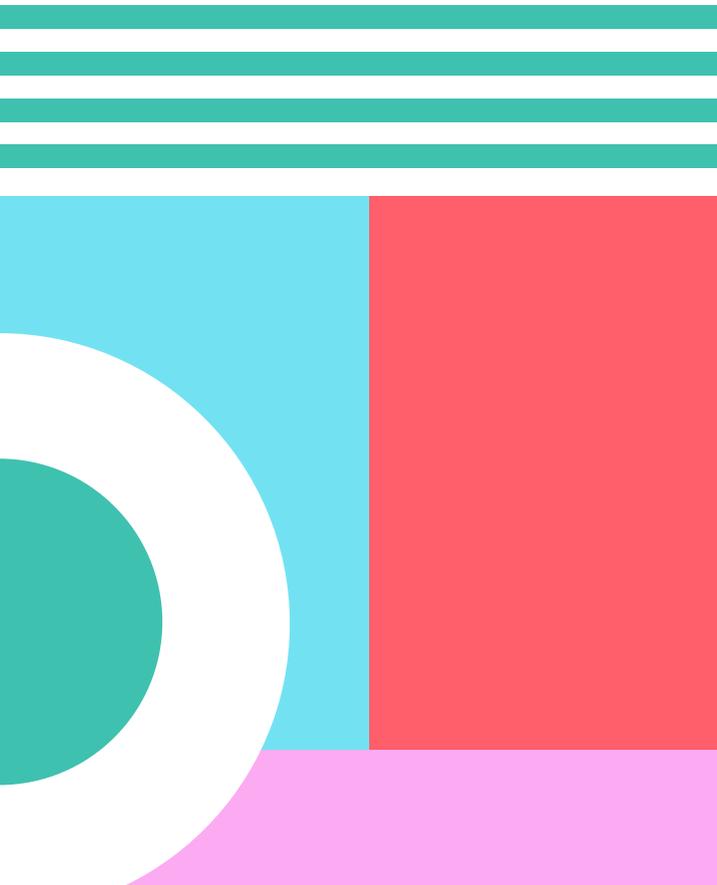




2023 Annual Report

Activities, Financials & Impact



From the Co-founders

What a journey this year (and decade) has been.

From the initial question we posed nearly 10 years ago - [why aren't people in the US talking about abortion pills?](#) - to a campaign to spread this information widely, we've watched as Plan C has grown into a national resource, a recognized creative force, a documentary, and a movement of self-directed access in the face of harmful bans to care.

It has been a journey that has required tenacity and grit, sensitivity and humility. The past year we harnessed the talents of our deeply skilled and imaginative team to spread the word that - in the devastating aftermath of Roe - abortion pills are still available by mail in every state.

We can't imagine any other way to participate in this historic and challenging moment, and we remain so grateful to be able to share good news: abortion pills are real, available, and inevitable.

Thank you for being on the journey with us.

Onward,

Amy Merrill Elisa Wells

Amy Merrill & Elisa Wells
Co-Founders & Co-Directors



Who we are and what we do

Plan C is a public health information campaign and a catalyst for direct access to abortion pills by mail in the US.

Since 2015, Plan C has led the way in normalizing self-directed abortion care in the US, actively increasing awareness of safe and effective abortion pills (mifepristone and misoprostol). We share evidence-based information on how the method works, where it's found online and by mail, and how people are accessing pills and free confidential support services, from any state.

At Plan C our #1 tool is plancpills.org, where we maintain a comprehensive [Guide to Pills](#), which includes tested and vetted sources of pills available through both mainstream and alternate routes, FAQs and referrals to free and confidential support hotlines - information that centers the end user in their decision, allowing them to make the decision that is best for them, especially in states with harmful bans.

As a creative campaign, Plan C works with artists, brands and media to make the method more known and available and tell new stories about abortion access and autonomy over reproductive outcomes.

Plan C operates under a vision of pills in hands: disentangling the method from politics and moving agency over abortion back to the individual.

Learn more at plancpills.org.



2023 & looking ahead

In spite of bans and restrictions, more people are getting abortions across the country, avenues to access abortion pills are increasing, and providers, community support networks, and websites are providing pills by mail options that are more affordable, more convenient and faster than ever.

Public support for abortion is as high as ever.

The public is on our side: recent data show 9 in 10 people in the US support abortion access.

Over the last two years, abortion has been a winning issue on state ballots, including California, Kansas, Kentucky, Michigan, Montana, New York, Ohio, and Virginia.



Messaging from the abortion pill access movement is becoming even bolder.

Alongside a handful of movement partners, we're getting the word out about abortion pill access in restricted states in even more direct ways.

And with the 2024 elections on the horizon, we'll be working to elevate abortion pills in the political conversation and inspire our community to vote.

Shield laws are expanding access to abortion pills by mail.

Six states - California, Colorado, Massachusetts, New York, Vermont, and Washington - have passed "Shield Laws" to protect providers as they offer telemedicine abortion and ship pills to all 50 states. This is a historic development in policy efforts to protect abortion access.



Supporting shield law providers.

Shield laws are not a total or permanent solution, but right now they're a game-changer for abortion pill access. We will continue to secure funding for shield provider care, to ensure equitable access no matter what the abortion seeker's financial situation. We're also helping to spread the word about shield law provision: still a relatively unknown development.

More providers are coming on board to supply abortion pills.

Shield laws have been operationalized by [Aid Access](#) and US-based telehealth abortion startups [Abuzz](#) and [Cambridge Reproductive Health Consultants](#), shipping pills over state lines into restricted states to thousands per month, with sliding scale costs and 2-5 day ship times.



Catalyzing, supporting, and incubating the abortion pill ecosystem.

We know how important the ecosystem of services, hotlines and funds is together, and we'll continue to bolster mechanisms for access to abortion pills and sources of self-managed pills, information and support.

There are more avenues to access abortion pills.

Creating diverse routes of accessing abortion pills is vital to protecting this form of care, especially in light of ongoing bans and potential SCOTUS decisions.

Online vendors are selling pills for as low as \$25. Providers are now supplying abortion pills in advance of need, and new "period pill" services send people the same medications for a late period, no pregnancy test required.



Keeping abortion pills visible.

To keep the momentum going on these exciting developments and capture the public's enthusiasm for abortion, we're expanding our media engagement work: leveraging the PLAN C documentary, building our presence online and at in-person events, activating our community, and exploring creative partnerships.

We also update our Guide to Pills as things change.

Plan C by the numbers

1.8M

Total Visitors to the Plan C website in 2023. Traffic to the Plan C website doubled in the year after Roe fell.

300K

Total click-offs from the Plan C website to other sites: this represents people finding the resources they seek.

40M

Total impressions on social media platforms, both paid and organic.

20B

Total impressions from press and media articles and interviews (yes, that B is for billion!).

123K

Total social media followers on Plan C's active platforms.

1.4M

Stickers and flyers distributed this year.

147

Number of events featuring Plan C representatives, materials or talks.

We also forged 18 on-campus partnerships this year.

\$382,810

Total money given by Plan C to partner organizations: to catalyze access, awareness, and support for on-the-ground efforts around pills by mail.

Key Campaigns & Updates

The Plan C Documentary Premieres at Sundance

Shot over the past four years by award-winning filmmaker Tracy Droz Tragos, PLAN C is a documentary capturing the work of the Plan C campaign and the work of activists and providers who began to mail abortion pills, during the pandemic and in the face of crumbling reproductive rights & access across the US.

See more at plancmovie.com.



Plan C Co-Founders named in Fast Company's Most Creative People in Business 2023

The Plan C co-founders were named as part of Fast Company's Most Creative People in Business list for 2023. This recognition aligned with Plan C's longstanding goal for abortion pills to be in mainstream culture. It credits our team's ongoing work at the intersection of creativity, innovation and public health.

Read the announcement [here](#).



Key Campaigns & Updates, continued



“Know Your Plan C” Campaign Rollout

This year, Plan C launched a new multi-state information campaign to ensure that people know about abortion pills by mail developed with comprehensive research from nonprofit communications agency Public Good Projects and ongoing substantive input from state and local partners. So far the campaign has drawn more than 30M impressions across six states that restrict or ban abortion through radio, digital audio, social media, and Hulu ads.

Visit [KnowYourPlanC.com](https://www.knowyourplanc.com) to view the campaign.



Fighting Digital Suppression, in Coalition

After years of fighting censorship and information suppression online, Plan C joined forces with larger efforts to create solidarity amongst international sexual and reproductive health and research organizations that experience similar challenges.

In 2023, Plan C was an active participant in this coalition to fight Big Tech’s suppression of online abortion information, alongside Amnesty International, Women on Web, Reproaction, Center for Intimacy Justice, and Women First Digital at [RightsCon](#), [Netroots](#), the [UN General Assembly](#) and online.



The Abortion Chatbot Will See You Now

This fall, alongside [ineedana.com](https://www.ineedana.com), the [Miscarriage and Abortion Hotline](#), and other reproductive health and advocacy experts, Plan C advised on the development of new online chatbot, [Charley](#): designed to provide abortion seekers with personalized, direct and comprehensive information about their options, including care methods, nearby clinics, accessing abortion pills, and referrals to support services.

Visit www.chatwithcharley.org to give it a try.



Plan C SMA 101 Workshops + ABCs of SMA

The Plan C Community facilitated monthly online information sessions that drew participation from school groups, activist groups, medical students, and community organizations. The sessions shared information about abortion pills, resources to support abortion seekers, and how to get more involved in advocating for access to pills by mail, with guest speakers from If/When/How, Amnesty International, National Abortion Federation, and Women on Web.

The sessions were an essential entry point for volunteers, supporters and partners. Learn more at [plancpills.org/community](https://www.plancpills.org/community).

What they're saying

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Everything about this process was amazing.

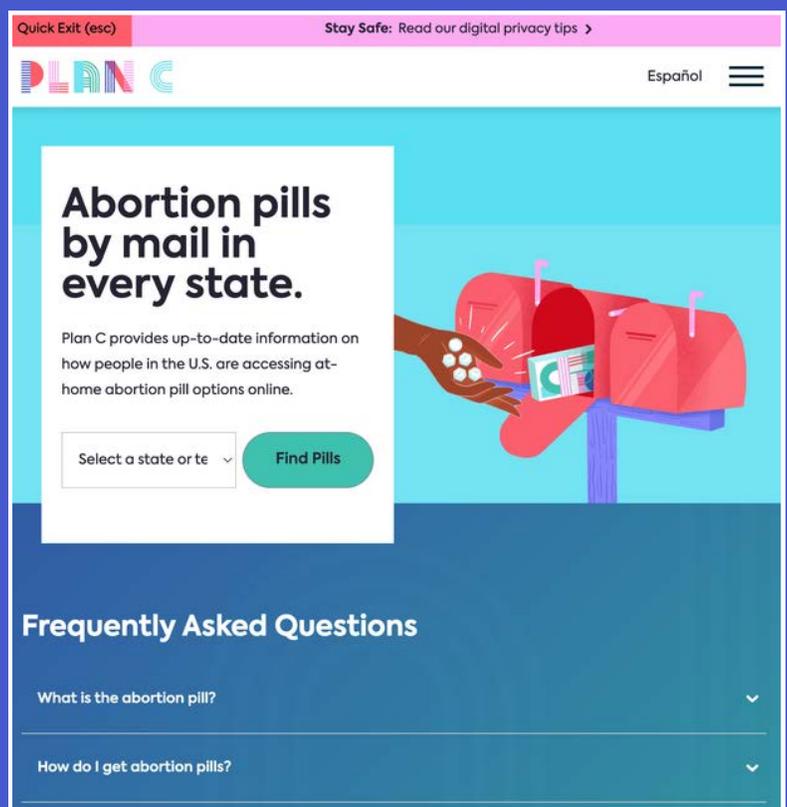
I could do everything at home, in private. Everything was fast, efficient – the people I spoke to were so caring and non judgemental.”

“

I believe that this not only is, but should be, the future of abortion access in our country.

It allows for patient-centered care, and removes a piece of the process that revolves around stigma.

It allows that patient to directly access the services they need without having to confront stigma in the face.”

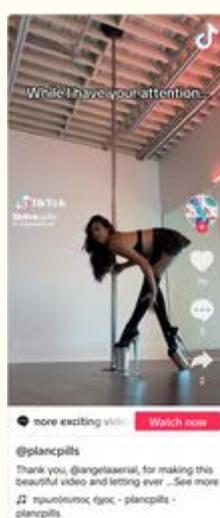


The screenshot shows the Plan C website interface. At the top, there is a navigation bar with "Quick Exit (esc)" on the left, "Stay Safe: Read our digital privacy tips >" on the right, the Plan C logo in the center, and "Español" with a hamburger menu icon on the far right. The main content area features a large white box with the heading "Abortion pills by mail in every state." Below the heading, it states: "Plan C provides up-to-date information on how people in the U.S. are accessing at-home abortion pill options online." There is a search form with a dropdown menu labeled "Select a state or te" and a green button labeled "Find Pills". To the right of the text is an illustration of a hand holding pills and a mailbox. Below this section is a "Frequently Asked Questions" section with two expandable questions: "What is the abortion pill?" and "How do I get abortion pills?".

Creative Partnerships

Check us out on TikTok

Our TikTok following has grown by 11k followers this year thanks to great content by our Partnerships Manager and collaborations with creators like [@angelaerial](#).



Mife + Miso: Animated Series

We worked with Runaway Train Productions and Reel Black Studios to create a series of 4 educational animations with mife + miso pills as the “heroes” of the story. Topics included miso-only protocols, the M+A Hotline, and the availability of pills in advance. Find the videos [on our website here](#).



Day of A at SXSW

The Plan C team took SXSW with a post-Roe panel alongside Planned Parenthood and Center for Reproductive Health and Day of A, an event in coordination with the PLAN C documentary and Future Front TX in support of local partners, which drew hundreds of guests.



Creative Partnerships, continued

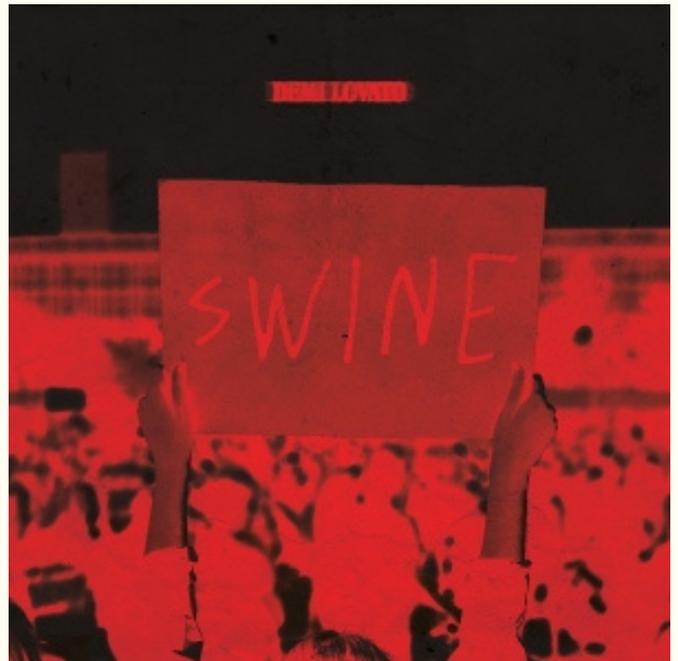
Our first artist-in-residency, Autumn Breon

Plan C partnered with artist Autumn Breon on video content and the launch of her Care Machine: a free vending machine stocked with reproductive and beauty resources. Works appeared at the Crenshaw Dairy Mart and Miami Art Basel, and will continue in 2024 at Frieze and other art & culture festivals.



The Power of Music

Plan C was beneficiary of Demi Lovato's new pro-abortion song launch: 'SWINE' which garnered major press. The team also aligned with artist/musician Amanda Palmer and Runway Productions on a short film about abortion pills by mail set to Amanda's song, "Voicemail for Jill."



Creative Partnerships, continued



Featured in Feminist

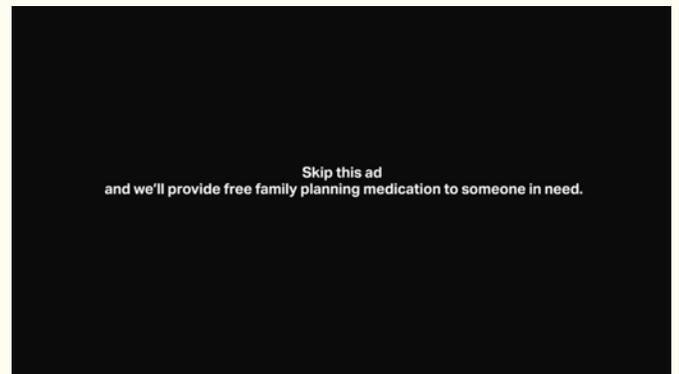
With a social media following of 6M+, Feminist knows how to engage the public around issues that matter: and their info page is a model example of how brands and groups can feature abortion pill info alongside other resources, for audiences who want to know.

Visit the page on feminists.co here.

Partnering with brands

Plan C partnered with brands August and Stix on campaign [SyncPeriodsNotData](#) to call out digital surveillance via a clever pregnancy test package containing additional reproductive health and abortion information.

Plan C also partnered with agency 72andsunny on [Made By Choice](#): a YouTube campaign where viewers could watch the abortion ad, or skip it and trigger a donation to fund pills, with the message: you have a choice.



A Tech-First Approach to Abortion Access

Plan C leverages technology, digital tools, and creative content to share information and change the narrative.



Technology Challenges:

Digital Suppression.

Our content on social media is routinely suppressed or blocked by social media companies. Plan C has been shadowbanned, we've reported fake Plan C accounts and copycat websites, and our content has been routinely blocked from followers' feeds. In February 2023, we led a [digital campaign](#) calling out Instagram and Meta for suppressing our account and shadow banning our content.

Ad Blocks.

Since July 2022 our account has been blocked on Google Ads. Meanwhile Google allows crisis pregnancy centers aka "fake clinics" to advertise on search, under abortion keywords (even when they don't provide abortions) and Google reportedly made \$10M in ad revenues from these CPCs in the past year. Plan C ads on Meta often get rejected as well, which leads to exhaustive appeals with their policy team, delaying or blocking the flow of critical public health information at this urgent moment in history.

"Anti" bots.

Recently we discovered and tracked artificially-enhanced results for keyword "abortion pill," likely designed by anti-abortionists to inflate their own CPC listings. On days when the bot was active, Plan C's listing was pushed far down the search results page.

Tech, continued...

Shadow-ban (verb):

To block (a user) from a social media site or online forum without their knowledge, typically by making their posts and comments no longer visible or with limited visibility to other users.

Censorship (noun):

The suppression of speech, public communication, or other information.

Digital suppression (verb):

The restraint of an idea, information, or activity online by institutions with power.

Tech, continued...

How We're Overcoming These Challenges:

Search Engine Optimization (SEO):

Our world-class SEO lead helps ensure that our website and Guide to Pills rises to the top of organic search results, above deceptive resources and meeting the individual in their moment of need as they search for abortion information.

In 2023 we also embarked upon a UX and development process to improve the Plan C Guide to Pills, incorporating user feedback to make information more understandable and digestible, improve the backend databases of providers and services, and ensure high levels of digital security and privacy along the way.

In one year:

- Organic traffic landing on the Guide's state pages increased by 26%.
- Google visibility of the Guide's state pages increased by 448%.
- Plan C ranked #1 in search for 122 keywords (previously 20 keywords).

Breaking Through Censorship & Suppression:

This past year we partnered with Amnesty International, Women on Web, Reproaction, Center for Intimacy Justice, and Women First Digital in a coalition to fight against digital suppression of sexual and reproductive health information and collectively troubleshoot issues faced. We also gave a grant to OARS, who runs the Reddit /abortion page, answering thousands of questions each month from anonymous abortion seekers in need of for support.

We're also bringing issues to coalitions like Techies for RJ and the Charley Chatbot team. In 2024 we will continue to build power in coalition, to solve problems and share resources across the many organizations experiencing similar challenges in the face of ensuring ongoing access to abortion.

Strategic Paid Ads Approach:

We continue to prioritize digital paid advertising to reach target audiences and restricted states, especially with the launch of our "Know Your Plan C" campaign. This has been one of Plan C's most successful strategies in reaching harder-to-reach members of target audiences.

We've been steadfast and creative in getting ads on platforms like Facebook, Instagram, TikTok, and Hulu and have been proud to partner with companies like iHeart Media who value and support our public health message.

“

“You can't stop people from going on the internet. How are you going to stop them?”

Francine Coeytaux, Plan C cofounder, in opening scene of new documentary PLAN C

Press Highlights



Here's What Happens If Trump Judge Ends Access To Critical Abortion Drug Nationwide

Elisa Wells, co-founder and co-director of Plan C, an organization that helps individuals obtain abortion pills, says regardless of Kacsmark's decision, women will still have options.

The New York Times

Inside the Online Market for Overseas Abortion Pills

This New York Times piece brought huge visibility to the option of obtaining abortion pills through ecommerce websites, informed heavily by Plan C's research over the past 10 years.

The Washington Post

The abortion bot will see you now

This overview of our collaboration on Charley describes the bold new abortion bot that helps abortion-seekers find access to vetted health care resources, from any state.



Plan C on ABC News

This episode of ABC News addressed the proliferation of online pill vendor sites, as a real and available option for people in states with bans.



Abortion Pills Are in My Medicine Cabinet. They Should Be in Yours Too

Cofounder & Digital Director Amy Merrill wrote a widely-viewed op-ed for Teen Vogue to spread the word about Plan C's "No Roe. Get Pills in Advance" advance provision information campaign.

The Dallas Morning News

Texans still getting abortion pills by mail with out-of-state help

This Dallas Morning News interview reached millions of people in Texas. It was picked up by MSN for enormous amplification, translated for the Spanish language community in Texas, and led to further coverage of Plan C's work on the local news stations in-state.



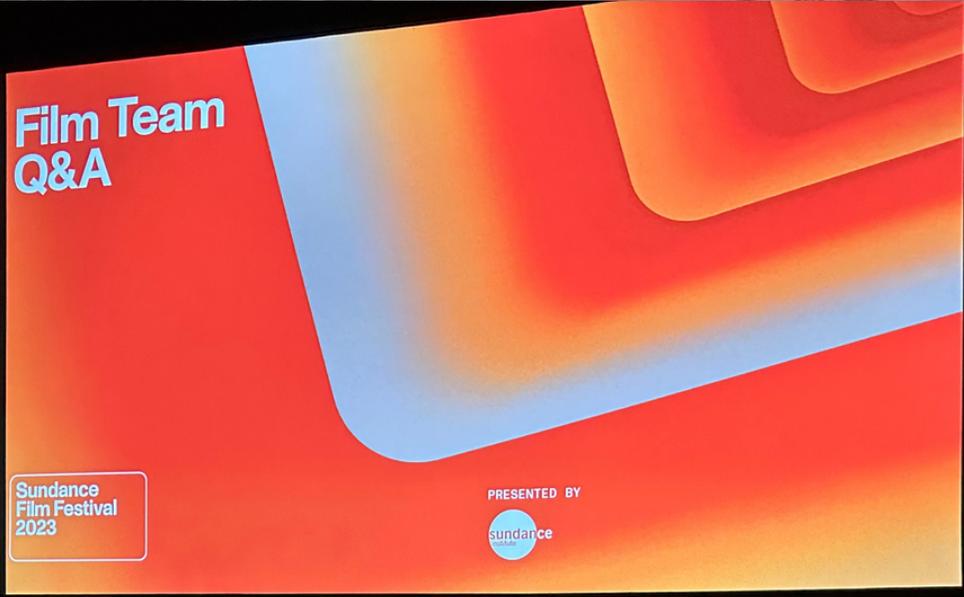
Savage Love podast with Elisa Wells

Co-Director Elisa Wells appeared on Dan Savage's Savage Love Cast, a personal highlight for members of Plan C who are fans of the show.



This Documentary About the Fight for Abortion Information and Access Is One of the Must-Sees of 2023

Cosmopolitan was one of the scores of publications that wrote about the PLAN C documentary premiere and release. This was one of the major ways Plan C showed up in entertainment and culture news in 2023.



Plan C at Sundance Film Festival, January 2023

Conferences

Nexus Summit

SXSW

RightsCon

United Nations
General Assembly

NOW
National Conference

Abortion Camp
by SYA

Creating Change

CES Vegas

NetRoots



Changing the Narrative

One of our big realizations in 2023 was that so many people still don't know about abortion pills by mail, or how to access them from all states.

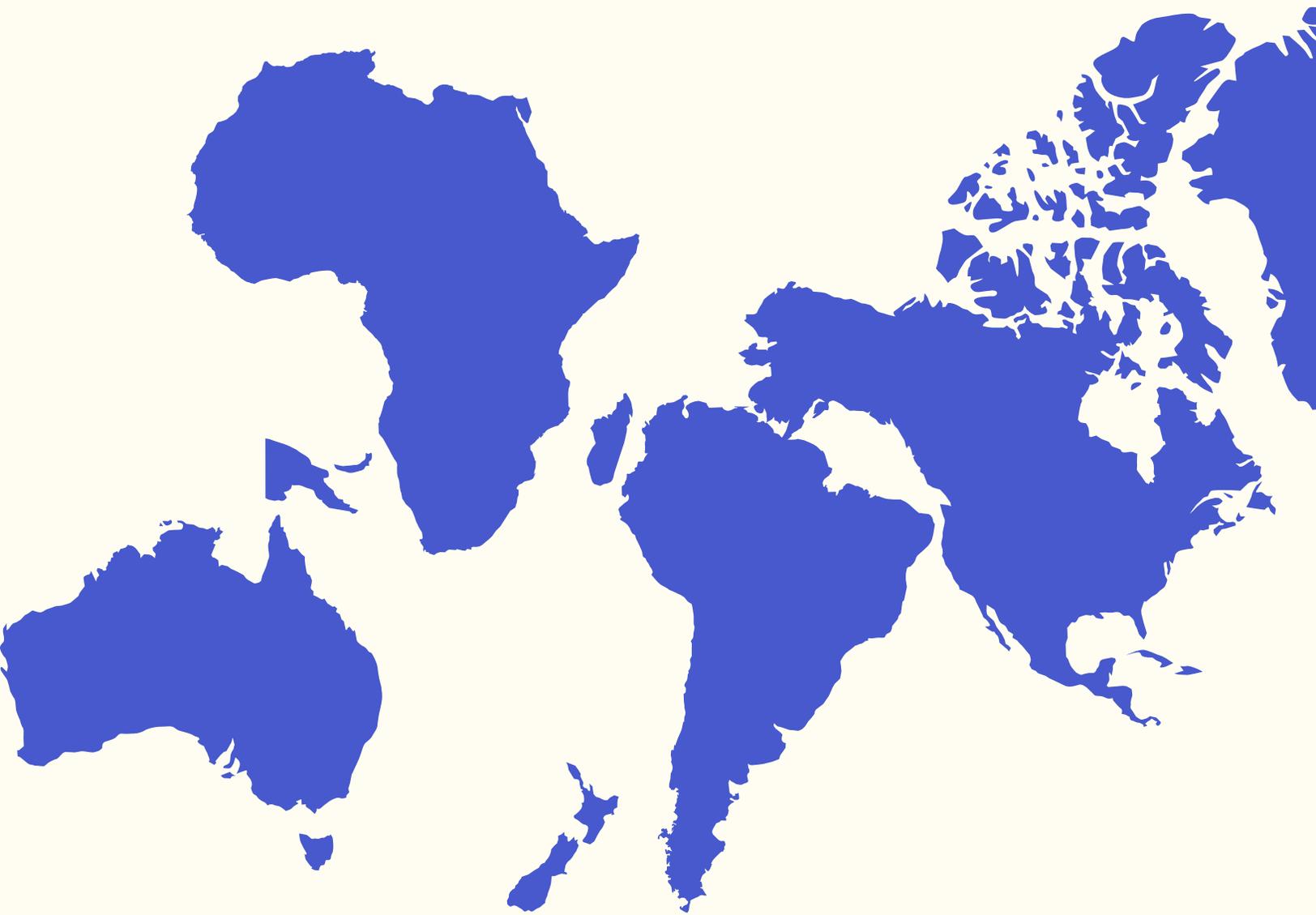
Plan C is committed to continuing to show up in spaces related to reproductive rights & access and also mainstream pop culture. We do this to share information, and also to expand the general public's current notion of what is an abortion: from self-managed, to miscarriage management, to "period pills," to getting pills in advance, we are describing a paradigm shift, one that contains a spectrum of experiences and needs, and introduces the transformative potential of abortion pills to meet those needs for people living in a post-Roe US.



Day of A

**A Day of Action in Austin, TX -
March 2023**

In partnership with Future Front Texas we produced an activation during SXSW that brought hundreds of people through... highlighted local orgs and destigmatized abortion and shared information on how Texans could still access abortion pills by mail, despite bans to local access and care.



This is a global movement.

- Abortion pills are endorsed by the World Health Organization as an essential medication.
- They are used by millions worldwide every year, and are available over the counter in many countries.
- In India, abortion pills used outside of health facilities account for over 70% of all abortions.
- In the US, we have seen great progress in catching up - but we still have a long way to go.
- There is much to learn from the international movement and from countries who have lived under abortion bans for a long time. Plan C is committed to showing up in global coalition, and exchanging learnings and practices with groups, activists and researchers from other countries.

2023 Impact & Financial Highlights

Starting with Texas' SB8 in the fall of 2021, the Plan C campaign has experienced generous upticks in donations and commitments. People and organizations wanting to fund abortion access recognize the potential of sharing information about abortion pills by mail, and channel their outrage and passion toward our work.

We are always happy to talk to donors about the measurable results of their donations: in materials created and distributed, resources shared, ad views, cost-per-clicks and website visitors, administrative and team support.

We also know that we are dealing in not just numbers but in paradigm shifts, introducing concepts of self-directed care and empowering others with information so they can then spread it further. Because of this will never truly see the extent of our impact.

One of our core strategies is to support other activists and organizations with not just information and collaboration, but with funding to do the work. This past year we gave over \$350,000 to other organizations making a difference in abortion pill access for restricted states and across the US.

We also talked to our donors and partners about how they can fund this landscape as well.

We believe in supporting the multi-faceted ecosystem working to ensure holistic support for self-directed abortion, and that a rising tide lifts all ships.

We are endlessly grateful for the support of our donors and foundation partners, to enable us to do this critical work as such a poignant moment in history.

Together we are making change and showing up for people in need of abortion care.

2023 BUDGET

Administrative: Travel, Team & Consulting Fees	\$1,233,789
Grants to Partners	\$361,451
Paid Ad Placements	\$353,435
Creative Partners	\$104,325
Stickers & Outreach Materials	\$131,020
Telecom, Software & Website	\$130,466
Fiscal Sponsorship Fees (10%)	\$278,459
Total Expenses	\$2,592,945

Our Vision & Values



Since 2015 our vision has stayed the same: abortion pills in the hands of the person who seeks them, full stop. We are laying the groundwork for over-the-counter access: disentangling this safe and effective option from politics, and moving agency over abortion back to the individual.

The efforts described in this report fall under two major goals, namely that:

1. People Know (about the pills), and
2. People Have Access (to pills).

These two concepts are what drive us.

Our team of public health researchers, social justice activists and digital strategists is dedicated to centering the abortion seeker in the work, and leading and collaborating from values of self-determination, equity and justice.

Read more at plancpills.org/about.

Where we're headed

In this report we've described our recent work in context of the current domestic and global landscape. At Plan C we are structured like a campaign, designed to be nimble and responsive to the moment. When we achieve our mission, we will go "out of business."

Unfortunately in the US, our work is far from complete.

We are energized and equipped to show up clear and focused in 2024: building on previous successes, in deep service to abortion seekers, in support of activists and partners, and under the same shared vision of pills in hands.

We will continue to provide research-based information about where to obtain medication abortion, both mifepristone and misoprostol, as the landscape continues to change. We will lead creative campaigns and outreach, with a focus on restricted states, push back against censorship and bullying, and cultivate partnerships to build power in coalition.

At Plan C we believe abortion is basic health care and a human right. We believe everyone deserves full, legal access to this safe and effective medication through clinics, telehealth, and self-managed sources in every zip code in the US.

We aren't slowing down yet.

“

We hear all the time from our patients that Plan C was an incredible resource and helped them connect to trustworthy care.

Telehealth company HeyJane



Thank you.

The support of our donors, our partners and our community and makes this work possible.

Have a question, idea or offering?
Reach out at info@plancpills.org.

Visit us online at plancpills.org
[@plancpills](#) on Instagram, TikTok,
Facebook and Twitter.

“Nobody can stop us from getting abortions when we are informed about how and where to get them.”

- comment on Plan C Instagram, Summer 2023