



MEDIA RELEASE
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Rising Prices, Rising Need: United Way BC Launches Critical Period Promise Campaign

United Way BC strives to make period products more accessible as tariffs and inflation threaten marginalized communities

Central Office, Burnaby, B.C. - United Way British Columbia (United Way BC) is on a mission to alleviate period poverty in BC.

Running from May 1 - 31, 2025, this year's Period Promise collection campaign, presented by Pacific Blue Cross in partnership with CUPE Local 1816, makes it easier for people who menstruate to get through their periods with dignity.

Half of everyone who menstruates in BC have struggled to buy products at some point in their life ([Period Promise Final Report](#)), and 1 in 4 people who menstruate have had to choose other essentials over period products (The Hidden Cost of Periods: A Canadian Perspective, 2023). Students, workers, newcomers, single parents, Indigenous peoples, and those with disabilities and/or living in rural or remote communities are especially hard hit by rising costs.

With the added threats of tariffs and inflation adding to already increasing cost of living pressures, more people than ever before are experiencing period poverty and will be relying on this year's collection campaign.

United Way BC's 2025 Period Promise campaign gives everyone an opportunity to help tackle period poverty. British Columbians can help by:

- Participating in their organization's Period Promise campaign.
- Make a [monetary donation](#).
- Organizing a Period Promise campaign to collect menstrual products in your community, school, workplace, or union; register your team [here](#).
- Volunteer to help us get period products to those in need.

In 2024, United Way BC collected over 500,000 products and distributed them to more than 130 community partners. The most frontline organizations ever! This year, our goal is to collect over 550,000 products for people in need across the province.

With your help, we can eradicate period poverty in British Columbia.

To learn more and donate, visit uwbc.ca/periodpromise

Access the 2025 Period Promise Campaign Toolkit [here](#).

> QUOTES

"We're counting on people to step up and help eliminate period poverty by giving what they can. Even one box of products donated will go towards helping people get through their periods with dignity."

- Lori Mayhew, Senior Director, Labour Participation, United Way British Columbia

"Access to period products is essential for health, dignity and opportunity. Too many British Columbians face the hidden reality of having to choose between menstrual products and other essentials. Through the United Way BC Period Promise campaign, we're helping remove these barriers. Over the past eight years, millions of products have been distributed across the province, creating healthier communities. We are proud to continue supporting this campaign and reaffirm our commitment to advancing health, wellbeing, and equity for everyone in BC."

- Sarah Hoffman, President and CEO, Pacific Blue Cross

"Period poverty remains a harsh reality for far too many people who menstruate, especially as the cost of living rises. In BC, half of all people who menstruate have struggled to afford products at some point. The United Way BC Period Promise campaign meets a critical need – providing free products to those who need them most and helping frontline organizations across the province. Every donation, no matter the size, makes a real difference by restoring dignity, improving wellbeing, and ensuring no one is held back by something beyond their control."

- Beth Miller, President, CUPE 1816

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> **PHOTO AND VIDEO:** assets found [here](#).

About United Way British Columbia

United Way BC helps build healthy, caring, and inclusive communities across our province. We strengthen vital connections that support people in need with a focus on emergency response, kids and youth, seniors, mental health, and food security.

uwbc.ca

Interviews are available with Lori Mayhew, Senior Director, Labour Participation, United Way BC

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