

# 2022 ANNUAL REPORT



**CHOICES.**  
Center for Reproductive Health





**Your health.  
Your rights.  
Your CHOICES.**

## **VISION**

CHOICES envisions a world where sexual and reproductive healthcare is recognized as an essential human right.

## **MISSION**

CHOICES provides patient-centered medical care and champions sexual and reproductive rights.

## **VALUES**

Diversity is imperative.  
Dare to innovate.  
Lead by example.  
Respect individual choices.  
Leverage collective genius.  
Think big, be kind, do good.





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# MESSAGE FROM OUR BOARD CHAIR AND PRESIDENT AND CEO



Kathy Fish

Dear CHOICES' supporters, patients, friends, and community,

2022 was quite a year!

In 2022, we proved our commitment to one of CHOICES' core values to **"think big, be kind, do good,"** and that commitment hasn't wavered throughout our long history. We have repeatedly been at the forefront of innovation in reproductive health care, continuing to grow and change our model based on the needs of the people we serve. CHOICES was founded in 1974 in response to the *Roe v. Wade* decision, and we opened our second location in 2022 in response to *Dobbs v. Jackson Women's Health*. During the decades between, we added a range of services from gender-affirming care to our revolutionary midwifery program.

Despite the devastating blow of Tennessee's total abortion ban, we have a lot to be proud of at CHOICES in the last year. Our second clinic — just 3 hours away in Carbondale, IL — opened in mid-October within months of the *Dobbs* decision and served a staggering **517 people from 15 different states** in just a few months. In Memphis, our doors remain open. We continued to provide essential reproductive and sexual health services, including birth control, gender-affirming hormone therapy, HIV prevention, prenatal care, and

community-based birthing options. At a time when many independent clinics across the country had to make the heartbreaking decision to close, we ended the year without layoffs. We did this by re-training our staff, adding new services, and thinking big about what our future could look like.

I hope that this year's annual report will fill you with the same sense of pride and purpose that we feel. We've only just begun to show the world what CHOICES will do.

**As we celebrate our proud history and tremendous growth, we want to take a moment to say thank you because CHOICES wouldn't be CHOICES without all of you.** Thank you for believing in our vision and showing up for the people we serve during what was a really challenging year. Most importantly, thank you for helping to change the world for the better with us.

With our immense gratitude and hope for the future,

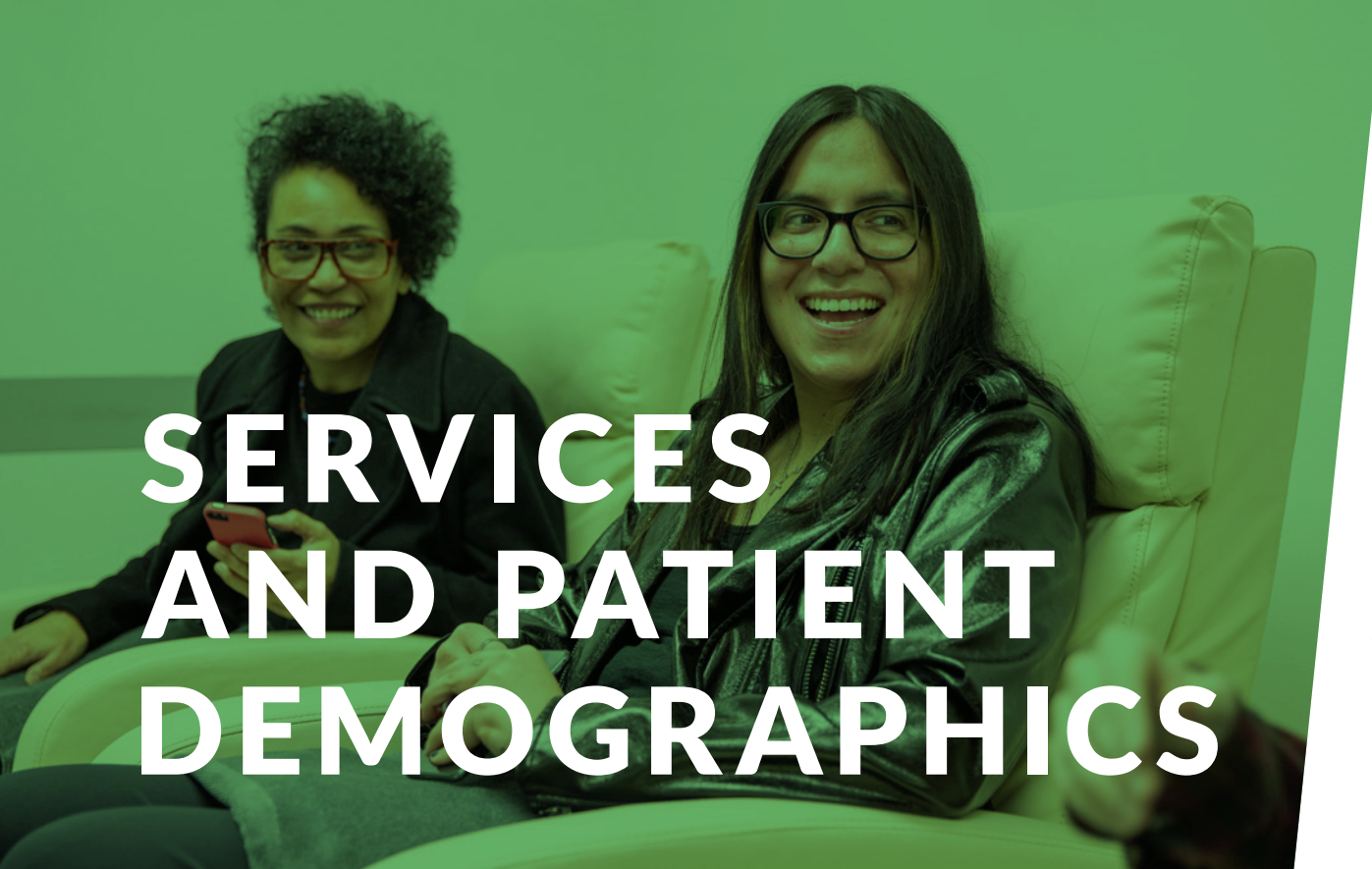
KATHY FISH, BOARD CHAIR

JENNIFER M. PEPPER, PRESIDENT AND CEO

## 2022 BOARD OF DIRECTORS:

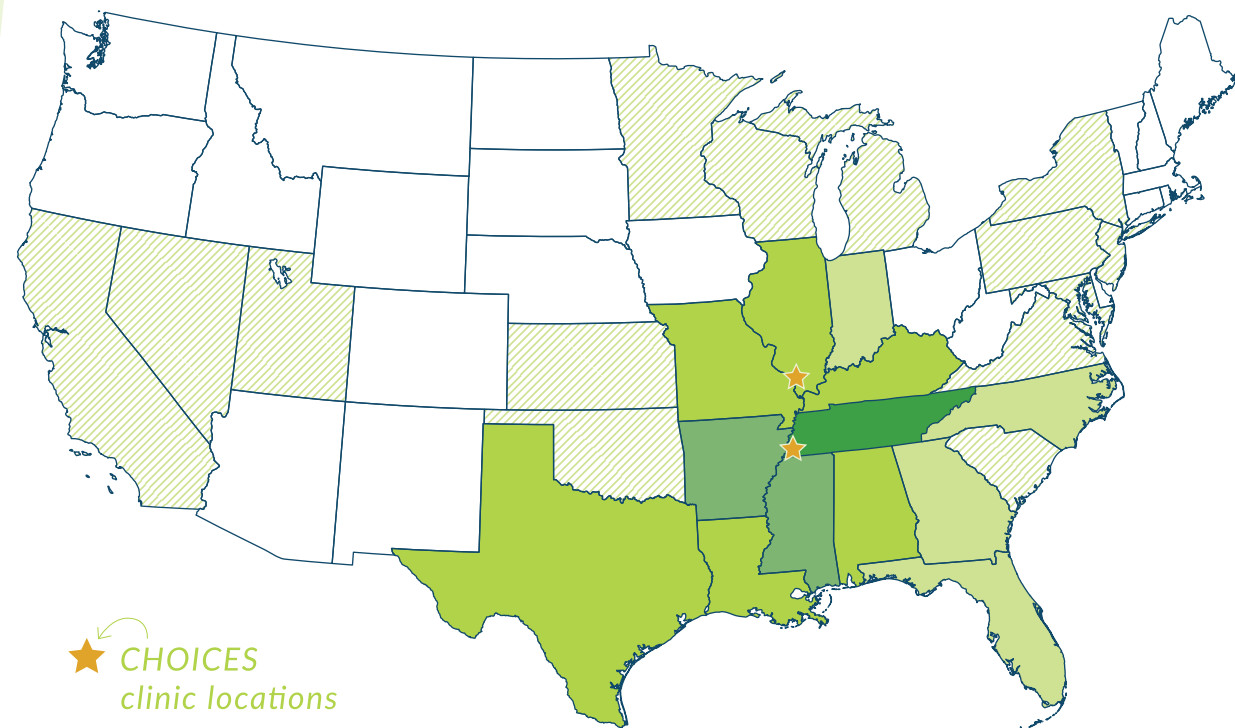
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Torrey Harris, *Vice Chair*  
Ari Eisenberg, *Treasurer*  
Jennifer Campbell, *Secretary*  
Raumesh Akbari  
Frank Goodman  
Amanda Green  
Marilyn Koester  
Tarrin McGhee  
Rhonda Okoth  
Marina Santa Cruz  
Jeramie Simmons  
Danielle Tate  
Melissa Whitby



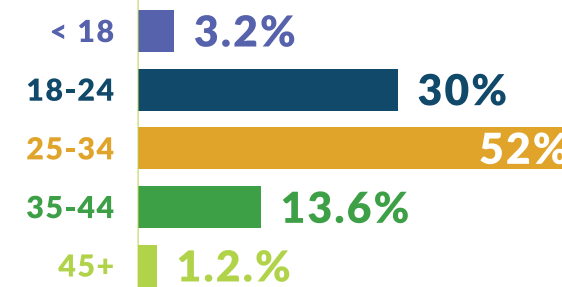


# SERVICES AND PATIENT DEMOGRAPHICS

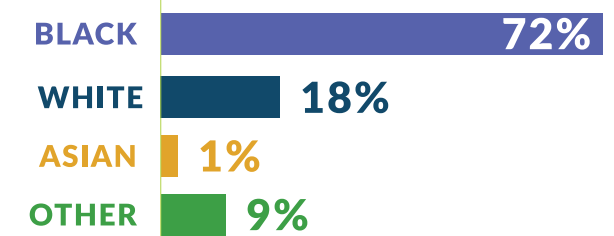
## PATIENTS BY STATE (of residence)



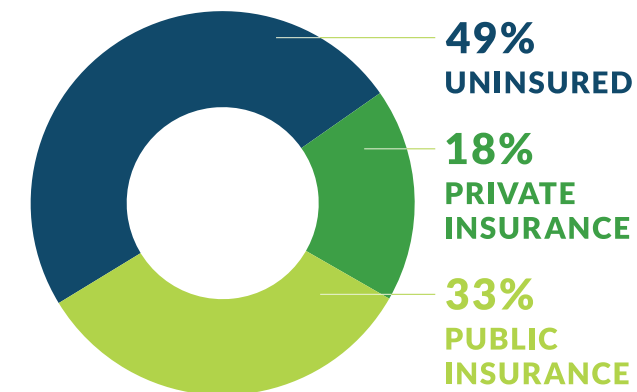
## PATIENTS BY AGE:



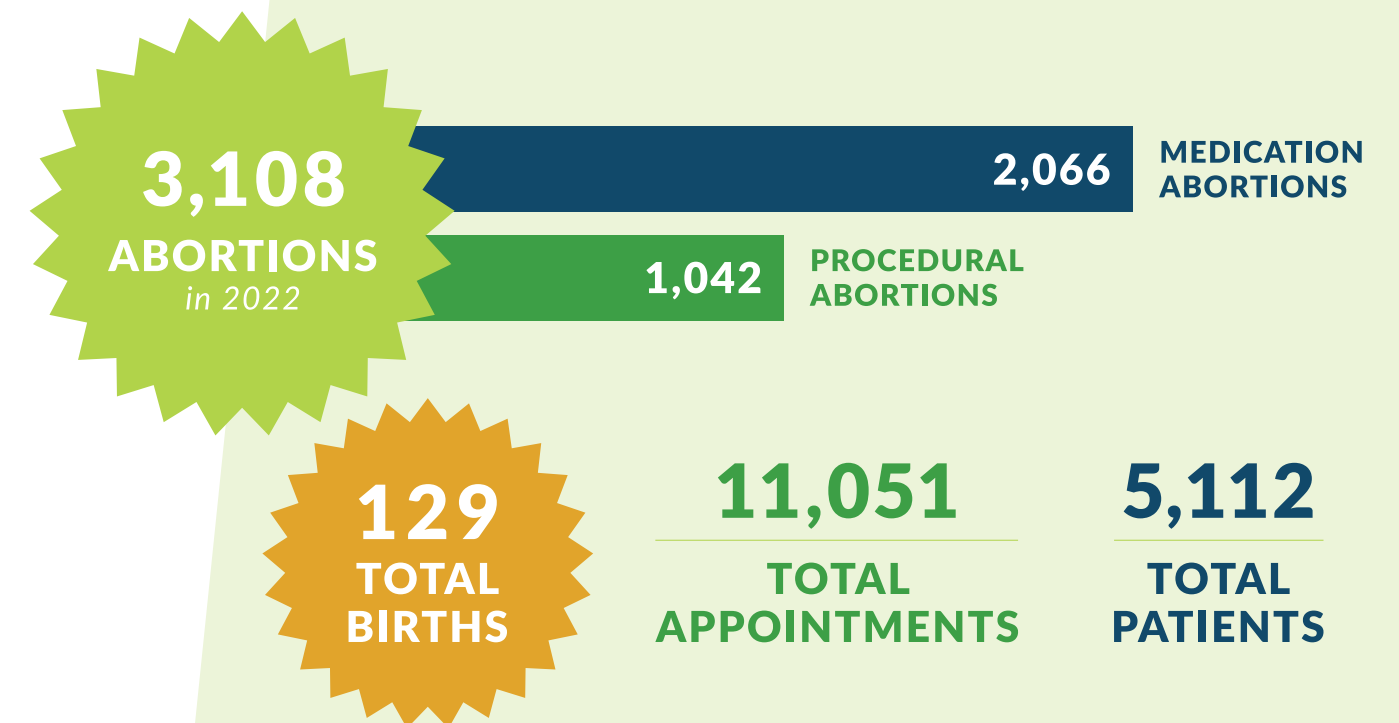
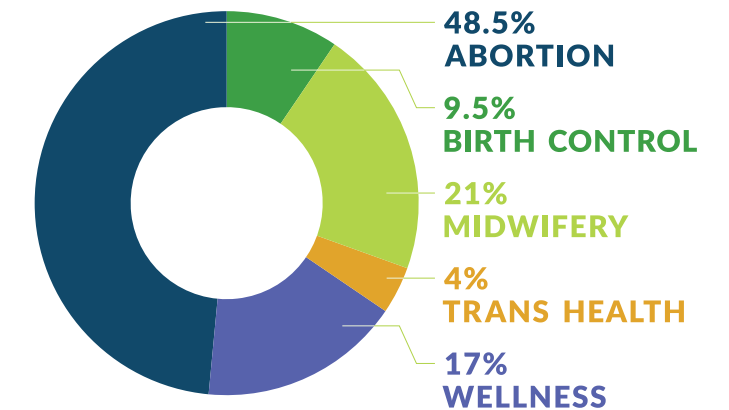
## PATIENTS BY RACE/ETHNICITY:



## PATIENTS BY INSURANCE STATUS:



## APPOINTMENTS BY SERVICE TYPE:

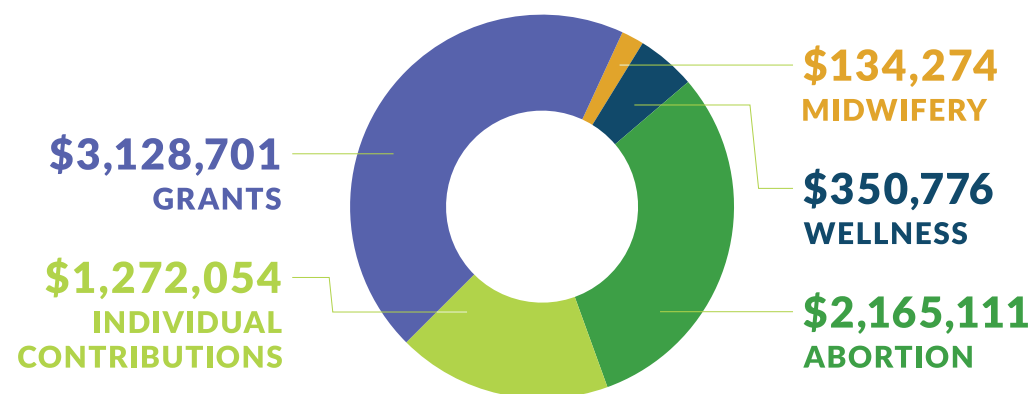




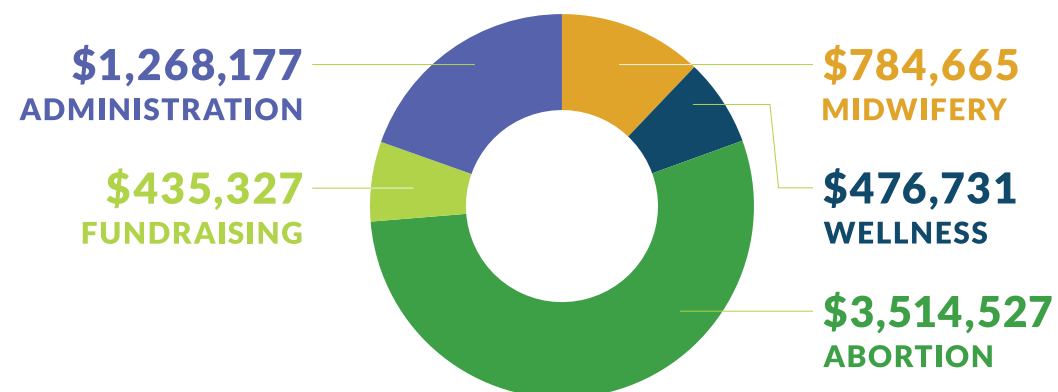
# FINANCIALS

In what was a really challenging year, generous support from our donors and foundation partners ensured that CHOICES was able to continue caring for all who needed us. Your gifts mean everything for our mission and our patients. Thanks to you, CHOICES' doors will remain open.

## TOTAL REVENUE: \$7,050,916

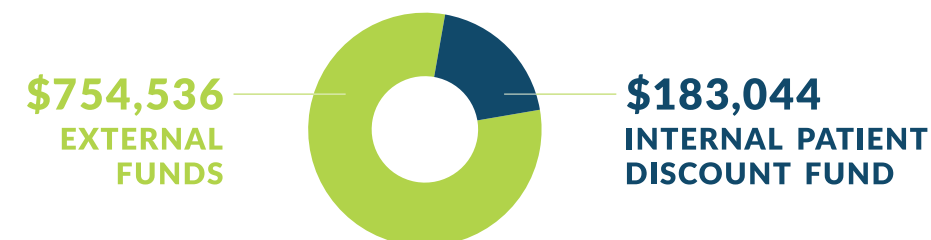


## TOTAL EXPENSES: \$6,479,427



## PATIENT ASSISTANCE:

**\$937,580**  
TOTAL DISTRIBUTED IN 2022



## ABORTION FUNDS:

Because of you, our community of donors, and the hard work of these abortion funds, every person who walks through our doors can receive care regardless of their ability to pay the bill.

- National Abortion Federation
- ARC-Southeast
- Women's Reproductive Rights Assistance Program
- Abortion Care Tennessee
- Arkansas Abortion Support Network
- Chicago Abortion Fund
- Hoosier Abortion Fund
- Kentucky Health Justice Network
- A Fund, Inc. Kentucky
- SisterReach

"Coming to CHOICES meant being able to graduate with my masters degree and start my career. It meant being able to become a doula and help support other moms."

RICKI, FORMER PATIENT

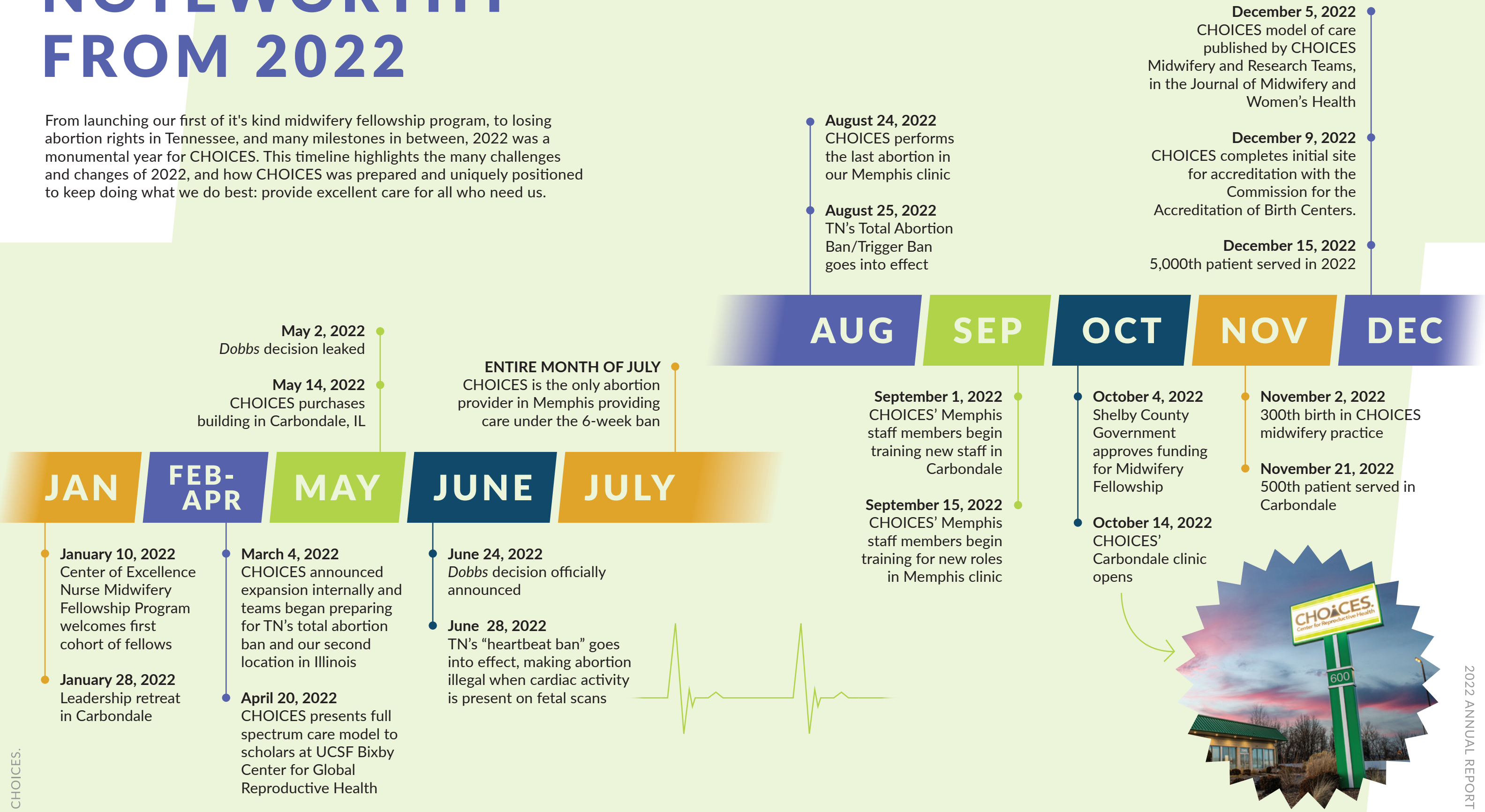
"I try to donate to CHOICES as often as possible because CHOICES has proven to be truly dedicated to making reproductive care accessible."

IFUEKO OSAROGIAGBON, DONOR



# NOTEWORTHY FROM 2022

From launching our first of it's kind midwifery fellowship program, to losing abortion rights in Tennessee, and many milestones in between, 2022 was a monumental year for CHOICES. This timeline highlights the many challenges and changes of 2022, and how CHOICES was prepared and uniquely positioned to keep doing what we do best: provide excellent care for all who need us.





# CHOICES IN THE MEDIA



The New York Times



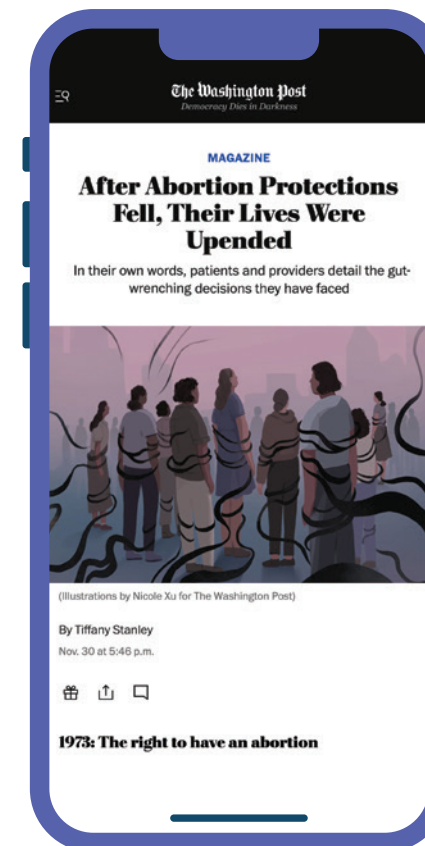
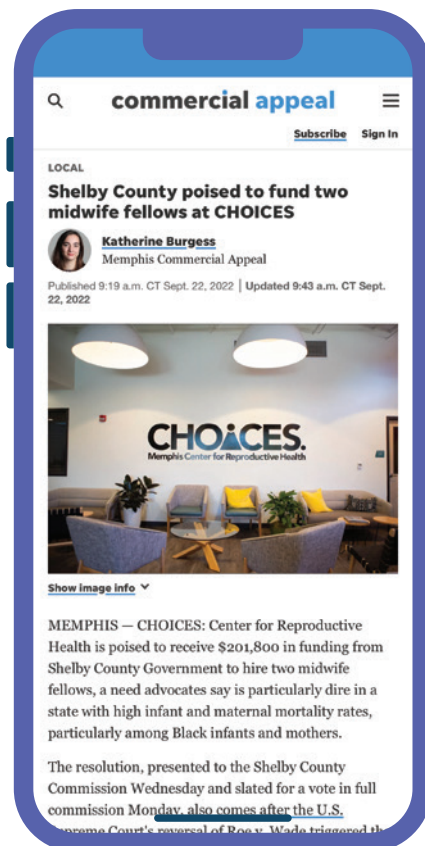
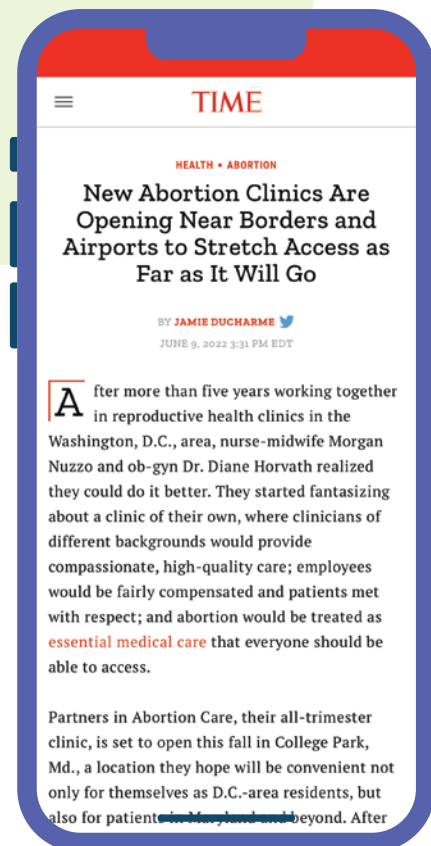
The Washington Post

TIME



REFINERY29

HUFFPOST



Newsweek



## AS SEEN IN:

ABC24 • ACNM • Action News 5 • ARD German Television • Arkansas Democrat Gazette • Bisnow BNC; Amplified with Aisha Mills • Changing America • Chicago Tribune • CNN • Commercial Appeal Daily Kos • Daily Memphian • Fox 13 • HuffPost • KFVS12 • Mississippi Today • MLK 50 • National Review NBC News • News 3 WREG Memphis • News 3 WSIL • Newsweek • Nonprofit Quarterly Magazine • Patch PBS News Hour • Refinery29 • Rewire News Group • Spreaker from iHeart • St. Louis Post-Dispatch State Journal-Register/Gannett • STL Public Radio (NPR) • Tennessee Lookout • The American Independent The Cut • The Daily Egyptian • The New York Times • The Rogersville Review • The Southern Illinoian The Tennessean • The Washington Post • Time • USA Today • USCF/Gain • WGEM • WKMS Public Radio Women's Media Center • WPLN News • WPSD Local 6 • WSILTV News 3 • WSIU Public Radio (PBS, NPR)



# 2022 DONORS

Thank you to the many generous supporters who helped CHOICES care for thousands of patients in 2022! Listed below are donors who gave directly to CHOICES, but we also want to recognize those who give through Amazon Smile, Facebook fundraisers, and other online platforms that collect and disperse donations for independent clinics like CHOICES. Every gift makes a difference in the lives of the people we serve.

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Leila Abolfazli  
Stephani Adair  
Claire Adams  
Emily Adams  
Adenike Adeyeye  
Lesley Adkins  
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Treworgy  
Raumesh Akbari  
Nour Akil  
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Shay Albrecht  
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Jessica Brown  
Aaron Brown  
Debbie Brown  
Quinn Carlson  
Elena Caron  
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David Carroll  
Daniel Case  
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Tess Catlett  
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Christine Cauthen  
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Sarah Centeno  
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Suzanne Carlson  
Megan Carlson  
Quinn Carlson  
Elena Caron  
Danielle Carr  
David Carroll  
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Tess Catlett  
Christine Cauthen  
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Johnathan Kindall  
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Ryan Knop  
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Angela Kuo  
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Kirk Lamie

Lillian Lammers  
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Nikolajs Lapins  
Candace Larson  
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Tracy Lauritzen Wright  
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Judi Layton  
Allegra Leal  
Karen LeBoV-Keeler  
Carrie Lebowitz  
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Liz Lefebvre  
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**“CHOICES stands out for many reasons: they provide a broad spectrum of essential care to people with the least access, and they prioritize supporting their staff. CHOICES gives me hope for our future.”**

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CHOICES is because of you: our donors and supporters, the people we serve, and our dedicated staff and volunteers. 2022 brought many challenges, but CHOICES stood strong, and we will continue on because of your generous support. Thanks for helping us make a difference in the lives of thousands of people last year!

2022 was a year of growth and survival. In 2023, we look forward to thriving as a bigger organization: we’re prepared to serve many more people with our two locations

this year. While more challenges certainly lie ahead in our future, CHOICES’ roots are strong, and we know we’ll still be here caring for all who need us.

Thank you for changing the world with us.

Jennifer Pepper, President & CEO  
Dr. Nikia Grayson, Chief Clinical Officer  
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The logo for CHOICES. Center for Reproductive Health. The word "CHOICES." is in a large, white, sans-serif font. The letter "I" is replaced by a white triangle. Below "CHOICES." is the text "Center for Reproductive Health" in a smaller, white, sans-serif font. A thin white horizontal line is positioned below the text.

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## 2022 ANNUAL REPORT

