



Annual Report

2025



Dear friends and supporters of carafem,

Reflecting on 2024 from today's vantage point is sobering. The year ended with a presidential administration hostile to reproductive rights poised to return to office and a coordinated opposition prepared with a playbook to further restrict abortion access across the United States. Online, paid political ads, adoption of AI, and major changes to search algorithms made it even harder for people in the United States to find accurate information about essential healthcare, including reproductive and abortion care.

It's tempting to view 2024 solely as the on-ramp to the chaos of 2025. But at carafem, we're telling a different story.

2024 wasn't a year of waiting and worrying—it was a year of growth, innovation, and bold preparation for what's ahead. Together, we made meaningful strides.

We expanded access. carafem began serving clients in Michigan and New York, bringing our footprint at the end of 2024 to 16 states plus Washington, D.C. We also extended our medication abortion care program to support people with pregnancies up to 12 weeks.

We reduced financial barriers. We launched a sliding scale for fees and increased Maryland and Illinois Medicaid coverage for telehealth abortion care. These changes have helped us serve twice as many low-income clients, and we've seen a significant increase in both states since enhanced access to Medicaid coverage began.

We pioneered new options. In late 2024, we launched “abortion pills for future use,” expanding access to essential medications even before someone is pregnant. Now available in most states we serve, demand for this option continues to grow.

We got louder. Abortion care must be visible to be accessible. In 2024, we refreshed our brand to reflect our bold, values-driven approach, ramped up our marketing to reach people traveling for care, and advertised to over 100 million people. [Our efforts in NY at Times Square were recognized with a Gold Anthem Award.](#)

We invested in the future. carafem is actively fundraising to keep care affordable for the people who need us most, while working toward long-term sustainability through operational efficiency and small, high-performing healthcare teams. Your support plays a critical role in making this possible—especially as we rise to meet the needs of today's shifting landscape.

Looking back, 2024 wasn't just a turning point—it was a test of values, vision, and will. At carafem, we responded not with fear, but with forward motion. We doubled down on our mission: to reimagine reproductive healthcare in the United States with compassion, clarity, and courage.

Thank you for standing with us.

Melissa Grant

Chief Operations Officer

Christopher Purdy

Chief Executive Officer



2024 highlights



2024 was a year of mounting challenges for abortion access, with growing political threats and increasing barriers to accurate information online. In response, carafem expanded into new states, strengthened support for low-income clients, and introduced new services to meet evolving needs. These efforts positioned us for continued impact in an increasingly uncertain landscape.

Advance provision puts care in the hands of clients—even before they are pregnant. Within 72 hours of the 2024 U.S. election, carafem’s clinics introduced “abortion pills for future use,” also known as “advance provision.” By January 2025, advance provision was made available to all states served via carafem telehealth to meet rising demand.

Sliding scale pricing was introduced in October 2024. Costs for telehealth abortion now range from \$0-399, contingent on a client’s ability to pay. Since launching sliding scales, carafem has helped twice as many low-income clients receive care.

Advertising abortion unapologetically when we launched in New York with a 30-foot billboard in Times Square. The bold message sparked over 350,000 social media engagements, reaching audiences across the country and around the world.



*2024 by
the numbers*

13%
MORE CLIENTS
SERVED

37
CLIENT HOME
STATES

85%
OF CLIENTS CHOSE
TELEHEALTH

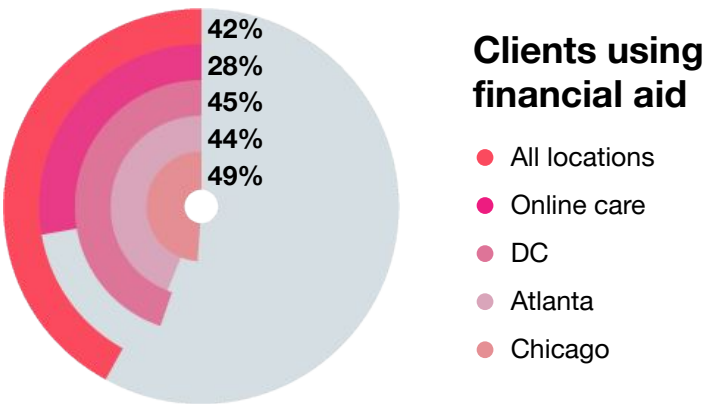
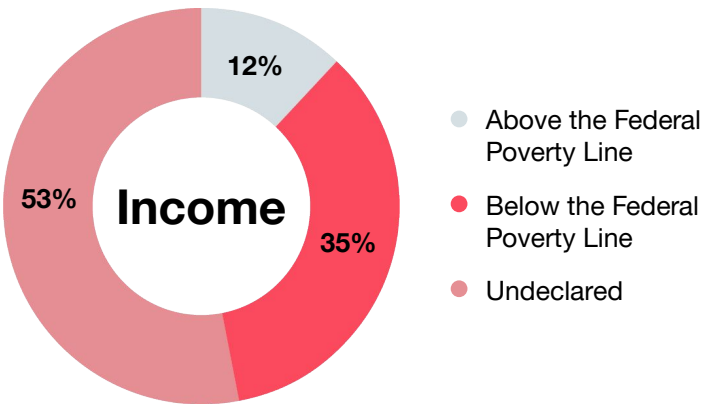
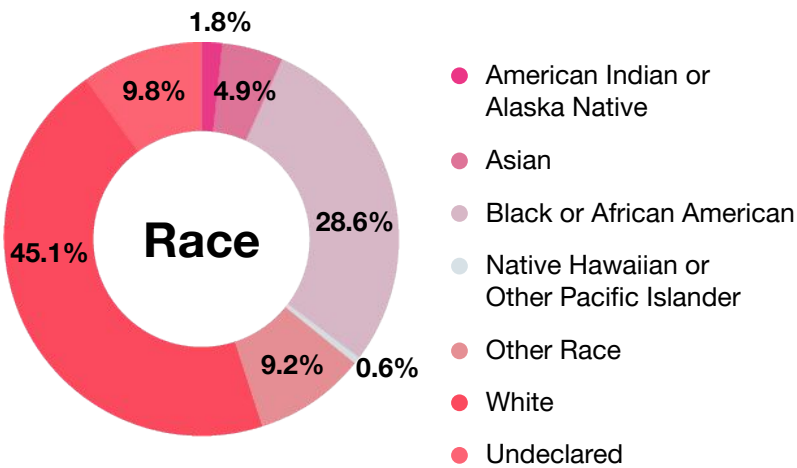
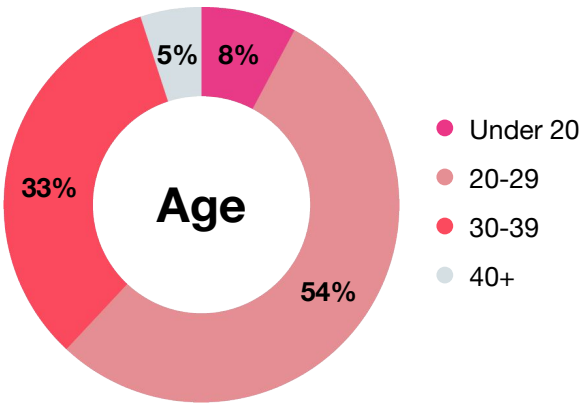
99%
OF CLIENTS SAID
THEY WOULD
RECOMMEND US
TO A FRIEND

27,434
CLIENTS SERVED

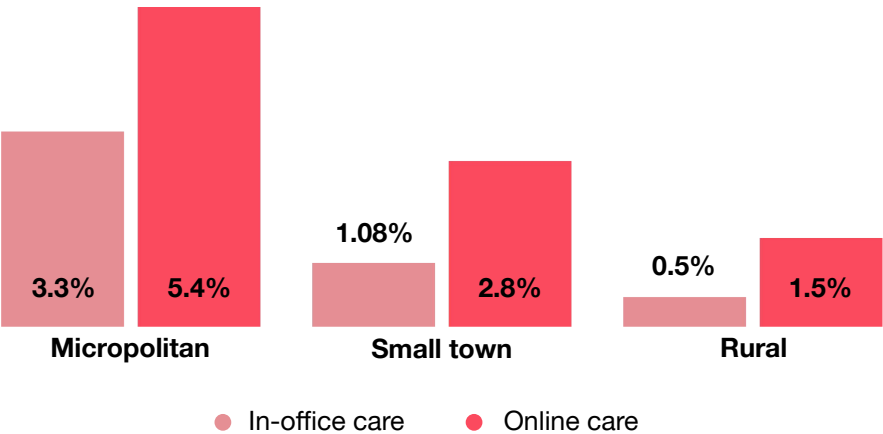
986,203
TEXTS BETWEEN
CARA AND CLIENTS

**+100
million**
SOCIAL MEDIA
IMPRESSIONS

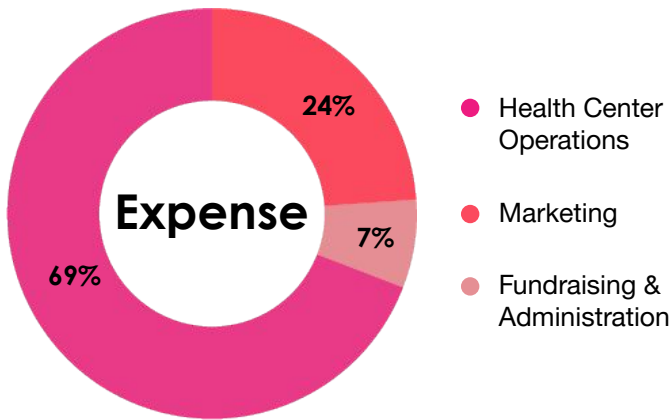
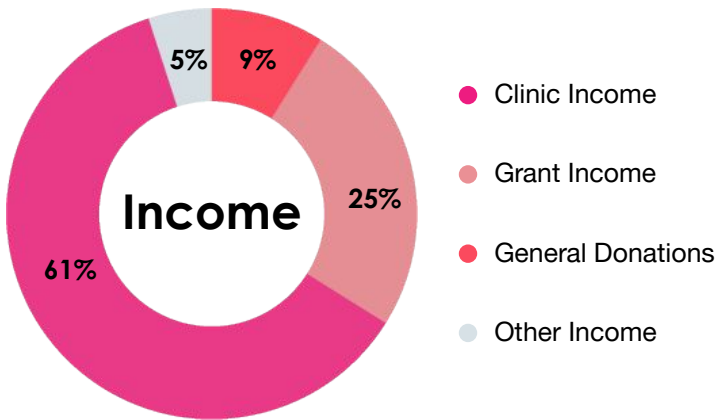
Client demographics



Clients in Micropolitan, Small Town, and Rural Areas



Key financials



Net Assets on December 31, 2024: **\$3,849,504**

“carafem made this entire process seamless and exceptionally easy. At no point did I feel like this was a hoax or illegitimate. **Real doctors. Real prescriptions. And a real, spelled out – easy to understand, step by step guide through the whole process.** They make sure to answer any questions and also ensure your understanding throughout it all.”

-Real carafem client



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