programming

Our growth was powered by staff, interns, and 100+ volunteers, expanding capacity & impact. Inclusive, youth-centered programming reached schools, shelters, and newcomer communities, with initiatives like sewing workshops building skills and fostering dialogue on period poverty and sustainability.

Operations

Since April, we've strengthened operations by building a centralized CRM and workflow system on Monday.com, improving data tracking, automation, and reporting.

Staffing

Six summer staff and 100+ volunteers expanded impact by improving systems and streamlining program delivery through stronger CRM, onboarding, and workflows.

The Reusables Project

We maintained partnerships with GTHA libraries, delivering 16 workshops across three cities. Our popular sewing workshops engaged over 80 participants, teaching basic skills and raising awareness about period poverty and reusable pads.

Education Initiatives

We began the year with school partnerships across Peel, Toronto, and York Region, delivering programming on puberty, menstrual health, self-care, and advocacy. After the school year, we onboarded new staff and shifted focus to community programming with youth centres, shelters, and partners.

Partnerships

We built partnerships through calls, planning, and content reviews to sustain and expand programming.

Volunteers

We use platforms like CERVIS & WhatsApp to manage volunteer interest, share opportunities, plan events, and track engagement.

help a girl out®

Our Impact

Since 2018, Help A Girl Out's outreach and awareness initiatives have impacted thousands of individuals in need, reached urban and remote communities, educated society & promoted sustainable products that benefit the environment.



Access

Approximately over
1,200,000
products distributed
over 8 years
to date



Supported
8,000+
individuals
in need
to date



14,000+
period kits
delivered
since 2021
to date



Outreach to
350
cities to date



Education



300+
Uterine and Menstrual
Health sessions to date



12
Sewing and development
programs to date



5,000+
Participants to date

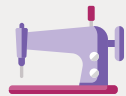


80+
Partner Organizations to date

Sustainability



We've sewn over
8,000
reusable products to date



85
Active volunteer
sewists to date



Prevented over
500,000
plastic period products
from reaching landfills
to date

INTERNATIONAL IMPACT

Reached communities in **SEVEN**
Caribbean and African countries



Testimonials



You offered me practical help and dignity at a time when nobody else saw me or cared.

Your kindness gave me strength, hope, and courage when I needed it most. Please accept this donation as a way to pass it forward to others in need.”

◆ PPSP Recipient of 2 Years



Being disabled and unable to generate an income was devastating, and asking for help was not easy. PPSP made the experience respectful and compassionate —I felt like a human being worthy of care instead of a burden. The volunteer driver was wonderful, and the additional personal care items helped immensely.”

◆ PPSP Recipient of 1 Year



We had our Sewing Workshop with Brianna, and our senior clients truly enjoyed the experience. With Brianna’s guidance, everyone was able to follow along and create beautiful pieces. The seniors appreciated the opportunity to contribute to a meaningful cause, and there has been a lot of interest and positive feedback from our clients.”

◆ Community Partner of the Reusables Project



Yanique’s personal experience with period poverty and how she started an organization at such a young age was incredibly inspiring. It was meaningful to be around like-minded people contributing positively to women’s health, and the overall atmosphere of the event was very uplifting.”

◆ Amna, High School Student, 17

Combatting Period Poverty on the Front-Lines



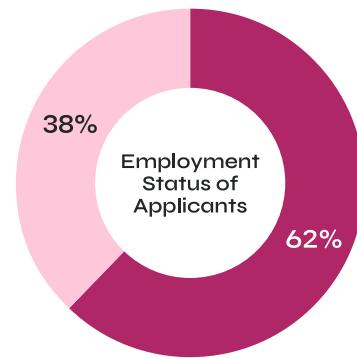
Our Period Product Support Program (PPSP) is a front-line effort to combat period poverty for individuals and institutions in need by providing a three-month supply of menstrual products or a set of reusable products. The program is designed to alleviate period poverty consistently or act as a buffer until situations change.

The program continued to meet urgent and growing needs across the country, increasing our impact to 14,000+ three-month supply kits provided to individuals in over 350 Canadian cities. While demand remained highest in Ontario, accounting for 80% of requests, we also saw significant reach in Prince Edward Island (10%), with the remaining 10% distributed across other provinces—demonstrating the national scope of period poverty. Notably, youth under 18 represented 12% of applicants.

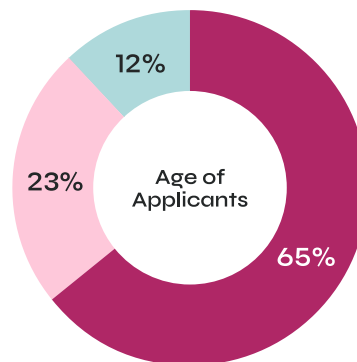
Students are especially at risk with 35% of applicants identified as students in secondary or post-secondary institutions, underscoring the critical intersection between menstrual equity and educational access. Through this program, we're not only addressing immediate gaps in access to menstrual products, but also supporting the dignity, health, and academic participation of young people and students across Canada.

Packing Parties

Our packing parties remained a vital part of operations in 2025, bringing together volunteers, corporate partners, and community members to assemble thousands of kits with care and intention. Each kit extended beyond menstrual products to include essential hygiene and personal care items, as well as accessible educational resources to support informed menstrual health. This holistic approach ensures recipients are not only equipped with supplies, but also empowered with knowledge and a sense of dignity and community support.



● Unemployed ● Employed



● 25+ ● 19-25 ● Under 18

Driving Change Through Education

The education program addresses a variety of issues facing adults and youth across Ontario and beyond. This is done through a comprehensive curriculum that discusses menstrual equity, puberty, hygiene, body confidence and self-esteem. Reducing the menstrual education gap, workshops are offered to all genders and backgrounds. 2025 was an amazing year for partnerships!

We partnered with elementary, secondary and post-secondary schools throughout Ontario to facilitate workshops on topics like: [uterine health](#), [emotional intelligence](#) and [self-esteem](#). We also had the opportunity to work with municipal governments by hosting tables at community events. We had enlightening discussions about menstrual health with people from all walks of life.

We continued the [Stigma Ends with Me Campaign \(SEM\)](#) aimed to combat misinformation and period stigma.

This year we continued to raise awareness not by waiting for those in need to come to us, we came to them! We continued facilitating workshops at schools and shelters, while hosting tables at large and small scale community events



30

EDUCATION PARTNER
COLLABORATORS

APPROXIMATELY

700

PARTICIPANTS
SERVED

60+

AWARENESS EVENT
OPPORTUNITIES

56

EVENTS &
WORKSHOPS

The Reusables Project



The Reusables Project (TRP) aims to promote the use of reusable menstrual pads as a sustainable and financially-sound alternative to disposable products. Inflation and corporate greed are steadily raising the prices of essential menstrual supplies, putting low-income people in situations where they may not be able to afford what they need to manage their periods.

By sewing and donating reusable pads, the TRP can help alleviate this situation in a more permanent fashion than by sending disposable products, as the pads will last several years. The project also highlights how reusable products reduce the amount of plastic waste generated by the use of disposable pads, making this a more environmentally-friendly solution for period management.

Our Sewing Program has created a ripple effect in raising awareness about period poverty. Participants who came to learn about sewing all left with an understanding of period poverty in Canada and the various solutions offered by us. Several of the participants then offered their help in various fashions: through the creation of local product drives, by spreading the word in their social circles, and some by becoming volunteers with us.



This class was amazing! The instructor, Barbara, was phenomenal. Would love to see more classes like this! I had an amazing experience, refreshing basic skills learned a long time ago. We also had the privilege of sewing our own feminine menstrual pad.”

Program Highlights

At-Home Sewists

A network of volunteers across Canada sewing pads and wet bags that go in our donation stream.

Sewing Workshops

TRP delivered sewing workshops primarily in the GTHA, surrounding areas, and Montreal, teaching basic skills while raising awareness about reusable pads.

1000+
PADS SEWN

60+
BEGINNER
SEWING CLASSES

400+
PARTICIPANTS

12
CITIES



Impact Without Borders

Our international efforts serve grassroots initiatives in Caribbean and African countries working to address period poverty and stigma in their local communities. We provides aid in the form of strategy, training, care packages and sewing skill development workshops.

A key area of focus is to encourage sustainability of support by equipping the organization/group with the sources, skills and materials needed to continue their program independently. Our care packages support quarterly outreach in several countries to support between 50-300 recipients per outreach.

Main Activities

St. Vincent

On Saturday, November 8th, we proudly hosted a Community Health Fair in partnership with Saint James Medical School's Phi Chi Medical Fraternity, held at the Barrouallie Government School. Community members from Barrouallie, Kearthons, and Peter's Hope received access to free medical checks, physician consultations, and valuable health resources.

Jamaica Hurricane Relief

We responded to Hurricane Melissa in Jamaica by distributing 200 hygiene and menstrual products to displaced individuals, including 50 kits for students at Lacovia and Newell High Schools. This effort highlighted our ability to respond quickly and support menstrual equity during emergencies.



Dignity should never be a privilege. As Canada advances menstrual equity, we must carry that progress beyond our borders."

200+
PARTICIPANTS
SERVED

5
COUNTRIES



Cuba
Reusable product kits to **50** women

Haiti
100 kits delivered to the community



Jamaica
Hurricane Melissa relief to **150** women/girls

St. Vincent
Educational workshops and reusable product kit distribution to **50** girls

Uganda
50 sewing program recipients



Our Future Goals

Empowering Every Cycle

With every step forward we take, menstrual stigma continues to pull us back, reminding us that progress cannot happen in isolation. Advancing menstrual equity requires access and education to move in tandem, supported by innovative, wraparound programming that addresses the full scope of need. Our work is grounded in our commitment to accelerate menstrual equity through inclusive and sustainable solutions that meet the diverse realities of our most vulnerable communities. Today, as more people face food and housing insecurity while navigating stigma and shame at home, at work, and in school, the need for our support and services has never been more urgent.

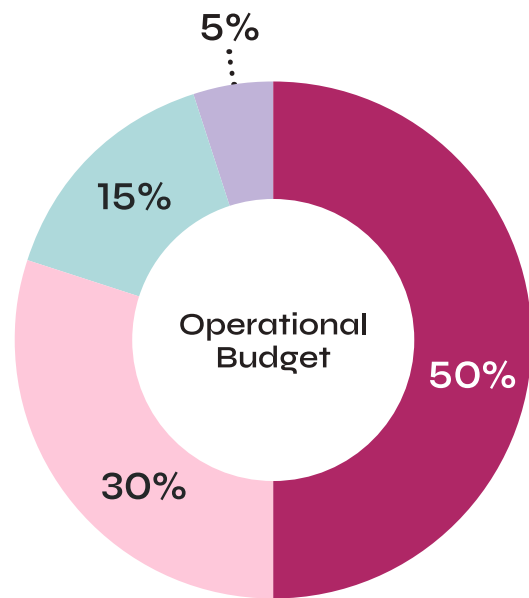
Bold Plans Ahead

The year 2025 was a year of careful and strategic planning for the future. This year, we plan to scale up our outreach across Canada and increase our impact among individuals in need and diverse communities. We're building new partnerships and strengthening existing collaborations by expanding our library of educational resources and equipping our dedicated staff and volunteers with the training they need to deliver impactful programs.

Above all, we are focused on financial sustainability to continue its mission and accelerate menstrual equity in the long term. We envision a future of possibility and change that is driven by our strategic priorities:

ACCESS, EDUCATE & EMPOWER 💧

We will lead the global movement to destigmatize periods and combat the root of period poverty.



- Staff Salaries
- Operating Expenses
- Program Supplies
- Fundraising

Join the Menstrual Equity Movement

Let's End Period Poverty Together!

We are driven to accelerate menstrual equity and ensure all individuals have the dignity, opportunity, and well-being they deserve. As we continue our mission to combat period poverty, we invite individual contributions to help sustain our vital programs, as grant funding does not cover all operational expenses.



Marginalized groups in Canada face higher poverty rates, making menstruation costs a heavier financial burden on limited incomes.

National Advisory Council on Poverty (2023). Poverty in Canada: Report to the Minister, Government of Canada



Nearly 25% of youth (13–21) in Canada lack adequate knowledge of menstruation and its management.

Lee, Toory & Harrison, Canadian Journal of Public Health (2024); Always Survey (2020)

Your support can make significant impact!



\$10
/ MONTH

Provides one menstruator with a three-month supply of pads, addressing their immediate needs and reducing period poverty for that time.



\$45
ONE-TIME
DONATION

For a one-time donation of \$45, you can supply a set of reusable pads that can empower one person for up to seven years.



DONATE

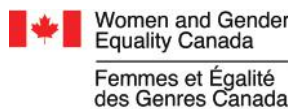
To donate time, financial support or help with our advocacy efforts, please reach out to contact@helpagirlout.org



LEARN MORE

Get informed on Help A Girl Out programs & events like our Packing Parties, Menstrual Hygiene Day 5K Run, and our Fundraising Gala!

Thank You to Our Sponsors and Partners



Education Program

Peel District Schools (multiple locations)
York Region District Schools (multiple locations)
African Community Services of Peel
ARMAGH
Big Brothers Big Sisters (Oxford County)
Big Sister's Club
Brampton Farmers Market
Catholic Crosscultural Services
EndoEvents
Excel in Style
Fertility Friends Foundation
Français 123 French
Girls Impact
Hamilton Open Streets
Humber College
Malton Neighbourhood Services
Moms Like Me International
Olive Branch of Hope Cancer Support Services
Our Place Peel
Peel Centre for Black Excellence
Peel Region Girls Football (U16 U18)
Sheridan College Student Union
Sisters in Sync
Smiles for Sache
Jean Augustine Center for Women and Girls
Toronto Metropolitan University
UofT Summer Mentorship Program
YMCA Brampton
Youth Serving Agencies Network

The Reusables Project

Brampton Public Library
Canadian Federation of University Women
Centre de Santé de Hamilton
Family Services York Region
Hamilton Public Library
Les Affûtes
Markham Public Library
Milton Public Library
MoonTime Connections
Quinte Public Library
Renfrew Public Library
Scarborough Environmental Network
Settlement Assistance and Family Support Services
Studio.89
Vaughan Public Library
Youth Unlocked

Period Product Support Program

Algoma University
Carleton University (Kappa Theta)
Community Care of West Niagara
DAM Youth Centre
Downtown Mission of Windsor
E-shipper
Feed Niagara

Global Medic
Lucky Iron Life
Native Child & Family Services Toronto
REFUGE Newcomer Health
Street Health North York

International Partnerships

Alice Anume Miwifery School (Uganda)
DMV-SVG Mutual Aid Relief (St. Vincent)
Food for the Poor (Canada, Jamaica, Haiti, Honduras, Guyana)



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