2021 ANNUAL REPORT

25 Powerful Years

PowerToDecide.org
At Power to Decide, we envision a world where everyone – no matter who they are or where they live – has control over their bodies and can decide if, when, and under what circumstances to get pregnant and have a child.

When people have the power to decide, they face fewer challenges in realizing their full potential and achieving their goals.

**At Power to Decide, we work to**

- Guarantee equitable access to birth control, abortion, and the full range of reproductive health care.
- Provide objective, evidence-based information about sexual and reproductive health options.
- Build systems of support at the local, state, and national levels.
- Advance sexual and reproductive well-being for all.

We accomplish this by providing trusted information, expanding access to quality services, and catalyzing culture change.
As Power to Decide marks its 25th anniversary, I am so proud to be part of this team, as we look back on the organization’s many accomplishments and prepare for the work to come.

Power to Decide envisions a world where everyone has the information, services, and support they need to have control over their bodies and to make their own decisions related to sexuality and reproduction throughout their lives.

As we know, reproductive well-being has been out of reach for far too many people in communities across the country due to generations of systemic racism, poverty, health inequities, and unsafe living environments.

Power to Decide has been working harder than ever to address these inequities through not only our public policy advocacy and outreach, but also our online resources like Bedsider and AbortionFinder.org. By putting timely information directly in people’s hands, Bedsider and AbortionFinder.org alone have assisted millions of users access contraceptive and abortion care.

We have much to celebrate in Power to Decide’s 25-year history. Given the ongoing and emerging threats to reproductive and sexual health care, our work could hardly be more urgent. This moment underscores the importance of our efforts to address inequities in access to sex ed, abortion care, contraception, and other reproductive health services. We must ensure that our strategies are intentional and meet the needs of the communities we serve.

We thank you for your support and hope you will join us as we look to ourselves and each other to advance reproductive well-being for all.
TEN YEARS OF BEDSIDER:
AS RELEVANT, RESONANT, & EFFECTIVE AS EVER.

Now in its 10th year, Bedsider.org continues to provide millions of people with authoritative, accessible, high-quality information about contraception and sexual health.

Thanks to the relevant and resonant content that Bedsider has long been known for – including a birth control method comparison tool and clinic locator, designed to make finding a method easy and accessible – in 2021 alone this groundbreaking site welcomed more than 3.2 million unique visitors.

**Over the past decade, Bedsider has:**

1. Become a successful online network for all things birth control.
2. Introduced a clinic locator to help users find contraceptive, abortion and other reproductive care.
3. Celebrated Thanks, Birth Control Day nine years in a row.
4. Brought real people’s birth control reviews.
5. Made an app to help users remember to take their birth control.
6. Developed Bedsider Providers to make sure providers are in the know.
7. Helped more than 1,600 women afford birth control through our #BCBenefits program.
8. Sent a Frisky Friday email every week.
9. Helped people understand and connect with telehealth services during the pandemic.
10. Launched Abortion Finder, the most comprehensive database of in-person and telehealth providers in the country.

**AbortionFinder.org**

AbortionFinder.org features a directory of more than 700 health centers, making it the most comprehensive database of trusted and verified abortion providers in the country.

In 2021, Power to Decide launched AbortionFinder.org/es in Spanish in order to help more users learn about the laws in their state and find health centers offering the abortion care they need. In addition, AbortionFinder.org launched a new text messaging feature in English and Spanish allowing users a simple, straightforward tool to locate abortion providers in their area.

AbortionFinder.org also expanded in 2021 to include telehealth providers as this type of care became more widely available in states across the country. Users can now enter their age, location, and the date of their last period, and AbortionFinder.org will return a list of both the nearest in-person providers as well as any telehealth abortion providers available to them.
TOOLS TO SUPPORT
REPRODUCTIVE WELL-BEING

One Key Question® is now online!

Power to Decide’s One Key Question®, which offers transformative training and certification providing patient-centered care, 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:

“This training reinforced that it is our role to meet [our clients] where they are at, give them all of the options, educate them, and support them with follow up care.” – Lauren, Family Resource Specialist, Kansas

In 2021, Power to Decide:

- Developed and piloted an online One Key Question Implementation training.
- Enrolled 619 people in One Key Question Online.
- Certified staff from 10 different organizations in OKQ.

The American Public Health Association and the American College of Obstetricians and Gynecologists support One Key Question as an effective Reproductive Life Planning strategy.

Supporting State Policies to Advance Contraceptive Access

In 2021 we launched a series of interactive online tools that summarize state-level telehealth policies in order to help expand access to contraception. The tools include information about policies for public and private insurance both before and during the COVID-19 pandemic.

The tools assist in answering the following questions: How is telehealth delivered? Who can provide it? And what services are provided?

Polling data from Power to Decide showed that of those with annual household incomes under $50,000, only 21% reported understanding telehealth, compared to 67% of those with annual household incomes over $50,000. This knowledge gap for people with lower incomes may hamper their use of telehealth to access the care they need.

Evaluation

Power to Decide was approved to oversee the rigorous evaluation of Real Talk, an intervention developed by My HealthEd, Inc., to educate youth on sexual health topics while also improving mental and emotional health.

The five-year evaluation project will be in partnership with My HealthEd, Healthy Teen Network, and Child Trends and is made possible with support from the Administration for Children and Families, Family and Youth Services Bureau’s Personal Responsibility Education Program – Innovative Strategies (PREIS).
AWARENESS CAMPAIGNS

Thanks, Birth Control!

For the 9th year, Power to Decide celebrated its Thanks, Birth Control campaign encouraging people speak up about all that birth control makes possible and reminding the world why access to birth control matters.

The 2021 #ThxBirthControl campaign drew a diverse range of participants, including celebrities, media outlets, policymakers, and partner organizations. In 2021, #ThxBirthControl had 135 million impressions and 25 million social engagements. Social media sentiment for #ThxBirthControl was over 99% positive — a strong indicator of widespread support for information and access to birth control.

What’s more, 76% of respondents to our national Thanks, Birth Control poll agreed that birth control allows them to decide if, when, and under what circumstances to get pregnant and have a child. Across party lines, 67% percent agreed birth control helps people work towards educational and professional goals, and 85% support access to all methods of birth control.

Talking is Power

May is #TalkingIsPower Month, a national effort to spark meaningful conversations about sex, love, healthy relationships, and birth control between young people and the parents and champions – such as an aunt, uncle, grandparent, or mentor – who care about them. May 2021 marked our fourth annual #TalkingIsPower campaign.

This year’s theme, Keep the Power On, reminds parents and champions how powerful they are in the lives of young people and why conversations about sex, love, healthy relationships, and birth control should be ongoing and play an important role in a young person’s life.

According to new polling released for #TalkingIsPower campaign, seven in 10 adults (70%) say they turned to their parents as a teen to discuss dating, sex, and birth control. Further, more than half (53%) of survey respondents who reported having had a conversation with a young person in their life in the past year about sex, relationships, birth control, and/or consent say that the conversation went “very well.”

Overall impressions for May 2021 totaled 23.5 million, up from 21.7 million in May 2020, an 8% increase. In addition, there were 1,160 hashtag mentions and nearly 147,000 engagements. This represents an increase of more than 76,000 engagements compared to May 2020. Further, the sentiment was 100% positive. MTV donated two 15-second spots in their Times Square billboard for the May 5th launch of Talking Is Power.
MEDIA PARTNERSHIPS

In 2021, we highlighted Power to Decide’s priority messages, including the importance of telemedicine, advancing health equity, contraceptive deserts, AbortionFinder.org, and reproductive well-being.

We worked with scripted and unscripted series including Freeform’s Good Trouble, grown-ish, The Bold Type and Everything’s Gonna Be Okay; MTV’s Teen Mom 2 and Teen Mom OG; TLC’s Unexpected and others to support storytelling, jump-start conversations, and bring resources directly to viewers through social and digital collaborations.

Audiences responded: our social posts related to these broadcasts increased traffic to resources on Bedsider and Power to Decide; and were among the most highly-engaged for Power to Decide’s social channels. Audiences related to stories and social content about birth control, abortion, speaking up in relationships, unplanned pregnancy, and young parenthood. More than half of those polled on Twitter said that the unplanned pregnancy story in grown-ish got them thinking about how a pregnancy would affect their lives. For #ThxBirthControl and #TalkingIsPower, our entertainment partners reached millions of followers in social media and MTV donated space in its iconic Times Square billboard to help launch both campaigns.
Charity Navigator

Power to Decide received its 15th consecutive 4-star rating from Charity Navigator in 2021, an honor which less than 1% of all charities reviewed can claim. We also received a 2021 Platinum Seal of Transparency from GuideStar for the fifth year. GuideStar is the world’s largest source of information on nonprofit organizations and the platinum rating is GuideStar’s highest level of recognition. In previous years, GuideStar has recognized Power to Decide with the silver, gold, and most recently, with the platinum rating.

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.

To learn how you can support Power to Decide, please contact giving@powertodecide.org.
2020 FINANCIAL INFORMATION

Revenue
- Contributions $400,584
- Grants $3,507,914
- Donated Goods and Services $803,264
- Publications and Materials $50,104
- Consulting, Licensing, and Training Revenue $2,221,540
- Investments and Other Revenue (net) $78,553

Total Revenue $7,061,959

Expenses
- Program Services $7,966,904
- General and Administrative $1,143,598
- Development and Fundraising $523,244

Total Expenses $9,633,746