

# 2025 Annual Report

Avail





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# At a Glance

**58,197<sup>†</sup>**

clients served

**\$76**

average cost per client

**76,022**

services rendered

**\$44.42**

average cost per service

**50** states

where people have found support through Better Clarity.

**32** states

where clients have received virtual one-on-one care.

<sup>†</sup>Full-year metrics for 2025 Better Clarity clients are estimates extrapolated from actual BetterClarity.com engagement prior to the onset of a malicious spam attack that contaminated Avail's web analytics for June through December. This total includes people who received one-on-one help from Avail's Care Experts, people who used Avail's YouVersion Bible studies, and estimated Better Clarity Clients. This note also applies to the client numbers listed on pg. 6.



# From the CEO

**Thirty years ago, I helped found Avail with a simple belief: every person facing an unintended pregnancy deserves compassionate support. What began in NYC has now grown into a trusted nonprofit serving men and women across the country. Our mission has remained constant, even as the world around us has changed.**

As we prepare to celebrate 30 years of service, we are stepping into the future with the launch of our national brand—a milestone that reflects our decades of faithful commitment to person-centered care.

Over the past five years, our care has expanded across the country and it became clear our brand needed to grow with us. Moving into a national space requires a clear, consistent, and compelling invitation to join us.

This national brand is a clear expression of who we are—allowing us to meet people where they are with greater consistency and trust. It unifies our voice, sharpens our message, and ensures that the enduring values which have guided our work remain recognizable.

The national brand will help drive meaningful growth, helping us reach more clients who need our support, attracting more investors who share our vision, engaging more volunteers who want to serve, and building partnerships with more care organizations.

As we look ahead, our focus remains clear: expanding access to our compassionate, confidential care at no cost as we pursue our goal of serving one in five women navigating an unintended pregnancy each year by 2035.

Thank you for being a builder of hope that God is using to bring futures of hope to women and men across the country who are facing unintended pregnancies or a past abortion experience.

Grace and peace,

**Chris Whitford**  
CEO



# Impact Dashboard

SCALE			
2022	2023	2024	2025
<b>1,260</b> clients	<b>4,536</b> clients	<b>78,957</b> clients	<b>58,197<sup>†</sup></b> clients
<b>4,469</b> services rendered	<b>10,141</b> services rendered	<b>195,584</b> services rendered	<b>76,022</b> services rendered

**SCALE** encompasses all clients served across all platforms and total services provided across all programs—including facilitated and self-guided.

## Why We Measure Hope and Confidence

For women and men facing an unintended pregnancy, fear and uncertainty can feel overwhelming. Without hope and confidence, it's easy to feel powerless, unsure, and alone in navigating decisions about wellbeing, family, and future. In that state, decisions are driven by a feeling of crisis. That is why hope and confidence matter: they change the internal condition that drives external outcomes.

Hope transforms fear into possibility. Confidence, reinforced through trust and consistent support, empowers individuals to make choices aligned with their values and needs. Trust begins when a client is greeted by name, listened to without judgment, and given space to share their story. Through steady support, fear quiets: I am not alone.

As clients ask questions, set healthy boundaries, attend appointments, and access resources, external support fuels inner strength. That shift moves someone from reacting in fear to responding with hope. This is where outcomes shift—healthier decisions, stronger relationships, and long-term stability. We measure hope and confidence because they shape the trajectory of our clients' futures.

IMPACT			
2022	2023	2024	2025
<b>75%</b> empowerment index	<b>84%</b> empowerment index	<b>81%</b> empowerment index	<b>77%</b> empowerment index*

**\*IMPACT** is measured using our Empowerment Index, which is based on the Post-Traumatic Growth Inventory (PTGI)—a validated, gold-standard assessment tool designed to measure positive psychological growth following stressful or life-altering experiences. New to 2025, the PTGI evaluates growth across five core domains. These domains directly influence a woman's ability to make confident decisions and move toward a future marked by hope when facing an unintended pregnancy.

ECONOMY			
2022	2023	2024	2025
<b>\$2,523.22</b> cost per client: all clients	<b>\$967</b> cost per client: all clients	<b>\$63</b> cost per client: all clients	<b>\$76</b> cost per client: all clients

**ECONOMY** measures the average cost required to holistically support an individual client based upon their unique needs and care preferences across all programs.



# Amber's Story

**I remember standing in my bathroom, staring at the pregnancy test as if it might change if I looked at it long enough. Two lines. Clear as day. And yet my mind couldn't process what my eyes were seeing.**

I wanted to cry, but I didn't even know why. Was I happy? Had I just ruined my life? The shock was so intense it felt physical, almost traumatic. It pulled me backward into a season of my life I had fought hard to leave behind. Everything felt loud and silent at the same time.

I was scheduled to leave the country in a few weeks. I was already anxious about my health. And now this.

I didn't know what to do next.

I didn't feel safe telling anyone. Not my friends. Not my family. Not even the baby's father. We had only been together about six months, and there were already red flags I couldn't ignore. He didn't seem concerned about me or the baby. His behavior made me uneasy. Instead of feeling supported, I felt more alone than ever.

So I did what so many women do in that moment. I Googled: "free pregnancy test" and "cheaper pregnancy help." That's how I found Avail.

I expected a clinical approach. Cold, busy, uninterested in me.

Instead, I felt warmth. I felt welcomed. I felt safe.

No one rushed me. No one judged me. No one minimized what I was carrying – physically or emotionally.

When I met with my Care Expert, I couldn't believe the words coming out of my mouth. I was saying things I hadn't even admitted to myself. I felt embarrassed. I questioned whether I even deserved support.

But she didn't flinch. She didn't correct me. She didn't shame me. She listened.

And somehow, in that moment, I started to believe that maybe I could do this.

Avail encouraged me to take delivery support classes, conflict resolution classes, and financial education classes. They connected me to legal help when I needed it.

Their network of referrals changed my life. Through Avail, I was able to receive free counseling sessions. I worked through trauma I didn't even realize was still shaping me. I learned how to become the kind of mom my daughter deserves—not just someone surviving, but someone healing.

Things with her father aren't perfect, but I've learned how to pause, process, and respond instead of react. I've learned to set boundaries. I've learned to ask for help. I'm not the scared, isolated woman I was in that bathroom.

And Avail is still there.

I continue to meet with my Care Expert. She checks in. She encourages me. She reminds me I'm not alone. This past Christmas, they sent us a box of Christmas presents. My daughter adored the book inside. I loved the journal. They even included gift cards so I could buy my daughter a present. It may sound simple, but to a mom trying to rebuild her life, it meant more than I can explain.

***Sometimes I still struggle. Some days are heavy. But when I look at my daughter, I see hope. I see purpose. I see the life that felt almost impossible.***

Avail didn't just help me through a pregnancy. They helped me become a mother. And because people chose to support this work, my daughter and I are standing here today—stronger, steadier, and not alone.

# Client Care Impact



At Avail, we serve people through two avenues of care: one-on-one virtual support and self-guided support. Within these avenues of care, we provide emotional, mental, relational, physical, and spiritual support that help our clients achieve futures of hope and possibility.

One-on-one facilitated support is available through conversations with a trained Care Expert. These sessions happen online from anywhere in the United States.

Self-guided support is available anytime through Better Clarity, our confidential digital content platform. It's a private space to reflect, explore your thoughts, and move at your own pace.

**Some notable highlights from 2025 include:**

- Clients were equipped with a guided decision-making journal to bring clarity and confidence during an often overwhelming season
- 41 after-abortion support group sessions provided space for healing, restoration, and hope
- Launched “The Road Forward” on YouVersion—a 7-day devotional created specifically for men seeking after-abortion support
- Expanded access to care by offering our Healthy Relationships Support Group in Spanish
- Hosted specialized classes to help clients establish healthy personal boundaries
- Mobilized donor support to provide emergency SNAP assistance when benefits were delayed for families in crisis
- Assembled and delivered 48 Christmas care boxes to encourage and bless client families
- Introduced text-based appointment scheduling to remove barriers and make care more accessible and immediate

## National Partnerships

We partner with dozens of organizations across the country that strengthen our mission and help provide a continuum of care for those we serve – no matter where they’re located. Below are just a few of the many we’re proud to collaborate with:

 **YouVersion**

A free digital Bible app designed to help people build daily spiritual rhythms.

**Two New Devotionals Expand Our YouVersion Library to Seven Plans**

1. Men After Abortion: The Road Forward—a 7-day devotional for men seeking healing after abortion
2. Relationships That Flourish—a 30-day devotional on finding security in Christ and building healthy connections

**Impact:**

- **23,514** subscriptions
- **6,216** people completed Avail devotionals on YouVersion
- **11** individuals discovered Avail through the YouVersion app
- **1,655** people clicked on Avail's website link to check us out (from YouVersion)

**thrivent**

A faith-based financial services organization providing pro bono support to help individuals align their finances with their values.

**Support for Clients**

- Two financial wellness workshops hosted for Avail clients
- 13 clients attended in 2025
- All Avail clients receive access to three free money-coaching sessions through the Money Canvas Program

**betterhelp**

An online therapy platform connecting clients with licensed counselors for mental health support and self-care, with sessions subsidized through our partnership and donor generosity.

**Support for Clients**

- Access to Counseling
- Avail provided 96 free counseling sessions to clients in need

# National Brand

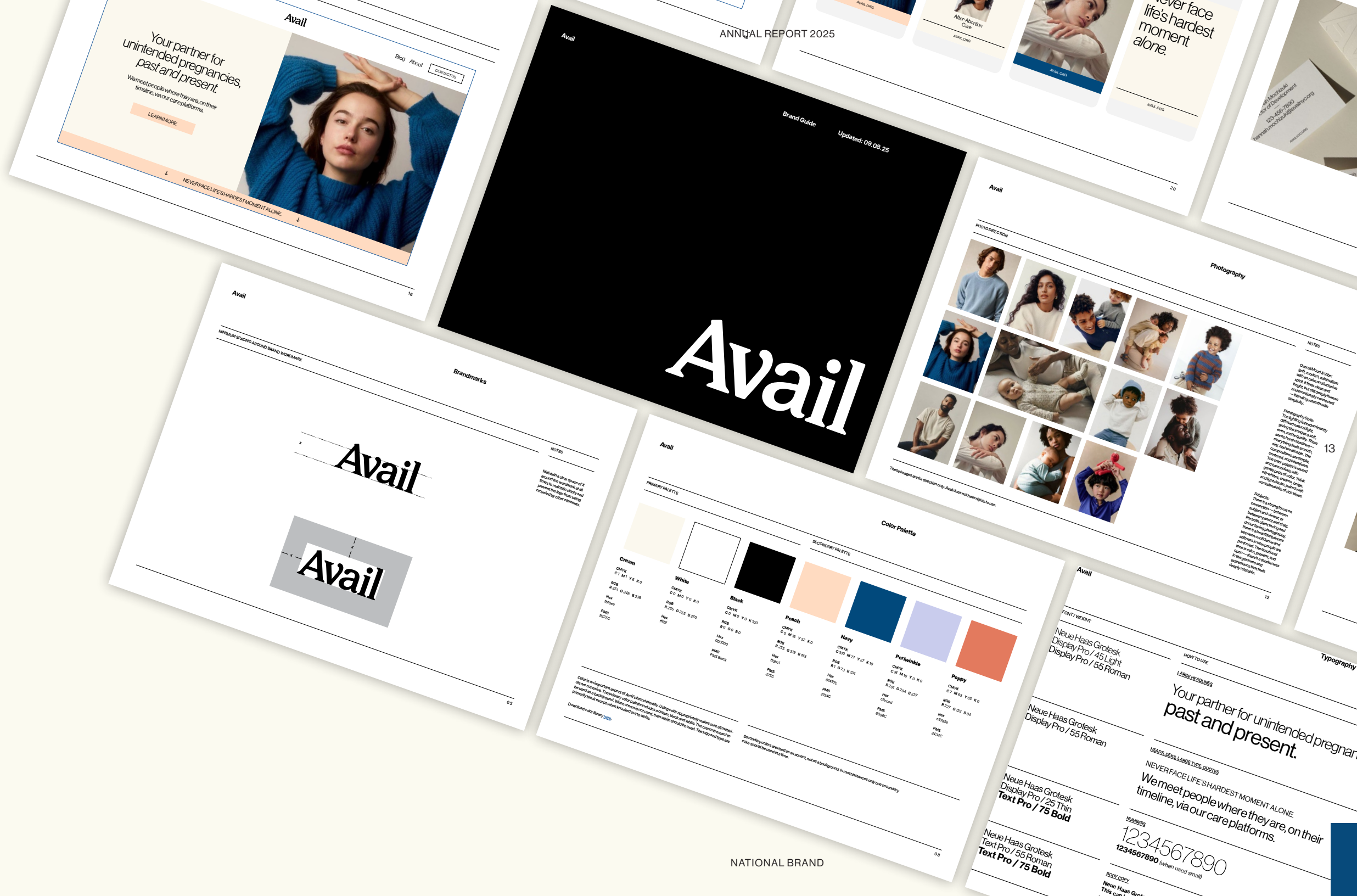
This year marks a pivotal moment for Avail with the introduction of our new national brand. As we expand into a national presence, our brand needs to better reflect who we are today and where we are headed next.

Each year, approximately 2.3 million women in the United States experience an unintended pregnancy. Most go online first—making a decision in less than seven days—and do so without ever speaking to another person. In these moments, it is not simply what they find online that matters, but who they find.

Over the past four years, we have intentionally scaled our care to go to women where they are rather than waiting for them to come to us. Today, we offer a continuum of care for women and men at every point in the decision-making journey—meeting people how and when they want support, for as long as they want it.

Now serving nearly one million clients from all 50 states, we recognized the need for a master brand that clearly represents who we are, what we offer, and the hope we provide. This thoughtful, 10-month collaborative process resulted in a unified brand system designed to support our growth and next chapter.

You can view our new national brand at [avail.org](https://avail.org). It reflects our readiness to meet women and men quickly, compassionately, and meaningfully as we pursue our bold goal: to serve one in five women navigating an unintended pregnancy each year by 2035.

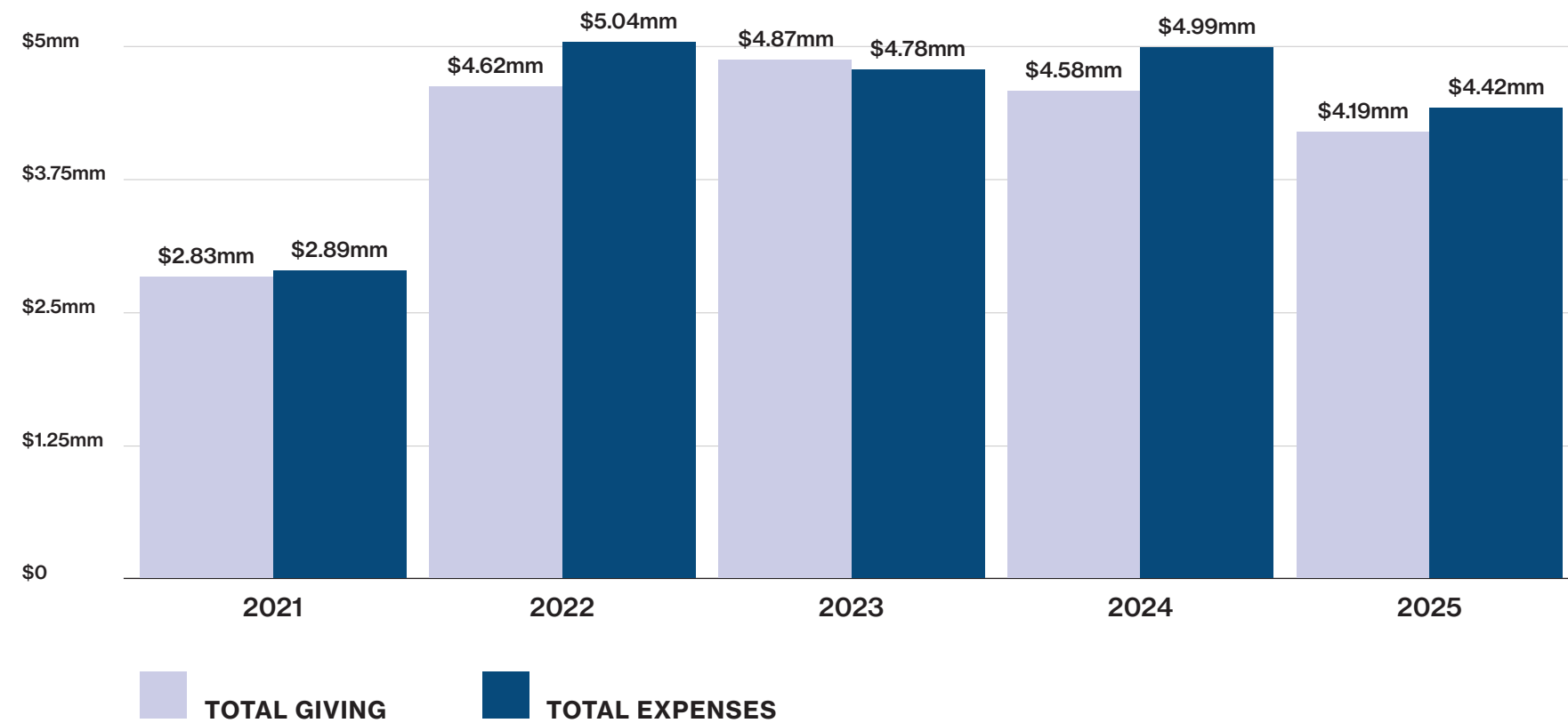


# Financials

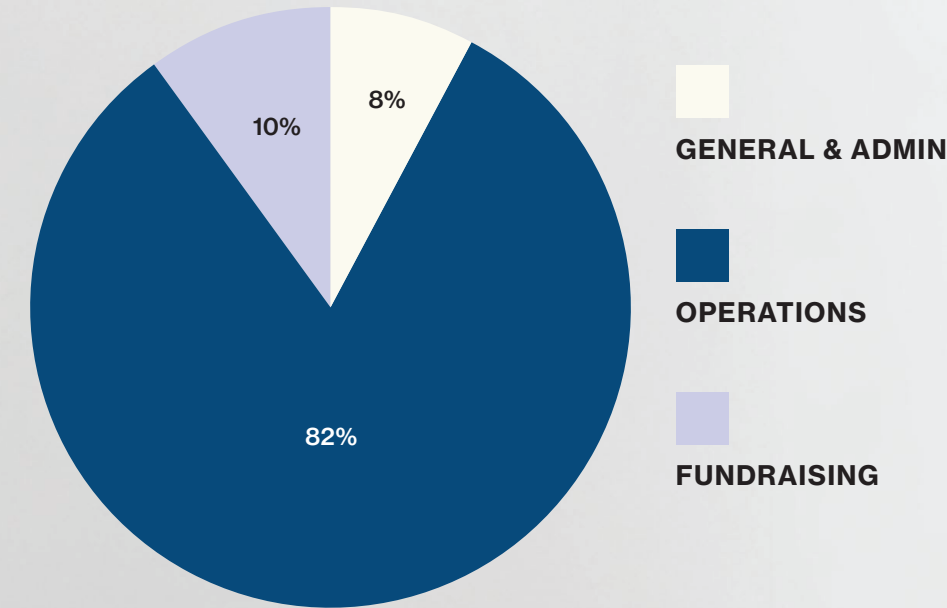
## Your Giving at Work

Your support helps individuals facing an unintended pregnancy receive emotional, relational, spiritual, and practical care. Our commitment is simple: steward every financial gift wisely and ensure it transforms lives in meaningful ways.

Giving Vs. Expenses



2025 Functional Expenses



# Maria's Story

**I still remember the moment everything changed. I was standing in my childhood bedroom, packing my life into two suitcases. I was preparing to move to the United States to work as a nanny. I had a plan. A timeline. Dreams that felt carefully mapped out.**

And then I found out I was pregnant.

The news didn't feel like joy. It felt like everything I had built collapsed at once. How could I move to another country and carry a pregnancy? How could motherhood possibly fit into the life I had just arranged so carefully?

I was afraid and so confused. I couldn't see a path forward. Unable to imagine how all this could work, I made the painful decision to take the abortion pill.

But life did not unfold the way I expected.

After arriving in the U.S., I continued feeling pregnancy symptoms. At first, I blamed stress. The move. The adjustment. The exhaustion. But deep down, I knew something wasn't right.

After my doctor confirmed that I was still pregnant, I was overwhelmed.

This time, though, my fear felt different. Instead of panic, I felt something I can only describe as a second chance.

It's hard to explain, but in that moment, I began to see my pregnancy differently. Not as a mistake. Not as a disruption. But as an opportunity God was placing in front of me again.

So I decided to continue my pregnancy. And immediately, a new wave of questions rushed in.

What do I do now? Where do I go? Who can help me?

Being far from my home country made everything feel overwhelming. Yes, I had friends and family who loved me, but distance changes things. I felt alone in a place that already felt foreign.

As my pregnancy progressed, I had to leave my job. The stability I thought I had disappeared. I needed help more than ever and that's when I found Avail.

From my very first appointment, something shifted. I felt peace.

I was met with kindness. With patience. With compassion. My Care Expert didn't rush me. She didn't lecture me. She didn't make assumptions. She listened. And for the first time in a long time, I felt safe.



Every time I met with her, I left lighter. Even my partner noticed. He would tell me I looked better after every appointment. He was happy about the pregnancy and wanted to be a dad. But even with his support, there were emotions I didn't know how to explain to him. Sometimes the people closest to you don't fully understand what you're carrying—not just physically, but emotionally.

At Avail, I could share everything. I could tell my fears, my doubts, my guilt, and my hopes to my Care Expert.

There was no judgment. No pressure. Just thoughtful questions and careful listening. That alone began to change me.

But Avail didn't offer just words. They provided practical resources and clear guidance. They helped me think through next steps. They helped me navigate decisions that felt overwhelming. They walked with me in a season where everything felt uncertain.

Motherhood has changed my life completely. I won't pretend it's easy. I didn't understand how hard it would be until I was living it. But it is completely worth it. I cannot imagine my life without my child now. It almost feels impossible to believe there was a time when I thought I couldn't continue this pregnancy.

Avail met me with compassion instead of condemnation—providing steady support instead of pressure. They reminded me that I wasn't alone, even when I felt far from home.

If I could tell another woman in my situation one thing, it would be this: don't hesitate to reach out to Avail. Being able to speak freely, without fear of stigma, is invaluable. You deserve to be heard. You deserve support. You deserve someone who will walk with you.

***Finding Avail was one of the greatest gifts of my pregnancy. And it changed everything for me.***

# A Note from the Chair

Faithful friends,

Avail's commitment to evidence-based, person-centered care remains as firm today as when I first encountered it more than a decade ago. This approach is the most effective way to support individuals and families facing an unintended pregnancy. Its coherence matters now more than ever as Avail moves onto the national stage.

The launch of the new national brand is more than a refinement of identity—it is a declaration of reach, purpose, and responsibility. The national brand enables Avail to extend its standards of client care and self-guided support to hundreds of thousands of new people across the country, positioning the organization as a trusted and credible voice well beyond its founding context of New York City.

This progress requires Avail to stretch in new ways. But we remain steadfast in mission and principle. A team of uncommon dedication works hard at the staff and board levels to ensure this.

Avail's accomplishments fill me with gratitude for the continued investment of its supporters. Your belief in this work, and, crucially, your prayers, sustain it. My fellow directors and I are honored by the trust you have placed in the staff and us as Avail extends its continuum of care nationwide.

Respectfully,

**Duncan Sahner**  
Board Chair



# Board Members

Our current board of directors is:



**Martha Ackerman**



**Maggie Chung**



**Patrick Payton**



**Duncan Sahner**

Board Chair  
and Treasurer



**Andrew Smith**



**Caroline Swenson**

Secretary



**Chris Whitford**

CEO

# Avail

Learn more about our impact  
and explore ways to give at [avail.org](https://avail.org)

