



Plan C Annual Report

2024 Activities, Financials & Impact



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National Women's Health Network.



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A Message From the Codirectors

In 2024, the crisis of abortion bans continued to directly impact tens of millions of people of reproductive age and send ripples of chaos through our social fabric.

Over the past ten years, Plan C has operated with the understanding that the existing and traditional systems of care aren't able to meet the needs of abortion seekers. We kept a future-facing vision of accessible, affordable abortion pills as our north star. And because of the groundwork we laid alongside our network of partners, we now have options that are radically different than when we began.

Today, Plan C is the most comprehensive source of evidence-based information about pills by mail and safe home abortion in the US. Our team acts as a collaborator on breakthrough ideas, a public health leader, and a creative force for information campaigns in local communities and online. We are closer to achieving our vision than ever before—but our work is not done.

In the year ahead, abortion access will increasingly become an information game. How do people know what resources are available? Where do they begin their search, and who helps them decide? We remain steadfast in our commitment to researching and indexing resources, spreading information in educational and understandable ways, and centering abortion seekers. Now more than ever, we all need a Plan C.

Onward~

Amy Merrill

Amy Merrill, Cofounder/Codirector

Elisa Wells

Elisa Wells, Cofounder/Codirector

Angie Jean-Marie

Angie Jean-Marie, Codirector



A Tribute to Cofounder Francine Coeytaux

As we mark a decade of Plan C, we dedicate this report to our cofounder Francine Coeytaux. Plan C was strongly shaped by Francine's belief in scientific evidence, and by her clear vision: one in which the ability to self-manage an abortion using safe and effective pills could both empower individuals and permanently transform society's understanding of who gets to access abortion and under what terms.

A lifelong advocate and activist for equitable, modern reproductive care, Francine began her career at the Population Council in New York. There she started an international program to address unsafe abortion and collaborated on the public introduction of RU-486: the famous "French abortion pill."

In the '90s she joined the team to bring the morning-after pill (Plan B) to market, pushing it to be unobstructed and over the counter. She co-founded the Pacific Institute for Women's Health in CA, at a time when "women's health" was barely recognized as its own field.

But she couldn't stop thinking about the potential of abortion pills.

Knowing that the medications were readily available worldwide but restricted in the US, her first move was to co-host a national gathering of reproductive justice leaders in 2013, to learn from them and assess their interest in the concept of self-managed abortions using pills.

Once it was clear there was interest, she enlisted us: Elisa and Amy (Elisa a public health expert instrumental in bringing emergency contraception to market, and Amy an expert in digital communications) to launch Plan C.

The amazing advancements made over the past decade by Plan C and our partners, described in part in this report, are testament to Francine's strategic vision and key guiding principles. These include to believe in the evidence, share it widely, work across sectors, remain nimble, and most of all to be bold.

Thank you, Francine, for your vision, energy and grit. The landscape would not be the same without you.

~ Amy & Elisa

A photograph of Francine Coeytaux and Tracy Tragos on a stage. Francine, on the left, is an older woman with short grey hair, wearing a black long-sleeved top. She is holding a small white card and has her arms raised in a celebratory gesture. Tracy, on the right, is a younger woman with long brown hair and glasses, wearing a white top. She is also smiling and has her arms raised. They are standing in front of a microphone. The background features a large pink wavy graphic on the left and a blue and white geometric pattern on the right.

PLAN C documentary wins a WEBBY award, Francine followed filmmaker Tracy Tragos' 5-word speech ("It feels like a revolution") with a speech of her own: "Available in all 50 states!" The crowd went wild.

Our Two Goals

1. Ensure people know about pills
2. Ensure people have access to pills

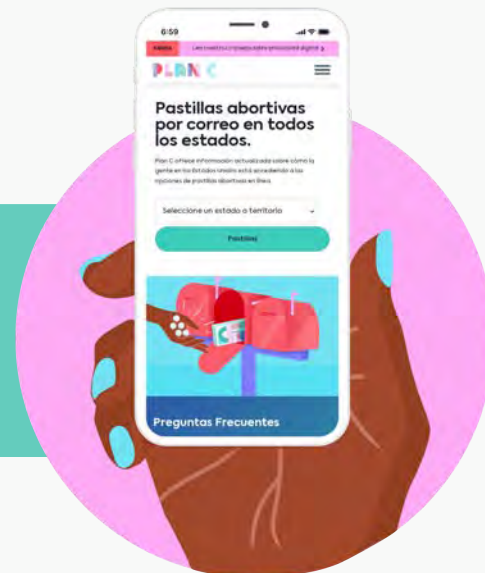
Plan C is a public health initiative and creative campaign to share information on direct access to abortion pills by mail and catalyze new routes of access to this safe and effective option in the US.

The crisis of unjust abortion bans has accelerated the need for education on safe self-managed care, supporting an ecosystem of activist providers, and new policy innovations.

For a decade, Plan C has helped to lead the way in normalizing self-directed abortion care in the US: actively increasing awareness of this safe and effective method and catalyzing new routes of direct access to pills by mail, with free and confidential support.

Plan C maintains the only comprehensive Guide to Pills which includes both mainstream and alternate routes of access. Plan C runs creative campaigns, works with brands and media, and builds cross-sector partnerships to make the method more known and available and reach audiences facing the biggest barriers to care.

The Plan C project continues to operate under two main goals: that People Know (about pills), and that People Have Access (to pills). We work toward these two goals using three key strategies described here.



1

Reaching tens of millions of people with accurate information.

We do research and maintain the most comprehensive online directory of abortion pill information and support services in the US. We also run online and in-person creative campaigns to spread the word, and distribute stickers and flyers in local communities.

2

Bolstering ecosystems of care.

The message is not just about the pills: it's about the growing ecosystem of support resources for at-home abortion. This includes where and how to access services, medical hotlines, legal and funding information, peer support and accompaniment, follow-up care, and more.

3

Normalizing self-directed care.

Plan C continues to advocate for de-medicalized access solutions that trust abortion seekers with this safe technology, changing the locus of control from policies and providers to the person who is pregnant.

10 Years of Plan C

For over a decade, Plan C has led the way in normalizing and increasing direct access to abortion pills in the US.

2013

Initial Convening on Self-Managed Abortion

In 2013, we produced a background paper, “Surfing for Abortion,” which described our early understanding of alternate routes of online access to pills. We shared our findings at a convening of grassroots reproductive rights organizations to discuss emerging self-managed options of abortion care.



2014

In February 2014, Plan C cofounders published an article in Rewire outlining the opportunity to reframe abortion pills as a safe and effective technology that women could take if their period was late, coining the term “Plan C.”

2016

Website launch

In the months before Trump took his first term, we launched a one-page website at plancpills.org to answer two questions: What are abortion pills? And, how are people finding them online and using them to safely self-manage an abortion? We were told we would be shut down when the new administration took office.



2017

Pioneering research on by-mail pill sources in the US

We partnered with Gynuity to publish the first peer-reviewed research on online pill vendors serving the US, which garnered major national press and launched national awareness of pills by mail.

2018

Aid Access launches

Options for physician-supported pills by mail were already available in other countries: Aid Access brought it to the US, and Plan C’s guide was the #1 place people were finding out about it online.



AidAccess

2019

Designed demonstration research projects to help telehealth providers prepare to launch

Plan C worked with multiple researchers to try to demonstrate a new, less medicalized method of telehealth. Though two major attempts at setting up services were thwarted by the “powers that be,” we learned a lot and helped ignite a shift in thinking within the medical community about the potential for mailing abortion pills.



2020

Redefining abortion access during the pandemic

When COVID shut down in-person access to abortion, we put out a call to providers urging them to mail abortion pills during the public health emergency, leaning into updated guidelines from the World Health Organization and a new evidence-based “no-test” protocol. As early as March, some providers started mailing pills, and a judge’s ruling in July opened the door for telehealth services to begin. In August another ruling opened the door for mail-order pharmacies to ship pills, and we supported Honeybee Health as they started mailing.



2021

FDA confirms abortion pills can be sent by mail

This set off the next round of telehealth provider launches. The Plan C website grew to 1M visits per year. News articles about Plan C proliferated as telehealth grew, and Plan C remained one of few ways people were learning what was available.



SB8, the first “aid and abet” law, passes in Texas

Texas lawmakers passed a new draconian style of ban, deputizing individuals to turn in helpers of abortion seekers. This struck new fear and new chaos into the local landscape. Plan C sent a mobile billboard and spread stickers in free speech areas on Texas campuses, encouraging the public to continue sharing information.

2022

Dobbs decision leak, Roe overturned

Even with a month’s notice, little could prepare the country for a federal rescinding of abortion rights. Plan C once again sprung into action to do what we have always done: sharing information on sources of pills and supporting and normalizing self-managed care, clearly more important than ever.

Soon after, we began supporting the passage and implementation of new innovative “Shield Laws” protecting telehealth providers as they mailed pills into ban states.



Community Networks also came online, mailing pills for free to people in restricted states and offering accompaniment and peer support. We helped them gain visibility.

2023

PLAN C documentary

After four years of filming, PLAN C premiered at Sundance, documenting the network of intrepid providers who began mailing pills across the US during the pandemic.



Funding for pills by mail; shield providers launch

As most traditional abortion funds were not yet able to help support this new sliding-scale telehealth model, Plan C helped a few different pill funds get going. In June 2023, telehealth services used shield laws to expand care to all states, even those with bans.

2024

1 in 5 abortions with telehealth. People like this model!

Over the years Plan C has partnered with researchers to document the magnitude of impact of pills by mail – an estimated 400,000 served since the fall of Roe, with 1 in 5 abortions in the US now done via telehealth. These alternate systems now serve 15–20K people per month, with a few dozen providers in six states to serve the entire US.



New studies show very high levels of satisfaction and appreciation for the convenience, confidentiality and control of abortion pills. Research will continue to be instrumental in building trust and understanding for this model of self-care.

Improving the online search for abortion

Plan C helped advise the first ever abortion chatbot, worked to transform Google search results on abortion with leading SEO tactics, and co-launched the ReproUncensored coalition to overcome misinformation.



Today

We have been beating the same drum for a decade, and our persistence has resulted in a very different landscape of pill access. In today’s extreme political climate, Plan C is perfectly positioned to continue doing what we do best – helping people find practical options for access in all states.

Ways People Get Abortions in a Post-Roe US

There are four main ways people are still accessing abortion in the US from states with unjust restrictions and bans.

Let us explain.

Driving across state lines to a clinic or provider.

Sometimes by preference, sometimes medical necessity. In other cases a person might not know about pills by mail. There will always be a need for clinic care, but traveling for early abortion care is expensive: funds are drying up and in-person care can cost hundreds if not thousands of dollars, plus needs for transportation, childcare and time off.

Getting telehealth care from “shield law” providers operating in blue states.

Eight states currently protect telehealth providers who mail pills into restricted states and protect the records of patients who access this care. Shield law providers are mailing pills to 10K+ people in ban states each month and charge around \$150, with almost all offering a “pay what you can” option. Even if there is no law against a patient accessing the service, lawyers say there may be legal risk.

Community networks are mailing pills for free.

Groups like Las Libres in Mexico and Red State Access are run by volunteers who mail pills for free into restricted states. They also answer medical questions and offer peer support. Like shield law options, there may be legal risk.

Online vendors that sell pills (for as low as \$25).

Expanding upon the original Plan C research project on online pill suppliers, we now list 15 tested e-commerce sites that sell abortion pill kits for as low as \$25. We regularly test-purchase from these sites and periodically do lab testing to verify quality. They do not offer support, and people often call hotlines to get medical and legal questions answered.

Other Resources

Self-managed abortion in the US involves more than just access to pills.

Below is a brief overview of some of the movement's other moving parts.

Hotlines, Chatbots & Online Forums

Free confidential support exists so no one has to go it alone.

- [Reddit.com/abortion](https://www.reddit.com/r/abortion)
- M+A Hotline mahotline.org
- ReproCare reprocare.com
- Aya Contigo app ayacontigo.org
- Charley the Chatbot chatwithcharley.org
- Euki app eukiapp.org

Abortion Funds & Practical Support

In the face of funding cuts and legal threats, local and national abortion funds continue to support people in travel, logistics, and more recently in ordering pills and accessing telehealth. A few resources include:

- abortionfunds.org
- apiaryps.org
- abortionfreedomfund.org

Legal Context & Aid

Anyone can get their legal questions answered by calling the ReproLegalHelpline, started by If/When/How: reprolegalhelpline.org. They also run a Legal Defense Fund.

Other resources include:

- Pregnancy Justice pregnancyjustice.org
- The Lawyering Project lawyeringproject.org
- UCLA Law Center on Reproductive Health, Law & Equity ucla.edu

Digital Security

Staying digitally safe is more important than ever – but it's important to take steps before starting an online search or traveling to an appointment. Resources include:

- Digital Defense Fund ddf.org
- Electronic Frontier Foundation eff.org

Advocacy & Activism

Activists are creating a groundswell of abortion support, often with pills at the center and a reminder that “We Will Save Us.”

Groups include:

- Shout Your Abortion shoutyourabortion.com
- [YouAlwaysHaveOptions.com](https://youalwayshaveoptions.com)
- The Abortion Volunteer Mob abortionmob.org
- [Abortion AF](https://abortionaf.org)



2024 By the Numbers

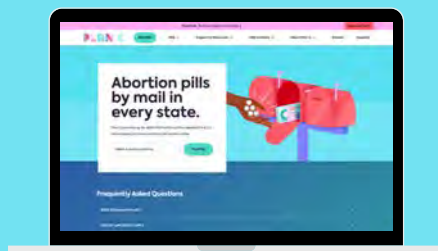


12M

12M represents total impressions on Google Search: meaning, how many times the Plan C website showed up in Google search results.

2M

We saw 2M total hits to the Plan C website and Guide to Pills in 2024. This is how many people visited the site to learn about options for pills by mail in all states, and other resources for accessing, using and advocating for abortion pills in the US.



500K

is the total click-offs from the Plan C website to services and resources for care. This is 25% higher than the year before.

#1

In search results for “abortion pill” keywords: plus, organic traffic to the site has gone up by 117% over the past 12 months. This is thanks to our dedicated SEO efforts.

Read more on page 20.

258 events

The Plan C Community helped support, co-create or produce more than 250 local and online events in 2024, bringing in thousands of people to conversations on access, pills, justice, and community care.



51.5M

We spent \$216K on social media boosts in 2024, and achieved 51.5M total impressions on platforms (Facebook, Instagram, TikTok). 100% of spending in 2024 went toward reaching people in restricted states.

10 Years, 6 Major Changes

- 1 Abortion pills are available in all states, with sliding scale cost (down to zero) and 2-5 day ship times.
- 2 Abortion pills are available to order in advance, for as low as \$25.
- 3 Abortion has become a winning issue on ballots across the US, including in states with bans.
- 4 One in five abortions in the US are now with telehealth and mailed pills, thanks to shield law innovations and information on pills by mail.
- 5 It's more than just the pills: a robust ecosystem of activist providers and pill suppliers, lawyers, hotlines and funds, websites and apps has grown in support of safe self-managed abortion options.
- 6 The term “Plan C” has made it into the mainstream as shorthand for abortion pills: or, a practical way to end a pregnancy on your own terms.



Key Campaigns and Updates

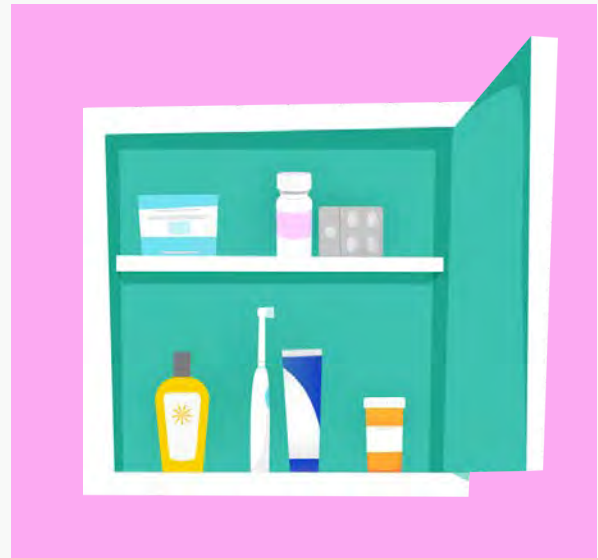
Pills in Advance

From our very first “Shelfie” campaign in 2018, we have educated and informed people on their ability to order abortion pills in advance of needing them, to have on hand just in case.

These options are now as low as \$25 and are available in all states from both online vendors and telehealth providers. Having pills on hand can lessen delays in abortion care and move agency back to the individual.

And, word has spread: on November 6, the day after the election, services were innundated with thousands of requests for pills in advance.

See more at plancpills.org/in-advance

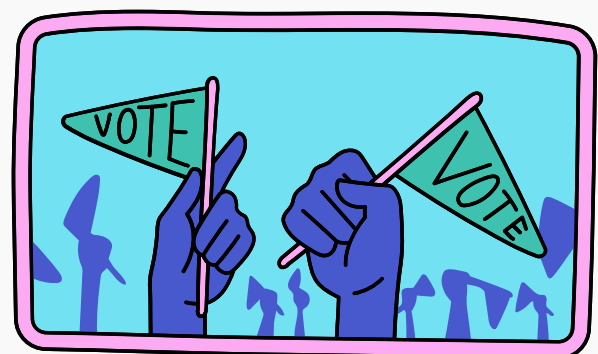


Abortion in an Election Year

Abortion was the #1 topic during this year’s historic election. At Plan C we positioned ourselves as an information resource on self-managed and by-mail options, as a “both/and” reminder that while reproductive rights was most certainly on the ballot, access to pills would exist regardless of election outcomes.

We cannot wait for politicians to save us, and we should not sideline this safe and effective self-managed method already widely accepted in countries around the world.

During the summer and fall, we incorporated GOTV efforts into our Community Road Trip and online campaigns.



Creative Partnerships: Online

@Feminist x Plan C

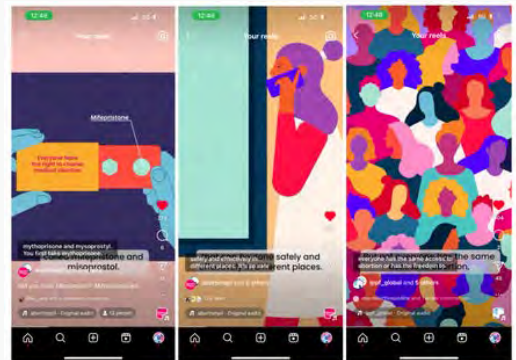
To overcome online censorship, including social media platforms blocking our content, Plan C leaned into online partnerships this year and found great success with partners like @Feminist (~6M followers) who amplified Plan C information and captured IRL events to share with their broad audiences.



IPPF, Women First Digital

Plan C created this educational animation series that shared stats on efficiency and safety of medication abortion, highlighting worldwide usage, and combating stigma by grounding information in a global context.

Visit [instagram.com/plancpills](https://www.instagram.com/plancpills) for more.



Spanish Language Content

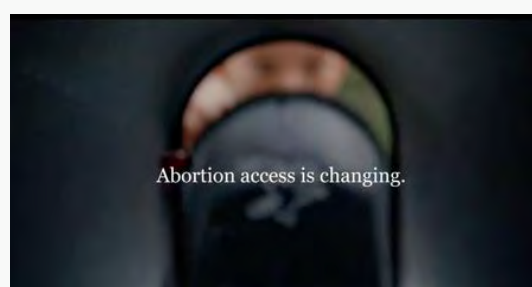
Plan C worked with Spanish-speaking partners and creators throughout the year, including this live broadcast with reproductive health organization Profamilia, California Latinas for Reproductive Justice, Women on Web, and Amy Quichiz to discuss combatting stigma and supporting access within communities.



“Your Heart Also Matters”

by Amanda Palmer

Artist/activist Amanda Palmer offered to help: and together with Runaway Train Productions we created a video set to her abortion song, Voicemail for Jill. [Watch here.](#)



Creative Partnerships: Community

The Auto(nomous) Van

Alecia Ott, an original Plan C community member, created the Auto(nomous) Van to travel the country and distribute information and resources on sexual and reproductive health and harm reduction to local communities.

See more at [@the.auto.body.shop](https://www.instagram.com/the.auto.body.shop).



Deja Foxx

Plan C teamed up with Deja Foxx, an Arizona-based influencer and founder of GenZ Girl Gang, to amplify digital activism. Together, they led impactful Instagram takeovers and co-designed creative digital organizing campaigns throughout the year. Deja's influence extended further when she joined Harris' campaign team, where she hosted "Hotties for Harris" events at the 2024 DNC, actively distributing Plan C materials and spreading awareness.



The Community Road Trip

This summer, Plan C hit the road with 67 activations across 31 states, stretching from Hawaii to Maine. From billboards to documentary screenings, craft nights, and comedy shows, each stop sparked conversations and shared crucial information about the safety and accessibility of abortion pills by mail.

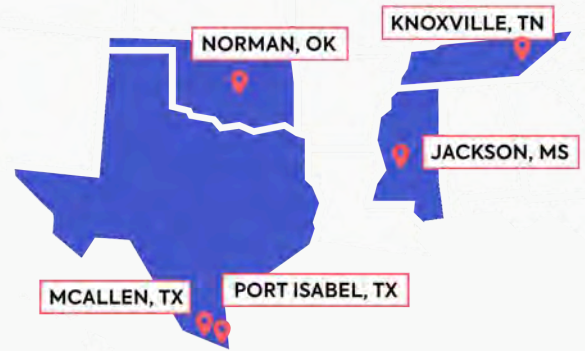
Highlights included visits to Indigenous reservations in Idaho and New Mexico, as well as joining Black Women for Wellness-LA's Reproductive Justice Conference.

Catch the full journey at [plancpills.org/road-trip](https://www.plancpills.org/road-trip).



Billboards

In 2024, Plan C reached millions through static billboards carefully placed in four restricted states.



Billboards ran in:

- 📍 Rio Grande Valley, TX
(Near McAllen and Port Isabel)
- 📍 Knoxville, TN
- 📍 Jackson, MS and
- 📍 Near Norman, OK.

We chose locations and messages with input from local partners and communities, and in regions underserved with abortion information. This included areas along major traffic corridors, near college towns and places where abortion misinformation was known to spread (such as near CPCs or “Fake Clinics”).

During the 12-week run, the billboards made an estimated 9.5M impressions and drove a 40–60% increase in website visits from three of the five billboard locations: meaning, a likelihood of people viewing the billboard then visiting the Plan C website. (We don’t track personally-identifiable information).

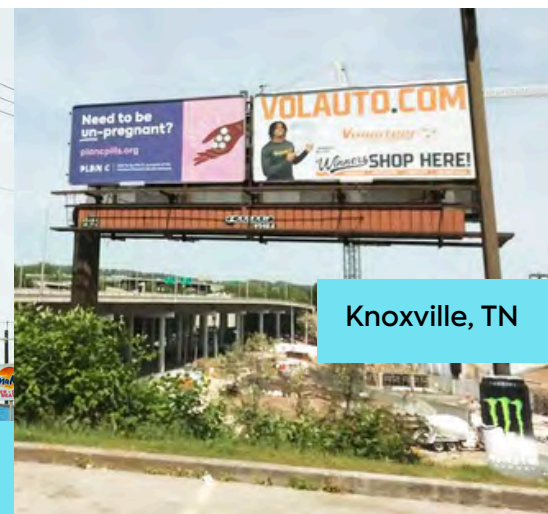
Billboards garnered online attention from both supporters and “Antis,” including call-outs in news outlets who don’t normally share abortion resources (which we count as a win for abortion education). By running billboards, we also forged new partnerships with local organizations.



Rio Grande Valley, TX
(Near McAllen)



Rio Grande Valley, TX
(Near Port Isabel)



Knoxville, TN



Near Norman, OK

Projections

“Abortion is Freedom” was just one of many phrases projected in a many languages on the sides of New York buildings during the UN’s General Assembly week.

Art can serve as an invitation to consider the world through new light.

In our movement, billboards and projections can help to counter misinformation, change the narrative on what we’re told is real or possible, and catch the public eye during, in this case, a week of high traffic to New York City. Partners included Fight For the Future, For Freedoms and Women on Web.

Throughout the year, our projections were amplified by writer Dan Savage and Womanly Magazine, as well as in media outlets like Jezebel: read their article [here](#).



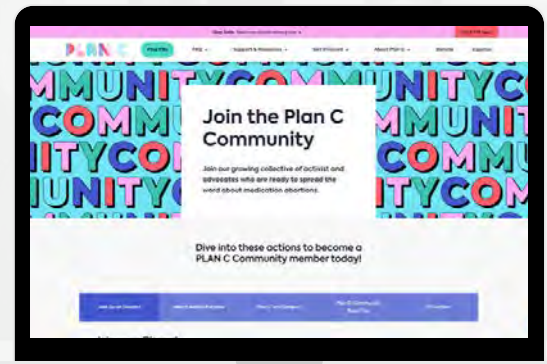
ABORTION
IS FREEDOM

The Plan C Community

The Plan C Community started years ago under the recognition that Plan C's public health information and empowering message was not proprietary, but meant to be decentralized and shared widely. Today, the Community is a dynamic network of advocates, organizers, and allies dedicated to expanding access to abortion care by fostering connection, education, digital organizing, and grassroots action.

Since the Dobbs decision, the Plan C Community has grown from hundreds to thousands nationwide, united in their unwavering commitment to access for all. Through a diverse set of actions, these individuals have become resources for education and support in their hometowns.

Monthly "ABCs of SMA" webinars educate folks on legal aid, up-to-date medical facts, and peer-to-peer support for self-managed abortion. Digital Security 101 sessions equip advocates with essential tools to navigate digital spaces safely. And the Plan C Road Trip brought this energy directly into communities, with dozens of impactful stops across the US.



Through our digital organizing presence, the Plan C Community Discord server has become a thriving hub for collaboration, news updates, and thoughtful mutual support.

Highlights from the year included a 9-hour "Twitch Takeover," raising funds and reaching new audiences online, and Movies That Matter Mondays, where impactful films sparked meaningful conversations on reproductive justice.

Our free Plan C materials request program distributed over two million stickers and flyers, with a focus on states with abortion bans. These resources ensure that information continues to spread in ways that don't rely on search algorithms or individual helpers.

Together, we are building a resilient, informed, and engaged community that champions reproductive health, access and justice for all.



Overcoming Censorship

In an election year, everything is heightened: including censorship.

Plan C's Meta ads account (Facebook and Instagram) remained restricted throughout the year, with boosted posts fully blocked in October and November due to the election. Note that we are not running a political campaign, and our messages typically share basic public health information and research about safe and effective medications: this is how political abortion has become.

Plan C continues to be blocked from boosted placements on Google search, despite the fact that anti-choice "Fake Clinics" continue to advertise their deceptive services. The blocks have led us to investing in creative - and ultimately successful - SEO tactics, to rise up in organic search (more on the following page).

Calling on Bing to fix corrupt search results

We also made a discovery this year that Bing's search engine was filtering out real results on searches related to abortion. We made this discovery by accidentally including a typo in the word abortion - "annbortion" - and suddenly resource links appeared, hidden from previous searches but now visible. We brought this to a NYT journalist and to members of leadership at Bing, who worked to resolve the issue over time.

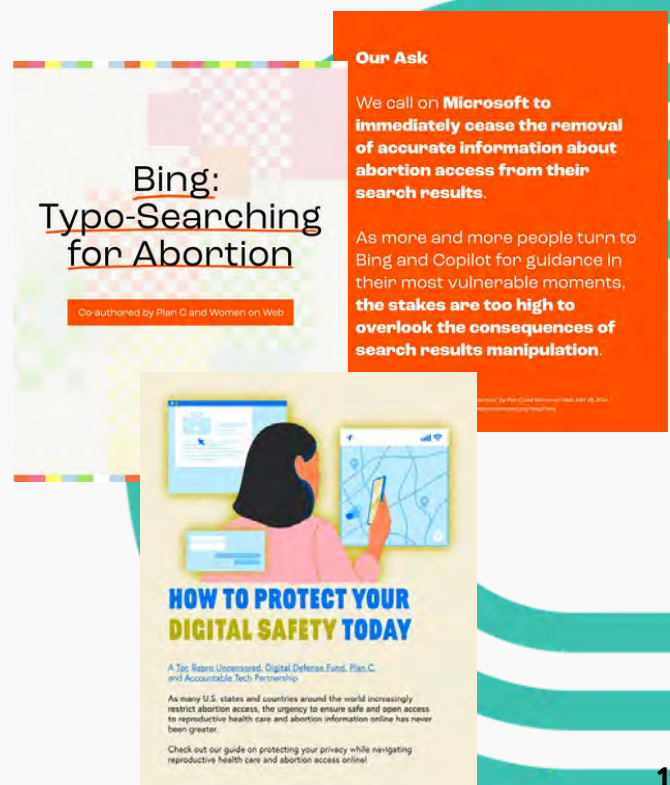
Why this matters: not only does Bing have 3M monthly searchers in the US, but results feed into new AI search tools, which deliver simple and specific one-sentence replies to people searching for the answer to questions about getting abortion pills. We are invested in making sure AI tools do not censor out abortion resources as they get developed and used.

Repro, Uncensored.

At the United Nations 68th Session of the Commission on the Status of Women (CSW), Plan C co-sponsored an event 'Visions for a Digital Future: Combating Online Suppression of Abortion Information,' which launched new coalition **ReproUncensored**: a partnership between Plan C, Amnesty International USA, Women on Web, Reproaction, and Women First Digital.

ReproUncensored brings together nonprofits, creatives, reproductive health providers, researchers, and digital rights advocates to ensure that abortion information can be freely shared and accessed without restrictions, and without the fear of being stifled by Big Tech platforms.

Learn more at www.reprouncensored.org



Rising to #1 on Search Results

This year, thanks to creative and consistent Search Engine Optimization work (SEO), the Plan C website is now at the top of search for people typing in “abortion pill” search terms.

In 2014, one of our first research studies, “Surfing for Abortion,” documented what we found while searching for misoprostol and related keywords on Google search. The short answer: enough to warrant more research and documentation.

Ten years later, search continues to be one of the main ways abortion seekers start their journey. Since resources are only helpful if people know about them, and because these new systems of pills by mail come with understandable fear and confusion around legal risk, showing up in search results is mission-critical.

Since Plan C is blocked from boosting search results, we continue to invest in creative, future-facing strategies to rise up on page 1 of organic (read: unpaid) search. And, it’s working.

Links on other sites

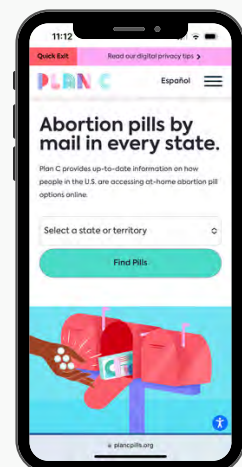
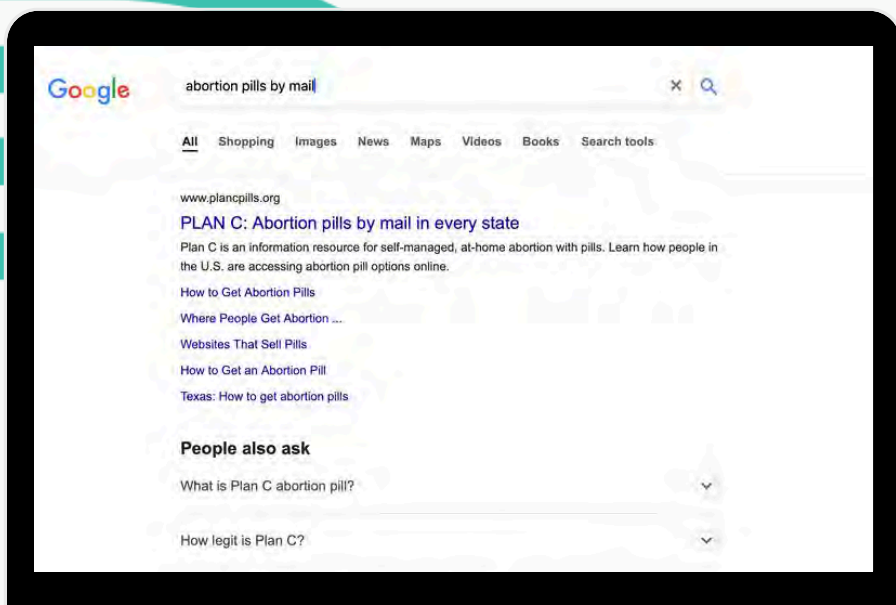
We worked with PPFA to include information on self-managed abortion and links to plancpills.org from search results on plannedparenthood.org. Thousands per week are now clicking through to plancpills.org.

We’ve also helped other organizations save their websites from “crashing.”

When partner websites break links or otherwise dip in search results, we reach out to alert them, with guidance that can fix the problem and preserve their high placement in search results.

“Anti” bots.

Recently we discovered and tracked artificially-enhanced results for keyword “abortion pill,” likely designed by abortion foes to inflate their own Fake Clinic listings. On days when the bot was active, Plan C’s listing was pushed far down the search results page.



Research & Access Routes

In 2024, research demonstrated a surprising fact: that despite the ongoing and harmful impacts of the Dobbs decision, including closed clinics and limited funding, more people had abortions across the US.

In 2024 new services came online, which included new “Shield Law” providers mailing pills from protective states, international telehealth services (notably not subject to changing US laws), and new online pill vendors.

A [new #WeCount research study](#) by the Society for Family Planning showed that 1 in 5 abortions in the US is now done via telehealth. The count does not include those served by Community Networks or online vendors.

This announcement was a big milestone: when we first started a decade ago, the number was effectively zero, and it represents all the hard work we and our partners have done to normalize and catalyze access to modern by-mail services.

There were more abortions obtained this year than last – Mississippi had more abortions after the Dobbs decision than before it (although research also documented tens of thousands of people not able to get the care they seek: direct harm caused by bans).

Other recent research shows that the perception and experience of using abortion pills is very positive. This does not surprise us – it matches the data from countries around the world – but represents more milestones in normalization and acceptance of the method.



Plan C began from public health research lens, and over the years we have continued to partner with researchers to document the magnitude of volume and help researchers safely collecting data on self-managed experiences. Research continues to be instrumental on so many levels, including building trust and understanding for the model of self-care. To us, recent research demonstrates that the model of pills by mail is working: it is wanted and needed across the US.

Hundreds of thousands of people find this ecosystem of existing services, resources and support through our website and Guide at plancpills.org, which receives ~2M visits/year and is regularly linked in media, publications and partner sites.

We expect research efforts to continue in the years to come.

Find [links to research here](#).

Press Highlights

The Washington Post

Abortions Outside Medical System Increased Sharply After Roe Fell, Study Finds

COSMOPOLITAN

What You Should Know About the Abortion Pill Federal Rulings

“We want to be clear – abortion pills remain safe and effective medicines. And, they remain available in all 50 states, including places where abortions are restricted.”

—Elisa Wells, *Cosmopolitan* article

The New York Times

Abortion Shield Laws:
A New War Between the States

“By and large we know that abortion is fast and safe ... In a lot of instances safer than childbirth, so these bans aren’t about keeping people safe. It really is about controlling people’s bodies.”

—Imani Wilson-Shabazz, *Louisiana Illuminator* article

SLATE

The SCOTUS Abortion Pill Case Taught Women How to Access Mifepristone



How a Network of Abortion Pill Providers Works Together in the Wake of New Threats.

Mother Jones

Telehealth Abortions Continue to Rise— Even in Banned States, A New Study Shows

By Julianne McShane | Feb. 28, 2024



More people are accessing medication abortion across state lines

By Ben Kieffer and Caitlin Troutman | August 28, 2024



JEZEBEL

Searches for Birth Control, Abortion Pills Are Spiking. Here’s What You Need to Know.

By Kylie Cheung | November 8, 2024



yes!

ORGANIZERS BRACE FOR RESURRECTION OF “ZOMBIE” ABORTION LAWS

By Lauren Rankin | October 9, 2024

Threats from “Antis”

A hostile environment and uncertain future for rights and access: this is the reality in which we operate.

The motivations of the anti-abortion movement are hard to sum up in one sentence.

They are a web of political, religious and social beliefs based on securing voter bases by leveraging the abortion issue, attempts to reclaim puritanical values and even theories of neonatalism (abortion is driving down the birth rate and this is bad for the economy and society). Some believe it should be a states rights issue, some a national one.

Experts continue to reinforce that bans on abortion are unconstitutional, violate our rights to bodily autonomy and privacy, and cause harm. Experts also agree that sharing information is a first amendment right.

Further, most recent bans target providers and helpers, making information on safe abortion by mail options that much more important for abortion seekers living in restricted states.

Legislative.

In 2024, Plan C witnessed “Antis” leaning into strategies to drag up “zombie” laws from 150 years ago and attempt to misclassify medication abortion as dangerous controlled substances. Texas has introduced multiple (failed) bills to block internet service providers from providing access to the Plan C website, a blatant free speech violation.

Online.

Not only do anti-choice “Fake Clinics” receive hundreds of millions in government funding each year, they have become more SEO and content-savvy: running ads, showing up on search and misleading abortion seekers online.

Plan C continues to stand its ground as a research and educational resource, sharing under a first amendment right to free speech, the right to assemble and advocate for a cause, and using a clear and consistent human rights lens: this information is a lifeline for people living in states where politicians have decimated their other options for care.



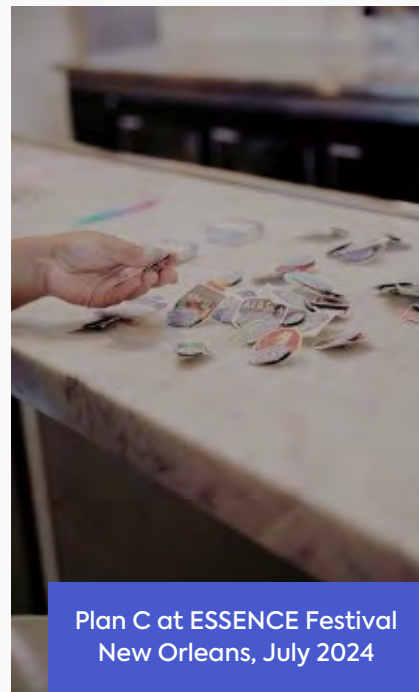
Events



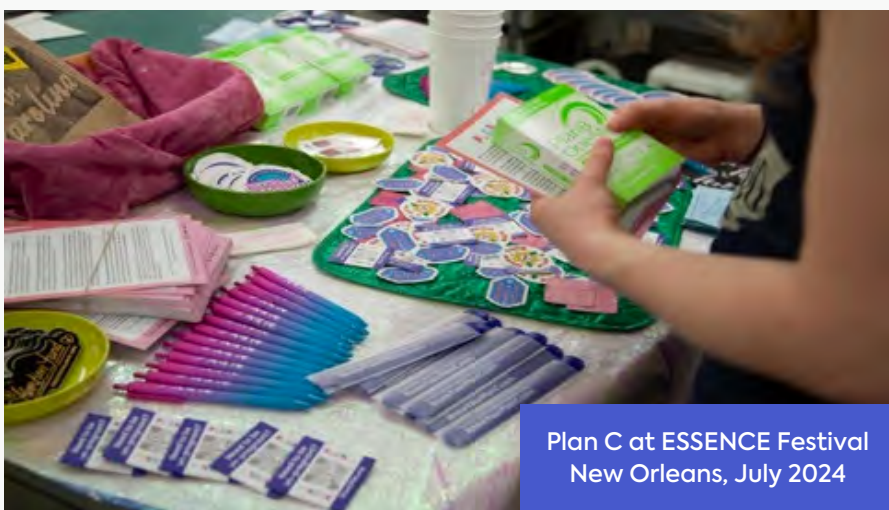
Plan C at DIY poster-making workshop in Los Angeles



DIY poster-making workshop in Los Angeles



Plan C at ESSENCE Festival New Orleans, July 2024



Plan C at ESSENCE Festival New Orleans, July 2024



Plan C provided materials to groups and providers year round



Plan C panel at SXSW Festival in Austin TX, March 2024



Events, cont'd



What They're Saying

“

The service you are doing for well being is valuable beyond estimation.

I worked on the very beginning of legalizing mife/miso in this country and we had high hopes for how it could completely change the landscape of care, but it was so severely restricted that we felt we lost a lot of that early, hopeful potential. We knew it was safe and effective, but the opponents and gatekeepers made it hard to obtain.

It is your work, and that of your colleagues who have opened it up and broadened its use and availability.

Medication abortion is now beginning to fulfill that early dream... removing barriers of gatekeeping and cost, so all women have access to this self-care and associated information whenever they need it.

We are busy giving out Plan C stickers in our own communities! I so much appreciate your presence and your work.

—PLAN C documentary event host, Fall 2024

“

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

“

Access is everything. Thank you. THIS can change lives for the BETTER.

—Anonymous

“

Thank you for supporting and protecting women when we need it most.

—Anonymous

2024 Financials

YTD Jan - Nov 2024

EXPENDITURES		
Operating Team	Includes salaries and consultant fees for team members (4 FT/PT and 8 contracted).	\$923,234
Communications + Marketing	Includes creators/creatives as well as fees for boosting info on online platforms.	\$356,652
Website	SEO, site improvements & maintenance	\$69,444
Grants to Partners	This includes funding to partner initiatives, to support communications work and learn from them as research.	\$271,157
Sticker Campaign, Merch & Shipping	Cost of printing and mailing stickers, flyers	\$75,183
Conferences, Event Production & Travel	Spreading the word, building partnerships	\$92,575
Program Supplies & Contributions	Testing websites, supporting access	\$345,155
Software, Telecomms & Backend support	Software systems and digital tools/infrastructure; insurance, office supplies.	\$32,581
Indirect (Fiscal Sponsor Fee)	10% of previous year funds	\$117,464
Total Expenditures		\$2,165,981

Each year, we raise our budget from grantmakers, institutional funders and individuals across the US.

Our talented team makes up half of our expenditures: this is how we spread the word, keep the website updated, and provide ecosystem support. The budget also includes marketing spend, partner support, creative campaign production costs, events and travel.

From 2016 to 2024, Plan C operated under the fiscal sponsorship of the National Womens Health Network.

The NWHN sunsetted operations in November 2024, and Plan C has a new home in Possibility Labs, a 501c3 justice organization (EIN 85-3989363).

Learn more at plancpills.org/donate.

A few of our grantmakers and funders include:

Bloomberg Philanthropies

OPEN SOCIETY FOUNDATIONS

Dr. Air-Wait Mariens FOUNDATION

Brewster/Kahle Foundation

The Prentice Foundation, Inc.

LISA & DOUGLAS GOLDMAN FUND

WEST WIND

ARGOSY FOUNDATION

EFA THE EDUCATIONAL FOUNDATION OF AMERICA

KATZ AMSTERDAM

Where We're Headed

Since the 2024 election, we have been heads-down in rapid response and strategic planning for 2025. Despite certain increased barriers to abortion access under an incoming administration, our work will prioritize the same two goals: that People Have Access to abortion pills, and that People Know about abortion pills.

And no matter who takes cabinet positions or misuses their power for personal gain, we believe there will be multiple alternative routes of access to abortion pills by mail. Hotlines will continue to offer free confidential support, certain funds will continue to fund pills, and accompaniment models will spread. We will pay close attention as the ecosystem evolves, and keep our online resources and Guide up to date.

Zooming out, we still recognize a need to de-medicalize this method: catalyzing self-managed access that disentangles it from political (and even medical) barriers keeping it out of reach. From a public health lens to human rights, these pills belong to the people.

We will also be closely tracking new access points: for example, these same medications are now available as “Period Pills,” taken to regain a late period without a pregnancy test (periodpills.org). We support concepts that expand the notion of abortion far beyond something a provider “gives” to a patient, and more accurately represent spectrum of reproductive experiences.

We will continue to run information campaigns across the US to reach abortion seekers in their moment of need, and to raise general awareness in areas with more barriers to access. We will share how people are getting pills in advance, and will arm our Plan C Community with hundreds of thousands of stickers and informational flyers. We will continue to prioritize search visibility and channels like Reddit, where we know seekers go. We will use first amendment rights to keep the information flowing.

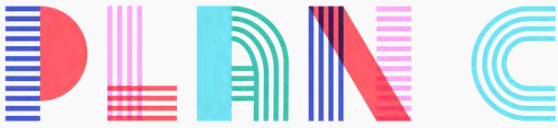
We will continue to work in coalition, building on strong relationships with organizations doing parallel work. It will be a challenging road ahead, but together we are stronger.

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 U.S. We believe bolstering access can mitigate harmful political bans.

Any incoming administration determined to undermine abortion access for their own political gain will only galvanize these beliefs.

Let's go.





Thank You.

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

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

Visit us online at plancpills.org or find us @plancpills on Instagram, TikTok, Facebook and Twitter.

Plan C is a project of Possibility Labs, a 501c3 nonprofit organization (EIN 85-3989363).

Support Plan C's work at plancpills.org/donate.

Learn more and spread the word at plancpills.org.

Disclaimer: Plan C does not give medical or legal advice, provide care or sell abortion pills.

