

POWER TO DECIDE

the woman
health
access is essential

STILL MATTERS

RESIST
CHALLENGING
TIMES
my body
my choice

our
stories



Gen Z

OVERLOOKED

2025

Annual
Report



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A LETTER FROM INTERIM CO-CEOs MARILYN AYRES AND RACHEL FEY

2025 tested us all in so many ways. It required us to lead with our values and convictions while witnessing the vast harm inflicted on people, communities, and institutions. We are proud to stand with all those who stepped forward with courage and grace in support of their neighbors, communities, and our fundamental rights.

It also reinforced the importance of Power to Decide's work. Across the country, people—particularly BIPOC, LGBTQ, those living in rural areas, and those struggling to make ends meet—have seen their access to reproductive health care eroded. Accurate information has been wiped from government resources while coordinated and well-funded efforts to spread disinformation about contraception, abortion, and reproductive health care proliferate, and young people face a host of broader threats to their physical and emotional

safety and well-being. Power to Decide's trustworthy, medically accurate resources are all the more important to help people navigate these compounding threats and make informed decisions about their health.

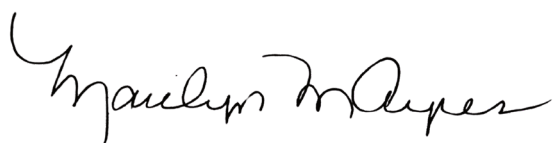
As we respond to these growing challenges, we have also been navigating a meaningful moment of transition within our own organization. We bid farewell to our former CEO, Dr. Raegan McDonald-Mosley, and it is our privilege to lead this organization and its talented, creative, and committed staff while the Board of Directors searches for our new CEO. We are immensely grateful for the support we have received from staff, board members, donors, and partners as we ensure that the work continues to meet the increasing needs and the organization remains strong and effective.

In this report, you will learn more about how we continued to test and learn, developing new resources for providers, advocates, social media influencers, and young people themselves to address the misinformation and disinformation that pervades reproductive health care and fuels the restrictive policies and systems that impact young people every day.

Power to Decide's [AbortionFinder.org](https://www.abortiofinder.org) and [Bedsider.org](https://www.bedsider.org) continue to expand their reach and refine the tools they provide to meet the moment, including the launch of an updated Bedsider Providers platform that supports health care providers with research and policy information, as well as weekly updates on social media mis/disinformation trends and tools to respond.

Complementing our digital efforts, our work continues directly with impacted communities. Beyond the Sheets increased student engagement, building trust, and expanding access to information and resources. The Contraceptive Equity Initiative convened community groups combating contraceptive access barriers and facilitated shared learning and the development of tools and strategies, including a Contraceptive Access toolkit.

Finally, you will be reminded what makes our organization so special. As barriers change or grow, we innovate to meet these challenges—developing new ways to equip young people with the information they need while working creatively to address the hurdles they face. While it should never require so much effort or innovation for more people to have reproductive autonomy and well-being, this work is critical in this moment and for a better shared future. We remain steadfast and fiercely committed to fighting for the reproductive well-being of young people across the country.



Marilyn M. Ayres, CPA, MBA
Interim Co-Chief Executive Officer
Chief Financial Officer

Power to Decide Strategic Intentions

1

Provide trusted, resonant, and accurate information about sexual and reproductive health.

2

Increase access to the full range of high-quality sexual and reproductive health services that people need to have control over their body and make their own decision.

3

Transform the culture in the U.S. to one that facilitates and advances a positive and holistic approach to sexual and reproductive health.

4

Strengthen our organizational infrastructure and culture to implement and sustain impactful, mission-driven programs and initiatives.



Rachel Fey
Interim Co-Chief Executive Officer
Vice President, Policy and Strategic Partnerships



IMPACT OVERVIEW 2025

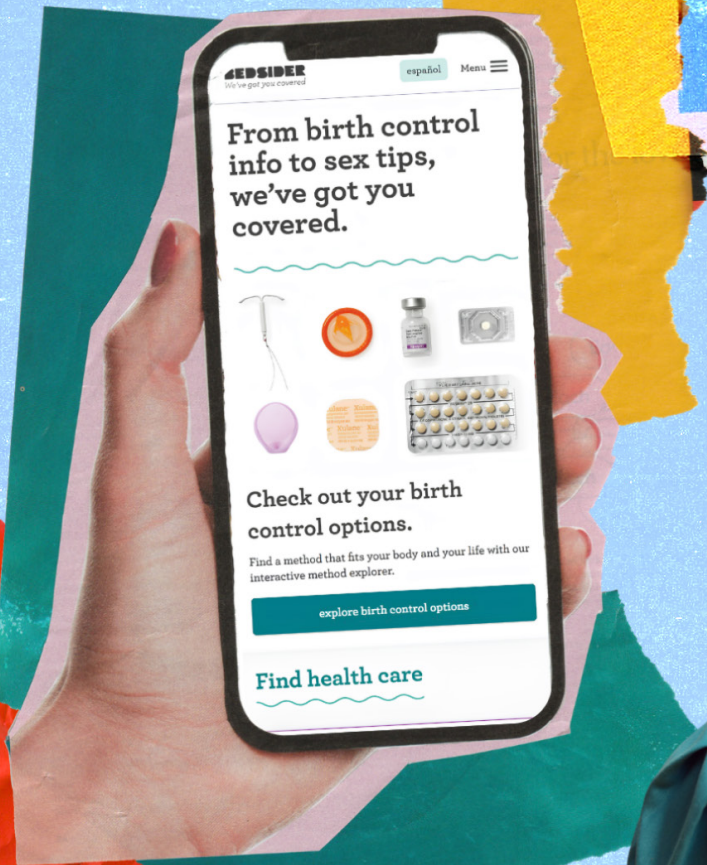
Power to Decide met a critical moment in reproductive health by expanding efforts to provide trusted information, connect people to care, and mobilize communities. Mis/disinformation about reproductive health continues to impact young people's ability to make informed decisions about their bodies, driving them away from trusted care and toward fear, confusion, and unnecessary barriers to abortion and contraception access. The organization expanded its reach across every pillar of its mission: providing trusted information, increasing access to services, and catalyzing culture change.

Content development efforts increased through medically reviewed and timely information for Bedsider, Bedsider Providers, and Power to Decide, as well as increasing our presence across social media channels. AbortionFinder launched on TikTok, earned a Shorty Impact Award, and refined its platform to better connect people with providers and practical support. As part of the creative and innovative efforts to utilize social media tools, we

created a variety of Bedsider and AbortionFinder creatives on GIPHY, and became one of the few organizations to reach over 1B lifetime views. We focused on increasing access to services and information through our channels, and straight-to-consumer initiatives such as Beyond the Sheets.

Amid increasing legislative threats and a rapidly shifting policy landscape, our team briefed state and federal policymakers on how to combat contraceptive mis/disinformation in order to protect and promote sexual and reproductive health care access. The 13th annual Thanks, Birth Control campaign highlighted personal stories of people across the country and was grounded in Power to Decide's [Youth Reproductive Access \(YouR HeAlth\) Survey](#) data. Together, these achievements reflect an organization that not only responded to the challenges of 2025 but also helped millions of people access trusted, accurate, and resonant sexual and reproductive health information and care.

REPRODUCTIVE Health



BEDSIDER

Designed with young people in mind, [Bedsider](#) makes it easier to explore birth control options, find health care providers, and feel confident making decisions about sexual and reproductive health care. This year, Bedsider medically reviewed and updated **more than 300** frequently asked questions across a wide range of sexual health topics and published timely, engaging articles to ensure people had access to information they could trust.

“I truly can’t even count the number of times I’ve written [Bedsider.org](#) on a sticky note and given it to patients who want to think about all their options.”

PROVIDER AND BEDSIDER USER

At a time when access to care can feel confusing or out of reach, Bedsider remained a trusted, medically accurate resource that meets people where they are—online, on social media, and on their phones—with information that is not only inclusive and relatable, but also grounded in science. Which is why providers continue to recommend Bedsider as a trusted resource for patients.

Driven by our video-first strategy, Bedsider collaborated with social media creators, including TikTok influencer [Julieta ASMR](#), pairing engaging video formats with contraceptive education and sparking audience conversation and learning. Positioning Bedsider as a consistent, trusted presence across social media platforms to help people navigate birth control, sexual health, and relationships in a digital environment increasingly shaped by mis/disinformation.

WEBSITE VISITS

87.7M

BEDSIDER VISITS SINCE LAUNCH IN NOVEMBER 2011

1,958,265

BEDSIDER VISITS IN 2025

CLINIC SEARCHES SAW STRONG GROWTH IN 2025, UP 53% COMPARED TO 2024, AND PAGE VIEWS TO THE METHOD EXPLORER WERE UP 33% YOY

SOCIAL MEDIA IMPACT 2025

302,612

ENGAGEMENTS

8,940,028

SOCIAL MEDIA VIEWS

311,118,857

GIF VIEWS

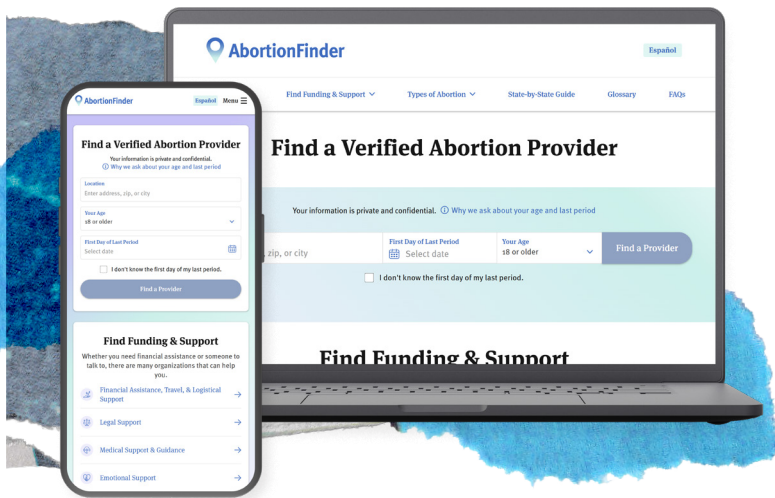
The series reached millions of viewers and generated an outpouring of comments from people sharing what they learned and how rarely they encounter this information elsewhere.

Personal stories play a powerful role in shifting attitudes. We empower people to ask questions, seek credible information, and connect with health care providers by partnering with trusted creators who cultivate engaged communities. Building a strong social media presence allowed us to create videos in response to key pop culture and social moments and lead the conversation with accurate content, whether addressing misleading influencer commentary or providing real information in response to storylines in popular shows.

A powerful way we continue to fight mis/disinformation is through collaborations with providers, particularly in our [#AskBedsider](#) video series, which features real health care providers answering the most commonly searched and frequently misunderstood questions about sexual and reproductive health. Providers created and shared content through their personal channels or submitted videos directly to Bedsider for distribution across our platforms. This series builds on the success of [#AskDrRaegan](#) while introducing new, diverse, credible voices.



ABORTIONFINDER



[AbortionFinder](#) helps people find trusted abortion providers, connect with verified abortion funds, and access practical support—like travel or lodging assistance—based on where they live and how far along they are in pregnancy at a time when abortion access has become more restricted than it has been in decades.

To understand factors that most strongly influence a person’s choice of an abortion provider, we conducted a study with abortion seekers to identify and rank providers across in-person and telehealth contexts. With the legal landscape evolving rapidly, this research ensures we remain aligned with user needs, uncover emerging priorities, and tailor information presentation and decision points accordingly.

Our study indicates that abortion seekers want:

- Medically qualified providers who will keep them physically safe
- Clear details with upfront costs and information on what to expect
- Peer validation (authentic first-person reviews) when choosing a provider

“AbortionFinder.org was how I was able to find a clinic in my area. It made me feel less stressed and overwhelmed and safer during a stressful time.”

ABORTIONFINDER USER

This year’s efforts allowed us to improve how users find financial and practical help, making the experience more focused, and responsive to users’ real-world needs. We increased accessibility by prioritizing hybrid providers—offering both telehealth and in-person care and grouping hybrid provider networks. We also made appointment availability more prominent, and strengthened users’ trust and usability through cleaner navigation, consistent support terminology, and direct links to reviews. Helping users self-screen more effectively and set clearer expectations before they contact a provider.

Through *Navigate*, the secure patient navigation platform, abortion funds, clinics, and organizations can strengthen coordination of patient care and support across the abortion care ecosystem. Together, AbortionFinder and Navigate translate information into action, supporting both individuals seeking care and the professionals working tirelessly to help them access it.

With current guidance that medication abortion may be offered through approximately 14 weeks of pregnancy, AbortionFinder now has updated filters, visuals, and content both in English and Spanish.

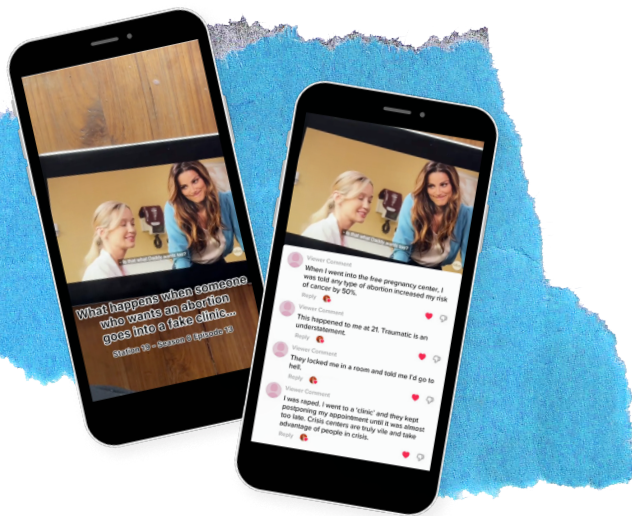
In order to connect users to shield-law providers in states with bans or severe restrictions, we updated and further refined our messaging to ensure patients had full understanding of their options without unnecessary searching or travel.

To extend our reach and further our commitment to abortion-positive storytelling—ensuring people

can access accurate, stigma-free information about abortion care where they already spend time online—we launched the [AbortionFinder TikTok channel](#).

The channel delivers accessible and factual content about abortion care, shares real-time updates on changing state laws, and connects audiences to verified providers on our website. Several mission-aligned influencers supported the launch with a combined following of over 4.2M, pushing the channel to over 2K followers in its first month.

As more abortion seekers look for information through pop culture and social media before they ever seek out a health resource, entertainment and cultural moments serve as entry points for education—meeting audiences where they are and introducing accurate information into mainstream conversations.



By leveraging a timely episode of *Station 19*, we created and shared a video exposing the reality of crisis pregnancy centers, earning a [Shorty Impact Award](#), reaching 3.7M viewers, and prompting many to share their own lived experiences.

This kind of engagement reflects a broader reality: in a landscape where abortion access is increasingly restricted, access to accurate information online is a critical form of direct support. Social media is not peripheral to this work; it is one of the front lines of abortion access.

WEBSITE VISITS

13.4M

ABORTIONFINDER VISITS SINCE LAUNCH IN 2020

1,734,298

ABORTIONFINDER WEBSITE VISITS IN 2025

568,252

ABORTIONFINDER CLINIC SEARCHES IN 2025

48,303

ABORTIONFINDER SUPPORT SEARCHES IN 2025

SOCIAL MEDIA IMPACT 2025

670,031

ENGAGEMENTS

6,824,488

SOCIAL MEDIA VIEWS

5,181,143

GIF VIEWS

“AbortionFinder is your best friend—not Google! Spread the word.”

ABORTIONFINDER TIKTOK COMMENTER



BEYOND THE SHEETS

Student ambassadors lead the [Beyond the Sheets \(BTS\)](#) initiative across five Historically Black Colleges and Universities (HBCUs), creating welcoming spaces where others can access information, discuss relationships and sexual wellness, and build confidence in their decision-making through resource distribution and advocacy/movement building. Because these conversations are led by trusted peers and grounded in culturally relevant programming, they create opportunities for deeper and more open dialogue about relationships, sexual health, and well-being. Students noted events such as Pajama and Movie Night allowed for discussions to take place in a safe space.

The campus-wide initiative increased access to sexual health tools and information, and demonstrated how trusted peer leadership can shift campus culture by helping normalize care-seeking behaviors and addressing gaps in services on campus. The initiative drove meaningful campus-level and national wins, including increased partnerships with campus health organizations, recognized students through awards and scholarships, expanded menstrual equity efforts, including the distribution of over 9K reproductive health resources.

“Participating in Beyond the Sheets transformed how I think about sexual reproduction and health by making it feel real, relatable, and connected to everyday life rather than just a topic discussed in classrooms.”

TOUGALOO STUDENT

More than 70% of students who participated in Beyond the Sheets reported feeling comfortable discussing sexual and reproductive health with the BTS student ambassadors. Students also highlighted confidentiality and non-judgmental dialogue as essential elements of safe spaces, reinforcing the program’s role in supportive, inclusive campus conversations.



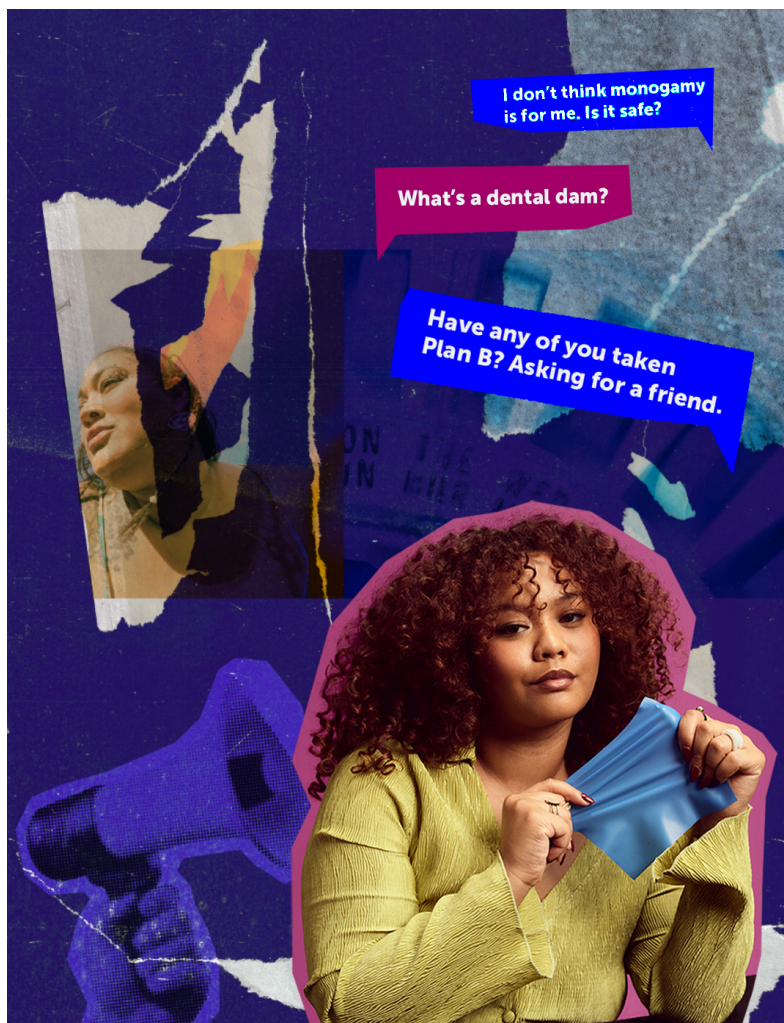
“We have a platform to openly express our perspectives on love, relationships, and dating. Students on and off campus now have accurate information to understand how our age group can make a difference by practicing safe behaviors. I feel like my peers and I are not accustomed to this information, and it’s good to see even the slightest information about sexual wellness on campus.”

FAMU STUDENT

Beyond the Sheets supports students leading the change both on and beyond their campuses, and reinforces the importance of sexual and reproductive well-being as a critical component of student success. Last fall, Beyond the Sheets began the final year of its pilot program, and excitement around the initiative has grown across the greater HBCU community. To date, Beyond the Sheets has a waitlist of 34 campuses eager to engage in the next phase of the initiative.

“Through experiences like this, I began to understand sexual health as part of holistic care for mind, body, and spirit, and I felt genuinely supported instead of judged while learning how to make informed, empowered decisions about my body and relationships.”

TOUGALOO STUDENT





PUBLIC POLICY

“Attacks on birth control have no place in America. My health, my life; my family, my future; my body, MY choice. That’s what reproductive freedom looks like, and that’s what RFC will continue to fight for.”

REPRODUCTIVE FREEDOM CAUCUS

In 2025, millions of people faced growing barriers to access reproductive health care, as federal and state policy decisions put coverage, contraception access, and family planning funding at risk. We worked arduously to safeguard health insurance coverage and access to reproductive health care in the face of significant policy threats. These included efforts to withhold critical family planning funding and the passage of a partisan legislative package that will result in millions losing Medicaid and ACA coverage, alongside continued attacks on abortion access.

Despite operating under a Congress with hostile leadership and a federal administration intent on dismantling reproductive health care systems throughout the year, overall policy engagement increased, generating more than **2.3K individual messages** to members of Congress and comments on proposed regulations, including a robust push to block H.R. 1, the “One Big Beautiful Bill Act.” Our petitions and comments on regulations saw strong direct participation from our supporters, suggesting that people still want their voices heard, particularly by the presidential administration even more than Congress.

One of the most significant threats this year has been the steady spread and coordinated flow of mis/disinformation—particularly around contraception, which anti-abortion lawmakers have increasingly used to justify their attacks on contraceptive access.

In partnership with the Contraceptive Access Initiative, we addressed the growing spread of mis/disinformation by ensuring advocates and policymakers had clear, medically accurate facts about pregnancy and contraception. Throughout 2025, we briefed more than **1K state and federal policymakers, staff, and advocates** on how to recognize and respond to mis/disinformation utilizing message research, polling, opposition research, media guidance, analysis of social media trends, and more. This work will serve as the foundation for future national conference presentations and upcoming partnerships with advocates and legislators from a diverse group of states.

Additionally, we prioritized illustrating the connection between policies and people’s access to sexual and reproductive health care, as legislative attacks continued to grow throughout the year. For example, connecting threats of deportation and systemic violence to reduced access to essential reproductive health care—especially for those facing the greatest barriers—helped mobilize engagement at a time when many feel overwhelmed by the political landscape. And as a result, we saw a **23% increase** in grassroots advocacy actions from our audience, and a **22% increase** in the number of new grassroots advocates taking action.

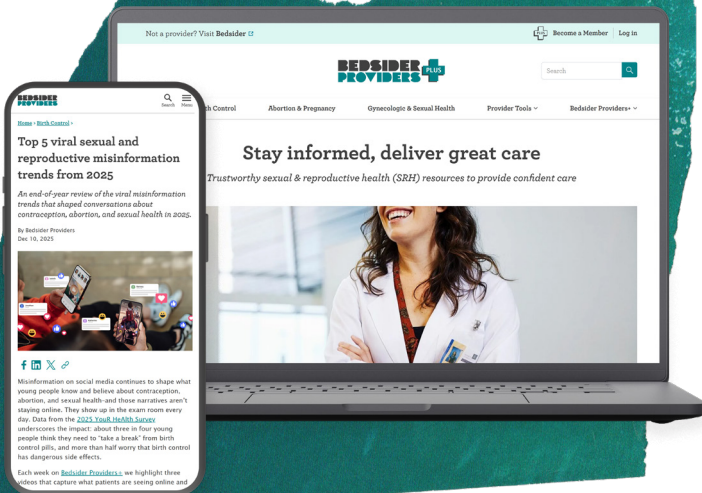
Power to Decide is also committed to supporting advocates and policymakers at the state level. We monitored litigation to ensure the accuracy of state laws on [AbortionFinder](#) and tracked legislation—**more than 900 bills**. Based on our tracking of legislation around contraception and abortion, we disseminated state policy newsletters keeping advocates, policymakers, and other stakeholders informed about policy trends and patterns shaping the sexual and reproductive landscape across the states.

“It was so valuable to partner with Power to Decide. Their research provided advocates and lawmakers with a strong understanding of the ‘big picture’ and gave us tools to be more aligned and effective on the ground.”

MISSOURI ADVOCATE



BEDSIDER PROVIDERS



As mis/disinformation on social media makes its way into the exam room, providers are taking on an increasingly critical role—meeting patients where they are and understanding the sources shaping their beliefs. Bedsider Providers supports clinicians with practical, evidence-based tools to deliver high-quality, patient-centered care. In 2025, Bedsider Providers published monthly research summaries, released timely educational articles, and served as a hub to share relevant resources from across the sexual and reproductive health field. And, Bedsider Providers and Bedsider Providers+ reached over 83K visitors, reflecting strong and growing demand for trusted, provider-focused resources.

WEBSITE VISITS

676,619

BEDSIDER PROVIDERS VISITS SINCE LAUNCH

100,711

BEDSIDER PROVIDERS VISITS IN 2025

BEDSIDER PROVIDERS WEBSITE VISITS ROSE 50% IN 2025 COMPARED TO THE YEAR PRIOR

“Bedsider Providers distills the information into consumable, content-heavy resources that can be used in the moment and on an ongoing basis to stay informed and be prepared in the ever-evolving SRH landscape.”

HEALTH CARE PROVIDER

“I have gotten the most out of the mis/disinformation content. I’m not on social media, and I know it’s a major force in young people’s lives and how they come to understand their reproductive health.”

BEDSIDER PROVIDERS+ USER

Amid escalating political pressures and shifting funding, Bedsider Providers ensures clinicians have access to the most up-to-date research, information, and resources to navigate an increasingly complex reproductive health environment. Throughout the year, Bedsider Providers distilled 120 peer-reviewed articles into actionable insights for clinical care, alongside targeted misinformation guides and clinical scenarios that equip providers with clear, evidence-based responses to the questions and concerns they face in the exam room, such as the [Trans & Gender-Diverse Health 101 resource](#).

In September 2025, we launched [Bedsider Providers+](#), a new membership platform designed to support health care providers, now in its pilot phase. Through this membership, providers stay on top of policy updates, social media trends shaping patients’ beliefs, and the latest clinical information and research, all in one place, enhancing their ability to give patients the highest quality of care. Building on [Bedsider](#) and [Bedsider Providers’](#) award-winning content and trusted track record, it is a unique digital membership designed to equip health care providers with tools to continue delivering high quality sexual and reproductive health care in an ever-changing environment.

**HANDS OFF
MY BIRTH
CONTROL**



#THXBIRTHCONTROL

Power to Decide celebrated its 13th annual Thanks, Birth Control Day on November 12th. Campaigns like #ThxBirthControl play an important role in normalizing birth control, countering stigma, and reminding people of the real ways it supports their lives and futures in a moment when contraception and reproductive health care are increasingly under attack. This year's campaign continued to harness the power of storytelling, creating space for people to share their own experiences, reflect on what birth control makes possible for them, and see themselves in each other's stories. To make it easy for people to participate in the campaign online, we created short, shareable Bedsider and AbortionFinder visual assets through a [GIPHY channel](#), encouraging people to post across social media. Our GIPHY channel is one of the handful to reach over 1B views.

At a time when mis/disinformation spreads quickly and viral "horror stories" can overshadow the bigger picture, #ThxBirthControl carves out space for honest, judgment-free conversations rooted in facts and real experiences, helping people cut through the noise and feel more confident finding a method that works for them. So, we partnered with content creators and provided them a campaign toolkit with sample copy and ready-to-share assets, and encouraged organizations and advocates to participate and drive amplification across channels.

"I am thankful for birth control for allowing me to have as many children as I wanted when I wanted them, to get through college, med school, residency, and fellowship without a kid, for great skin, for treating #Perimenopause, preventing unnecessary blood loss aka anemia & ovarian, endometrial, colorectal cancer."

BEDSIDER COMMENTER



SOCIAL MEDIA IMPACT

323,890,642

ENGAGEMENTS IN 2025

542,002,584

LIFETIME ENGAGEMENTS

229,150

LIFETIME HASHTAG MENTIONS

#THXBIRTHCONTROL SAW A 398% INCREASE IN SOCIAL ENGAGEMENT FROM THE PREVIOUS YEAR

This included 15 paid influencer partnerships with strong reputations among audience demographics and a combined reach of over 2M followers, resulting in meaningful comments.

Storytelling allows people to recognize the importance of birth control, and as such, it remains one of the campaign's strongest drivers of impact: The most meaningful engagement came from people sharing their own experiences and encouraging their audiences/communities to join them. Thanks, Birth Control works because it invites participation that feels personal, not performative.

Expanding our successful GIPHY channel, we collaborated with Into Action Task Force to produce additional creative that was distributed on GIPHY, including an illustrated megaphone with the words "Protect Birth Control Access", and across their broader network of progressive organizations, allowing the message to reach audiences beyond our own.

Thanks, Birth Control resulted in 89.8M impressions, 56.6M engagements, 1.48K mentions, 97% positive sentiment rating, with continued organic support and amplification throughout November.



"Birth control gave me choice, something every person deserves. I'm thankful for the freedom to live life on my own terms."

INFLUENCER, YARELBYS TUA PACHANO

"Birth control isn't just about preventing pregnancy. It's about having the power to plan my future, my health, and my family on my terms. Thanks to birth control pills, I have the confidence and control to make choices that support my goals and my wellbeing."

INFLUENCER, KAREN ROSAS

ENTERTAINMENT MEDIA

Power to Decide's [entertainment media partnerships](#) connect with our audience through cultural moments, opening conversations that promote accurate, positive portrayals of sexual and reproductive well-being. We reduce stigma and confusion for those seeking reproductive health care by working with and informing decision-makers in the entertainment industry through tailored briefings, storyline support, and digital collaborations in TV, film, digital, social, and lifestyle media. Reaching our audiences through media voices they turn to and trust.

While the majority of U.S. audiences agree that birth control and abortion are basic health care and should be widely accessible, journalists and entertainment media leaders have faced greater obstacles in efforts to cover sexual health stories. Media industry cutbacks, consolidation, corporate caution, and fears about controversy have made it more challenging to reach audiences at a time when mis/disinformation about sexual and reproductive health is spreading rapidly. Despite the shifting landscape, we continue to find ways to support and inform decision-makers across journalism and entertainment.

We are deeply grateful for the industry's continued commitment to work with us to bring timely resources and reproductive health information to their audiences. Throughout 2025, we engaged with nearly 600 decision-makers in entertainment media and social impact media, providing information to support storytelling and introducing them to Bedsider and AbortionFinder.

To establish Power to Decide as an expert resource and collaborator, we joined panels at industry-wide events, held curated media briefings, and provided background consultations to hit series, films, and lifestyle brands. Including [FOREVER \(Netflix\)](#), [Tell Me Lies \(Hulu\)](#), [It's Different for Girls \(Hot Docs\)](#), [Black Information Network \(iHeartRadio\)](#), and others.

"I liked that they talked about real stuff, condoms, going to clinics. That's not common in novelas."

PAPÁS POR SIEMPRE VIEWER



Through our long-standing partnership with the [Population Media Center](#), we supported [Papás por Siempre](#), the sequel to the hit telenovela [Papás por Conveniencia](#), as lead partner on sexual and reproductive health care in the U.S. We helped to shape storylines about sex, relationships, masculinity, social pressure, condoms, STIs, and pregnancy. To connect viewers with trusted information, we created a [custom Spanish-language landing page](#) on Bedsider and developed a [resource page](#) where Univision's resource site directed viewers. The series reached a broad audience, with over 6M daily viewers in Mexico and a #1 primetime ranking among Spanish-speaking audiences in the U.S.

Power to Decide's former CEO, Dr. Raegan McDonald-Mosley, joined Teen Mom's Briana DeJesus for an open, honest conversation on an episode of MTV's [Teen Mom: The Next Chapter](#). Dr. Raegan gave Briana practical tips about navigating conversations with her teenage daughter about puberty, pregnancy, birth control, and consent. Immediately following the episode, DeJesus hosted an Instagram Live with Dr. Raegan and Bedsider, reaching over 1.2M followers and opening up a real-time dialogue with viewers. To help audiences access trusted sexual health information following the storyline, MTV created a custom reproductive health resource site with Bedsider content, which was featured on-air and in social media across its series.

To expand our work in the industry, we participated in a virtual briefing with the TV Academy Foundation called [The Power of TV: Pregnancy, Birth Control and Choice](#), with more than 150 TV industry insiders. The briefing allowed us to provide context, actionable information, and creative ideas to a larger audience to ensure accurate portrayals of sexual and reproductive health in entertainment media.

“If we don't inform our kids, someone else will misinform them.”

PAPÁS POR SIEMPRE VIEWER

When accurate, positive sexual health and bodily autonomy messages are woven into popular media—especially through characters and stories audiences deeply connect with—they spark meaningful conversations. Those conversations continue far beyond the screen, from private discussions to online communities and social collaborations, helping to normalize sexual and reproductive health and expanding the reach of accurate, trusted information. Power to Decide is meeting young people where they are, across the shows, platforms, and media they engage with, connecting them with the resources they need to take control of their reproductive well-being.



Everyone Deserves the Power to Decide

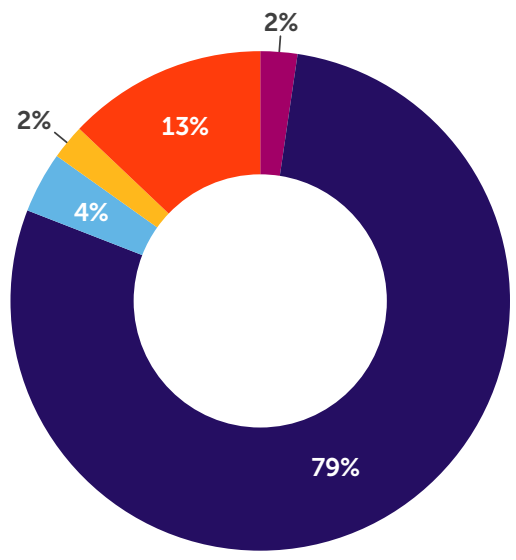
ACCESS



2025 FINANCIALS

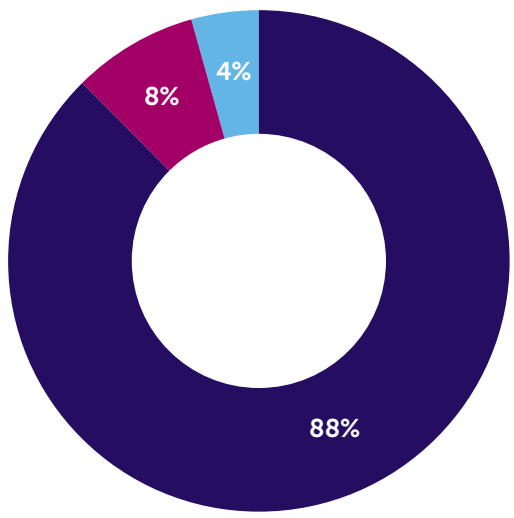
REVENUE

- Contributions
- Grants
- Donated Services
- Earned Revenue
- Investments and Other Revenue (Net)



EXPENSES

- Program Services
- General and Administrative
- Development and Fundraising



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Mary Flipse (New 2025 Member)
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PreferCare

We are deeply grateful to the following individuals who completed their board service in 2025:

Kiah Williams
Director and Co-Founder
SIRUM-Supporting Initiatives to Redistribute
Unused Medicine

The Stakes Are Real, And So Is Your Impact

CALL FOR DONATIONS, ADVOCACY, AND ENGAGEMENT

Lasting impact is possible because of our dedicated community of supporters. Every achievement we've shared this year was powered by people like you who believe that everyone deserves the information, access, and care they need to make their own decisions.

While the challenges ahead are real, our resolve is stronger than ever. A gift today helps Power to Decide expand trusted, research-backed digital tools, strengthen place-based initiatives, elevate accurate information across popular media, and champion policies that reduce barriers to care.



Make your donation at powertodecide.org/donate or scan the QR code.



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**POWER
TO DECIDE**