



MENSTRUAL EQUITY CHALLENGE: A STUDENT CASE COMPETITION

**FREE PERIODS CANADA
INFORMATION PACKAGE**



ABOUT US

Free Periods Canada is a non-profit organization dedicated to making menstrual health accessible and equitable to everyone in Canada.



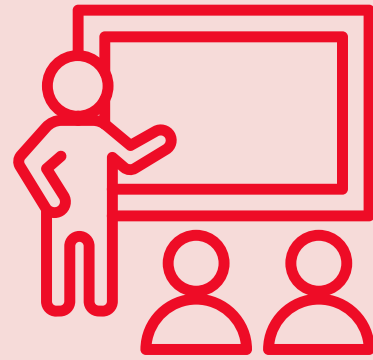
Our work is focused on education, research, and collaboration.



We envision a future where menstrual health is recognized as a fundamental right.

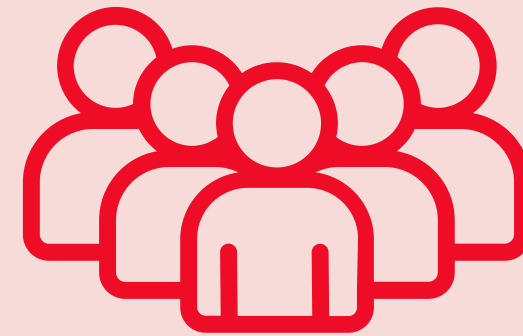
OUR IMPACT

We have a national reach, engaging youth and community partners across Canada through our high impact education programming



70+

virtual and in-person education workshops delivered



600+

Individuals trained on menstrual equity across Canada



30+

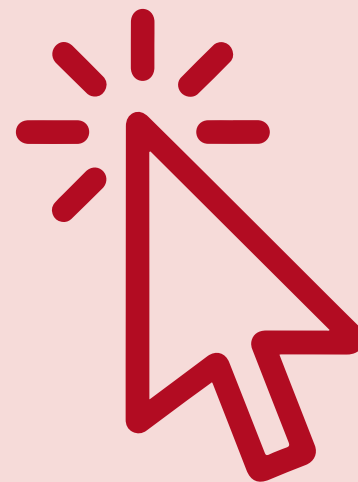
Community partners engaged across ten provinces

SOCIAL MEDIA IMPACT

Our social media campaigns consisting of paid and organic social media content deliver strong national reach and engagement, with a strong track record of driving awareness and action.



224K total views
across Instagram
and Facebook



1.6K
website visits



100+
new Instagram
followers

*These metrics are based on a one-month social media campaign

MENSTRUAL EQUITY CHALLENGE



Free Periods Canada is hosting the first-ever student case competition for students to develop innovative solutions to the most pressing menstrual equity challenges in Canada

Why does it matter?

Menstrual health remains one of the most overlooked and underfunded public health challenges in Canada.

Why a case competition?

This opportunity will empower students to become menstrual equity champions, develop innovative solutions, and increase their leadership skills

THE DESIGN

- The challenge will be promoted nationally through partnerships with educational institutions and youth organizations
- The challenge will consist of two virtual rounds designed to encourage creativity and problem-solving
- Menstrual equity champions and leaders across Canada will participate in the mentorship and judging process to support intergenerational collaboration and knowledge exchange

To increase accessibility, this competition will be held virtually, and each team is encouraged to include non-menstruators

HOW IT WORKS

Registration Opens

May 2026

Students register in teams of 2-5

Finalists Notified

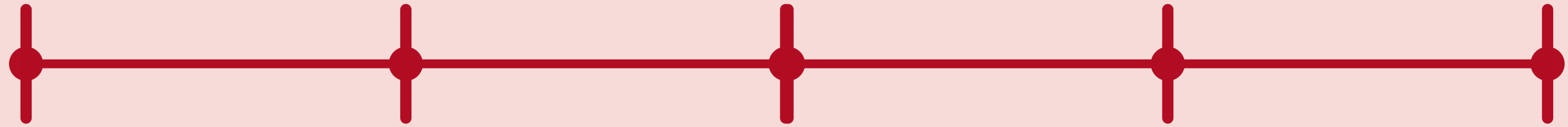
August 2026

Top five teams are selected to move to the next round

Round 2

October 2026

Finalists present their proposals to a panel of judges



Round 1

July 2026

Teams receive a case prompt and submit a written proposal

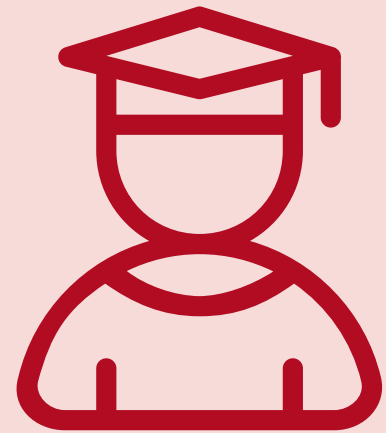
Mentorship

August - September 2026

Finalists are matched with mentors to prepare for their presentations

OUR GOALS

Your support will help us reach students and partners across Canada



40-60

students across
Canada



5-8

mentors and
judges



200K+

total views across
Instagram and
Facebook

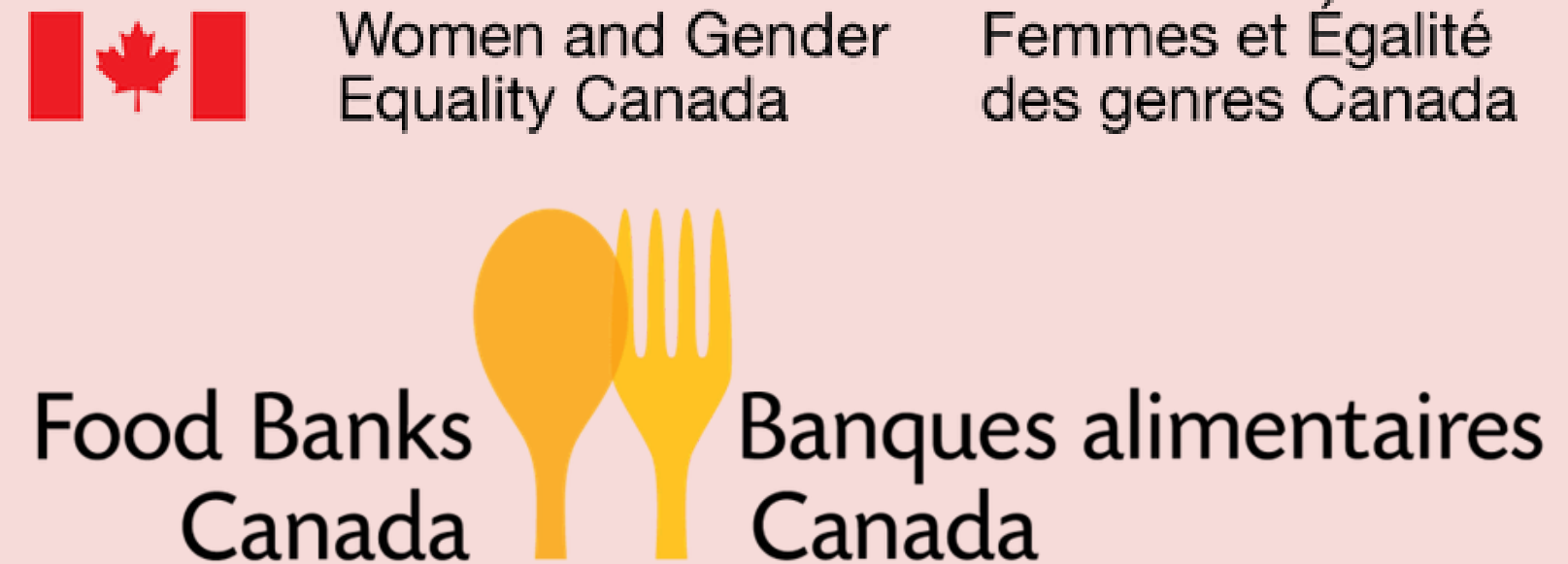


5-6

partnerships with
universities and colleges

Join us in breaking stigma, advancing equity, and driving change.

OUR FUNDING PARTNERS



CONNECT WITH US

Get in touch with us and let's connect



casecomp@freeperiods.ca

freeperiods.ca

