

2017 CARAFEM ANNUAL REPORT



carafem provides convenient and professional abortion care and family planning so people can control the number and spacing of their children.

Letter from Christopher Purdy

At a time when reproductive rights are under attack, I am happy to report that carafem remains firm in its commitment to meeting the needs of people who wish to limit and plan their family size. Deciding how many children to have, or whether to have children at all, is one of the most important and empowering decisions a person can make in his or her lifetime. carafem is here to help everyone with that decision.

Over the last year, we opened two new health centers in Georgia. Together with our flagship center serving the greater Washington, DC area, we served thousands of clients. We also started offering surgical abortions (branded 'the carafem procedure') along with the abortion pill and a full range of contraceptive options, including IUDs and implants.

We continue to use the latest technologies and best medical practices to focus on each client and demedicalize abortion and family planning care. Through our cheerful staff who quickly answer phones over a wide range of hours, and our new online scheduling, most clients can find appointments that meet their unique needs, and generally spend less than 60 minutes per appointment. Above all, we care about every client, and are always respectful and compassionate.


As a result, our client satisfaction rates remain extremely high: approximately 97% of our clients "strongly agreed" that they would recommend carafem to a friend.

We serve people from a variety of demographic and socio-economic backgrounds. 15% of our clients traveled more than 100 miles to receive our services. We are working to expand services to even more clients in more geographies.

Importantly, we saw growth in health center revenue, helping us to work towards clinical cost recovery. We expect our existing centers will fundamentally pay for their core services in 2017, enabling us to use discretionary resources (including precious donor funds) to expand and invest in marketing and education.

We are taking steps to increase revenues and decrease our expenses, while keeping our prices affordable: our abortion care services are about \$100 less than national averages.

carafem would not be possible without the dedicated work of carafem staff, donors, and volunteers. We appreciate your support.

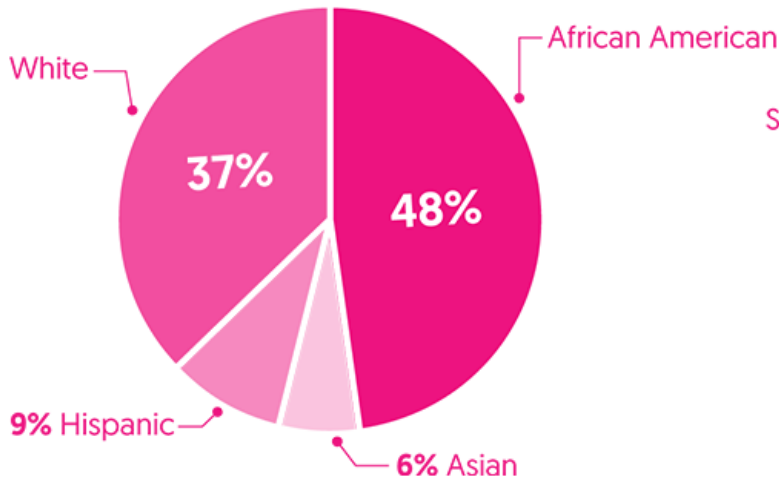

Christopher Purdy
President



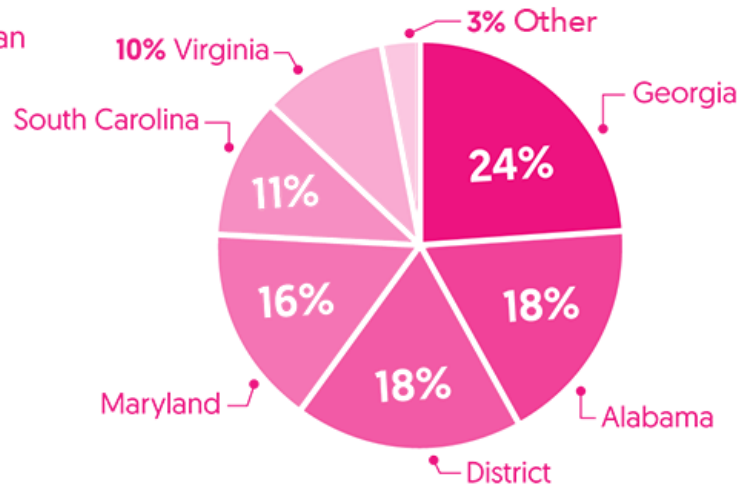
Our clients

2016 client demographics

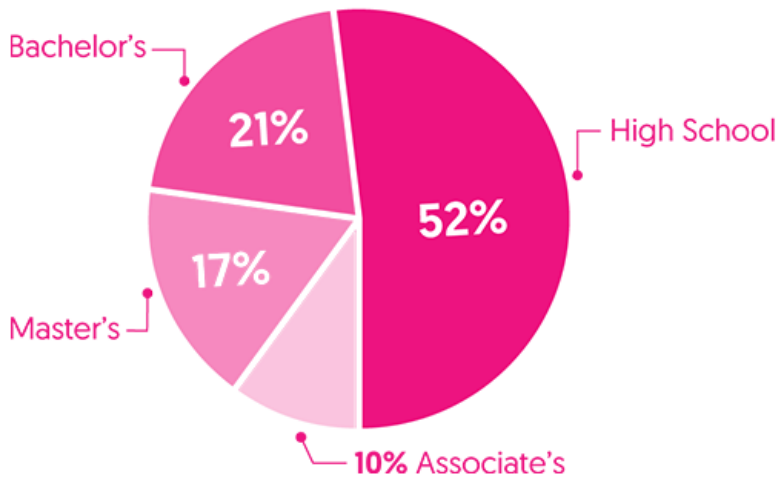
race



geography



education



carafem provides a wide range of services to people of all backgrounds.

Communications

2016 advertising

new sights


new sounds


new **experiences**
  

new scene | new friends | new birth control

 carafem.org
abortion. birth control. healthcare.

carafem
10-WEEK-AFTER PILL




FOR ABORTION UP TO 10 WEEKS.
FAST. PRIVATE.
carafem.org

THE MORNING
AFTER PILL.
**\$10 EVERY
HUMP
DAY**

Only **Wednesdays.**
 carafem



DOORS OPEN IN ATLANTA.
Because you matter.
 carafem.org
Abortion. Birth Control. Health Care.

Our bold voice and unapologetic marketing is changing the way people talk about abortion care and birth control in America.

Quality

our client experience



This was my first time coming here and I must say I am very impressed! The staff members are very nice, I felt very comfortable and calm being here. I am pleased with everything, plus I came as a walk in and they made an appointment the same day!! I like this place too. - Boyfriend



The environment is great. The colors of the office are welcoming 10/10 stars. Definitely would recommend it. 😊

(Client feedback allows carafem to quickly make changes and improve services.)

98%

strongly agree that carafem treated them with kindness & respect

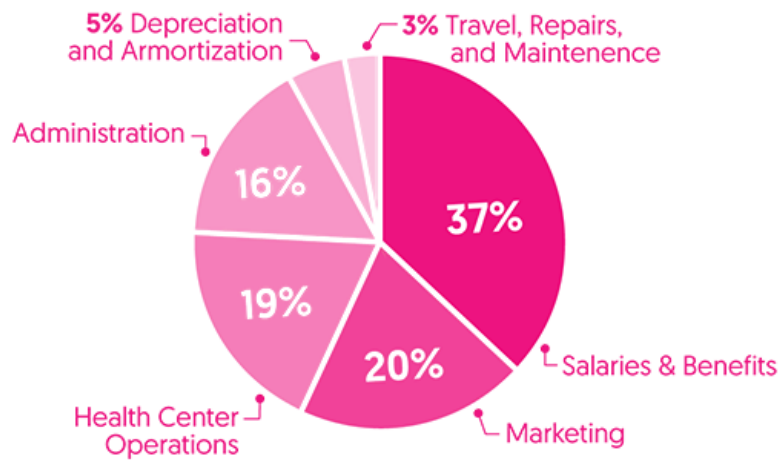
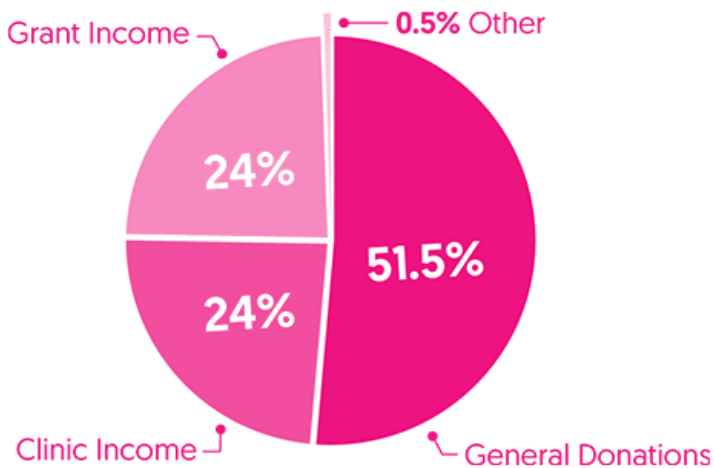


carafem is committed to providing clients with a high-quality experience that exceeds their expectations.

2016 Financial Highlights

(Unaudited data)

Total Revenue: \$3,412,056 | Total Expenses: \$3,116,177



Net Assets on Dec 31, 2016: \$623,236

CARAFEM BOARD AND OFFICERS

Christopher Purdy

Founder & President

Phil Harvey

Founder, DKT International

Melissa Grant

Chief Operating Officer

Dr. Sara Newmann

ObGyn & Asst Clinical Professor UCSF

Julie Stewart

Founder, FAMM

Nicole Gray

Independent Consultant

DONORS

- William and Flora Hewlett Foundation
- The David & Lucile Packard Foundation
- The Educational Foundation of America
- West Wind Foundation

carafem's centers are comfortable yet efficient, enabling us to keep services affordable.