



2022 Annual Report
carafem



Our Commitment to High Quality Abortion Care in a Post-Roe Environment

On June 24th, the Supreme Court of the United States overturned Roe v. Wade and ruled the right to an abortion is no longer protected by the US Constitution. While we are evaluating exactly what this means in each of the communities we serve, **carafem is committed to continuing to offer medically supported, affordable abortion care in as many states as we legally can.** With efficient, compassionate in-person care and through the affordable, discrete provision of abortion medication through telehealth, carafem will continue to adapt its services to improve access to abortion for our clients wherever and whenever we can.

2021 was a year of significant growth as carafem experienced a 34% increase in clients served over the prior year. Increased demand for faster, more available, and more affordable visits has helped carafem's Abortion at Home program serve an ever-growing number of clients – 47% more than our busiest brick-and-mortar health center this year. Over the course of 2021, carafem provided abortion at home through telehealth to people within 10 different states including the District of Columbia and served clients originating from almost 20. By the end of 2022, we plan to expand virtual care into at least 5 new states strategically located near places where abortion has been banned.

For years, **carafem has strategically partnered with organizations conducting global research and advocacy to collect evidence that helps improve outcomes in reproductive health technologies and services.** Part of this work has helped to solidify the safety and efficacy of the abortion pill as well as contribute to the evidence that people are able to safely manage their abortions in the privacy of their own homes. The results from these clinical studies have been important to expand information and understanding of reproductive health care in the US. As part of a clinical study with the University of California, San Francisco, carafem's work contributed to evidence that led to the reversal of the FDA's restrictions on mailing mifepristone in December 2021.

During the pandemic, abortion pills became much more in demand. **carafem conducted message testing to understand the most effective way to talk about receiving abortion pills at home** in order to help more people find them. After rigorous qualitative and quantitative testing, the term "at home abortion pills" was identified. carafem also developed an integrated translation feature on its website and redesigned all client-facing printed materials to be available in multiple languages to help more people locate the services they need.

In the last year, **carafem implemented new technological solutions to improve almost every part of the client experience,** from finding an appointment, to completing necessary pre-visit documentation, to the final follow-up and assuring client satisfaction with the visit. Our new online scheduling platform has simplified the appointment-making process and improved both the in-center and online client experience. This is part of carafem's ongoing commitment to provide the seamless access to healthcare our clients have asked for.

The loss of Roe has been monumentally harmful but **carafem remains steadfast in its mission to increase access to abortion, in these times more than ever.** carafem's success would not be possible without the enthusiastic work of the carafem team, donors, and volunteers. We extend our heartfelt thanks for your continued support.



Melissa Grant, COO



Chris Purdy, President & CEO



carafem has been preparing for a fragmented future of abortion access 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 remained open and easily maintained social distancing throughout the pandemic.
- **Early adopter of telehealth technology:** In 2018, carafem began utilizing telehealth technology and brought the same compassionate, client-centered model of care to every step of the online health care experience.
- **Hiring passionate, innovative staff:** Our clinicians are passionate about providing the most up-to-date quality medical care available anywhere.



carafem leads the way on medically supported at-home abortion care.

carafem's Virtual Visit Center was designed to meet clients where they're at, providing a faster and more private experience without compromising care. When a client connects with a carafem provider through the privacy of a telehealth visit, there are no protestors to walk through and they won't see anyone they know in our virtual waiting room. Clients can choose to have us mail their medication to a UPS or FedEx dropbox, a friend's house, or directly to their front door. Recognized by *Verywell Health* as "**Most Comprehensive**" online abortion provider and *Health.com* as "**Most User-Friendly**," carafem is becoming widely known for its high-quality at home abortion care.

carafem's Virtual Visit Center currently serves clients in 15 states including Colorado, Connecticut, Delaware, the District of Columbia, Illinois, Iowa, Maine, Maryland, Massachusetts, Nevada, New Mexico, New Jersey, Rhode Island, Virginia, and Vermont. **carafem began utilizing telehealth technology for abortion care over four years ago and has served nearly 15,000 clients via secure video conference.**



People appreciate the extra touches in carafem's thoughtful care package.





Thank you carafem & team!

I am truly so grateful for carafem.

The whole process was fast and easy. They even sent me some things to help make the process a little more comfortable, like a heat pack, pad, mints, and of course a thorough instruction packet.

Thank you all at carafem for making my experience a lot less scary.

-Virtual visit client



carafem's clients love Cara, our virtual assistant for at home medical support



Last year, [carafem introduced "Cara,"](#) a secure, SMS text-based support system that helps clients manage their personalized abortion pill care plan and get answers without having to make awkward calls. Programmed with the compassionate brand voice of carafem, initial client feedback has been overwhelmingly positive:

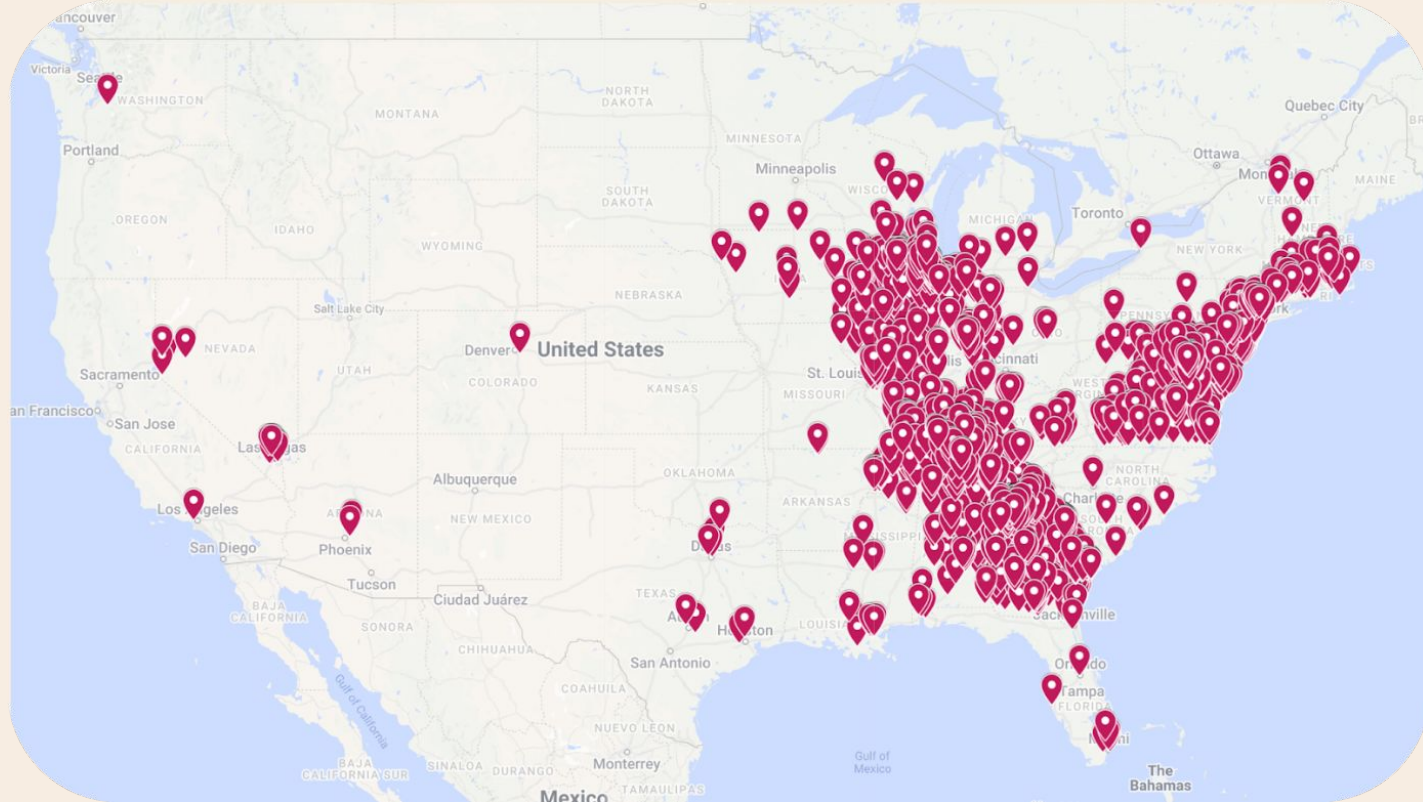
"I know if I visit Carafem again, I look forward to, you know, Cara, using the chatbot again. And I kind of look forward to it in the future like, you know, with my other doctors. Like I'm going to be expecting that chatbot. I think Cara started a trend that I'm going to be looking forward to from all doctors."

"The timing, her timing was very good because when I thought, you know, I was alone, I wasn't. All the times when I felt alone, I wasn't because Cara was right there like just surprisingly come through and check on me."

"I know I woke up to a message, and I was surprised. Yes, I did, I know I woke up Sunday and Cara asked me, did you finish the procedure yet? Let me know. And I was all surprised, I forgot that Cara was supposed to text me...my best friend didn't text me yet."



Over 12,600 unduplicated clients from 35 states chose carafem in 2021, a 30% increase over 2020.



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.



”

I was a little nervous about having this procedure, but from the moment I walked in the staff was incredibly kind and supportive.

They walked me through all my options and were 100% behind me the whole way. I wish my other healthcare providers were this supportive.

Can't recommend enough!

-Atlanta client

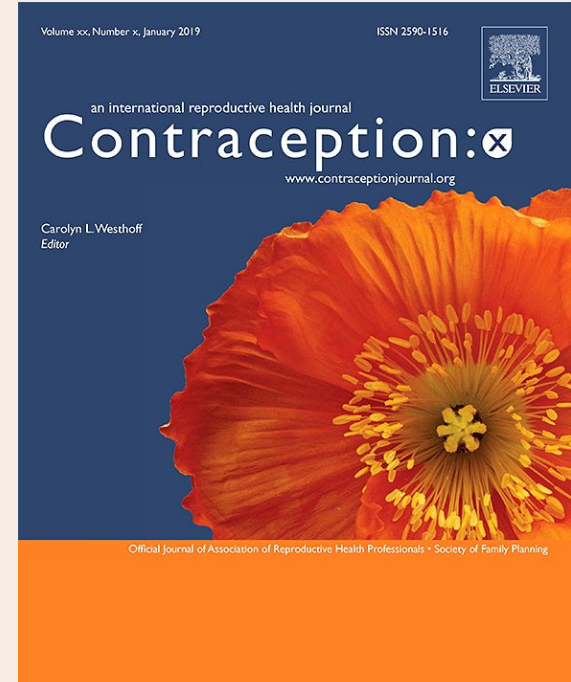


carafem's research supported the case for the FDA's permanent lifting of unnecessary abortion restrictions.

In December 2021, the FDA permanently removed a barrier to abortion care, enabling people to receive abortion medications by mail beyond COVID-19.

Since we began participating in the TelAbortion study conducted by Gynuity from 2019 – 2021, **our work has been vital to demonstrating the safety and efficacy** of medication abortion care provided through telehealth. We are proud to have contributed to the body of evidence that compelled the FDA to expand access to Mifepristone.

You can view carafem's participation in research with [Ibis Reproductive Health](#) and Gynuity's [evaluation of telemedicine abortion care](#) as well as [how COVID-19 impacted this care](#) through the attached links.



Some of carafem's research has been published in Contraception Journal



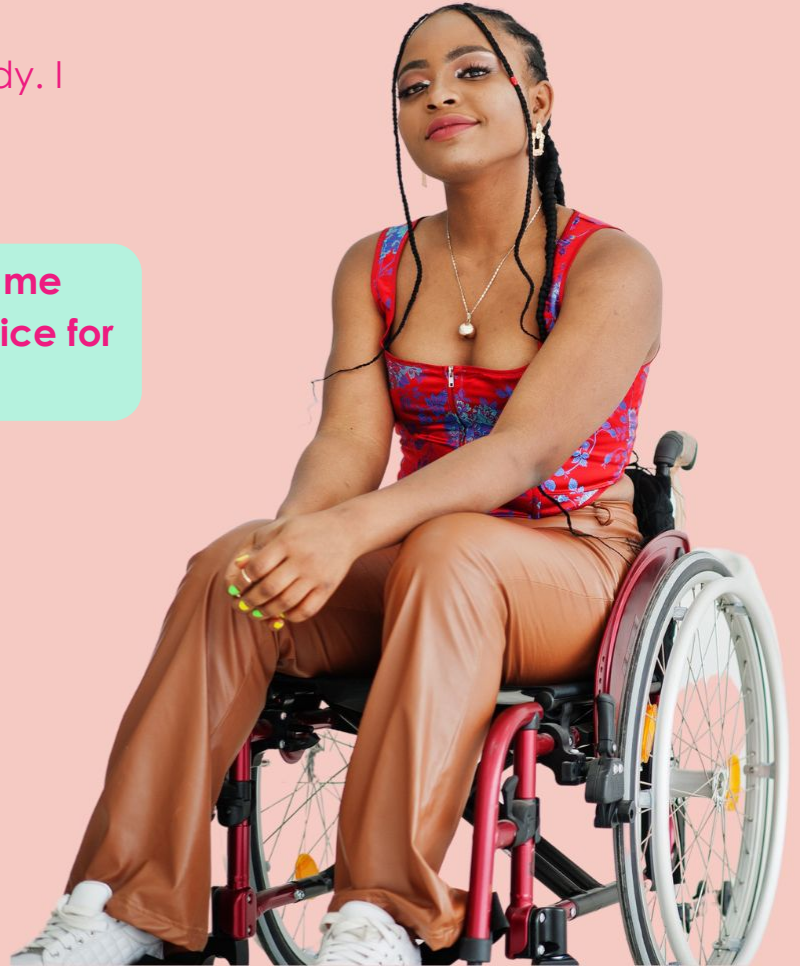


Thank you! This is never an easy experience for anybody. I have been here twice and I am amazed by the compassion, kindness, and sincerity from all the staff.

On a day where I feel down and lost they help to pick me up and know whatever choice I made is, the right choice for me and for that I commend you!

Thank you so much for ALL you do!!

-Chicago area client

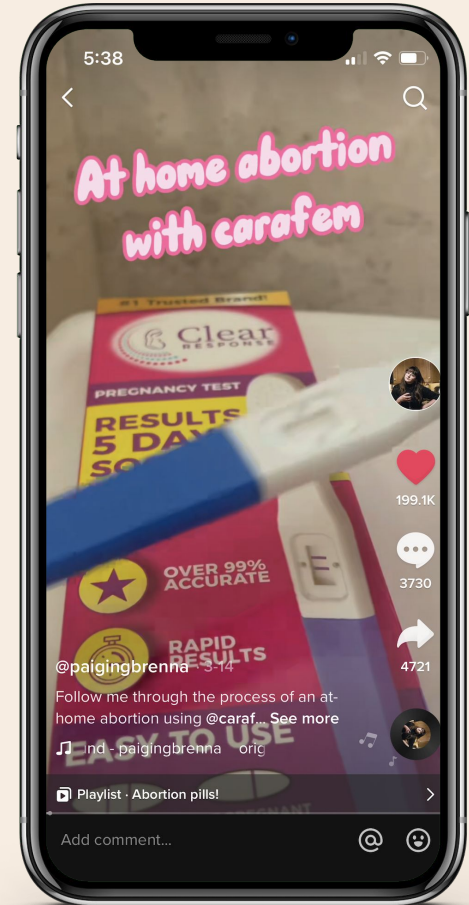


Transparent, unapologetic communication about abortion is vital to people's ability to access care.

Is abortion accessible if people don't know it's legal, and that telehealth options exist?

carafem has been using every form of media possible -- from [podcasts](#) to [news outlets](#) to [TikTok](#) to get the word out about the safety and efficacy of at home abortion care.

carafem was mentioned in over 1,000 articles in 2021, with a potential reach over 1.3 billion impressions.





For first-time experience, I really appreciated the care.

To be able to hold someone's hand through a confusing and scary time it made all the difference in the world!

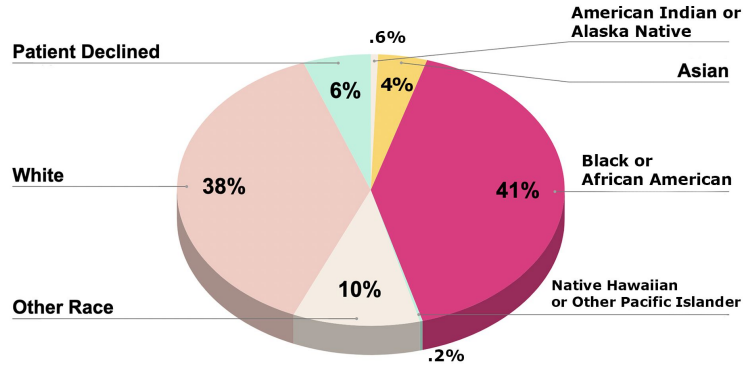
Thank you to the team. From the courtesy at the front desk, to each of the nurses and doctors who helped! Thank you!

-Nashville area client

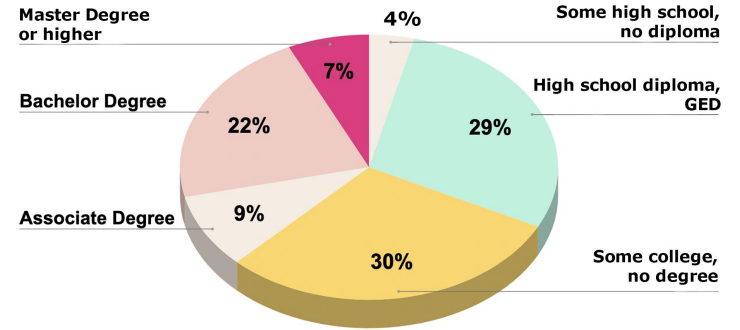


Who we served: carafem's client demographics in 2021

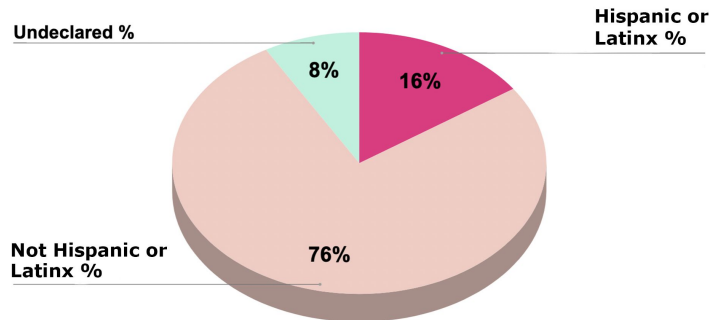
2021 Race



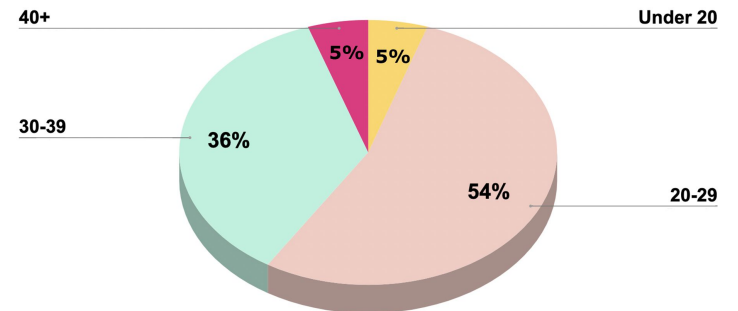
2021 Education



2021 Ethnicity

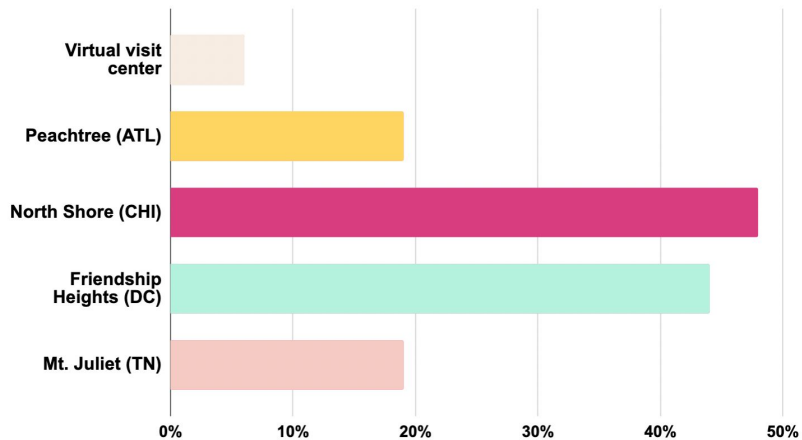


2022 Age

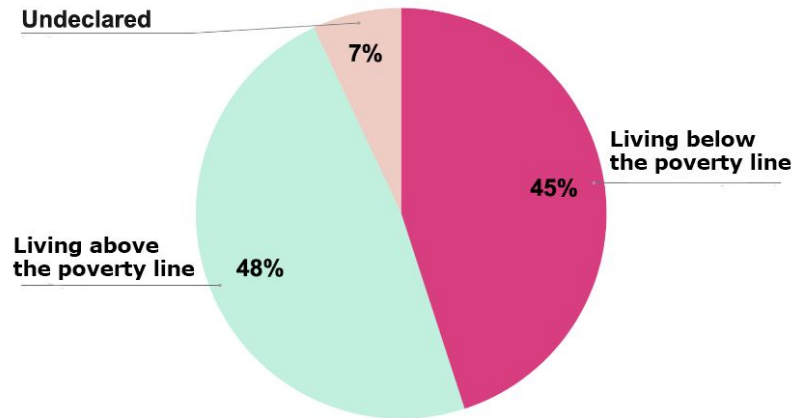


Who we served: carafem's client demographics in 2021

2021 Percent of clients accessing financial support



2021 Client Income Levels



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I cannot express my gratitude towards the type of treatment I received by every staff member I interacted with 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.

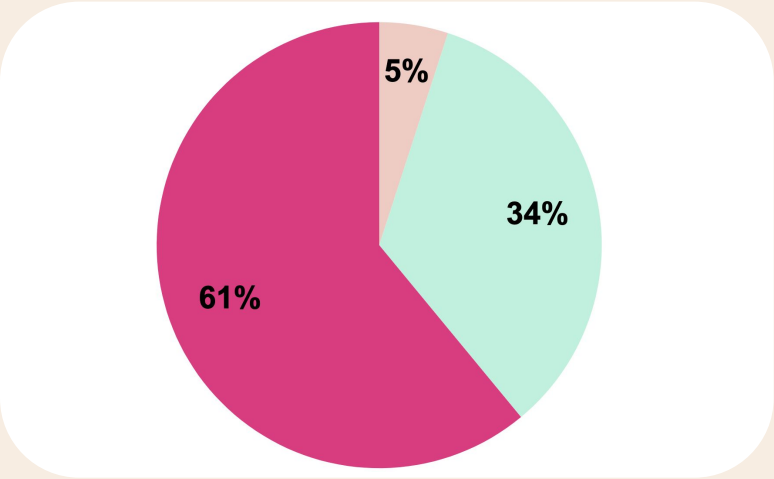
I will be forever grateful to all of you - you guys are truly genuine and heartfelt people, and it showed in every aspect/step of my visit today. Thank you, from the bottom of my heart.

-DC area client



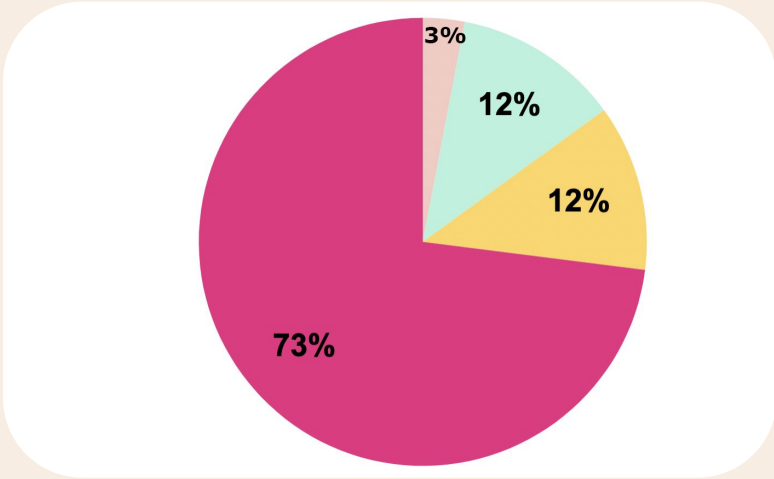
Highlights of carafem's 2021 Audited Financials

2021 Revenue by Percentage



● Clinic Income ● General Donations ● Grant Income

2021 Expenses by Percentage



● Healthcenter operations ● Administration ● Marketing ● Fundraising

Net assets on December 31, 2021: \$4,400,000



carafem Board and Officers

Melissa Grant

Chief Operations Officer

Nicole Gray

Independent Consultant

Dr. Sara Newmann

ObGyn & Clinical Professor UCSF

Christopher Purdy

President & CEO

Julie Stewart

Founder, FAMM

Jennifer Tapper

Independent Communications Professional



Appreciation for our Supporters



Anonymous

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

Preston-Werner Foundation





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Thank you.

