

An aerial photograph of New York City, showing the dense skyline of Lower Manhattan and the surrounding city. The image is overlaid with a semi-transparent teal color. The text 'AVAIL' is centered in the middle of the image in a white, sans-serif font. A horizontal line is positioned below the 'AVAIL' text, and the text '2021 ANNUAL REPORT' is centered below that line.

AVAIL

2021 ANNUAL REPORT



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From the Board & CEO

FROM THE BOARD

On behalf of the board of directors, thank you for your investment in Avail's mission. Each member of the Avail community—clients, volunteers, partners, staff, and investors—plays a vital role in making New York a place where life is valued and lives are transformed. We could not realize that vision without each and every one of you.

This report testifies to what your dedication made possible in the face of 2021's challenges. The growth it describes is the fruit of your prayers and support—as well as God's provision.

Last year, Avail provided more than 4,000 services to 1,175 clients. To holistically care for our clients' wellbeing, we offer a variety of services uniquely tailored to each client's needs: not just decision-making about an unexpected pregnancy, but also parenting and adoption support, cultivating healthy relationships, and finding hope and resilience after an abortion.

With the launch of our brick-and-mortar location in East Harlem, we stepped into a new season as a multilocation organization. By providing services online, at our flagship Midtown location, and in East Harlem, Avail gives clients maximum flexibility to meet with us on their own terms. Visibility into how clients use our services allows Client Advocates to allocate their own energies to the areas of greatest need.

The output of Avail's staff in 2021 inspires us anew. Month after month, they created new forms of client services, such as the launch of our Spanish-language website, online parenting classes, and a program pairing at-home pregnancy tests with care packages.

Under the extraordinary leadership of Chris Whitford, Avail delivers new offerings like these at a faster clip than ever before. And what guides the team is their commitment to exemplary and empathetic client care. Chris and her team have the Board's full confidence.

The turbulence of the last two years confirms the need for a client care model like Avail's. Our resolve to see New York City transformed is stronger than ever. Years of planning bring us now to the point of making many more of our services available through a digital platform. Chris, her staff, and the Board believe this platform has the potential to impact hundreds of thousands of lives in the city and beyond. We pray Avail can serve as a model for scaling Christ-centered care across the nation and the world.

Thank you for your continued commitment to serving Avail's mission alongside us.

With gratitude,



Maggie Winterhof
Board Chair



Duncan Sahner
Vice-Chair

FROM THE CEO

Dear Friends of Avail,

2021 was a remarkable year as we celebrated not only our 25th anniversary, but saw expansive growth in our staff, increased avenues of care for our clients, and achieved significant and strategic advancement in our mission.

When we first opened our doors in 1996, Avail committed to living out the gospel by meeting people where they were and loving them in word and deed. In a city where people can become hardened to hope and help, our vision was to see a city where life was valued and lives were transformed through our holistic care of the woman, man, and child. 25 years later, together with you, our community of committed people, we continue steadfastly in this mission—empowering families to flourish.

Like every year, 2021 presented many challenges that required innovation, rapid responses, creative ingenuity, and timely solutions. And although unexpected, the obstacles we faced presented opportunities that lead to not only increased growth, but increased advancement as well.

I invite you to explore how we expanded our strategies to reach women and men making pregnancy decisions. Read about the growth of our avenues of care for parents, the increased opportunities for individual and group support for those seeking hope and healing from abortion loss, and the many ways in which we help to promote healthy relationships.

We are actively expanding our presence into an online space, taking what we already know—today's women and men want to engage with our services digitally—and leveraging it to reach a generation who spends more than 5 hours a day on their phones. Because we live in a hybrid world of digital and face to face connectivity, Avail looks to provide the most technologically connected generation with care and services that allows them to engage with us on their terms. And whether this is by providing online appointments, offering all of our services in Spanish (including the complete translation of our website and digital ads), sending pregnancy test care packages to those unable to come to our office, or providing answers and help online via our website, Avail has and continues to innovate—to make ourselves more accessible to women and men at their point of need—at their doorstep, online, or in person.

As I look back on 2021, I am thankful for the community that makes this possible—the volunteers, the donors, the advocates, and the prayer teams—that have enabled us to come alongside clients as a conduit of God's expansive grace. Thank you for being with us.

Grace and peace,

Chris Whitford
CEO



02

Client Care

CLIENT CARE

Throughout 2021, we expanded our avenues of care, range of service, and scope of support in order to reach more women and men facing an unexpected pregnancy or past abortion experience.

AVAIL'S 2021 IMPACT:



1,175

clients



4,069

services provided



12%

of clients are men



67%

"changed minds" rate

OFFERING RESOURCES ONLINE

The women and men we serve are the most technologically connected generation ever to exist—looking first online for answers to their questions.

In order to better serve our clients, we completely reworked our website and developed it as a resource for those seeking help online. By offering uniquely tailored blogs that address the questions or topics searched by our clients, we're able to help answer the questions of those who may never even make an appointment, but are still served by our site. By creating a referral page that assists clients in discovering the services of other organizations, we're able to help many women and men connect to much needed care—even though we may never see them in an appointment.

Developing our website as a service allowed us to help 7,380 unique visitors—out of 467,884 that visited in 2021—who were looking for resources. And because this digital offering is 24/7 and available at the click of button, its impact is notable.

467,884

unique visitors—
a 44% increase
over 2020

35%

of our online
traffic who stay
on the website
for 5 minutes or
more are men

41.78%

of all traffic to the
website are men

143%

increased click-
through rate
due to new ad
strategy aimed
at men

75%

of our clients
found us online
through paid
advertising or
native search

66

I felt seen, loved, welcomed, and not judged or condemned. I felt cared for better than by the way my family responded.”

— RILEY



EXPONENTIAL PROGRAM GROWTH

Throughout 2021, we saw a dramatic increase in two of our four programs as more women and men sought care from Avail.

41.3%

increase in our
Pregnancy & Parenting
Support Program
compared to 2020

66.4%

increase in our After
Abortion Support
Program compared
to 2020

This growth has demonstrated what we long have known—New Yorkers are in need of support and care that acknowledges the reality they face, the difficulty they often feel, the tensions many are managing, and that offers tangible services that help to meet their needs.

AVAIL'S DOORSTEP SERVICE

In April of 2021, Avail launched a new initiative to send a Pregnancy Test Care Package to those in NYC who search online for “pregnancy test.”

Available to order for free, our Pregnancy Test Care Package includes tea, sugar, chocolates, self-care items such as lotions and chapstick, a pregnancy test, and a next steps flier reminding the recipient she is not alone and that we have free services to support her—regardless of whether the result is positive or negative.

485

Pregnancy Test Care Packages
requested and sent in 2021

CLIENT STORY

CARRIE'S STORY

“When I first learned I was pregnant, I had recently ended my long-term relationship with my fiancé. The two sticks said pregnant and I was immediately at a loss for words.

After telling my ex, I endured an onslaught of verbal abuse where he insulted both me and my baby. He then told me he wanted nothing to do with us. I was all alone and facing the possibility of becoming a single mother, something that was never in my plan. I was unsure of what to do. My only options were to have an abortion or to have the baby.

That’s when my friend told me about Avail. So I decided to make an appointment. I just needed help finding answers so that I could feel confident in making a decision.

Coming to Avail, I met with an Advocate who told me all about the different options that I had and shared so many resources with me. After speaking with her, I felt ten times better. I no longer felt like I was throwing my life away if I chose to keep my baby. Plus, I found the support I was looking for.

Working with Avail gave me the confidence I needed to face my child’s father and talk with him—even convincing him to come and talk with Avail himself. And even though he didn’t want to be in the baby’s life, I decided to have the baby anyway. Today, I look at my son and know that him being here is the right decision.”



NEW LOCATION NEW LANGUAGE

Avail opened a second location in East Harlem at the very end of 2020. 2021 marked the first full year of service in East Harlem which included a renovation of our space to make it more inviting to the women and men we serve.

One major way we broadened our outreach to clients in 2021 was through translating our Avail website into Spanish—offering services to Spanish-speaking clients both in-person and online. Clients can meet with a Spanish-speaking Advocate or attend a Spanish-speaking support group—receiving the entire range of Avail’s client care offerings in Spanish.



“

Muy buena escuchando.”

— MARÍA

EXPANDED AVENUES OF CARE

Providing comprehensive support and services is one of the ways we show our clients that we will be with them every step of their pregnancy and beyond—tangibly walking with them and meeting their unique needs. In 2021 we expanded our services of care to include an additional 15 new offerings including:

GROUP SUPPORT:

- Pregnancy & Parenting Support Meetup for Women
- Pregnancy & Parenting Support Meetup for Men
- Fatherhood Support Groups
- After Abortion Meetups
- Healthy Relationship Spanish Book Study
- Parenting Beyond Your Capacity Support Group

CLASSES:

- Parenting Your Baby
- Parenting Your Emerging Toddler
- Postpartum Awareness
- Financial Planning Workshops
- 5 Steps to Being Debt Free
- Understanding Your Child’s Speech and Language Development

“

There are so many different resources available and tailored to each person’s individual needs.”

— ALYIAH

BEACON MIDTOWN

In 2020 Avail established an on site collaboration with Beacon Christian Community Health Center in order to provide free medical care.

This partnership allows us to refer our female clients to an onsite physician for medical care as well as medical consultations. When clients require an ultrasound to confirm the gestational age and viability of a pregnancy, STI testing, or specialized obstetrical and gynecological healthcare, Avail's Client Advocates refer them for onsite and often same-day services with Beacon Midtown.

In 2021, Avail referred 179 clients to Beacon for appointments.

HOLISTIC CLIENT SUPPORT

At Avail, we know that we cannot care for all the needs that our clients have.

They're too varied and too many for us to be the single answer and solution. We look at each individual client's need, whether it be housing, financial, legal, or any other, and provide them with personalized referrals and a plan for meeting their unique needs. In order to offer the most holistic care for our clients, we have worked to establish a network of over 300+ referral organizations in order to provide comprehensive support.

“

Avail's website already made me feel like they would be supportive, but you never know. My experience with Natalie has soothed me and my baby so much. As a Doula, I am aware of the high risks for melanated women and Natalie was aware as well. I am grateful that this entire team has been in-tune with a mixture of holistic/western medical knowledge and resources. To receive my first Ultrasound for free is a blessing. I pray organizations like Avail are infinitely funded, we, the people, need y'all. Thank You.”

— JAZMIN

NETWORK OF REFERRAL PARTNERS

In 2021, we developed a “First Responder Training” to give staff and volunteers of nonprofits in NYC the space to discover ways to empathetically respond when someone shares with them that they or their partner have experienced an abortion or unexpected pregnancy.

The goal of the training is to equip individuals, organizations, and churches with the tools to respond well in love, as well as to build confidence in Avail—assuring them that we are the expert in serving those facing a pregnancy decision or looking for support. We completed this training for many organizations in 2021, including:



As part of our strategic initiative to advance our active referral partners, we launched in collaboration with YouVersion, the popular Bible app, a seven-day devotional titled “Hope After Abortion.” The content was adapted from our nine-week support group curriculum and is designed to not only help those processing a past abortion find a renewed hope in God's love and forgiveness, but connect them directly to our in-person or virtual care.



“

I liked learning about all of the services, support, and the safe space Avail provides without judgment!”

— CASA NYC VOLUNTEER

03

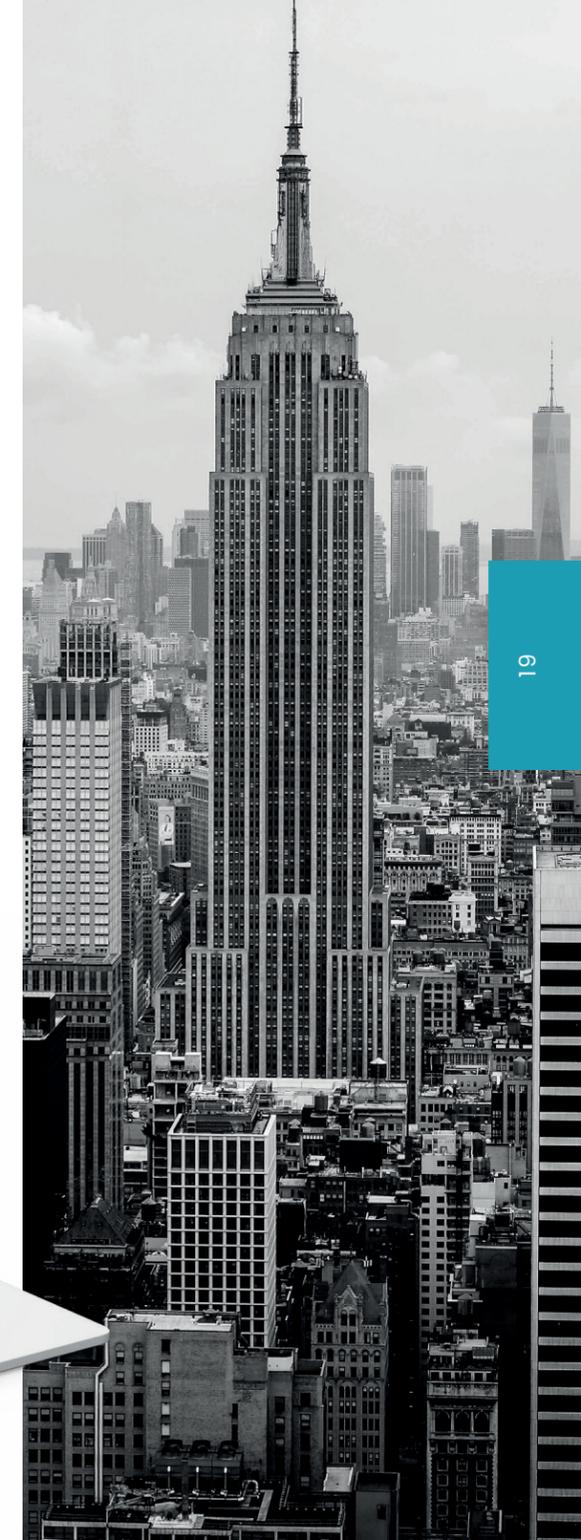
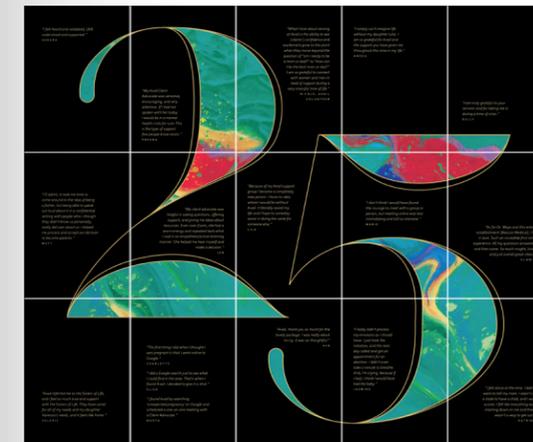
Celebration & Growth

25 ANNIVERSARY *Celebration*

2021 was a monumental year as we celebrated our 25th Anniversary.

A last minute cancellation of our in-person Benefit seven weeks before it was scheduled had our team pivoting to quickly imagine an interactive online experience that would still invite our community of committed people to join with us in reflecting on our 25 years of service to NYC.

We sent supporters custom party boxes filled with 15 unique cards that shared about the past, present, and future of our organization. They also helped to count down the days until the 25th Anniversary website went live—where we not only gave an update on the work accomplished in 2021, but also announced our plan for exponential client impact via an online platform to be launched in 2022.



TIM & KATHY KELLER CONGRATULATE AVAIL

As we marked a milestone year of service to the women and men of NYC, we were humbled by the opportunity to be publicly recognized and commended by Tim & Kathy Keller.

In the quarterly release of the Gospel and Life publication, Dr. Keller detailed how Avail is an example of “gospel neighboring” and highlighted our work for his readers. We were then honored to have Tim & Kathy take the time to congratulate Avail in a special video message sent to us. We are so thankful for the many ways in which Dr. Keller’s preaching and understanding of the Kingdom of God has influenced the launch, development, and the creation of Avail’s model of care and service to NYC.

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In some ways, Avail is like the Good Samaritan because it welcomes every person no matter what. Just like Jesus. There’s no boundaries as to who is a neighbor. No race, no religion. No one is preferred. No one is denied.”

— DR. TIM KELLER



JESSELLE'S STORY

“Like many other women, Avail was a beacon of hope during a very difficult time in my life.

I found Avail via a Google search a few months after having an abortion—a decision I never thought I would have to make. I reached out to Avail for after abortion support because the grief and pain I was enduring were becoming unbearable. The few family and friends who knew about my abortion were unable to provide me with the comfort and support that I needed so desperately to heal.

Contacting Avail and working with Avail’s staff and volunteers have changed my life for the better in many ways. Through one-on-one and group sessions, I was able to process and come to terms with my abortion, I learned how to identify destructive behaviors and relationships in my life, and am now learning about the tools I can use to build healthy and safe relationships.

As a donor, you are supporting an incredible organization that provides judgment free compassion and love for women when they are at their lowest. I am so thankful for the staff, volunteers and donors that allow Avail to provide life changing services. Without Avail, I don’t know where I would be today. THANK YOU SO MUCH for helping me!”

CLIENT STORY



FOCUSED DIGITAL AD STRATEGY

A strategic initiative we invested in throughout 2021 was the development, implementation, and on-going refinement of our Google Ads.

With those facing an unexpected pregnancy most likely to turn to Google first for answers, we wanted to make sure that we appeared in their search results.

249,300

times our ads were viewed

Note: Many of these ad views subsequently converted into website visitors—contributing to our 467,884 unique visitor count (See pg. 10).

4,780

people clicked on our ads

639

clients obtained from ad strategy



NEW STAFF

One of the most exciting developments of 2021 was Avail's growth in capacity as our team expanded.

We added several additions to our team and with this new talent we have acquired, we will be able to grow in a healthy and mature way in order to scale our services to care for more people—increasing our impact across NYC. The expansion of our team included:

- Chief Operating Officer
- Director of Development
- Associate Product Manager
- Pregnancy & Parenting Program Director
- Healthy Relationships' Program Director
- New Client Advocates

The Lord has brought us some of the best in talent and people of esteemed character to help move our vision forward. A couple of staff we want to highlight are our COO and Director of Development—two faces you will see often moving forward.



CHIEF OPERATING OFFICER

Annette is passionate about encouraging individuals to develop to their fullest potential. She is a dynamic leadership coach, a church elder and associate pastor, and a certified Christian counselor. Before joining Avail, Annette served as the Director of Advance at LEAD.NYC and the Senior Director of Team Development at Movement.Org.



DIRECTOR OF DEVELOPMENT

Hannah is passionate about building Kingdom-focused organizations, growing innovative nonprofits, and engaging donor communities. Prior to joining Avail, she served as the Director of Membership at the Clinton Global Initiative, Vice President at Edelman, and most recently, led generosity and stewardship initiatives for Hillsong Church East Coast.

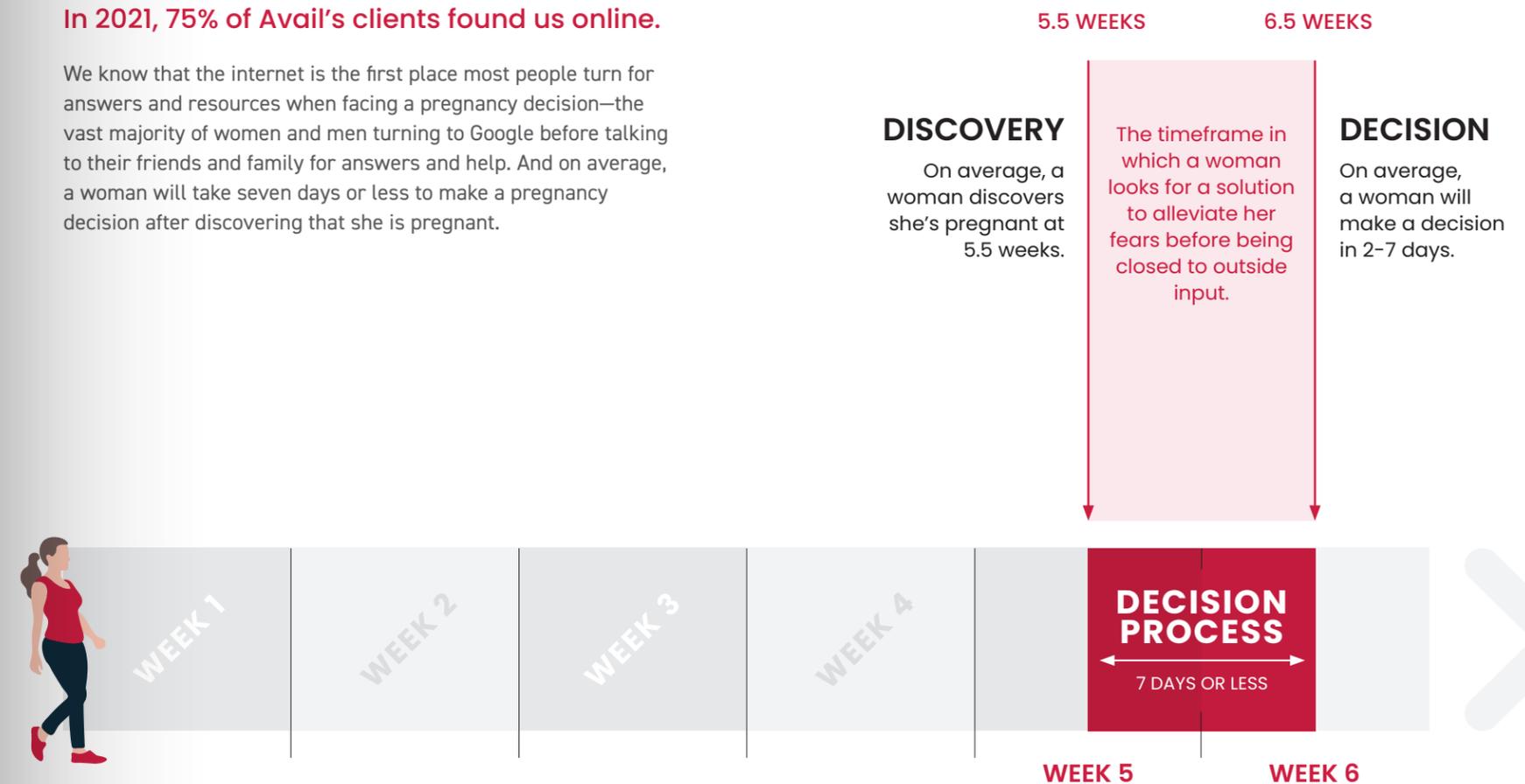
04

Digital Platform

THE NEW FRONTIER OF CLIENT CARE: **ONLINE**

In 2021, 75% of Avail's clients found us online.

We know that the internet is the first place most people turn for answers and resources when facing a pregnancy decision—the vast majority of women and men turning to Google before talking to their friends and family for answers and help. And on average, a woman will take seven days or less to make a pregnancy decision after discovering that she is pregnant.



HOW DO YOU REACH THE WOMAN WHO IS SPENDING ON AVERAGE FIVE HOURS A DAY ON HER PHONE AND FACING AN UNEXPECTED PREGNANCY?

HOW DO YOU REACH HER WITHIN SEVEN DAYS BEFORE SHE IS CLOSED TO OUTSIDE INPUT?

ONLINE.

In order to reach women and men in this vital digital landscape, we have been actively creating and testing prototypes.

The development of our digital solution is in direct response to the desire by both this current and next generation to engage with information and services online. Once developed, upon arriving at the welcome page, those facing an unexpected pregnancy will answer a few short survey questions about their situation before entering into an experience fully tailored just to them.

Women and men will be presented with several interactive exercises which will help them to tap into their deeper wants, needs, and values instead of allowing outside pressures and people to determine what they choose.

Each unique stage of their online journey is designed to be completed within three to five minutes and provides them with practical tools based in positive behavioral change psychology that will help them to put healthy habits into practice. This will result in the slowing down of their decision-making so that instead of making a choice based out of panic, women and men will be able make a decision that is grounded in their values—not allowing shame or pressure to be the deciding factor.

In order to accomplish this, we've put together a national team of experts from the fields of research, business, marketing, human behavioral psychology, tech development, computer programming, and systems engineering to bring this new venture to market.

To see early prototypes of our digital platform visit:
avail25.org/the-big-reveal



This digital expansion is not a replacement for our in-person care. Rather, it enables us the opportunity to immediately serve women and men in their moment of need—seeking information and help online—and reaching many who otherwise would not have found us.

We are expanding our reach and our strategic priorities in order to scale our impact in New York City. We're taking our 25 years of in-person experience and making it available online for anyone facing an unexpected pregnancy. This opportunity and the incredible team that God has brought together to make it possible is exciting as we look to bring our digital resource to the fingertips of New Yorkers first and then eventually to people all across the nation.

LEADERS **ELEVATE**



SOFTWARE BUILT
BY DESIGN



Google

ROUND FEATHER
PEOPLE CREATIVITY HAPPINESS

66

Avail was easy to access. It was a relief as I have really struggled to find free post-abortion support in the UK."

— EMMA



Q5

Financials

FINANCIAL STEWARDSHIP AND INVESTMENT

2021 was a record-breaking year for our community of committed people. We saw increases across all levels of giving including the number of new donors and the retention rate among our financial partners.

\$2.8 million

was given, of which, \$2.4mm was operational giving—the highest operational giving in Avail’s history

34%

of our donor community generously gave for the first-time in 2021

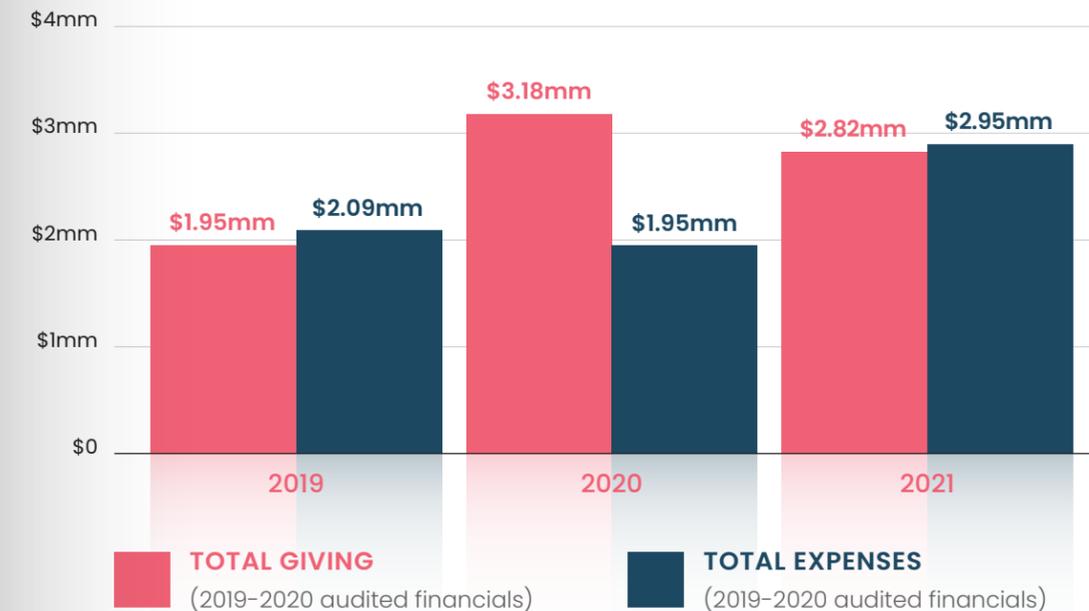
15%

increase in donor retention (now 65%)

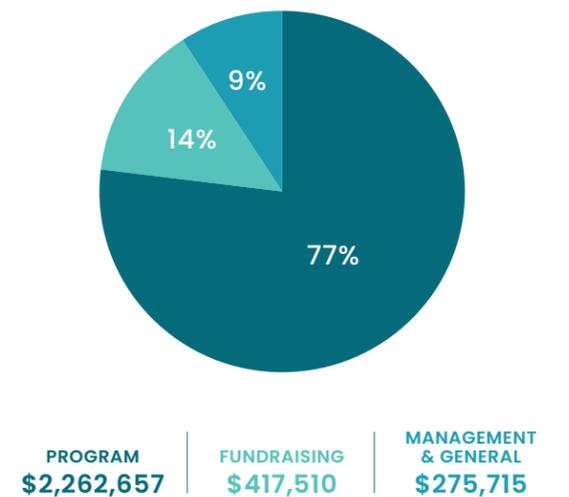
\$2,003.21

is the average gift

GIVING VS. EXPENSES



2021 EXPENSES



TOTAL: \$2,955,882

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It is a privilege to serve Avail and to be a conduit for God's grace, love, and hope."

— BOB & HEIDI JENKINS Donors since 2007 | Volunteer (Heidi) since 2005



66

Before I begin sharing my feelings about Avail and how they support me, I would like to say thank you more than a billion times for sponsoring Avail. I am in tears while I am writing this letter. I am very thankful for all the support that Avail is able to give because of you all.

I came to Avail when I was two months pregnant. My daughter is now eight weeks old. Avail helps me not only with kids' necessities, but also gives me moral support and strength.

Because of financial issues, I was having a very hard time managing money to buy a car seat for my daughter. And without a car seat I would not be able to take my daughter out of the hospital. I was not aware that Avail could help me with this issue so I shared about it with my advocate and she told me that Avail can help me. That day with a heavy heart I raised my hands to the sky and prayed that God would help all the donors of Avail the way they help me. I have nothing in return to give you all back but I can pray that God solves all your issues the way Avail has solved mine.

I am a first time mom. I was very scared but all the support from the Avail team makes my pregnancy journey very smooth. Avail is my home. I count on my advocate and the entire Avail team more than anything.

I am very thankful for everything that Avail is doing for all moms.

Thank you."

— ELEORA





Board of Directors

BOARD OF DIRECTORS



Chris Whitford
CHIEF EXECUTIVE OFFICER

Chris is a founding member of Avail and before joining Avail as CEO, Chris served at Columbia University as Campus Ministry Director for Cru and as a Campus Fellow with Christian Union. She also founded the Homeschool Academy at the New York Historical Society, where she authored and taught American history curriculum to middle and high school students. Additionally, she has served her New York community throughout the past three decades as a PTA president, vice-president, and board member, as a founding leader of mothers' groups at Redeemer Presbyterian Church, and as a home educator to her three children. She is a graduate of Brown University.



Maggie Winterhof
BOARD CHAIR/
ACTING TREASURER

Maggie has served on Avail's Board of Directors since 2012. She was previously an investment banker at Lehman Brothers and investor at Arrowhead Mezzanine. She has also worked in the non-profit sector through Hope for New York until deciding to take time off to raise her three sons. She is a graduate of Wellesley College.



Duncan Sahner
VICE CHAIR

Duncan is a partner at an investment fund in New York. He graduated from Princeton University with an A.B. in History. He is a trustee of several organizations, including the Hildebrand Project and Tumaini Tanzania, a non-profit serving students in East Africa, which he co-founded. He is a parishioner of the Church of St. Vincent Ferrer.



Daniel Schreck

Daniel is a partner at Equinox Partners, a Connecticut-based investment firm. Previously, he worked for the Archdiocese of New York and Sony Music. Daniel received a B.A. in Biology, cum laude, from Franciscan University, a Licentiate in Bioethics, summa cum laude, from the Pontifical University of Regina Apostolorum, and an MBA, Dean's Honors with Distinction, from Columbia Business School. He also sits on the boards of the Catholic Artists Society, The Jerome Lejeune Foundation USA, and the Knights of Columbus Charitable Fund. He is a Member of the National Council on Disability, an independent federal agency. Daniel and his wife Annie live with their eight children in Greenwich, CT, where he is a member of the town's representative government.



Dan Sullivan

Dan Sullivan is a partner specializing in appeals and complex commercial litigation at Holwell Shuster & Goldberg LLP, a boutique litigation law firm in New York City. Dan has been recognized by various industry publications. Before joining Holwell Shuster & Goldberg in 2014, Dan was an associate at Gibson Dunn & Crutcher LLP in New York. Dan graduated from the University of Chicago Law School in 2008 and from the College of the University of Chicago in 2004. He lives in Greenwich, Connecticut with his wife and two sons. They are expecting baby number three in June.



Pam Schopp

SECRETARY

Pam is the founder and President of JD2Be LLC, which specializes in counseling prospective law students through the application process. Additionally, she works as Executive Director of her church, Redeemer Hoboken. She graduated cum laude from Northwestern University School of Law and is admitted to the New York State Bar.



Jerry Skillett

Jerry is the Executive Chairman and Co-Founder of technology services company SPACES, and was previously CEO of Citizens Parking, one of the largest parking companies nationwide. He was also the Founder and CEO of M/One, which launched multiple award-winning technology and product companies. Over the years, he has advised numerous companies and organizations throughout the United States. He is co-chair of the board of Hillsong Partners, and past board member of the Kansas University Alumni Association. An avid climber, he has summited three of the seven tallest mountains in the world. He also completed the 2011 Ironman Triathlon World Championship in Hawaii. Jerry and his wife Leonor live in New York City.

AVAIL

A CITY WHERE LIFE IS VALUED

Avail NYC is a 501(c)3 non-profit organization.

availnyc.org

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New York, NY 10036