



# 2016 Annual Report

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

# Letter from Christopher Purdy

**carafem's** first year of operations has been a remarkable success. In April 2015, we opened our flagship health center serving the greater Washington, DC area, and now provide women with high-quality abortion care and a full range of family planning services, including IUDs, implants, and "pants-on" birth control and emergency contraception.

carafem has capitalized on innovations in technology and service delivery to meet the rising expectations of our clients, providing greater access, convenience and affordability. The result is tailored care that is more personalized, comfortable, and digital. This has allowed us to:

- Provide same and next-day appointments
- Keep most appointments to less than 60 minutes
- Answer our 24/7 hotline within 30 seconds or less
- Offer abortions for \$400 (\$100 less than the national average) with no hidden fees
- Ensure services are provided in a beautiful, de-medicalized setting

In 2015, we broke new ground by launching a series of campaigns designed to promote the carafem services and reduce stigma around abortion care and family planning. These advertisements proved both controversial and effective.

Women have responded positively to the carafem approach. In 2015, we reached tens of thousands of women through digital and print media and served hundreds of clients. Ninety-six percent of our clients "strongly agreed" that they would recommend carafem to a friend (the other 4% "agreed").

We serve women from a wide range of demographic and economic backgrounds across the DC metro area and beyond. Six percent of our clients even traveled more than 100 miles to receive our services. We take insurance of all kinds as well as Medicaid to make our quality, respectful care accessible to everyone.

In April 2016, we opened a second center in Atlanta and expect additional health center openings to follow.

Thank you for being a friend to carafem. We appreciate your support.

  
Christopher Purdy  
President



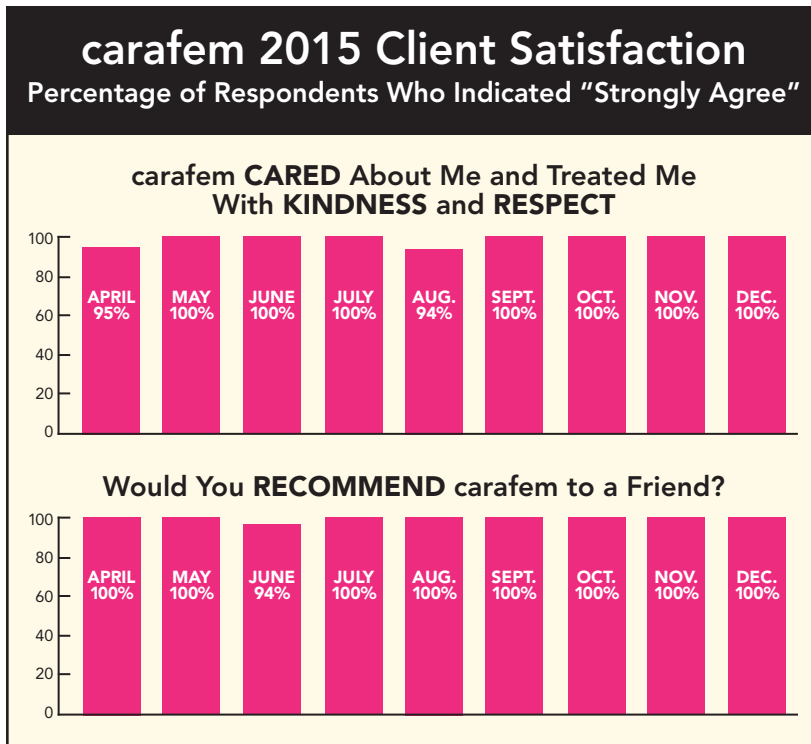
**ABORTION.**  
Yeah, we do that.

**BIRTH CONTROL?**  
Yeah. We do that, too.

Affordable. Convenient. 24/7 Support.

 **carafem.org**

*carafem runs advertising campaigns that provide clear, compelling messaging and seek to reduce the stigma around abortion care and family planning.*



## carafem Board and Officers

**Christopher Purdy,**  
Founder & President,  
carafem

**Phil Harvey,** Founder,  
DKT International

**Melissa Grant,**  
Vice President of  
Health Services,  
carafem

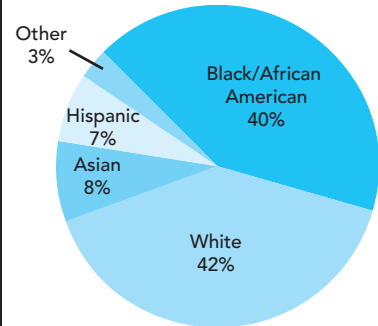
**Dr. Sara Newmann,** ObGyn  
& Assistant Clinical Professor,  
University of California at  
San Francisco Medical Center

**Julie Stewart,** Founder,  
Families Against Mandatory  
Minimums

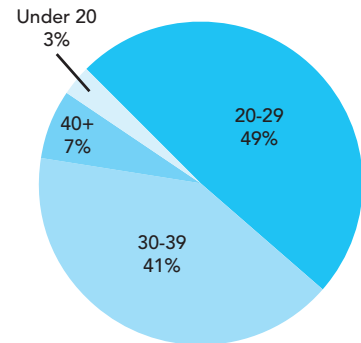
**Nicole Gray,**  
Independent Consultant

## 2015 Client Demographics

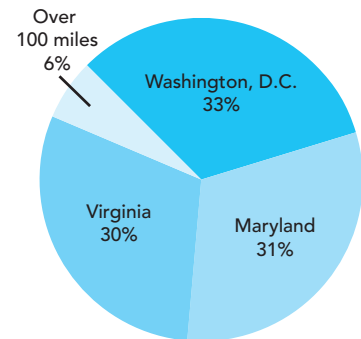
### RACE



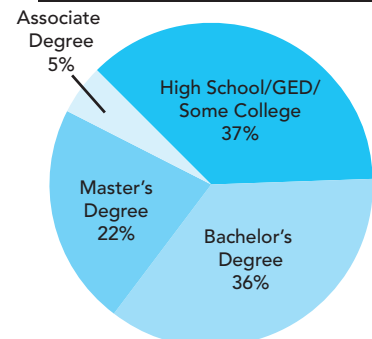
### AGE



### GEOGRAPHY

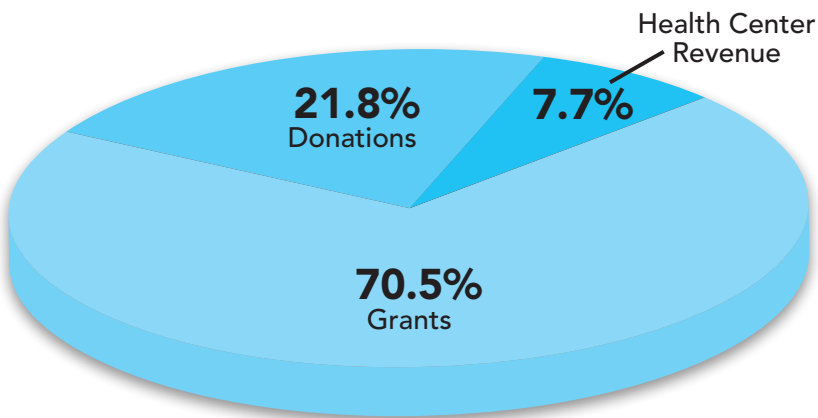


### EDUCATION



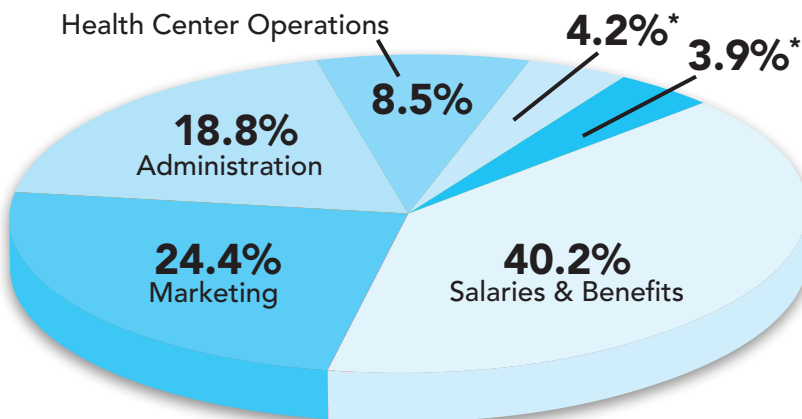
# carafem's 2015 Financial Highlights

## Total Revenue and Support: \$2.3 Million



carafem centers are comfortable, welcoming spaces. Most appointments are kept to less than 60 minutes.

## Total Expenses: \$2.1 Million



\*4.2% Depreciation & Amortization

\*3.9% Travel, Repairs & Maintenance



Each carafem client receives tailored, informed care with a compassionate clinician. New technology and best medical practices streamline the client experience.

**Net Assets on January 1, 2015: \$76,428**

**Net Assets on December 31, 2015: \$271,669**

**Change in Net Assets: +\$195,241**

 **carafem**  
Abortion. Birth Control. Healthcare.

## Donors

carafem gratefully acknowledges the generous support of the following foundations:

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