

cycle
mindfulness®
club


ANNUAL REPORT

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Natural
Womanhood

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INTRODUCTION

When Erin Dewey attended the very first Cycle Mindfulness® Club Leader's training in August 2022, she was taking a big chance. She was an upcoming senior at Texas A&M University, a practicing Catholic and prolife, and she was interested in learning more about her cycle health. But she had no idea what these clubs really were when she signed up for the first leader's workshop in August 2022. It was a brand-new idea and a program with no history.

The training was challenging, including a meeting format that felt uncomfortable at first. Not everyone in the first group liked it, and some dropped out. But Erin realized that there was something powerful happening there. So she stuck with it, and during a short amount of time, she experienced profound changes in herself and the young women around her, and they began to form a community unlike any she'd ever found before.

Erin became the first Cycle Mindfulness Club leader at A&M and led a very successful group of 12 students for an entire academic year. After she graduated, she joined the Natural Womanhood team to help start other clubs and assist their leaders.

Erin doesn't hesitate to call the Cycle Mindfulness Club program one of the most impactful experiences of her life.

Three years later, Cycle Mindfulness Clubs continue to impact many young women who, like Erin, find the experience life-changing.

We envision hundreds of new clubs on US campuses by 2030, empowering thousands of young women to know and love their own natural womanhood.



A handwritten signature in black ink, appearing to read 'Erin Dewey', with a long, sweeping underline.

CEO and CO-Founder

What is Natural Womanhood?



Natural Womanhood is a nonprofit organization committed to empowering women and girls through **Body Literacy**—the knowledge of how their reproductive and hormonal health impacts every aspect of their lives. At the heart of Natural Womanhood's mission is the belief that women cannot protect or advocate for their health without first understanding it. Through scientifically accurate, evidence-based resources, Natural Womanhood equips women to make informed, confident choices about their reproductive care—free from pressure and misinformation.

As the online *Magazine of Fertility Awareness and Women's Health*, Natural Womanhood's website serves as a global hub for education, offering over 1,000 articles, podcasts, and videos on a wide variety of women's health topics, including fertility awareness methods (FAMs) and natural family planning (NFP), menstrual cycle education, information on pregnancy, labor, and postpartum, and root-cause treatment options for infertility and other reproductive health issues (among many other topics). And, with 50% of web traffic originating outside the United States, these resources are available in English, Spanish, and Russian, among other languages. With more than 5 million readers worldwide since the website launched in 2014, Natural Womanhood also connects women to certified FAM instructors and medical professionals trained in root-cause, restorative reproductive medicine-based solutions.

Beyond providing high-quality, engaging, and evidence-based informational content, Natural Womanhood is a leading voice advocating for authentic women's health in the media and at conferences worldwide. Natural Womanhood also builds "in real life" community through its innovative programs. These include **Period Genius**, an on-demand Body Literacy course for girls ages 9–12 and their parents, and the **Cycle Mindfulness Clubs** program, which began in 2022 on three college campuses, and has since expanded to an anticipated 29 campuses nationwide in 2025.

All of Natural Womanhood's content, programming, and advocacy work reflects our organization's core values—truth, friendship, passion, and beauty—and seeks to transform lives by restoring every woman's right to understand, embrace, and celebrate her natural design as beautiful, powerful, and healthy.

WHAT IS A CYCLE MINDFULNESS CLUB?

If the skyrocketing interest in personality tests, astrology, and one-on-one therapy is any indication, young women are hungrier than ever for knowledge of themselves. Yet relatively few understand the fundamentals of their menstrual cycle and fertility, nor are they aware that it greatly impacts their daily physical, mental, and emotional health and well-being.

The Need

- Through no fault of their own, young women are often ill-informed about the basic science of their hormonal health and cycles, and lack basic Body Literacy knowledge.
- Due to cultural stigma, young women rarely have positive and fruitful discussions with adults or their peers about this topic; as a result, many feel isolated and alone.
- Many are uninformed about common cycle issues and how those issues can impact their overall health. As a result, many are unaware of how the decisions they make now can impact their healthspan, their lifespan, and their future relationships and fertility.

The Cultural Moment

- Young Millennials and older Gen Z women are the first generations of women who are trending away from using the birth control pill since its original FDA approvals in 1957 and 1960.
- Femtech is changing the landscape of reproductive health, and many young women are turning to devices and cycle tracking apps, but without the foundational knowledge to understand what it is they are charting and why.
- Many of these young women are operating under the illusion that they're using Fertility Awareness to track their cycles (and, if sexually active, to avoid pregnancy), while in reality, many apps on the market are simply the outdated, ineffective Rhythm Method "cloaked in code."
 - The problem? Without Body Literacy, young women can't tell the difference.
 - The solution? Women must have prior knowledge of their bodies in order to use these new technologies well, and not be used by them.

The Opportunity

For all of these reasons, Natural Womanhood created Cycle Mindfulness Clubs. These peer-led women's health circles were established to ground women in their natural design through sharing knowledge and deeply listening to one another, all within a supportive community.

Together, women in our Cycle Mindfulness Clubs learn basic Body Literacy concepts. They learn to integrate these concepts into their lives through Cycle Tracking, and each week, celebrate the resulting gains in true self-knowledge. Via peer-led instruction, Club participants also receive medically accurate education on topics related to hormonal and reproductive health, which helps many of them learn—perhaps for the first time—that true health and healing from menstrual cycle issues is attainable. Importantly, the clubs follow a structured support group model, where the women hold space to share deeply with and listen radically to one another about how the weekly lesson intersects with their personal experience.

This combination of learning, integration, and sisterhood is powerful. In fact, the evidence from our Club member surveys (administered at the beginning and end of the academic year) shows that participation in the CMCs is empowering. We see measurable differences in Club members' confidence in their ability to make informed decisions and to advocate for themselves in relation to their healthcare, as well as within their intimate relationships. Researchers call this belief in one's ability to make good decisions and take action "reproductive health self-efficacy," and Cycle Mindfulness Clubs help cultivate the development of this transformative sense of personal agency in participants.

Some of the ways Cycle Mindfulness Clubs impact reproductive health self-efficacy

Cycle Tracking helps women integrate Body Literacy

Support and accountability around Cycle Tracking is central to the CMC experience. When women gain a clear understanding of the nuances of their unique cycles, they see firsthand how their bodies make sense. This powerful knowledge helps young women build the confidence and self-knowledge necessary to identify signs that their body is asking for more support.

Cycle Tracking enhances decision-making

While Cycle Tracking is distinct from Fertility Awareness Methods for Family Planning, it serves as the foundation of all behavioral family planning methods. Cycle Tracking helps women develop the habit of staying in tune with their menstrual cycles, and helps them think more intentionally about sexual activity. It also boosts their sense of control and confidence in identifying health needs, which gives them the agency to advocate for care that address menstrual

health concerns in a way that respects, restores, and preserves their fertility.

Cycle Tracking reduces anxiety

When women know their own unique cycle patterns, including how it impacts their mental, emotional, and physical health, this helps them know and understand what's happening in their bodies. Women in Cycle Mindfulness Clubs report that tracking their cycles reduces anxiety about their hormonal and reproductive health, because of their own confidence in their ability to understand their bodies.

Cycle Tracking Improves communication & advocacy

A woman's cycle chart gives her a visual record of her unique cycle pattern, which gives her something concrete and objective she can share with others, whether it's her fertility awareness instructor, her romantic partner, her friends, or medical professional(s).

In the context of her healthcare, a woman's cycle chart can lead to more effective communication with medical professionals, assisting her care team to ask her better questions, and empowering her to advocate for care that both respects her body's natural rhythms and is in alignment with her values.

In the case of intimate relationships, cycle charts help increase a woman's sexual agency. Cycle charts give a woman a communication tool that can provide important context to conversations about shared family planning goals, and discussions of when and if sex happens. In fact, research shows that young women who track their cycles are less likely to engage in sexual risk behaviors, promoting a number of positive personal and public health outcomes.

Through participation in a CMC, a young woman can first learn how to communicate about her cycle within the circle of safety established through the Club. This gives her the confidence to begin communicating about her cycle with others, and all the benefits that communication entails. While Cycle Mindfulness Clubs have a strong health focus, and are not offering instruction on Fertility Awareness as a method of family planning, the robust education and encouragement toward cycle tracking provides them the foundation they need to begin practicing Fertility Awareness and/or Natural Family Planning with ease when the time is right.

Cycle Mindfulness Clubs in Action

The Cycle Mindfulness Clubs program covers the following eight major educational topics over the course of an academic year:

- Charting your Cycle
- Cycle Syncing
- Common Cycle Problems
- Ovulation
- Male and Female Anatomy
- Informed Consent & Medical Interventions
- Reproductive Life Planning
- Lifestyle shifts for Health Cycles

Importantly, Cycle Mindfulness Clubs are also a gateway to further resources for members who need extra support, whether it's referrals to qualified FAM instructors or medical professionals trained to treat the root causes of reproductive health disorders.

After piloting these Clubs for three academic years, Natural Womanhood has seen that participation leads to something much more profound than can be attained from a simple course or class. Club participants experience something life-changing: a true transformation in the way they see themselves, how they understand themselves as women, and how they choose to care for their bodies.



Young Adult Club, San Antonio TX, March 2024

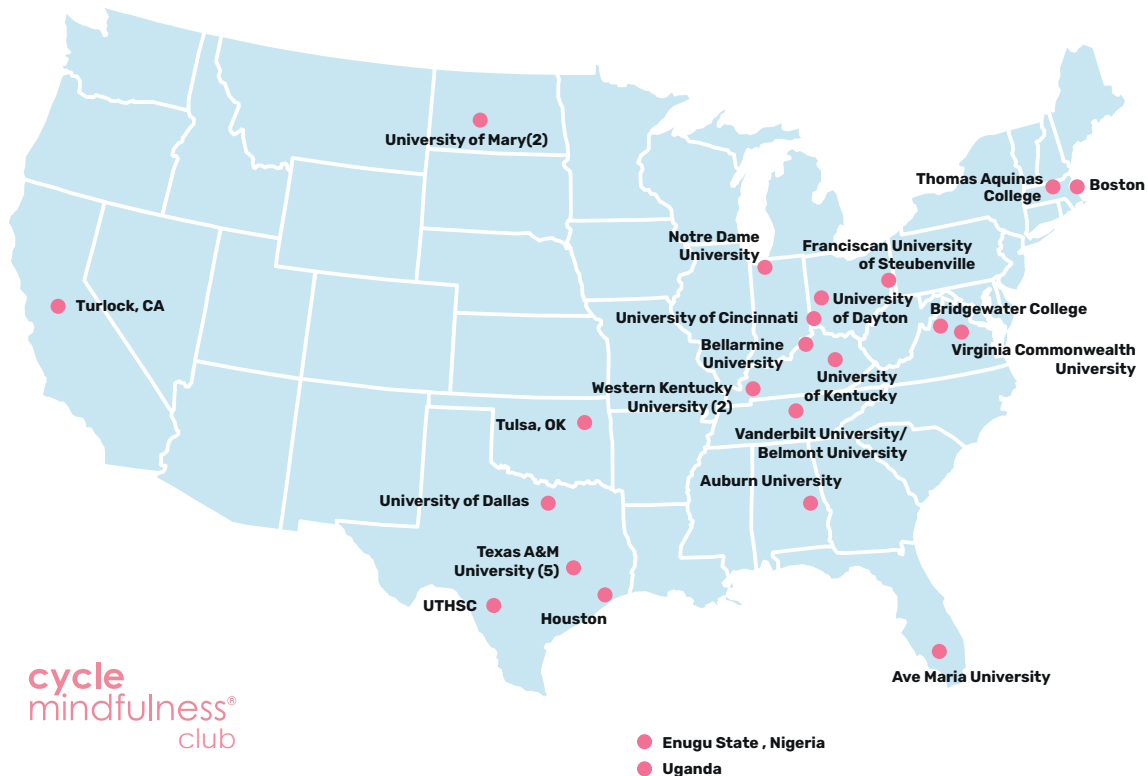
THE FIRST FOUR YEARS

Natural Womanhood piloted the very first Cycle Mindfulness Clubs during the 2022-2023 academic year, with two clubs in Texas and one club in Michigan. We took what we learned from that first year, and applied it to how we prepared for the second, investing significant time towards recruiting and carefully selecting students to lead the 2023-2024 Clubs from all over the US. We also expanded the in-person training from a one-day session to a three-day retreat-like event (see below for more information about our Leadership Training Program).

This increased investment paid off exponentially, and in the fall of 2023, we were able to start 10 clubs. Eight of the clubs were on US college campuses, one was for young adults in San Antonio, and one took place in Kampala, Uganda! Overall, 213 students attended at least one meeting during the 2024-2025 academic year. Of these, 99 students attended meetings consistently, with many more impacted through intermittent attendance.

In 2024, our number grew again—this time, to 17 Clubs. Now, in 2025, we’re preparing to host **29 Clubs** on college campuses across the country. At the same time, we’re also piloting an approach to Cycle Mindfulness Clubs for young professionals in California and Massachusetts.

2025-2026 Cycle Mindfulness Clubs Map





Cycle Mindfulness Leaders Workshop
Houston TX, June 2023

THE TRAINING

While women who join our Cycle Mindfulness Clubs come to learn about their bodies in ways most haven't learned before, the real transformations happen when this knowledge becomes integrated through community. The educational materials shared within the Clubs are evidenced-based and medically-accurate, but we knew it wasn't enough to simply share information. We knew that women need other women in order to have the vision and courage to allow these truths to change their lives, and for this reason, we take the task of qualifying and forming Cycle Mindfulness Club Leaders very seriously.

After a rigorous application and interview process, CMC Leaders are invited to Texas for a three-day training, in a retreat-like experience. The goals of the leadership training are three-fold:

- Give leaders an experience of authentic women's community during the training itself.
- Equip leaders to use the CMC tools to recreate this community in their own Clubs.
- Create a bond between Natural Womanhood and our CMC leaders so they know they can rely on our support.

Over the course of the event, future CMC Leaders are trained in presenting the content of the Club curriculum, leading small group sessions using our evidenced-based content, recruiting and managing Club members, and reporting on their results.

Future CMC Leaders also deepen their knowledge in three key areas:

- 1) Body Literacy and Cycle Tracking for Health
- 2) The transformative power of listening
- 3) Leading a formal support group following Al-Anon principles

Here is what some of our leaders had to say after completing their 3-day leadership retreat:

"I felt that this workshop was so powerful and helpful in building my confidence to carry out the needs of the club this year."

"It was so beautiful, authentic and lovely! Every woman needs to be a part of CMC!"

THE IMPACT

To measure the impact of our Cycle Mindfulness Clubs, we conducted a survey at the beginning and at the end of the academic year. The survey included three main parts:

- 1) A quiz to test their knowledge about the female menstrual cycle
- 2) A survey that measured their understanding of and comfort with their bodies
- 3) Open-ended questions about their overall experience

The data represented below is a combination of the last two years of Club member surveys.

Knowledge Impact

While the main goal of Cycle Mindfulness Clubs revolves around relationships and community, those participating learn a lot along the way.

We saw a 25-point increase in the rate of correct answers to the quiz between the beginning- and end- of the year surveys. Most significant were the answers to the following questions:

- How long is an egg (or ovum) alive? Participants went, on average, from 52% to 77% correct answers
- Why is a period late if you are not pregnant? From 53% to 87% correct answers
- What is the consistency of very fertile cervical fluid? From 50% to 92% correct answers.

Personal Experience

Knowing the transformative power of Cycle Charting, one of the central goals of the Cycle Mindfulness Clubs is to foster the sense that paying attention to your body and your cycles can become an effortless daily habit.

Not all the Club participants chose to chart their cycles daily, but the growth in this area was striking:

- At the beginning of the academic year, 15% of participants reported charting their cycle daily. By the end, 64% were charting daily, and another 30% were charting “sometimes.”
- Most significant: 82% started charting as a direct result of being a member of the Club. Whether they charted with paper or with an app, women involved with a CMC understand what they are charting and why.

We also note a significant change in perspective for women in our Clubs who faced any kind of challenge around their reproductive health. Here, we saw personal agency and hope for health grow before our very eyes:

- At the beginning of the academic year, 28% had a pessimistic attitude about cycle difficulties (e.g., “It’s just the way I am, and I will have to live with it,” or “There may be some solutions, but it’s very unlikely”).
- By the end, only 11% still professed these negative attitudes, while 60% were hopeful and better informed about solutions beyond symptom management, aimed at treating the root-cause of their distress (e.g., “There are solutions and I know them” and “There are solutions, and I am in the process of getting help.”).

	GOOD OR VERY GOOD	
	BEFORE	AFTER
Q24. How would you rate your understanding of what is going on with your own cycle?	26%	78%
Q25. How would you rate your knowledge about the relationship between your lifestyle (such as stress, eating, sleeping, exercising and other habits) and your cycle health?	26%	79%
Q26. How would you rate your knowledge about the relationship between your cycle and how you feel at certain times of the months?	28%	89%
Q27. When thinking of your period and your cycle, how much peace and control do you feel?	21%	73%
Q28. When thinking of your fertility, how much peace and control do you feel?	21%	54%
Q29. Deep down, how confident are you in the goodness of who you are as a woman?	65%	84%

THEIR COMMENTS

In the year-end survey, we asked participants to reflect on the personal impact of the Clubs. Their unaltered answers, reproduced below and organized by theme, show the various ways Natural Womanhood's Cycle Mindfulness Clubs led to a profound change in the lives of participants.

It gave them a positive outlook on their womanhood



"It deepened my knowledge of myself and women around it. It made me proud of my body and my [fertility] and able to discuss feminine health issues with much greater openness. It was a very positive, empowering year!"

"I'm very thankful and love to continuously learn and grow about being a woman"

"Such a helpful introduction to the female body and all of the wonderful things it's capable of."

"Helped me learn more about how beautiful I am as a woman because my body can create human life"

"It taught me more of who I am as a woman"

"It was AMAZING! I learned so much and felt so supported. More importantly it definitely made me feel a shift in how I thought, way more empowered and actually excited to chart!"

CMC positively impacted their lifestyle

"I learned more about things in my life that may have an effect, either positive or negative, on my cycle and overall health. I also met some incredible women to grow with in creating healthy habits and lifestyles."

"Erin is an amazing instructor and this club has made me make changes in my lifestyle and track my cycle"

"I learned significantly about my cycle and to consider what phase I am in more into the things I do and what I expect about myself. To not be afraid to speak up about my health towards medical providers with regards to what kind of treatment I want."

"Great support group and a lot of great resources to inspire me to chart and learn more!"

CMC helped them with some aspect of their health



"It's been a great experience to further understand the "why's" behind my cycle. And to learn safe / healthy remedies for symptoms"

"It taught me a lot about NaPro and that there are options when dealing with cycle difficulties outside of hormonal measures"

"It inspired me to seek help with irregularities in ovulation and period cramps"



"This has been an extremely helpful club! I never understood that my overall daily symptoms were affected so greatly by my cycle. I have loved Cycle Mindfulness and have learned so much!"

CMC participants enjoyed being part of a community of women

"Cycle Mindfulness Club has been nothing short of my favorite group on campus! The sisterhood that has developed is so rich and I am extremely grateful that I got to walk with this group of women as we learned more about how our bodies were designed!"

"Loved it! It was so great to share in community and learn about my cycle."



"I really enjoyed it, felt like I learn a lot and felt so welcome"

CMC empowered women with the truth of their bodies

"It made me feel like I was finally being told the truth about my body and how to take care of it."

"It opened my eyes to want to know more!"

"I have been able to learn a lot about women's health and its importance."

"Led to sooooo much knowledge and growth!!!!"

"Significantly!! I loved learning and feel so empowered!"

CMC gave them the freedom to speak about their cycles

"I used to get squirmy talking about periods and cycles and now it's something I'm becoming more confident in"

"I loved getting to learn and talk with women about something we all wanted to learn about but isn't really taught"

CMC helped them give themselves grace

"I work with myself and my body a lot more now and I am able to be more gentle with myself."

"It helped me with my understanding of myself as a woman and that it's ok if your period is late."

"It impacted me by allowing me to be gentle with myself and not get frustrated if I feel less social during different parts of my cycle."

CMC prepared them for healthy sexual relationships

"I feel much more confident about [Fertility Awareness] as I am preparing for marriage, and I love the relationships I have made with the other club members!"

And so much more!

"It gave me motivation to track my cycle each day, taught me about the different phases and what I should be observing regarding cervical mucus and energy levels, provided an opportunity to meet other girls who care about taking care of themselves and supporting each other in our femininity, and helped me realize I have an abnormally short cycle and there are things I can do to help myself"

"Cycle Mindfulness impacted me by giving me a community of women and a distinct space to discuss our cycles. I loved how open it was and knowing that my periods affect every part of my life. Some days, I just don't feel well because it's natural. That truth has allowed me to give myself grace."



“It gave me more confidence in myself and helped me to mentally prepare for different parts of my cycle. I also really enjoyed the sessions, especially the community of women whom I heard from and shared with.”

“After being in this club for only one academic year, I feel like I already learned so much about my cycle, fertility, and unique qualities as a woman. I really hope that this club continues for years to come because I think so many more women need to know about our fertility.”

A LASTING IMPACT

The first year of Cycle Mindfulness Clubs ended in May 2023. About six months later, we sent out a survey to the Texas A&M club alumni to measure whether the impact they had reported in May was lasting.

Out of the 11 students who responded, 9 were still charting daily, and 2 were charting “sometimes.” Three were actively engaged in getting help for their cycle issues. Nine were regularly speaking to other students about charting, each reaching an estimated 4-15 other students so far. Here is what they had to say:

“I still chart to this day and I try incorporating some of the things I learned into my life. I try to be conscious of what I’m doing to my body and what I’m putting in it. I also feel a lot more confident in being a woman and all that entails.”

“It really helped me grow in self-awareness, which has changed my life all round in every aspect. Additionally, I am not so hesitant anymore to share with others about some of my struggles...and most of the time, it has sparked a conversation where I have been able to share things I have learned and hear from other women and I’ve gotten some other girls to start charting too just by being open about my health with them!!”

“Being a part of a Cycle Mindfulness Club helped me recognize that there were reasons behind what I was feeling that I was not stuck, and that it is possible to find the method to the seeming madness.”

OUR TEAM

The CMC program was designed with the help of a team of advisors with expertise in healthcare, small group process, and education. Natural Womanhood runs the CMC program with the help of Jackie Aguilar, FCP, our Director of Education, Katie Vidmar, MTS, our Director of Programs, and Isabelle Adams, our Education Coordinator. Silvia Coto, Natural Womanhood's Development Manager, and Gerard Migeon, CEO, assist with CMC management and leadership. Both Jackie, Katie, and Isabelle are all part time (8-12 hours a week), and in the future, we hope to expand the time and resources dedicated to this promising program—but we need help to do so.



Cycle Mindfulness Leaders Workshop
Houston TX, June 2024

WHAT'S NEXT?

We've learned so much from our Club Leaders, and they've helped us chart a course toward the Cycle Mindfulness Club movement having an even greater impact. From ideas for additional content to helping us network through their relationships to new campuses and communities, our leaders are helping us grow the Cycle Mindfulness Clubs organically through friendship.

As we continue to scale, we're working to maintain strong integrity of the program with a larger group of leaders and participants than ever before.

With the robust and experiential training they receive during the 3-day retreat, our new leaders leave confident and well-equipped to serve the women they encounter in and out of their Clubs.

Leaders also receive ongoing support in the form of monthly group 1:1 virtual meetings with CMC Team Members, as well as a monthly group gathering with other leaders. Over the course of these group meetings, the leaders hear from guest speakers on a variety of women's health topics, and participate in a book study on a topic related to leadership development. Our hope is that Cycle Mindfulness Club Leaders' impact extends far beyond the time they actively lead a Club, positioning them to connect other women with the truth of their bodies for the rest of their lives.



Cycle Mindfulness Leaders Workshop
Houston TX, June 2024

As a reader of this report, **we would like to ask you to please consider supporting this program with your financial help.** Based on the number of clubs for 2025-2026, we estimate that the cost for this year will be around \$3,000 per club. Both the leadership training and participation in the clubs are completely free of cost to the leaders and Club participants. As the program grows, the cost per club will decrease, but our staffing and training costs will necessarily increase. However, based on previous attendance, we can estimate that the cost for each student impacted by a Club is under \$450; a relatively small cost considering the powerful, life-changing impact of this program.

Thank you for your interest and support of Natural Womanhood and the Cycle Mindfulness Clubs program, which is an important component of our vision that one day, all women will claim their cycles and fertility as beautiful, powerful, and healthy.

Natural Womanhood is a non-profit, Texas-based, 501c3 corporation.