



AVAIL
2023
ANNUAL REPORT





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Board of Directors

#1 COMPANY AWARD

In 2023, we were honored to receive a very exciting award: We were ranked as the #1 Best Small Business in the Best Companies to Work For New York awards! This is a testimony to our belief that health matters for every person—from every single one of our clients to each staff member, volunteer, and partner. When our team is taken care of, we can better take care of our clients.

It's especially poignant to receive this award in the year that we more than tripled the number of clients reached. We believe that health promotes growth, and this award is a testament to that truth that drives our decisions, both internal and external. We are proud of our commitment to excellence for each of our stakeholders.



LETTER FROM THE CEO

Dear Friends of Avail,

The past few years have been exciting ones at Avail—exciting and groundbreaking.

In 2020, we expanded our care virtually. In 2021, we celebrated our 25th anniversary and the milestone of more than 10,000 clients served. In 2022, we deepened our men's program, built Better Clarity, and began a partnership with Every Mother's Advocate to provide support for our mothers and families beyond the toddler years through high school.

2023 did not let up the pace of expansion and novel solutions to the obstacles our clients face. We launched Better Clarity, our online program that makes Avail's support accessible to women and men everywhere. That is the fruit of research we began in 2019 to answer questions about how best to meet women and men making a pregnancy decision. In its first eight months, we've seen Better Clarity exponentially increase the number of women and men we can walk alongside as they make pregnancy decisions.

We served 4,536 clients in 2023—a 357% increase from last year. We celebrated the milestone of 10,000 clients served in 2021, and now, just two years later, we've served nearly 17,000 people! We thank God for every single life we've had the privilege to touch.

In 2023, we received \$4.8MM of investment, the largest in Avail's history, which not only allowed us to scale our care through Better Clarity but also deepen our in-person and virtual care. In 2023 we added resources like free legal aid, financial coaching, a new healthy relationships curriculum, more safe housing referrals, a new father's group, and much more.

2023 was, in short, a year of big things foreshadowing even bigger things. It is chapter one of an exciting new story in Avail's history—a story of deepened commitment to our in-person and virtual clients as we continue to hone our proven methods of service to them, as well as exciting new expansion in the world of digital care through Better Clarity as we reach whole communities that were previously unavailable to us.

As I stand at this threshold, I look back and am overwhelmed with gratitude for the stalwart, faithful, and visionary partners who have kept us on our course to this point. And I also look forward with great anticipation to the mission God is calling us to together in the upcoming years. The call is high, the need is great, our hearts are willing, and—with you to support us—our hands are able. This is just the beginning. Thank you for being with us on this journey so that no woman or man has to face an unexpected pregnancy alone.

Grace and peace,

Chris Whitford
CEO



2023 AT A GLANCE

Serving Our Neighbors in and beyond New York City

4,536

Unique Clients

25 states and 25 countries

Where In-Person and Virtual Clients Were Served

35,933

People Helped

50 states and 21 countries

Where Better Clarity Clients Were Served

71,104

Services Rendered

In 2021 we announced a partnership with the Bible app YouVersion to offer a devotional for women who previously had an abortion. In 2023, we had **1,300 women** complete the seven-day devotional—giving them the opportunity to find hope and healing. Local and national partnerships like this one will help scale Avail's care in 2024 and beyond.

YouVersion[®]
The Bible App[™]



AVAIL'S *Seven Programs*

PERSONAL ADVOCACY & SUPPORT PROGRAMS:

- 01 Decision Making
- 02 Healthy Relationships
- 03 Pregnancy & Parenting
- 04 After Abortion
- 05 Male Services

SELF-GUIDED PROGRAMS:

- 06 The AvailNYC.org Website
- 07 Better Clarity



IMPACT DASHBOARD

In 2023, the number of clients Avail served more than tripled with the launch of Better Clarity—1,260 in 2022 versus 4,536 in 2023.

In its first eight months after launch, Better Clarity has already exponentially grown our reach and impact through increases in clients served, people helped, and services provided. Now we can provide life-transforming care at scale to equip the millions of women and men each year making decisions about an unexpected pregnancy.



SCOPE OF CARE

Scale	
2022	2023
1,260 Clients	4,536 Clients
4,469 Services provided to clients	10,141 Services provided to clients
7,065 People helped*	35,933 People helped*
20,988 Services provided to people helped	60,963 Services provided to people helped

*People helped are in addition to those who became clients of Avail

SCALE refers to all our avenues of impact: our clients; additional people helped who receive select services from Avail, including third-party referral support and online resources; and total services provided across all programs for clients and for additional people helped. The categories of clients and people helped are distinct and unique. They encompass all Avail's programs, both self-guided and one-on-one personal advocacy support.

Impact	
2022	2023
75% Empowerment Index*	84% Empowerment Index*
*Clients whose Empowerment Index score increased	

IMPACT is defined by our Empowerment Index (EI), which 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. (Our EI surveys are currently only used for our Personal Advocacy and Support programs but will be incorporated into our self-guided programs by Q3 2024.)

Economy	
2022	2023
\$2,523.22 Cost per client: all clients	\$967 Cost per client: all clients
N/A Cost per client: in-person and virtual clients	\$3,603 Cost per client: in-person and virtual clients
N/A Cost per client: Better Clarity clients	\$459 Cost per client: Better Clarity clients

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 overall, a client through one-on-one personal advocacy support, as well as a client served through our self-guided program Better Clarity.

THE EVOLUTION OF AVAIL'S CARE TO SERVE DECISION MAKING CLIENTS

Slowing Down Time-Driven Decisions

When faced with an unexpected pregnancy, women and men feel the pressure of a time-driven decision, regardless of whether we talk with them in person or meet them online. This pressure creates an urgent sense of emergency—leaving them feeling trapped by the relentless ticking of the clock.

Our approach is all about offering the most effective means to help them slow down, regain a sense of control, and break out of the time-driven urgency they are operating under. Because if we fail to reach the woman or man at that exact—and very brief—moment when they need to slow down their decision, they will choose whatever supposed solution allows them to most quickly and easily escape the time-sensitive pressure they feel.

And this is why Avail continually expands our approach to client care.

Because we believe the best care is the most accessible care.



Avail's Expanding Client Care

	In-Person Client	Virtual Client	Better Clarity Client
Years Active:	1996-present	2020-present	2023-present
Service Location:	At Avail's offices (Manhattan and East Harlem)	Via Zoom	Via BetterClarity.com (online website)
Delivery of Care:	Client Advocate	Client Advocate	Self-guided
Service Timeframe:	24-48 hours	24-48 hours	Instant
Resolved Barriers to Care:		<ul style="list-style-type: none"> Transportation Childcare 	<ul style="list-style-type: none"> Time off from work/school Privacy concerns
Remaining Barriers to Care:	<ul style="list-style-type: none"> Transportation Childcare Time off from work/school Privacy concerns 	<ul style="list-style-type: none"> Time off from work/school Privacy concerns 	
Programs Currently Available:	Decision making, pregnancy and parenting, male services, healthy relationships, and post-abortion	Decision making, pregnancy and parenting, male services, healthy relationships, and post-abortion	Decision making, male services, and post-abortion
Geography:	NYC	Tri-state area but available up to all 50 states	Worldwide

FINANCIALS

Stewarding Your Investment

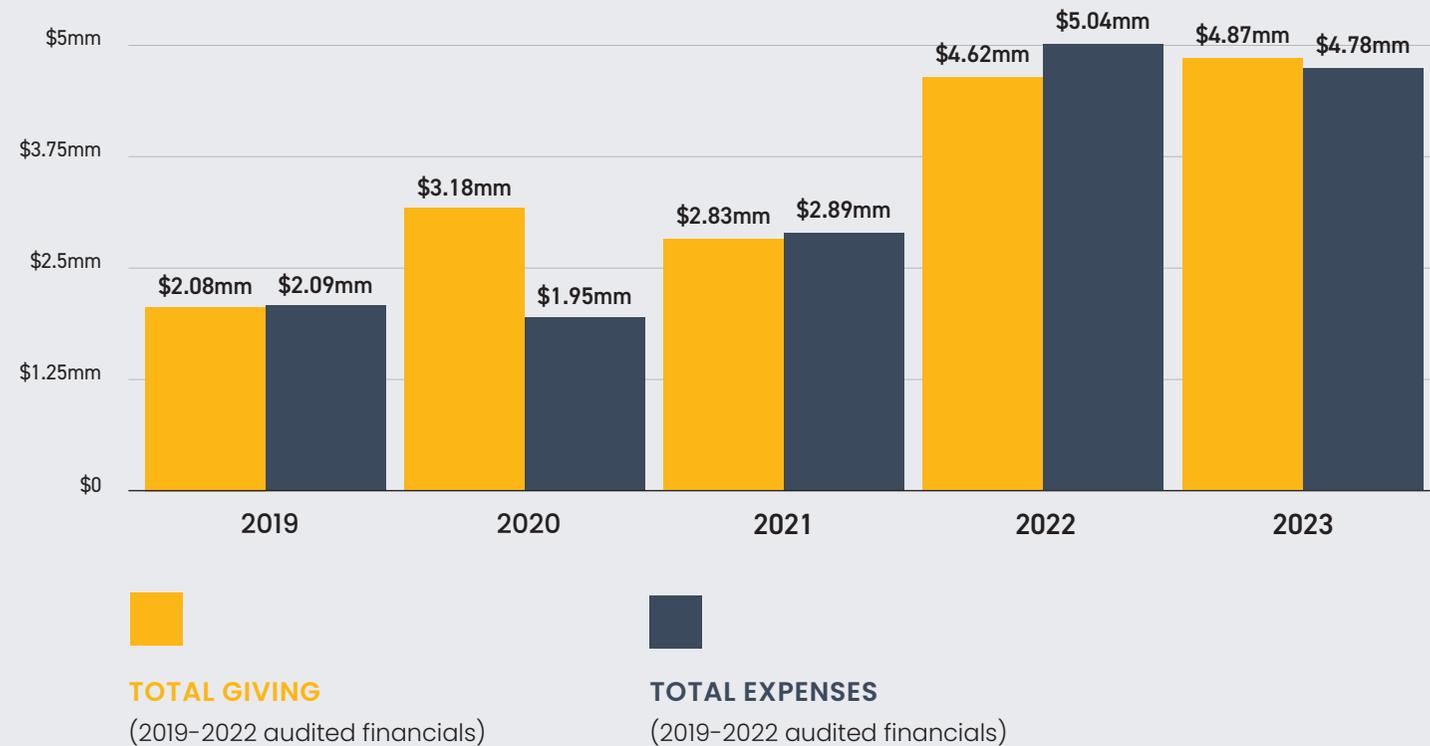
Sustained Expansion

In 2023, \$4.86mm was generously invested in our work, making it the new highest funding year record.

In 2022 we raised \$4.62mm, which was a 31% increase since 2019, making it Avail's largest funding at that time. As we entered 2023, we had a vision for further increase to support and sustain the launch of Better Clarity, and we are proud to report that we achieved it.

At the conclusion of the year, we had approximately 3.6 months' worth of cash reserves based on the 2024 budget.

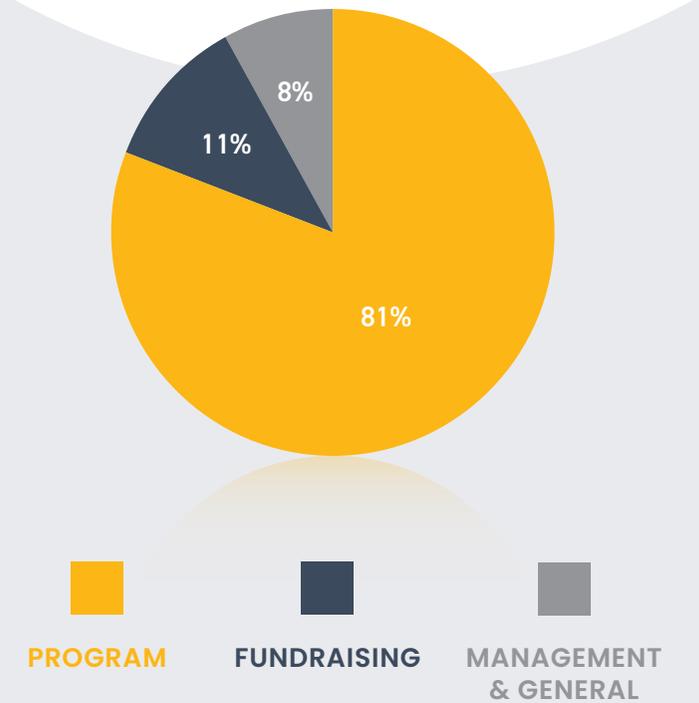
GIVING VS. EXPENSES



Did you know?

Last year, Avail formed the Empowerment Circle a community to foster engagement among millennial philanthropists. Over \$10,000 was raised by 25 new members who joined the Avail community of committed people at our first Empowerment Circle event.

2023 FUNCTIONAL EXPENSES



LONDYN'S *Story*

At six weeks pregnant, I was up at 4:00 a.m. doing a frantic Google search for free therapy for pregnant women. I had just left an unhealthy relationship with the child's father, and I felt free—and then found out I was pregnant. I struggled with the shame of becoming a statistic, another single mom of color. I knew that people would look at me like I was uneducated and ruining my life. And the child's father was completely unsupportive, so right away I knew I was going to be on my own.

As I Googled, I stumbled across a site called "Avail." I wasn't sure what it would be like but I was desperate for some help.

At my first appointment, I cried as I told my advocate everything that was racing through my mind. I felt like I was suffocating because I didn't feel able to tell anybody else about it. The biggest thing that brought me peace at that time was hearing my advocate say, "I'll see you next week!" Knowing that I would be able to talk to someone was so comforting. It made me feel like I wasn't by myself anymore.

The whole time, I felt a clock ticking down. I struggled every day with what to do. When I talked with my advocate, I felt like I could do this and keep my baby. But then I would step outside and all my financial worries and fears over how my friends and family would react crashed down on me. Finally, one day as I sat in the Avail office, I thought, I could do this. I could take care of a baby.

My parents refused to let me stay with them if I kept the baby but Avail had already helped connect me with CHiPS, a free housing program for single moms. At CHiPS, I have my own studio apartment with a fridge and a stove. They also provide for essential baby supplies like diapers, wipes, and a stroller. It's been the perfect place to catch my breath and make a good plan for my son's and my future.

Now I've entered an affordable housing lottery, enrolled my son in daycare so I can keep my full-time job, and have a goal to move into my own place by February. I dream of next Christmas when my son and I will be in our own apartment with a Christmas tree, making new family traditions.

I think about my friends and my sisters. We've all had difficult pregnancies. And now that I've found Avail, I realize that we didn't have to go through them alone. If I hadn't been able to talk to somebody, I don't know where I would be right now. I honestly don't know if my son would be here. But with Avail, I always felt like somebody had my back. I tell others about Avail when I can because I want people to know if you need help, it's out there. You really aren't alone.

- Londyn



PROGRAM UPDATES

01 DECISION MAKING

Most of our clients first come to us through our Decision Making program, seeking help regarding their newly discovered unexpected pregnancy. Over the past five years, 70% of our clients who came to us unsure of their decision decided to carry their pregnancies to term.

“

After a little over a year of dating my partner, I got pregnant unexpectedly. We went back and forth on our options, but truly felt lost and uncertain about the road ahead. After researching resources online I came across Avail and we decided to reach out for help. We were paired up with a wonderful client advocate who helped us through this intense and confusing time. She made us feel calm, she was unbiased, and she helped us talk through the benefits and risks/difficulties of this decision. It was truly a simple yet effective format, and our advocate's demeanor along with the space she held was so important and just what we needed to feel certain about our decision. Our daughter is now almost a year old and the light of our lives. Avail has a special place in my heart for being there for us when we needed it most. I am so grateful for those that keep this organization alive.

Christy came to Avail as a client and is now a client mentor who meets with clients who are in similar situations to hers to share her story and encourage them.

02 PREGNANCY & PARENTING

Highlights:

Mental health support subsidy

We began offering a counseling subsidy so clients can afford meeting with licensed therapists as extra support for processing trauma and other complicated mental health challenges they face.

Improved access to legal aid

Many clients who come to us have pressing legal questions (including housing, employment, custody, and more) but no time or resources to receive the aid they need. This year we launched a partnership with an organization that offers our female clients free one-on-one legal counsel. We also have a team of lawyers available to assist clients pro-bono.

Whole-life education

In addition to our regular, RN-led classes that provide support for every step of a client's pregnancy journey (Labor and Delivery, Bringing Home Baby, Breastfeeding, and Postpartum Awareness & Care), we offered special training on high-demand topics, including financial mistakes to avoid, how a doula can improve a birth experience, and how to navigate career and motherhood.

By the numbers:

791 appointments
10 nurse-led classes



03 HEALTHY RELATIONSHIPS

Highlights:

New curriculum

The director of our Healthy Relationships program, who has her master's in marriage and family therapy, wrote a new curriculum called *Flourish: A 6-Week Curriculum on Healthy Relationships*. The content has been thoroughly reviewed by mental health experts and includes chapters on boundaries, red flags in relationships, communication and conflict resolution, physical and emotional intimacy, and self-worth.

New support groups

This fall, the director of this program hosted two 7-week support groups to walk clients through this book. There are more scheduled in 2024 for this high-demand course.

By the numbers:

of meetups (drop-in sessions for clients to encourage each other):

14

clients attending special topic seminars (Identifying Emotional Abuse and Grief and Loneliness around the Holidays):

OVER 30

66

Hi Chelsea, Thank you so much for these remarkable meetings. I can't express the amount of gratitude I have inside me. Our meetings have given me clarity and courage to move forward. They have shown me that I will break the cycle and be the face of change and that I'm no longer attached to any abuse of any sort. This program shows I'm at the right place in my life.

- BETH, CLIENT IN THE NEW FLOURISH BOOK STUDY SUPPORT GROUP



04 AFTER ABORTION

Highlights:

9-week support groups

These are a staple of Avail's services and have seen higher demand than ever this year. Women from across the country meet with an expert client advocate to work through a curriculum on finding healing and freedom from a past abortion.

Greater depth of integration with traditional therapy

A large number of our clients have existing therapists and many arrive specifically by referral from their therapist. This highlights the gap in care even from traditional psychotherapy for clients who have had a prior abortion—a gap Avail's After Abortion program helps fill.

By the numbers:

of 9-week support groups:

4

of meetups (drop-in sessions for clients to share their stories with each other):

64



05 MEN'S SERVICES

Highlights:

New Fathers Group

We started this program for new and expectant fathers. Our volunteers lead meetings and foster fellowship among men seeking mentorship to become supportive fathers for their children and more engaged with their partners.

New male client advocates

We are excited to be training several new male volunteers so that whenever a man comes to us looking to speak with someone, we have a range of flexible schedules and personal experiences to meet him wherever he is.

By the numbers:

male clients:

42

of appointments:

66

of New Fathers
Group meetings:

6

66

We were both full of emotion. It was somewhat of a rollercoaster ride. We were happy and we were scared at the same time. We didn't really know how to deal with the situation since we were first-time parents. Finding Avail was really a blessing for us. And I'm very grateful that Avail offers the services it offers.

- MANUEL

06 AVAILNYC.ORG

Highlights:

Tracking meaningful engagement

Google Analytics 4 (GA4) was introduced in 2023 which prioritizes a combination of factors (scrolling, clicking, time, etc.) to measure meaningful engagement on websites. This is a more robust definition than we had access to in prior years, and it helps us more accurately understand the impact our website has on women and men searching online for answers and help with their unexpected pregnancy or past abortion.

Faster and easier appointment booking

In order to streamline the process of booking an appointment on our website, we redesigned the booking flow with simpler options, fewer steps, and warmer, more personal language so that more people who start the process actually complete it and meet with an advocate to get the help they are looking for.

By the numbers:

402,342

unique visitors

364

daily users on the Spanish site

1,100

daily users on the English site



BETTER CLARITY

Two Realities of Unexpected Pregnancy

Two faint lines on a pregnancy test is all it takes to change someone's life.

For the woman who is eagerly anticipating becoming pregnant, those lines bring joy.

But for the woman who had no plans to become pregnant then, those lines can bring panic and overwhelming uncertainty.

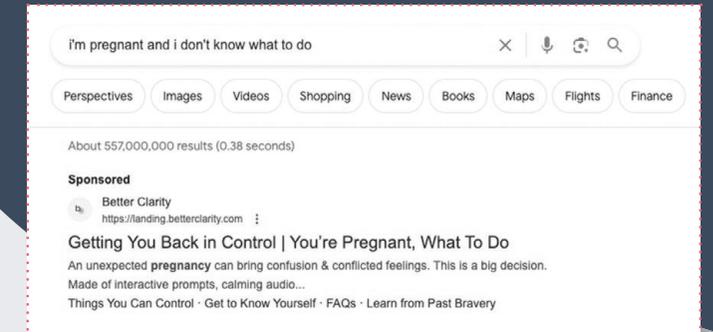
For this woman, there are two realities that exist:

1. She will try to figure out what to do, and quickly.
2. She will turn first to the internet for help.

Every year, hundreds of thousands of women in the US face an unexpected pregnancy and turn to Google where they search phrases like:

- "I'm pregnant and don't know what to do"
- "Accidentally pregnant"
- "I don't want to be pregnant"

And for these women, an Avail answer is finally available for them.



Did you know?

As of 2022, the abortion pill accounts for **53%** of all abortions (CDC), and the use of virtual care is **38 times** higher than before COVID-19 (Cross River Therapy).



Finding Those Searching Online

The traditional brick and mortar model places the burden to access help and services on the one in need—requiring them to find you.

But Better Clarity is revolutionizing this conventional approach to care, proactively redefining how one finds help by **going to the one** who is doing the searching.

For those facing an unexpected pregnancy, **the best care is the most accessible care.** And Better Clarity meets women where they are: online searching for answers.

Through research, targeted keywords, SEO, and investing in strategic ad placement, since its launch in May 2023, **51,903** people have visited Better Clarity, **10,643** have accessed resources and tools for their unique situations, and **3,474** women and men used Better Clarity to process their unexpected pregnancy with us.

And this is just the beginning.

Did you know?

61.4% of those helped by Better Clarity in 2023 were women and **38.6%** were men.

Transforming Outcomes through Digital Care

Crisis care networks have long understood the importance of being accessible 24/7 to help someone process—and, crucially, slow down—their time-driven-decision. Organizations like Suicide and Crisis Lifeline, Crisis Text Line, and alcohol and drug hotlines all exist to help bring clarity in that life-changing moment of crisis.

Better Clarity is the first platform to do this in the world of unexpected pregnancy.

It meets women and men in the very first minutes following the discovery of an unexpected pregnancy as they rush to the internet for help. Designed to give people back a sense of control over their own story, Better Clarity allows them the opportunity to slow down their time-driven-decision and consider what options are available. This extra time to process enables those facing an unexpected pregnancy to make a values-based decision that is healthier for them and their family's future.

Better Clarity's digital care may seem simple, but it is profoundly important—it is transforming decisions, outcomes, and futures simply by providing a safe and confidential space to process in the exact moment of need, anywhere, 24/7.

Did you know?

The topmost search term by men facing an unexpected pregnancy was **“girlfriend doesn't want to have the baby, what do I do?”**

2024: 5X the Impact

With its launch in May 2023, Better Clarity only operated for eight months last year—helping 10,643 people and 3,474 clients slow down their time-driven-decision. With continued financial investment in our digital marketing planned for 2024, along with our learnings, insights, and strategies, we expect to see a 5X increase in people served over this next year.

For years, 87% of women facing an unexpected pregnancy weren't going to physical pregnancy resource centers for help. Now these women will have Better Clarity when it comes time to process their time-driven-decisions.

OLIVIA'S *Story*

I had just moved back to NYC from Mexico having worked at a nonprofit there and having had a New York consulting client not pay her bills for ten months. I wasn't destitute but I was definitely not in a great position financially. My now husband, a recent immigrant on a school visa, and I had moved in together with the idea that we would start a family one day.

When I became pregnant, I contacted Avail thinking they were a clinic where I could take a pregnancy test. They turned out to be this incredibly organized, thoughtful, and effective organization that's here to help New York women navigate the incredibly complicated world of pregnancy in the big city.

I wanted to keep the baby, and they helped me take free parenting, breastfeeding, and birth prep classes, helped me navigate through directories for social services like WIC, health insurance, hospitals, and so much more. I even got points toward free items for the baby, like clothes and a playpen. They proactively asked if my now husband wanted to come in to talk and feel supported. I felt incredibly connected when I could have felt vulnerable and alone.

Because of this, I was able to save up, stay calm, win a scholarship to a certificate program through Columbia University, and have now accepted a job at a more lucrative company. I cannot thank Avail enough for helping to transform my life.

- Olivia





A NOTE FROM THE CHAIR

Faithful Friends,

I could not be prouder of the growth this report details.

The early success of our newest online program, Better Clarity, reflects deep organizational health. Chris has continued to increase our staff carefully in proportion to these expanding services. I believe this team's talent density evolved from both the resonance of our mission and the scale of our ambition.



Healthy growth depends on prudently allocating the resources you have invested in this work. The board undertakes its decisions anchored in data, a commitment to financial discipline, and the discernment of God's will. Expanding our national presence through Better Clarity and virtual appointments while remaining committed to our New York-specific services required us time and again to reconcile opportunity with strategy. Chris's superb leadership and the competence of the Avail team allow us to maintain excellence of care for both client pools.

As you see on page 9, the cost of care per client this year has decreased thanks to Better Clarity's efficient scaling of our services. Over time, we expect this cost will continue to decrease, enabling us to deepen the care offered in all of our programs, both local and national.

On behalf of the board, I want to extend my deepest thanks to you, the partners who make this work possible. The organizational health I flag above describes not only Avail's staff and day-to-day volunteers, but all of you who pray for, invest in, and advocate for our mission. We are honored to do this work alongside you.

Respectfully,

Duncan Sahner
Board Chair

BOARD OF DIRECTORS



Maggie Chung
SECRETARY



Patrick Payton



Duncan Sahner
BOARD CHAIR
AND TREASURER



Jerry Skillett



Caroline Swenson



Chris Whitford
CEO

AN ACKNOWLEDGMENT OF INVESTMENT

We want to gratefully acknowledge the partnership of three board members who rotated off in 2023:

Dan Schreck
(Former Director, 2016-2023)

Pam Schopp
(Former Secretary, 2018-2023)

Dan Sullivan
(Former Director, 2018-2023)

Their standard for excellence and care for the organization has played a large role in bringing Avail to where it is today.

We also want to welcome our two newest board members, rotated on in 2023:

Caroline Swenson

Caroline is the founder of a consulting firm and resides in Atlanta, GA but is frequently found traveling. She is also a Holistic Nutritionist (AFPA) and is studying for her Personal Trainer certification. Previously, she was in equity research at a Manhattan-based family office. Caroline is a graduate of The King's College (in New York City) with a B.S. in Business. She is actively involved in several nonprofits and is a trained facilitator for Generous Giving. She can frequently be found hiking, skiing, or enjoying coffee with a friend; she is currently training for her second marathon in the mountains.

Patrick Payton

Patrick served as the founding and Senior Pastor of Stonegate Fellowship in Midland, Texas from 1999 through the Fall of 2018; a multi-site congregation with over 5,000 in attendance. Prior to starting Stonegate Fellowship, Patrick established and grew careers in the food service sales, marketing, and brokerage sectors throughout Oklahoma and through various national relationships with vendors and multi-restaurant operators. Since his October 2018 retirement from Stonegate Fellowship, Patrick has begun The Payton Group, LLC, a leadership, coaching, consulting, and performance organization committed to personal and organizational success and excellence. In 2015, Patrick was selected to the inaugural class of the Presidential Leadership Scholars initiative. He has met personally with world leaders from the President, halls of Congress, the United Nations, and others. Patrick has been married for 34 years and has three children and five grandchildren.



AVAIL

KEEPING PEOPLE AT THE
HEART OF THEIR OWN STORY

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

availnyc.org

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