

# POWER TO DECIDE

the campaign to prevent unplanned pregnancy

## Powerful Transitions

# 2020 ANNUAL REPORT

[PowerToDecide.org](https://PowerToDecide.org)



**We believe in a future where all young people have the opportunity to 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.

Through these uncertain times, our work has never been more important.

**Our 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 by 50% by 2026.

**Our Focus:**

- Working to guarantee equitable access to and information about contraception and 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.

# WELCOME, DR. RAEGAN MCDONALD-MOSLEY!



In November 2020, Power to Decide announced our third CEO, Dr. Raegan McDonald-Mosley. In welcoming Dr. McDonald-Mosley, Board Chair Steve Weiswasser said:

“We are so pleased and excited to announce that Dr. McDonald-Mosley will be the new CEO of Power to Decide. She is well-positioned to advance and accelerate Power to Decide’s work. In her, we found a leader who not only embraces the critical importance of Power to Decide’s vision, but also demonstrates the ability to be a bold leader capable of accelerating the organization’s efforts so that all young people have the power to decide if, when, and under what circumstances to get pregnant and have a child.

“Dr. McDonald-Mosley is a leader committed to expanding and deepening the organization’s commitment to reproductive well-being, addressing critical health disparities, and embracing a diverse, equitable and inclusive framework in all of Power to Decide’s work. We are confident that her high expectations will bring an extraordinary and valuable level of expertise, thoughtfulness and vision to the organization.”

# BEDSIDER: RELEVANT. RESONANT. EFFECTIVE.

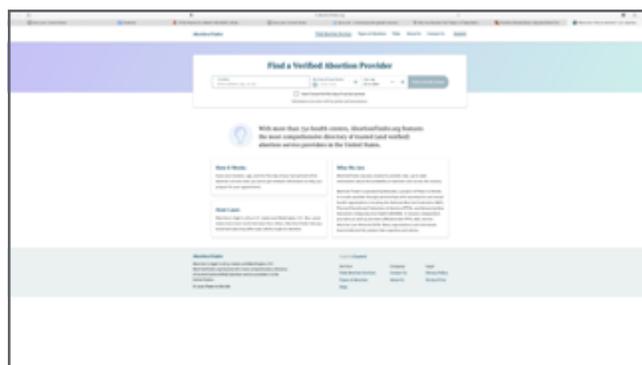
Bedsider.org provides millions of young people with authoritative, accessible, high-quality information about contraception and sexual health each year. Its innovative features include a birth control method comparison tool and a comprehensive clinic locator, designed to make finding a method easy and accessible.



Bedsider continues to share the relevant and resonant content that young people need to make informed decisions. As the COVID-19 pandemic changed access to health care in 2020, Bedsider shared new resources about telehealth options for reproductive health care and contraception, including information about how to have birth control delivered.

## In 2020, Power to Decide launched Abortion Finder....

Power to Decide is excited to announce Abortion Finder, our new easy-to-search online directory of abortion providers in the US.

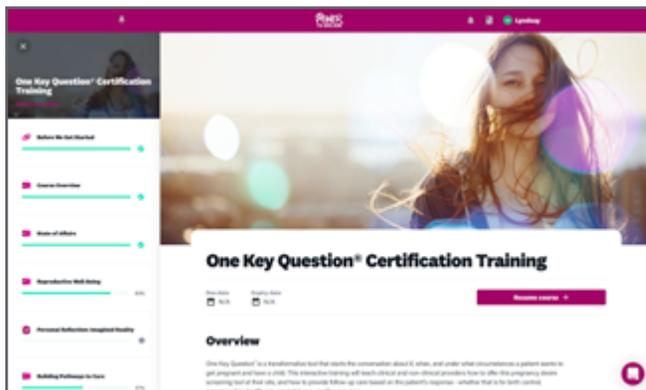


Located at AbortionFinder.org, the directory contains more than 750 health centers, making it the most comprehensive catalogue of trusted and verified abortion providers in the country.

In addition to finding care, the directory helps users prepare for appointments and understand potential restrictions and abortion-specific policies in the state where the user is seeking care. Abortion Finder uses clinic and provider data through partnerships with organizations including the National Abortion Federation (NAF), Planned Parenthood Federation of America (PPFA), and Advancing New Standards in Reproductive Health (ANSIRH). All health centers and providers are independently verified by a Power to Decide staff member before being included in the directory to ensure accuracy and safety for abortion seekers.

# TOOLS TO SUPPORT REPRODUCTIVE WELL-BEING

Power to Decide's One Key Question® provides a framework for health care providers and others to routinely ask their patients about pregnancy desires and offer personalized counseling and care based on their responses. Our transformative training is now online! The interactive digital training teaches clinical and non-clinical providers how to start the conversation about pregnancy desires with their patients, how to implement the screening tool, and allows them to train on their own schedule.



**What providers are saying:**

**“I FELT IT WAS ONE OF THE BEST ONLINE TRAININGS I’VE TAKEN. AND I’M NOT JUST SAYING THAT...I JUST FELT IT WAS GOOD INFORMATION AND FLOWED WELL.”**

– Tammy, Social Worker

Did you know? The American Public Health Association and the American College of Obstetricians and Gynecologists have endorsed One Key Question as an effective Reproductive Life Planning strategy.

## **Supportive State Policies to Advance Contraceptive Access**

Our new Advancing Contraceptive Access Toolkit features in-depth resources to inform policymakers, public health officials, and advocates about access to birth control in their state.

The toolkit includes state-specific maps, information about proposed and enacted legislation, and informative analysis of policies that support access to contraception, including:

1. Coverage for extended supply of contraception.
2. Protecting contraceptive coverage.
3. Pharmacist prescribing of contraception.

Considering the toll that the COVID-19 pandemic has taken on people’s health, well-being, and economic security, our state policy resources also include information on telehealth policies that help expand access to birth control and other reproductive health services.

Hundreds of elected officials and advocates have used our resources to protect and advance contraceptive access in their state:

**“THE INFORMATION THAT [POWER TO DECIDE] COMPILED ON PHARMACIST PRESCRIBING BIRTH CONTROL IS THE MOST COMPREHENSIVE AND UP TO DATE THAT I HAVE FOUND THIS YEAR... IN GENERAL, THEIR TOOLKITS ARE ACCESSIBLE AND COMPREHENSIVE AND AWESOME.”**

# THANKS, BIRTH CONTROL!

Thanks, Birth Control is an annual integrated awareness campaign launched by Power to Decide 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 2020 #ThxBirthControl campaign drew a diverse range of participants, including celebrities, media outlets, policymakers, and partner organizations.

Social media sentiment for #ThxBirthControl was 99% positive—a strong indicator of widespread support for information and access to birth control. What’s more, 84% of respondents to our national Thanks, Birth Control poll were thankful that birth control allows them to decide if, when, and under what circumstances to get pregnant and have a child.



# MEDIA PARTNERSHIPS

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Power to Decide works in close partnership with traditional and entertainment media outlets to infuse information about sexual and reproductive health into content consumed by a variety of audiences, including young people and the adults who champion them.

In 2020, we continued to advance these effective partnerships by serving as expert advisors to popular

scripted and unscripted television shows, including *Unexpected* (TLC), *Grown-ish* (Freeform), *The Bold Type* (Freeform), and *Sex Education* (Netflix).

We also deepened our long-time partnerships with traditional print and digital media outlets such as *Cosmopolitan*, *Marie Claire*, and *Teen Vogue*, in addition to establishing new partnerships with media outlets including HBOMax and Elle.

*Lifetime*



**marie claire**

**teen**VOGUE



**hulu**

**E L L E**

**COSMOPOLITAN**

**NETFLIX**



**HBOMax**

# AN INVESTMENT YOU CAN TRUST

Power to Decide received its 14th consecutive 4-star rating from Charity Navigator in 2020, an honor less than 1% of all charities reviewed can claim. We also received a 2020 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.

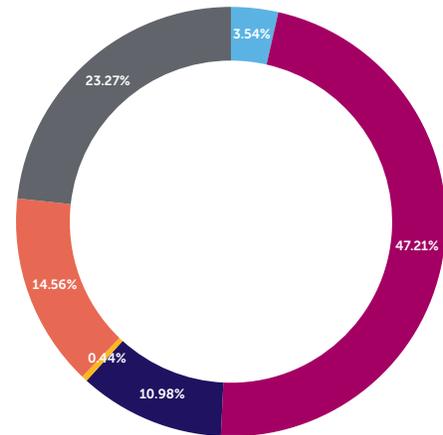
# 2020 FINANCIAL INFORMATION

## Revenue

● Contributions	\$266,070
● Grants	\$3,544,435
● Donated Goods and Services	\$824,303
● Publications and Materials	\$33,053
● Consulting, Licensing, and Training Revenue	\$1,093,542
● Investments and Other Revenue	\$1,747,182

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**Total Revenue** **\$7,508,585**

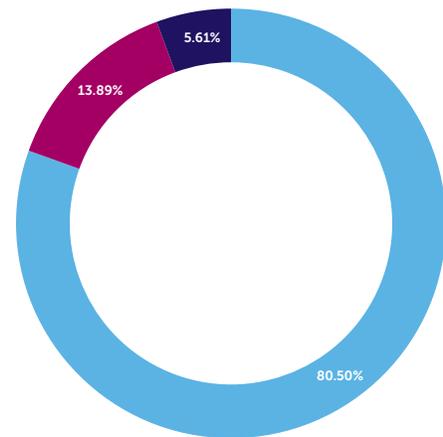


## Expenses

● Program Services	\$7,518,009
● General and Administrative	\$1,297,141
● Development and Fundraising	\$524,315

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**Total Expenses** **\$9,339,465**



# POWER TO DECIDE

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