



**POWER
TO DECIDE**

the campaign to prevent unplanned pregnancy

**INFORMATION
ACCESS
OPPORTUNITY**

2017
ANNUAL
REPORT



OUR VISION

At Power to Decide, our **vision** is that all children are born into families committed to and ready for the demanding task of raising the next generation.

To make this vision a reality, Power to Decide works to reduce unplanned pregnancy among teen and young adults.

Our efforts are focused on three primary **outcomes**:

Reduce the rate of teen pregnancy by 50% by 2026.

Reduce the rate of unplanned pregnancy among women age 18 to 29 by 25% by 2026.

Reduce the disparities in teen and unplanned pregnancy rates among all racial and ethnic groups by 50% by 2026.

Our **commitment to achieving these outcomes** is reflected in our focus on evidence-based and informed strategies; a non-partisan, non-ideological approach; the belief that there is a place for everyone and every sector at the table; the recognition that we must meet our audiences where they are; and a relentless pursuit to reduce disparities.

MESSAGE FROM OUR CEO



We believe in young people. We believe in their dreams, the goals they set, the way they intend to live their lives. We believe that nothing should stand in their way. That's why we are committed to ensuring that every young person has the power to decide if, when, and under what circumstances to get pregnant and have a child.

This promise became more than our driving force this year; it became our identity. We adopted the name Power to Decide, the campaign to prevent unplanned pregnancy, to reflect our intention: that all young people, no matter who they are, where they live, or what their socio-economic status is, have the power to decide their futures.

Power to Decide is our vision, our promise to young people, and our invitation to you and the many others who support their success.

Our commitment to ensuring access to relevant, resonant, and quality sexual health information, and the full range of contraceptive methods has remained consistent since we were founded more than 20 years ago as The National Campaign to Prevent Teen and Unplanned Pregnancy. Then, and now, Power to Decide remains non-partisan, grounded in common sense, based in research and evidence of what works, and ready to meet young people where they are.

None of that has changed. But let's face it: our old name was a mouthful. And while it described our goals and what we do, what really inspires us is the "why" behind our work: helping young people keep their pathways to opportunity as open as possible by providing quality sexual health information, access to the full range of reproductive health services, and the sense of agency to decide if, when, and under what circumstances to get pregnant and have a child.

Inspired by this "why," we have adjusted the way we work over the years as times, situations, and needs have changed. Consider this: unplanned pregnancy rates have dropped significantly since our founding, and the majority of young people say they don't want to get pregnant at this point in their life. But lack of consistent access to birth control threatens this progress and undermines young people's intentions. And young women of color, and those who live in poverty are still more likely to experience an unplanned pregnancy. Thus, our work is no less urgent today than it was when we were founded in 1996.

In response, we have sharpened our focus on opportunity and empowerment. We're continuing to develop and share trusted, non-judgmental resources that meet young people where they are. We're shining a light into every community, looking for contraceptive deserts, places where the power to decide is weak and opportunity is stagnant. We have doubled down on our commitment to ensuring that all young people—no matter who they are, where they live, or how much they or their families earn—have access to accurate information and the full range of contraceptive options. That they are connected to a champion, ally, or social network where they can discuss sex, relationships, and their futures. That when they say they don't intend to get pregnant right now, they are able to take the steps to make that intention their reality.

We can't do this alone. We look forward to continuing to count on you as our partners in this work. Together we will make extraordinary impacts on the lives of millions of young people.

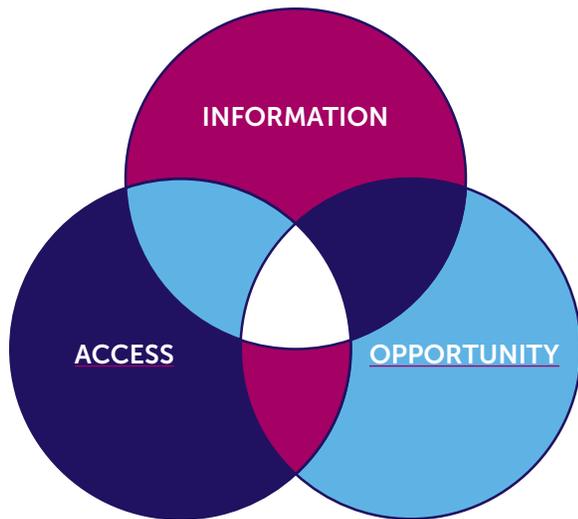
Sincerely,

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

INFORMATION, ACCESS, AND OPPORTUNITY



WE DELIVER INFORMATION

We provide trusted, high-quality research and information about sexual health and contraceptive methods in a way that is relevant and resonant so that young people can make informed decisions. From our wildly successful website, Bedsider.org, to a robust library of polling insights and reports, to up-to-the-minute state and national data on reproductive health issues, our information is shared and used by young people, health and social service providers, policy makers, mentors, advocates, and many others.

WE BELIEVE THAT ALL YOUNG PEOPLE SHOULD HAVE THE OPPORTUNITY TO PURSUE THE FUTURE THEY WANT, TO REALIZE THEIR FULL POSSIBILITY, AND TO FOLLOW THEIR INTENTIONS. THIS CONVICTION DRIVES OUR WORK TO ENSURE THAT ALL YOUNG PEOPLE HAVE THE POWER TO DECIDE IF, WHEN, AND UNDER WHAT CIRCUMSTANCES TO GET PREGNANT AND TO HAVE A CHILD.

Having the power to decide if, when, and under what circumstances to become pregnant and have a child helps safeguard young people's opportunity to be healthy and complete their education, to realize their full potential, and to pursue the future they want, on their own terms. But this is not a reality for many young people—especially those who face economic challenges, systematic oppression, or other barriers.

Power to Decide believes that together we can do better, and here's how.

WE FIGHT FOR ACCESS

We won't stop until every young person has access to accurate, quality reproductive health information and the full range of contraceptive methods—without barriers or judgment.

WITH POWER COMES OPPORTUNITY

Our work creates opportunities for young people to get informed, take control of their lives, and advocate for themselves—and protect the amazing life opportunities that lie ahead.

HIGHLIGHTS OF 2017



Transforming Women’s Health Care Through One Key Question®.

One Key Question® is a simple tool to transform women’s healthcare experience. By asking women, “Would you like to become pregnant in the next year?,” healthcare providers and others can support women’s power to decide if, when, and under what circumstances to get pregnant and have a child. Based on the woman’s answer, her provider can take the conversation in the direction the woman herself indicates is the right one—toward family planning, preconception, prenatal care, and other needs. We provide training and technical assistance to provider networks, community organizations, and others interested in being certified as a One Key Question® provider or institution.

Building the Narrative through Popular Culture

Since our founding, we have successfully partnered with the entertainment media industry, including television shows, magazines, and digital influencers. Our formula is simple: we encourage and inform stories about sex, love, relationships, contraception, and unplanned pregnancy. Through relationships of trust cultivated over the years, we consult regularly with media leaders and content creators, building a narrative of self-determination, positive relationships, informed decisions, and the importance of young people having the power to decide. For example, in 2017, TLC premiered UNEXPECTED, a six-episode

television series that explored the ups and downs of three pregnant teen couples and their parents. We partnered with TLC to provide resources for viewers to further explore themes from the show, including discussion starters, information and tips for families, teens, and other trusted adults to help them talk openly about teen pregnancy.

Throughout 2017, we worked in close collaboration with “The Fosters,” Freeform’s award-winning series that follows the lives and loves of the Adams Foster family. We served as expert advisors to this series since its inception, and starting in spring 2017, we have collaborated with Freeform’s social media team on weekly live tweets throughout the show’s fourth and fifth seasons. As a result, we generated more than 2 million potential impressions with nearly 10,000 engagements in just one 24-hour period. Our partnership demonstrated that TV shows can help spark conversations and inform viewers.



We also teamed up with Cosmopolitan on “Warning: Birth Control Desert Ahead,” an in-depth magazine feature story exploring contraceptive deserts, why they matter, and what young women need to know to get access to the full range of birth control methods. Our partnership with Cosmopolitan.com led them to be a leading voice in our November 2017 #ThxBirthControl campaign, sharing our messages and engaging with their audience through digital stories and social media content.

Standing Up for Women & Girls in Tough Circumstances

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 2017, we fought the repeal of the Affordable Care Act (ACA), which would have resulted in 16 million people losing health insurance and no co-pay contraceptive coverage, and/or facing higher health insurance premiums. We supported the Protect Access to Birth Control Act to block the rules issued by the Trump Administration that allow employers to be exempt from the requirement to cover birth control. We worked with a strong coalition of advocates to restore the integrity and funding for the gold standard, evidence-based Teen Pregnancy Prevention Program when the administration cut short grants made to 81 organizations that serve hundreds of thousands of youth. We rallied against the President’s Fiscal Year 2018 budget that proposed deep cuts to programs that help reduce unplanned pregnancy among young people. We applauded the introduction of the Save Women’s Preventative Care Act, which would protect future efforts to weaken or eliminate women’s preventative services. We urged Congress to embrace the Supporting Foster Youth in Successful Parenting Act of 2017, providing youth in foster care with relevant information and services to prevent unplanned pregnancy, while also supporting expectant or parenting youth so that they and their children can thrive.



I FEEL EXTREMELY CONFIDENT IN THE TOOLS AND TRAINING WE RECEIVED FROM [POWER TO DECIDE]. THEIR WORK IS CLEAR, USEFUL, AND DRIVEN TO MEET THE NEEDS OF THE COMMUNITY. I FEEL HEARD AND FELT CONFIDENT IN THE GUIDANCE WE RECEIVED FROM THE TEAM AT [POWER TO DECIDE].

– CDC Grantee

Maintaining a Top-Notch Organization

Power to Decide was awarded its 11th consecutive four-star rating by Charity Navigator, the highest rating a charitable non-profit can receive. This recognition puts us among the top 1 percent of organizations that can claim this honor, and it reflects our organization’s effectiveness, accountability, and transparency. It also reinforces the fact that every dollar of support is maximized to give all young people access to quality sexual health information and the full range of contraceptive methods.



Reaching Millions of Young Women with Bedsider

"We believe in you." So begins a young person's relationship with Bedsider.org—the "go to" resource on birth control—a proven effective digital intervention that supports young women (age 18-29) to learn about, access, and use birth control effectively.

Bedsider is the first evidence-based reproductive health digital intervention for adults in the U.S. that studies show helps to prevent unplanned pregnancy and increase contraceptive use. Bedsider offers medically accurate information on all current methods of contraception and includes the most comprehensive database of health center locations offering reproductive health services in the U.S. It also provides engaging (and cheeky) information about sex, love, relationships, and birth control.

Bedsider successfully reaches women who have disproportionately high rates of unplanned pregnancy and in 2017 we enhanced the site's content to better meet the needs of women of color and women living in poverty. In addition, we augmented Bedsider with Delivered to Your Door, a search tool that allows users to find service providers who can deliver birth control directly to their home. This tool is especially important to women who live in contraceptive deserts, counties in which there are no health centers that offer the full range of contraceptive methods within 60 minutes of where they live.

Bedsider reached more than 6.25 million unique users in 2017.

Activating Women to Thank Birth Control Every Day

"Thanks, Birth Control" inspires and mobilizes young people (and adults) to speak positively about all that birth control makes possible. Thanks, Birth Control is an integrated awareness campaign that helps re-frame the conversation about contraception. Although it's active year round, we celebrate Thanks, Birth Control Day annually in November, encouraging millions to share their birth control stories on social media and elsewhere using #ThxBirthControl. The 2017 campaign trended nationwide and resulted in more than 200,000 tweets and over one billion impressions, and was shared by high profile individuals such as Dr. Drew Pinsky, the cast of MTV's Teen Mom, and House Minority Leader Nancy Pelosi. Thanks, Birth Control was named "Best Social Media Campaign" at the Population Institute's 37th annual Global Media Awards.

#THXBIRTHCONTROL

Catalyzing Innovation

Power to Decide launched the Innovation Next Incubator to bring together people from many different fields, skills, and perspectives to develop creative technology-based ideas for preventing teen pregnancy. The teams use design thinking, a creative problem-solving approach, to come up with innovative ways to change behavior. In 2017, we awarded our second cohort of five teams up to \$80,000 each to explore and prototype their idea over a five-month period. These out-of-the-box ideas ranged from a holistic health and wellness program for teen parents, to incorporating sex education into STEMS and other core grade school curriculums. With support from Power to Decide and IDEO, a global design and innovation company, teams work to finesse and finalize their innovative designs, pitch their vision for what it would take to make their idea real, and share their plans for taking the next big step.

CELEBRATING OUR FOUNDERS

When Power to Decide was founded in 1996 rates of teen pregnancy and births had skyrocketed, and many experts considered the issue intractable. Since then, there have been historic declines in all 50 states and among all racial/ethnic groups. Two of our founding board members, former New Jersey Governor Thomas Kean (chair), and Brookings Institution Senior Fellow Isabel Sawhill, Ph.D. (president), have been there throughout our journey, lending their wisdom, support, and expertise to advance our mission.

To celebrate their service as they retired from the board in October 2017, we awarded Governor Kean and Dr. Sawhill the Sarah S. Brown Award for Innovation in Pregnancy Planning & Prevention. This annual award honors innovative leaders who have been strong, smart, and bold in making significant contributions to our mission. We are indebted to Tom and Belle and their years of leadership and guidance on behalf of young people across the country.



POWER TO DECIDE

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Senior Fellow
Project HOPE

Kiah Williams
Director and Co-founder
SIRUM

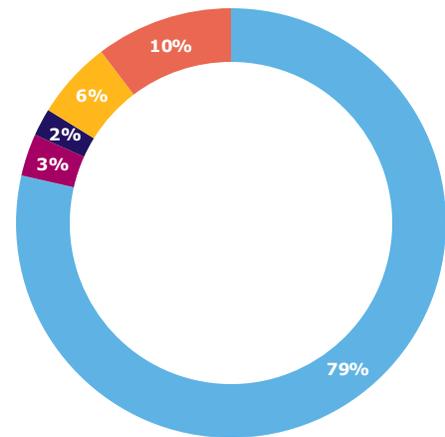
Kimberlydawn Wisdom, M.D.
Senior Vice President
Community Health & Equity and
Chief Wellness Officer
Henry Ford Health System

Judy Woodruff
Co-Anchor and Managing Editor PBS NewsHour

FINANCIAL HIGHLIGHTS

Revenue

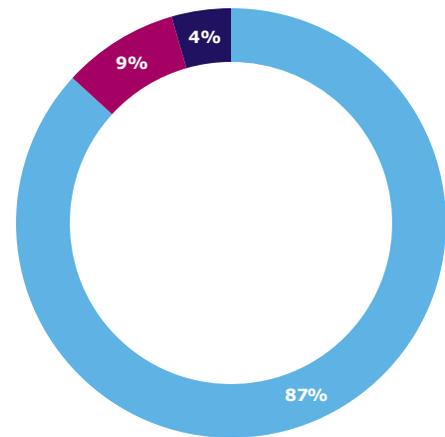
● Grants and Contracts	8,426,768
● Contributions	341,073
● Publications	222,255
● Donated Goods and Services (Non-Cash Contributions)	630,244
● Investments and Other Income	1,106,167



Total Revenue **\$10,726,507**

Expense Breakdown

● Program Services	11,693,352
● General and Administrative	1,177,951
● Development and Fundraising	600,442



Total Expenses **\$13,471,745**





CONTINUED PROGRESS— 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.

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**POWER
TO DECIDE**