Hayley Deaner raises over £2,000 for period poverty alleviation in Nigeria

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North London based mental health advisor, Hayley Deaner, has raised over £2,000 for Water, Sanitation and Hygiene charity Hope Spring by getting her friends and family to run, walk or cycle to raise money for the Hereford based charity. Each participant can do his or her even at a time that suits him or her. A larger group event took place on Sunday the 26th of March 2022, in Victoria Park in Hackney.

The 26-year-old decided to take on the task of fundraising for period poverty alleviation after watching a BBC documentary on the challenges women in Nigeria face during their monthly cycle, due to the lack of information and resources to manage their menstrual health and hygiene safely.

Hayley spoke to a number of charities about fundraising for period poverty, before choosing Hope Spring water. One of the reasons she chose Hope Spring include their previous and ongoing work on period poverty. They were also able to give her assurance that the funds raised will be ring fenced for period poverty alleviation outreach.

At the outset, Hayley's target was to raise £1,000. As friends and family signed up to her event, she quickly reviewed the target amount to £2,000. By the time the fundraising page closed, a few days after the event, the total amount raised was £2,340.

Hope Spring administrator and social media manager Seun Olonade said "we are very pleased and grateful for the funds Hayley and friends raised. We have already started identifying potential beneficiaries". She added that "we expect to help lift hundreds of women out of period poverty with Hayley's fundraiser".

Hope Spring relies on individuals such as Hayley Deaner, its charity ecards fundraising platform and direct donations to fund its clean water and period poverty projects in West Africa.

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