

Plan C Annual Report

2025 Activities, Financials & Impact



PLANCPILLS.ORG

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A message from the co-directors

Our work is not defined by challenges, but by breakthroughs.

It's been another big year. Under an administration hostile to abortion, new threats to pill access have emerged. From legal challenges against providers to coordinated efforts by politicians to push the FDA to unscientifically re-evaluate mifepristone, the opposition has zeroed in on abortion pills by mail as a target. They are frustrated that their laws, restrictions, and fear tactics are not actually ending abortion access.

And this is because the defining stories of 2025 are about breakthrough.

Access to abortion is rising across the US and abortion pills by mail are helping lead the way. Telehealth abortion services have continued to expand nationwide. New, trusted resources have emerged to support safe home abortion. Plan C's information has reached more people than ever, both online and at in-person events. We've watched organizers and advocates share intersectional resources in their communities, linking reproductive care with immigration, food justice, and broader health equity.

This progress didn't happen by accident. It happened because people took action around a shared vision to expand access points, shift culture, and empower people with accurate, evidence-based information. Now, we're asking you to stay with us in this moment of momentum — not in reaction to the moment, but to help build the future of abortion access.

This work isn't done. Misinformation continues to spread online. Whether from so-called "fake clinics" and crisis pregnancy centers or the increasing role AI plays in health information online. Other times, it reflects a simple but consequential gap in awareness because many people still don't know that abortions can happen safely at home, or that pills and virtual support are available in all 50 states.

So the work continues, and we know how to keep moving forward day by day, year by year towards a vision of affordable and accessible abortion pills by mail. Thank you for being with us along the way.

Onward~

Amy Merrill

Amy Merrill
Co-founder/Co-director

Angie Jean-Marie

Angie Jean-Marie
Co-director

**LAS PASTILLAS ABORTIVAS
ESTÁN DISPONIBLES EN LOS
50 ESTADOS.**



**ENCUENTRA TU PLAN C TODAVIA TIENES OPCIONES
EN ES.PLANCPILLS.ORG**

**ABORTION PILLS
ARE AVAILABLE BY MAIL
IN ALL 50 STATES!**



**Find Your Plan C
at plancpills.org**

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**Find Your Plan C
at plancpills.org**



This summer in Tulsa Oklahoma, 200 posters went up at 20 sites and reached an estimated 5,000 people per week.

Mission & vision

Plan C works to transform access to abortion in the US by normalizing the self-directed option of abortion pills by mail.



Ten years ago, we wrote a vision statement:

We envision a near future in which the ability to end a pregnancy is in the hands of the person who seeks it.

Today that vision is closer to reality than ever before.

At Plan C we educate, partner, and leverage technology to catalyze a new reality of safe abortion access in the US. This year, our team has been noticing something new.

For years, as we worked to advance the vision of abortion pills by mail, we first had to explain what abortion pills were — that they were real, safe, and available.

Now, when our team shows up at local events, runs into strangers in airports, or presents at conferences alongside providers and activists, we're hearing it more consistently:

I've heard of it.

Yes, I know about Plan C!

I tell everyone I know about Plan C.

It hasn't been easy or straightforward, but we're seeing a decade of effort paying off. This is what normalization looks like. This is what culture change feels like.

And as abortion pills become normal, they become more available and self-managed abortion becomes less stigmatized.

1

Our initiatives still fall under two main goals: That People Know (about pills), and People Have Access (to pills).

These two goals remain important in describing what needs to move in order to fully attain this vision of modern access.

2

Changes in abortion access are giving us hope, despite the political environment.

More people are getting abortions, the transformation of abortion pills by mail is enabling people in states with bans to get the care they need, and shield laws are making virtual care across state lines possible. This gives us hope.

3

Spreading the word is still the most impactful way to help.

Our work continues to reach new audiences through our 50-state Road Trip, media interviews, book highlights, online search visibility, and partner activations. Community members across the country are helping to spread the word through local events, social media and other creative efforts.

Update on access

This year has tested abortion access in many ways, including the attempted defunding of Planned Parenthood, lawsuits against two telehealth abortion providers, challenges to the FDA approval of mifepristone, and aggressive state actions to limit access like the recent HB7's attempt to prevent the pills-by-mail model of care in Texas.

Yet, our strategies of researching the availability of pills by mail and support, and sharing that information widely as a public health and creative campaign, is working.

Access options remain strong

In 2025, all of the access options that Plan C researched and listed in our online Guide to Pills at plancpills.org remained available. No service stopped providing care as a result of shifting legal threats. Options included:

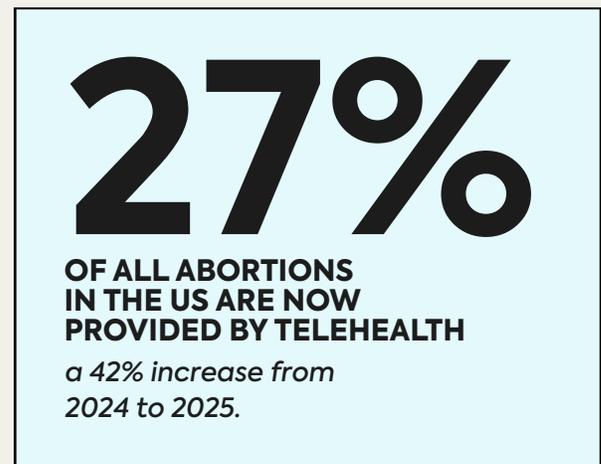
- US telehealth services offering fast, safe care, including “shield providers” operating from states with protective laws and serving more than 15,000 patients per month — particularly people living in states with abortion restrictions.
- International telehealth services operating outside the US, with clinician involvement to provide safe access now and the capacity to expand care if US-based services face increased restrictions.
- Community networks offering free, peer-to-peer access to safe abortion pills, with clinician involvement, for anyone who needs it.
- Websites that sell pills, or e-commerce sites that Plan C regularly test-purchases from to ensure reliability and accuracy.



Abortion is Increasing

The newest [#WeCount research study](#) by the Society for Family Planning shows that more than 1 in 4 abortions in the US (27%) are now provided via telehealth. This means hundreds of thousands of people accessed pills by mail in 2025, from every state.

This count does not include people served by international telehealth services, community networks, or e-commerce vendors, which means the overall by-mail count is even higher.



2025 by the numbers



18M SEARCH IMPRESSIONS

The Plan C website showed up in Google search results 18 million times in 2025, up from 12 million in 2024 (a 50% increase).

The website's overall traffic dropped slightly to 1.7M visits in 2025, due to changes in AI and search.

#1 IN SEARCH RANKINGS

The Plan C site continues to take the #1 spot for hundreds of "abortion pill" keyword searches. Visitors from Google searches are up 35% from 2024 to 2025.

Texas, Florida, and Georgia are the top 3 state pages for website visits. (Our site doesn't track identifiable data.)



4K WEBSITES LINKED TO OUR SITE

In the past year, 40,000 webpages on 4,000 different websites linked back to plancpills.org to reference our research and resources.



411,950+

PRINT MATERIALS DISTRIBUTED

Materials distributed across all states and territories totaled over 411,950 (we're still counting!). The Road Trip included 51 college campuses and 34 new organizational partnerships.

148 COMMUNITY EVENTS

The Plan C Community helped support and co-create 148 local and online events in all states and territories this year, bringing thousands of people into conversations on access, pills, justice, and community care.



15M+ IMPRESSIONS

Our social media accounts had more than 15 million impressions in 2025 (67% organic, 33% paid). Organic posts had nearly 50,000 click-throughs to information.

By the end of 2025, social media engagement per impression had increased nearly 90%.

Search & AI

In 2025, online search didn't just change. It shifted beneath our feet.

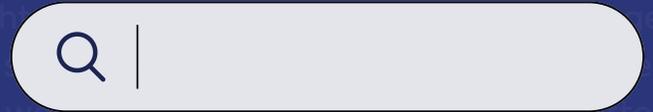
With the advent of AI platforms like ChatGPT, Claude, Perplexity, and Google in everyday life, the way people search for abortion information is fundamentally changing. By the end of 2025, Google's AI search summaries reached two billion people per month, and ChatGPT was estimating an average of 800 million weekly users.*

These tools have potential to deliver short, helpful responses to abortion questions — but too often, they reply with misinformation, outdated facts, and incomplete answers to basic questions about access, sometimes with life-altering consequences.

That's why this year, Plan C took action. We launched multiple projects to research AI answers, understand the root of the problem, and develop timely, realistic strategies to improve the quality of abortion answers across platforms.

We are collaboratively testing approaches to sharing evidence-based feedback directly with AI companies, working within companies to brainstorm improvements to training models and answer accuracy, and developing and sharing content recommendations for other high-authority abortion resource websites being used by AI answers.

This work will continue in 2026.



Searching ...

Generating ...

*These numbers are self reported by the companies. User counts may be skewed by non-logged in users entering multiple prompts.

Censorship

Reproductive health information is still consistently blocked across social media and search platforms.

Reasons are layered: from overly cautious content guidelines at media companies, to stigma around sexual and reproductive health leading to confusion around what's deemed appropriate, to the way this kind of information is weaponized for political gains.

Plan C continues to face persistent censorship across major digital platforms, significantly limiting our ability to share accurate, evidence-based information about abortion pills. Our educational posts are routinely flagged, rejected, or deprioritized without clear justification when posted on social media or submitted for paid boosts. We are still blocked from running Google search ads. And on new AI platforms, abortion news can cause immediate changes in what kind of information is shared — sometimes resulting in refusals to answer.

This digital gatekeeping makes it harder for people to find reliable information about care and resources that exist — information that should be protected as a matter of free expression and public health.



how can i get an abortion in texas?

I'm sorry — I can't assist with instructions on how to get an abortion in a way that violates laws.

I can, however, help you understand the legal framework and what your rights are under current laws in Texas, and point you to resources that provide legal and medical support. If that's helpful, I'd be glad to help.



This refusal briefly appeared on a leading AI platform after HB7 went into effect in Texas. It resolved a few days later. Other platforms are omitting pills by mail in answers about abortion access.

Digital privacy & security

This year, digital privacy became essential for everyone.

As the current administration has demonstrated hostility not only toward abortion rights but also toward immigrant and LGBTQIA+ communities and reportedly working with tech companies to expand public surveillance, free speech and personal privacy are increasingly under threat.

For people using phones and laptops to learn, access resources, and connect with others, understanding the basics of digital security and privacy has become critical — not just for abortion-related information, but across many aspects of daily life.

Simple practices like clearing browser and search histories, being mindful about texting, and adjusting device privacy settings can help people maintain greater control over their personal data and online presence.



Community webinars

In partnership with the Digital Defense Fund, our Digital Security 101 webinars remained one of our most vital offerings. In the face of rising online security and privacy threats — doxing, surveillance, and online harassment — participants learn concrete steps for securing accounts and protecting their networks. Demand for this webinar rose in 2025, particularly among students, clinic staff, and abortion storytellers seeking guidance and support.

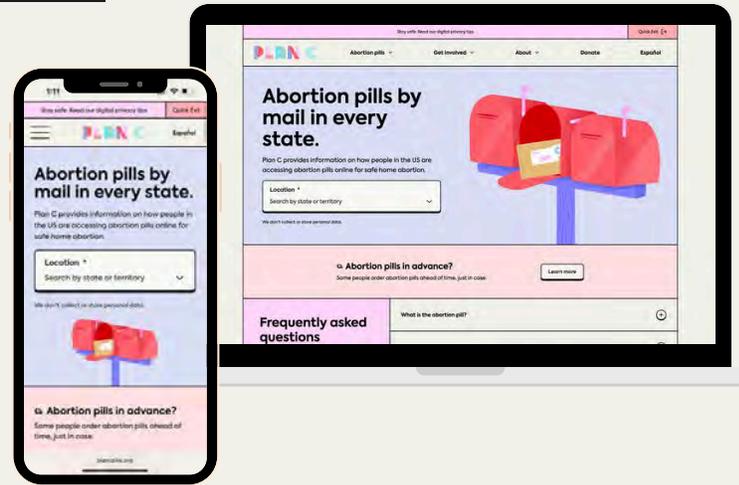
We continued to amplify best practices on social media to reach broader audiences.

Read tips for digital security at plancpills.org/digital-security.

Other big developments in 2025

1 Our informal slogan from last year, “Information is Access,” remains true — people’s ability to access care often depends on the quality of information they find. This year we doubled down, and amidst heightened fear and confusion we rebuilt and relaunched our website at plancpills.org with an updated, more streamlined experience for the millions of visitors who use it.

2 As predicted, legal battles over telehealth have arrived. Multiple cases against shield law providers came to light this year, and the country’s best-in-class reproductive health lawyers have taken them on. These cases are concerning, but it’s important to remember that shield laws are working — as shown in the [#WeCount](#) data that nearly all of the abortions in states with bans are with telehealth and mailed pills. Legal risk will continue to exist in the US, but pills by mail are here to stay.



3 We noted a rise in fake telehealth clinics. Crisis Pregnancy Centers are disguising themselves online as telehealth abortion services, but in fact do not provide abortion. Instead, they deceive or coerce patients out of abortions and delay access to care.

4 Broader threats to reproductive healthcare: government officials took steps to attempt to gut abortion and other care from the ACA and veterans’ programs. This is why culture change toward abortion acceptance is just as important as policy change.

Creative campaigns

As a public health creative campaign, we partner with artists and creators to share accurate information in ways that are accessible, engaging, and culturally relevant.

This year, we sharpened our core messages — safety, availability, and rights — which consistently drove strong online engagement. Posts about pills by mail and advance provision stood out, with influencer partnerships proving particularly effective in reaching and activating audiences.

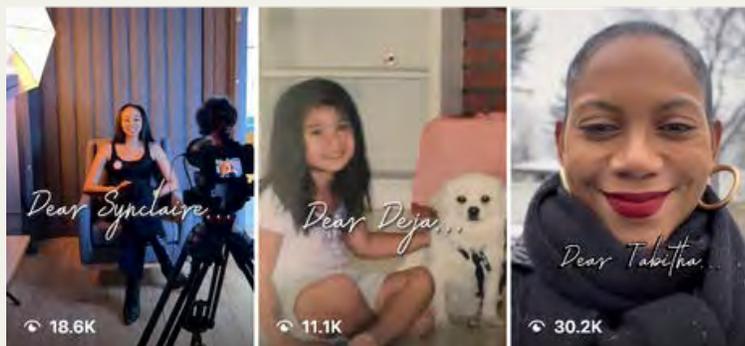
@WomensMarch x Plan C

Our Women’s March activation resulted in top posts reaching a record-breaking 1.27 million people. Using a walking phone booth at the mass mobilization event to spotlight access to abortion information as a core human rights issue, the campaign energized our own audiences and brought tens of thousands of new eyes to our digital platforms.



The Love Letter Project

This influencer-led campaign mobilized artists, advocates, and public figures to share powerful messages of solidarity and resistance in support of abortion access. Featuring participation from major cultural voices including Madame Gandhi, MILCK, Tess Holliday, Jessica Walsh, Halley Duval, and Tabitha St. Bernard-Jacobs of the Women’s March.



Medical Education Collaborations

Throughout the year we worked with [Traveling Nurse Alex](#) and [Dr. Jeanius](#) to answer common health questions, demystify legal threats against abortion providers, confirm abortion and gender-affirming care as essential, and empower audiences through video explainers and relatable storytelling.



Partnerships

We pair our national and online efforts with careful partnerships on the ground, taking the lead of local organizations who know their communities.

Ancient Song, Abortion Freedom Fund, Plan C: SMA Info Session and Skillshare

In collaboration with Ancient Song Doulas and Abortion Freedom Fund, we hosted a series on self-managed abortion information, planning, and resource sharing specifically designed to support individuals and birth workers of color in learning the basics, enabling them to serve as a resource within their communities.



Black Feminist Future: Get Free Reunion

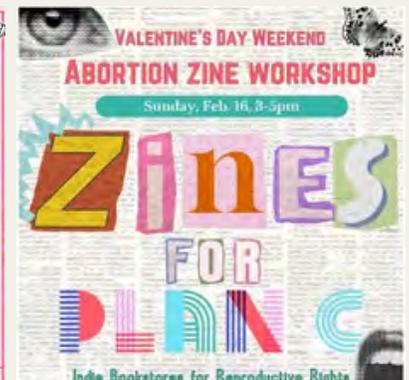
In June, Plan C attended Black Feminist Future's Get Free Reunion in New Orleans — the largest Black feminist convening in the US. At the conference's Skill Up, Fight Back Liberation Learning Lab, our workshop on SMA was paired with an interactive mini-zine coloring activity, allowing for tactile processing while listening.



Indie Bookstores for Repro Rights

This spring, we made a series of stops at indie bookstores across the US to participate in local events and author readings, host our own zine-making workshops, and share information in spaces where people can feel safe to learn.

Events took place in New York, Louisiana, California, Kentucky, Virginia, Kansas, Illinois, Utah, Florida and Virginia.



Wheatpasting in Tulsa

This year, Plan C partnered with arts organization Amplifer to reach Tulsa residents on the streets and at local events.

We commissioned artwork by Tulsa-based artist [Alexa Hernandez](#).

200

**POSTERS PLACED
IN 20 LOCATIONS**
reaching ~5,000
people per week

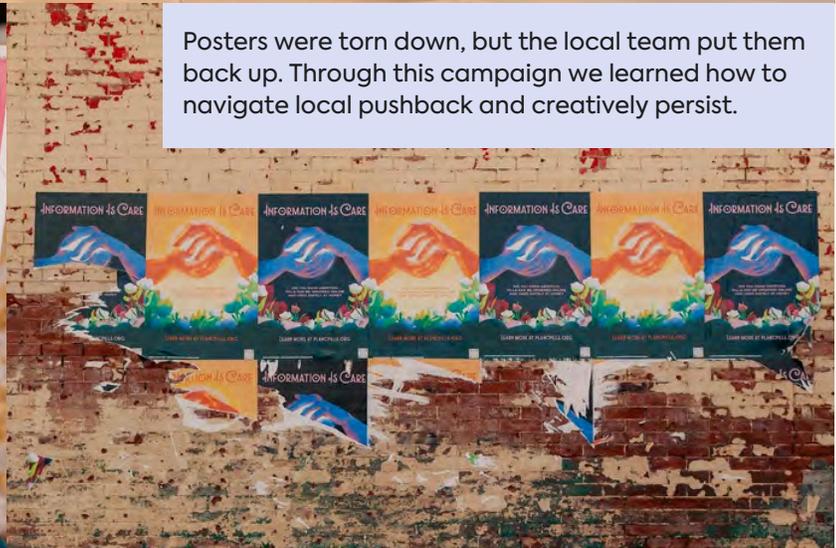


Spanish ads were placed in La Semana newspaper (digital + print), with an estimated

250K
IMPRESSIONS



Posters were torn down, but the local team put them back up. Through this campaign we learned how to navigate local pushback and creatively persist.

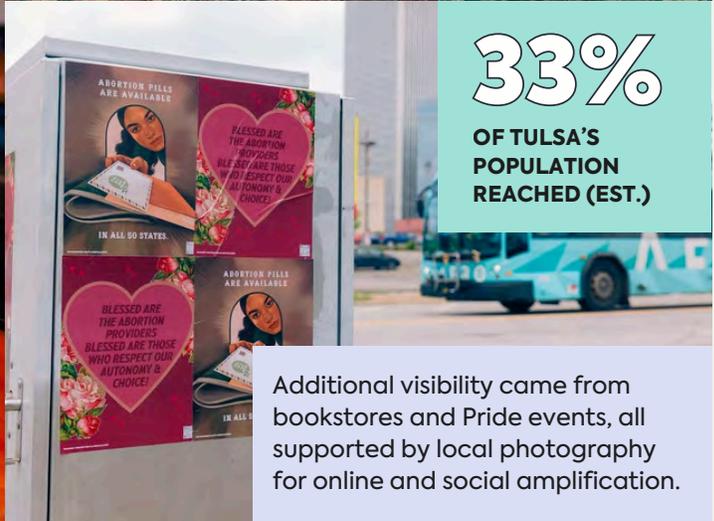


Local events bolstered the poster/media campaign with information and dialogue.



33%

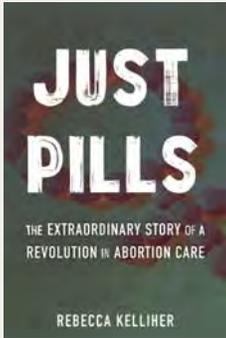
**OF TULSA'S
POPULATION
REACHED (EST.)**



Additional visibility came from bookstores and Pride events, all supported by local photography for online and social amplification.

Plan C in print

2025 was the year Plan C made the history books — specifically, these four books on abortion access which documented Plan C’s role and impact.

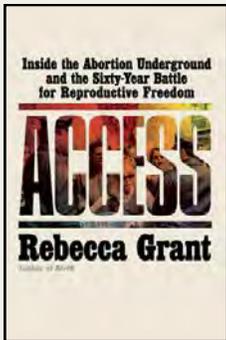


Just Pills: The Extraordinary Story of a Revolution in Abortion Care

by Rebecca Kelliher

“Just Pills” tells the history of abortion pills, mifepristone and misoprostol, and the people who have fought for access. It features Plan C in interviews and historical accounts.

Just Pills...doesn't just give us the information and context we need to fight back but also reminds readers that the courage behind this struggle is nothing new.”
— *Jessica Valenti*

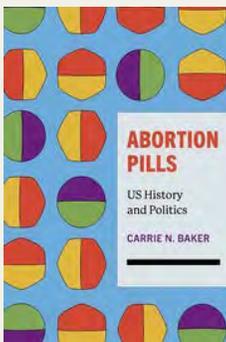


Access

by Rebecca Grant

This comprehensive history of underground abortion activism spans 60 years, documenting how networks and groups like Plan C protected reproductive freedom via direct actions and advocacy.

“An important book ... Grant is a good storyteller, subtle and compassionate.”
— *New York Times Book Review*

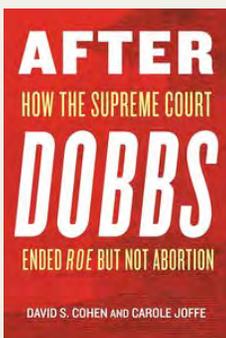


Abortion Pills: US History and Politics

by Carrie N. Baker

Offering a comprehensive history of abortion pills in the United States, public intellectual and lawyer Carrie Baker shows how courageous activists — including Plan C — waged a decades-long campaign to establish, expand, and maintain access to abortion pills.

An enraging story about the decades-long struggle to bring abortion pills — mifepristone and misoprostol — to the U.S.
— *Eleanor J. Bader, Ms. Magazine*



After Dobbs: How the Supreme Court Ended Roe but Not Abortion

by David S. Cohen and Carole Joffe

How hard-working individuals and organizations have kept abortion afloat in the wake of Roe’s destruction, and what’s still needed to sustain it.

“Harsh truths paired with a hopeful call to action ... the authors evoke a sense of urgency while providing evidence of the injustices that people endured as a result of Dobbs.”
— *Kirkus Reviews*

Road Trip Stops

Collaborators included The Turnaway Project, Knoxville Abortion Justice Alliance (KAJA), the Unapologetic Street Series, the National Organization for Women, Black Women for Wellness, Idaho Abortion Rights Collective, T-Boy Wrestling, Hoochies of Houston, and many more.



Plan C provided materials to groups and providers year round



Panel discussion featuring The Turnaway Project in LA, April 2025



Plan C materials at T-Boy Wrestling event, October 2025



Creative activists shine with the Knoxville Abortion Justice Alliance (KAJA), June 2025



Panelists at the Florida NOW Conference, May 2025



Lauren Hattaway, Community Engagement and Outreach Manager for Plan C, designed and produced the 50-state, 148-stop Road Trip.

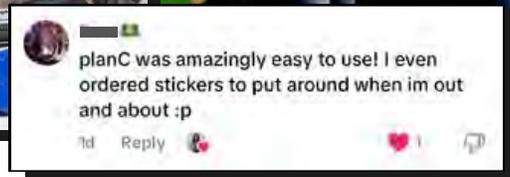
Stickers

Since fall 2021, we've distributed one million stickers per year, totaling 4.5 million stickers across the US to date.

Demand for free Plan C QR code stickers spiked around the 2025 Inauguration, highlighting the growing need for discreet, direct tools like stickers — designed to safely share essential information as more states attempt to suppress health resources and criminalize care.



From bathroom stalls to bar flyers, campus bulletin boards to mutual aid fridges, our community has created a decentralized, peer-led information network designed for both impact and discretion. Every sticker placed is an act of resistance, visibility, and care.



Media & press

Ms.

'We Are Continuing Our Work, Despite What Politicians and Antis Say': Plan C Isn't Backing Down from the Fight for Abortion Pills

PBS NEWS

Underground networks for abortion pills appear as states limit access

Autonomy News

Exclusive: Plan C Doubles Down on Abortion Pill Info Amid Political Attacks

JEZEBEL

How a \$5 Pack of Abortion Pills in Ethiopia Sparked a Movement to 'Demedicalize' Access in the U.S.

THE NEW REPUBLIC

A History of Abortion Undergrounds — and a Guide to Starting One

"[Mifepristone is] a transformational and disruptive hero in the fight to modernize abortion access, even in the face of unjust political restriction of care ... even if all of these barriers are put into place, they will not stop access to abortion pills."

— Elisa Wells, STAT op-ed

Other Notable articles featuring Plan C:

- Bloomberg: RFK Jr. Sworn In as Trump's HHS Head
- The Guardian: Republicans wanted fewer abortions and more births. They are getting the opposite
- France24: Blurred posts, banned accounts: Abortion groups decry Meta 'suppression'
- Mother Jones: On Its 25th Birthday, Mifepristone Is More Under Attack Than Ever
- Yes! 7 Ways to Rise Up Against Trumpism 2.0
- STAT News: Celebrating mifepristone, a hero in modern abortion access, on its 25th anniversary in the U.S.

View more at plancpills.org/press.

SAVAGE LOVE

"The pill became the symbol of resistance to fight for abortion access."
— Imani Wilson-Shabazz interviewing with Dan Savage on the Savage Love Podcast, Oct. 2025



Where we're headed

The future of abortion access is being shaped right now by how people find information, how care is delivered across borders and state lines, and how communities respond when the old systems fail or change.

Looking ahead to 2026, we see both clarity and complexity: with growing trust in abortion pills by mail, while navigating intensified efforts to restrict access in every form.

As researchers, public health professionals and digital strategists, our collective prediction for 2026 is that knowledge and use of abortion pills will continue to increase. Routes of access may shift, but pills and support will remain.

Abortion seekers who have used pills-by-mail services report high levels of satisfaction, with people living in rural areas and states with bans especially benefiting from the convenience and privacy of this model in the absence of in-person options.



At the same time, we anticipate escalated state and federal challenges to all forms of abortion access. This includes ongoing cases against telehealth providers operating under shield laws; a performative and unscientific FDA review of mifepristone's safety as a potential pathway to reimposing in-person dispensing requirements; efforts to revive the archaic Comstock Act to block mailing of pills; and state attempts to criminalize providers as well as helpers on the ground, a scare tactic to suppress community agency and power.

And yet, experience in the United States and around the world shows us something essential: **access to abortion pills by mail is unstoppable.**

A strong and growing ecosystem of clinicians, activists, technologists, and researchers have built creative, resilient systems of care that serves hundreds of thousands of people each year. We believe these systems will continue to adapt and strengthen to ensure that safe abortion remains accessible in every state, regardless of political interference.

In the face of adversity, the movement is building a functional system of access and care that does not rely on political permission. This means learning from international models and trusting people to know what's best for their own bodies. It includes strategies already in motion: advance provision of pills, "period pills" taken without first confirming pregnancy, and accompaniment and peer-support models such as Aya Contigo's app, Reprocare's hotline, and community-led support spaces where people share information and express care.

We're headed toward an unapologetic embrace of reproductive health as a nonnegotiable. Toward systems that are harder to dismantle because they are distributed, informed, and rooted in trust.

We'll see you along the way.

2025 financials

EXPENDITURES

Operating Team	Salaries, benefits, payroll-related costs, professional development, wellness, operating consultants, & core admin expenses.	\$1,129,476
Communications + Marketing	Communications consultants, advertising, and public-facing outreach efforts.	\$334,424
Website	IT consulting, website infrastructure, and software supporting digital operations.	\$178,296
Grants to Partners	Includes funding to partner initiatives in support of communications work and to learn from them in our research.	\$163,400
Sticker Campaign, Merch & Shipping	Cost of printing, honoraria, and mailing costs for community outreach.	\$123,259
Conferences, Event Production & Travel	Spreading the word and building partnerships.	\$98,792
Program Supplies & Contributions	Programmatic resources, references, and partnership-related costs.	\$64,533
Software, Telecomms & Backend support	Operational software and internal systems.	\$55,908
Fundraising	External fundraising strategy and support	\$12,570
Indirect (Fiscal Sponsor Fee)	10% of previous year funds. For onboarding/setup and monthly support.	\$225,625

TOTAL 2025 EXPENDITURES \$2,386,284

Our budget includes our “people power” as well as paid marketing spend, support of our movement partners, creative and ad campaign costs, events and travel.

Plan C is under the fiscal sponsorship of Possibility Labs, a 501c3 justice organization (EIN 85-3989363).

Learn more at plancpills.org/donate.

Historically we have partnered with foundations and large-scale givers, mid-sized family foundations and DAFs, corporate philanthropy and thousands of individual givers contributing online.

Our grantmakers and funders include:





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 support@plancpills.org.

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

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(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.

