

FemConnect, V&A Waterfront partner to help end period poverty

FemConnect, in partnership with the V&A Waterfront, has launched its #WeGotUGirl Women's Month campaign which is collecting sanitary towels at the shopping centre during August to help end period poverty in Cape Town and the surrounding areas. The campaign aims to afford 1,00 girls from marginalised communities sanitary products for three consecutive months.



Image supplied

"The mission of the project is to increase outreach to under-served areas, break the silence, and debunk myths and misconceptions surrounding menstruation. We admire the work that Womandla has been doing uplift and empower young women in disadvantaged locations. Before the Covid-19 pandemic, many girls were supported through school-based interventions. However, some of these interventions were disrupted due to school closures," says FemConnect.



INCLUSION, EMPOWERMENT & SOCIAL JUSTICE

#YouthMatters: How Womandla Foundation is helping women, girls live out their destiny

Sindy Peters 7 Jun 2021

Digitising donations

"Our objective is to digitise the process of sourcing donations and contributions whilst also providing girls with a platform to request sanitary products digitally. By doing so, we can reach larger numbers of girls and support them on an ongoing basis instead of once-off donations. We have just relaunched our website and added features that allow us to go beyond the borders of our communities into a global reach, which could be very beneficial in sourcing donors for our period poverty campaigns."

Shoppers can find the FemConnect activation every weekend in multiple locations within the V&A Waterfront Shopping Centre between 8 and 28 August. Interested donors can also donate virtually through the FemConnect website, www.femiconnect.com.

For more, visit: <https://www.bizcommunity.com>