

Freja's Centre for  
Reproductive Health  
Awareness CIC

...

Annual Report 2023

A group of young women are sitting together, wearing denim jackets. The image has a warm, orange-toned filter. Overlaid on the image is white text that reads: "Changing the way we talk, think and feel about reproductive health conditions." The text is arranged in five lines, centered horizontally.

Changing the way  
we talk, think and  
feel about  
reproductive  
health conditions.

As 2023 draws to a close we are thrilled to publish our very first annual report. 2023 was the year when we finally became registered as a Community Impact Company, solidifying our ambitions of making Freja's an impactful force for good. As a very young organisation, we are still finding our feet, figuring out how we can best achieve our goal of changing the way society talks about reproductive health conditions. We've recognised that there is a real risk of wanting to do everything at once, and in the end, achieving nothing at all, so this year we have focused on honing our mission and onboarding a group of passionate volunteers to help us collect stories and amplify voices.

In 2024 we aim to carry on as we have, but we also want to start venturing outside of our comfort zone and begin shaping and delivering more ambitious storytelling interventions, so that the stories that are shared with us, can have an even greater impact.

None of this could be done without our volunteers and we are immensely grateful for the time and effort they contribute to Freja's.

Thank you,



Majken Disch  
Founder and CEO



What is Freja's Centre for  
Reproductive Health  
Awareness CIC?

# Background

1 in 10 women in the UK have endometriosis, 1 in 10 have PCOS, 2 in 3 will develop fibroids at some point in their lives and 1 of 7 couples struggle with infertility. Yet, the impact of these issues are often neglected.

Freja's was created to change the narrative around reproductive health issues and empower those affected to ask for, and get, help - and make them feel less alone.

Firm believers in the power of storytelling we work to build empathy and willpower to do better for the millions of people struggling with reproductive health issues in the UK.

# Vision

We want society to do better for the millions of women in the UK affected by severe reproductive health conditions.

From endometriosis, to infertility, to fibroid and PCOS our pain has been sidelined, ignored and consistently underfunded.

Too many have felt fobbed off, ignored or left to believe that pain is just part of having a uterus.

We want to see a society where reproductive health issues are taken seriously in the GP's office - and where employers and educational institutions are well equipped to support those affected, ensuring no one is left behind.

# Mission

We are on a mission to change the perception of the reality of living with severe reproductive health issues.

We empower women and those assigned female at birth to share their stories of living with endometriosis, PCOS, PMDD and more. Through the sharing of stories, we work to spark conversations on how, we as a society, can better support those affected by reproductive health conditions and ensure we all stand a chance to fulfil our potential.

We design storytelling interventions and shape products and experiences which get the stories in front of the people with the power to create a positive change for those affected - at home, at school, at work and in the doctor's office.

**'The emotional and physical effects of the continual cycle of hope followed by devastation took its toll on us.'**

Caitlin, 30, Infertility





# 2023: an overview

## March 2023

We became registered as a Community Impact Company.

## June 2023

Our first story written by a volunteer was published.

## December 2023

We published our 11th story of the year. Growing the amount of total published stories by more than **180%** in just 7 months.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

## May 2023

We started welcoming on board our first volunteers.

## September 2023

We published our organisational values.

## November 2023

We completed work on our website to make it more accessible.

# Volunteers

We could not carry out the work we are doing without our volunteers. As the year draws to a close, we are proud to say we have 14 people in our team, as well as 4 directors on our board.

Most of our volunteers are content-writers, others focus on shaping our social media presence and we also have a small team dedicated to making our website as accessible and scientifically accurate as possible.

'Since volunteering with Freja's, I've had the privilege of connecting with so many incredible people, each of whom have unique and fascinating stories to share. Working as part of a team which fosters curiosity amongst its members has allowed me to learn abundantly from those I've met, whilst becoming more confident within my role as an active listener.

'I've now witnessed how the act of writing or rewriting our personal narratives encourages more meaningful discussions about reproductive health, and I am proud to work with an organisation which provides a safe space for these conversations to take place.'

Izzy, Volunteer Content Writer



# Our online presence and accessibility

In the latter half of 2023 our social media presence got a visual update, bringing the stories told on our website more to life. We also started experimenting with other formats, and this December we've launched a small Christmas campaign, asking people to think about how reproductive health might affect someone's festive season.

Our website has been given an accessibility overhaul. We recognise that our website is not fully accessible yet, but we are committed to doing our very best within the limitations of the tools we have.

# Our values

**Inclusion and Diversity** - because we recognise that reproductive health conditions impact people differently depending on their social and cultural background, sexuality, gender identity and disability. We have an ongoing commitment to represent this diverse community, both in our storytelling and in how we build and grow Freja's.

**Safeguarding** - because we recognise that reproductive health is an often sensitive topic and that choosing to share one's journey with the world, is a big step for many. We put the well-being of those who share their stories with us, and the well-being of our team, at the forefront of everything we do.

**Curiosity** - because not one experience of living with a reproductive health condition is the same, and though there will often be similarities, we understand and respect that there is not a 'one-size-fits-all' when it comes to the experience of living with endometriosis, PCOS, PMDD, fibroids, infertility or other reproductive health conditions.

**Honesty and Transparency** - because we are asking people to openly and honestly share experiences with us which are deeply personal and might leave a person feeling vulnerable. We cannot do so without in turn being completely open, honest, and transparent about our motivations, how we operate, and who we partner with.

# 2024

So what happens now?

In the coming year we want to work even harder on diversifying the stories told on Frejas.org. We recognise that reproductive health conditions impact people differently depending on someone's age, sexuality, race and social background - and so far, we have not been good enough at capturing this.

In 2024 we will start focusing on telling stories in different formats and settings, so the stories shared with us can reach even more people.

Finally, we will open the doors to have conversations about sponsorships and collaborations to strengthen our growth and reach.

**'The more I share my story and the louder I get the more power I take back for myself.'**

Carol-Anne, 25, PCOS



# Contact

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[www.frejas.org](http://www.frejas.org)

Freja's Centre for Reproductive Health Awareness is a Community Impact Company registered in England and Wales.  
Company no: 14770070



# Appendix

School: 'The correlation between missing days of school and endometriosis is significant, with over 40% of responders to this question confirming this.' [Endometriosis in the UK: time for change. APPG on Endometriosis Inquiry Report 2020](#)

Work: '39% of respondents reported having reduced income due to living with endometriosis.' [Endometriosis in the UK: time for change. APPG on Endometriosis Inquiry Report 2020](#)

Not seeking medical care: '24% feel unable to seek care due to embarrassment about the condition' '15% feel unable to seek care due to being judged.' [Better for women. Improving the health and wellbeing of women and girls. Royal College of Obstetricians and Gynaecologists. 2019.](#)

Not feeling listened to: 'More than 4 in 5 (84%) went on to tell us there have been times when they (or the woman they had in mind) were not listened to by healthcare professionals.' [Results of the 'Women's Health – Let's talk about it' survey. Department of Health and Social Care. 2022.](#)

Awareness: 'Recent research by Endometriosis UK shows that 54% of people do not know what endometriosis is, increasing to 74% of men. 62% of women between the age of 16–24 don't know what endometriosis is.' [Endometriosis in the UK: time for change. APPG on Endometriosis Inquiry Report 2020](#)