



carafem

2021 annual report

A Year of Innovation in the Face of Adversity

In an ever-changing world, and in spite of a global pandemic, one thing remains constant: people need access to abortion care. **Over the last year, carafem persevered, adapted, and innovated to deliver high quality abortion care when people needed it most.**

carafem saw remarkable growth in 2020, with a 50% increase in clients served over prior year. This increase came primarily from clients seeking care online through our new telehealth abortion care platform, the expansion of our Nashville health center to include in-office abortion procedures, and increased demand in our Chicago area health center for those using Illinois Medicaid as their payment source.

All carafem centers remained open during the COVID crisis to meet client needs in the many communities we serve. **carafem's** unique model of care proved to be "pandemic proof," as we see one client at a time, ensuring the safety and privacy of one-on-one time with a provider, and limited contact with other clients during visits.

Much of 2020's growth came from our telehealth abortion care platform. We provide private, convenient online medication abortion visits with a **carafem** clinician to our clients at home through a secure encrypted video conferencing platform. Over 900 discrete packages of medication abortion pills were shipped to **carafem** clients in Illinois, Maryland, Georgia, Virginia, and the District of Columbia just last year. **The majority of these clients were served in the final quarter of 2020 during which time we had streamlined our service delivery to more effectively reach more clients, particularly in rural areas across the country, than ever before.** In light of our success, we plan to expand this service to as many clients as we can across the country.

2020 also was a year where the world, including the field of reproductive health, has confronted issues of systematic racism. **carafem has committed to ensuring we do not perpetuate the legacy of harm that has been part of the history of reproductive health.** To that end, **carafem** affirmed that Black Lives Matter and committed to fight for racial justice — we published a Black Lives Matter statement on June 5th, and convened an internal Diversity, Equity, and Inclusion (DEI) Advisory Team. We commit together to deep reflection and action to understand how we enact racism and to take deliberate steps to dismantle it.

The past year has been one of innovation in the face of adversity. **Next year will be focused on using our insights and technological advancements to expand virtual care to as many states as possible to reinforce our mission; increase access to compassionate and convenient reproductive healthcare.** We look forward to serving many more clients in the coming year. **carafem's** success would not be possible without the enthusiastic work of the **carafem** team, donors, and volunteers. We thank you for your support.



Melissa Grant, COO



Chris Purdy, President & CEO



carafem has been reducing barriers to abortion care since day one.

Launched in 2015, carafem has made it easier to obtain high-quality abortion care in health centers and online by:

- **Providing care that is respectful of the individual client:** carafem's thoughtfully designed patient experience focuses on the comfort and needs of one client visit at a time to assure safety and privacy while maximizing time spent with a clinician. This model of care has proven to be pandemic-proof, as centers have remained open and are easily maintaining social distancing
- **Partnering with its clients in decision making:** We recognize each client as individual, and create customized care plans based on their needs and at a price they can afford
- **Hiring passionate, innovative staff:** Our clinicians are passionate about providing the most up-to-date quality medical care available anywhere



The carafem experience is designed to calm anxiety



carafem works to center the client experience in justice, equity, diversity and inclusion.

carafem believes all health care should be easy to understand, easy to access, and centered around each person's unique needs. **We work to provide the best possible health care in a way that celebrates all aspects of our clients' identity, including their sexual orientation, gender, gender identity and expression, race, ethnicity, immigration status, socioeconomic background, dis/ability, and age.**

Not only does carafem proactively offer and screen for financial assistance for clients in need, but we also welcome Medicaid payment in states that provide this resource to pay for our services.

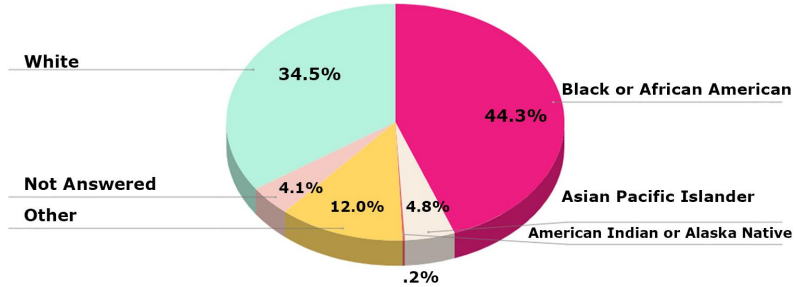
We understand that a commitment to racial justice must transcend performative gestures, and requires sustained action both internally and externally. **With a high percentage of BIPOC — approximately 61% of our clients — seeking abortion care at carafem, we are dedicated to guaranteeing our services, how we communicate with our clients, and how we conduct marketing and outreach are equitable and just.** Read more about our commitment to racial justice in our [Black Lives Matter statement here.](#)



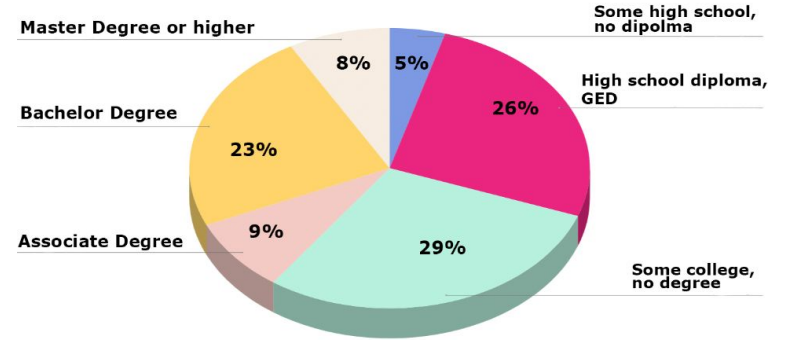
BLACK. LIVES. MATTER.

Who we served: carafem's client demographics in 2020

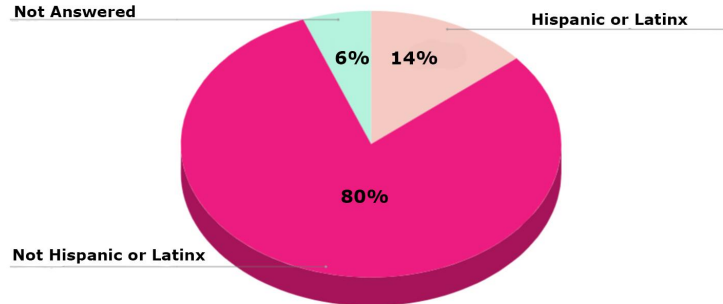
2020 Race



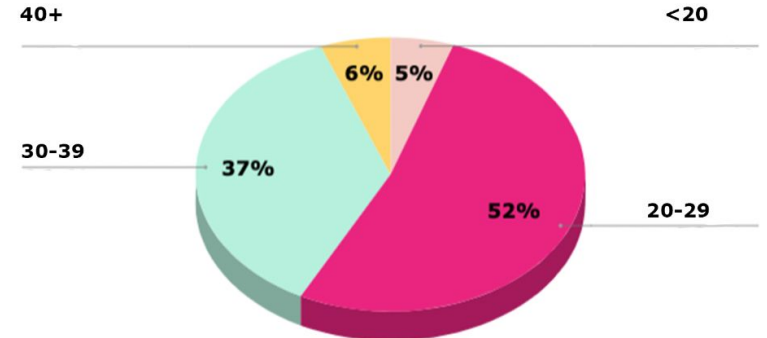
2020 Education



2020 Ethnicity



2020 Age



carafem creates a high-quality, personalized medical experience for people of all income levels.

The cost of abortion care can push it out of reach for many, which is why carafem sets prices for all services at or below the local community's average cost and raises funds to cover the remaining costs. **We partner with the National Abortion Federation and local funding entities to offer discounts to all clients who qualify because we are here to create the best medical experience for everyone, of all income levels.** carafem also accepts private insurance and Medicaid, collaborates and provides direct discounts to clients who qualify.

While many other providers are unable to accept Medicaid or insurance for abortion care, carafem has worked with legal and advocacy partners to push through volumes of unpaid and delayed claims. We've also increased outreach and communications to reach people who need care and wish to use state Medicaid to fully cover the cost of their abortion care.

In 2020, the following percent of clients in each state accessed Medicaid for abortion care:



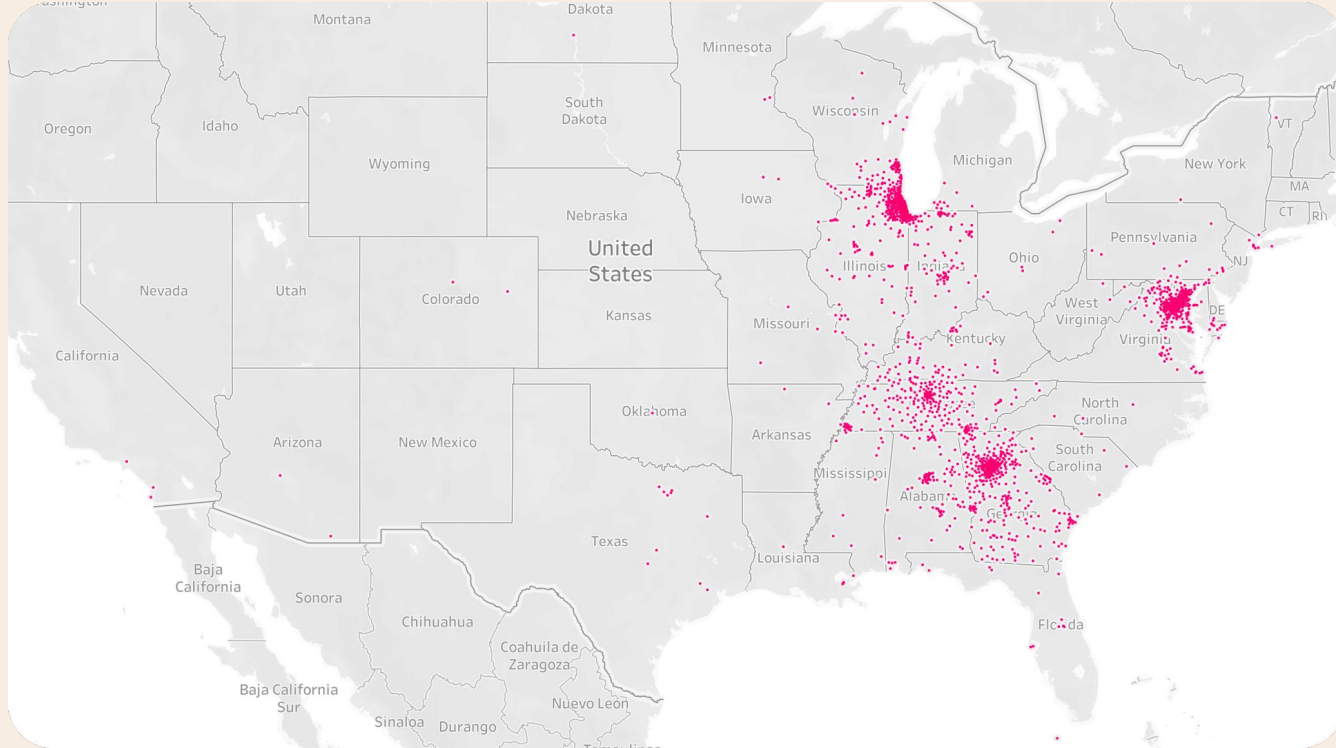


This was my first visit, I was SUPER nervous but they were so nice. They made me feel like they actually cared with no judgement. My appointment was speedy.

They even catered to the fact that I lived out of state so I didn't have to make the long drive back unless absolutely necessary.

-Atlanta client

**9,047 unduplicated clients from 34 states chose carafem in 2020,
a 50% increase over 2019.**



Nearly 15% of all carafem clients travel more than 100 miles for abortion care. carafem is working to plan for the needs of clients by expanding telemedicine and mailing abortion pills to clients who qualify.



Words will not do this justice.

The people in this place are angels who actually care about you and care about what they do.

The experience I had was exception. Felt like a family member.

-Chicago client

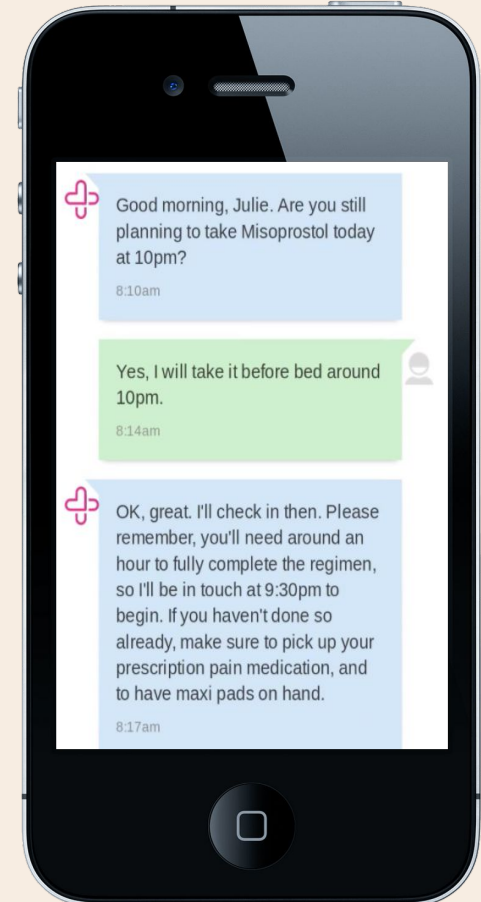


carafem provides medical support at home, every step of the way.

carafem introduced “Cara,” a text-based support system that helps clients manage their personalized care plan and get answers at any time without having to make awkward telephone calls.

When a client has a question that requires a medical professional, Cara can seamlessly connect them to a member of their care team for accurate timely answers.

We often hear feedback about how much clients love this tool, which greatly reduces their anxiety while they manage their abortion at home.





This was the most efficient visit I've ever experienced anywhere.

The staff was friendly, personable, knowledgeable, and helpful!

I'm glad places like this exist.

-Nashville client



carafem's participation in research studies builds the body of evidence to improve access to abortion care.

Between March 2018 and December 2019, carafem participated in a study conducted by independent researchers at Ibis Reproductive Health to evaluate our client's perception of care. These results compared telehealth and in-person client satisfaction at our Atlanta health center.

According to the report, "survey responses indicate that, regardless of service delivery model, **carafem clients had extremely positive experiences receiving abortion services.** Given the high levels of satisfaction among telehealth clients, carafem clinics and staff should look for ways to expand and improve telehealth services." Read more about the study and our results [here](#).



An overwhelming majority of survey respondents said carafem staff was the best part about the experience and used these words to describe them.

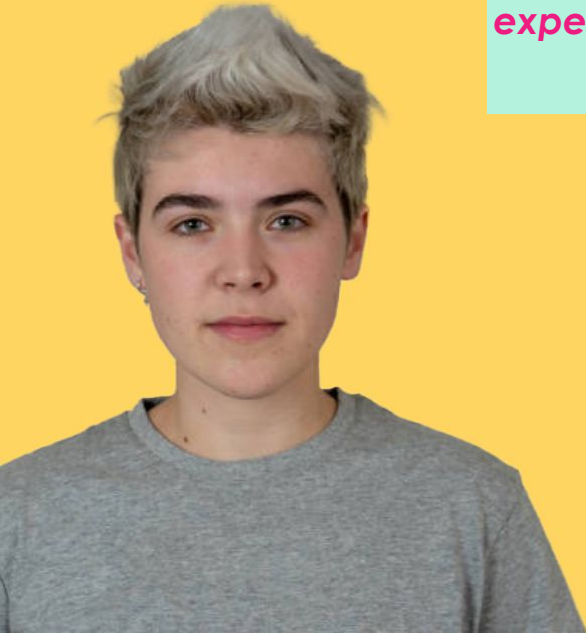


I cannot express my gratitude towards the type of treatment I received by every staff member I interacted w/ throughout my visit. The level of care and thoughtfulness was unbelievable.

I felt so at ease for one of the hardest and pain provoking (emotionally) experiences I have had to go through keep doing everything you all are doing... not a single thing I could say you could improve on.

I will be forever grateful to all of you - you guys are truly genuine and heartfelt people, and it showed in every aspect/ step of my visit today. Thank you, from the bottom of my heart.

-DC client

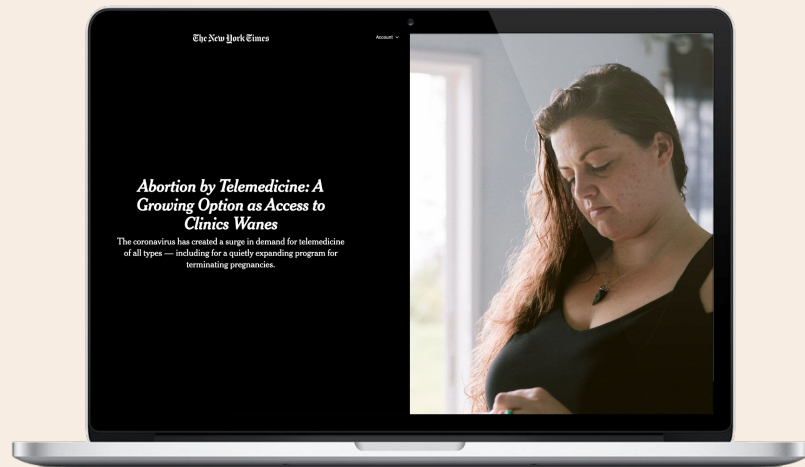


carafem's groundbreaking work was featured in over 150 articles in national publications in the past year.

Abortion is an incredibly divisive topic in the U.S. Instead of working to further the divide, carafem's voice is medically sound and straightforward.

We aim to use a relentlessly positive tone and lift up the advances in technology and access to abortion care in an inclusive way.

In 2020, our work to innovate reproductive health care, such as [our participation in the Missed Period Pill](#) study, was highlighted by national publications, garnering the organization organic impressions worth over \$7.8 million in paid media value. **Check out a few of our stories by clicking the publication's logos to the right.**



The New York Times

POLITICO

ELLE

BUSINESS
INSIDER

Ms.

MEDPAGE
TODAY



This was the best medical experience I've ever had.

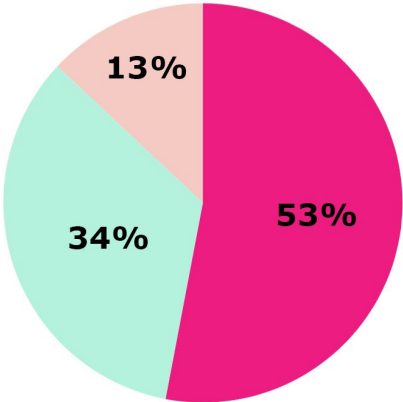
Every step of the way was above and beyond my expectations. Everyone I communicated with was knowledgeable, kind, and quick to respond to any questions or concerns I had. It is really comforting to know that a facility like this exists for women.

-Virtual visit client



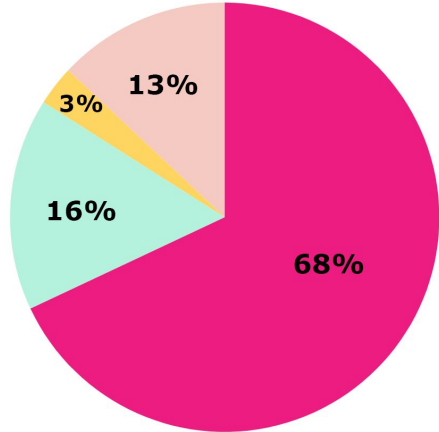
Highlights of carafem's 2020 Audited Financials

2020 Revenue by Percentage



● Clinic Income ● General Donations ● Grant Income

2020 Expenses by Percentage



● Healthcenter Operations ● Administration ● Marketing ● Fundraising

Net assets on December 31, 2020: \$3,116,683

carafem Board and Officers

Melissa Grant

Chief Operations Officer

Nicole Gray

Independent Consultant

Phil Harvey

Chairman, DKT International

Dr. Sara Newmann

ObGyn & Clinical Professor UCSF

Christopher Purdy

President & CEO

Julie Stewart

Founder, FAMM

Appreciation for our Donors

Conant Family Foundation

DKT International

William and Flora Hewlett Foundation

The David & Lucile Packard Foundation

Preston-Werner Foundation

Charles and Lynn Schusterman Family Foundation

Collaborative for Gender + Reproductive Equity

Anonymous

Get in touch

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A photograph of two young women sitting side-by-side against a background with a vertical rainbow gradient. The woman on the left has dark, curly hair and is wearing a bright yellow sweater. The woman on the right has long, wavy hair that transitions from pink at the roots to blonde at the tips, and she is wearing a pink hoodie. Both women are looking towards the camera with gentle expressions. The text "Thank you." is overlaid in white at the bottom center.

Thank you.

