



AVAIL  
**2022**  
ANNUAL  
REPORT





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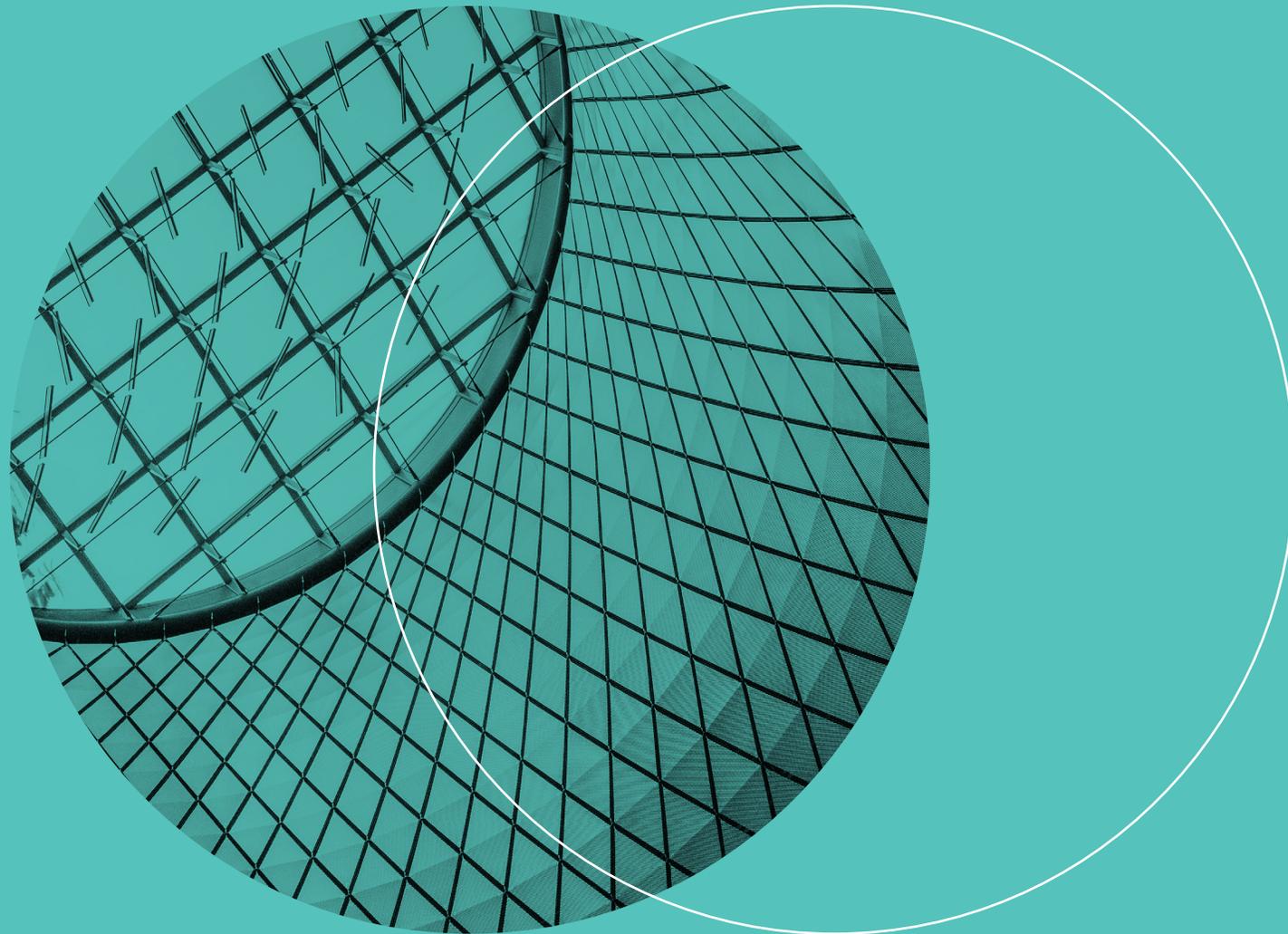
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# 01

## Letters from the Board, CEO, and COO



## A NOTE FROM THE CHAIR

Four years ago, in what feels like a very distant 2019, Avail looked at the landscape of pregnancy care and asked ourselves some hard questions. How do we rate our effectiveness? Our client impact? Our ability to understand the demand for our services? Time and again, we found ourselves circling the question: where do people who face an unexpected pregnancy go for help? The answer is online.

That is not surprising. But determining exactly what clients need to find when they go online would take immense effort to bring into focus. How do we translate twenty-seven years of experience in client care into a platform that is appealing, flexible, and trustworthy for people in the earliest moments of pregnancy confirmation? We needed digital experts who knew how technology could tell human stories. We found them in Round Feather, a world-class research and design firm in California. Round Feather understood instinctively the wide implications of the questions Avail asked itself: how do we reach people our current model of care never touches, while digging in ever deeper with the market we already serve? Are those goals in tension or mutually supporting?

As we worked with Round Feather, we found that these goals were not an either/or but a both/and. We needed to build a digital platform to reach clients whose primary form of accessing help is through the privacy of online spaces. But we also needed to continue to expand our services for the clients who want to meet with us one-on-one.

We are committed to helping women and men in the ways that they need, with efficiency and creativity. Last year, Avail delivered growth in every program of client care while also creating an entirely new program for an untouched virtual landscape. Our ability to pivot and offer excellent care across diverse programs has prepared us to serve the next-gen client.

On behalf of the entire board, I want to thank you for the investment that you have made into the work of Avail over this last year. My fellow directors and I recognize the importance of your investment and work to steward it wisely. We would not be positioned for such powerful impact ahead if it weren't for your generosity.

**Duncan Sahner**  
Chair



# FROM THE DESK OF THE CEO

Dear Friends of Avail,

I am amazed as I look back on this year and what it held for Avail. As you will see throughout this report, we experienced extraordinary growth in every area—in our revenue, in our staff, in our capacity, and in our client care programs. What makes this even more incredible is that on top of all of this, we were building an entirely new digital avenue of care from the ground up.

We created this program because our research and experience all pointed to the unavoidable fact that the women and men we seek to serve are turning more and more to the online space first for answers and solutions. Even in our current client care programs, 86% of our appointments were virtual in 2022. These clients came not just from the NYC area but from around the country and the world—from 21 states and 16 countries.

The widespread demand for digital options is no surprise. We already knew that 87% of women facing an unexpected pregnancy will never walk into a brick-and-mortar service center. This 87%—which equals approximately 2.4 million women per year in America—are the people we are committed to reaching. And that number doesn't include the partners of these women, men who are going through their own pain and confusion. It doesn't include the friends of these women, loved ones who want to support them but don't know how. In order to reach all these people with Avail's model of compassionate, empowering care, we had to go to them. We had to go online.

So in 2022, we built Better Clarity—Avail's latest innovative digital program that is the fruit of 27 years of faithfulness to our mission. The next generation of need is before us, and we have an unmatched opportunity to establish a one-of-a-kind presence there.

We now have the chance to become the first place women and men turn to in this new landscape when facing an unexpected pregnancy or a past abortion experience. We look forward with great joy to see the tremendous impact of Better Clarity not just on New Yorkers but on our neighbors across the US and around the globe whom Avail will now also serve.

This moment is only possible because you, our community of committed people, both past and present, have partnered and invested with us. Thank you for your faithfulness and commitment to the women and men we serve.

*Chris Whitford*

Chris Whitford  
CEO



# FROM THE DESK OF THE COO

Dear Friends of Avail,

I am amazed by the transformation that Avail has undergone in just 12 months. The goal for the year was capacity building, and I am proud to say that we more than accomplished it.

We increased capacity for client care by hiring individual directors for each program which enabled us to operate more effectively and keep clients and their needs as the focus of our work. Through new team members and client care initiatives, we expanded our services for male clients. We also built out a Digital Programming and Support Team to enable us to create a powerful and groundbreaking program as efficiently and excellently as possible.

In order to resource Avail's growth and transformation, we expanded our Development Team and followed an intentional strategy to connect Avail to new audiences and markets that would catch the vision of our work and share it with others. **This resulted in an amazing \$4.62MM raised in 2022, a 31% increase over the past 3 years and the largest revenue in Avail's history.**

Our goal for 2023 is to continue to increase the position of Avail in order to further our impact—not just here in NYC, but across the nation and even the world. I am thankful for your investment and trust in me, the leadership of Avail, and the organization as a whole, as we stewarded your investment last year to reach this place, poised for a far-reaching impact.

*Annette Cutino*

Annette Cutino  
COO



# 02

## Client Impact



## LIVES CHANGED

For 26 years, Avail has served women and men facing an unexpected pregnancy or past abortion experience. Our clients are our motivation and inspiration, the heart of what we do. We see hundreds of women and men every year, and each has their own story of courage, hope, and growth.

When giving an annual update on our client impact, it's impossible to capture all these stories in a few short pages.

How do you sum up a life changed? What about 10 lives, or 100, or 1,260 lives—the number of clients we served in 2022?

We can't share every story, but here are the highlights. 2022 was a year of great impact across our programs, and it also confirmed our plans for expanding our reach in the future.

### 2022 AT A GLANCE

**1,260**

Unique Clients

**7,065**

People Helped

**25,457**

Services Rendered

**86%**

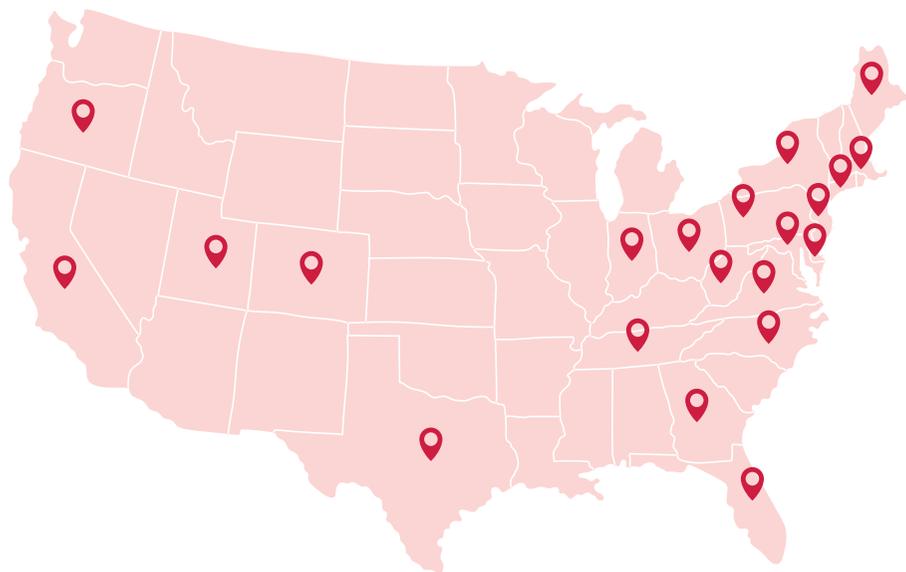
of Personal Advocacy  
Appointments Were Virtual

# SERVING CLIENTS BEYOND NEW YORK CITY

We have long known that there was a need beyond just our neighbors in NYC for the compassionate care and longitudinal services we provide.

With the cultural landscape changing dramatically, we saw a demand for our model of care rise across the U.S, serving clients in 21 different states:

- |             |               |                |               |
|-------------|---------------|----------------|---------------|
| California  | Indiana       | North Carolina | Utah          |
| Colorado    | Maine         | Ohio           | Virginia      |
| Connecticut | Maryland      | Oregon         | West Virginia |
| Delaware    | Massachusetts | Pennsylvania   |               |
| Florida     | New Jersey    | Tennessee      |               |
| Georgia     | New York      | Texas          |               |



In 2022, we also had clients seeking our services from 16 countries: Botswana, Chile, Columbia, Ecuador, England, Guatemala, India, Indonesia, Italy, Japan, Mexico, Morocco, Qatar, South Africa, U.S, and Venezuela.



# ONLINE DELIVERY OF CARE

Although the majority of our clients continued to be based in and around NYC throughout 2022, what became undeniably clear was that the demand for our approach to care for those facing an unexpected pregnancy or abortion experience extended well beyond the five boroughs, not only across the country but the world.

Many of our local New York neighbors were part of the

# 86%

appointments that took place virtually last year.

This is not surprising—our 2019 research revealed that this next generation is rapidly moving away from the traditional brick-and-mortar model of care and turning to online options.

Avail will continue to strengthen its presence in NYC, and we are committed to serving the New Yorkers right around us, as well as our neighbors beyond. This hybrid model simply makes us available to meet clients whenever and wherever they may need.

# REFERRAL PARTNERS

Throughout 2022, we took 15 organizations through our First Responder Training.

An education experience designed for individuals, organizations, and churches, our First Responder Training equips them with the tools they need to respond well with compassion to those facing an unexpected pregnancy. Through this training, these 15 organizations are now referral partners who will refer clients to Avail to experience our in-depth compassionate care.



# MEASURING IMPACT

Over the past two years, we have been working on a way to capture Avail’s impact across all of our programs, based upon existing best-practice nonprofit models. This has culminated in the development of an Impact Dashboard—a single location that summarizes Avail’s services and the influence they have on clients’ lives.

Our Impact Dashboard captures three key categories of Avail’s work: the scale of our services, the life transformation of the women and men we serve, and the return on your investment in providing comprehensive care for our clients.

## IMPACT DASHBOARD

SCALE	IMPACT	ECONOMY
<b>1,260</b> Unique Clients (Mission)	<b>75%</b> Empowerment Index	<b>\$2,523.22</b> ROI: Unique Clients
<b>7,065</b> People Helped (Scope)		<b>\$124.88</b> ROI: Services Provided
<b>25,457</b> Services Provided (Depth)		

### 2022 Scope of Care

Scale refers to the mission, scope, and depth of our work:

- a) The mission is the number of clients we serve each year experiencing an unexpected pregnancy and believe abortion is their best or only choice, or who have experienced a past abortion.
- b) Scope is the people helped through third-party referrals and support from Avail.
- c) Depth is the total services provided across all programs, including both self-guided and personal advocacy support.

The Empowerment Index measures the percentage of clients who demonstrate an increase in human flourishing through scientifically backed surveys as a result of Avail’s support and services. See [the next page] for details.

Economy is the return on your investment in providing comprehensive, whole-life care for our clients. This measures the average investment required per calendar year to support an individual client or provide a unique service.

Moving forward, this will appear in future Annual Reports as a way for you, our community of committed people, to quickly and easily see the impact of your generosity.

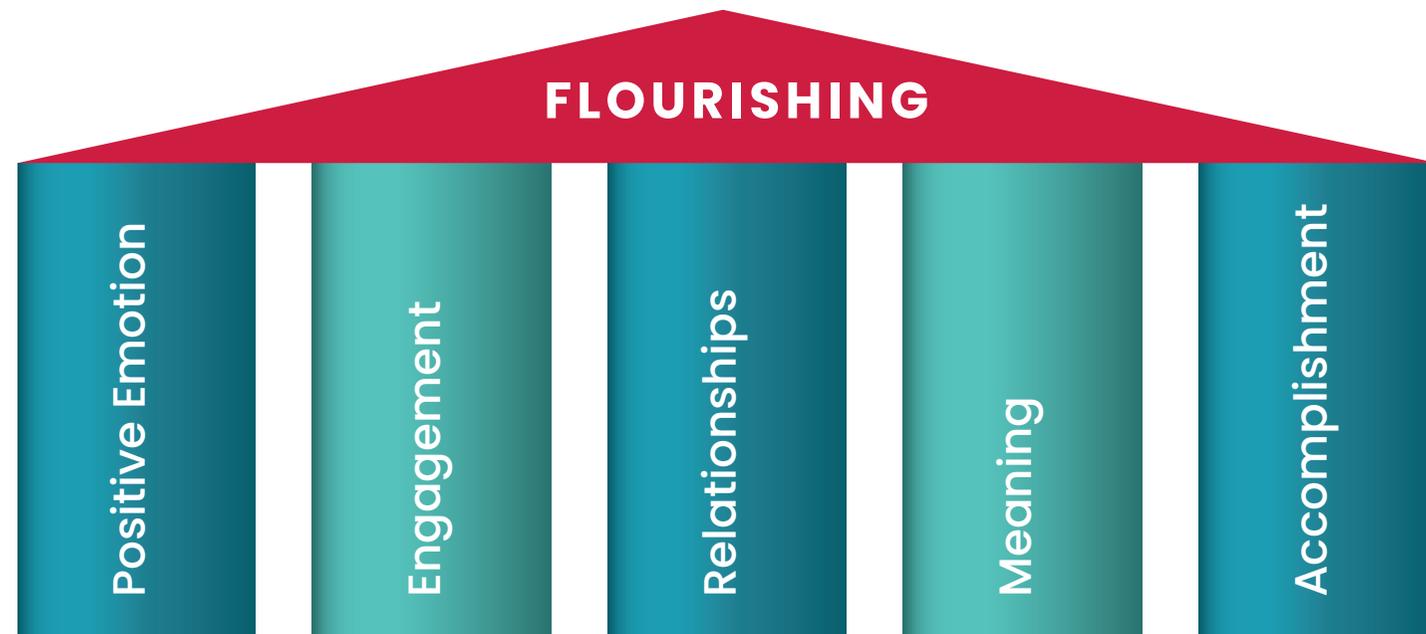


# EMPOWERMENT INDEX

One measurement in our Impact Dashboard is the Empowerment Index. One area of focused investment over the past two years has been the development of a metric to measure Avail's impact on clients. There are thousands of stories of women and men whose lives have been transformed by our services. But how do you quantify this in a measurable way that can be reported?

We knew we needed to develop a way to measure the difference Avail's services make in the lives of our clients. And over the past two years, we have done just that, developing what we call the **Empowerment Index**.

To create this index, we used the scientific standards of human flourishing known as **PERMA**, which are:



**Positive Emotion**, which is when a person experiences emotions like hope, curiosity, and gratitude.

**Engagement**, which is when a person uses his or her strengths, boosting overall esteem and positivity.

**Relationships**, which is when a person feels valued and supported.

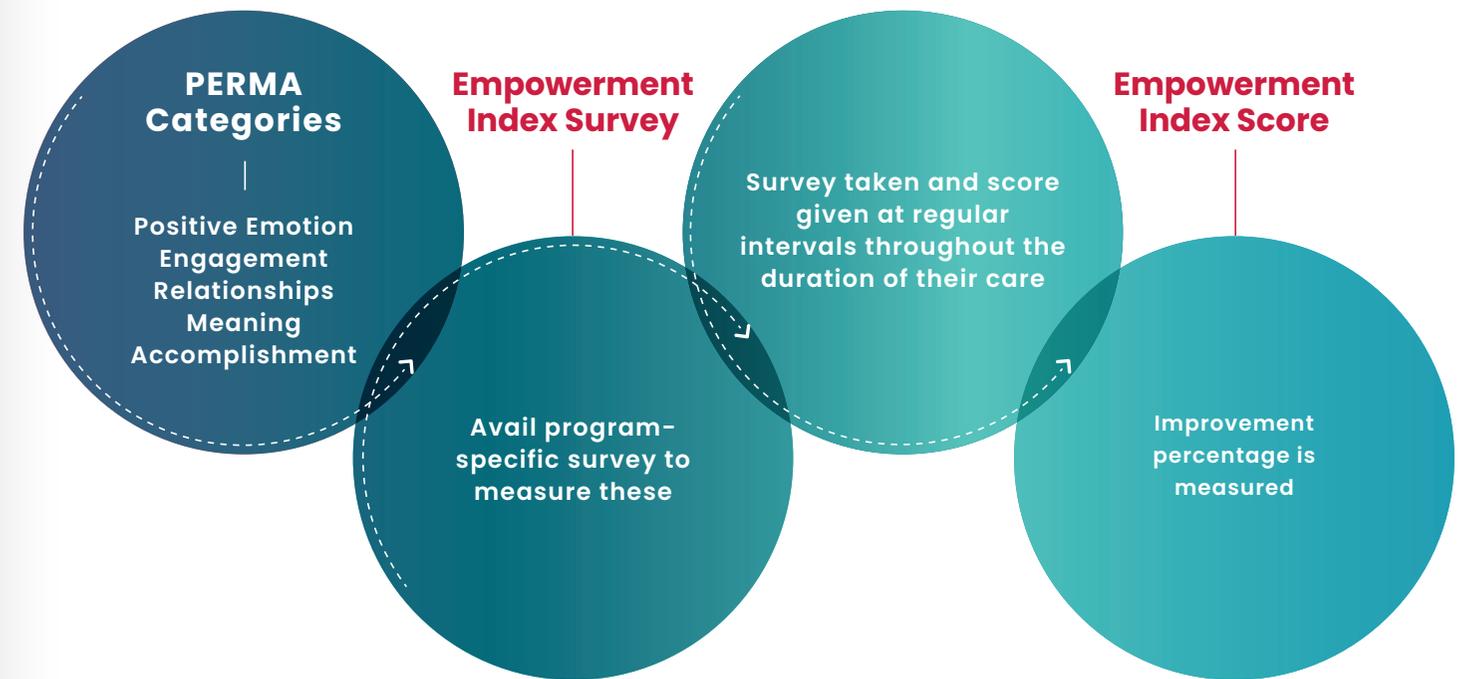
**Meaning**, which is when a person has a sense of purpose in life.

**Accomplishment**, which is when a person has the ability to make goals and meet them.

# HOW WE USE THIS MODEL

We worked with experts in psychology and behavioral health to calibrate these PERMA categories to our specific programs so we can accurately measure the impact each program has on clients.

## EMPOWERMENT INDEX



At a client's first appointment, our advocates give them a survey of questions which measure how much clients are flourishing in different areas of their lives. Then, after receiving services at Avail for two months, they complete the survey again and we measure the change. The change is their Empowerment Index Score.

This is a powerful tool to concretely measure and report to our community of committed people on our collective impact on the lives of the women and men who meet with us in-person and virtually.

# 03

## Avail's Programs

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## AVAIL'S SEVEN PROGRAMS

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Avail exists to serve women and men facing an unexpected pregnancy or past abortion experience, and we do this through our five Personal Advocacy & Support Programs:

1

**Decision Making**

2

**After Abortion**

3

**Pregnancy & Parenting**

4

**Healthy Relationships**

5

**Male Services**

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And our two Self-Guided Programs:

6

**The AvailNYC.org website**

7

**Better Clarity**

These seven programs work in conjunction with one another in order to provide our clients with the most holistic support possible.

PROGRAM 1

# DECISION MAKING

## THE PROGRAM

Our Decision Making Program is for women and men facing a pregnancy decision.

Our client advocates meet one-on-one to process each client's concerns, goals, and values, exploring all their options so that they can make a decision that is grounded in their values without shame, pressure, or peripheral issues being the deciding factor. Our client advocates also help to identify the obstacles our clients face and help them unlock new possibilities and solutions for their needs, which empowers them to meet their futures with confidence.

## DIRECTOR: MEREDITH STONE



Having started at Avail over 17 years ago as a volunteer client advocate, Meredith now serves as Managing Director of Personal Advocacy.

She has trained over 40 hours to become a DOVE (Domestic and Other Violent Emergencies) volunteer at NY Presbyterian Hospital and has served for over seven years as an on-call advocate for survivors of domestic violence and sexual assault. She also volunteered with CASA NYC (Court-Appointed Special Advocates), advocating for youth in foster care.

## STATS

**70%** of self-reporting decision-making clients chose to carry to term

Many clients come to us thinking that abortion is their best or only option. We explore with them all their options and inform them of the resources at Avail and in the community that we can connect them to. Many clients choose to carry to term, empowered by resources they now know are available to them and their families.

## CLIENT STORY



**When I found out I was pregnant, I already had several children and was in a very unstable situation with my housing and finances. Neither my husband nor I had a job. Desperate, I started googling free pregnancy support options and found Avail's website.**

At my first visit to Avail, I met my advocate Nohemi, who helped me take a pregnancy test that confirmed I was pregnant. My first reaction was to not have the baby, but I needed to talk with my family about it first. Not all of them agreed that abortion was a good idea, so I didn't go ahead with it. But everything still felt so uncertain. Through our conversations, Nohemi helped me understand that my situation could change in the future. Anything is possible as you move forward, she told me.

At the same time, Nohemi always let me know that she would respect my decision, whatever it was. Because of that, I felt supported. I felt less worried. At my appointments, Nohemi would ask me about how I was feeling, both physically and emotionally. I filled out questionnaires that helped improve my way of thinking and helped me understand my situation better.

Now we are anxiously awaiting our new addition to the family. My children are happy about their new sibling, and we are all committed to giving him or her the love and blessing of God.

I am so thankful for Avail and especially my advocate Nohemi who have given me so much peace as I navigate being unexpectedly pregnant in the midst of such complicated circumstances."

— ANDREA

## BEACON MIDTOWN MEDICAL

In 2020 Avail established an on site collaboration with Beacon Midtown.

Providing low-cost or free medical care, this referral partnership allows our female clients to access a physician for medical care as well as medical consultations.

# AFTER ABORTION

## THE PROGRAM

Our After Abortion Program is for women and men who have had an abortion experience, whether last week or twenty years ago, and have unresolved feelings they would like to process.

Clients can meet one-on-one with a client advocate who listens to their story and walks with them toward peace and hope. Women can also meet in groups with others who have had a similar experience where they are guided by one of our expert advocates through a program where they are able to share and process their emotions to move toward freedom and confidence.

## DIRECTOR: JENNIFER LIBERT



Jennifer Libert has met with numerous women seeking healing from abortion experiences in our After Abortion Program where she has served as a client advocate since 2020.

After completing her Master's of Social Work at NYU, she stepped into the role of Director of the After Abortion Program in September 2022. She is a NY-licensed social worker with clinical mental health training, an Adaptive Leadership Fellow at NYU, and an NYU Scholar in the social-work-focused Phi Alpha National Honor Society. Before her time in social work, she had a career in law and banking for almost 20 years. She also worked with university women in Senegal, West Africa, where she pursued French and African studies.

## CLIENT STORY

“

I had this money provided to me by my employer and decided to give it to you.

You helped me navigate the trauma of an unwanted abortion and I can never thank you enough. Without the support of Avail, I don't know where I would be. I will never forget Avail.”

— STACY (former client who donated to Avail in 2022)

## STATS

32%

growth in unique clients since 2021

11

countries represented by clients seeking After Abortion care

17

states represented by clients seeking After Abortion care

# PREGNANCY AND PARENTING

## THE PROGRAM

Our Pregnancy and Parenting Program is for women who have chosen to carry to term—whether they choose to continue to parent their child after birth or place them in a home through adoption—and need pregnancy support.

We talk through their situations, identify problems, and find solutions. Within our network of referral partners, we provide housing, financial, legal, or services for any other need, including connections to adoption agencies, and we offer each client a personalized referral plan for meeting their unique needs. We also offer financial and career coaching, as well as group classes led by registered nurses to educate our clients about pregnancy, birth, and caring for infants—offering material resources like diapers, clothing, and strollers for those who attend regularly.

## DIRECTOR: JIN SONG



Jin Song joined Avail in 2016 as a volunteer client advocate where she developed a profound respect for Avail clients and a commitment to Avail’s mission.

This led her to her current role as Director of the Pregnancy and Parenting Program. Before taking a step back from her professional life to devote more time to her twin children, she worked for several Fortune 500 companies in the areas of finance and accounting. Her most recent job in this field was as Senior Merchandising Manager and Demand Planner for the Elsa Peretti jewelry and home goods line at Tiffany and Co, managing approximately \$280 million in annual sales. Jin earned a BA in economics from American University.

## NEW SERVICES IN 2022

- Piloted a new parenting support program, Every Mother’s Advocate (EMA), geared towards supporting vulnerable mothers who have a child (or children) older than two years old.
  - This research-based and trauma-informed program extends Avail’s holistic care to mothers in need over the whole course of their parenting journey. We trained our advocates in the EMA program, enrolled 22 clients in it for one-on-one support, and created a support group to foster community for these women.
- Offered a class called “Mothering the Mother” for clients who were interested in learning more about doulas—explaining what doulas do, exploring whether clients want one at their birth, and offering resources for low-fee or free doulas.
- Partnered with Young Lives and hosted two in-person events for clients.
  - Mother’s Day Event, a celebration where clients and their families connected, enjoyed good food, and received free childcare items.
  - His Toy Store Reimagined, an event providing clients both in-person and mail-order holiday shopping opportunities. The mail-order format grew 43% this year.
- Added new partners to grow our emergency relief fund to provide financial support for essential services and rent assistance for clients experiencing hardship, including one client facing homelessness.

## CLIENT STORY



**At Avail I felt loved, worthy, and respected. I felt safe.**

Every time I would go to my appointments, I would leave a little bit happier. I was able to attend parenting classes and meet others in my situation. Avail gifted me with a lot of different baby items and connected me with housing resources. At Avail I found people who wanted to help me with no expectations on their end. Something so scary for me became something so beautiful and joyful.”

— AMANDA

## STATS

Over  
**1,000**  
appointments

**22**  
clients currently enrolled in the new  
Every Mother’s Advocate program

# HEALTHY RELATIONSHIPS

## THE PROGRAM

Our Healthy Relationships Program is for women and men who want to build healthy, lasting relationships in every area of their lives, whether with their parents, partners, or friends.

Couples can meet together or one-on-one with expert client advocates who help them process their relationships, identify unhealthy patterns, and equip them with tools to build a positive relational network in their lives. We also offer classes on specific topics related to healthy relationships and group meetups so clients can learn together about boundaries, communication skills, dealing with unsafe people, self-identity, healing from abuse, and more.

## DIRECTOR: CHELSEA NEAL



Chelsea Neal is from Oklahoma and has lived in NYC for three years.

Her professional and educational experiences have equipped her to serve at Avail as the Healthy Relationships Program Director. Chelsea has a master's in marriage and family therapy from Southeastern Baptist Theological Seminary and is a certified facilitator in Prepare-Enrich Relationship Assessment. Before coming to Avail, Chelsea served as the Assessment and Training Director for International Missions at The Summit Church in Raleigh, NC. She also spent two years in South Asia, supporting and teaching women in challenging situations.

## STATS

273%

increase in clients from 2021

25

clients that attended meetups

14

meetups

## FORGING COMMUNITY THROUGH MEETUPS

From our research into the needs and values of Gen Z, we learned that the next generation, of which the majority of our clients is a part, is deeply lonely and longs for connection.

This inspired us to create meetups in many of our programs where clients can meet each other experiencing similar situations to their own, share their stories, and receive program-specific resources from our trained advocates.

In our Healthy Relationships meetups, women from any of our other programs can join to discuss topics related to healthy relationships. The beauty of these groups is that they bring together women from all different backgrounds and stages of life—women who are processing a past abortion, women who are pregnant, women with young children, or even women who came to us for pregnancy confirmation and received a negative test result. Relationships affect each of these situations, and as they explore this particular area, women can find common ground and the community they desperately want—the community essential for making choices that lead to flourishing in relationships and all areas of life.

We saw a significant increase in demand for these meetups in 2023. Topics of these meetups included:

- Boundaries in relationships
- How to identify red flags
- Relationships and culture
- Dealing with loneliness around the holidays
- Setting boundaries around the holidays

## CLIENT STORY

Reese originally came to Avail to process a past abortion. As she met with a client advocate, she realized that many of the relationships in her life were unhealthy and that they had contributed to her decision to have an abortion. She was struggling with hurt from dysfunction in her family and felt powerless to change her poor decisions with the men she dated.

Through conversations with her advocate and resources like going through a book on boundaries, Reese began to recognize unhealthy attachment patterns in her dating relationships. As she learned to identify these problems, she began to heal from past relationships.

Now she has learned how to set physical and emotional boundaries that protect her, examine the character of the men she chooses to date, and communicate more effectively with her mom. Reese shared that it's hard to develop relationships that are healthy when that has not been modeled for her, but through Avail's healthy relationships program, she has developed a new understanding of what good relationships should look like.

# MALE SERVICES PROGRAM

## THE PROGRAM

Our men’s program seeks to integrate men throughout all of Avail’s programs and services.

Avail has long recognized that men’s lives are also immensely impacted by unexpected pregnancy and abortion, and their positive engagement plays a significant role in confident decision-making and healthy family systems. Avail helps men navigate the decision-making process, prepare for fatherhood, develop healthy relationships, and process a past abortion experience with or without their female partner. Our male client advocates listen carefully to men’s feelings, concerns, fears, and questions. Then they equip their clients to take an active and positive role in their situation, whether that is parenting, supporting a partner during a decision, or seeking to process a past abortion experience.

## DIRECTOR: PATRICK MOLLISON



Patrick is a Licensed Master Social Worker and nonprofit leader with experience working with community and faith-based organizations.

He started working in youth ministry as the Area Director for Young Life in Michigan where he led teams of volunteer leaders to help adolescents grow in their faith. In 2020, Patrick and his family moved to New York City, where he started working as a social worker at The Bowery Mission. Most recently, he works with justice-involved individuals at an organization that aims to reduce recidivism and avoid incarceration. Patrick received both his B.A. in Psychology and Master of Social Work from Wayne State University in Detroit.

## UPDATE

2022 was a year that marked incredible progress and growth for our men’s program as the intentional focus of supporting men led to increased capacity and strengthening structures within the program. In 2022, Avail saw opportunities to reach men by expanding both our digital and physical presence.

Avail recognizes two important factors when it comes to the role of men:

- The impact men have in the family system, especially during the decision-making process.
- The realization that men desperately need nonjudgmental support surrounding an unexpected pregnancy.

Avail is committed to integrating men throughout Avail’s programs so they can have a client advocate who is walking alongside them in the decision making process, encouraging them and providing resources so they may thrive as fathers, helping them foster positive and healthy relationships, and creating a safe space for them to process the wide array of emotions that result from an abortion experience.

We believe that men and women alike have stronger, better, and healthier outcomes navigating unexpected pregnancy when men are encouraged and equipped to engage in a positive way.

## CLIENT STORY

When Jason and his girlfriend found out they were unexpectedly pregnant, they made the difficult decision to have an abortion. Jason felt devastated. He couldn’t stop thinking about it. Worse, while his girlfriend had a network of friends for support, Jason had no one to talk to. He hadn’t found a space to process his grief with anyone before he came to Avail.

In his first meeting with a client advocate, Jason repeatedly referred to himself with judgment and shame, as if trying to punish himself for his part in the abortion. His advocate listened to him describe his emotions and then worked to help him understand and process his emotions. He gave Jason hope that he could offer himself the forgiveness he needed to heal and showed him tools to do so. At the end of the session, Jason wrote, “As a person who doesn’t have the support network that others do, talking with someone who understands what has happened, doesn’t judge me, and has a supporting attitude has made all the difference for me.”

# AVAIL WEBSITE

## THE PROGRAM

We launched the new version of our website in 2020, when we updated its content and style to extend our caring and professional model of care to people searching for help online.

We also began to track website engagement more precisely which informs our sophisticated marketing system. Since 2019, we have seen website engagement skyrocket with a 160% increase in unique visitors from 2019 to 2022.

## THE TEAM

In 2022, we built a new department at Avail: a Digital Programming and Support Team.

Under the direction of Sam Wheatley, this team includes a Marketing Director, Creative Manager, Systems Administrator, and Content Specialist. This team is all-remote, which enables us to tap into incredible talent across the country and bring a group of people together who are not only passionate about caring for women and men facing unexpected pregnancy but who are exceptionally gifted. The team manages all of Avail's digital services, including management of the AvailNYC.org website and the creation and maintenance of Better Clarity.

## REACHING GEN Z

Avail's self-guided programs encompass two of our seven programs of care: the AvailNYC.org website and Better Clarity.

People born between 1997-2012, Gen Z, now comprise the majority of our target clients. Most of them:

- Turn to the internet first for their most intimate problems, before talking about them to even their closest friends.
- Have a high degree of comfort with self disclosure in digital spaces that older generations cannot fathom.

Our digital presence is a direct response to the preferences and needs of this next-gen client.

## STATS



**146,312**  
unique website visitors in 2019



**379,463**  
unique website visitors in 2022



**20,988**  
people helped via our website with resources and links to third party support



**63% women**  
website visitors



**37% men**  
website visitors



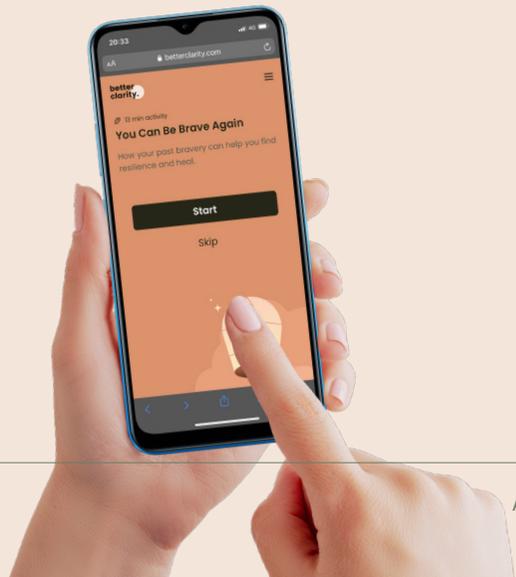
# BETTER CLARITY

## DIRECTOR: SAM WHEATLEY



Sam Wheatley is a nonprofit leader who brings his expertise in communication, change management, and human-centered design processes to Avail's new digital team.

Sam oversees both our website and Better Clarity as the Director of Digital Programming and Support. He has been involved with Avail as both a volunteer and supporter since its founding in 1995. Prior to his current work as a non-profit strategy consultant, Sam served 24 years as a senior executive in various posts for a large Protestant denomination and was highly regarded as a turnaround expert and thought leader for congregations undergoing rapid change. Married to his college sweetheart, he has three adult children living around the world.



## THE PROGRAM

For the past several years we have been working on a project that will bring our unique model of care to the fingertips of women and men all over the country—and the world.

This project is called Better Clarity, and it officially launched on Feb 1, 2023.

Better Clarity is a digital platform that features a personal, customizable, self-guided journey for those facing an unexpected pregnancy or processing an abortion experience. It is free, confidential, and designed to put individuals back at the heart of their story.

It encourages them to:

- slow down,
- take note of their emotions,
- journal their thoughts,
- explore their options,
- practice sharing their stories with trusted people, and
- learn healthy coping tools.

Some sessions include audio recordings to walk clients through breathing exercises or emotional exploration. Other sessions allow them to select pictures that match what they're feeling.

As a free, easily accessible program, Better Clarity can be accessed anytime, anywhere by individuals as well as other organizations looking to provide resources to those they serve.

## BACKED BY RESEARCH

We designed Better Clarity with the help of Round Feather, a world-class research and design team that also conducted our 2019 research that catalyzed our desire to undertake such a project. We also enlisted experts in psychology, behavioral health, and counseling to help us provide the most empowering, up-to-date information and tools for women and men in moments of crisis and pain.

From our research and 27 years of experience walking alongside clients, we learned that for the next generation—the majority of those facing an unexpected pregnancy—the digital space is the first place they turn to for answers, help, and solutions.

### 87%

women across the US with an unexpected pregnancy who will never visit a service center

### 5+ hrs

time an average Gen Zer spends on their phone a day

### \$396.67B

projected global telemedicine market size in 2027

## AVAIL IN PEOPLE'S POCKETS

Better Clarity will make Avail's compassionate, transformative model of care available to people in any location, at any time.

**We are not building brick-and-mortar Avails across the country—we are putting an Avail in people's pockets.**

We are excited at how a digital platform enables us to powerfully reach hundreds of thousands of people that we never could otherwise. Better Clarity will join our other programs, like our decision making and parenting support, as one of the many ways we resource hope and empowerment for women, men, and families.

# better clarity.

# BUILDING CAPACITY FOR CLIENT CARE

Throughout 2022, we strategically sought to grow our team for greater capacity and hired people with incredible giftings and expertise who specialize in key areas that we needed filled.

This included roles in:

- Client Services
- Grants
- Development
- Better Clarity
- Digital Strategy
- Spiritual Care

With the addition of nine new staff, not only were we able to strengthen our programs, development team, and Avail as a whole, but the increased capacity allowed us to explore new frontiers of client impact and opportunity.

## MEET THE NEW ADDITIONS



### Leah Angulo

ADVOCATE |  
CLIENT SERVICES

Leah Angulo is a New York native with years of experience in community development, therapy, and social work.

In addition to her role as a client advocate at Avail, she currently works as a supervisor for the General Prevention Beacon Program with the Partnership with Children in Manhattan, where she supervises a caseload of 44 vulnerable children. Prior to this, she worked as a Functional Family Therapist at the child welfare agency The New York Foundling and as a Behavioral Health Specialist and Mental Health Therapist at the Villa of Hope Outpatient Clinic and Enrico Fermi School 17. She received her Master of Social Work from Roberts Wesleyan College.



### Lynn Beahm

SENIOR GRANTS  
CONSULTANT |  
DEVELOPMENT DEPT.

Lynn first began working with Avail in 2019 and moved into a more engaged role in 2022.

She has 17 years of experience working in communications, 12 of them with nonprofits. Lynn has been writing grants for national and international organizations since 2011 and enjoys seeing how those grants can impact people around the world. At Avail, Lynn has worked with new and existing foundations to help share our story and raise funds for our critical work. She works remotely in the Raleigh, NC area and lives with her husband, three children, and new puppy.



### Dylan Bowes

MARKETING MANAGER |  
DIGITAL TEAM

Dylan is a content creator in Los Angeles where he lives with his wife Niki, a German Shepherd called Dolly, and a brand new baby girl named Margot.

He has spent the last 10 years writing and producing music as well as creating content for his music education company. He and his wife have been donors to Avail since 2014, and he is thrilled to have the chance to serve men and women as a part of the marketing team at Avail.



## Jacqueline R. Johnson

SPIRITUAL CARE  
CHAPLAIN

Jacqueline has over 50 years of service in the healthcare industry as a Registered Professional Nurse.

Her experience includes pediatrics and adult nursing in medical-surgical, oncology, HIV, and addiction recovery. She is passionate about women's health and related issues and brings a spiritual focus to issues. Jacqueline serves as a deaconess in her church and is a published author. In addition to a M.Div., MSN, and BA in psychology, she is certified a Gestalt Therapist, holds a Faith Community Nurse certification, and has completed two units of Clinical Pastoral Education toward board-certification as chaplain.



## Patrick Mollison

MALE SERVICES  
DIRECTOR | CLIENT  
SERVICES

Patrick is a Licensed Master Social Worker and nonprofit leader with experience working with community and faith-based organizations.

He started working in youth ministry as the Area Director for Young Life in Michigan where he led teams of volunteer leaders to help adolescents grow in their faith. In 2020, Patrick and his family moved to New York City, where he started working as a social worker at The Bowery Mission. Most recently, he works with justice-involved individuals at an organization that aims to reduce recidivism and avoid incarceration. Patrick received both his B.A. in Psychology and Master of Social Work from Wayne State University in Detroit.



## April Pickett

DEVELOPMENT MANAGER  
| DEVELOPMENT DEPT.

April has been working in the nonprofit sector for the past twelve years managing various programs and projects.

She shifted her focus onto fundraising and development in 2017 as a capital campaign director and consultant and most recently served as the Director of Development for a Catholic nonprofit in Chicago that served the immigrant community. April graduated from Mater Ecclesiae College with a Bachelor's in Religious and Pastoral Studies and from Louisiana State with a master's in nonprofit administration.



## Billie Scott

DEVELOPMENT SYSTEMS  
& DATA ASSOCIATE |  
DEVELOPMENT DEPT.

Hailing from the DC Metro area, Billie has been living in New York for almost 10 years.

Her professional background includes HR, operations and change management, and project and event management. She is passionate about helping organizations not only do good work but also be great places to work, where people feel valued and enjoy the work that they do with the people they get to do it with. She has worked across multiple industries from consulting firms to non-profit organizations and is excited to use her breadth of experience to help support Avail's mission.



## Matt Sides

SENIOR DIGITAL MEDIA  
PRODUCER | DIGITAL  
TEAM

Matt is a system administrator, web developer, and IT specialist.

He graduated from Georgia Military College with a broad IT degree and started his career as a web developer over 12 years ago. Matt has done everything from web and UI design to coding the entire front end for a SaaS communication company and building an e-commerce platform for selling car parts. Matt got a late start to a professional career due to spending his first few years out of high school on the mission field. Thankfully, this is also where he met his wife Mallory who is light-years out of his league. They currently live in Evans, Georgia where they homeschool their three boys.



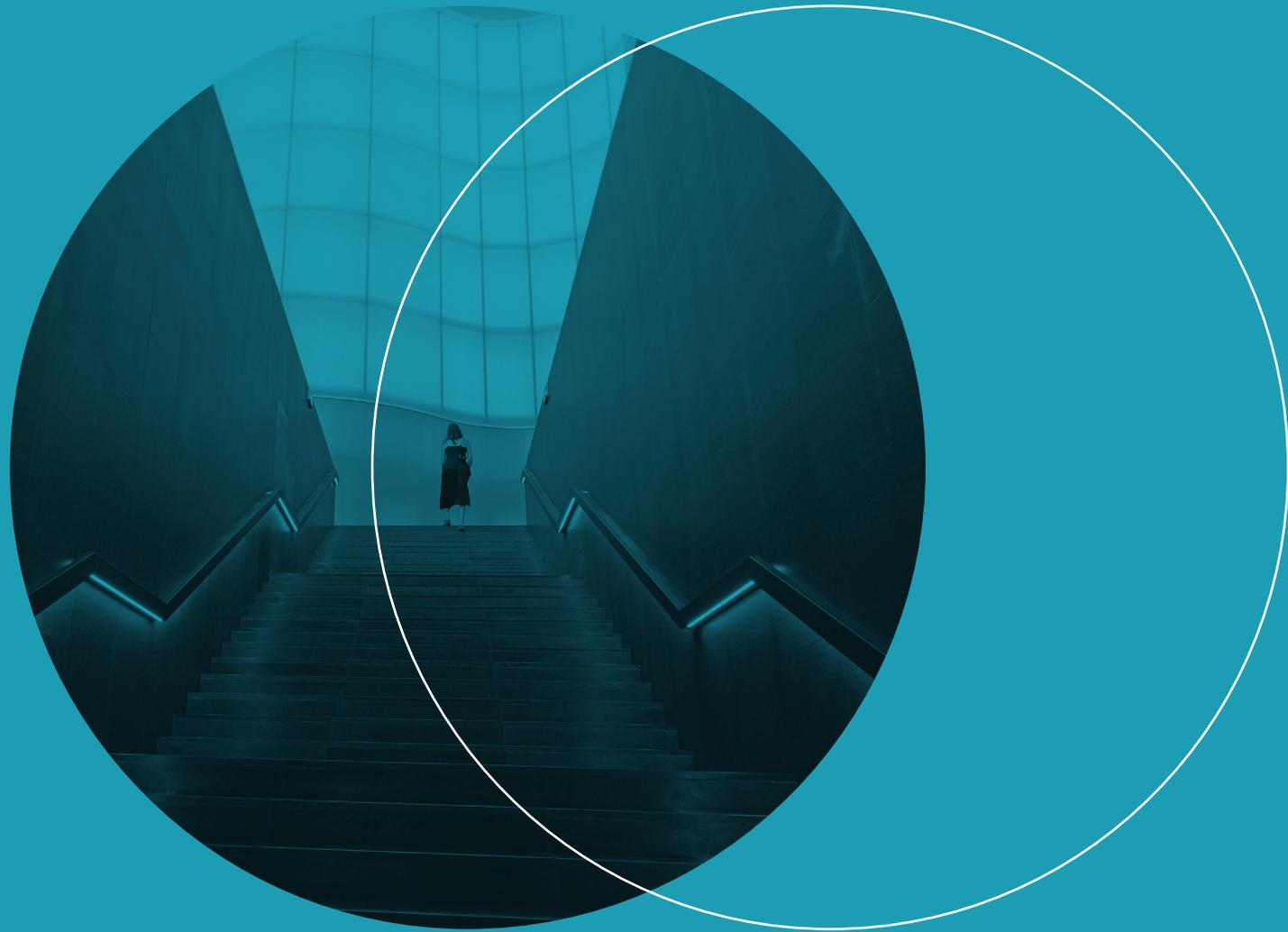
## Sam Wheatley

DIRECTOR OF DIGITAL  
PROGRAMMING AND  
SUPPORT | DIGITAL TEAM

Sam Wheatley is a nonprofit leader who brings his expertise in communication, change management, and human-centered design processes to Avail's new digital team.

Sam oversees both our website and Better Clarity as the Director of Digital Programming and Support. He has been involved with Avail as both a volunteer and supporter since its founding in 1995. Prior to his current work as a non-profit strategy consultant, Sam served 24 years as a senior executive in various posts for a large Protestant denomination and was highly regarded as a turnaround expert and thought leader for congregations undergoing rapid change. Married to his college sweetheart, he has three adult children living around the world.

# 04 Financials

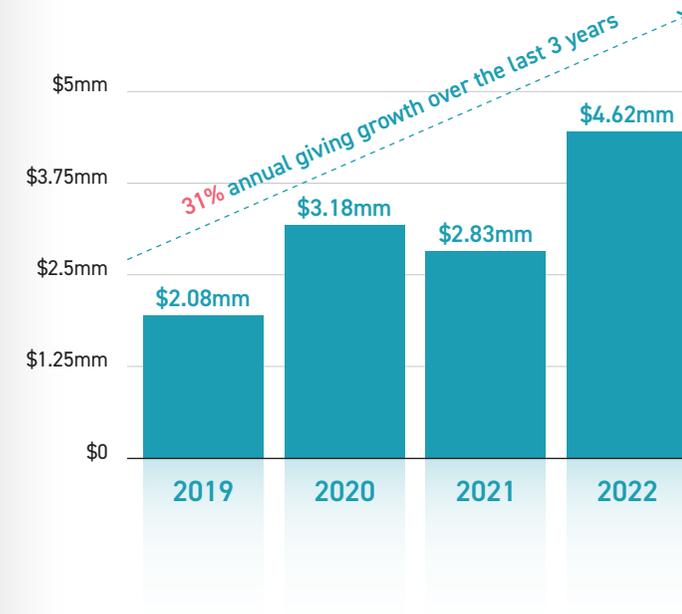


## FINANCIAL STEWARDSHIP AND INVESTMENT

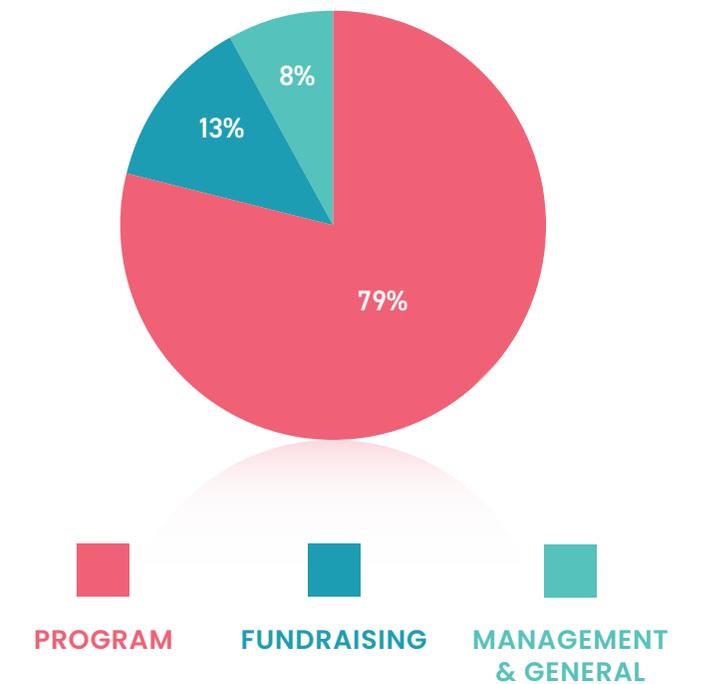
In 2022, we raised \$4.62MM—a 31% increase in giving over the past three years!

This is the single largest funding year in Avail's history to date. This growth was driven by faithful partners and our community of committed people who invested in Avail's mission during a time of tremendous change in the landscape of care for women and men facing unexpected pregnancy.

### ANNUAL GIVING



### 2022 FUNCTIONAL EXPENSES



# STEWARDSHIP YOUR GENEROSITY

The growth in funding enabled us to invest \$2.1MM in the development of Better Clarity. Additionally, we invested some large gifts received in previous years on one-time costs for the build and launch of Better Clarity, which accounts for the difference in 2022 giving vs. spending.



## STATS

**\$4.62MM**

Total giving

**\$2,495**

Average gift size, biggest in our history

**\$1.2MM**

Total from institutional funders, including four new foundation partners

**103**

Number of new donors with an average size gift of \$3,024

## DONOR QUOTES

“

As new parents, we recognize the incredible need to support new families, especially those experiencing unexpected pregnancies. We are so grateful for the ways Avail cares for mom, dad, and baby during what can be a physically, emotionally, and financially challenging time. Avail’s multi-faceted and non-political approach is much needed today more than ever before.”

— MEGAN AND MATT DISHMAN

“

We seek to support organizations whose driving purpose is restoring lives in crisis, rather than signaling their own righteousness or tribal affiliation. Avail has proven the rare organization unwaveringly focused on meeting people in crisis where they are, with deep compassion and practical service.”

— HEATHER AND BEN GRIZZLE

“

Trasey and I are honored to support the women, men and families served by Avail in need of love and assistance. Supporting Avail’s mission is an expression of our faith and Christ’s love. We’ve had the further joy of directing a young friend to Avail in a time of crisis, and seeing the crisis turn into a beautiful inflection point in her life. It’s a great investment!”

— TRASEY AND ERIK CODRINGTON

# 05

## Board of Directors

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## BOARD OF DIRECTORS

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**Chris Whitford**  
CHIEF EXECUTIVE OFFICER

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Chris Whitford is the CEO and a Founding Member of Avail NYC, a non-profit which has served NYC and beyond for over 25 years. Chris was a 2021 Praxis Fellow, and a panelist at the 2022 Praxis Summit in Napa, CA. She's been featured on several podcasts, and speaks frequently at events geared towards nonprofit and ministry leaders, including Lead.NYC's Movement Day initiative. Chris recently contributed essays in *The City for God*, a collection honoring Tim Keller's work, and the fall 2022 issue of *Comment Magazine*. A graduate of Brown University, Chris has held leadership roles within Columbia University's Christian Union and Cru, and she serves on the President's Council for the Gilder Lehrman Institute of American History. Chris and her husband are residents of the Upper West Side and members of Redeemer Lincoln Square.



**Duncan Sahner**  
CHAIR

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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, Planting Fields Foundation, the Horticultural Society of New York, and Tumaini Tanzania. He is a parishioner of the Church of St. Vincent Ferrer.



## Maggie Chung

DIRECTOR

Maggie has served on Avail's Board of Directors since 2012 and currently works as the Business Manager of her family owned business A.I. Technology, Inc. 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 children. She currently lives in Princeton, NJ, with her three sons and attends Good News Church PCA.



## Pam Schopp

SECRETARY

Pam is the founder and President of JD2Be LLC, which specializes in counseling prospective law students through the application process. Previously, she practiced commercial real estate law and worked for Chicago Title Insurance Company focusing on energy projects. Pam graduated magna cum laude from Wheaton College (IL) and cum laude from Northwestern University School of Law and is admitted to the New York State Bar. She and her husband live in New Jersey with their two boys where they attend Grace Redeemer Church.



## Daniel Schreck

DIRECTOR

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.



## Jerry Skillett

DIRECTOR

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.



## Dan Sullivan

DIRECTOR

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, CT, with his wife and two sons. They are expecting baby number three in June.

# AVAIL

KEEPING PEOPLE AT THE  
HEART OF THEIR OWN STORY

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

[availnyc.org](http://availnyc.org)

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