



hey girls...

we're good for sport...



how Manchester FA partnered with hey girls...

Partnering with Hey Girls aligned with Manchester FA's strategy plans to raise awareness of periods in football. It was really important for them to work with an organisation that could positively impact the wider community.

To normalise periods amongst grassroots clubs and also reward those that attend their 'Equal Game' workshops, this partnership created 'Just in Case' starter bags that clubs can keep in their kit bag.

The idea is that this starts a conversation and also encourages clubs and teams to continue keeping the bag full so that no player on their team is ever caught short and feels uncomfortable in the game.



periods in sport



period dignity for communities



the need...

This partnership aims to ensure players across Manchester FA's clubs have access to free period products and education. This partnership commits to challenging the stigma around periods and making sure no one misses out on playing because of it.

By working closely with Hey Girls, Manchester FA plans to roll out these resources widely across its network and grow the initiative in the coming season.

the impact...

The education provided by Hey Girls will be invaluable. Alongside this, the period kit bags distributed to clubs and teams will provide practical support, ensuring players have easy access to the products they need during training and matches. Together, the education and the kits will empower Manchester FA's community to tackle period poverty and promote inclusion throughout the grassroots football network.

the products...



Manchester FA purchased disposable period pads and applicator tampons to provide a choice of familiar products to their teams.

Alongside the period kit bags, the education provided by Hey Girls will be invaluable.

Leigh Gell
Football Development Officer

about the team...

Hey Girls have been a joy to work with, they are supportive and well educated - they have been a pleasure to work with! Their team is not only highly knowledgeable but also genuinely supportive and responsive

Despite having a tight turnaround on our project, Hey Girls managed to deliver everything we needed on time, which was greatly appreciated.



Want to get the period dignity conversation flowing?

Say hey to the team now:
b2b@heygirls.co.uk

say hey...

