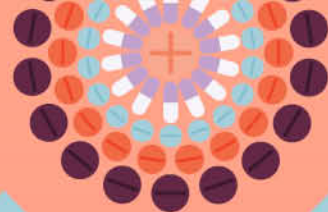


**BUILDING  
A MOVEMENT  
BEYOND  
THE MOMENT**



provide

2024 ANNUAL REPORT



# DEAR FRIENDS



As we closed out the year 2024, justice-minded folks across the nation found themselves processing a variety of emotions, fears, and anxieties about what our next administration would do to our rights and systems of care. It feels impossible to open our annual report without addressing the stark reality of the challenges, new and old, we must face in the fight for liberation. It is true that 2024 did not end the way many of us had hoped. However, here's the thing that was always going to be true in any political landscape: Provide will never waver in our mission to build a healthcare system where every person is treated with dignity and respect.

Our ability to make change has never hinged on an election, and communities are counting on us to



stay resilient. Naming our movement wins helps us with that: In 2024, a year that marked 30 years of the reproductive justice movement, the first over-the-counter birth control option, Opill, became available in major retail pharmacies and online across all 50 states. The Supreme Court upheld that mifepristone, a medication used in abortion, is safe and effective under FDA regulations. Public support for abortion led to wins at the ballot box in Missouri, Texas, Colorado, New York, Maryland, Montana, Arizona, and Nevada.

**It's important to name and celebrate these collective victories because while the road to liberation is paved with setbacks, we know our movement's advocacy is working.**

Our movement is mobilizing advocates for abortion access across the country and across systems of care, despite the ongoing attempts to punish abortion providers, people who have abortions, and the people who help them. We see the bravery of the generations who have been willing to resist, sometimes at great personal cost, because it is the right thing to do.

**Going into 2025, Provide is prepared to step up as a courageous and collaborative thought leader focused on engaging health and social service providers to both advance abortion access and interrupt the criminalization of pregnant people.** One of our top priorities in our current strategic plan is to enhance our organization's visibility and have a greater impact on the reproductive health, rights, and justice movement through bolder advocacy. Our approach to this work is to continue building a movement that will last beyond current moment—beyond the fray of heated news cycles, legislative debates, and elections—and cultivate sustainable communities affirming the autonomy and dignity of every single person.

This letter is both an expression of our gratitude for your support and a call to engage further in transforming the reproductive and sexual healthcare system. Provide has long emphasized that everyone has a role, and that is as true now as it's ever been. We are calling on every healthcare provider, social worker, advocate, funder, community leader, and elected official to find their place in this movement, to choose the bravest and boldest path forward to affirm the rights and autonomy of pregnant people. We cannot wait for top-down solutions. Together, we are the solution.



**Fatimah Gifford, MAODC**  
Executive Director

**Jamarr Brown**  
Board President



# BUILDING A SUSTAINABLE MOVEMENT OF PROVIDERS



Under Provide's 2023-2025 strategic plan, we have set out to stay innovative, responsive to the external abortion landscape, and center race equity and inclusion in all facets of our work. Through robust conversations and explorations of movement needs, we determined that in many ways Provide has always been at the forefront of engaging direct care providers as community advocates. But, there was both a need and capacity to expand our strategy to advance our vision for an equitable sexual and reproductive health system that cares for the whole person with dignity and respect.

Provide's advocacy is rooted in five core pillars that guide how we steward our vision and contribute to the larger movement for reproductive rights, health, and justice.

## ADVOCACY PILLARS

### Bodily autonomy

is central to the advancement, health, and wellbeing of women and birthing people.

### Unfettered access to abortion

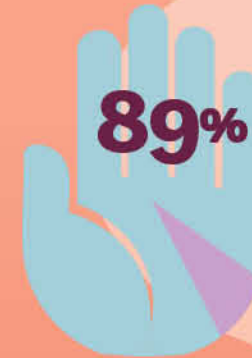
in supportive communities, not mere legality, is what is required to recognize and uphold the autonomy of pregnant people.

Skilled, compassionate healthcare and social service **providers are critical stakeholders** in transforming systems from within.

Transforming standards of care, institutions, and systems requires **deep culture change and long-term commitment.**

Purposeful **collaboration and continuity of care** are central to meeting the holistic health needs of populations disenfranchised by stigma.

In a July 2023 survey of **142 health and social service workers:**



said they saw themselves as playing a role to reduce stigma and improve abortion access.



said it is very important for healthcare and social service providers' voices to be heard about their experiences with clients seeking abortion information and care.

While **61%** of respondents reported a high willingness to engage in advocacy in their professional community,

only **33%** reported a high ability to do so. Respondents in restricted states were significantly less willing and able to engage, likely due to threats of criminalization.



PROVIDERS IDENTIFIED **THREE TOP NEEDS** AMONG THEIR PROFESSIONAL COMMUNITY:



Increased awareness of the legal landscape around abortion.



Support for professionals navigating abortion access for their clients/patients.



Research and evidence that providers can use to better advocate for abortion access.

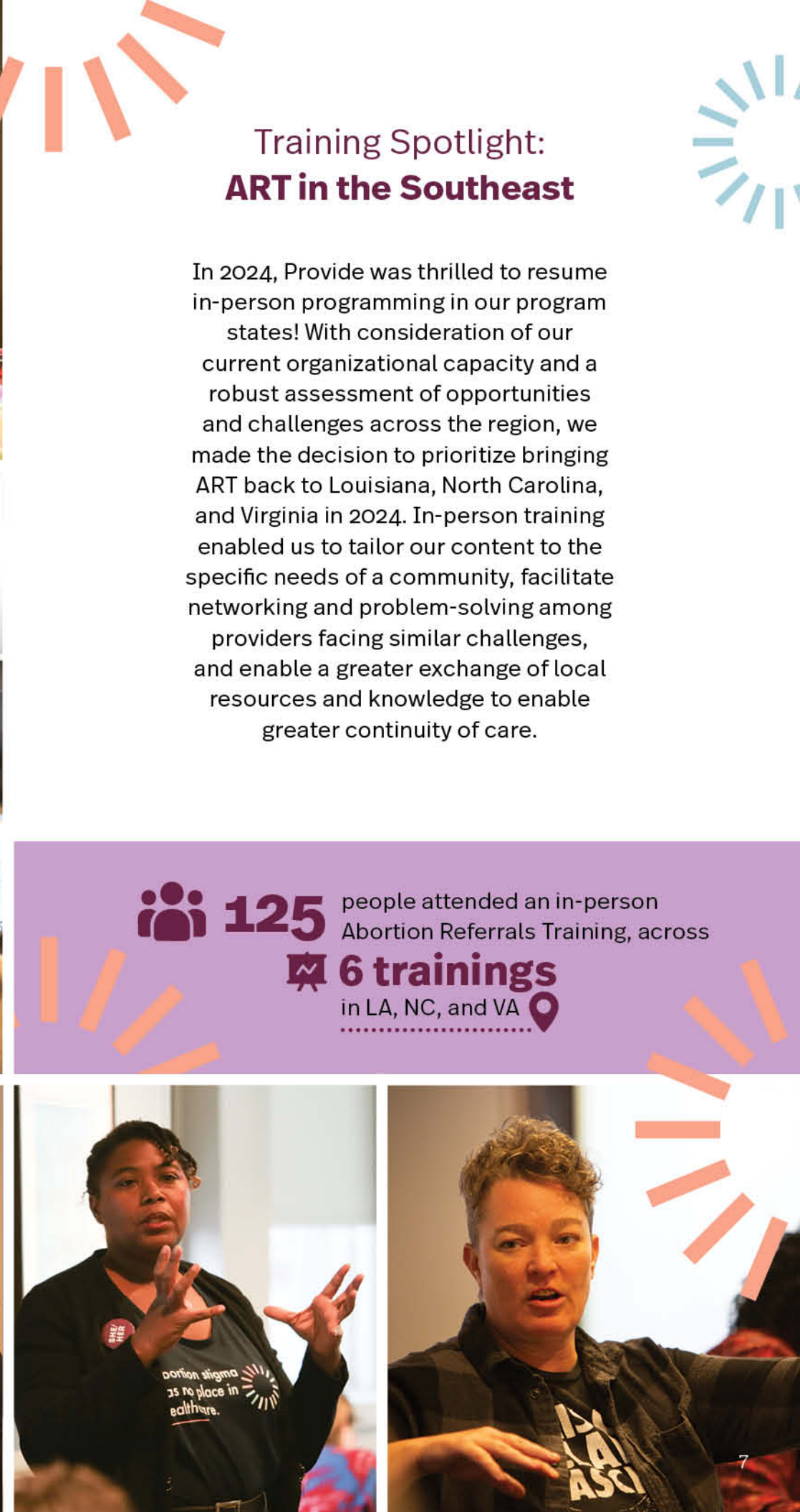


# ADVANCING AUTONOMY & ACCESS

Provide's core work involves training and educating social service and healthcare providers who directly support pregnant people. Through our core programmatic offerings, we provide the support these critical stakeholders need to advocate for their patients and become agents of change in their workplaces and communities.

Since the Supreme Court overturned Roe v Wade in 2022, Provide has had to reckon with the very real possibility of a nationwide abortion ban or other sweeping policy changes blocking health providers from discussing abortion. In preparation for future challenges, Provide reevaluated our flagship Abortion Referrals Training (ART), a data-driven intervention we have been delivering in-person since 2013 and online since 2020.

As part of our commitment to our mission, Provide has resolved that we will continue to deliver ART both virtually and in-person for as long as we are able. That said, in 2024, we prioritized a significant update to the ART curriculum that reflects deeper learnings from the reproductive justice movement, addresses the emerging challenges of the current legal landscape, and incorporates fresh, interactive learning activities beginning in 2025. Additionally, we began work on developing two brand new curricula alongside ART that will enable us to continue reaching and teaching providers about the broader implications of stigma in healthcare and the harms of pregnancy criminalization. Our expanded menu of training interventions will enable us to continue delivering on our mission by engaging compassionate providers as agents of change in resisting criminalization and affirming the bodily autonomy of every single patient.



## Training Spotlight: ART in the Southeast

In 2024, Provide was thrilled to resume in-person programming in our program states! With consideration of our current organizational capacity and a robust assessment of opportunities and challenges across the region, we made the decision to prioritize bringing ART back to Louisiana, North Carolina, and Virginia in 2024. In-person training enabled us to tailor our content to the specific needs of a community, facilitate networking and problem-solving among providers facing similar challenges, and enable a greater exchange of local resources and knowledge to enable greater continuity of care.

 **125** people attended an in-person Abortion Referrals Training, across  **6 trainings** in LA, NC, and VA

*“I am much more concerned about making sure that clients are getting care from licensed medical professionals. I did not know that [crisis pregnancy centers] could provide things like ultrasounds and potentially give inaccurate information.”*

-PROVIDER IN NORTH CAROLINA



# ADVANCING CONTINUITY OF CARE, EMPOWERING PROVIDERS

Provide's advocacy seeks to bring providers, program partners, and movement leaders together to work towards better health outcomes in their communities. Our unique role in the reproductive rights, health, and justice movement is to build bridges across systems of care, ultimately creating wider networks of support for pregnant people. We are engaging a movement of healthcare and social service providers who practice a wide range

of services, broadening the scope of professionals who recognize reproductive health as a critical issue in their community and who can then work together for greater access. When we leverage our expertise to connect these dots across systems of care, we help community and health system leaders see the need for high continuity of care, particularly for people who are impacted by stigma.

*"I learned about the benefit of self-managed abortion, particularly for people already marginalized by the healthcare system."*

-PROVIDER IN WISCONSIN

*"I learned that fat bias is a real, harmful, and dangerous belief, and we're not doing enough to address it."*

-PROVIDER IN WEST VIRGINIA

*"There are still people trying to provide accessible care and knowledge to those who are seeking an abortion."*

-PROVIDER IN TEXAS

## Partner Spotlight: Meeting the healthcare needs of Black women living with HIV



Thanks to a one-year grant from ViiV Healthcare, Provide developed a new initiative to increase access to sexual and reproductive health services for Black women and other people who can get pregnant. Our project focused on bringing impacted members of the community to develop an intervention that will improve access and strengthen systems of prevention and care for people living with and vulnerable to HIV. In 2024, we successfully recruited a focus group of Black women living with HIV and other key stakeholders to develop two interactive, educational online tools for providers and clients to improve access to HIV prevention,

emergency contraception, and abortion. We then piloted the intervention with four HIV organizations in the Southeast to deliver both virtual and in-person provider trainings, engage with client stakeholders, and gather feedback on the tools. We further worked with our partner organizations to recruit additional safety net organizations to participate in the intervention and increase continuity of care in these communities. Together, these tools support providers' ability to have comprehensive, compassionate, and stigma-free sexual health conversations with the individuals they serve.



**WE ENGAGED  
22**

Black women living with or vulnerable to HIV as critical stakeholders in evaluating our client tool.

AMONG PROVIDERS WHO WERE TRAINED ON THE PILOT TOOL:

**100%**  
★★★★★

indicated that this tool was needed in their profession

**83%**  
found the tool useful in helping navigate conversations about sexual health and would recommend it to a colleague

**95%** found the tool somewhat or very effective in the goals of keeping the client at the center of sexual health conversations, reducing stigma in conversations about PrEP and PEP, reducing stigma in conversations about abortion, and reducing stigma in conversations about emergency contraception.



# ADVANCING DEEP CULTURE CHANGE

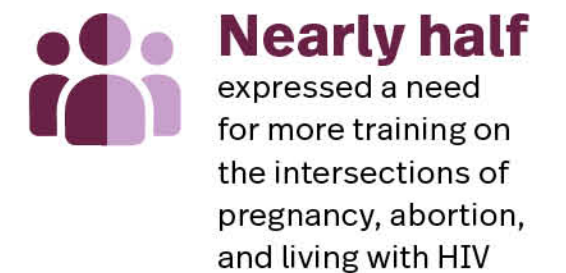
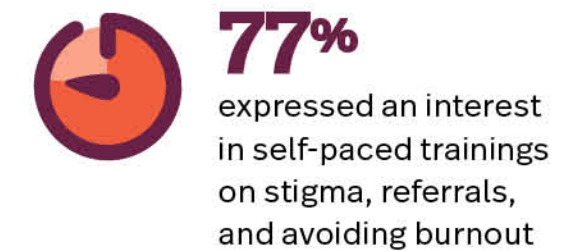
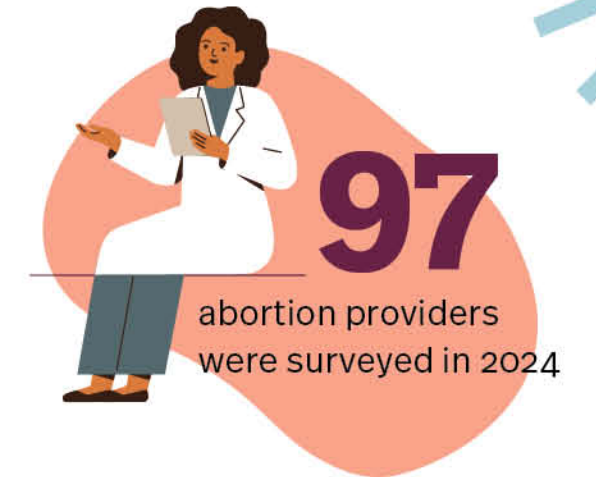
By leveraging the voices of providers, community partners, and people with lived experiences, we have the collective power to uniquely influence the public narrative by illustrating the impacts of stigma, provider bias, and harmful healthcare policies. Through impactful research and storytelling, Provide seeks to move audiences to a deeper understanding of the oppressive systems we have and the equitable reproductive and sexual healthcare system we're fighting to build together. Through research and the amplifying of diverse perspectives, together we can shift the culture from one of shame, stigma, and punishment to a liberated future of autonomy, compassion, and access.

Healthcare and social service providers have a firsthand view of how policies that criminalize and restrict access to reproductive care, gender affirming care, and other stigmatized services have harmful consequences. Through our storytelling initiative, we are calling on providers to use their positions to name these harms that decision-makers inflict when they put personal anti-abortion politics ahead of community needs. We are also calling on providers to resist being deputized as an extension of the criminal justice system through unnecessary and invasive reporting.

## Research Spotlight: Current Initiatives and Future Plans

In 2024, Provide engaged in two research and evaluation projects to inform our programming. First, we conducted a survey of abortion providers to better understand needs and barriers around cross-system referrals. The survey results suggest that most abortion providers have a need for more training on intersectional needs and are interested in building relationships with providers in other systems of care. Second, we worked with colleagues at the University of Tennessee–Knoxville to develop and disseminate a survey to better understand experiences of self-managed abortion in Appalachia, with results forthcoming.

Our next research focus is a forthcoming study to measure knowledge, attitudes, and practices around self-managed abortion and criminalization among nursing professionals. We believe this research is needed to address gaps in the field and develop better interventions to reduce unnecessary reporting to law enforcement. We also are seeking funding to support a collaborative research initiative focused on the needs, experiences, and travel patterns of people accessing abortion funds across restricted states.



*“I better understand the consequences of not providing quality abortion referrals and how we [providers] can be the bridge to care.”*

-PROVIDER IN FLORIDA



*“I am definitely going to change how I speak about abortion with patients. Prior to this I would approach these conversations with assuming that the patient is feeling sad about this decision, but after the training I realize that that isn't always the case.”*

-PROVIDER IN MASSACHUSETTS



# IMPACT BY THE NUMBERS

In 2024, Provide trained



## Virtual Programming

**477** total participants



## In-Person Programming

**125** people attended an in-person Abortion Referrals Training, across **6** trainings in LA, NC, and VA



## Piloting “On Demand” Training

Participants who indicated that they had the skills and information to effectively educate a client about abortion care



In 2024, Provide began piloting asynchronous online training to increase access to learning and skill-building for busy providers. In the evaluation of our pilot “STAR Education and Referrals,” we found that our on-demand learning modules significantly increased providers’ knowledge of where to refer clients for abortion care, as well as legal services, abortion funds, and practical support organizations. Following training, **94% of participants were somewhat or very likely to provide referrals** for abortion care and/or support.

## Assessing Readiness for Change

In 2024, Provide conducted site assessments with **15 organizations** across 8 states.

**14 of 15** organizations provide care in a state where abortion is heavily restricted or banned.

**Nearly half** (7 of 15) of these organizations have since planned training for their staff and/or engaged in deeper capacity building work with Provide.

In 2024, Provide developed a robust Site Assessment for agencies to determine strengths, challenges, and readiness for capacity building work around abortion access. These Site Assessments provide unique insight into the needs of communities living under total abortion bans or extreme abortion restrictions, particularly where poverty rates are higher than the national average and where providers are serving rural communities.



# SUSTAINING THE WORK OVER THE LONG HAUL

Provide's values inform not only our external impact, but also the way we operate internally. As in 2023, Provide's team came together for a National Meeting in 2024—this time in Durham, NC, just days after the November election. In planning this meeting, we anticipated how each of the possible election outcomes might impact the spirit of our gathering—and knew that regardless of any scenario, we must tend to ourselves in order to sustainably tend to the work. That's why the theme of our meeting was "Building Sustainability," focused on individual wellness, organizational strengthening, and our preparation for the road ahead.

## Strengthening Organizational Capacity

In 2024, we grew our organizational capacity by adding three new full-time positions and two paid internships. We also engaged the Stoke Collective to support the development of our Strategic Leadership Team. In recognition of our role as a leader in organizational culture, we received a generous Leaders Trust Grant from the Hewlett Foundation that will be used to further increase our capacity over the next three years.

## Resourcing Individual Wellness

Provide's leadership firmly believes that talking about a culture of wellness is insufficient without resourcing employees to access wellness. In 2024, we continued to offer all employees a comprehensive salary and benefits package, including flexible remote schedules, unlimited paid time off, and quarterly weeklong wellness breaks.

**93%** of staff report that they gain satisfaction from their current job, feel their current role is a good fit for their skills and abilities, have the opportunity to develop skills and abilities, and feel their work adds value to the organization.

**100%** of staff feel that policies enable work performance and benefits support equity among all staff.

**100%** of staff enjoy being part of the organization.



*Provide Staff Climate Survey, administered among full-time staff in November 2024 with 100% participation (excluding executive leadership).*





# STAFF AND BOARD

## 2024 Board of Directors

Provide benefits from a diverse and engaged Board of Directors made up of state, national, and global leaders in reproductive and community health, including service providers, administrators, policy experts, and advisors.



PRESIDENT  
**Jamarr Brown**



TREASURER  
**Cheryl Prelow**



CLERK  
**Bridget Bohannon, MPH**

## Directors



Kate Boulton, JD, MPH



Ivana Thompson, MD MSCI FACOG



Ashley Brink



Adrienne Weil



Dione Friends



Fatimah Gifford, MAODC



Alexis Hicks

## 2024 Staff

We recognize and thank all the staff who contributed to Provide's work in 2024:

### EXECUTIVE LEADERSHIP

Fatimah Gifford, MAODC, Executive Director  
Dannielle Shaw, JD, Deputy Director of Strategy  
Michelle Dowell-Vest, Deputy Director of Finance & Administration

### STAFF

Dionne Alexander, Executive Assistant and Board Liaison  
Ashley Bordas, Director of Development  
Tiffany Collins-Webb, Training & Outreach Coordinator  
Ann Dills, MSW, Technical Assistance Manager  
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Sara Hunter, Development Coordinator  
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Tara Johnson, M.Ed., Training Design & Delivery Specialist  
Jenny Koza, Evaluation and Learning Specialist  
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S. Low, MSW, Technical Assistance Specialist  
Denice Monroe, Marketing and Communications Intern  
Crystal Norwood, Communications Manager  
Efe Osaren, Training Support and Engagement Specialist  
Dominique-Laura Pierce, Director of Development  
Lauren Pring, MPH, Director of Evaluation  
Ondine Quinn, MSW, CSE, Senior Director of Programs  
Eric Wilson, Executive Assistant & Board Liaison  
Sylvia Wilson, Program Evaluation Intern  
Max Winbigler, Executive and Program Assistant



# FINANCES

## Income ..... \$1,411,776.76

Grants ..... \$ 1,136,614.34  
 Contributions ..... \$ 256,480.83  
 Other ..... \$ 18,612.42

## Expenses ..... \$2,897,943.93

Program ..... \$ 1,680,807 (58%)  
 Management ..... \$ 666,527 (23%)  
 Fundraising ..... \$ 550,609 (19%)

# DONORS

\*Donors marked with an asterisk are GEMS (monthly donors) as of December 2024

## INSTITUTIONAL FUNDERS

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