

2022 Annual Report

Rising to New
Challenges

ABORTION IS
HEALTH CARE

POWER
TO DECIDE

POWER
TO DECIDE



Power to Decide's AbortionFinder.org is Making a Difference

A 45-year-old got pregnant in a state with a ban on abortions. She flew across the country to get one.

07/09/23

She researched "the parameters for abortion in a state, how long she would have to take off work, travel options and how soon she could get an appointment. She found abortionfinder.org to be a helpful and reliable source," she says.

"Because the situation is so fluid, it changes from day to day, that was really of paramount importance for me to be able to have a reliable source of information," she said.





A note from CEO Raegan McDonald-Mosley, MD, MPH

With the *Dobbs* abortion decision in June 2022, the Supreme Court rolled back generations of reproductive rights and jeopardized the reproductive health of generations to come. The decision is disproportionately harming those who already lack access to the full spectrum of reproductive health services including people in historically marginalized communities, and those struggling to make ends meet.

Despite the struggles, the team at Power to Decide pushed back and pushed forward. This organization's commitment is stronger than ever to providing trusted, high-quality, accurate information on sexual and reproductive health, increasing access to quality health care for all, and creating opportunities for all people to get informed, take control, and advocate for themselves.

Millions visited our [AbortionFinder.org](https://abortionfinder.org), the most comprehensive directory of trusted and verified abortion service providers and support resources in the U.S. New AbortionFinder [interactive maps](#) provide a compelling illustration of the terrible new chapter for abortion access that unfolded in 2022 and conveys the chaos spread by the *Dobbs* decision. Millions more visited [Bedsider.org](https://bedsider.org), our groundbreaking and effective online birth control support network.

I am happy to report that Power to Decide reached an important organizational milestone in 2022 by adopting a new mission statement. We remain committed to ensuring that everyone can decide if, when, and under what circumstance to get pregnant and have a child. Our new mission better reflects the work we have been doing in recent years and—more importantly—it serves as a guide to our work ahead. Our new strategic vision reads:

- **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.
- **Our mission is to** advance sexual and reproductive well-being for all.
- **We accomplish this by** providing trusted information, expanding access to quality services, and catalyzing culture change.

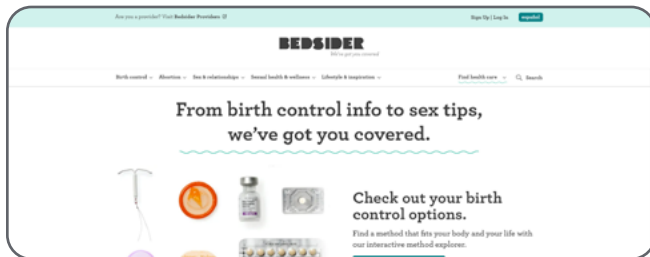
I remain so proud to be part of the Power to Decide team and for all of our 2022 accomplishments. All of us here thank you for your support as we continue to work to advance reproductive well-being for all.

A handwritten signature in dark ink that reads "Raegan McDonald-Mosley". The signature is fluid and cursive, with the first name "Raegan" being the most prominent.

Raegan McDonald-Mosley, M.D., M.P.H., F.A.C.O.G.
CEO, Power to Decide

DIGITAL OUTREACH

Bedsider.org



For 11 years now, [Bedsider.org](https://www.bedsider.org) has provided tens of millions of people with authoritative, accessible, relevant, high-quality information about contraception and sexual health. Bedsider's birth control method comparison tool and clinic locator are designed to make finding a method easy. In 2022 alone, this groundbreaking site welcomed nearly three million unique visitors and 51,000 searches were conducted to find clinics that provide contraception.

AbortionFinder.org



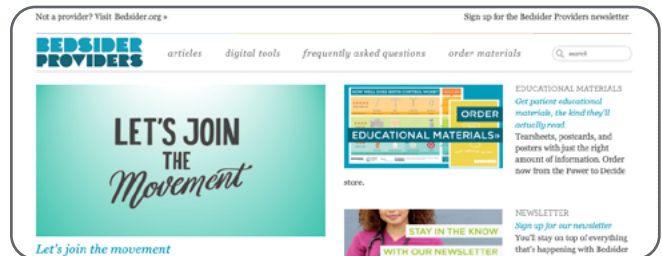
Launched in 2020, Power to Decide's [AbortionFinder](https://www.abortionfinder.org) provides clear, up-to-date information about the availability of abortion care across the country. AbortionFinder features a directory of more than 750 health centers, making it the most comprehensive database of trusted and verified abortion providers in the country. The site provides constantly updated and confidential information on assorted topics, including extensive state-by-state information about abortion access and services and how to locate abortion support resources and assistance. In 2022, AbortionFinder welcomed more than 2.6 million visitors, and 864,000 used our search feature to find an abortion provider.

PowerToDecide.org



The [Power to Decide website](https://www.powertodecide.org) welcomed nearly one million visitors in 2022, with a huge spike to the Get Involved page. Much of the site was overhauled in 2022. For example, the site established clear and permanent links to our other web properties, added a new portal focused on reproductive well-being, established a new section on research and data while simultaneously refreshing the pages on our key initiatives, ways to get involved, and opportunities to join the Power to Decide team.

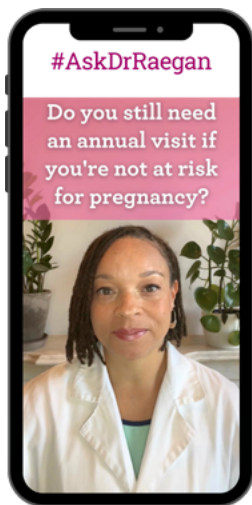
Providers.Bedsider.org



[Bedsider Providers](https://www.providers.bedsider.org) offers original content, educational materials, and digital tools to support all health care providers by making it easier to discuss birth control and sexual and reproductive health care with patients. At the end of 2022, we had more than 9,200 registered Bedsider Providers with nearly 400 new providers added to our network. In 2022, we garnered more than 86,000 website visits and distributed over 123,000 educational materials to health care clinics, community organizations, and educational programs.

Social Media

Over the course of 2022, Power to Decide's social media channels, including Bedsider and AbortionFinder, gained more than 13,000 new followers, a 292% total increase from 2021. We also garnered more than 358 million views of our GIFs, and 1.5 million views of Power to Decide produced videos. In addition, Power to Decide was mentioned in externally produced videos on TikTok and Instagram that received 11 million views.



#Ask Dr. Raegan

Now more than ever, people need access to high-quality, evidence-based information about sexual health, birth control, abortion, and more. That is why CEO, Dr. Raegan McDonald-Mosley, utilizes social media as a platform to engage with young people and provide answers to their frequently asked questions.

State-Based Communications Campaigns

Power to Decide is delighted to oversee communications campaigns in Missouri and Arkansas.

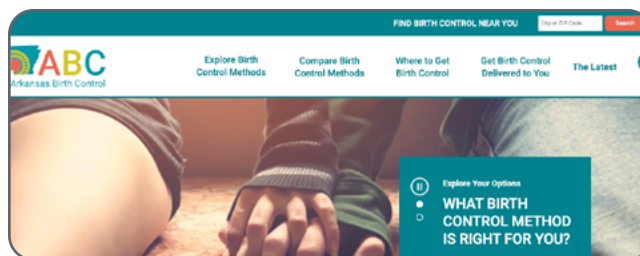
TheRightTime.org



[The Right Time](#) initiative in Missouri 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. In partnership with more than 33 health

centers across the state, the initiative provides all methods of contraception for free or low-cost. The Right Time is led by the Missouri Family Health Council (MFHC) and is an initiative of Missouri Foundation for Health. In four years, the initiative has provided services to 50,000 Missouri residents. Power to Decide provides content and marketing for the initiative, including a website, advertising, and marketing materials. In 2022, visits to [TheRightTime.org](#) increased, 11,000 marketing materials were distributed to health centers and supporting community organizations, and new billboards supporting the initiative were placed in rural areas of the state.

ArkansasBirthControl.org



[ArkansasBirthControl.org](#) supports young people in the state by providing relevant and resonant information on birth control methods, where to get birth control, how to get birth control delivered, and a comparison tool that allows users a straightforward way to compare different methods of birth control. The website is on pace to welcome a quarter million visitors in its first year.

DATA AND EVALUATION

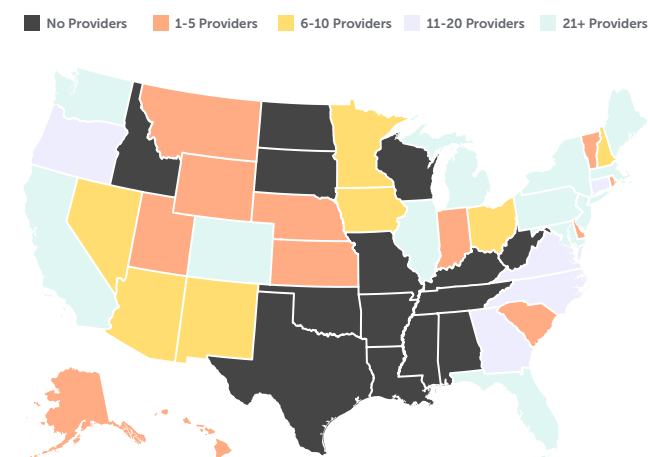
Abortion Access

Abortion access was limited in the United States even before June of 2022, when the U.S. Supreme Court overturned *Roe v. Wade* with their decision in *Dobbs v. Jackson Women's Health Organization*. But following the *Dobbs* decision, many states began enforcing laws that severely restricted access to abortion or even banned abortion entirely. In the months since *Roe v. Wade* was overturned, abortion access across the U.S. has become a chaotic patchwork, and wide swaths of the country have been left without abortion providers in their state.

Power to Decide created and published new interactive maps illustrating changes in the abortion access landscape from late April 2022 (right before the leak of the Supreme Court opinion overturning *Roe v. Wade*) to six months after *Roe* was overturned. The maps display access in two ways:

- How many in-person providers there were in each state.
- The latest stage of pregnancy at which at least one provider in each state offered abortion care (which is often different than the state legal limit).

Number of in-person providers offering abortion—December 24, 2022



6 months since *Roe v. Wade* was overturned. [Click to learn more.](#)

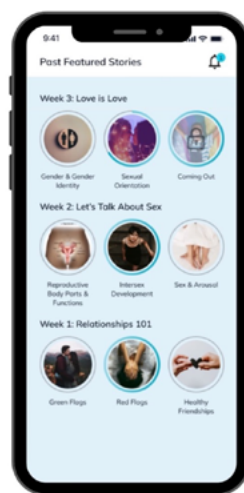
Contraceptive Access

In 2022, Power to Decide began an 18-month research initiative addressing contraceptive access. The effort has two distinct components:

- Developing a contraceptive access measurement index that synthesizes existing measures of access.
- Collecting qualitative data from young people assessing their knowledge and preferences related to over-the-counter (OTC) oral contraception.

To inform the contraceptive access index, we conducted an environmental scan of existing conceptualizations and measures of access and have established a ten-member workgroup that will inform the overall effort through 2023.

Evaluation of an App-Based Sexual Health Intervention



Power to Decide successfully completed the first year of a 5-year evaluation of Real Talk, an app-based intervention that uses storytelling to provide information and resources on sexual and mental and emotional health.

Key accomplishments from 2022 include adapting Real Talk into a structured curriculum, completing medical accuracy review, and launching the pilot randomized controlled trial.

KEY INITIATIVES

One Key Question® Online

Power to Decide's [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. This interactive digital training suite provides a framework for clinical and non-clinical providers that is patient-centered and focuses on understanding people's goals and providing follow-up care based on the patient's response, whether that is for birth control, preconception health, prenatal care, or referral to other services.

In 2022:

- 526 providers accessed the One Key Question certification training.
- 345 providers took the supplemental Pathways to Care training.
- One Key Question was successfully approved for accreditation by the APHA.

Reproductive Well-Being: Shared Learning Collaborative

Reproductive well-being means that all people have equitable access to 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.

Power to Decide continues to convene a [Reproductive Well-Being](#) Shared Learning Collaborative. The place-based teams have cross-sectoral representation and are committed to building a system of support for reproductive well-being in their regions or communities.

Power to Decide supports each of the place-based teams to:

- Build their capacity to establish a collaborative approach to implementing a portfolio of evidence informed interventions that support reproductive well-being.
- Develop and implement a plan to lead a collective impact effort to increase reproductive well-being in their communities.
- Foster and catalyze innovation within their own team and across teams through participation in a learning community.
- Aggregate and share learnings, stories, and innovations to seed and inform place-based work in other locations.

Contraceptive Equity Initiative

Power to Decide has always lived at the happy confluence of research, policy, and access. These three foundational pursuits are also at the very heart of the organization's Contraceptive Equity Initiative (CEI).

The CEI addresses contraceptive access barriers by expanding research efforts to elucidate and further describe the nature of these barriers and further define the preferences of people and communities regarding contraceptive access. The CEI seeks to bolster policy efforts regarding contraceptive access and convene leaders from state and regional contraceptive access projects to foster shared learning, constructive collaboration, and efficiency among these initiatives.

AWARENESS CAMPAIGNS

Thanks, Birth Control

2022 marked the 10th year of our [Thanks, Birth Control](#) campaign, which encourages people speak up about all that birth control makes possible and reminding the world why access to birth control matters. The campaign has become so popular that it won the Voice award at the prestigious Webby Awards.

The 2022 #ThxBirthControl campaign drew a diverse range of participants, including celebrities, media outlets, policymakers, and partner organizations. In 2022, Thanks, Birth Control garnered 105 million impressions, 8,000 mentions of the hashtag, and 53.9 million engagements — a 116% increase in engagements year over year.

Half of young adults believe birth control will be harder to get in the future.

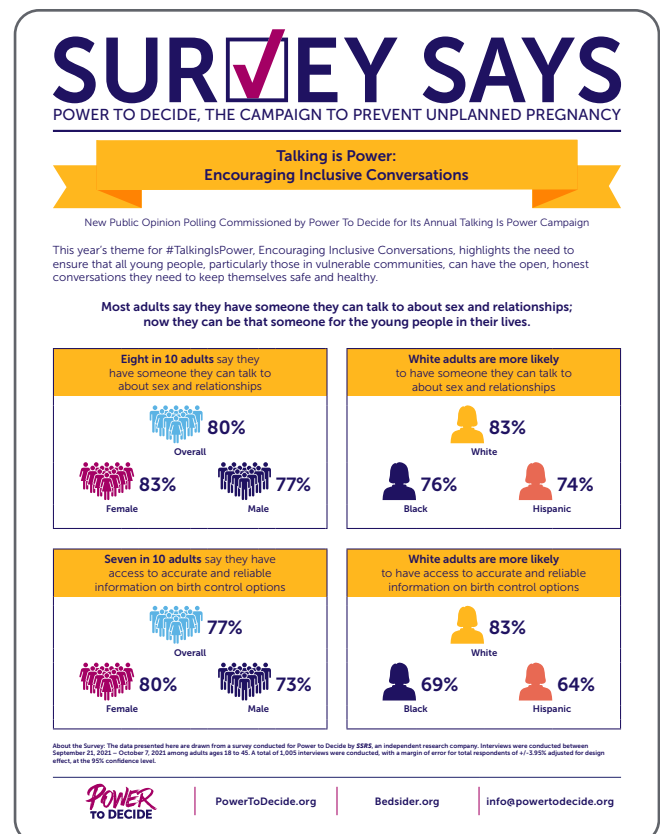
Celebrating all that birth control makes possible remains essential. Fully half (50%) of young adults (18-29) believe birth control will be harder to access in the future, according to a survey commissioned by Power to Decide. Moreover, more than half (57%)—including 75% of Democrats, 32% of Republicans, and 56% of Independents—believe that birth control will be harder to access in the future following the *Dobbs* decision.

BIRTH CONTROL IS HEALTH CARE
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Talking is Power

May is #TalkingIsPower Month, a national effort to spark meaningful conversations between young people and the parents and champions who care about them around sex, love, healthy relationships, and birth control. May 2022 marked our fifth annual #TalkingIsPower campaign.

The 2022 theme, Encouraging Inclusive Conversations, highlighted the need that all young people, particularly LGBTQ youth, have for open, honest conversations to keep themselves safe and healthy. The Talking is Power campaign in 2022 had more than 50 million impressions, nearly two thousand mentions, and 10,000 engagements.



POLICY

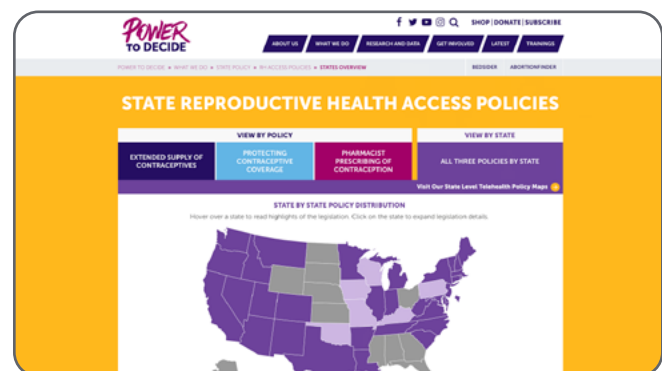
Power to Decide's Policy department works to advance state and federal policies that protect and promote reproductive well-being, with a focus on expanding access to contraception, abortion, and sexual health information. In 2022, key accomplishments include:

- Monitoring state abortion law and policy changes in rapidly changing post-*Dobbs* decision landscape to maintain accuracy of AbortionFinder.org and facilitate access to abortion care.
- Providing technical assistance on a record number of pro-reproductive health care bills in Congress and working with state advocates to advance pro-contraception policies including pharmacist prescribing and 12 month dispensing of contraception.
- Advancing other policies that expand access for those facing the greatest barriers.

"Secret Shopper" Report

In May 2022, Power to Decide [released a new report](#) revealing troubling new evidence of health insurance companies failing to provide coverage of contraception with no out-of-pocket expense, as required under law. [When Your Birth Control Isn't Covered: Health Plan Non-Compliance with the Federal Contraceptive Coverage Requirement](#) details non-compliance with the Affordable Care Act (ACA)'s contraceptive coverage requirement and urges further guidance and enforcement by the federal government.

The report was covered on the front page of the [Washington Post](#) on May 3.



ENTERTAINMENT MEDIA PARTNERSHIPS

Since our inception in 1996, Power to Decide has partnered with leaders and influencers in the entertainment industry and popular culture to shape storylines about sexual health, relationships, birth control, and abortion in a relevant and approachable way. We work with media partners to reach young people where they are with helpful information and messages that spark conversation and action. Highlights from 2022 include:

- A week before the Supreme Court overturned *Roe v. Wade*, we convened an “emergency” briefing and brainstorming session with decision-makers across the entertainment media landscape, many of whom have been partners and advisors for two decades. More than 30 executives in TV, film, digital, and production committed to act through their work by educating audiences and sharing resources. As a result, AbortionFinder was highlighted on [The Daily Show](#), featured in a PSA by the cast of [Grey’s Anatomy](#), and was shared widely in social media by [Elizabeth Banks](#), [Inside Amy Schumer](#), [Deja Foxx](#), and many more.
- MTV and Power to Decide collaborated on “[Talking is Power](#),” a digital special featuring a conversation between Dr. Raegan and Siesta Key’s Madisson Hausberg about pregnancy and infant loss; how to get support and help those you love; and the power of open conversations. The special has been viewed more than 800,000 times, has had more than one million social impressions, sparked thousands of positive comments, and won an Anthem award. In May 2022, the special helped boost Power to Decide social engagements by 75%.

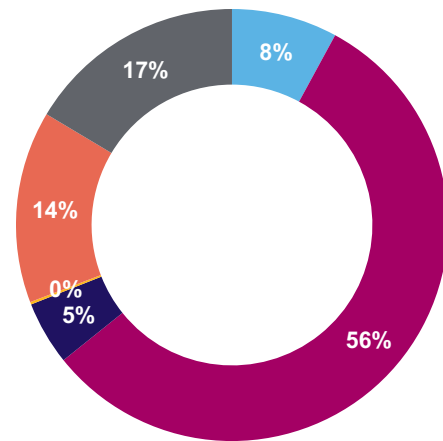


- Interviews with CEO Raegan McDonald-Mosley and Rachel Fey, VP of Policy and Strategic Partnerships, were featured throughout all 10 episodes of *Crossing the Line*; a documentary-style podcast about abortion access. Power to Decide and AbortionFinder were highlighted on-air and online every episode. We helped producers shape the series, which has been downloaded more than 15,000 times; was named “New and Noteworthy by Apple Podcasts;” and won [MarCom’s 2022 platinum award](#).
- Throughout the fourth season of ABC’s hit dramedy *The Rookie*, Power to Decide provided background information and expert consultation to writers and producers for a storyline about unplanned pregnancy, how to be an empowered patient and planning for parenthood.

2022 FINANCIAL INFORMATION

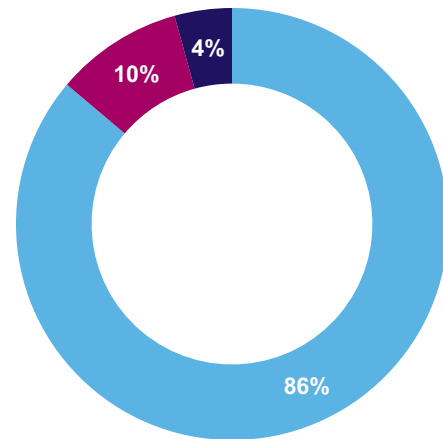
Revenue

Contributions	\$1,337,580
Grants	\$9,502,174
Donated Goods and Services	\$804,481
Publications and Materials	\$31,828
Consulting, Licensing, and Training Revenue	\$2,426,201
Investments and Other Revenue (net)	(\$2,772,160)
Total Revenue	\$11,330,104



Expenses

Program Services	\$9,512,568
General and Administrative	\$1,054,586
Development and Fundraising	\$473,506
Total Expenses	\$11,040,660



An Investment You Can Trust

Power to Decide received a 4-star rating from Charity Navigator in 2022, demonstrating that we exceed or meet best practices and industry standards.

In addition, Power to Decide has received a Platinum Seal of Transparency from Guide Star, the world's largest source of information on nonprofit organizations. The Platinum Seal of Transparency is Guide Star's highest level of recognition.

These ratings demonstrate that we are a highly effective non-profit, who maximizes every dollar of support we receive in our quest for reproductive well-being for all.

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



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