

# PERIODT.

## NEW HERITAGE FOUNDATION NEWSLETTER

7th September 2024

Grace Luhanga

Vol 7

### #SHEMATTERS FUNDRAISER CAMPAIGN

1000 STRONG VOICES AND SUPPORT WILL HELP US REACH 500 GIRLS, 200 SCHOOLS AND 7 COMMUNITIES



#### Meet Ruby

Ruby is our spectacular change-making intern from the Netherlands joining us for 5 months. Prior to coming to South Africa, Ruby had never been exposed to period poverty in her country. On arrival and having met various girls and recognising the seriousness of period poverty in South Africa, she wants to use her time here as impactful as possible. Hence, she is the face of the #SHEMATTERS campaign, which aims to reach 1000 strong voices that believe girls have the right to menstruate with dignity. The funds from this campaign are intended to reach 500 girls that live and learn in underserved communities, making sure they walk away with hygiene packs that they can use for an extended period of time, and ultimately walk away with richer knowledge on their sexual reproductive health.



#### 1000 strong voices

We would like to utilise this time over the international month of the girl child in October to reach 500 girls making sure they do not miss school or their exams, provide 200 schools and 7 communities (both girls and women included) with pads. The reason for this is because so many young girls have never been told any affirmations such as 'you are loved', 'you are brave', 'you are kind', because life for them looks completely different from the privileged life that most of us may have. We emphasise this because there are a number of vulnerabilities among young girls, including concerns about what they lack in their households. With this, we plan to include

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additional pads in the hygiene packs enough to carry them into the month of February, roll on, soap, shampoo, conditioner, toothpaste, toothbrushes, facecloths, possibly underwear, even a sweet treat. We also plan to print positive words of affirmation on the bags. All this is to be done in addition to educating the 500 girls on their body rights, where they can get support, how to manage their periods, educating them on gender based violence (GBV), puberty and consent.

**“If you want to go fast, go alone, if you want to go far, go together.” -African proverb**



### #1000 strong challenge

We need you, 1000 brave individuals to donate to this impactful campaign. Then challenge, and nominate a friend, colleague, family member, or anyone in your network and community to do the same and keep the challenge going. 48 tickets already bought 952 to go. To support the campaign, buy a ticket from the donation link posted below:

**<https://www.quicket.co.za/events/269380-she-matters/#/>**

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#### Our “why”

An excerpt from WECF reads: “A study by Stellenbosch University Hospital has shown that 30 percent of young girls in South Africa are affected by period poverty. This means, they do not have secure access to basic period products. The consequences are far-reaching: The study suggests that one in three South African girls between the ages of nine and 18 is unable to attend school for several days every month during her menstrual period – jeopardizing educational opportunities that are of immense importance to gender equality. With an average menstruation length of four to five days, an educational gap of about 60 days every year can easily be assumed as a result, which is putting the affected girls at a significant disadvantage in an already unequal society.” (<https://www.wecf.org/the-fight-to-end-period-poverty-in-south-africa/>)

Our aim as an organisation advocating for the education of girls and boys alike, is to close the gap in the shocking statistics above. Period poverty has detrimental effects to the lives of these young people who are our future. By supporting our campaign, we can all advocate for equality in this space, and change how the world looks for those who do not have the same privileges most of us have.