

# ANNUAL REPORT





Dear Friends,

First, we at She Supply hope you and your family are safe, healthy and happy.

This time last year we could not have predicted needing to navigate a second full year of a global pandemic combined with a supply chain shortage, but I am proud to share that our team distributed 48% more products than 2020 to those in need.

Guided by our mission to provide a sense of decency and cleanliness to women in need, we also responded to a 50% increase of one-time product requests, and achieved our audacious annual fundraising goal.

This was all made possible by our volunteer community and generous donors. We look forward to your continued support as we continue to empower women in need by providing them with products that most of take for granted.

Sincerely,

**KATHY MEYER**

**CO-FOUNDER AND CHAIRWOMAN**

## OUR BOARD

OUR ALL-FEMALE, ALL-VOLUNTEER BOARD IS RESPONSIBLE FOR SETTING THE VISION AND DIRECTION OF SHE SUPPLY, AS WELL AS EXECUTING ALL PROGRAMS. THEY ARE TRULY THE BACKBONE OF THE ORGANIZATION, PACKING SUPPLIES, LOADING TRUCKS AND DELIVERING TO PARTNER AGENCIES. WITHOUT THEIR HANDS WE WOULD NOT BE ABLE TO ACHIEVE OUR GOALS.

### LEADERSHIP

KATHY MEYER  
CO-FOUNDER AND CHAIRWOMAN

LISA PIERCE-JOHNSON  
VICE CHAIR

DIANA VAUGHN, CPA  
TREASURER

SARAH GERBER  
SECRETARY

ALYSON DODGEN  
MARKETING

DENISE ANGAROLA FERNANDEZ  
PROGRAM MANAGER

MALLORY MOSER  
PARTNER MANAGER

MAGGY HEIMER  
RELATIONSHIP MANAGER

### VOLUNTEERS

JULIA CRUZ  
ANTHONY MAFFIA  
HANNAH OWNBY MOFFATT  
KATY MEYER  
DAVID MEYER, ADVISOR

# We are *unapologetically* female.

## **Our Mission**

To provide a sense of decency and cleanliness to women in need.

## **Our Values**

*Serve Our Community*

We are all neighbors

*Faith Through Service*

Service flows out of our faith

*Grace Without Judgement*

Serve without judgement

## **Our Vision**

To fight the effects of period poverty through service and friendship to women of all ages and to change the trajectory of their lives.

## **Our Goal**

To end period poverty.



# PERIOD POVERTY FACTS

There are approximately 2,400 homeless women in Dallas, Tarrant and Denton counties. This number does not include the countless women who survive on government assistance, battered women who visit shelters and undocumented women who don't qualify for assistance yet barely make ends meet.

More than 160,000 female head of households live in poverty across North Texas.

In Texas, 79% of female students in public school grades 7 to 12 attend Title I eligible schools.

Approximately 25% of women struggled to purchase or access period products in 2021 due to income constraints.

Sales taxes on period supplies place an unequal burden on individuals who menstruate. In Texas, period supplies are taxed as 'luxury items', which means you cannot use WIC, Lonestar Card or other government assistance funding methods to purchase period supplies.





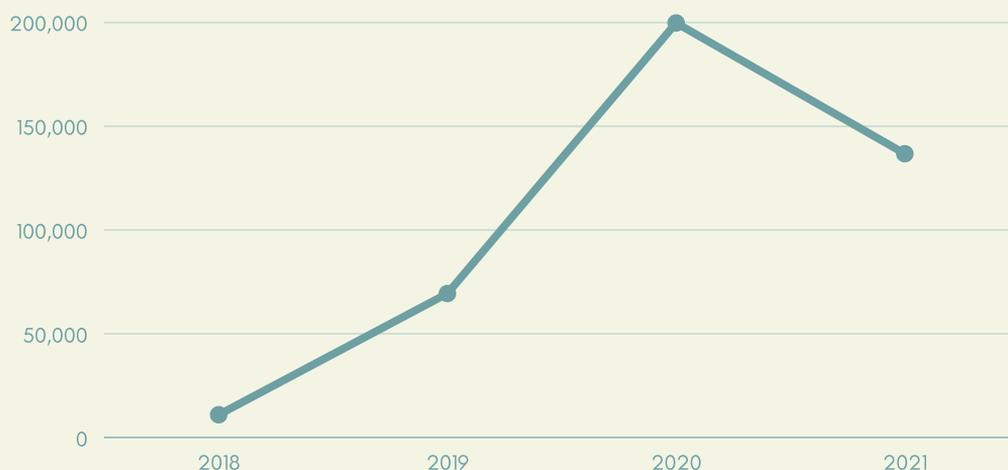


# GROWTH HIGHLIGHTS

**Despite a second pandemic year and a devastating state-wide ice storm with power outages, we successfully distributed 48% more products and supported 18 new, one-time agency requests compared to 2020.**

We also experienced our largest direct fundraising cycle, further supporting our ability to provide more products and respond to more requests for support across the Dallas-Fort Worth area schools, food banks, domestic shelters and other community service groups serving our most vulnerable neighbors.

## FOUR YEAR INCOME GROWTH SNAPSHOT



# REVENUE AND FUNDING GROWTH

Our 2021 strategic growth plan shifted our revenue and funding model from gifts-in-kind reliance to direct operational categories for growth and product agility.

We believe this change allows us to serve more women and families, and respond to the rapidly changing environment of need across North Texas.

She Supply Income	2021	2020	2019	2018
<b>TOTAL</b>	<b>\$136,924.00</b>	<b>\$199,983.70</b>	<b>\$69,510.00</b>	<b>\$11,052.00</b>

**In 2022 we will achieve an organizational milestone of 1 million products distributed since our founding.**

Products Distributed	2021	2020	2019	2018	2017
<b>TOTAL</b>	<b>380,681</b>	<b>242,121</b>	<b>165,711</b>	<b>40,000</b>	<b>24,000</b>





## DELIVERING HOPE & CARE

“She Supply has had a huge impact on my life. Because of their generous donations, I am able to take care of my feminine needs without having to worry about the cost of those supplies. I am not the only female in my household which means that my family has to buy feminine products for multiple people. But thanks to She Supply, it’s been easier for my parents, financially”. - [Student Athlete, RL Turner High School](#)

Period products change lives. They empower the women and girls with safer hygiene, reduced financial burden and the ability to attend work or school without issue.

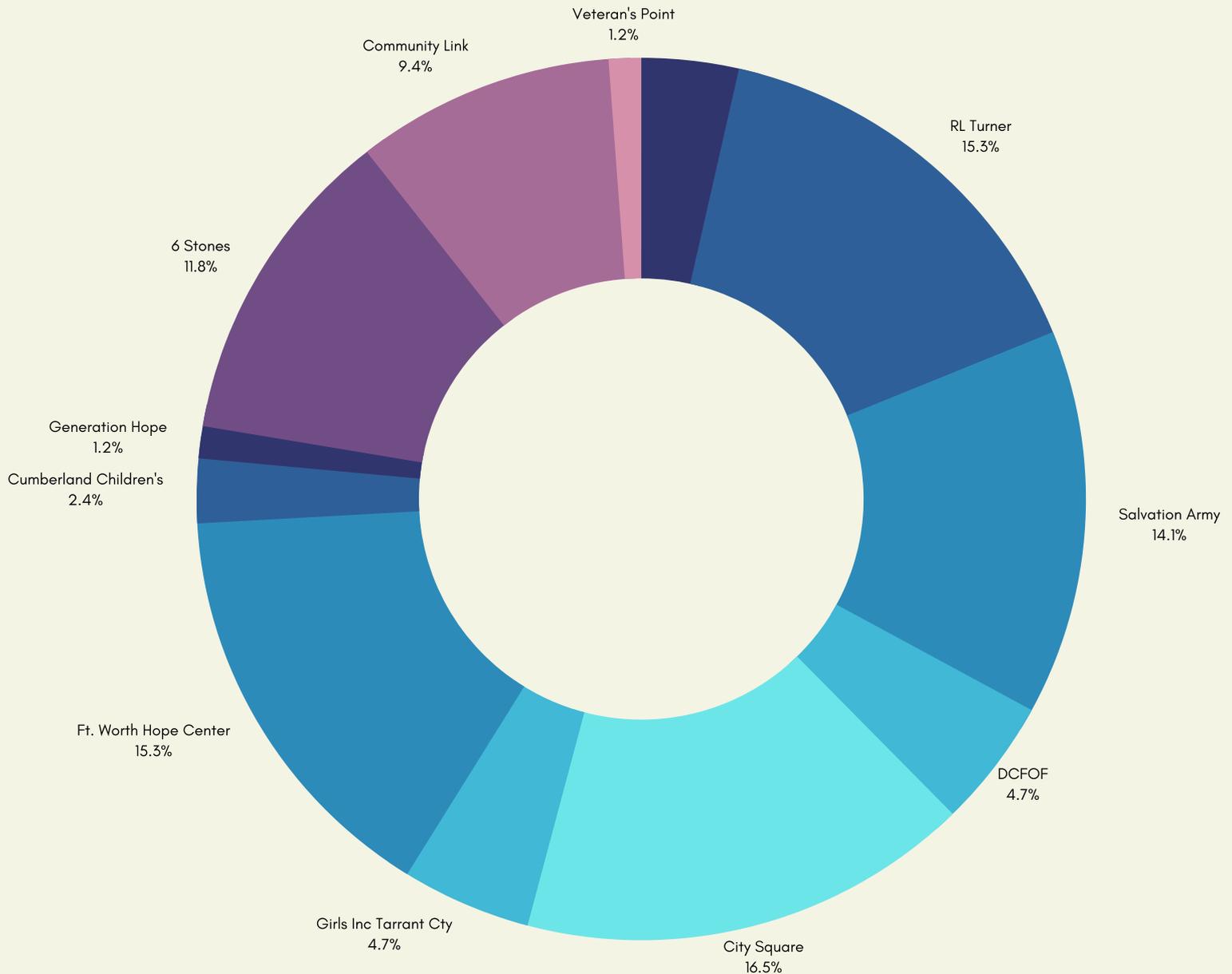
**In 2021, we distributed over 380,000 products to women and girls in need across North Texas and several out-of-area communities.**



# PARTNER DISTRIBUTION

We distributed over 204,000 products, inclusive of feminine hygiene items and new undergarments to women and girls, through our 15 Community and Educational Partners.

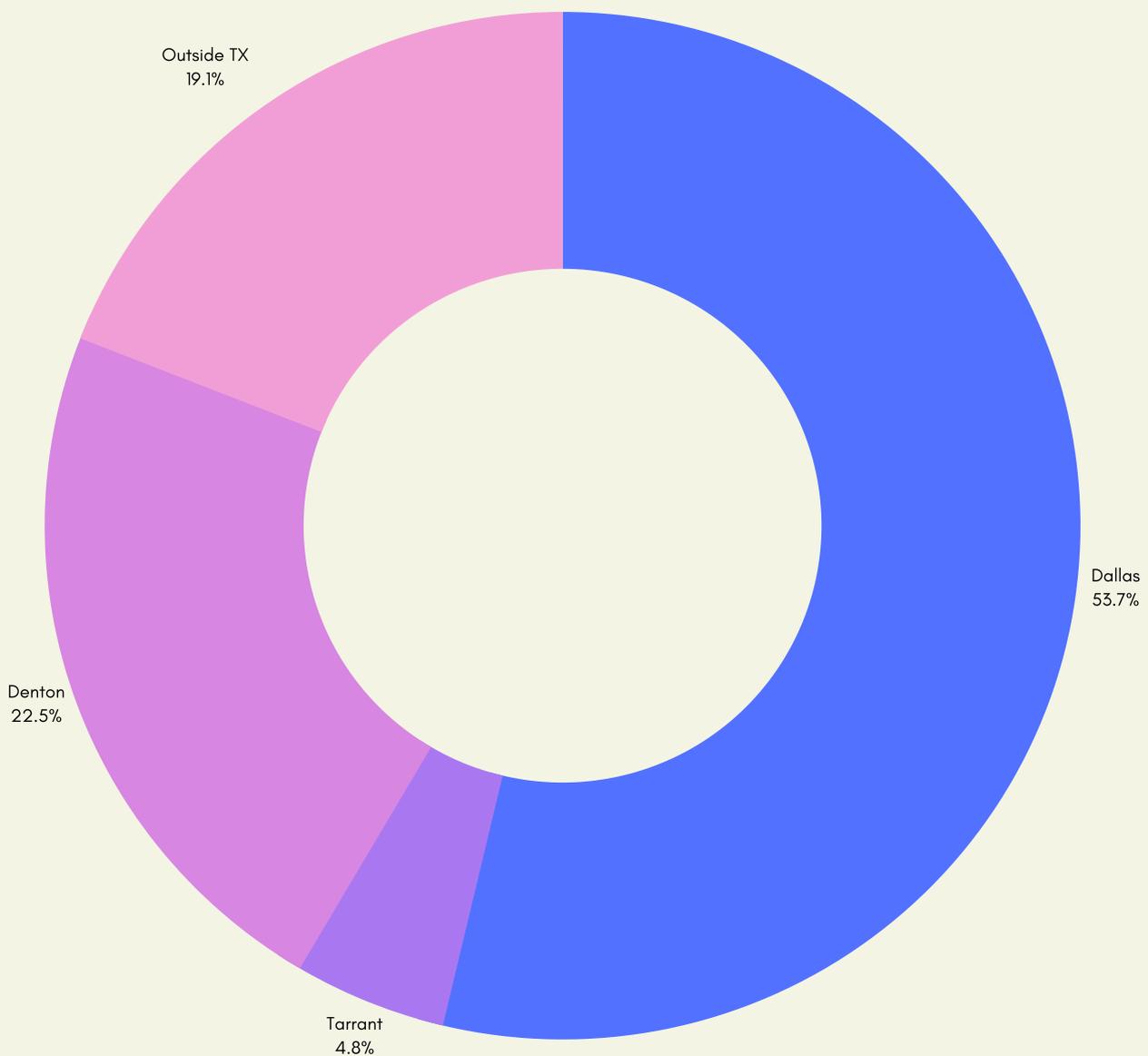
We rigorously vet Partners to ensure the period products go directly to women and families in need. Many Partners have grown with us since our first year.



# NORTH TEXAS IN NEED ONE-TIME DONATIONS

The second full year of a global pandemic and a state-wide power failure during a winter ice storm continued to have a negative impact to families across North Texas and beyond.

Through our Alliance for Period Supplies network, She Supply proudly answered the pleas from more than 18 community groups in these counties and delivered over 176,000 products.



She Supply is a proud member





Supply  
UNAPOLOGETICALLY FEMALE

Pkt 44  
Pkt 20  
2 Liters  
Dood  
Kittens

4654800  
0009E ©

RADICAL.  
Cal 213-14



# DEVELOPMENT

**Development is key to sustaining our mission to provide free feminine hygiene products.**

In 2021 we were awarded 21% of grant submissions, for a total of \$22,000. We continue to grow our distribution allocation across Dallas and Tarrant counties through grants from the following organizations.

## GRANTS AWARDED

Hillcrest Foundation \$10,000  
TUA Helen Littauer Education Trust \$10,000  
Cross Timbers Rotary Club \$2,000

## COMMUNITY FUNDS AWARDED

East Texas Communities Foundation \$500  
T Rowe Price \$100

In 2021 we increased private donations by 95% year over year, or \$46,000, which represents the largest development category total in our organization history.

Our largest donation cycle remains the North Texas Giving Day campaign, which is the largest, single day giving event in the US, held annually in September.

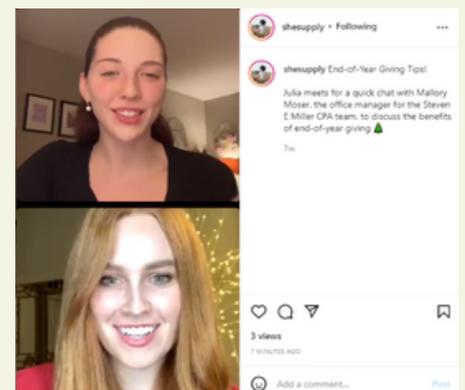
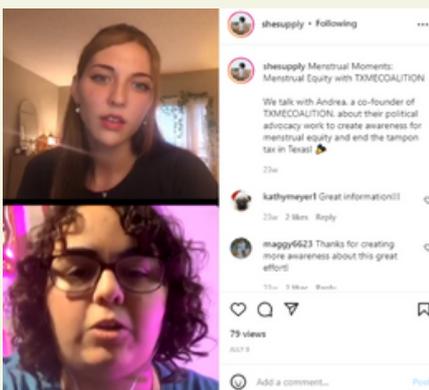
# CREATIVE DONATION OUTREACH

Navigating a second year of a pandemic and planning for our fifth year, we sought out creative and new ways to engage with our community and fundraising opportunities.

These quick turn and successful events were part of our overall growth story for 2021 and will be an increased growth category of our 2022 results.

We partnered with a local business for National Underwear Day for a product matching donation campaign, and another local retail location for Kendra Scott Jewelry for onsite and online financial donation campaign.

We experimented with Instagram Live events to share topical information with our community and increase our reach to new members for volunteer and donor opportunities.



# INTERNS IN ACTION

In 2021, we were fortunate to have three outstanding college interns support our mission and growth. Together, they changed operational practices for growth in distribution planning, execution and promotion.

They created a packaging prototype now used to pack thousands of products in under an hour, created a database to better understand our who uses our products and creative ways to promote and host large scale packaging events.



Julia Cruz, UNT  
Social Media



Anthony Maffia, Texas A&M  
Distribution Execution



Hannah Moffat, UTA  
Distribution Planning



# DONATION DRIVE PLANNER

Hosting your own donation drive is easy and fun.

## 1 Know the WHY

Many women who live in poverty or experience homelessness have extremely limited access to period products such as pads and tampons. Period products are some of the most needed items in homeless shelters and food banks. Imagine having to decide whether to purchase milk for your children or buy pads for yourself? This is the problem She Supply strives to solve.

## 2 Plan the HOW

It may seem impossible to overcome the immense need, but every bit helps. A simple donation drive with your friends, family, neighbors or co-workers can make a positive difference in a woman's life. There's no limit to the creative ways you can collect products. Here are some ideas to inspire you:

- 30 Days of Thanks service project
- Wine & Women collection party
- College care package sister package
- Community Christmas project
- Moms Day Out/MOPS project

## 3 Ready, Set, Collect!

Spread the word! Tell everyone WHY you are supporting She Supply, HOW they can help, and then WHERE they can donate to your drive. Whether you set up a donation box, take monetary donations or have drop offs at your home, the items you collect will be used to help women all over DFW.

When your donation drive is completed, email [info@shesupply.org](mailto:info@shesupply.org) to arrange pick up of your collected items.

### FAQs

#### What to collect?

Tampons and underwear are the biggest need. Ask for unopened packages and She Supply will deliver them to a partner agency for distribution.

#### Where do I take the products I collect?

Email us at [info@shesupply.org](mailto:info@shesupply.org) to arrange for a pick up. It's as easy as putting on your porch for a She Supply volunteer to pick up.

#### Do the products have to be a specific brand?

No—we accept any brand.



# TESTIMONIALS



“



These are items that I typically buy out my own pockets because I understand the importance of having the products on hand. She Supply has lifted the weight for not only myself but for my players and their families.

**Sean A. Jones, MBA**  
Vocational Education Teacher  
Head Girls Basketball Coach  
RL Turner High School



“



It's amazing how something so simple as an undergarment or hygiene products can actually be the basis of empowering a woman.

**Brenda**



“



When basic needs are met, the young women of The Ebby House can focus on their goals and moving forward. Having regular donations from SheSupply, their feminine needs are consistently met allowing for one less concern in their daily lives.

**Lisa Mumford**  
Program Director  
Ebby House



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Thanks to SheSupply we can shift the resources we allocate for these essentials to other critical program needs.

**Courtney Banatoski**  
President & CEO  
Cumberland Presbyterian  
Children's Home

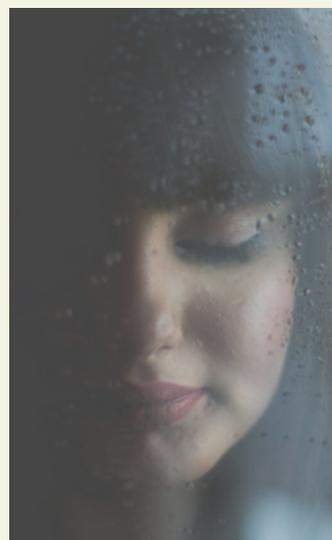


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I was raised by a single-struggling mother so I've seen and believe in the true power and greatness women have and believe what you are doing is amazing!! We are here to help in any way we can!

**D'Vaughn Bell**  
Property Manager  
Advantage Storage



“



Your donations to the Hope Center are directly supplying your products to women in need, who have been so appreciative, some in tears moved by the support of donors such as you!!

**Brittne Hughes**  
Financial Administrator  
Fort Worth Hope Center

# IN MEMORY - DAVID MEYER

David was the biggest supporter of She Supply, from day one.

He was a sounding board to his wife and co-founder, Kathy, as well as the technical and physical support behind the scenes for inventory, packaging and delivery. Most recently, he had gifted us a labor of love with a treasured sign for our events.

Supporting his wife Kathy's passion and endeavor launching a non-profit and his two daughters', Maranda and Katy, desire to serve others, David set a high bar for all volunteers. Throughout the last five years, regardless of weather, time invested or complexity, he stood with his family and the Board in our mission to end period poverty.

He understood just how important basic hygiene products can be to a woman facing financial challenges and through his actions, helped She Supply provide donations to help women regain their dignity, self-esteem, and self-respect.

He generously shared his time, talents and counsel to make our organization better, and he is profoundly missed.



# SUPPORT OUR MISSION

## Connect and Share

-  SheSupply.org
-  info@SheSupply.org
-  @shesupply
-  @shesupply
-  @shesupply
-  @she-supply
-  @she\_supply

Here are **three ways to support us** continue our work to provide free feminine hygiene products across North Texas.

## Product Donation

Shopping for us is so easy, simply go to our “Wish List” on Amazon.com to find an assortment of feminine hygiene products including pads, tampons, new bras and underwear. Purchased items can be shipped directly to our address listed below.

Or, if you’d rather purchase items for donation while you’re at the grocery store, contact info@shesupply.org to coordinate pick-up.

## Financial Donation

We are happy to accept tax-deductible monetary donations! Here are three easy ways to contribute:

- PayPal and Credit Card contributions can be made through our website: SheSupply.org
- Mail a check made out to She Supply to the address below.
- Do you already shop with Amazon? Sign up with Amazon Smiles to earn FREE MONEY for She Supply; see SheSupply.org or Amazon.com for details.

## Time/Community Involvement

If you have time, we’d love to have your help, individually or with your friends, neighbors or other group!

Collecting product donations is a fun way to contribute for everyone of all ages. We provide everything from invitations to flyers promoting your event, including drive-by, porch drop-offs and team collections. Contact us for ideas and assistance.

Have more time? Contact us at info@shesupply.org to find out how you can become a member of our team on projects, including delivering products to our partner agencies and more.

**She Supply, Inc.**  
2221 Justin Road  
Suite 119-475  
Flower Mound, TX 75028



It starts with *you*

Join our mission to end period poverty

[shesupply.org](https://shesupply.org)