

## **Program completion report - #BleedGood by Selyn Foundation.**

- **Project name** - #BleedGood , project to contribute to the eradication of period poverty through the distribution of affordable reusable sanitary pads and the provision of menstrual health education.
- **Company / Organization name** - Selyn Socio Economic Development Foundation
- **Contact person** - Senara De Silva : Program Associate, Selyn Foundation.
- **Total approved budget** - SLR 1.360,000
- **Budget spent** - SLR 1,358,690
- **Report submission date** - 27/05/2025

### **Project summary**

The #BleedGood project, a collaborative movement led by the Selyn Foundation, is committed to supporting women and girls in Sri Lanka facing period poverty. Through the provision of free reusable sanitary pads and comprehensive menstrual health education, we address the critical gaps in access to affordable menstrual hygiene products and information. Beyond merely providing a product solution, #BleedGood ignites a compassionate movement for empowerment and well-being.

#BleedGood is a multi faceted approach where we:

**EMPOWER** by promoting both physical and mental health of women and girls through improved access to eco-friendly and reusable pads, manufactured through a fair-trade social enterprise model by our parent company Selyn. Create jobs at home for women in rural communities across Sri Lanka, for the production of reusable pads.

**EDUCATE** by providing awareness sessions on menstrual hygiene and reproductive health to communities that lack access to information. Provide awareness and access to reproductive health clinics , helplines to support the prevention of Gender Based Violence and child abuse.

**ENABLE** by having created a platform for purely collaborative efforts for multiple stakeholders, challenging societal norms and providing comprehensive support through holistics interventions, towards realising menstrual justice in Sri Lanka.

### **Collaboration**

#BleedGood work as an eco-system of both internal and external resource people, from Selyn's artisans, partnering experts and organisations, and a network of #BleedGood ambassadors

across sectors composed of dynamic advocates for our cause. Our collaborative stands alongside its partners in supporting women and girls in Sri Lanka facing period poverty. Selyn Foundation extends its sincere gratitude to the India - Sri Lanka Foundation for the gracious contribution and support to conduct the first 2 #BleedGood workshops for 2025 specifically Ms. Anuththara , Programme Officer India- Sri Lanka Foundation for the immense support rendered throughout. Selyn Foundation is pleased to venture into a new collaboration with World Vision Sri Lanka to initiate the #BleedGood workshops in the communities identified by World Vision to kick start the #BleedGood workshop series for the year.

### **Audience**

#BleedGood Kilinochchi concluded with an audience of 47 along with the World Vision Kilinochchi team with their enthusiastic participation in facilitating the workshop at the respective location.

#BleedGood Mullativu had an audience of 50 with the World Vision Mullativu team again present to oversee the facilitation of the workshop.

### **Team**

- The team from Selyn Foundation includes the Director for Selyn Foundation - Selyna Peiris, Program Director - Shanuki De Alwis with the leadership direction. Nirudiga Balakrishnan - Program Coordinator , Narthanie Serasinghe - Comms Manager and Senara De Silva - Program Associate as the implementation team.
- Anusha Selvendran as the SRHR facilitator for the #BleedGood workshops.
- Sonara Palapathwala and Shenali Godakumbura from World Vision Colombo heading and coordinating arrangements with the World Vision Killinochchi and World Vision Mullativu teams.

### **Workshop components**

1. A session conducted by medical professionals / SRHR trained experts on menstrual hygiene that raises awareness about proper menstrual hygiene practices
2. The distribution of free reusable sanitary napkin packs with a trilingual instruction manual sheet manufactured by Selyn Exporters Pvt Ltd with an awareness session on the proper usage and after care of the product

3. Collect feedback from participants on the impacts of the session conducted via a survey sheet and feedback collection of the reusable sanitary napkins prior to the workshop within the timeframe of after one month via a survey sheet.

### Audience feedback

As per direct feedback from our participants;

1. “The menstrual workshop was very useful. I was introduced to reusable pads, a product I had never known about before. Today, I learned about menstrual hygiene and health , along with the societal myths and misconceptions surrounding it , like the belief that we have to stay indoors. I feel more confident now, and this workshop was truly a success!”
2. “A very important session! We once lived as a big family with strict menstrual restrictions, no access to the kitchen, shrine room, or water well, only our room. Though times have changed, we still aren’t allowed in the Kovil or shrine room. Learned about myths, dos & don’ts, and discovered reusable pads by Selyn for long term use.”

### Social media posts / presence



**selynfoundation** 🚀 Exciting news! 🎉

We're proud to announce our latest collaboration with **@worldvisionlanka** and the India-Sri Lanka Foundation to further our mission of menstrual equity and empowerment.

Together, we're working towards breaking period stigma, increasing access to sustainable menstrual products, and ensuring that no one is held back by their period.

Stay tuned for more updates on our community outreach as we **#BleedGood** together! 💪❤️

#SelynFoundation #WorldVision  
 #IndiaSriLankaFoundation #MenstrualHealth  
 #PeriodStories #EmpowerWomen #SustainableSolutions  
 #PeriodPositive #BoundByBlood

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 3 March





## Selyn Foundation quarterly newsletter - [PDF](#) Newsletter Q1- Selyn foundation.pdf

- This newsletter is sent out to all our stakeholders locally and internationally.



### Stories of Impact : Spreading Our Wings In the North

#BleedGood's impact in the North of Sri Lanka is a story that proves the success of our collaborative model.

It all began when our #BleedGood Ambassador Danu Innasithamby joined hands with World Vision Lanka in a personal mission to support the mental health of children and youth. Hailing from Jaffna himself, Danu is passionate about contributing to the communities of his home province, and saw an opportunity to introduce Selyn Foundation to World Vision, suggesting the addition of menstrual hygiene workshops into the mix. The result was a highly successful 2-day pilot programme in Killinochchi and Mullaitivu on the 3<sup>rd</sup> and 4<sup>th</sup> of March, utilising funding support from the India-Sri Lanka Foundation.

A total of **97 participants** received reusable sanitary napkins that will last them for 2 years, alongside vital reproductive health education and life-saving awareness on safety and wellbeing.

*"Women now work across sectors, and financial stability matters. Reusable pads reduce costs, break myths, and offer a sustainable choice. Grateful for this eye-opening experience!"*

*-Participant*



### Expenses

SELYN FOUNDATION - #BleedGood Expenses - Killinochchi & Mullativu		
Description	Amount	Expenditure
Allowance (Facilitators 02)	5,000	10,000
	5,000	