

# **Diversity Leaders Initiative Community Action Project: Homeless Period Project**





### **HPP: Their story**

- The Homeless Period Project was founded in 2015 and is headquartered in Greenville, SC
- Its mission is to provide menstrual hygiene products (period packs) to those in need while educating and advocating to end the stigma of menstruation
- Chapters now include 4 locations in SC as well as locations in NC, GA, MO and CA
- Lack of access to menstrual hygiene is both tremendous and global
- It is a problem that affects menstruation-age women of all ethnicities and in all communities
- Period products are not covered by government grocery assistance programs like Supplemental Nutrition Assistance Program (SNAP) and Women, Infants and Children (WIC)
- A Period Pack is a small package that contains a supply of products for one woman including tampons, pads and wipes

### **HPP: Their challenges and need**

Currently, the organization is challenged with:

- Inconsistent transportation practices for deliveries to out of state locations
- Local deliveries are supported by a team of volunteers utilizing personal vehicles for local deliveries
- Limited staff that stifled the growth, project development, and capacity of the organization

In the future, the organization needs:

- Consistent transportation practices for local deliveries as well as out of state locations
- Partnerships with non-profits that share same or similar target audience
- Volunteers and staff to cover administrative responsibilities associated with local deliveries, shipments

### **Recommendations to The Homeless Period Project**

- Establish account with uShip to bring a consistent transportation solution for local deliveries as well as out of state shipments
- Choose a shipment to serve as a test case to:
- Learn more about their processes
- Ensure sufficient interest in the contractor pool for uShip exists in the Greenville area
- Make certain the bid responses are cost-effective
- Partner with non-profits that share same or similar target audience to ensure period packs are reaching disadvantaged
- Recent hire of part-time staff will cover administrative responsibilities associated with local deliveries, shipments



# uShip Supply Chain Solution

## SUMMARY

A possible solution to the Homeless Period Project's need to deliver shipments of period packs and other supplies from a central warehouse location to the various community distribution partners they serve.

## uShip OVERVIEW

uShip is an Austin-based logistics company founded in 2003. It utilizes a "gig economy" based model, not unlike ride sharing companies like Uber and Lyft, to connect customers looking to move freight with individual contractors. Customers "list" shipments on a bidding site and select from bids from interested shippers.

## A GOOD FIT?

Unlike utilizing traditional carriers like UPS or FedEx, the uShip process connects customers directly with the individuals making the deliveries. This should allow for more flexibility in connecting and arranging specific pick-up times at the warehouse.

uShip makes specific provisions for supporting non-profit organizations including waving overhead fees and designating shipments as "charitable" to encourage low-cost bids.

Given that the Homeless Period Project typically has some flexibility in shipment timing, they should be able to offer wide "delivery windows" hopefully soliciting a larger volume of available shippers, possibly already conducting other shipments along the same routes, thus keeping costs low.

## RECOMMENDATION

We believe this may be an option worth pursuing for the Homeless Period Project. We would recommend establishing an account and choosing a shipment to serve as a test case to learn more about the process, and particularly, to see if there is sufficient interest in the contractor pool for uShip in this area, and if the bid responses are cost-effective. There is no cost to apply and list a shipment, and no obligation to accept any bids, so the barriers to trying are limited.

A quick narrative overview of the process is here: <https://www.youtube.com/user/uShipVideo>

## NEXT STEPS

### 1) ESTABLISH AN ACCOUNT AT USHIP

The link to register as a shipping customer:

<https://www.uship.com/register>

## 2) PLACE YOUR FIRST LISTING

The link to place your first listing is here:

<https://www.uship.com/ship>

Based on our discussions, it sounds like you will typically be shipping boxes of supplies, potentially palletized. This is not required by uShip, but it is an option that sounds like a good practice. If that is the case, you'll select the following criteria when placing your listing:

- From the **"Category"** menu choose **"Other"**

*Note: If you select the **"Freight"** category, you'll be utilizing another uShip shipping channel they call **"LTL INSTANT RATE."** It is important to note that this will not result in the bidding process we are recommending. (See note at right.)*

- You will need the dimensions of your shipment next. If you are palletizing, you'll specify the number of pallets as "Items", and then then list the length, width, height and weight of each box, along with the quantity of boxes on the pallet.
- You will next be asked for pickup and delivery information. If you have flexibility, this is where you can indicate a pickup "window" which will establish the length of time the listing is available for bidders. Our theory here is that a wide delivery window may open you up to more bidders who may have other deliveries on the same route, and therefore be more open to offering you a competitive rate.

The uShip platform allows for two differing methods of securing freight shipping. We have focused on the bid-process as your likely candidate for a good solution. uShip also offers what they refer to as "LTL Instant Rate" shipping. This is a more traditional form of securing pricing from competing ground carriers. It may be a useful tool for you as well but note that the usual limitations and constraints you have already experienced with UPS and others will apply, namely three-hour pickup windows and so forth. For more information on using their pricing tool for LTL Instant Rate shipping, you can check out the video here:

<https://help.uship.com/hc/en-us/articles/360009632354-Video-How-To-Book-LTL-Instant-Rates>

## 3) CONTACT USHIP TO MARK YOUR LISTING AS "CHARITABLE"

Once you have placed your first listing, uShip's customer support indicated you should reach out to them by phone to establish you as a charitable shipper. **It is unclear if this step will be required for each subsequent listing.**

*"Please either respond here or call uSHIP at **800-698-7447** to let them know when you've created an account and a listing. They will go in and mark it as a charitable shipment before any quotes are left. Their phone hours are\*:*

- *Monday - Thursday: 8am-6pm (CST)*



- *Friday: 8am-5pm (CST)*

## **ADDITIONAL INFORMATION REGARDING CHARITABLE ORGANIZATIONS**

*uShip is able to mark any shipment as charitable right after it is created on the site, but before any quotes are left on it. What this does is wave all uShip service fees from the shipment. Once your listing is posted onto the platform, any interested service provider will start to leave you quotes on your shipment or may ask you a few questions if they need to know any additional details before naming a price. You will field those quotes, look at each person's reviews, and then decide whether you want to work with them on getting your items shipped.*

*Listing your shipment is free and while it is our goal as a marketplace to help connect you with a shipping service provider, you are under **no obligation to accept any of the quotes** that you receive.*

*It is recommended that you review the information and video content in uSHIP's [Help Center](#). Helpful links include our [Safe Shipping Guide](#), [Reviewing Profiles and Feedback](#), [Differences Between Working with a Carrier and a Broker](#), and [How Payment Works](#).*

# Boys & Girls Clubs Solution



**BOYS & GIRLS CLUBS  
OF AMERICA**

## SUMMARY

Homeless Period Project's supply of menstrual products currently exceeds its demand. A possible solution is a partnership with the local Boys & Girls Club whereby Homeless Period Project would provide period packs and other supplies to the clubs and the students they serve.

## BOYS & GIRLS CLUBS OVERVIEW

The Boys & Girls Clubs of America (BGCA) provides a safe, positive place for youth and teens every day. BGCA is comprised of several member organizations each of which operates one or more clubs. Today there are 4,300 clubs that serve nearly 4 million young people. BGCA typically serve kids and teens ages 6 – 18.

## A GOOD FIT?

Homeless Period Project has partnerships with numerous local schools to provide period packs and other supplies to students during the school year. The summer break also impacts Boys & Girls Clubs. The clubs see the highest activity in the summer months because students are not in school. This converse impact of summer creates a unique opportunity for Homeless Period Project and the Boys & Girls Clubs.

The Homeless Period Project and the Boys & Girls Clubs of the Southeast regions have an opportunity to incorporate distribution sites in North and South Carolina and in Georgia. Year round, the Clubs work with families in need as well as teens that are entering into adulthood. Homeless Period Project will provide a piece of mind and security for many families that attend the Clubs and rely on their services for a healthy lifestyle.

In addition, BGCA has a partnership with the Salvation Army and the Salvation Army has tremendous need for menstrual products. Thus, there is the potential that the Boys & Girls Clubs could facilitate a relationship between the Homeless Period Project and the Salvation Army.

## RECOMMENDATION

We would recommend that Homeless Period Project establish a relationship with the BGCA. BGCA Vice-President of the Southeast Region, Lisa Hurst, has reached out to the Clubs in South Carolina, North Carolina and Georgia, and the following clubs expressed interest in partnering with Homeless Period Project: Boys & Girls Club of Metro Atlanta, Boys & Girls Club of Wake County, and the Boys & Girls Club of the Grand Strand.

## NEXT STEPS

If Homeless Period Project would like to explore a relationship with the interested Clubs or the Salvation Army, Homeless Period Project may reach out to the appropriate contact directly:

Boys & Girls Clubs of Metro Atlanta  
Keisha Lacy, MPA—Director, Institutional Giving  
1275 Peachtree Street NE, Suite 500, Atlanta, Georgia 30309  
[470.620.5065](tel:470.620.5065) | [727.831.5505](tel:727.831.5505) mobile | [www.bgcma.org](http://www.bgcma.org)  
[klacy@bgcma.org](mailto:klacy@bgcma.org)

Boys & Girls Clubs of Wake County  
Lindsey Doerr—Volunteer Engagement Manager  
[ldoerr@wakebgc.org](mailto:ldoerr@wakebgc.org)  
919.834.6282, ext 206

Boys and Girls Club of the Grand Strand  
Tracy Swinton Bailey, PhD  
(843)-839-3616  
1000 Dunbar Street, Myrtle Beach, SC 29577  
[Tbailey@bgclubgs.org](mailto:Tbailey@bgclubgs.org)

Boys & Girls Clubs of North & South Carolina  
Wesley Sharpe - Executive Director The Salvation Army  
501 Archdale Drive  
Charlotte NC 28217  
704-522-4970  
[wesley.sharpe@uss.salvationarmy.org](mailto:wesley.sharpe@uss.salvationarmy.org)

The Club leaders will be able to answer questions about need, distribution of product, storage, etc.

Lisa Hurst, Vice President Southeast Region, Boys & Girls Clubs of America, has passed on this information and is available if needed at [lhurst@BGCA.org](mailto:lhurst@BGCA.org). However, Lisa does not need to be included in the initial communication.