



**carafem**

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2020 Annual Report

## **Letter from *Melissa Grant and Chris Purdy***

When **carafem** first opened doors over five years ago, our mission was clear: to provide best-in-class, compassionate, convenient abortion care with an unapologetic message. With four health centers and a telehealth program operating in three states and the District of Columbia, our focus and optimization have enabled **carafem** to serve more clients year-over-year and ensure that client satisfaction scores remain above 95%. In short, we know we have a model that works well.

During our first years of operation, we focused on constantly improving the **carafem** experience; client-centered care that prioritizes exceptional quality blended with compassion, convenience, and affordability. We have expanded while maintaining our passion and consistency of results. On average, clients spend less than an hour in our health centers with virtually no time in the waiting room. Clients tell us they appreciate that most of their time in the office is spent one-on-one with a carafem provider and how quickly they can return to their busy lives.

In March of 2019, we opened our fourth health center in Mt. Juliet, Tennessee, just outside of Nashville. Within 48 hours of opening, city commissioners held an emergency session and unanimously passed a rezoning law relegating abortions to be performed only within industrial zones in the city. To fight this unfair and obstructive zoning ordinance, carafem partnered with the ACLU to sue the city and stand up for Tennesseans who deserve access to safe, comprehensive abortion care. Fourteen months later on May 1, 2020, a federal judge issued an injunction in the case. We began offering surgical procedures just 10 days later, and on May 29, the city council voted to lift the zoning ordinance. We are proud of this victory as it supports the broader movement of safe abortion rights.

Expanding access to abortion care through telemedicine is an important part of **carafem's** roadmap. With limited abortion providers in the south, our telehealth technology program (launched in 2018) allows clients in the health center to meet with an off-site physician through a secure, encrypted video conferencing platform. This technology is a success; allowing **carafem** to serve more clients through telemedicine visits without increasing costs.

In 2019, **carafem** joined Gynuity Health Projects to evaluate the use of telemedicine for the provision of abortion pills through the mail in Georgia. Results have been encouraging. With the challenges brought by COVID19, we recently expanded this service to Maryland, Illinois, and Washington, DC so qualified clients can receive abortion care without having to leave home or needlessly travel long distances to find a provider.

**carafem** continues to incorporate technology as a way to innovate and improve client care. In April of 2019, we began testing an SMS-based virtual assistant to answer questions and assist clients with the process of taking the abortion pill at home. This assistant (aptly named "Cara") has been helpful to clients who use text messaging to access information, ask questions, and as a guide to supplement their treatment plan after an appointment with our staff. While clients are aware that "Cara" isn't a real person, they seem more comfortable reaching out with questions by text, which has increased our connection to our clients and allows our staff to join in the conversation seamlessly when a client requires a more human connection than the virtual assistant can provide. While technology will never replace human interaction, we have found it to be a welcomed and valued new resource.

The past year has been one of discovery and optimization. The coming year will be one of expansion. Our model has demonstrated care in the best interest of clients that is both scalable and pandemic proof. We look forward to expanding into more states and becoming more accessible to more people than ever before. **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

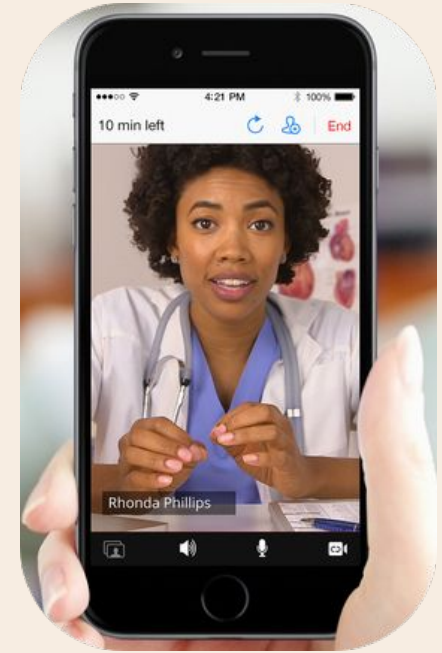


# Telemedicine now in three health centers to increase appointment availability

Our Atlanta health center has been providing better access to abortion care through the use of telemedicine for nearly three years. Despite an ongoing lack of abortion providers (especially in the south), carafem has served hundreds of clients in our health center with a remote physician through secure video technology.

**Our ability to supplement in-person care with video visits has decreased the need for physician travel by almost 25% in 2019.**

With further restrictions being placed on abortion care, access is becoming increasingly difficult. 87% of US counties do not have an abortion provider. In 2019, carafem partnered with Gynuity Health Projects on the [TelAbortion Study](#), which allows us to mail medication abortion drugs to clients who qualify. The program started in Georgia, and due to the recent pandemic further restricting our clients ability to travel, we quickly added Maryland, Illinois, and the District of Columbia to this study. **With four service areas offering TelAbortion, there was an 87% increase in client demand in the second quarter of 2020.**



*carafem uses telehealth technology to increase access to abortion.*

# The carafem experience respects our clients, their time, and their values



*Our staff listens, and we give clients one-on-one time to talk and ask questions.*

*We involve clients in decision-making about their health and recognize them as individuals.*

***We are respectful of our client's time, with most appointments lasting less than an hour.***

*We offer flexible appointments, with evening and weekend options.*

*We offer online scheduling -- 24 hours a day, 7 days a week.*

***98% of carafem clients would strongly agree that they'd recommend carafem to a friend.***

# carafem served 300% more clients in 2019

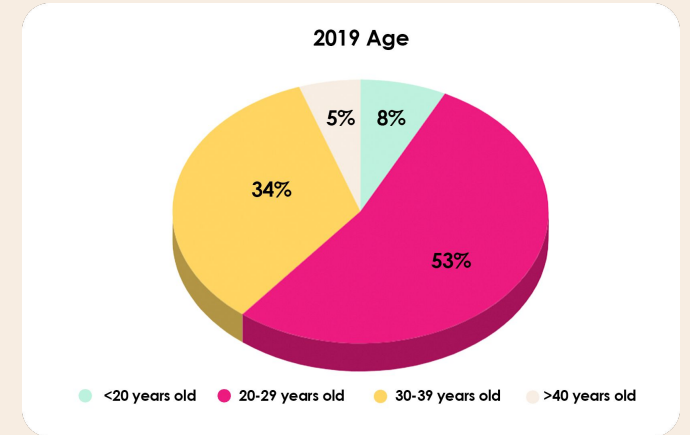
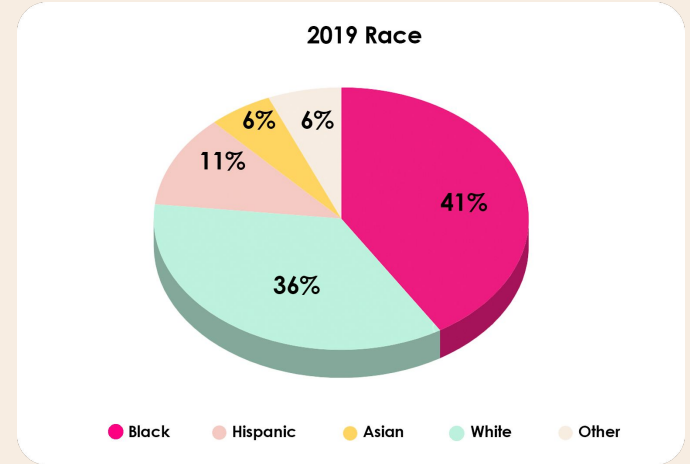
**23,994**  
*Total client visits*

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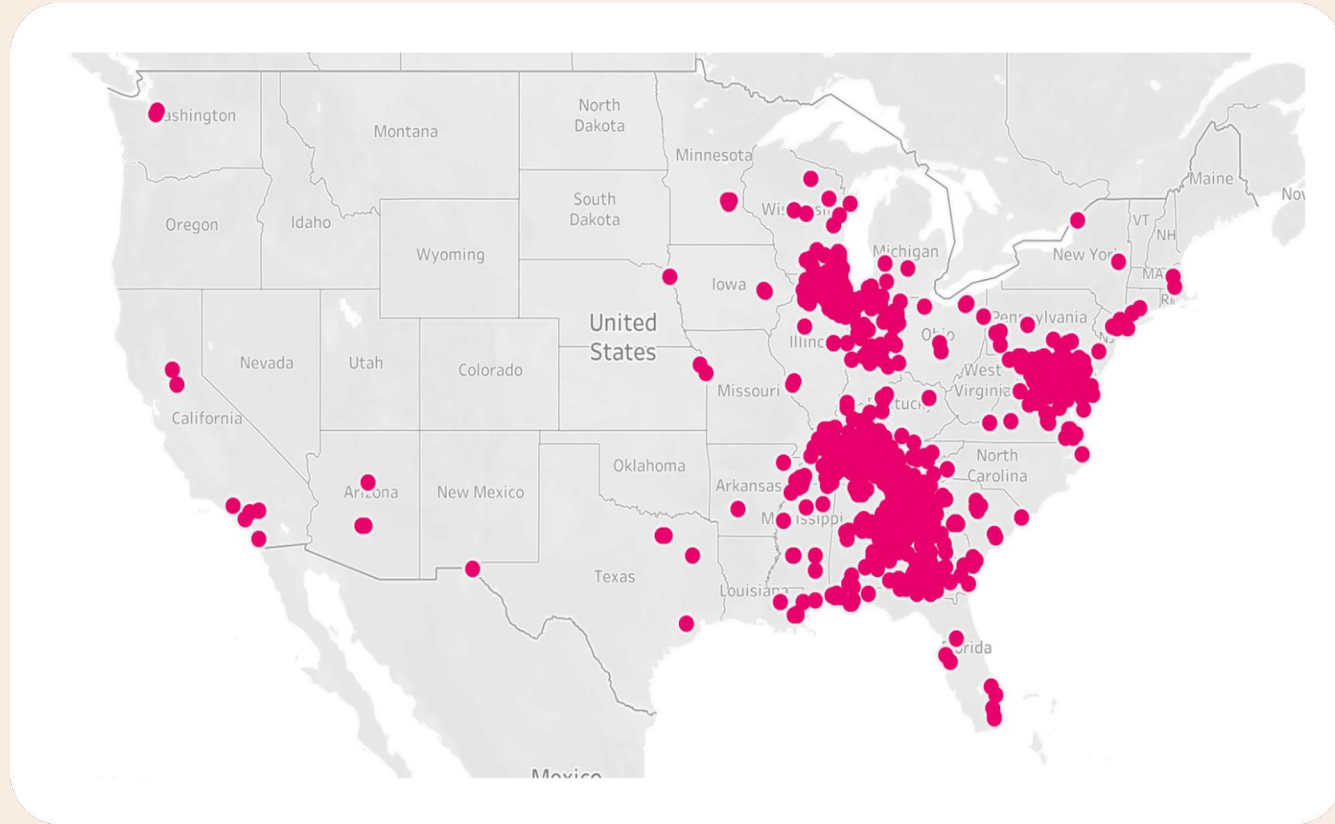
**9,625**  
Unduplicated clients served

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**67%**  
Uninsured clients



## 9,625 clients from 31 states chose carafem



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 more specifically, the [TelAbortion Study](#), which allows us to mail abortion pills to clients who qualify.



For something so difficult to go through and experience, carafem made everything amazing from the start.

Friendly, caring staff, clear direct process and enjoyable during a not so enjoyable experience.

Thank you a million times! XO



**-Nashville client**

# Normalizing the abortion conversation

carafem is proud to be a sexual and reproductive health care provider. Part of our mission is to use our public voice to destigmatize and normalize abortion for what it is -- a normal, common, and safe form of health care that one in four people will experience in their reproductive life time.


Through our bold, unapologetic billboard campaigns, our relentlessly upbeat and sex-positive commentary in social media, and our press ready thought leadership, carafem works to fight bias, improve access, and raise awareness that **having an abortion is normal**.

[Our voice is louder than ever.](#) To date, **carafem garnered over 160 million impressions in media coverage in 2019** or roughly \$8.3 million dollars in comparative ad value.



*30-foot billboard in Chicago helped announce our new health center*





36 I cannot thank you all enough for making one of the toughest experiences of my life as easy as it could have been. The entire staff was so kind and supportive. Gave a lot of information and seemed to be very knowledgeable about everything that was going on. Not for one moment did I feel uneasy or unsure that I made the best choice in choosing this facility for my needs. Thank you all again. 39

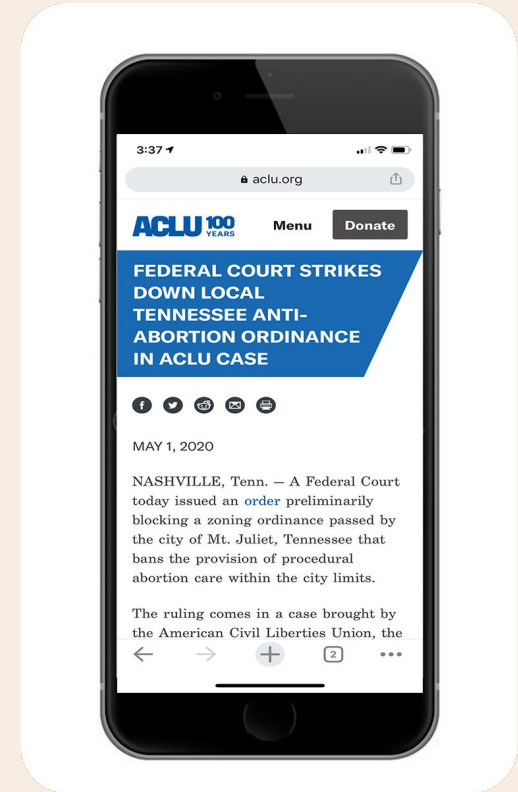
**-Chicago client**

# carafem will continue to fight abortion bans in court

With an increasing number of hostile and unnecessary restrictions being placed on abortion, carafem is taking a stand for everyone's constitutional right to abortion by fighting back in court.

When carafem opened in Mt. Juliet, Tennessee, it was immediately met with a re-zoning ordinance restricting the provision of surgical abortion. **After partnering with the ACLU and battling the city of Mt. Juliet in court for 10 months, we were successful in getting the city to overturn their politically motivated zoning ordinance.**

In recent developments, the governor of Tennessee has pushed through a bill that will essentially ban abortion in the state. carafem is partnering again with the ACLU legal team to fight this ban and to ensure all people have access to quality abortion care.



*Federal judge issued an injunction allowing carafem to provide surgical abortion in Tennessee*



*Thank ya'll for being so kind, friendly,  
and making me feel at home.  
And thank you so much for being  
available when I needed help. Even  
outside of my appointment time.*

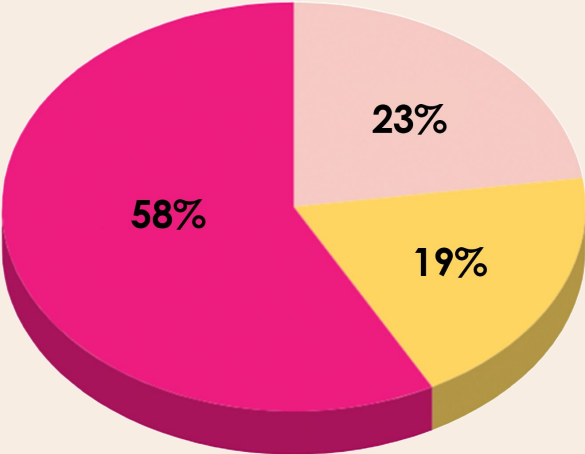


**-Atlanta client**

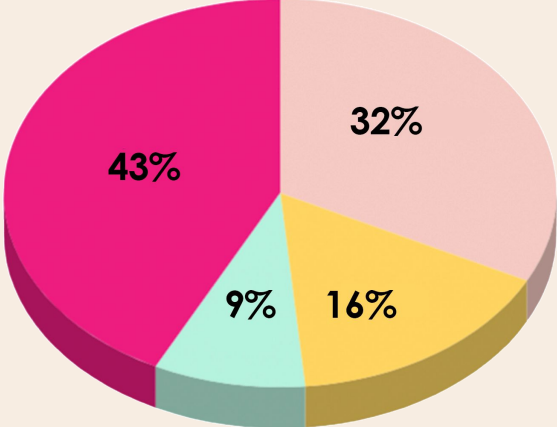


# Highlights of carafem's 2019 Audited Financials

Total Revenue: \$5,669,936



Total Expenses: \$5,844,315



● Clinic income ● Grant income ● General donations

● HeathCenter Operations ● Salaries & Benefits ● Marketing ● Administration

*Net assets on December 31, 2019: \$1,398,185*



BB

At carafem, I felt physically and emotionally supported throughout the procedure. The whole team is kind, respectful, and informative. This experience has reinforced my desire to advocate for this level of care for all women and people with uteruses. If you are reading this, trust you are in good hands! Your choice and your life matter. 99

**-DC client**



## carafem Board and Officers

**Melissa Grant**

Chief Operations Officer

**Nicole Gray**

Independent Consultant

**Phil Harvey**

Chairman, DKT International

**Dr. Sara Newmann**

ObGyn & Asst Clinical Professor UCSF

**Christopher Purdy**

President & CEO

**Julie Stewart**

Founder, FAMM

**Jennifer Tapper**

Independent Communications Consultant

## Special thanks to 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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Thank you.

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