



POWER TO DECIDE

the campaign to prevent unplanned pregnancy

**OUR VISION,
OUR GOALS,
OUR VALUES**

2019 ANNUAL REPORT

PowerToDecide.org



We believe in a future where all young people can pursue the future they want, realize their full potential, and follow their intentions.

When young people have the power to decide if, when, and under what circumstances to get pregnant and have a child, they face fewer challenges in achieving their educational and career goals, and they are better prepared for the demanding task of raising the next generation.

We have three goals:

- Reduce teen pregnancy rates by 50% by 2026.
- Reduce rates of unplanned pregnancy 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 focus on:

- Working to guarantee equitable access to and information about the full spectrum of reproductive health services.
- Building systems of support at the local, state, and national levels.
- Providing objective, evidence-based information about sexual health and reproductive health options.

We remain a national, non-partisan organization that is committed to common ground, common sense solutions and catalyzing innovation in the public and private sectors.

LETTER FROM CEO



At Power to Decide, we remain as committed as ever to our vision that all young people, no matter who they are or where they live, have the opportunity to get pregnant and have a child on their own terms and timeline.

In 2019, Power to Decide has continued its focus on reducing the troubling systems inequities that have led to persistent and disproportionately high rates of unplanned pregnancy for women of color, systems-involved youth, and women living in poverty. We recognize that this has nothing to do with the women themselves; it has to do with the systems that are failing these women.

We are proud of our 2019 efforts to build a system of support that will enable all young people to achieve reproductive well-being. Some of our highlights include:

- In 2019 alone, we reached 7.8 million unique users via Bedsider, and we launched Teen Talk to reach younger teens with quality sexual and reproductive health information.
- We launched the nation's first digital Contraceptive Access Fund, BCBenefits, to provide women in need financial assistance for costs associated with accessing contraceptive care and supplies.
- We continued to shine a light on the widespread contraceptive access barriers in the United States, including the fact that more than 19 million women in need live in contraceptive deserts, or counties in which there is not reasonable access to the full range of contraceptive methods.
- We amplified the devastating impacts of the implementation of the domestic gag rule by sharing state-level estimates of the impact of the rule on contraceptive access.
- With so much under threat, we redoubled our policy and advocacy efforts to address access to the full spectrum of reproductive health services, including abortion.
- We joined in coalition with our sister organizations to launch #SexEdforAll month to advocate for quality sex education.
- We continued to support reproductive autonomy by scaling One Key Question® via training health and social service providers across the country.
- We encouraged action with our Talking is Power and Thanks, Birth Control campaigns.

As always, we also made sure that Power to Decide maintained high integrity and strong operations. We were proud to have received our 13th consecutive 4-star rating from Charity Navigator and a Platinum Seal of Transparency from Guidestar.

Taken together, these efforts help ensure that all young people will someday have the power to decide if, when, and under what circumstances to get pregnant and have a child. 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". The signature is written in a cursive, flowing style.

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

CONTRACEPTIVE CARE FOR WOMEN IN NEED

More than 19.5 million women in need of publicly funded contraception live in contraceptive deserts where they face significant barriers in accessing birth control. Some of the most common barriers that women report include distance to travel to reach a clinic, getting time off work and finding childcare during a health care appointment, and unreimbursed costs of birth control not covered by insurance.

What BCBenefits users are saying:

- "Access is **difficult in my state** and this was easy-peasy"
- "It was a **life-saver** when I needed it the most"
- "I honestly didn't know what I was going to do before I found **BCBenefits**."

IN 2019, BCBENEFITS PROVIDED BENEFITS TO NEARLY 2,000 WOMEN ACROSS ALL 50 STATES.

In April 2019, we launched BCBenefits, a contraceptive access fund designed to help mitigate these barriers. Through generous donor and partner support, BCBenefits provides women living at or below 250% of the federal poverty level with no-cost prescription birth control that can be delivered to her door through one of our telemedicine partners. Eligible women can also receive support for transportation costs and reimbursement for birth control methods not provided through telemedicine.

Are you a provider? Visit Bedsider Providers »

Welcome! (Sign in or Create your account) [Español](#)

BEDSIDER [birth control methods](#) [where to get it](#) [reminders](#) [features](#) [questions](#)

BCBenefits

we're making birth control easier to get

see if you are qualified

Answer a few quick questions and find out what awesome benefits await you

Zip Code

I certify I am 18 years of age or older. I accept the [Terms of Service](#) and [Privacy Policy](#)

what you may qualify for

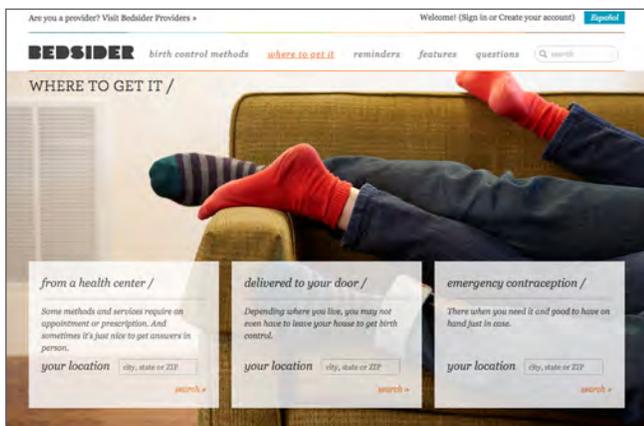
Depending where you live, you could get one or more of the following benefits.

Virtual Birth Control Visit + Birth Control Pill

Free remote, virtual birth control visit with one of our partner health providers and a free one-year supply of the birth control pill, mailed directly to you.

BEDSIDER: RELEVANT. RESONANT. EFFECTIVE.

Power to Decides' online birth control support network— Bedsider.org—provides millions with high-quality information about sex, love, contraception, and relationships.



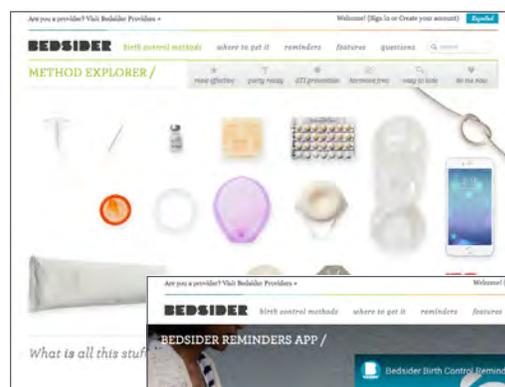
BEDSIDER USERS ARE NEARLY FOUR TIMES LESS LIKELY TO REPORT AN UNPLANNED PREGNANCY THAN THEIR PEERS NOT USING BEDSIDER.

Bedsider articles, videos, animated shorts, and graphics—in both English and Spanish—are both authoritative and accessible to users. We conduct regular surveys to find out what users relate to most and incorporate our learnings into creating new and refreshed content on a weekly basis.

IN 2019, BEDSIDER WELCOMED NEARLY 8 MILLION UNIQUE VISITORS.

Bedsider also includes easy-to-use tools, including:

- Method Comparison: Users can “comparison shop” for a birth control method that fits their lifestyle, based on a number of factors including ease of use, side effects, and cost
- Where To Get It: Our database of U.S. health center locations is the most comprehensive anywhere and helps users find clinics and the services they offer.
- Reminders: Our friendly, funny, and inspirational birth control and appointment reminders are sent to user’s mobile devices.

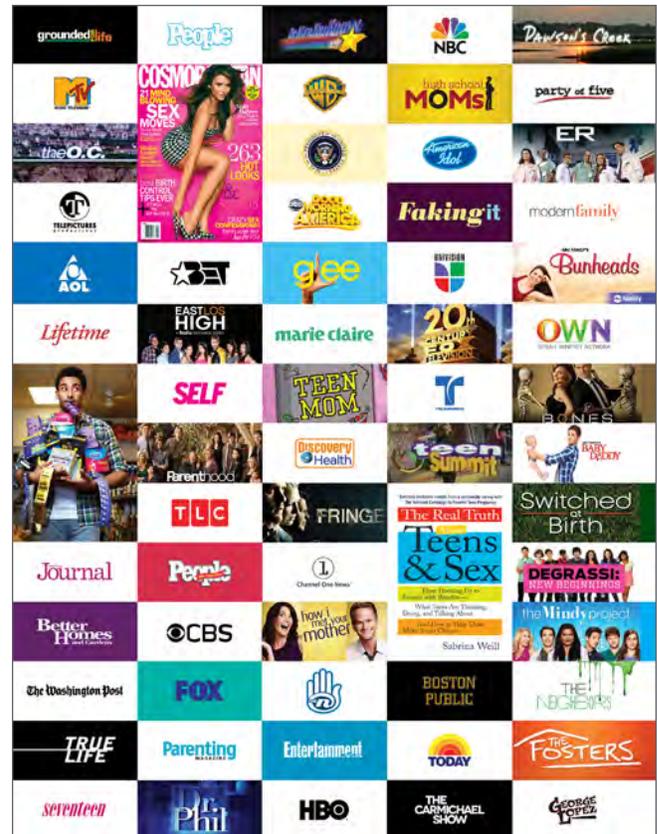


ELEVATING OUR VOICE: PRESS AND ENTERTAINMENT MEDIA PARTNERSHIPS

For more than 20 years, Power to Decide has worked in close partnership with traditional and entertainment media outlets to infuse information about sexual and reproductive health into content consumed by a broad audience.

In 2019, we deepened and expanded our press partnerships, producing dozens of articles, blog posts, op-eds, and videos, including a national survey on condom usage with Cosmopolitan, an overview of birth control delivery services with BuzzFeed, and a look at fallout from the federal “gag rule.”

We also serve as advisors to popular scripted and unscripted television shows, providing expertise and research to writers and showrunners, and producing companion content such as blog posts and discussion guides. In 2019, Power to Decide worked with numerous entertainment media outlets to integrate story lines about sex, love, pregnancy, and relationships into shows like *The Bold Type*, *Unexpected*, and *Grownish*.



ADVOCATING FOR ACCESS AT THE FEDERAL AND STATE LEVELS

Power to Decide is defending the integrity of the federal government’s Title X Family Planning program in response to the damaging “domestic gag rule” issued in 2019. We are:

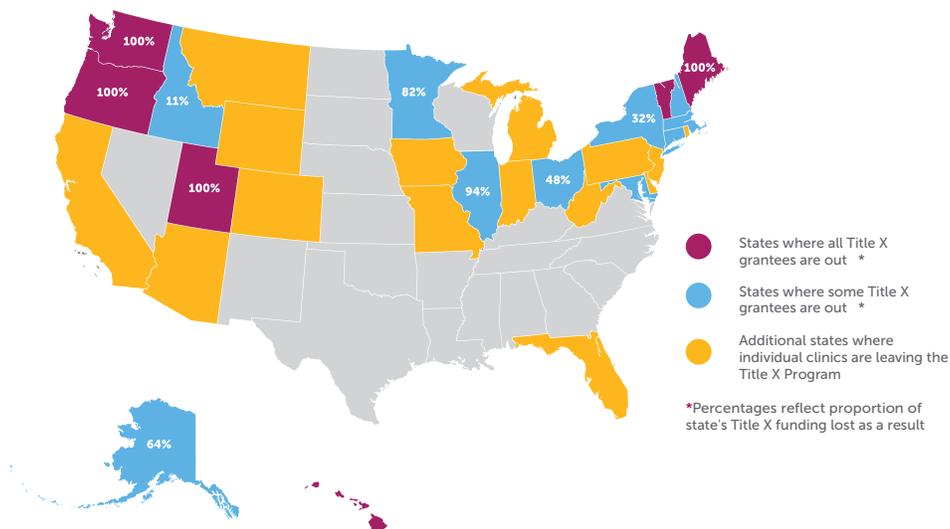
- Working strategically with other groups for collective impact.
- Chronicling the impact of the rule on contraceptive access for women most in need and distributing this information to the press and Capitol Hill champions.
- Activating the public to defend Title X.

In addition, we are working proactively to support important state and federal policies supporting women, including:

- Codifying or expanding the Affordable Care Act’s contraceptive coverage provision.
- Expanding pharmacist prescription of contraception.
- Defending high-quality federal efforts such as The Teen Pregnancy Prevention Program and the Personal Responsibility Education Program.

IN 2019 WE ACTIVATED MORE THAN 1,100 PEOPLE TO SEND 2,300 MESSAGES TO THEIR REPRESENTATIVES IN SUPPORT OF TITLE X.

Gag Rule: Impact on the Ground



TRANSFORMING WOMEN'S HEALTH CARE WITH ONE KEY QUESTION®

**ONE KEY QUESTION®
SUPPORTS PEOPLE'S POWER
TO DECIDE BY HELPING
TRANSFORM THEIR HEALTH
CARE EXPERIENCE.**

One Key Question® is a tool from Power to Decide 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 providers, social service providers, community health workers, home visitors, substance use treatment and prevention programs, and many others and 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.

In 2019, Power to Decide:

- Conducted 23 One Key Question® trainings reaching more than 500 people.
- Integrated One Key Question® in large systems, including the Los Angeles County Department of Health Substance Abuse Prevention Program and the Kansas Department of Health and Environment.
- Built a national cadre of 12 One Key Question® trainers
- Began developing an online One Key Question® training

**ONE KEY QUESTION®
WAS RECOGNIZED BY
THE ASSOCIATION OF
MATERNAL AND CHILD
HEALTH PROGRAMS AS AN
INNOVATIVE BEST PRACTICE.**



AWARENESS CAMPAIGNS

Thanks, Birth Control!

Thanks, Birth Control is an integrated awareness campaign that encourages everyone to speak up about all that birth control makes possible and reminds the world why access to birth control matters.

SOCIAL MEDIA SENTIMENT FOR #THXBIRTHCONTROL WAS 96% POSITIVE IN 2019 – A STRONG INDICATOR OF WIDESPREAD SUPPORT FOR ACCESS TO BIRTH CONTROL AND ALL IT MAKES POSSIBLE.

The 2019 Thanks, Birth Control awareness campaign launched on November 13 and drew a diverse range of participants, including celebrities, media outlets, policymakers, and partner organizations.

- The hashtag #ThxBirthControl trended nationally twice on launch day.
- The potential reach of #ThxBirthControl messages exceeded 71 million during November.



Talking is Power

Research shows that if teens can identify at least one trusted adult with whom they can discuss sex, love, relationships, and their futures, they are less likely to experience unplanned pregnancy. May 2019 marked our second annual #TalkingIsPower outreach campaign, a national effort to spark meaningful conversations between young people and the champions who care about them.

In 2019, #TalkingIsPower was our contribution to Sex Ed For All, a monthlong campaign we launched alongside our sister organizations Advocates for Youth, Healthy Teen Network, Planned Parenthood Federation of America, and the Sexuality Information and Education Council of the United States. Sex Ed For All Month is intended to shine a light on the importance of ensuring that all young people have access to the quality sexual health information they need and deserve to make healthy decisions for themselves and live life on their terms.



POWER TO DECIDE INITIATIVES

The Right Time

The Right Time is a six-year initiative in Missouri that is based on the simple belief that everyone should have the opportunity to pursue the future they want. The Right Time seeks to empower individuals to take control of their own health by improving information about, and removing barriers to, contraceptive services, recognizing that decisions always rest with the patient.

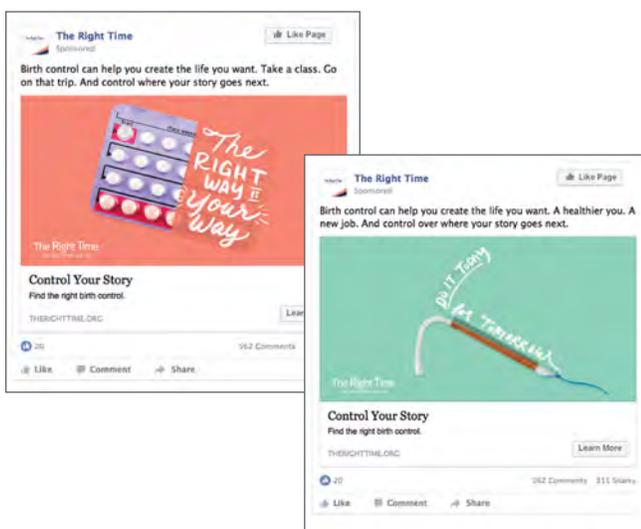
Across Missouri (14 health center locations and more being added), partner organizations that form The Right Time health center network offer the full range of birth control methods. No insurance? No problem. Cost an issue? The Right Time Health Centers offer free or low-cost birth control to those who need it.

The Right Time is led by the Missouri Family Health Council (MFHC) and is an initiative of Missouri Foundation for Health. Power To Decide is part of the initiative and is providing communications support.

Innovation Next

The name says it all. Innovation Next is bringing sex education into the 21st century by encouraging and supporting tech-focused solutions designed to help young people avoid unplanned pregnancy.

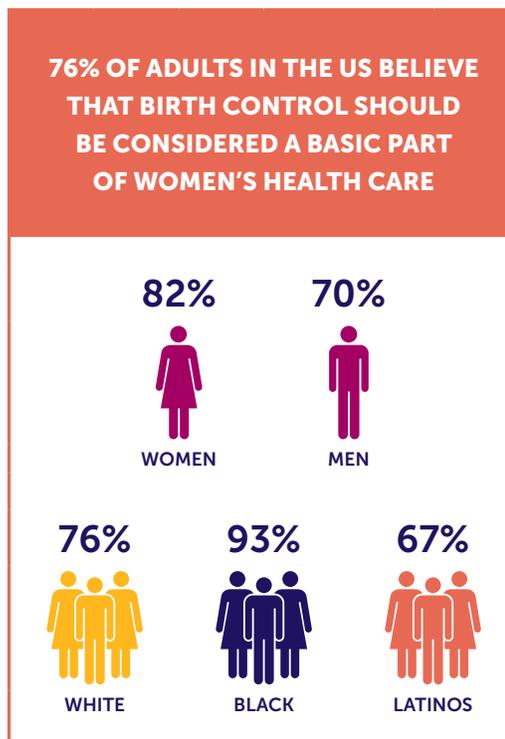
In 2019, five new teams from around the country were selected to incubate and develop their ideas. The chosen projects range from reaching those with diverse learning needs to engaging young men by leveraging existing entertainment media preferences to an interactive webcomic that allows users to guide the story.



RESEARCH

Power to Decide continues to be a trusted source of information and research. In 2019, we released nationwide polling, contributed to six peer-reviewed journal publications, and authored two book chapters. Our online national and state data portal is visited by tens of thousands annually.

Our signature research effort focuses on contraceptive access. Our interactive contraceptive desert map provides information searchable by county and state about the number of low-income women who lack reasonable access to the full range of contraceptive methods. Power to Decide updates the county and state data included in these maps on a quarterly basis. These maps contain information from more than 16,000 health centers, are widely cited in the news media and are frequently used by Power to Decide and its partner organizations to educate policymakers and reproductive health advocates.



AN INVESTMENT YOU CAN TRUST

Power to Decide received its 13th consecutive 4-star rating by Charity Navigator in 2019, an honor less than 1% of all charities reviewed can claim.



We also received a 2019 Platinum Seal of Transparency from GuideStar. These ratings mean 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.



POWER TO DECIDE

SUPPORTERS

Power to Decide is generously supported by many individuals, groups, and organizations, including the following:

Advocates for Youth

Charles and Mary D. Grant Foundation

Conrad N. Hilton Foundation

Educational Foundation of America

Elsa and Peter Soderberg Foundation

Female Health Company

Fund for Shared Insight

HeyDoctor

J. Willard and Alice S. Marriott Foundation

JPB Foundation

Lalor Foundation

Linked Foundation

Medicines360

Merck

Missouri Foundation for Health

Natural Cycles

Nurx

Pill Club

Plan B One-Step

PRJKT Ruby

Robert Wood Johnson Foundation

Serena Foundation

Simple Health

SKB Foundation

Spark Fund

Tara Health Foundation

TwentyEight Health

William and Flora Hewlett Foundation

US Department of Health and Human Services

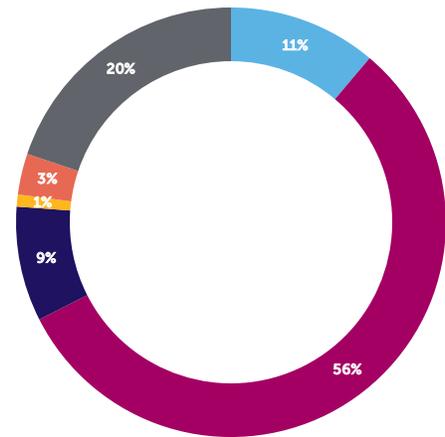
Vagisil

2019 FINANCIAL INFORMATION

Revenue

● Contributions	\$1,208,301
● Grants	\$6,104,692
● Donated Goods and Services	\$935,426
● Publications and Materials	\$98,105
● Consulting, Licensing, and Certification Revenue	\$334,676
● Investments and Other Revenue	\$2,148,624

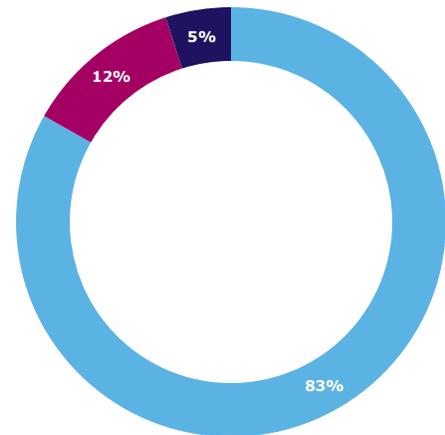
Total Revenue **\$10,829,824**



Expenses

● Program Services	9,824,386
● General and Administrative	1,401,253
● Development and Fundraising	579,697

Total Expenses **\$11,805,336**



POWER TO DECIDE

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