



annual report

carafem

2023

Dear supporters and friends of carafem,

As we reflect on the challenges of the past year — from the overturning of *Roe v. Wade* to an attack on the most commonly used method of abortion provision, mifepristone, we know these threats are based in politics, not science. We are reminded of the vital role carafem plays as a nimble, innovative, and trusted abortion provider in the United States.

In the last year, people across 14 states lost access to abortion care in their communities entirely, and many others face new and harsh restrictions that make it nearly impossible to obtain this critical health care service. **In response, carafem expanded our presence from 12 to 17 states and we're seeing a growing number of people traveling across state lines to quickly access abortion in our health centers and via telehealth.** carafem has become the largest non-profit provider of trusted telehealth abortion services in the U.S., ensuring that individuals have options to access care remotely, 24 hours a day and seven days per week. We have successfully balanced in-person and at-home care at scale, offering comprehensive options to meet the diverse needs of our clients.

Drawing upon global best practices and our commitment to innovation, carafem actively worked towards expanding access to medication abortion. **Understanding the potential threat of a ban on mifepristone, we paved the way for the seamless provision of misoprostol alone, thereby securing ongoing access to safe and legal abortion options with medication.** This proactive approach aligns with our unwavering dedication to maintaining and improving access to reproductive healthcare services in the face of ever-changing legal landscapes.

Looking ahead, we recognize carafem's role in safeguarding and enhancing access to abortion care is more critical than ever before. As an organization, we are committed to serving as a reliable resource for accurate and readily available information. We strive to provide healthcare that is compassionate, affordable, trusted, and timely, while maintaining our respectful approach that honors the unique needs and experiences of every individual. By empowering our clients with accurate and easy to understand information, we aim to accompany them through the abortion journey with strength and compassion.

Despite the challenges we faced, carafem has emerged as a resilient provider, always putting the best interests of our clients at the center of everything we do. **We reduced our prices, broadened our service delivery area, streamlined our processes, and gained the trust of tens of thousands of clients who needed our services during one of the most difficult times in the history of the U.S. for reproductive health care — and we are not slowing down.** In the coming year, we are determined to expand our reach into additional states, breaking new ground and ensuring that individuals in need have access to the quality care they deserve.

On behalf of carafem, we extend our deepest gratitude to our dedicated team, generous donors, and passionate volunteers. Your unwavering support has been instrumental in driving our success and helping us fulfill our mission. Together, we will continue to make a meaningful difference in the lives of those we serve.

Melissa Grant
Chief Operations Officer

Christopher Purdy
Chief Executive Officer

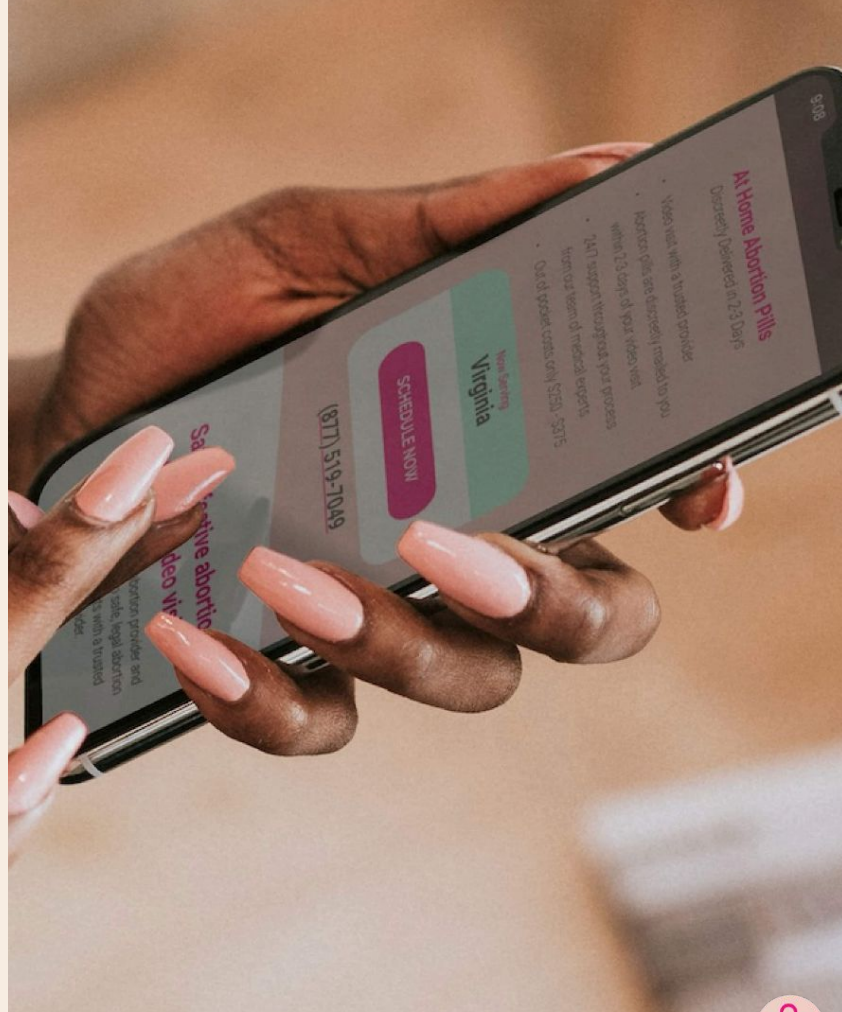


carafem: The Leader in Personalized Abortion Care

carafem, founded in 2013, is a leader in providing medically supported at-home abortion care in 16 states and growing. We also offer in-person medical care including procedural abortion options, birth control, and STI testing and treatment in our offices in Atlanta, D.C., and the Chicago metro areas.

carafem provides care that is personalized and delivered in the way each client prefers — from inside our offices to scheduled video visits, or through 24/7 access to care with an Immediate Evaluation online that is available in just a few taps.

Equity and accessibility are cornerstones of our care, which is why carafem accepts Medicaid via telehealth and in health centers, provides care at low costs (\$0–249) for online care, and partners with national and local funding groups to lower costs and further offset travel and child care costs.

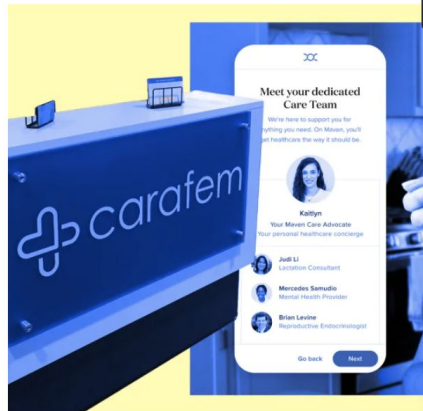




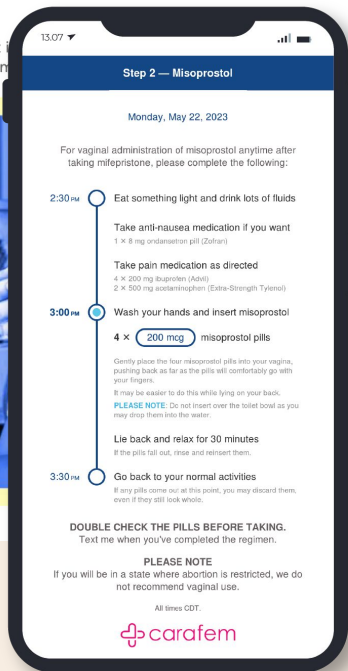
01-05-23 | FUTURE OF HEALTH

These 3 advancements in femtech will lead to better care and treatment for women's health

Femtech can't solve every issue in women's health, but women have a stronger voice, more information, and more



[Photos: courtesy of Maven, Embr Wave; Carafem]



Technology Connects Clients and Care 24/7

Since launching Cara, carafem's text-based virtual assistant available 24x7, it has accompanied over 22,800 clients in their personal abortion care plans at home. **Cara was named by Fast Company as a top three advancement in femtech in 2023.** Most importantly, carafem's clients have found Cara to be helpful in their at-home abortion care, as shared in the quotes below:

*"I think the reminders were also really nice because they were so personalized. She sent a picture with the time that I was supposed to take my medicine, which is super personalized to you. And I think that's really helpful. She communicated and gave a visual. **And it felt like a real person since that is how we communicate all day, we send each other pictures...**"*

*"I would describe 'Cara' as your personal friend while you're going through the time that you're going through. It's someone that's there for you. **You can ask anything. If you're nervous, if you want to back out, if you need help... you can talk to someone.**"*



Participation in Research Drives Innovation

Understanding that mifepristone is vulnerable to threats based in politics — not science — carafem developed a misoprostol alone protocol in 2020 and has provided this care to over 2,500 clients. carafem's protocol for misoprostol alone has a 95% efficacy rate.

This protocol was published in the medical journal, [Contraception](#), in February 2023 and carafem helped train providers across the country on how to use this protocol effectively in case mifepristone is banned nationwide.

Throughout the *Alliance for Hippocratic Medicine v. FDA* case, carafem was called upon by allies and the media to share this evidence-based solution.

carafem is poised and ready to shift to misoprostol alone protocols should mifepristone get banned in the US.



What is an abortion with misoprostol alone?



Swipe to learn more 



Communications Engage and Destigmatize

carafem launched its TikTok account in 2022 and has since received over seven million views of our content. By leveraging memes and collaborating with authentic and popular creators, carafem has been able to break through the noise and normalize reproductive health care conversations. A few examples include:

- Using “It’s Corn!” [to showcase how to use a condom](#);
- Nicolas Cage and Pedro Pascal [to talk about abortion](#); and
- @Liz G proudly [talking about her abortion](#).

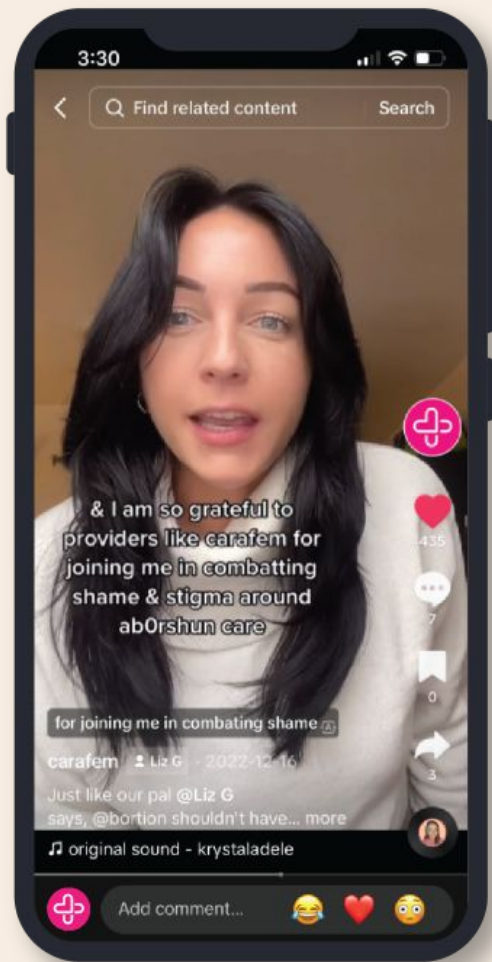
A recent study titled, “[Medication abortion on TikTok: misinformation or reliable resource?](#)” published in the American Journal of Obstetrics & Gynecology affirms carafem’s work as an important voice in this space.

Some of the comments we receive also show these tactics are working:

“An at-home abortion company using memes to advertise. What a time to be alive.”

“I used carafem too! They are awesome.”

“Wonderful! So normal.”





carafem in the News

carafem works to reduce stigma in traditional media outlets as well, aiming to reach the general public but also improve search results, so clients can more easily find and access high quality care.

In 2022, carafem was mentioned in nearly 3,000 articles with a total potential reach of 9.6 billion impressions — a 600% increase over the prior year.

In addition, carafem received recognition for high-quality care from Verywell Health and Health.com, naming carafem the “most comprehensive” and “best user experience” among telehealth abortion providers.

Learn more in our [press room](#) or by clicking the linked articles below.

The New York Times

AP Associated Press

n p r

Ms.

The Washington Post

abc **WORLD NEWS**
TONIGHT WITH DAVID MUIR

Rolling Stone

the guardian



Client satisfaction: Our most important indicator

carafem has served over 100,000 clients since opening its doors. Each client is asked to provide feedback about the level of care they were provided. The organization has consistently received high marks from clients, with **99% of carafem's clients reporting they would recommend us to a friend.**

Of carafem's telehealth clients surveyed, 100% would choose at home abortion care instead of going to a center and agreed they were treated with kindness and respect by carafem team members, as exemplified in a recent client review below.

★★★★★ Quick, affordable, and wonderful

This was a wonderful option for me. My providers were absolutely wonderful and I was able to get an appointment and my pills extremely quickly. This was much more affordable than what the clinics in my area quoted me and the wait times around me were long. This has allowed me to end this pregnancy quickly and without unnecessary tests such as ultrasounds that extend the time I have to deal with this pregnancy. This was an absolutely wonderful experience and I would recommend this to anyone seeking a medical abortion. My mental health was suffering while waiting for a consultation with other clinics in my area and this option had truly saved me from further distress. This is such a necessary mode of care especially in today's post Roe America and I feel incredibly thankful for all that you've done!





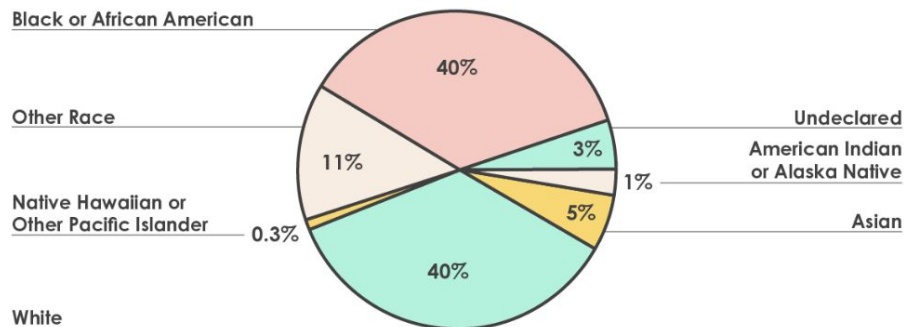
“Beyond grateful for the service I had received. The office is very secluded and private, not a lot of traffic or people in and out. The staff...didn’t make me feel bad for my choice. They laughed with me, and talked with me as long as I needed. Not once did I feel uncomfortable. Everything was fast, cheaper than I thought, and just smooth as ever. If you want discreet, and secluded treatment, this is the place. And there’s no people outside with posters, saying not to do it. Go on and book your appointment and live a kid free life :)”

- carafem Atlanta client

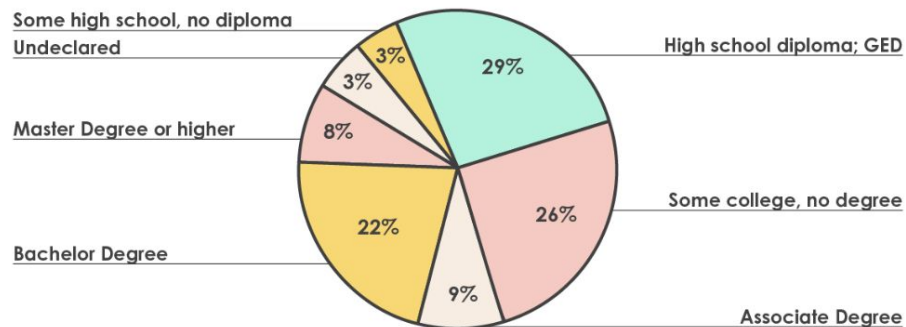


Who we served: carafem's client demographics in 2022

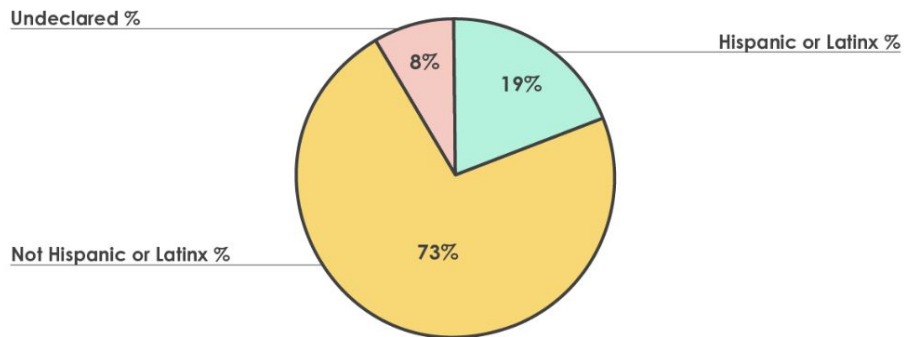
RACE



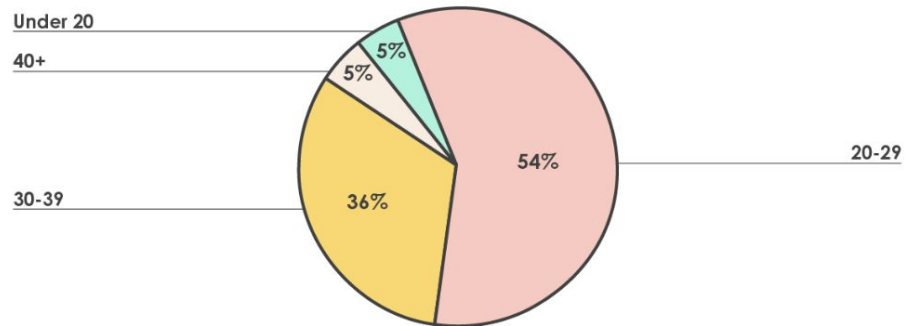
EDUCATION



ETHNICITY

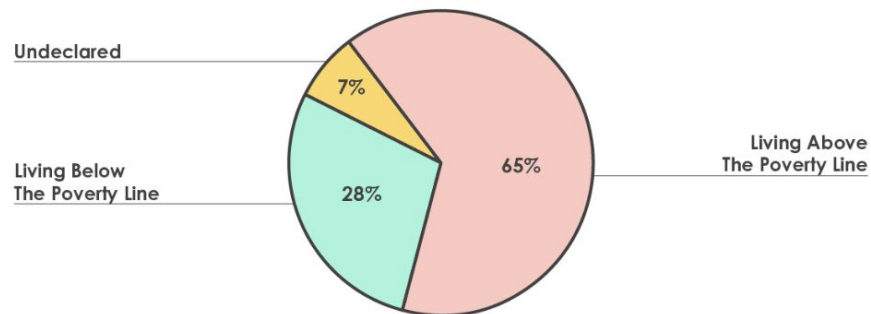


AGE

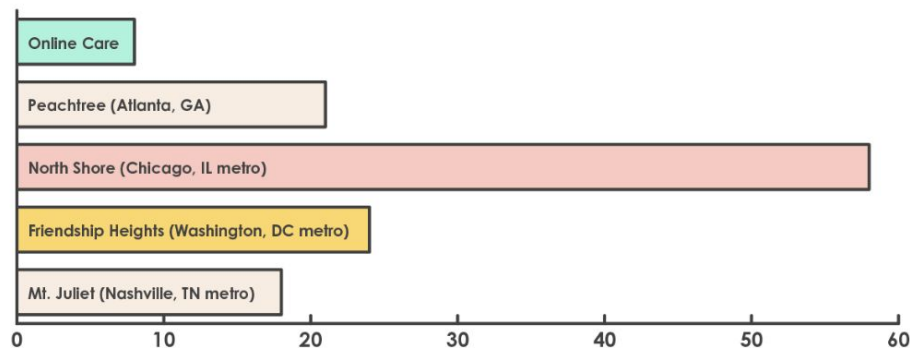


Who we served: carafem's client demographics in 2022

2022 CLIENT INCOME LEVELS

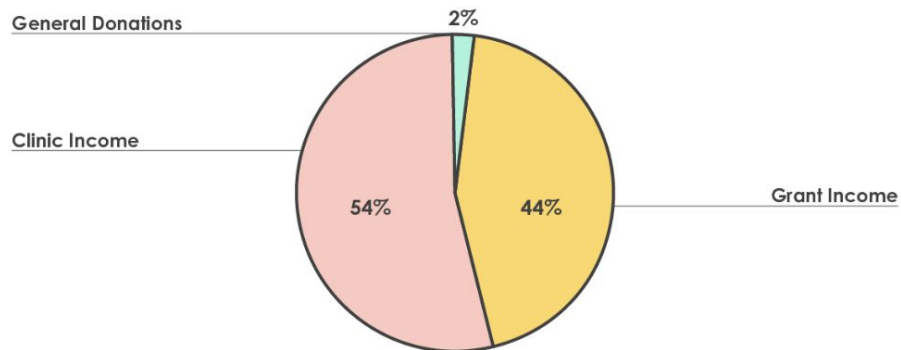


2022 PERCENTAGE OF CLIENTS ACCESSING FINANCIAL SUPPORT

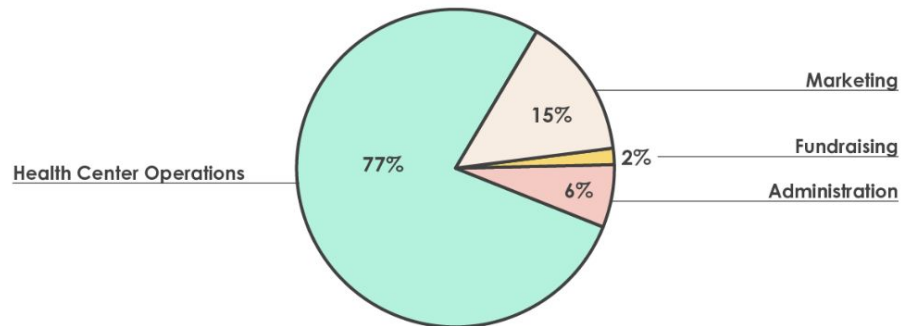


Highlights of carafem's 2022 Audited Financials

2022 REVENUE BY PERCENTAGE



2022 EXPENSES BY PERCENTAGE



Net assets on December 31, 2022: \$7,649,562



Board and Officers

Carlos Garcia

President of Eng-Garcia Properties

Melissa Grant

Chief Operations Officer

Nicole Gray

Independent Consultant

Dr. Sara Newmann

ObGyn & Clinical Professor UCSF

Christopher Purdy

President & CEO of FemHealth USA

Julie Stewart

Founder, FAMM

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Collaborative for Gender + Reproductive Equity

Conant Family Foundation

Daily Kos

Demartini Family Foundation

DKT International

William and Flora Hewlett Foundation

The David & Lucile Packard Foundation

The Women's Fund of Greater Milwaukee





Thank you

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