



 carafem

# Annual Report

## 2024

## Dear supporters and friends of carafem,

As I write this letter, 70 people in 15 states are getting immediate answers on our website about whether they are medically eligible for abortion medication by mail. Twenty-five of those people are in need of support and will get instant approval for financial aid. Cara, our text-based personalized abortion care assistant, is busy sending 3,000 messages back and forth with clients, answering their questions and accompanying them every step of the way of their at-home abortion care. This is a typical carafem day in a year marked by new attacks and restrictions on abortion access in the United States.

Last year:

- **We expanded care.** We provided one-of-a-kind, client-centered abortion care to 80% more people than in 2022 across 44 states.
- **We improved online telehealth features to serve more people in more places, faster.** Eighty-five percent of our clients used our telehealth options, dramatically expanding abortion access in small towns and cities, and rural communities.
- **We quadrupled access to financial support for low-income clients with new tech.** Several thousand low-income clients received financial support for their abortion care, a four-fold increase from 2022 thanks to our new online tool that helps clients get funding answers instantly—without making a call or waiting longer for care.
- **Cara, our virtual care assistant, supported tens of thousands of clients with 1.7 million messages.** We designed Cara to be a 24/7 text-based virtual abortion care assistant. On Christmas Day alone, while our offices were closed, Cara supported 263 clients. Cara is frequently cited by clients as the thing they like best about carafem.

- **We said “Abortion. Yeah, we (still) do that.” And a lot more people said it with us.** 350,000 people joined our bold, no shame social media campaign that helped launch our New York operations and serve hundreds of clients in the first month.
- **Our clients recommended us 99% of the time.** Client satisfaction scores have always been our most important metric. They are why we do this work.

We’re grateful for every one of you working with us to build a future where every person—no matter who they are, where they live, or how much money they have—can access safe, convenient abortion care and birth control options that every person deserves.



**Melissa Grant**  
Chief Operations Officer



## About carafem

carafem provides easy, expert, accessible abortion care and individualized birth control options. Our one-of-a kind client-centered approach combines the best medical experience with personalized information, support, and services to help each client feel comfortable and at ease. carafem provides professional, safe, and judgment-free abortion care in its health centers in Washington, D.C., Atlanta, and Chicago metro areas and provides telehealth abortion care online in Colorado, Connecticut, Delaware, D.C., Illinois, Maine, Maryland, Massachusetts, Minnesota, Nevada, New Jersey, New Mexico, New York, Rhode Island, Vermont, and Virginia.



# 2013

Founded

# 99%

Percent of clients who would recommend us to a friend

# 17

Number of states we serve

# 120,000+

Number of clients we've served to date





## Client-centered Care Transforms Abortion Experience

In post-Roe America, people seeking abortion care face mounting legal and logistical barriers to accessing the vital reproductive healthcare they deserve. Nearly 20% of people seeking abortion travel outside of their home state to receive care.

Now, more than ever, we need models of abortion care that focus on individual needs, giving people options to access care how they prefer—and quickly. carafem offers both in-person and telehealth care and our clients decide what works best for them.

This year, 85% of our clients chose telehealth, providing abortion care to many more clients living in smaller cities, towns, and rural communities.

99% of our clients say they would recommend us to a friend. We've received thousands of comments like this:

***"I was so pleasantly surprised at the accessibility and support from carafem for reproductive health care. They were present, compassionate, and professional. They give me hope for the future reproductive rights for all birthing people."***

[Read more of our client reviews here.](#)





## We Say “Abortion” Loud and Proud

carafem is proud to provide abortion care. We believe it should be advertised like any other form of healthcare—without shame or judgment.

When we launched in New York earlier this year, [we unapologetically advertised our high-quality abortion care on a 30-foot billboard in Times Square](#). Over 350,000 people engaged with the content on social media, reaching people across the country and around the world with our bold message.

Abortion care is needed. Abortion care is normal. Abortion care should be available—without shame or stigma—to everyone.

We'll keep saying "abortion" loud and proud and reminding everyone that abortion medication is safe, and should be private, supported, and affordable.



## Fast, Easy, and Personalized Tech Improves Care

Time is of the essence for each and every person seeking abortion care, which is why carafem developed an online tool called [Immediate Evaluation](#) that is available 24/7 to assess eligibility for receiving abortion care via telehealth.

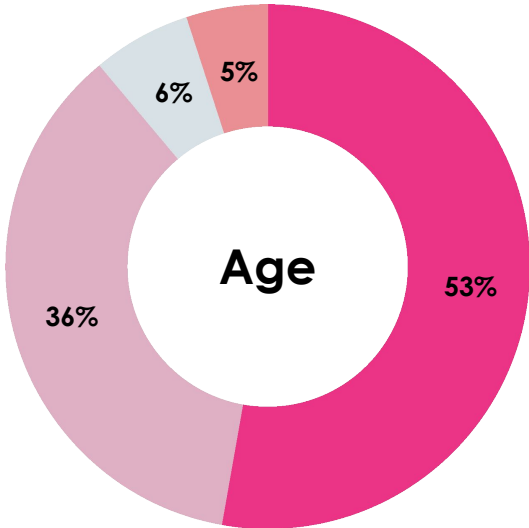
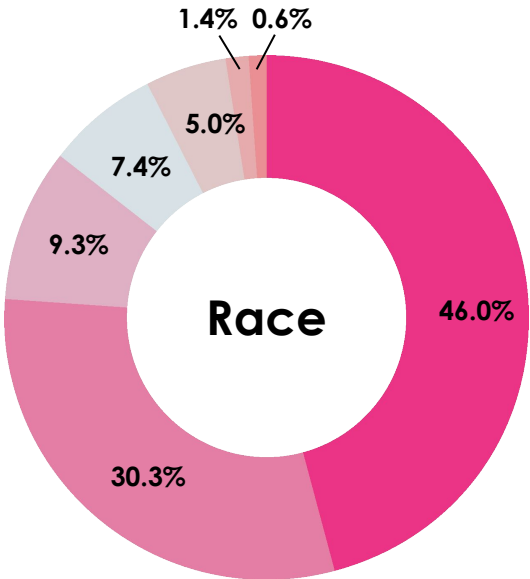
Using technology like this means people no longer need to wait for the next available clinic appointment, which can be a week or two away in some communities. They don't need to take a day off from work and parents do not need to find child care to attend appointments.

And by providing medical support via text from Cara, [carafem's virtual assistant that accompanies each client throughout their medication abortion](#), answering questions and sending protocol reminders, clients receive immediate attention—even on holidays and in the middle of the night. This approach puts people at ease and prevents many from unnecessarily seeking care in emergency settings. Many of carafem's clients say Cara made them feel comfortable asking questions and they felt personally supported throughout their medication abortion at home.



WHO WE SERVED

# Client Demographics in 2023



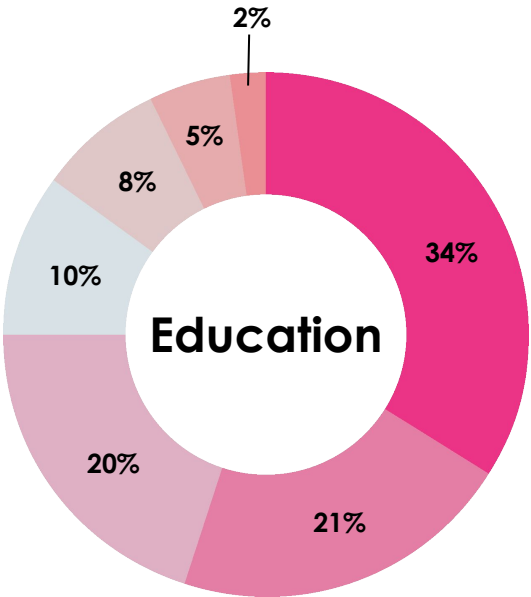
White Black or African American Other Race Undeclared Asian American Indian or Alaska Native Native Hawaiian or Other Pacific Islander

Under 20 20-29 30-39 40+

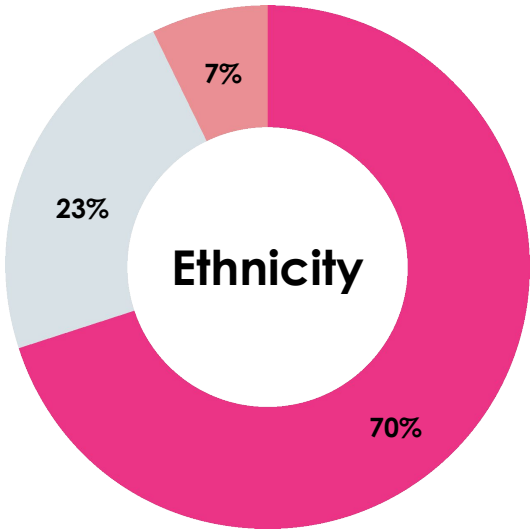


WHO WE SERVED

# Client Demographics in 2023



- High school diploma; GED
- Some college, no degree
- Bachelor degree
- Associate degree
- Master degree or higher
- Some high school, no diploma
- Undeclared



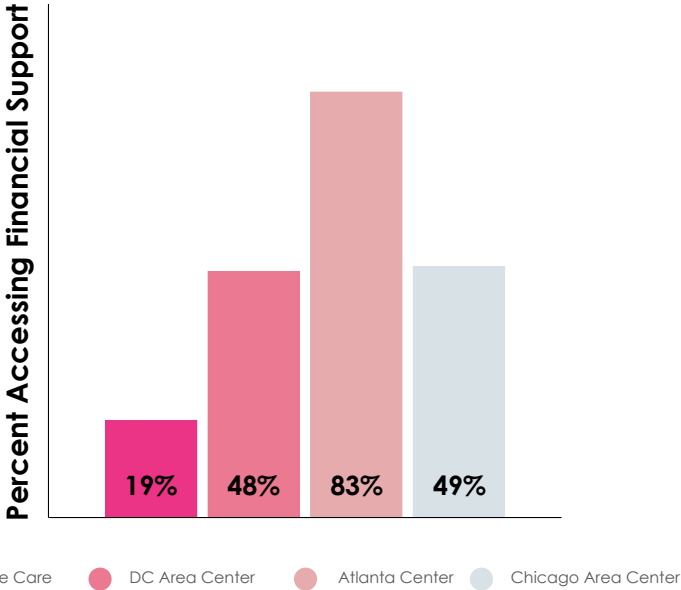
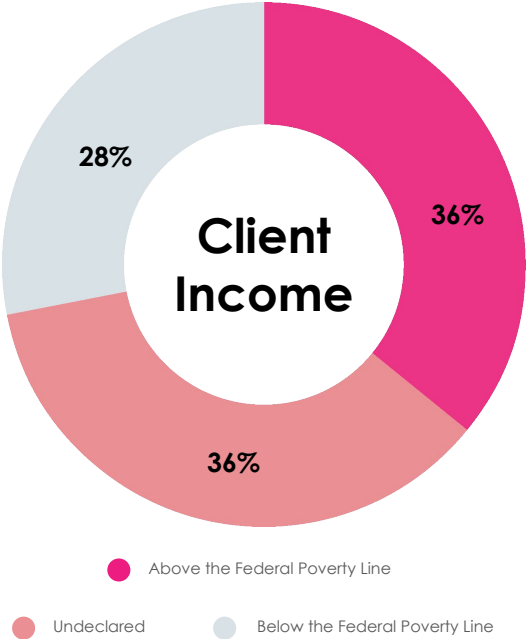
- Hispanic or Latinx
- Not Hispanic or Latinx
- Undeclared





WHO WE SERVED

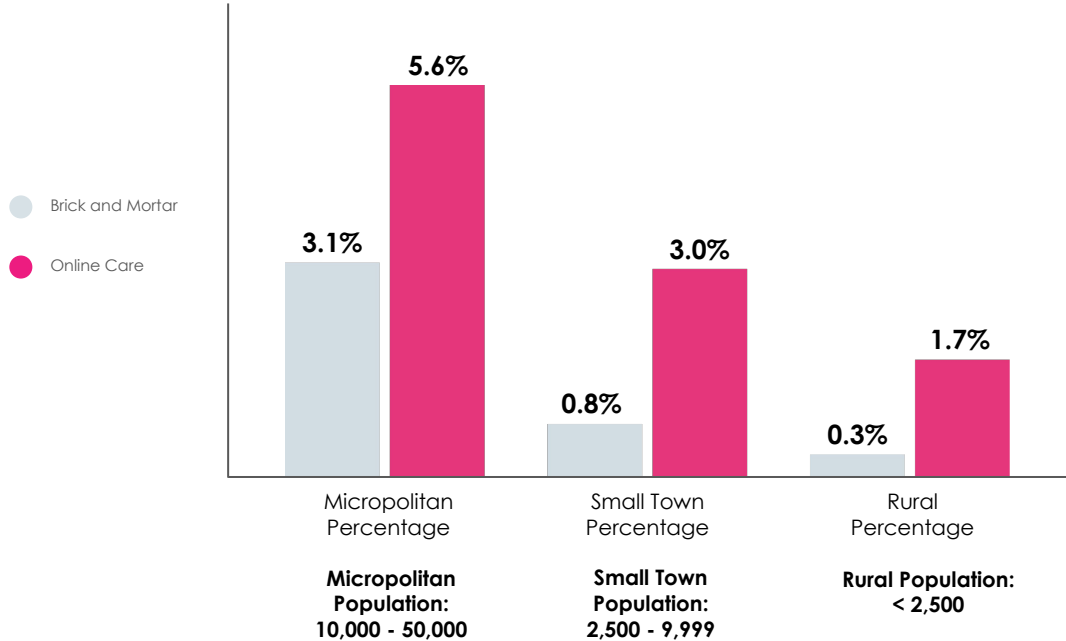
# Client Demographics in 2023



WHO WE SERVED

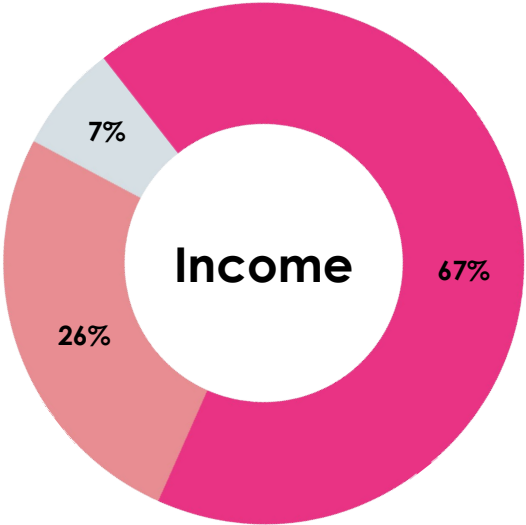
# Client Demographics in 2023

Online Care Expands Access in Micropolitan, Small Town, and Rural areas  
(as defined by USDA [Rural Urban Commuting Area codes](#))

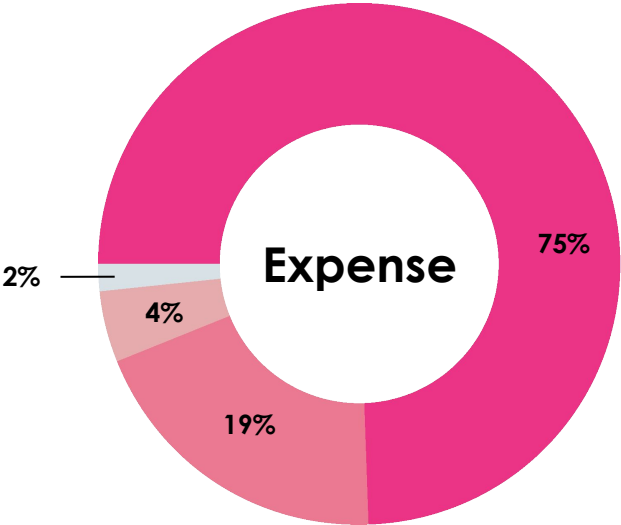


WHAT WE SPENT

# Highlights of 2023 Audited Financials



Clinic Income   Grant Income   General Donations



Health Center Operations   Marketing   Administration   Fundraising

Net Assets on December 31, 2023: \$6,176,038





## Board and Officers

**Carlos Garcia**

President of Eng-Garcia Properties

**Melissa Grant**

Chief Operations Officer

**Nicole Gray**

Independent Consultant

**Dr. Sara Newmann**

OB-GYN & Clinical Professor UCSF

**Christopher Purdy**

President & CEO of FemHealth USA/carafem

**Julie Stewart**

Founder, FAMM

## Appreciation to Our Donors

**Conant Family Foundation**

**Daily Kos**

**DKT International**

**Harman Family Foundation**

**William and Flora Hewlett Foundation**

**The David & Lucile Packard Foundation**

**Anonymous**





# THANK YOU

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