



POWER
TO DECIDE

the campaign to prevent unplanned pregnancy

**ADVANCING
EQUITABLE
SOLUTIONS**

2018
ANNUAL
REPORT



ABOUT US

We are working to ensure that all young people—no matter who they are, where they live, or what their economic status might be—have the power to decide if, when, and under what circumstances to get pregnant and have a child.

To achieve this, we are working to reduce unplanned pregnancy among teens and young adults. We have three goals:

- Reduce teen pregnancy rates by 50% by 2026.
- Reduce unplanned pregnancy rates among women age 18–29 by 25% by 2026.
- Reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50% by 2026.

We are committed to achieving these goals by:

- Focusing on evidence-based and informed strategies;
- Taking a non-partisan, non-ideological approach;
- Embracing the belief that there is a place for everyone and every sector at the table;
- Meeting our audiences where they are; and
- Reducing access and informational disparities.

CEO LETTER



Advancing Equitable Solutions

When it comes to reproductive health, all is far from equal in the United States. Deep systems inequities stand in the way of all young people, particularly those in marginalized populations, having access to quality sexual health information and services. These same inequities are also a barrier to young people having a sense of agency and the opportunities they need in order to determine positive outcomes for themselves.

Rates of unplanned pregnancy are disproportionately high for women of color, young women living in poverty, and young women in rural area. These disparities have nothing to do with the women themselves, but the systems inequities that persist. For example, more than 19.5 million women in need of publicly funded contraception live in contraceptive deserts, counties in which there is not reasonable access to a public clinic that offers the full range of contraceptive methods. In addition, research shows that young people from marginalized populations are less likely to receive quality sex education and consequently, experience knowledge and access gaps when it comes to sexual and reproductive health.

Across the country women's lives have been changed as a result of being able to access free and low-cost contraception. In fact, the majority of people in the US consider it a fundamental part of women's health care. Yet efforts to undermine women's access to contraception and preventive health services are on the rise.

To bridge gaps in information, access, and resources, Power to Decide expanded the scope of our influential and innovative Bedsider and One Key Question programs; we raised awareness and action through our Talking is Power and Thanks Birth Control communications campaigns; and we improved access to quality contraceptive services through our Campus Sexual Health and Better Birth Control initiatives. Taken together, these efforts help ensure that all people—regardless of who they are or where they live—have the opportunity to decide if, when, and under what circumstances to get pregnant and have a child.

Attempts to dismantle important women's reproductive health programs continued throughout the year. But so did our efforts to counter these measures. Throughout 2018 we worked tirelessly to help ensure that all women could continue to access the contraception they need and deserve, and that young people had access to the high-quality and accurate information and services they need and deserve to decide their futures. With your support, we can ensure that the power to decide—and the opportunity it creates—is available to all.

Sincerely,

A handwritten signature in black ink that reads "Ginny Ehrlich".

Ginny Ehrlich, D. Ed., M.P.H., M.S.
Chief Executive Officer

HIGHLIGHTS OF 2018

An Investment You Can Trust

Power to Decide received its 12th consecutive 4-star rating by Charity Navigator in 2018. Less than 1% of all charities reviewed can claim the same honor. The 4-star rating is the highest rating a charitable non-profit can receive. Charity Navigator is an independent, non-profit organization that provides donors with essential information in order to make informed decisions about charitable giving. Being a 4-star organization means that we maximize every dollar of support we receive to provide all young people with access to quality sexual health information and the full range of contraceptive methods.

The Power of Change

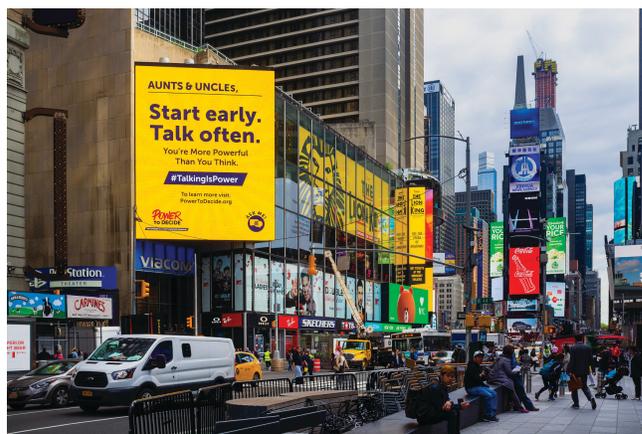
We are committed to ensuring that all young people—no matter who they are or where they live—have access to the information, services, and supports they need to decide if, when, and under what circumstances to get pregnant and have a child. We engage diverse voices and perspectives to find common ground, use evidence to guide our work, catalyze innovation, and always put our audiences first. Over the course of our 22-year history, rates of unplanned pregnancy have plummeted. Even so, great disparities remain, and systems inequities have prompted us to make an important change. This year we expanded the focus of our work to ensure that all people have access to the full spectrum of reproductive health services, including abortion.

Why One Key Question®?

One Key Question® is a transformative tool that starts the conversation about if, when, and under what circumstances people want to get pregnant and have a child. It provides a framework for health care and social service providers and champions to routinely ask: Would you like to become pregnant

in the next year? One Key Question® meets people where they are and equally supports those who want to get pregnant, those who do not, and those who are ambivalent. Power to Decide acquired One Key Question® in 2018 and began to spread and scale the program in 30 states.

Start early. Talk often.



We launched a new nationwide campaign in 2018 to spark meaningful conversations between young people and their champions. #TalkingIsPower provided resources that champions such as parents, guardians, teachers, mentors, and other family members can use to spark conversations with the young people in their lives about sex, love, and relationships.

Our research shows that men and women report learning about sex from a variety of sources, such as school, family and friends, health care providers, religious and community leaders, and media. Champions hold the unique ability to instill the belief in young people that they have the power to decide if, when, and under what circumstances to get pregnant and have a child. The #TalkingIsPower campaign supports champions in using their influence to help young people think through what they want for their futures and the pathway for getting there.

Working to Protect and Expand Access

Power to Decide worked tirelessly to defend and expand upon federal and state policies that increase young people's opportunity to pursue the future they want. In 2018, we supported the US District Court for the District of Columbia's ruling in favor of grant recipients of the Teen Pregnancy Prevention (TPP) Program as well as the fiscal year 2019 spending package passed by the Senate which included money for TPP and Title X. We rallied against the President's fiscal year 2019 budget, the administration's plan to cut Title X funding, and the US House of Representatives proposal to eliminate all funding for Title X and TPP.

Of the 66 million women of reproductive age living in the US, more than 20 million need publicly funded contraception. Of those 20 million women, 19.5 million currently live in contraceptive deserts—that is, they lack reasonable access in their county to a health center that offers the full range of contraceptive methods. We will continue to fight for policies that will support these women and increase their ability to access the method of contraception that is right for them.

Reproductive Well-Being



Women's health care is often siloed, episodic, uncoordinated, and fragmented. We considered how we might build a culture that values and provides a system of support making it possible for every person—no matter who they are or where they live—to achieve reproductive well-being. Toward that end, in 2018, we formed a diverse expert panel of more

than 70 thought leaders, developed and finalized key components of the national Blueprint for Action, and continued to develop a Place-Based Implementation Toolkit to help us achieve a vision of universal reproductive well-being.

Expanding Information and Access for Women

Bedsider is our award-winning evidence-based birth control information and access network. Bedsider welcomed 7.3 million unique users in 2018, up 17% from 2017.

This year Bedsider added information about abortion services on its health clinic finder. Already the nation's most comprehensive network of where to get reproductive health services, the finder now helps to ensure that more women will be able to identify where they can go to access the full range of contraceptive methods.

Our Bedsider Providers program currently has more than 8,000 members and has enlisted providers with diverse backgrounds and practice settings to create new content for medical professionals. In fact, the number of Bedsider educational materials distributed more than doubled in 2018. Additionally, in 2018 we conducted two provider trainings, one on the basics of contraception and counseling and another looking at cultural competencies, implicit bias, and patient-centered contraceptive care.

The 21st edition of Contraceptive Technology, the leading family planning reference for reproductive health practitioners for more than 30 years, recognized Bedsider as one of its top three family planning websites.

Reaching Young People Where They Are

Whether it's a serious article, a reality show, or a funny digital clip, we work with our media partners to incorporate important information and messaging that reaches young people where they are. Our collaborations aim to encourage and inform stories about love, sex, relationships, birth control, and unplanned pregnancy. In 2018, we worked with media leaders and content creators such as MTV and Freeform on shows like The Fosters.

Preventing Teen Pregnancy with Technology-Enabled Ideas

Our Innovation Next initiative supports teams across the country in applying Design Thinking to the development of technology-based solutions to prevent teen and unplanned pregnancy. This accelerator program is funded by the US Department of Health and Human Services' Office of Adolescent Health. In 2018, we awarded our third cohort of five teams up to \$80,000 each to develop innovative sexual health interventions for teens. Innovation Next asks, "How might we improve the ability of young people to avoid unplanned pregnancy?" Each team seeks to answer that question and to catalyze innovation in preventing teen pregnancy.

Everyone Loves Birth Control

Nearly all women (99%) who have had sex have used birth control and fully 87% of Americans believe that everyone deserves access to the full range of birth control methods. Thanks, Birth Control Day reminds the world why birth control matters. An integrated awareness campaign, Thanks, Birth Control encourages people to talk about all that contraception makes possible. The 2018 campaign trended nationwide garnering more than 25,000 social media mentions and 203,000 impressions, including posts from notable individuals like Hillary Clinton, Jenny Lawson, and Sam Schacher.

Thanks, Birth Control
NOVEMBER 13, 2018

- 1. SWAG**
Grab your swag at bdsdr.me/TBCswag, take a selfie, and tag it on social with #ThxBirthControl.
- 2. BIRTH CONTROL**
Shout out to the world all the reasons why you ❤️ your birth control using #ThxBirthControl.
- 3. TWITTER CHAT**
Join our Twitter Chat from 2-2:30PM ET hosted by @Refinery29. Use #R29xBedsider and #ThxBirthControl to join in on the fun.
- 4. ART**
Make a sign stating why you're thankful for birth control and post it on social with #ThxBirthControl.
- 5. VIDEOS**
Make one with you, your friends, your family, or your buddies at work talking about why you think birth control matters.

#THXBIRTHCONTROL

THE SARAH S. BROWN INNNOVATION AWARD 2018

The Sarah S. Brown Award was established to honor the founding CEO of Power to Decide and to recognize innovative leaders who made strong, smart, and bold contributions to our mission.

Andrea Kane, Vice President for Policy and Strategic Partnerships at Power to Decide, received the 2018 Sarah S. Brown Award. She has dedicated her career to leading efforts to support women, children, and families. Kane has successfully identified systems failures among vulnerable populations, such as youth in foster care, and helped to initiate policy and programmatic efforts which specifically met their needs.

A fearless and bold advocate, Andrea has made a difference in the lives of millions of youth and families throughout her distinguished career. She has been a leading force in bringing forth smart and innovative policies that help to ensure all young people have the power to decide, if, when, and under what circumstances to get pregnant and have a child.



POWER TO DECIDE

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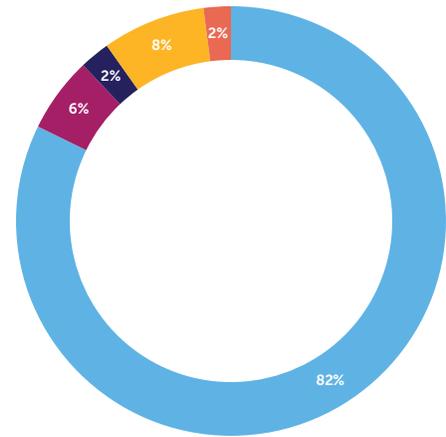
Kimberlydawn Wisdom, MD

Senior Vice President, Community Health
& Equity and Chief Wellness Officer
Henry Ford Health System

2018 FINANCIAL HIGHLIGHTS

Revenue

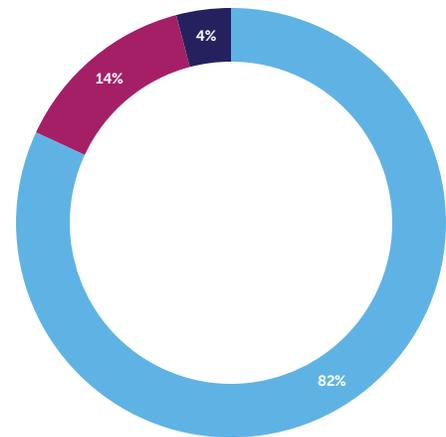
● Grants and Contracts	7,479,644
● Contributions	515,661
● Publications	207,148
● Donated Goods and Services (Non-Cash Contributions)	705,259
● Investments and Other Income	186,272



Total Revenue **\$8,721,440**

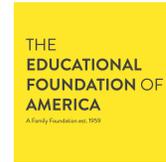
Expense Breakdown

● Program Services	8,515,212
● General and Administrative	1,452,892
● Development and Fundraising	426,690



Total Expenses **\$10,394,794**

GENEROUS SUPPORT PROVIDED BY:





CONTINUED PROGRESS IS NOT VICTORY

We celebrated another year of reductions in unplanned pregnancies, especially among teens. However, there is still much work to be done. The United States still has the highest teen pregnancy rate in the industrialized world. African-American and Latina women are almost twice as likely to experience an unplanned pregnancy than their counterparts, and women living in poverty are five times more likely to experience an unplanned pregnancy than their more affluent peers. We, as a nation, are still failing many women. Persistent knowledge gaps about birth control remain among these same populations. Further, more than 19 million women eligible for publicly funded contraception live in contraceptive deserts, counties in which there is no reasonable access to the full range of contraceptive methods. That is why, we must continue to work to ensure all women have access to accurate sexual health information and the full range of contraceptive methods.



NOW, MORE THAN EVER

Power, Passion, and Purpose

With power, passion, and purpose, we surge ahead to ensure that all young people have access to the sexual health information, reproductive health services, and sense of possibility they need to decide if, when, and under what circumstances to get pregnant and have a child. We won't stop until every young person - no matter who they are or where they live - has what they need and until every contraceptive desert is an oasis of opportunity. Through the growth of our programs, support, and partnerships, we will expand our impact on young people and activate others to do the same.

We hope that you will join us as partners in achieving our vision. Invest in our programs. Use our data and poll results to advocate for strong policies.

Talk to the young people in your lives about sex, love, and relationships and refer them to Bedsider. Most of all, believe in young people and commit to making sure their pathways to opportunity are clear.

Contact Us:

Power to Decide
1776 Massachusetts Avenue, NW, Suite 200
Washington, DC 20036

(e) info@powertodecide.org
(o) 202.478.8500
(f) 202.478.8588

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