

Annual 2024 *Report*



AVAIL

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2024 at a Glance

The measurable impact of Avail

78,957

Clients

50 states and
105 countries/
territories

2,577

In-person and Virtual
Appointments

\$63

Average Cost per Client

Service Locations for
Better Clarity Clients

68%

Decision-making clients
(in-person and virtual) chose
to carry to term

195,584

Services Rendered

30 states and
10 countries

Service Locations for
In-Person and Virtual Clients

\$23.01

Average Cost per Service



Client Advocate, Nohemi, with her client's baby



Client, Starr, with her daughter, Heavelynn



Managing Director of Client Services, Meredith, with her client and client's son

CEO Letter

As I reflect on 2024, I am amazed by the story God is writing through Avail. For years we have prayed. We have invested in research, taken risks, innovated in the face of challenges, and kept client needs as the north star of our work. And for years, you have partnered with us. We could not do this work without you. Time and time again, when obstacles seemed insurmountable, God reminded me how much He loves the women, men, children, and families we serve. He is the God who sees. None escapes His eye. And we want no one facing a past or present unintended pregnancy to escape our eyes, either! That is why Avail exists—to love the many and the one, and to love the many as if they are the only one. Join me in celebrating what God has done through us!

Going to Those We Serve

Back in 2019, we felt a call from God to reach women facing unintended pregnancies who had never before been reached. We asked ourselves, *where are these people, and how do we meet them?*

Research confirmed what we were already seeing in client appointments: people born after 1998 are turning to the internet for answers instead of going to in-person service centers or care providers. According to a 2021 study by the Public Library of Science, 87% of women across the U.S. facing an unintended pregnancy will never visit a physical center. Our own numbers affirmed this: 86% of our clients preferred virtual appointments to in-person ones.

Instead, today's generation of young people—and many of us who are not quite as young—turn to Google as our first step when looking for answers. How often do we search things like:

- Quickest ways to treat a sprained ankle
- What is the weather today in [city]
- Best restaurants near me
- Cheap flights to New York

If you're like me, the answer is: *all the time*. This is only more true for our target demographic.

So how do you reach someone who doesn't want to come to you? **You go to them.**

In 2020 we began the process of building an online decision-making program that would meet a technological generation where they are—online—and fill the gap in care. We designed it in response to extensive research into the lives of those who had faced unintended pregnancy and what resources they wished they'd had.

The result was Better Clarity: a dynamic responsive website that offers Avail's best-in-class decision-making support delivered in a relatable and relevant format for those we serve. It is:

- Completely anonymous,
- Accessible anywhere 24/7,
- Private,
- Mobile-friendly, and
- Self-paced.



Better Clarity fits the preferences and needs of those facing a pregnancy decision—enabling them to slow down the urgency to make a decision quickly, explore all the options available to them, and imagine what is possible.

We launched Better Clarity in May 2023, and from the start it exceeded our expectations. In its first eight months, it reached over 10,000 visitors and served over 3,000 clients. 18 months since its launch, Better Clarity has now reached over 1.8 million visitors and served over 80,000 clients.

While these numbers are exciting, we needed to know the impact Better Clarity was having on people's lives—was it really helping them?

Measuring Real-Life Impact

In the early months of 2024, we began testing and quantifying the measurable positive impact Better Clarity was having on our clients' lives. Partnering with a group of professional researchers in the behavior health field, we worked over several months to collect accurate feedback based upon industry standards of psychological wellness.

I am thrilled to report that we have the results of this research and it proves what we set out to do—to see lives changed and impacted.

You will see in more detail in the pages to come that we now have data demonstrating that Better Clarity makes a measurable positive difference in the lives of the women and men who seek support through it.

In 2024 alone we reached 78,266 clients through Better Clarity—a cause for great celebration. But can you imagine being able to reach 100,000, 250,000, or even 500,000 clients per year? I dream of the day when one million clients each year find support for confident decisions and futures of hope on Better Clarity. I dream of the day when it is a household name, the first place people know to look when they face an unintended pregnancy and don't know what to do.

The commitment and love of the Avail community throughout these eventful years is an integral part of this story. You all are a powerful reminder of God's faithfulness to us amidst a world rapidly changing, and I am more grateful for you than I can express. Thank you for your unwavering support of the women, men, and families we are privileged to equip as they make confident decisions and foster futures of hope.

Grace and peace,

Chris Whitford
CEO

Impact Dashboard

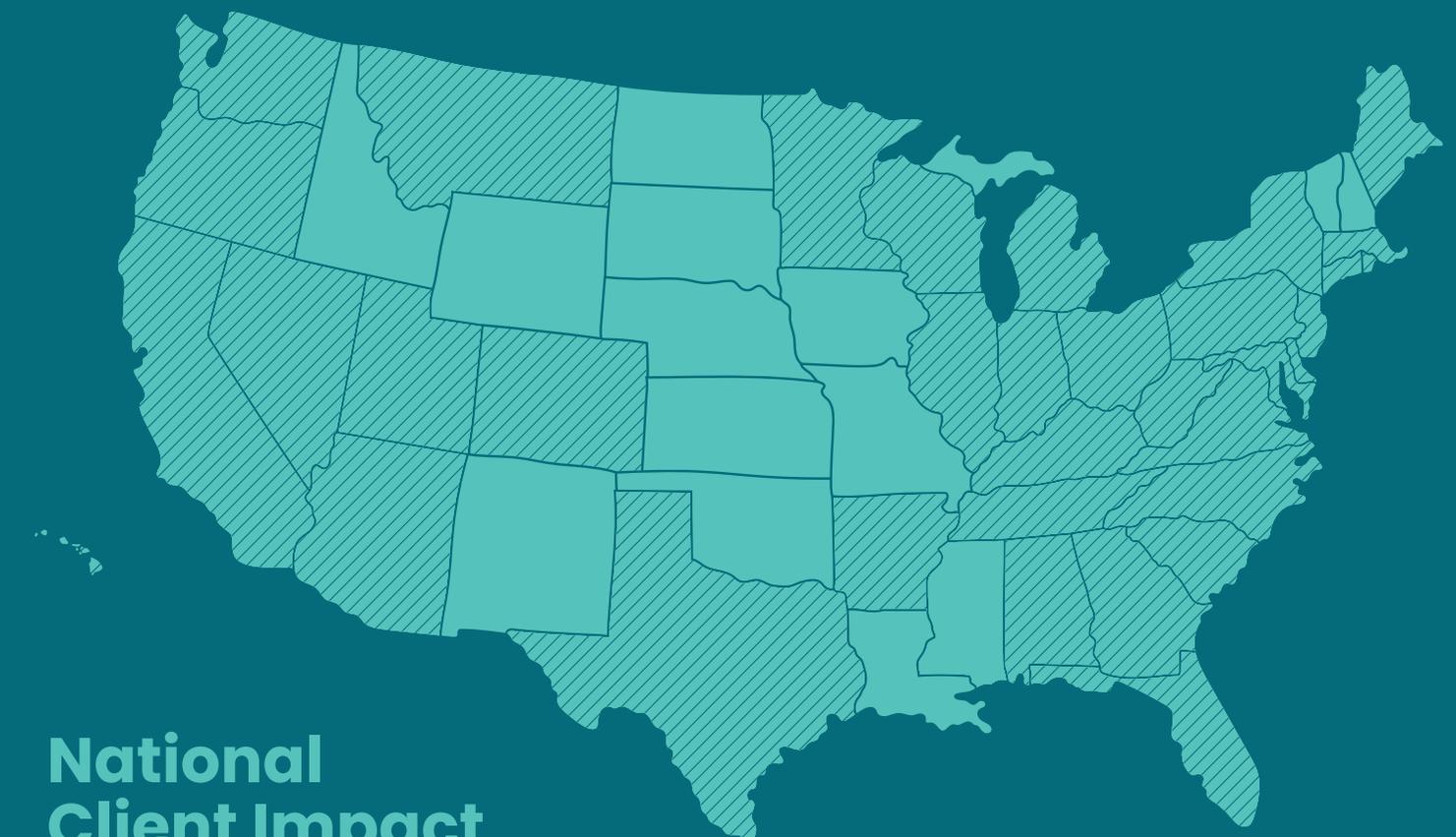
Scope of Care

Scale		
2022	2023	2024
1,260 Clients	4,536 Clients	78,957 Clients
4,469 Services provided to clients	10,141 Services provided to clients	195,584 Services provided to clients
7,065 People helped	35,933 People helped	384,208 People helped
20,988 Services provided to people helped	60,963 Services provided to people helped	803,305 Services provided to people helped

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 represent the scope of our support across the continuum of client care.

Impact		
2022	2023	2024
75% Empowerment Index*	84% Empowerment Index*	81% Empowerment Index*
*Clients whose Empowerment Index score increased		
<p>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 were used for in-person and virtual clients in 2024. In 2025, we will be enhancing our client outcome surveys and reporting across all programs.</p>		

Economy		
2022	2023	2024
\$2,523.22 Cost per client: all clients	\$967 Cost per client: all clients	\$63 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	\$4,248 Cost per client: in-person and virtual clients
N/A Cost per client: Better Clarity clients	\$459 Cost per client: Better Clarity clients	\$26 Cost per client: Better Clarity clients
<p>ECONOMY is the cost per client to provide decision-making and after abortion support across all Avail's care platforms, including both Better Clarity clients and in-person and virtual clients.</p>		



National Client Impact

Better Clarity Clients

All 50 states

Personal Client Advocacy Clients (Striped)

- | | | |
|-------------|----------------|----------------|
| Alabama | Maine | Rhode Island |
| Arizona | Maryland | South Carolina |
| Arkansas | Massachusetts | Tennessee |
| California | Michigan | Texas |
| Colorado | Minnesota | Utah |
| Connecticut | Montana | Virginia |
| Delaware | Nevada | Washington |
| Florida | New Jersey | West Virginia |
| Georgia | New York | Wisconsin |
| Hawaii | North Carolina | |
| Illinois | Ohio | |
| Indiana | Oregon | |
| Kentucky | Pennsylvania | |

Three Avenues of Client Care

Avail began as a response to an unmet need—a friend was unexpectedly pregnant and had nowhere to turn—so our founders created the solution themselves. While much has changed around us since that first woman faced an unintended pregnancy, one thing has remained the same: **we are committed to providing care and services that meet people’s real needs.**

When the Public Library of Science released their 2021 report finding that **87%** of women facing an unintended pregnancy were not going to physical service centers, we knew that the landscape of care had changed and would only continue to do so. Recent studies have found:

-  Gen Zers own an average of **13** different technology products (smartphones, laptops, smartwatches, etc.) and spend around **12** hours daily using those products.
-  **Two out of three** Gen Alpha children, the next generation, have access to a smartphone.
-  **66%** of Gen Zers use digital tools such as wellness apps and fitness trackers to monitor their health.
-  **80%** of Gen Zers trust online reviews as much as recommendations from friends and family when buying a new product.

These trends are all holding true for the next generation, Gen Alpha, who has grown up in a global, online world and whose parents are active on social media.

The future of care is digital. But in the world of unintended pregnancy, nothing existed—until Better Clarity.

By creating a cutting-edge digital decision-making program, we positioned ourselves as pioneers in the landscape of pregnancy care, addressing this gap of care created by today’s tech-savvy generation. Our dynamic, responsive website delivers Avail’s top-tier decision-making support in a relatable and engaging format tailored to meet the needs and expectations of Gen Z. As a result, we’ve successfully reached a previously underserved population of women and men facing unintended pregnancies.

Where Avail has been, where Avail is today, and where Avail is going tomorrow are all motivated by one question:

How can we serve our clients most effectively?

As the chart on the following page shows, we will continue to listen to the needs of our clients and innovate to meet them—**because the best care is the most accessible care.**



Explore Better Clarity yourself using the QR code or visiting www.betterclarity.com

	In-Person Client	Virtual Client	Better Clarity Client
2024 Numbers:	90	601 (6.67X more than in-person)	78,266 (130X more than virtual)
Cost Per Client:	\$4,248		\$26
Geographical Availability:	NYC	All 50 states	All 50 states but accessible worldwide
Service Location:	Avail’s office	Zoom	BetterClarity.com
Delivery of Care:	Client Advocate	Client Advocate	Self-guided
Service Timeframe:	24-48 hours	24-48 hours	Instant
Resolves Barriers to Care:		<ul style="list-style-type: none"> ■ Transportation ■ Childcare 	<ul style="list-style-type: none"> ■ Transportation ■ Childcare ■ Making an appointment ■ Waiting for appointment ■ Time off from work/school ■ Privacy concerns
Remaining Barriers to Care:	<ul style="list-style-type: none"> ■ Making an appointment ■ Waiting for appointment ■ Transportation ■ Childcare ■ Time off from work/school ■ Privacy concerns 	<ul style="list-style-type: none"> ■ Making an appointment ■ Waiting for appointment ■ Time off from work/school ■ Privacy concerns 	
Programs Currently Available:	<ul style="list-style-type: none"> ■ Decision Making ■ Pregnancy and Parenting ■ Male Services ■ Healthy Relationships ■ After Abortion 	<ul style="list-style-type: none"> ■ Decision Making ■ Pregnancy and Parenting ■ Male Services ■ Healthy Relationships ■ After Abortion 	<ul style="list-style-type: none"> ■ Decision Making ■ Male Services
Years Active:	1996-present	2020-present	2023-present

Better Clarity Effectiveness Study



What makes Better Clarity stand out among other self-guided mental health intervention programs is that your clients have a definable problem and an urgent need for a solution. The data we found show that people are engaging authentically with Better Clarity—they are actually using it to address their real problems and finding that it provides the solution they were looking for.”

- DR. ANDREW SMITH

*Effectiveness Study Lead Researcher
Assistant Professor at Dartmouth
Research Professor at the University of Colorado
Founder of Radix Health*

In 2024, Avail partnered with Dr. Andrew Smith to study how Better Clarity helps women make healthier decisions within the first seven days of discovering an unintended pregnancy. A total of 1,728 people across the U.S. participated, making this the first study of its kind in the field of pregnancy care.

We're excited to share that the study found significant improvements in key areas that facilitate healthy decision-making. After just one session with Better Clarity, participants showed:

- **Significantly increased confidence in handling challenges**—they felt more capable of managing the emotional and external pressures of an unintended pregnancy.
- **Significantly increased ability to imagine multiple outcomes**—they were better able to adjust their thoughts, see challenges from different angles, and regain a sense of control.

These early results are remarkable. They show that Better Clarity's unique self-guided support system is truly helping people—it's enabling them to make a confident decision. This research opens the door for even more in-depth studies to improve and expand how we support those facing an unintended pregnancy.



Most Popular Sessions:

- Getting You Back in Control
- Find Better Clarity
- Processing Dilemmas You Are Facing
- Getting Clarity on Your Decision
- Strengthen Your Resilience
- Facing Challenges with Strength

Client Demographic:



Client feedback on the survey:

- “I feel seen”
- “I'm feeling hopeful”
- “My friends don't get me, but you do”
- “I need this, you made a difference”
- “Found hope in your words”
- “You are helping me build confidence”

Hear Dr. Smith discuss the results of the effectiveness study:



Financials

Sustained Expansion

In 2024, \$4.58mm was generously invested in our work. While maintaining a similar level of revenue compared to the past two years, we were able to reach 74,421 more clients than we did in 2023, which speaks to the scalability and increased efficiency of Better Clarity.

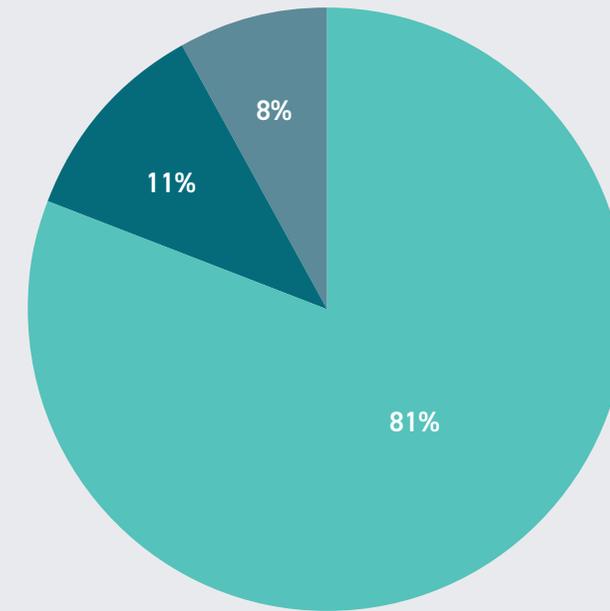
GIVING VS. EXPENSES



TOTAL GIVING **TOTAL EXPENSES**

Thanks to our cash reserves and reduction in operations costs, we were able to cover all 2024 expenses. In 2025 we are committed to continuing to steward well the resources entrusted to us by our investors for near and long-term missional impact.

2024 FUNCTIONAL EXPENSES



PROGRAM **FUNDRAISING** **MANAGEMENT & GENERAL**

72%
Donor retention rate

24%
Donors increased their giving in 2024



Jala's Story

It was 2022. I had just moved from my home in the Bronx to Virginia to launch my own catering business. I was a single mom of a beautiful daughter, and my dream career was starting to take off. Then I found out I was pregnant. The father was not someone I wanted to be in the lives of my daughters, and I didn't know what to do.

I couldn't see a way to continue running my business and single parenting on top of a new baby. Everything I had worked for felt jeopardized.

I Googled "free support for women" and found Avail. The first advocate I talked to there made me feel so comfortable. She said that they would support me whatever I chose to do, and I remember thinking, *You've already decided. This is your baby. You're going to do this. You'll figure it out.*



JALA'S STORY

So I threw myself into everything that Avail had to offer. I took classes on breastfeeding, postpartum depression, and bringing home a newborn. From those classes I earned points and got maternity clothes and months' worth of diapers. I also got to meet with Avail's financial coach who ran free financial workshops and helped me improve my resume.

Even though I had my second daughter in Virginia, Avail stayed with me from afar. Almost two years later, I still sometimes join the weekly meetups on Zoom where moms can come and discuss whatever's on their mind. I also qualified for rent assistance, which is huge. As a self-employed single mom of two, money is always tight. But Avail makes it easier.

My daughters and I are thriving here in Virginia. We have a little garden behind our apartment, and they love helping me with my business.

Avail played a huge role in where I'm at now. From referrals to churches to the rent assistance, my experience with them has been everything to me. Overall, the Avail umbrella has been amazing.

- Jala



JALA'S STORY



Read Jala's full story and more client testimonies at the QR code or go to www.avail.community/stories/jala

Notable Highlights

Partnership with YouVersion

An avenue of care we expanded in 2024 was our devotionals on the popular Bible app YouVersion. We launched three new devotionals in partnership with them, and we have been amazed by their impact.

BY THE NUMBERS:

4 devotionals

are now offered: our original decision-making devotional, "God Is with You in the Unexpected," is now available in Spanish, and we added English and Spanish versions of "Hope after an Abortion."

9,912 people

have subscribed to these seven-day plans.

3,791 people

have completed one of these plans.

131 countries

where people have completed a plan.

These devotionals are based on our 28 years of experience walking with people through making a decision about an unintended pregnancy or processing a past abortion. They include referral links to resources on our website and appointments with our advocates so that those who find us through YouVersion and want more support have access to the whole Avail network. We are grateful for this opportunity to reach even more women and men in their moment of need.



Caryn's Story

In the middle of the night in South Africa, Caryn was reading the YouVersion Bible app when she found Avail's devotional on hope after abortion. A few minutes later, she was scheduling an appointment with an advocate half a world away.

When Caryn first talked to an advocate, she felt like she could finally exhale. She'd had an abortion recently, and she didn't know what to do with the emotions that had arisen. Her advocate told her that she wasn't alone in experiencing these emotions—and they didn't have to control the rest of her life.

Talking with an advocate gave Caryn the courage to share her experience with her friends who embraced her with love and compassion instead of the judgment she feared. She told her advocate, "I am so grateful for Avail. I thought I was so alone. Dealing with this gave me the courage to even talk to people in my circle."

After Abortion Support Group Pilot

In June, we launched a pilot opportunity we have been working toward for a long time: expanding our after abortion care nationwide by equipping and certifying partners to lead After Abortion Support Groups through Avail's nine-week curriculum.

This training incorporates practical instruction and a wealth of materials and resources we have used to build out our high-demand program. Avail will provide ongoing support and best practices to partners utilizing our trademarked curriculum.

The feedback so far has been incredible, and we are grateful for the opportunity to share our time-tested approach to after abortion care with other organizations who want to walk with women toward freedom and healing in 2025.

3

organizations trained to lead After Abortion Support Groups, with 21 women trained as facilitators

3

After Abortion Support Groups completed through organizations we trained, two in English and one in Spanish

Parenting Services

Our pregnancy and parenting resources provide vital support for clients, many of whom are single parents or have little to no support from family or friends. These valued services include: classes led by registered nurses on labor, birth, and breastfeeding; weekly moms' meetups where clients encourage each other as they navigate the world of motherhood; and subsidies for affordable mental healthcare, housing, and childcare. Here are a few highlights:

12

clients enrolled in our partnership program with Every Mother's Advocate

108

baby supply items distributed through our Earn While You Learn program

247

appointments with our spiritual care chaplain

Healthy Relationships Curriculum Partnership

This year we also partnered with the organization Baby and Mother Bonding Initiative (BAMBI) which helps incarcerated mothers in Houston, TX, spend crucial bonding time with their babies and young children. This program is using our Healthy Relationships Support Group curriculum to structure weekly meetings with these mothers. We are excited to see how this partnership empowers women in at-risk communities to make healthier choices in their relationships, which strengthens their communities and helps prevent unintended pregnancies in unhealthy relationships.

8

women on average attend the group a week

Men's Services

Men have their own complex experiences with unintended pregnancies, and their voice is usually the most important in a woman's confidence in making a pregnancy decision. But cultural pressures, social norms, personal histories of trauma, and other factors make them very unlikely to reach out for help. The numbers below reflect years of effort to engage with a difficult-to-reach population, and we are honored to have walked with these men through their stories.

42

male clients

92

appointments

11

New Fathers Group meetings



Angel's Story



Angel first came to Avail looking for help navigating her unintended pregnancy. She was only nineteen and felt stuck in an incredibly difficult relationship with a physically and verbally abusive man. But the very day she decided to break up with him was the day that she found out she was pregnant. She felt trapped. She didn't have enough money to buy herself a sandwich, much less raise a child, and she felt that she could not confide in her parents, who were disappointed with many of her decisions.

Overwhelmed by these obstacles, Angel just wanted to get the situation over with, and she scheduled an abortion appointment. But with Avail's support, she ended up choosing a different path. Her client advocate listened to her story, explained the different resources and options available to her, and reassured her that what she sensed deep down was true: she could be a mom.

She had a moment of revelation: *"I realized, even though things felt overwhelming and impossible, if I could just find the right support I could do it—I could be a mom."*

As Angel processed the situation with her advocate, she found the courage to tell her family about the abuse she was experiencing and began setting boundaries. The support she found at Avail throughout the rest of her pregnancy helped her focus on preparing to be a strong and committed mother to her baby boy, Miles.

After Miles' birth, Angel joined Avail's Healthy Relationships program. Through lessons she learned in the program, she realized that it was better to end communication with the father of her baby to protect herself and her son. Her new boyfriend soon joined her in meetings with her advocate, and they began building a strong relationship for themselves and for Miles.

As Angel shared, *"I'm not just yet where I'd like to be, but soon I will be, and I'd do it all over again if it meant I would have my son, Miles. Thank you to Avail once again for all their help in bringing me and Miles to this place!"*



Read Angel's full story and more client testimonials at the **QR code** or go to www.avail.community/stories/angel

A Note from the Chair

Faithful friends,

Ten years ago I joined Avail's board. Its person-centered, apolitical approach struck me then, and now, as the most effective way to help women and families facing unintended pregnancies.

A decade on, this approach has proven adaptable to an extraordinary degree. Who could have foreseen Avail's evolution from local resource to national lifeline? Perhaps it is less surprising in light of the resilient, creative, and wise team Avail has always attracted. Their leadership, and that of my fellow directors, gives me confidence in the future.

Nonprofit giving has declined 10% nationally since 2021, but Avail has continued to grow. Last year we strengthened our infrastructure and team to ensure we remain a steady presence for those who need us most.

And that need is staggering: each year, two million women in the U.S. face an unintended pregnancy. Behind them countless partners, families, and communities are also affected. Avail hears their stories daily, reminding us why our work must continue.

Avail's DNA is to change tactics, never principles. We operate flexibly in order to amplify the impact of your investment in us even as political, legal, and cultural circumstances evolve ever faster. The 2025 budget reflects this priority on streamlined operations, maximizing capacity while ensuring every dollar is used effectively.

I am proud of what Avail has accomplished, and still more grateful for your partnership. Your continued investment allows us to step into this next chapter with confidence. On behalf of my fellow directors, thank you.

Respectfully,

Duncan Sahrner
Board Chair



Client, Julie, and her baby girl



Volunteer Advocate, Liz, with her client's baby



Client, Luis, and his son at an Avail Christmas event

Board of Directors

Our current board of directors is:



Maggie Chung



Patrick Payton



Duncan Sahner
BOARD CHAIR
AND TREASURER



Jerry Skillett



Caroline Swenson
SECRETARY



Chris Whitford
CEO

AVAIL

LEARN MORE ABOUT OUR IMPACT
AND EXPLORE WAYS TO GIVE AT
WWW.AVAIL.COMMUNITY



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

115 West 45th St., 4th Fl.
New York, NY 10036