PERIOD REALITY CIO

TRUSTEE ANNUAL REPORT 2025





















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Introduction

Period Reality CIO is constituted as a Charitable Incorporated Organisation (CIO), providing the charity with the benefits of limited liability while allowing it to operate under the direct governance of its trustees.

JIBE by Period Reality LTD (JIBE by PR LTD) operates as the trading arm and social enterprise of Period Reality CIO. During 2025, the trading subsidiary formerly known as Period Reality Group LTD (PRG LTD) adopted the **JIBE by Period Reality** name as part of a deliberate separation of the charity's charitable and commercial-facing activities. JIBE by Period Reality provides mission-aligned services to organisations, generating earned income that supports Period Reality CIO's charitable mission.

Relationship Between the CIO and JIBE by PR LTD:

JIBE by Period Reality LTD operates as the trading arm and social enterprise of Period Reality CIO. Following the further separation of the two brands during 2025, Period Reality CIO focuses on its charitable mission through education, community and advocacy, while JIBE by PR LTD focuses on supporting organisations through training, consultancy and certification to help embed cycle awareness and inclusion within workplace culture and systems.

The two entities remain connected through their shared mission and complementary activities, while maintaining clear financial, operational and governance boundaries. Income generated through JIBE by PR LTD supports the wider charitable mission of Period Reality CIO, alongside the charity's grant and donation income.

Nature of the Governing Document:

The governing document of Period Reality CIO is its Constitution, which sets out its charitable objects, powers, and operational rules, ensuring compliance with legal requirements and alignment with its mission.

JIBE by PR LTD's governing document is its Memorandum and Articles of Association, which establish it as a private company limited by shares and detail its objectives, the rights and responsibilities of its shareholders and governance provisions.

Trustee Appointment Process

In accordance with Paragraph 10 of the Period Reality CIO Constitution, trustees are appointed through a formal selection process to ensure the organisation's effective governance and administration.

Term of Office

Apart from the initial charity trustees, every appointed trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the Board of Trustees.

Reappointment is subject to review at the end of each term and must be approved by a resolution of the charity's trustees.

Selection Criteria

The skills, knowledge, and experience required for the effective administration of Period Reality CIO are carefully considered. The trustees also assess prospective candidates to ensure they align with the mission and governance requirements of Period Reality CIO.

Reporting Period:

The reporting period for this submission is from 1st January 2025 to 31st December 2025.

The Purposes of the Charity;

The purpose of the charity is to advance education on menstruation for public benefit. This involves creating awareness around the importance of improved period health and employing other means deemed appropriate by the trustees to achieve this goal.

Mission:

Period Reality is a global movement working to advance gender equity through greater understanding of menstrual and hormonal cycles. We educate, connect and advocate to help create a world where people can understand their bodies, live in greater alignment with their cycles, and participate fully in society.

- We exist to create a more equal society for people affected by menstrual and hormonal cycles, at home, at work, in communities and institutions.
- We advance cycle awareness through education, community and advocacy, sharing knowledge and lived experiences to challenge stigma and improve understanding.
- We believe in inclusive, accessible and evidence-informed education that enables people to understand their bodies better and make informed choices about their health and wellbeing.
- We amplify lived experiences and diverse voices, creating spaces for people to share their stories and learn from one another.
- We work towards system-level change, engaging with organisations, educators, researchers and policymakers to create environments that better recognise and support the realities of menstrual and hormonal cycles.

Problems we aim to solve:

We live in a world designed around men and their 24-hour hormonal cycle, expecting people to show up consistently five days a week, eight hours a day. People with periods aren't designed that way.

Gender equity is not creating space for 50% of the population to fit into a men's mould. It is changing the way society operates, creating space for all genders to reach their full potential. This requires a system-level change.

On average, a cycle lasts for 28 days, and every day our hormones are balanced differently. We have different levels of energy throughout the cycle, different strengths, needs and preferences.

- Lack of Information: 48% of menstruating individuals in the UK reported having insufficient knowledge about their menstrual cycle, based on a survey of nearly 3,000 respondents [1].

- Lack of Empathy: a study by THINX found that 58% of menstruating individuals in the US reported feeling embarrassed by their period. Additionally, 42% of respondents had been shamed or made to feel bad about having their period[2].

- Inadequate Education: according to WHO & UNICEF, many girls globally are unprepared or surprised by their first period due to insufficient education. For instance, A 2023 survey in the USA found that 42% of teens felt confused and unprepared when they got their first period.[3]

- Gender Inequality and Inequity: a UK survey by the CIPD reported that 7% of women experienced menstrual discrimination in the workplace, 12% said it hindered their career progression, and 8% had left or considered leaving their jobs due to inadequate support[4]. In Uganda, 15% of women missed work because of their last period, and 41% preferred not to work during menstruation[5].

- Hostile Workplaces and Educational Institutions**:** the *State of the Period 2021* study found that 77% of students believe there should be more in-depth menstrual health education, and 73% agree it should be included in the core curriculum[6]. Meanwhile, 80% of women say their workplace lacks adequate facilities or policies to support them during menstruation, and 85% report experiencing stress or anxiety while managing their period at work[7].

Beliefs:

We believe that every girl and (young) woman has the right to understand their own body. Our dream is that one day, everyone with a period has the tools to design a life that plays to their strengths and that society is a place that celebrates all identities and genders.

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[1] The Sun (2024) *Period inequality: Millions feel left in the dark*. 29 February.
[2] THINX (n.d.) *State of the Period 2021 Survey*. summarized in Reddit discussion.
[3] WHO/UNICEF (2023) *Progress on drinking water, sanitation and hygiene in schools: 2015-2023 at Page 59*.
[4] CIPD (2022) *Menstruation and support at work*. London: Chartered Institute of Personnel and Development.
[5] Hennegan J, et al. (2022) *Menstrual health challenges in the workplace and consequences for women's work and wellbeing: A cross-sectional survey in Mukono, Uganda*, PLOS Global Public Health, 2(7):e0000589
[6] PERIOD, and Thinx (2021) *State of the Period 2021: The widespread impact of period poverty on US students*, WHO/UNICEF (2023) *Progress on drinking water, sanitation and hygiene in schools: 2015-2023 at Page57* .
[7] WaterAid (2023) *Managing periods in the workplace: Poll reveals the barriers women face*

- Understanding how the menstrual cycle works can and will contribute to a more balanced life.
- Society will benefit from redesigning systems that are built around a man's 24-hour hormonal cycle into human-centred ones, to create space for and celebrate different identities and genders.
- Understanding our cycles and hearing others' stories builds empathy and allows us to be kinder to ourselves and others.
- Everyone should have access to education about the phases of their cycle so they can live healthier and happier lives.
- The menstrual cycle affects everyone. You either have one, or you are born from one.
- Not only women have periods.

Our Philosophy:

- Our bodies are powerful. And when we live in sync with our bodies as designed, people with periods can find incredible new energy and empathy.
- The experience of people with periods around menstruation varies wildly. From country to country, culture to culture, even household to household. Many of these diverse stories remain untold.
- Some people have received menstrual education. About their bodies and natural processes, and have been taught to welcome and celebrate their periods.
- Others have been told otherwise: that their bodies are malfunctioning or that menstruation is dirty or socially unacceptable. Or go through their lives in the dark about what's happening internally.
- We educate about living in sync with your cycle. Even if people know what's happening biologically, they may lack a holistic understanding of how their natural rhythm affects them energetically, spiritually and hormonally. Possibly resulting in lifestyles and habits that do not help — or even harm — their overall well-being.
- We advocate for living in sync with your cycle. The vast majority of institutions - schools, universities, businesses and organisations - have not considered knowledge about hormonal cycles as they design their programs, strategies, policies and curricula. We work with them to better understand the needs and strengths of people with periods and adapt their environments to be more supportive and empathetic.

Our Solution:

Education about and **Advocacy** for living in sync with one's cycle. Using our 8 flywheels:



Education:

1. STORYTELLING: we educate individuals, both people with and without periods, about their biorhythms through storytelling. Sharing lived experiences to reduce stigma and foster open conversations about menstruation.

2. COMMUNITY BUILDING: we build communities that foster a sense of belonging, facilitate open communication and encourage peer-to-peer learning.

3. PARTNERSHIPS & PROGRAMMING: we create partnerships and programming to amplify our reach and to drive change at scale.

4. CYCLE TRACKING: our Cycle tracking groups (and in the future, our App) allow individuals to identify personal trends to live in sync with their cycle, live healthier, happier lives and empower people to advocate for their health.

Advocacy:

5. TRAINING: we provide training for organisations and businesses to better understand the needs and strengths of people with periods and change their systems and environments to be more supportive, empowering and empathetic. Interactive sessions for schools, workplaces, and community groups to increase understanding of menstrual health and its broader implications for well-being.

6. RESEARCH: we advocate for more funding for women's health research, especially the nuances of the menstrual cycle and contribute to this space through research partnerships.

7. CURRICULUM: we advocate for holistic menstruation education in the curriculum in schools and a more in-depth curriculum for General Practitioners and Gynaecologists. Developing accessible educational materials for our partners and beneficiaries to empower menstruators with knowledge and self-advocacy tools.

8. LOBBY: we lobby for policy changes to achieve gender equity. Engaging with policymakers to promote systemic changes in education, healthcare, and workplaces, ensuring menstrual health is prioritised.

Main Activities undertaken this year.



Education, Training and Workshops

During the reporting period, Period Reality CIO delivered a range of educational workshops, keynote sessions, and training programmes across community, academic, research and workplace settings. These activities continued to advance the charity's mission of improving menstrual health literacy and advocating for more inclusive and equitable systems.

In February 2025, the charity facilitated both a school children's workshop and a staff training session in Morocco in partnership with **Projet Soar**, reaching a combined total of 32 participants through interactive discussions focused on menstrual health education and body literacy.

Throughout the year, Period Reality also delivered several professional and workplace-focused training sessions through its trading subsidiary, JIBE by Period Reality LTD. These included:

- a Lunch and Learn session with **ENCIRC**,
- a staff training session with **Liverpool John Moores University**,
- a training session with **Bloom Network**,
- and a session delivered in partnership with **TuConsejería** as part of a wider menstrual health and chatbot partnership initiative in Latin America.

These sessions focused on workplace inclusion, menstrual health awareness and practical approaches to supporting individuals living in sync with their hormonal cycles.

The charity also contributed to several sector-wide and public education events during the reporting period. In March 2025, Period Reality participated in the "Women's Health Matters: Innovating for Equity in Women's Health" event hosted by **Impact Hub London**. In May 2025, the organisation delivered a workshop titled "The 9–5 Wasn't Built for Us" at the

Menstruation Research Network Conference, exploring the relationship between hormonal health, workplace structures and gender equity.

In addition, the organisation maintained its engagement with **OC2025** as part of its wider programme delivery and community-facing activities. Through this engagement, Period Reality provided menstrual products and self-care items to support participants, contributing to a more inclusive and supportive event environment. This reflects the organisation's ongoing commitment to embedding menstrual wellbeing within public and sector-facing spaces alongside its educational work.

In September 2025, Period Reality facilitated a training session for Cohort 2 of the MenstruLeaders Train-the-Trainers programme in partnership with **Her Period Slay Care Initiative**. The session focused on Menstrual Health 101 and Sexual and Reproductive Health and Rights (SRHR) essentials, supporting grassroots educators and advocates working in menstrual health spaces.

The charity also piloted a Cycle Tracking Group between September and October 2025, creating a facilitated online space for participants to better understand their cycles, identify personal patterns and engage in peer-based learning and reflection.

Public Engagement, Advocacy and Digital Reach

Alongside direct programme delivery, Period Reality continued to use digital platforms and public speaking opportunities to expand awareness and encourage open conversations around menstrual health and cyclical living.

In August 2025, Marlou Cornelissen delivered a TEDx talk titled *"The Hidden Power of Cyclical Living"* at **TEDx Northwich**. The talk reached approximately 2,100 viewers online during the reporting period and contributed to growing public engagement with the organisation's educational mission.

The charity also maintained an active social media presence throughout the year as part of its wider education and advocacy strategy. Across LinkedIn and Instagram, Period Reality published over 170 educational and awareness-focused posts related to menstrual health, body literacy, workplace inclusion, and gender equity.

LinkedIn activity generated approximately 19,961 annual impressions and 3,003 engagements across 65 posts, while Instagram activity generated approximately 29,751 annual impressions and 1,266 engagements across 113 posts.

These digital platforms formed a key part of the organisation's long-term strategy to scale menstrual health education globally and expand reach beyond direct programme delivery.

Reach and Scale of Engagement (Cumulative)

In addition to direct programme delivery, Period Reality continued to expand its global reach through digital education, public engagement and media platforms.

During the 2025 reporting period alone, the organisation reached approximately:

- 2,272 participants through charity programmes
- 72 participants through JIBE training and consultancy delivery
- 2,100 viewers through TEDx Northwich
- Over 49,712 digital impressions across LinkedIn and Instagram

This represents more than **54,000+** recorded reach and exposure instances during 2025 across direct programme participation, public engagement and digital platforms.

When combined with the 2024 reporting period, Period Reality's **cumulative recorded reach to date now exceeds approximately 60,000+ engagement instances** across workshops, training, events and digital platforms.

This reflects early-stage progress towards the organisation's long-term ambition to inspire, educate and empower 1 billion people by 2030 through accessible menstrual health education and advocacy.

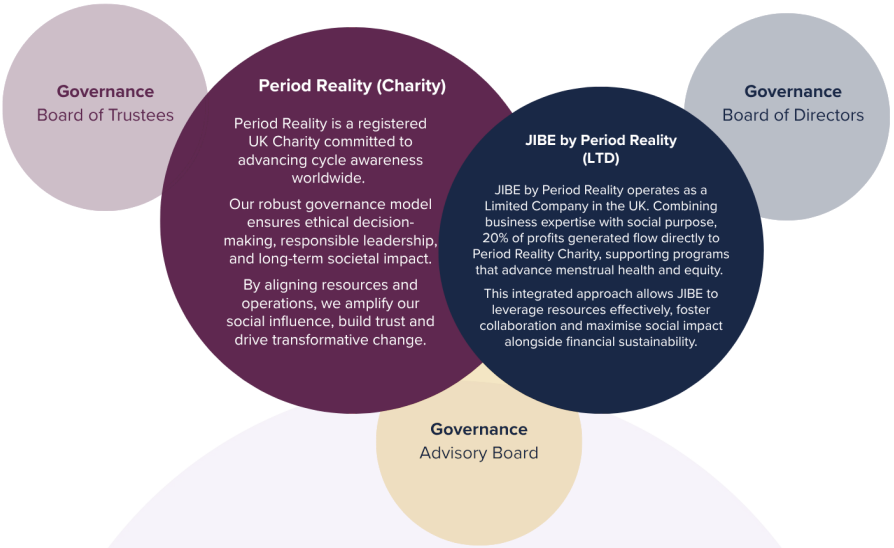
Organisational Development and Strategic Growth

Alongside programme delivery, the reporting period marked an important year of organisational development and strategic refinement for Period Reality CIO and its trading subsidiary, JIBE by Period Reality LTD.

A significant focus during the year was strengthening the organisation's internal infrastructure, improving operational consistency and building systems to support long-term sustainable growth. This included work to improve delivery planning, strengthen communications processes and increase the consistency of educational and advocacy outputs across digital platforms and partnerships.

During the reporting period, the organisation also progressed the strategic separation and clarification of the Period Reality and JIBE brands. This development was undertaken to create clearer distinctions between the charity's educational and public benefit activities and the commercial training and consultancy services delivered through its trading subsidiary. The trustees believe this structure will strengthen mission alignment, improve operational clarity and support future sustainability.

Together, Period Reality and JIBE form a self-sustaining ecosystem for change; one that moves from insight to implementation, grassroots to boardroom.



The organisation also invested in expanding its public visibility and credibility within the menstrual health and gender equity sectors. This included participation in sector conferences, strategic partnerships and public speaking opportunities such as the **TEDx Northwich** talk, *"The Hidden Power of Cyclical Living."* These activities contributed to increasing awareness of the organisation's work and strengthening engagement with new audiences internationally.

As part of its long-term ambition to inspire, educate and empower 1 billion people by 2030, Period Reality continued to prioritise scalable education and awareness strategies throughout the reporting period. Increased consistency in digital communications, audience engagement, partnerships and public-facing educational content enabled the organisation to significantly expand its online visibility and extend its reach beyond direct programme delivery.

Across LinkedIn and Instagram alone, the organisation generated approximately 49,712 impressions and over 4,200 engagements during the reporting period through educational content, storytelling and advocacy campaigns focused on menstrual health, body literacy and gender equity.

Volunteer Contributions

Volunteers continued to play a central role in enabling Period Reality CIO to deliver its mission during the reporting period. As the charity operated without paid staff for the majority of the year, volunteer contributions remained essential to programme delivery, operational continuity, and organisational development across both the charity and its trading subsidiary, JIBE by Period Reality LTD.

Across 2025, volunteers contributed time across a wide range of functions, including operations and people management, governance and impact work, business development, communications, research, design, website development, social media, and programme

delivery. This supported both charitable programme activities and wider organisational infrastructure development, including the strengthening of internal systems and delivery consistency across the organisation.

Volunteer input was delivered across multiple geographies, supporting activities in the United Kingdom and internationally. This included contributions to workshops, communications outputs, research activities, governance processes, and digital engagement initiatives.

During the reporting period, the organisation estimates that volunteers contributed approximately **3,300 hours**, reflecting sustained engagement across a network of approximately 25 core volunteers, with a wider community of up to 40 contributors. This estimate accounts for variations in participation levels across the year, including seasonal fluctuations in activity.

Using the **UK National Living Wage applicable during the 2025 reporting period (£11.44 per hour)**, this represents an estimated non-financial contribution of approximately **£37,752**. While this value is not included in the Statement of Financial Activities, it is disclosed in Note 5 of the financial statements to illustrate the scale of this support.

Volunteers also played an important role in supporting organisational growth and visibility during the year, including contributing to communications outputs and engagement campaigns.

The trustees recognise that volunteers remain fundamental to the delivery of Period Reality's mission. The long-term aim is to transition towards a more financially sustainable model that enables the organisation to increasingly provide paid roles for core operational and programme delivery functions as income grows. In parallel, the organisation continues to strengthen its volunteer experience through improved coordination, clearer role structuring and enhanced internal communication systems.

Achievements and Performance

During the reporting period, Period Reality continued to advance its mission to break taboos around menstruation, improve menstrual health literacy and embed cycle awareness across educational, workplace and community settings globally.

Through a combination of workshops, training sessions, public engagement and digital advocacy, the organisation strengthened its delivery model across both its charitable programmes and its trading subsidiary, JIBE by Period Reality LTD. This year also marked an important phase of organisational development, including improved delivery consistency, strengthened communications systems and clearer differentiation between charitable and trading activities.

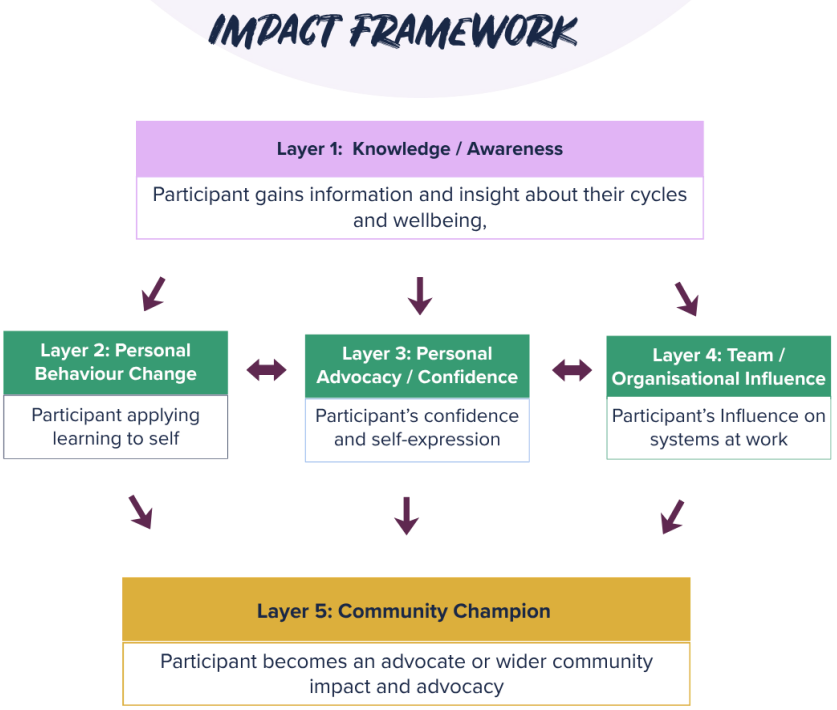
The organisation continued to expand its reach across the UK and internationally, delivering programmes in Europe, Africa, Latin America and online global platforms.

Key Achievements

- Delivered **14+ workshops and training sessions** across corporate, academic and community settings
- Reached participants across the UK, Morocco, Kenya and Latin America through in-person and online delivery
- Delivered a TEDx talk, “The Hidden Power of Cyclical Living”, reaching approximately **2,100+ online viewers**
- Expanded corporate training delivery through JIBE by Period Reality LTD, including ENCIRC, Liverpool John Moores University, Bloom Network and TuConsejeria
- Delivered MenstruLeaders Train-the-Trainers Cohort 2 session supporting grassroots menstrual health educators
- Piloted a Cycle Tracking Group (Sept–Oct 2025), introducing structured peer learning and cycle awareness practice
- Strengthened organisational clarity through continued separation and definition of Period Reality CIO and JIBE trading functions
- Increased consistency in digital communication outputs across advocacy and education channels

Difference Made to Beneficiaries

During the reporting period, Period Reality developed and embedded a five-layer impact framework to better understand how engagement with its work translated into meaningful change. The framework maps progression from foundational awareness through to personal behaviour change, confidence, advocacy and wider organisational and community influence.



Layer 1: Knowledge and Awareness

Participants demonstrated significant increases in menstrual health literacy and cycle awareness following engagement across programmes, training sessions, and public-facing digital content.

A total of:

- **2,272 participants** reached through charity programmes
- **72 participants** reached through JIBE training and consultancy delivery
- **2,100+ viewers** through the TEDx Northwich talk (*The Hidden Power of Cyclical Living*)
- **49,712 digital impressions** across LinkedIn and Instagram during the reporting period

These figures reflect widespread foundational awareness-building across both direct and indirect delivery formats.

Across in-person and online programme delivery alone (excluding broader digital impressions), **4,444 engagement instances** were recorded at the awareness level during the year.

This is strongly supported by participant feedback, for example:

> *"In general, the training was beneficial, particularly in that it allows you to gain a deeper understanding of your own menstrual cycle and the numerous changes and situations that occur throughout the month."* (Project Soar participant)

> *"Information about shifting hormone levels at different phases of the cycle and how this can impact your thoughts, feelings and levels of motivation."* (LJMU participant)

> *"This workshop was truly transformative. It helped me connect with my body in a more compassionate and conscious way."* (TuConsejeria participant)

Layer 2: Personal Behaviour Change

Evidence of early behavioural change was observed across multiple programmes, particularly in relation to cycle tracking, wellbeing awareness, and lifestyle adjustment.

Participants reported beginning to:

- Track their cycles more consistently beyond menstruation days
- Adjust work, energy management, diet and rest based on cycle awareness
- Reflect more intentionally on physical and emotional wellbeing patterns

Across structured feedback responses, behavioural change was recorded in approximately **10–15% of participants in most training cohorts**, with higher engagement in cycle tracking-focused interventions (up to **26% in the Bloom Network training cohort** and **7% sustained tracking behaviour in the Cycle Tracking Pilot Group**).

This is reflected in participant testimony:

> *"I personally found it encouraging to begin tracking my cycle, not only on the days I am bleeding but also for the entire month. This will enable me to gain a more comprehensive understanding of my needs and the actions that need to be taken."* (Project Soar participant)

> *"Not to overpressure myself to achieve same results all the time like I did before."* (ENCIRC participant)

> *"I wasn't aware of how much it affects me and my mood and now I can start organising my work taking it into consideration."* (Bloom Network participant)

This indicates early but meaningful adoption of cycle-informed behaviours across both individual and workplace contexts.

Layer 3: Personal Advocacy and Confidence

Participants increasingly reported greater confidence in discussing menstrual health openly.

Across programmes, between **11% and 27% of participants** in training cohorts reported:

- Increased comfort discussing menstrual health with colleagues and managers
- Reduced stigma around workplace conversations
- Greater willingness to speak openly about menstrual health experiences

Qualitative feedback highlighted a shift from silence and discomfort towards openness, normalisation and confidence in self-expression.

> *"My perception has changed from seeing menstruation as a private or uncomfortable topic to recognising it as a natural and important part of women's health."* (TuConsejeria participant)

Layer 4: Organisational and Systems Influence

A smaller but significant proportion of participants demonstrated early influence within their immediate environments.

Between **15% and 27% of participants** in selected sessions reported:

- Motivation to advocate for menstrual and gender equity in the workplace
- Intentions to introduce cycle-aware practices within teams
- Recognition of the relevance of menstrual health to productivity and workplace wellbeing

For example:

> *"I am more motivated to advocate for gender equity and menstrual equity in my workplace."* (Project Soar participant)

> *"I've come to understand that the menstrual cycle can influence concentration, energy, and emotional regulation, but it doesn't define a woman's capacity or professionalism."* (TuConsejeria participant)

These findings indicate emerging influence at the organisational level, particularly within corporate and professional training settings.

Layer 5: Community Leadership and Advocacy

Emerging evidence of leadership development was observed through Train-the-Trainers programming and facilitated community-based learning spaces.

Participants in these programmes demonstrated early-stage movement toward:

- Peer education and informal knowledge sharing
- Community-based reflection and discussion facilitation
- Interest in broader advocacy for menstrual health education

While formal leadership outcomes remain in early development stages, these activities indicate progression towards longer-term community advocacy pathways.

Wider Societal Benefits

Beyond individual and organisational change, Period Reality's work contributed to broader shifts in public discourse on menstrual health, gender equity, and workplace inclusion.

Through participation in international conferences, public speaking engagements, podcasts and digital advocacy campaigns, the organisation helped reposition menstruation as a legitimate issue within education, workplace wellbeing, and public health systems.

The **TEDx Northwich** talk further amplified this work, extending visibility to wider global audiences and contributing to mainstream conversations on cyclical living and gender-responsive systems design.

Corporate and institutional partners also reported increased awareness and openness in workplace discussions following training sessions, supporting early-stage cultural change within organisational environments.

Performance Metrics (Outputs and Reach)

This section summarises programme delivery outputs and engagement reach across the reporting period.

Programme Delivery Outputs

- **14+ workshops and training sessions** delivered across charity and JIBE programmes
- **4 delivery geographies:** including Morocco, Kenya, the UK, and Latin America partnerships
- **1 Cycle Tracking pilot group** delivered across a 2-month facilitated programme
- **1 TEDx talk delivered**, reaching approximately **2,100 online viewers**

Participant Reach

- **2,272 participants** reached through charity programmes (Layer 1 engagement)
- **72 participants** reached through JIBE training and consultancy services
- Additional indirect reach through conferences, public talks, and partner platforms

Digital Reach and Engagement

- **19,961 LinkedIn impressions** and **3,003 engagements** across 65 posts
- **29,751 Instagram impressions** and **1,266 engagements** across 113 posts
- Combined digital reach of approximately **49,700+ impressions annually**

Overall Reach and Exposure

Total recorded reach and exposure across in-person delivery, training, events and digital platforms during the reporting period is estimated at **more than 54,144** instances.

Financial Review

This report covers the second full reporting period for Period Reality CIO and its trading subsidiary, JIBE by Period Reality. The consolidated accounts show total income of £9,220.08 and total expenditure of **£6,894.69,** resulting in a net surplus of **£2,325.39** for the group.

Section A Statement of Financial Activities

		Current Period			Previous Period		
		Unrestricted funds (£)	Restricted funds (£)	Total funds (£)	Unrestricted funds (£)	Restricted funds (£)	Total funds (£)
A	**Income** (Note 4)						
A1	Donations	£ 98.10	£ 431.98	£ 530.08	£ 4,121.65	£ 1,940.35	£ 6,062.00
A2	Grants	£ -	£ 5,950.00	£ 5,950.00	£ -	£ 6,750.00	£ 6,750.00
A3	Charitable Activities	£ -	£ -	£ -	£ 140.00	£ -	£ 140.00
A4	Other Trading Activities	£ -	£ -	£ -	£ 119.00	£ -	£ 119.00
	JIBE by PR	£ 2,740.00	£ -	£ 2,740.00	£ 930.00	£ 680.00	£ 1,610.00
	Total Income	£ 2,838.10	£ 6,381.98	£ 9,220.08	£ 5,310.65	£ 9,370.35	£ 14,681.00
B	**Expenditure** (Note 6)						
B1	Charitable Activities	£ 750.82	£ 594.86	£ 1,345.68	£ 1,657.42	£ 9,502.67	£ 11,160.09
B2	**Expenditure on Raising Funds**						
i	Grant seeking Costs		£ -	£ -	£ 37.00	£ -	£ 37.00
ii	Business Development Activities	£ 3,372.73	£ -	£ 3,372.73	£ 7,425.72	£ -	£ 7,425.72
iii	JIBE by PR LTD's Trading activities	£ 1,344.94	£ -	£ 1,344.94	£ 1,600.12	£ -	£ 1,600.12
	Total Expenditure on Raising Funds	£ 4,717.67	£ -	£ 4,717.67	£ 9,062.84	£ -	£ 9,062.84
B3	Separate material item of expense	£ 47.00	£ -	£ 47.00	£ -	£ 1,880.00	£ 1,880.00
B4	Other	£ 25.50	£ -	£ 25.50	£ 139.41	£ -	£ 139.41
B5	Shared Operational Costs	£ 758.84	£ -	£ 758.84	£ -	£ -	£ -
	Total Expenditure	£ 6,299.83	£ 594.86	£ 6,894.69	£ 10,859.67	£ 11,382.67	£ 22,242.34
	NET INCOME/(EXPENDITURE)	-£ 3,461.73	£ 5,787.12	£ 2,325.39	-£ 5,549.02	-£ 2,012.32	-£ 7,561.34
	Transfers between funds	-£ 162.88	£ 162.88	-	-£ 2,612.32	£ 2,612.32	£ 0.00
	Reconciliation of funds	-	-	-	-	-	-
	Total funds brought forward	-£ 8,161.34	£ 600.00	-£ 7,561.34	-	-	-
	Total funds carried forward	-£ 11,785.95	£ 6,550.00	-£ 5,235.95	-£ 8,161.34	£ 600.00	-£ 7,561.34

During the year, Period Reality CIO received **£5,950.00** of restricted grant funding, alongside unrestricted income and funding generated through JIBE by Period Reality. Restricted funding was used to support the activities for which it was provided, while unrestricted funds continued to support the charity's wider charitable, development and operational activities.

At the end of the reporting period, the consolidated accounts show **£6,550.00** in restricted funds and unrestricted funds in deficit by **£11,785.95**, resulting in total funds of **-£5,235.95**. The restricted balance relates to funds held for specific programme purposes. The unrestricted deficit reflects the cumulative position of the charity and its trading subsidiary, including expenditure and liabilities carried forward from previous periods.

During 2025, the charity continued to use unrestricted resources to support programme delivery, development and operational activities where restricted or earned income did not fully cover the associated costs. The trustees continue to monitor the financial position of both entities and the relationship between charitable activity, trading activity and available resources.

Reserves Policy

The trustees recognise the importance of maintaining appropriate reserves to strengthen financial resilience and sustainability. At the reporting date, the charity's unrestricted funds were in deficit by **£11,785.95**, while **£6,550.00** was held in restricted funds.

The trustees will continue to review the charity's reserves position as part of its financial and operational planning, with the aim of strengthening unrestricted income, improving cost recovery and building financial resilience as the organisation develops.

The charity continues to work with its dedicated team of volunteers to deliver its activities cost-effectively while developing its income generation, partnerships and operational systems.

Going Concern

The trustees have reviewed the charity's financial position and future plans and believe that there are no material uncertainties about its ability to continue as a going concern. The assessment takes into account the charity's current financial position, planned fundraising and income-generation activities, ongoing volunteer engagement and the continued development of its programme and trading activities.

The trustees recognise that the charity continues to operate with a significant unrestricted deficit and will therefore continue to monitor cash flow, expenditure, fundraising and the financial position of JIBE by Period Reality closely.

Funds in Deficit

The group's unrestricted funds remain in deficit, with consolidated unrestricted funds of **£11,785.95** in deficit at the reporting date. This reflects the cumulative financial position of the charity and its trading subsidiary, including costs incurred in developing the organisation and its trading activities, programme delivery and liabilities carried forward from previous periods.

During 2025, the group generated a net surplus of **£2,325.39**, representing an improvement in the position for the year. The trustees and management team continue to review the financial strategy of JIBE by Period Reality and the wider group, with a focus on increasing earned income, improving cost recovery, managing expenditure and strengthening the organisation's financial sustainability.

Key Risks Identified and Managed During the Reporting Year

As part of its risk management responsibilities, the Board reviewed the principal risks to which the charity is exposed during the reporting period. The key risks identified and the measures taken to manage them included:

Failure to Achieve Strategic Deliverables: The charity continued to face a risk that limited capacity and competing priorities could affect delivery of its strategic objectives. During the year, the charity continued to prioritise key objectives, break broader goals into achievable deliverables and use structured planning and review processes to monitor progress.

Cash Flow – Failure to Secure Adequate Income: Securing sufficient and diversified income remained a significant risk to the charity's financial sustainability and ability to deliver its programmes. During the year, the charity continued to develop fundraising and business development activities, monitor expenditure and cash flow, and explore opportunities to strengthen both unrestricted income and earned income through JIBE by Period Reality.

Unable to Articulate a Clear, Engaging Message: Effective communication of the charity's mission, activities and impact remained important to maintaining engagement with stakeholders, partners and supporters. During the year, the charity continued to develop its communications and messaging to improve clarity, consistency and alignment with its objectives.

Fraud or Mismanagement/Misuse of Funds: The charity continued to recognise the importance of strong financial controls as its activities and financial arrangements developed. The charity maintained its financial procedures and oversight processes, including appropriate controls over expenditure, access to financial information and approval of transactions.

Safeguarding Failure / Injury or Harm to Beneficiaries: As the charity continued to deliver programmes, workshops and outreach activities, safeguarding and participant safety remained key operational risks. The charity continued to apply its safeguarding procedures, consent processes and activity-level risk assessments, with the aim of identifying and managing foreseeable risks to beneficiaries and participants.

For a comprehensive overview of the risks identified, their assessment and the corresponding mitigation measures, the charity's full Risk Register is available for reference.

Administrative Details

- Charity Name
    - Period Reality CIO
    - Trading Subsidiary- JIBE by Period Reality LTD (JIBE by PR LTD)

- The charity registration number(s) for the jurisdiction(s) in which it is registered as a charity and, if applicable, its company registration number

    - 1205868 (Registered with the Charity Commission for England and Wales)
    - Trading Subsidiary- 13429215 (Registered with Companies House)

- The address of the principal office of the charity and, in the case of a charitable company, the address of its registered office

    - 4 Overdale Avenue
      Wirral
      CH61 1DB

- Trustees Serving During the Reporting Period:

    - David Martin Physick (Appointed 20 November 2023)
    - Jane Lindsay Dalton (Appointed 20 November 2023)
    - Michael Sani (Appointed 21 November 2023)
    - Dr Katerina Bambang (Appointed 20 November 2023)

- Where a charity has any corporate trustees, the names of the directors of the body corporate on the date the report was approved;

    - Trading Subsidiary Director- Marlou Cornelissen

Statement From the Chair

At Period Reality, our mission is to advance education on menstruation for public benefit and to contribute to a more equitable and inclusive society through greater understanding of menstrual and hormonal cycles.

2025 was a year of continued programme delivery, growing reach and important organisational development. Throughout the year, we delivered educational workshops, training and public engagement activities across the UK and internationally, while continuing to develop our approach to menstrual health education, cycle awareness and advocacy.

We reached participants through charitable programmes, training and partnerships, while also expanding our public engagement through digital education and speaking opportunities. Period Reality's founder, Marlou Cornelissen, delivered The Hidden Power of Cyclical Living at TEDx Northwich, alongside our continued digital communications and educational content, helping Period Reality reach audiences beyond our direct programme participants.

The year also marked an important period of strategic development for the organisation. During 2025, we continued to clarify the relationship between Period Reality CIO and our trading subsidiary, JIBE by Period Reality, creating a clearer distinction between the charity's charitable education, community and advocacy work and JIBE's commercial training, consultancy and certification activities. We believe this clearer structure will strengthen our ability to pursue our charitable mission while developing sustainable income to support that work.

Our volunteers continued to be fundamental to the organisation's ability to deliver its mission. Their contributions across programme delivery, governance, operations, communications, research, business development and digital activity enabled us to maintain and expand our work throughout the year.

The trustees remain committed to good governance, transparency and accountability and have continued to review the charity's activities, finances, risks and impact to ensure that our resources are used effectively and that our work continues to provide meaningful public benefit.

Financially, the group generated a net surplus of **£2,325.39** during the year. The group's unrestricted funds remain in deficit, although this represents an improvement on the previous year. The trustees intend to eliminate the unrestricted deficit by 2027 through strengthening unrestricted income, improving cost recovery and continuing to build the financial resilience of the organisation.

Looking ahead, we remain committed to expanding access to inclusive, accessible and evidence-informed menstrual health education and to working with communities, organisations, educators and other partners to create greater understanding and more supportive environments for people affected by menstrual and hormonal cycles.

We are grateful to our volunteers, partners, participants, supporters and wider community for their continued contribution to Period Reality's work. We look forward to building on the progress made during 2025 and continuing towards our long-term ambition to inspire, educate and empower **1 billion people by 2030**.



David Physick

Chair of The Board of Trustees

Section A Statement of Financial Activities

		Current Period			Previous Period		
		Unrestricted funds (£)	Restricted funds (£)	Total funds (£)	Unrestricted funds (£)	Restricted funds (£)	Total funds (£)
A	**Income (Note 4)**						
A1	Donations	£ 98.10	£ 431.98	**£ 530.08**	£ 4,121.65	£ 1,940.35	£ 6,062.00
A2	Grants	£ -	£ 5,950.00	**£ 5,950.00**	£ -	£ 6,750.00	£ 6,750.00
A3	Charitable Activities	£ -	£ -	**£ -**	£ 140.00	£ -	£ 140.00
A4	Other Trading Activities	£ -	£ -	**£ -**	£ 119.00	£ -	£ 119.00
	JIBE by PR	£ 2,740.00	£ -	**£ 2,740.00**	£ 930.00	£ 680.00	£ 1,610.00
	Total Income	£ 2,838.10	£ 6,381.98	**£ 9,220.08**	**£ 5,310.65**	**£ 9,370.35**	**£ 14,681.00**
B	**Expenditure (Note 6)**						
B1	Charitable Activities	£ 750.82	£ 594.86	**£ 1,345.68**	**£ 1,657.42**	**£ 9,502.67**	**£ 11,160.09**
B2	**Expenditure on Raising Funds**						
i	Grant seeking Costs		£ -	**£ -**	£ 37.00	£ -	£ 37.00
ii	Business Development Activities	£ 3,372.73	£ -	**£ 3,372.73**	£ 7,425.72	£ -	£ 7,425.72
iii	JIBE by PR LTD's Trading activities	£ 1,344.94	£ -	**£ 1,344.94**	£ 1,600.12	£ -	£ 1,600.12
	Total Expenditure on Raising Funds	£ 4,717.67	£ -	**£ 4,717.67**	**£ 9,062.84**	**£ -**	**£ 9,062.84**
B3	Separate material item of expense	£ 47.00	£ -	**£ 47.00**	£ -	£ 1,880.00	£ 1,880.00
B4	Other	£ 25.50	£ -	**£ 25.50**	£ 139.41	£ -	£ 139.41
B5	Shared Operational Costs	£ 758.84	£ -	**£ 758.84**	**£ -**	**£ -**	**£ -**
	Total Expenditure	£ 6,299.83	£ 594.86	£ 6,894.69	**£ 10,859.67**	**£ 11,382.67**	**£ 22,242.34**
	NET INCOME/(EXPENDITURE)	-£ 3,461.73	£ 5,787.12	**£ 2,325.39**	**-£ 5,549.02**	**-£ 2,012.32**	**-£ 7,561.34**
	Transfers between funds	-£ 162.88	£ 162.88	**-**	-£ 2,612.32	£ 2,612.32	**£ 0.00**
	Reconciliation of funds	-	-	-	-	-	-
	Total funds brought forward	-£ 8,161.34	£ 600.00	-£ 7,561.34	-	-	-
	Total funds carried forward	-£ 11,785.95	£ 6,550.00	**-£ 5,235.95**	**-£ 8,161.34**	**£ 600.00**	**-£ 7,561.34**

Section B Balance sheet

		Current Period			Previous Period (£)		
		Unrestricted funds (£)	Restricted funds (£)	Total funds (£)	Unrestricted funds (£)	Restricted funds (£)	Total funds (£)
	Analysis						
A	Fixed Assets	£ -	£ -	£ -	£ -	£ -	£ -
B	Current assets:						
B1	Cash at bank and in hand						
	PR CIO	£ 483.08	£ 5,950.00	£ 6,433.08			£ -
	JIBE BY PR LTD		£ 600.00	£ 600.00	£ -	£ 600.00	£ 600.00
	Total Assets	£ 483.08	£ 6,550.00	£ 7,033.08	£ -	£ 600.00	£ 600.00
C	Liabilities:						
C1	Creditors: Amounts falling due within one year						
	PR CIO	£ 862.60		£ 862.60	£ 6.09		£ 6.09
	JIBE BY PR LTD	£ 10,406.43		£ 10,406.43	£ 7,155.25	£ -	£ 7,155.25
	Total Current Liabilities	£ 11,269.03	£ -	£ 11,269.03	£ 7,161.34	£ -	£ 7,161.34
	Total assets less current liabilities	-£ 10,785.95	£ 6,550.00	-£ 4,235.95	-£ 7,161.34	£ 600.00	-£ 6,561.34
C3	Creditors: Amounts falling due after one year						
	PR CIO				£ -	£ -	£ -
	JIBE BY PR LTD	£ 1,000.00		£ 1,000.00	£ 1,000.00		£ 1,000.00
	Total net assets or liabilities	-£ 11,785.95	£ 6,550.00	-£ 5,235.95	-£ 8,161.34	£ 600.00	-£ 7,561.34
D	**Consolidated Funds**						
D2	**Restricted income funds (Note 27)**	£ -	£ 6,550.00	£ 6,550.00	£ -	£ 600.00	£ 600.00
D3	**Total Unrestricted funds**	-£ 11,785.95	£ -	-£ 11,785.95	-£ 8,161.34		-£ 8,161.34
	Total Funds	-£ 11,785.95	£ 6,550.00	-£ 5,235.95	-£ 8,161.34	£ 600.00	-£ 7,561.34

Section C Notes to the accounts

Note 1 Basis of preparation

1.1 Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – Charities SORP (FRS 102), and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS 102.

1.2 Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Section C Notes to the accounts (contd)

Note 2 **Accounting Policies**

2.1 Reconciliation with Previously Generally Accepted Accounting Practicies

The accounts have been prepared in accordance with applicable accounting standards and the Charities SORP (FRS 102). The accounting policies applied in preparing these financial statements are consistent with those applied in the previous reporting period. No changes have been made to the charity's accounting policies during the reporting period.

2.2 Income Recognition

This standard list of accounting policies has been applied by the charity except for those ticked "No" or "N/a". Where a different or additional policy has been adopted then this is detailed in the box below.

		Yes	No	N/a
Recognition of income	These are included in the Statement of Financial Activities (SoFA) when: · the charity becomes entitled to the resources; · it is more likely than not that the trustees will receive the resources; and · the monetary value can be measured with sufficient reliability.	☑	☐	☐
Offsetting	There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the FRS 102 SORP or FRS 102.	☑	☐	☐
Grants and donations	Grants and donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS102 SORP).	☑	☐	☐
	In the case of performance-related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance-related conditions are met (5.16 FRS 102 SORP).	☐	☐	☑
Legacies	Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.	☐	☐	☑
Government grants	The charity has received government grants in the reporting period	☐	☑	☐
Tax reclaims on donations and gifts	Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.	☐	☐	☑
Contractual income and performance related grants	This is only included in the SoFA once the charity has provided the related goods or services or met the performance related conditions.	☐	☐	☑
Donated goods	Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.	☐	☐	☑
	The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.	☐	☐	☑
	Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale, and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'.	☐	☐	☑
	Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.	☐	☐	☑
	Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.	☐	☐	☑
Donated services and facilities	Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.	☑	☐	☐
	Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.	☑	☐	☐
Support costs	The charity has incurred expenditure on support costs.	☑	☐	☐
Volunteer help	The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.	☑	☐	☐
Income from interest, royalties and dividends	This is included in the accounts when receipt is probable and the amount receivable can be measured reliably.	☐	☐	☑
Income from membership subscriptions	Membership subscriptions received in the nature of a gift are recognised in Donations and Legacies.	☐	☐	☑
	Membership subscriptions which gives a member the right to buy services or other benefits are recognised as income earned from the provision of goods and services as income from charitable activities.	☐	☐	☑
Settlement of insurance claims	Insurance claims are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS102 SORP) and are included as an item of other income in the SoFA.	☐	☐	☑
Investment gains and losses	This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.	☐	☐	☑

2.3 EXPENDITURE AND LIABILITIES

		Yes	No	N/a
Liability recognition	Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.	☑	☐	☐
Governance and support costs	Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.	☐	☐	☑
	Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, eg allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.	☐	☐	☑
Grants with performance conditions	Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.	☐	☐	☑
Grants payable without performance conditions	Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation must be recognised.	☑	☐	☐
Redundancy cost	The charity made no redundancy payments during the reporting period.	☑	☐	☐
Deferred income	No material item of deferred income has been included in the accounts.	☑	☐	☐
Creditors	The charity has creditors which are measured at settlement amounts less any trade discounts.	☐	☐	☑
Provisions for liabilities	A liability is measured on recognition at its historical cost and then subsequently measured at the best estimate of the amount required to settle the obligation at the reporting date	☑	☐	☐
Basic financial instruments	The charity accounts for basic financial instruments on initial recognition as per paragraph 11.7 FRS102 SORP. Subsequent measurement is as per paragraphs 11.17 to 11.19, FRS102 SORP.	☑	☐	☐

2.4 ASSETS

There were no fixed assets held by either the CIO or PRG Ltd during the reporting period.

POLICIES ADOPTED ADDITIONAL TO OR DIFFERENT FROM THOSE ABOVE

The charity has adopted an internal Finance Policy to support operational decision-making and financial controls. This policy aligns with the accounting policies described above and does not introduce any treatments that are inconsistent with SORP FRS 102.

Copies of the Finance Policy are available upon request.

Section C Notes to the accounts (cont)

Note 4 Analysis of income

		Current Period			Previous Period (£)		
	Analysis	Unrestricted	Restricted	Total funds	Unrestricted	Restricted funds	Total funds
Donations:	Donations and gifts	£ 98.10	£ 431.98	**£ 530.08**	£ 4,121.65	£ 1,940.35	**£ 6,062.00**
	Donated goods, facilities and	£ -	£ -	£ -	-		
	Other	£ -	£ -	£ -	-		
	Total	£ 98.10	£ 431.98	**£ 530.08**	£ 4,121.65	£ 1,940.35	**£ 6,062.00**
Grants:	Grants provided by government/other organisations	£ -	£ 5,950.00	**£ 5,950.00**	£ -	£ 6,750.00	**£ 6,750.00**
	Other	£ -	£ -	£ -	£ -	£ -	**£ -**
	Total	£ -	£ 5,950.00	**£ 5,950.00**	£ -	£ 6,750.00	**£ 6,750.00**
Charitable activities:	Community Training Programs	£ -	£ -	**£ -**	£ 140.00	£ -	**£ 140.00**
	Other	£ -	£ -	£ -	£ -	£ -	**£ -**
	Total	£ -	£ -	**£ -**	£ 140.00	£ -	**£ 140.00**
Other trading activities:	Income from Program Tickets/Merch		£ -	**£ -**	£ 119.00	£ -	**£ 119.00**
	Total	£ -	£ -	**£ -**	£ 119.00	£ -	**£ 119.00**
	CHARITY'S TOTAL INCOME	£ 98.10	£ 6,381.98	**£ 6,480.08**	£ 4,380.65	£ 8,690.35	**£ 13,071.00**
JIBE by Period Reality's (Formerly PRG LTD) Trading Activities:	Corporate Trainings	£ 2,740.00		**£ 2,740.00**	£ 700.00	£ -	**£ 700.00**
	Online Training			**£ -**	£ 230.00	£ -	**£ 230.00**
	Sponsorship			**£ -**	£ -	£ 600.00	**£ 600.00**
	Other			**£ -**	£ -	£ 80.00	**£ 80.00**
	Total	£ 2,740.00	£ -	**£ 2,740.00**	£ 930.00	£ 680.00	**£ 1,610.00**
	TOTAL INCOME	£ 2,838.10	£ 6,381.98	**£ 9,220.08**	**£ 5,310.65**	**£ 9,370.35**	**£ 14,681.00**

Section C Notes to the accounts (cont)

Note 5 Donated goods, facilities and services

	Current Period	Previous Period
Please provide details of the accounting policy for the recognition and valuation of donated goods, facilities and services.	Donated goods, facilities, and services are recognised as income where the benefit to the charity is reasonably quantifiable and measurable. Donated services are included in income where they would otherwise have been purchased, and are recognised on the basis of estimated value to the charity. Volunteer time is not recognised in the Statement of Financial Activities but is described in the narrative below.	Donated goods, facilities, and services are recognised as income where the benefit to the charity is reasonably quantifiable and measurable. Donated services are included in income where they would otherwise have been purchased, and are recognised on the basis of estimated value to the charity. Volunteer time is not recognised in the Statement of Financial Activities but is described in the narrative below.
Please provide details of any unfulfilled conditions and other contingencies attaching to resources from donated goods and services not recognised in income.	Not applicable. There are no unfulfilled conditions or contingencies associated with donated services.	Not applicable. There are no unfulfilled conditions or contingencies associated with donated services.
Please give details of other forms of other donated goods and services not recognised in the accounts, eg contribution of unpaid volunteers.	Volunteers continued to play a central role in enabling Period Reality CIO to deliver its mission during the reporting period. Supporting operations to delivering workshops to supporting brand and website design and social media content creation. Their combined contribution reflects a significant value to our operations and our beneficiaries. In this reporting period, volunteers contributed an estimated 3,300 hours of time. Using a standard rate of £11.44 per hour, this equates to an estimated non-financial contribution of £37,752.	Volunteers played a crucial role in all aspects of our work this year, from supporting operations to delivering workshops to supporting brand and website design and social media content creation. Their combined contribution reflects a significant value to our operations and our beneficiaries. In this reporting period, volunteers contributed an estimated 1,853 hours of time. Using a standard rate of £10.42 per hour, this equates to an estimated non-financial contribution of £19,308.26.

Section C **Notes to the accounts** **(cont)**

Note 6 **Analysis of expenditure**

Analysis	Current Period Unrestricted funds (£)	Current Period Restricted funds (£)	Current Period Total funds (£)	Previous Period (£) Unrestricted funds (£)	Previous Period (£) Restricted funds (£)	Previous Period (£) Total funds (£)
Expenditure on raising funds:						
Incurred seeking donations/grants		£ -	**£ -**	£ 37.00	£ -	**£ 37.00**
Total		£ -	**£ -**	£ 37.00	£ -	**£ 37.00**
Business development activities						
Travel, Hotel and F&B Expenses for Business development	£ 1,854.95	£ -	**£ 1,854.95**	£ 4,260.10	£ -	**£ 4,260.10**
Event/Conference attendance	£ 1,367.60	£ -	**£ 1,367.60**	£ 2,423.04	£ -	**£ 1,823.04**
Branded event items for publicity	£ -	£ -	**£ -**	£ 604.16	£ -	**£ 604.16**
other publicity costs	£ 150.18	£ -	**£ 150.18**	£ 138.42	£ -	**£ 138.42**
Total	£ 3,372.73	£ -	**£ 3,372.73**	£ 6,825.72	£ -	**£ 6,825.72**
JIBE by Period Reality's (Formerly PRG LTD) Trading Activities	£ 494.94	£ -	**£ 494.94**			
Start-up costs	£ -	£ -	**£ -**	£ 1,338.47	£ -	**£ 1,338.47**
Trading Subsidiary Governance	£ 850.00		**£ 850.00**	£ 79.40	£ -	**£ 79.40**
Advertising, marketing, direct mail and publicity	£ -	£ -	**£ -**	£ -	£ -	£ -
Total	£ 1,344.94	£ -	**£ 1,344.94**	£ 1,417.87	£ -	**£ 1,417.87**
Total expenditure on raising funds	£ 4,717.67	£ -	**£ 4,717.67**	£ 8,280.59	£ -	**£ 8,280.59**

Expenditure on charitable activities:							Expenditure on previous year's charitable activities:
Morocco training with Project Soar	£ 81.93	£ -	**£ 81.93**	£ 481.51	£ -	**£ 481.51**	Information Booth at Conference
IWD events	£ 668.89	£ -	**£ 668.89**	£ 97.09	£ 7,318.95	**£ 7,416.04**	Local Community Training Programs
TEDx Northwich Information both		£ 594.86	**£ 594.86**	£ 928.82	£ 2,183.72	**£ 3,112.54**	Cycle Awareness Summit Nairobi
				£ 150.00	£ -	**£ 150.00**	Kairos Nigeria- Menstrual Hygine Sensitisation
Total expenditure on charitable activities	£ 750.82	£ 594.86	**£ 1,345.68**	£ 1,657.42	£ 9,502.67	**£ 11,160.09**	

Shared Operational Costs:						
Office supplies & Printing	£ 175.27	£ -	**£ 175.27**			
Travel and Volunteer expenses	£ 158.22	£ -	**£ 158.22**			
Telecommunications software / Digital subscriptions	£ 232.02	£ -	**£ 232.02**	£ 233.85	£ -	**£ 233.85**
Website & Hosting	£ 193.33	£ -	**£ 193.33**	£ 548.40	£ -	**£ 548.40**
Total Operational expenditure	£ 758.84	£ -	**£ 758.84**	£ 782.25	£ -	**£ 782.25**
Separate material item of expense						
CIO Governance	£ 47.00		**£ 47.00**	£ -	£ 1,800.00	**£ 1,800.00**
Disbursement of funds donated for Volunteers	£ -		**£ -**	£ -	£ 80.00	**£ 80.00**
Total	£ 47.00	£ -	**£ 47.00**	£ -	£ 1,880.00	**£ 1,880.00**
Other						
Multi currency Account opening fee	£ -	£ -	**£ -**	£ 45.00	£ -	**£ 45.00**
Bank charges	£ 25.50	£ -	**£ 25.50**	£ 49.61	£ -	**£ 49.61**
Miscellaneous	£ -	£ -	**£ -**	£ 44.80	£ -	**£ 44.80**
Total other expenditure	£ 25.50	-	**£ 25.50**	£ 139.41	-	**£ 139.41**
TOTAL EXPENDITURE	£ 6,299.83	£ 594.86	**£ 6,894.69**	£ 10,859.67	£ 11,382.67	**£ 22,242.34**

Other information:

Analysis of expenditure on charitable activities

Activity or programme	Current Period Activities undertaken directly	Grant funding of activities	Support Costs	Total this year
	£	£	£	£
Morocco training with Project Soar	£ 81.93	£ -	£ -	£ 81.93
IWD events	£ 668.89	£ -	£ -	£ 668.89
TEDx Northwich Info booth	£ 594.86	£ -	£ -	£ 594.86
Total	£ 1,345.68	£ -	£ -	**£ 1,345.68**

Section C Notes to the accounts (cont)

Note 20 Creditors and accruals

20.1 Analysis of creditors

	Amounts falling due within one year		Amounts falling due after more than one year	
	Total funds (£)	Previous Period (£)	Total funds (£)	Previous Period (£)
Trade creditors	£ 10,406.43	£ 7,155.25	-	-
Other creditors	£ 862.60	£ 6.09	£ 1,000.00	£ 1,000.00
Total	**£ 11,269.03**	**£ 7,161.34**	**£ 1,000.00**	**£ 1,000.00**

Note

The short-term trade creditors of £10,817.70 relate to trade payables incurred by JIBE by Period Reality Ltd as part of business development and programme delivery activities.

Other short-term creditors of £831.98 comprise £600.00 carried forward from the previous reporting period and £231.98 relating to governance fees incurred by Period Reality CIO.

A further £1,000.00 relates to a creditor due after more than one year.

Section C Notes to the accounts (cont)

Note 24 Cash at bank and in hand

	Current Period (£)	Previous Period (£)
Short term cash investments (less than 3 months maturity date)	-	-
Short term deposits	-	-
Cash at bank and on hand		-
PR CIO	£ 6,433.08	£ -
PRG Ltd	£ 600.00	£ 600.00
Other	-	-
Total	**£ 7,033.08**	**£ 600.00**

Section C Notes to the accounts (cont)

Note 27. Details of material funds held and movements during the CURRENT reporting period

Fund Name	Type	Purpose and Restrictions	Opening Balance	Income (£)	Expenditure (£)	Transfers (£)	Gains and losses (£)	Closing Balance (£)
General Fund	UR	For general charitable operations		£98.10	£797.82	-£162.88		-£862.60
Sponsorship – BCorp Certification	R	For supporting JIBE by Period Reality Ltd's BCorp certification process	£600.00	-	-	-	-	£600.00
TEDx Northwich Info booth	R	Crowdfunding for information shelf at the TEDx Northwich event	-	£431.98	£594.86	£162.88		-
Tomorrow's Women Program Fund	R	Grant from Magenta Living for the Tomorrow's Women program	-	£5,950.00	-	-	-	£5,950.00
		Total funds	**£ 600.00**	**£ 6,480.08**	**£ 1,392.68**	**£ -**		**£ 5,687.40**

Section C Notes to the accounts (cont)

Note 28 Transactions with trustees and related parties

28.1 Trustee remuneration and benefits

Current year

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity (True or False)	TRUE

28.2 Trustees' expenses

No trustee expenses have been incurred (True or False)	TRUE

28.3 Transaction(s) with related parties

Current year

There have been no related party transactions in the reporting period (True or False)	TRUE