



 carafem
**ANNUAL
REPORT
2018**



Letter from Christopher Purdy

We started **carafem** in 2014 to provide a new model of family planning and abortion care that puts our clients at the center of everything we do. In 2018, as restrictions on reproductive healthcare are on the rise, the need for unapologetic, high quality services is greater than ever.

Our Atlanta and DC centers served a record-breaking number of clients. We increased our reach through striking marketing campaigns and community outreach efforts, expanded new services such as the testing and treatment of sexually transmitted infections, and maintained customer satisfaction rates of over 95% throughout the year.

Our clients remain the focus on every visit. We listen to their needs and incorporate their preferences, values, and decisions as part of their care. We use online scheduling to provide greater flexibility for appointments; all while maintaining an average visit length of one hour or less. As a result, **the #1 reason clients report choosing carafem is our reputation of responsiveness;** we make it easy to schedule an appointment and are respectful of their time once they arrive.

We served more clients in 2017 as we broadened our reach to help those coming from surrounding states where access to abortion is increasingly restricted. Indeed, a full 12% of our clients in the South traveled more than 100 miles for care.

This momentum, coupled with effective management of resources, enabled our two centers to fundamentally cover their core costs in 2017. We are excited by this accomplishment as it demonstrates the viability of this new healthcare model. Furthermore, it enables us to utilize precious donor funds to expand into new markets and invest in education and awareness, knowing that existing centers are self-sustaining.

2018 will be focused on growth. We shall open additional **carafem** centers to meet client demands, offering the same high-quality, personal touch experience in new communities. We will continue to push boundaries with bold advertising and educational messages. And we will explore innovation such as the incorporation of telemedicine to broaden access and reduce the need for clients to travel as far to receive care.

carafem's success would not be possible without the enthusiastic work of the carafem team, donors, and volunteers. We thank you for your support.



Christopher Purdy
President, **carafem**



// I was beyond nervous.

**From the person behind
the desk to the doctor.**

**They made me feel
comfortable.**

**They did not sugar coat
the process.**

**It was exactly what they
said and virtually little
to very mild pain wise.**

I'm so glad I trusted them!

**I wish I listened to them
sooner! //**

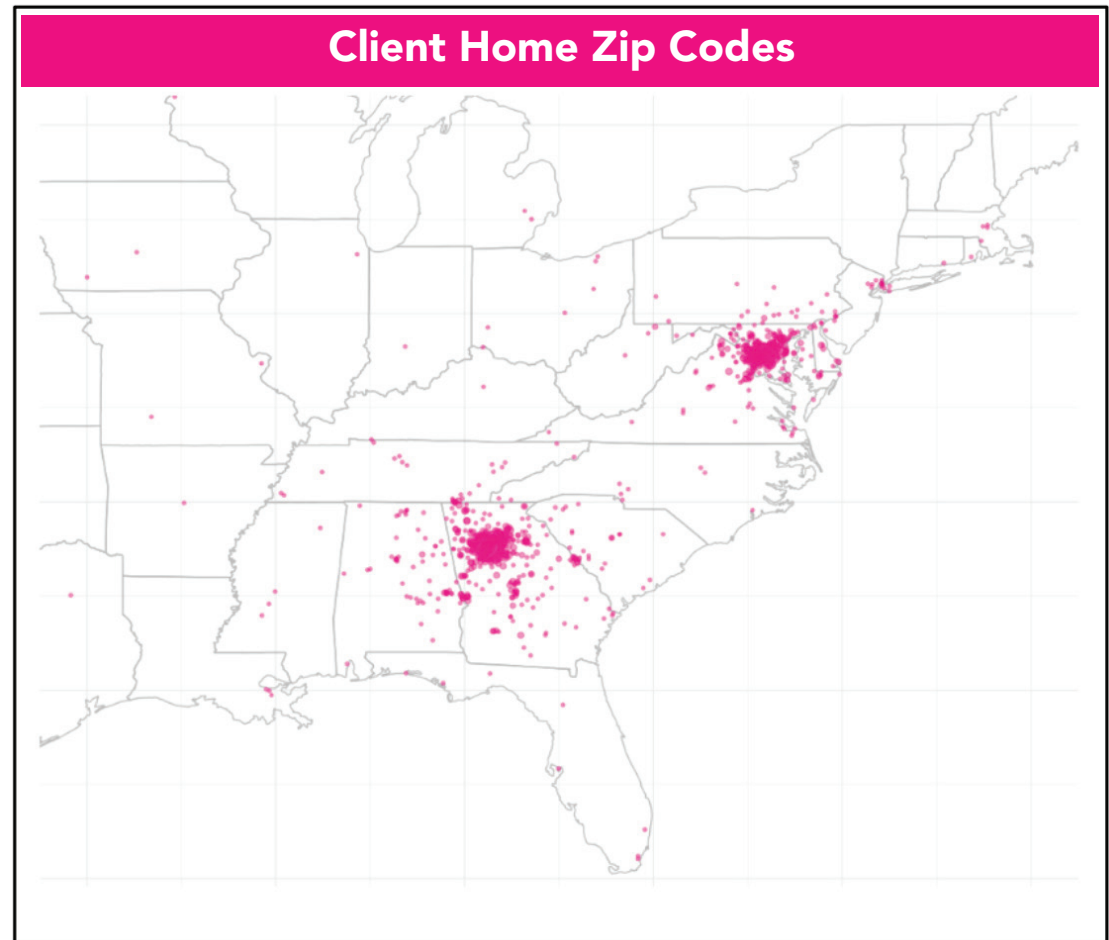
**– carafem client
Washington, DC**



carafem experienced significant growth

in clients served as well as states reached, which is important as many clients are still traveling over 100 miles for reproductive care.

In 2017, Atlanta's client visit volumes increased **26%** over the prior year and DC's client visit volumes increased **147%**.



**// Fastest service, supporting
and friendly staff.**

Very satisfied.

**Will recommend to friends,
5 stars. //**

**– carafem client
Atlanta, GA**



In response to increasing restrictions,
many people are forced to travel great distances to receive
abortion care.

carafem is working to meet their needs by opening doors in
new areas and offering client centered services like next day
appointments, alternative follow up options, and abortion
appointments that on average last less than 60 mins.



carafem – Atlanta, GA



carafem – Washington, DC



**// This is the most peaceful/
trusting office you could
visit for a difficult situation.**

**If you're looking for a
judgement-free zone,
you're in the right place. //**

**– carafem client
Washington, DC**



carafem is not only working to provide the best medical care

but we also work to reduce stigma around abortion care by advertising the service in a straightforward way.

In 2017, it's estimated our messages garnered over **10 million impressions** from digital advertising, outdoor advertising, online and print media, and more!



carafem Outdoor Advertising – Washington, DC



**// Clean facility, secured entry,
friendly and professional staff.**

In and out in under an hour. //

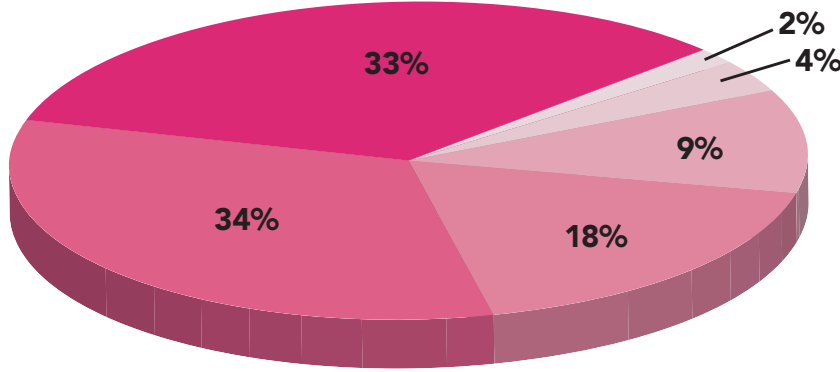
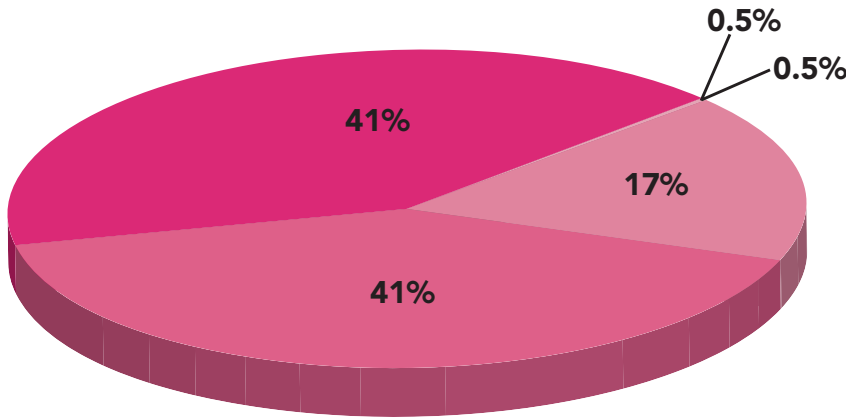
**- carafem client
Atlanta, GA**



Highlights of carafem's Audited 2017 Financials

**Total Revenue:
\$4,262,886**

**Total Expenses:
\$3,431,056**



- Clinic Income (less Health Ins. Reimbursements)
- Grant Income
- General Donations
- Other Income
- Medical Research Income

- Salaries & Benefits
- Health Center Operations
- Marketing
- Administration
- Depreciation & Amortization
- Travel, Repairs & Maintenance

*Less than 0.2% of revenue is spent on fundraising.

Net Assets on December 31, 2017: \$1,560,510



Thank you from our clients and board.

carafem Board & Officers

Melissa Grant

Chief Operating Officer

Nicole Gray

Independent Consultant

Phil Harvey

Chairman, DKT International

Dr. Sara Newmann

ObGyn & Asst Clinical Professor UCSF

Christopher Purdy

Founder & President

Julie Stewart

Founder, FAMM



Special thanks to key donors.

Donors

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



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