

# 2024 ANNUAL REPORT



50 YEARS CELEBRATING  
**50**  
FREEDOM OF CHOICES.



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

## VISION:

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

## MISSION:

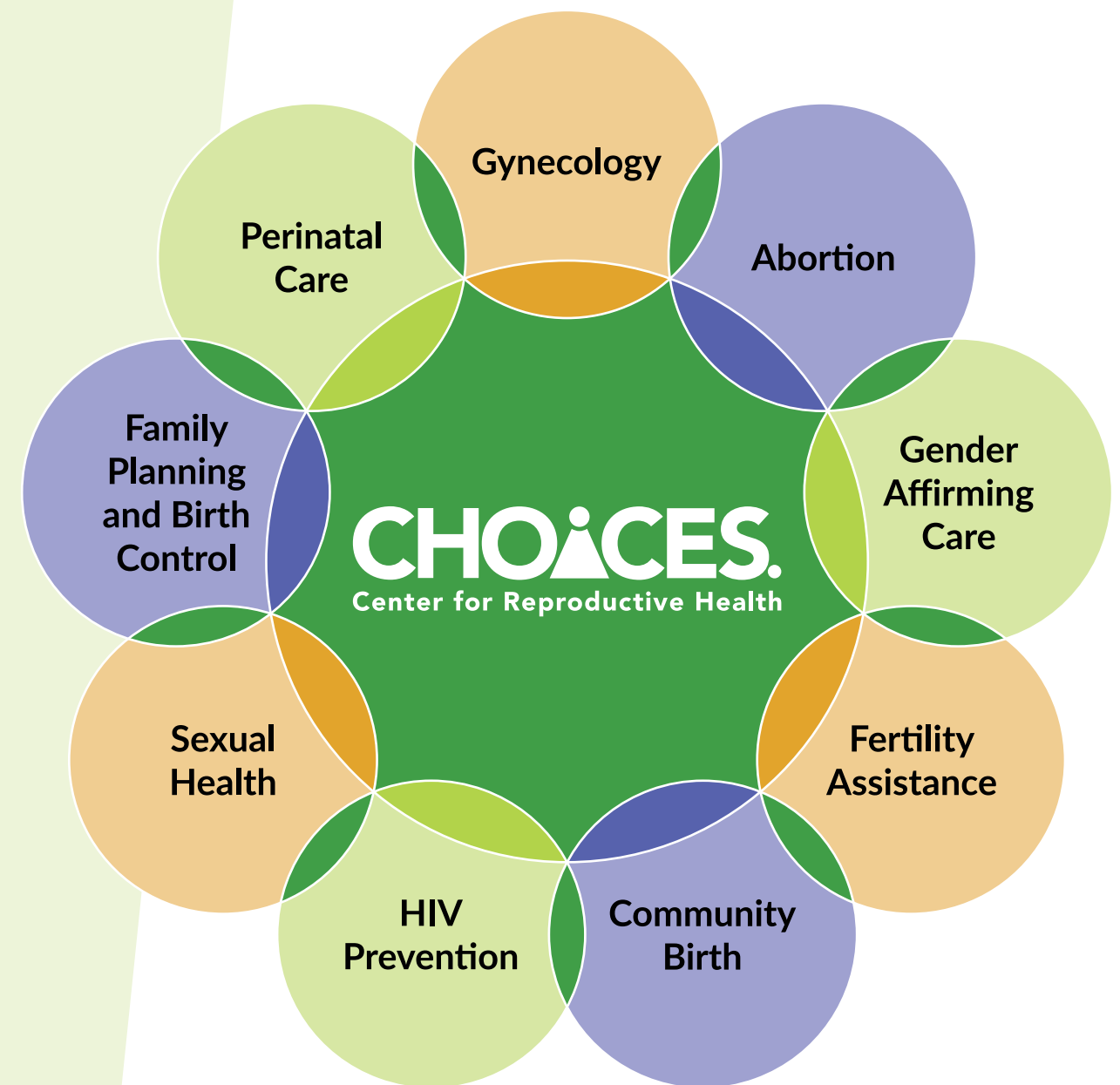
CHOICES provides patient-centered medical care and champions sexual and reproductive rights.

## VALUES:

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

# MODEL OF CARE:

CHOICES works to operationalize reproductive justice in a healthcare setting by offering care through the course of anyone's reproductive lifespan. Our model ensures that anyone who walks through our doors is able to receive care that they need.







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# MESSAGE FROM OUR BOARD CHAIR AND PRESIDENT AND CEO

Dear CHOICES supporters, patients, friends, and community,

This year, despite unprecedented political turmoil and rising levels of hostility, CHOICES chose a powerful act of resistance. We chose joy.

This October, CHOICES celebrated our 50th birthday with a 1970s disco-glam gala. We took to the dance floor and boogied down in honor of all the people who made this milestone possible.

Whether you were there with us in person or in spirit, thank you for believing in CHOICES. We raised a toast to our founding mothers, along with the patients, providers, partners, and protesters who got us this far. By choosing to take a moment for joy, we celebrated our past, reenergized our community, and galvanized support for the next 50 years.

While we partied hard this year, we worked even harder. Serving patients from 23 different states at over 8,700 appointments, we provided midwifery, abortion, gender-affirming, and wellness care for those who needed it the most. Thanks to a new partnership with Mississippi-based nonprofit Converge, Inc., CHOICES received Title X funding for the

first time and provided low-cost family planning services to over 1,500 patients in Memphis.

As we continue to provide patient-centered, compassionate care at both our Memphis and Carbondale locations, attacks on reproductive rights continue to escalate. Restrictive legislation at both the state and federal levels threatens our ability to provide care.

Despite political uncertainty and increasing legal hostility, CHOICES will continue fighting for a world in which sexual and reproductive healthcare is a human right. We are fortified by our community, and, together, we will face what is ahead with compassion and innovation.

Thank you for believing in us and for standing with us in the fight ahead.

With gratitude and solidarity,



**TORREY C. HARRIS, BOARD CHAIRPERSON**



**JENNIFER M. PEPPER, PRESIDENT AND CEO**



*Torrey C. Harris*



*Jennifer M. Pepper*

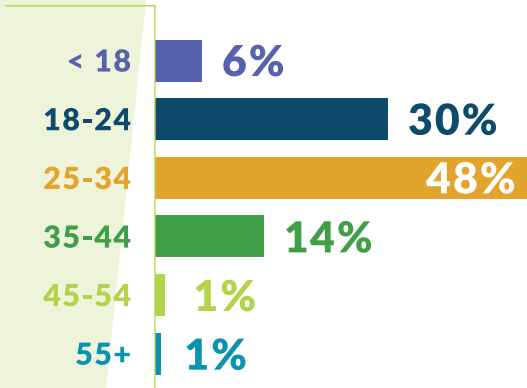
## 2024 BOARD OF DIRECTORS

**Torrey Harris**, Board Chair  
**Marilyn Koester**, Ph.D., Board Vice Chair  
**Frank Goodman**, MBA, Treasurer  
**Jennifer Campbell**, LCSW, Secretary  
**Raumesh Akbari**, Esq.  
**Elza McKenna**, MA

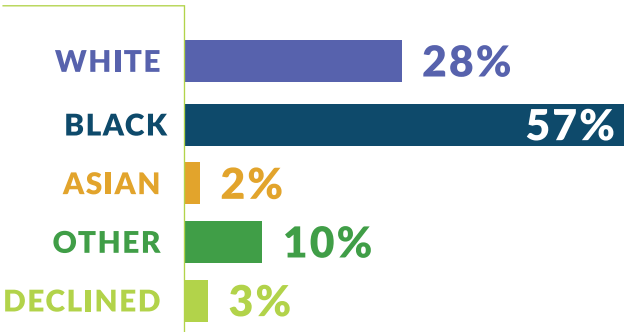
**Gwendolyn Clemons**, MBA  
**Rhonda Okoth**, MPH, RN, CCRP  
**Van Ikner**  
**Jasmine Piper Thornton**, MS  
**Susan Quinn**, MA  
**Julie Zebrak**, Esq.  
**Lillian Lammers**, D.Min.

# SERVICES AND PATIENT DEMOGRAPHICS

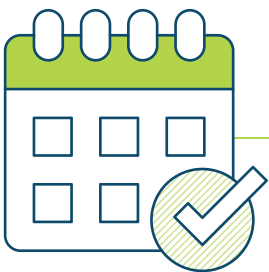
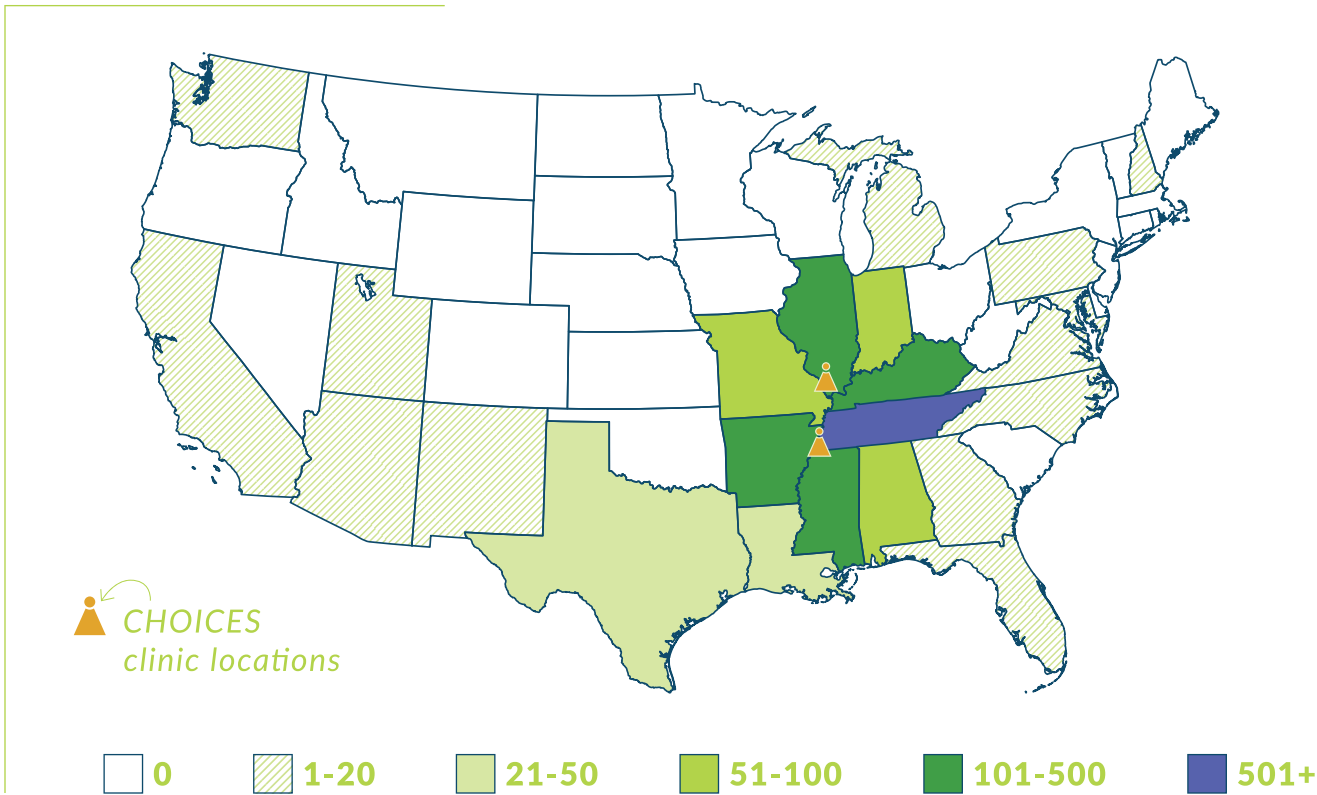
PATIENTS BY AGE:



PATIENTS BY RACE:



PATIENTS BY STATE:



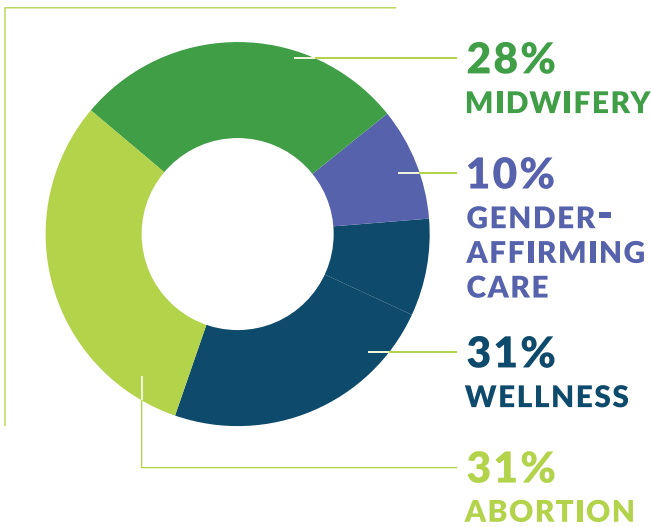
8,742  
TOTAL APPOINTMENTS



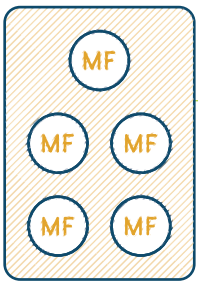
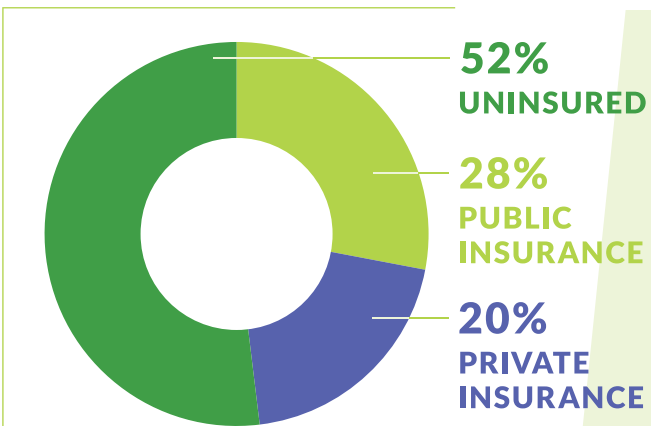
109  
TOTAL BIRTHS

4,632  
TOTAL PATIENTS  
in 2024

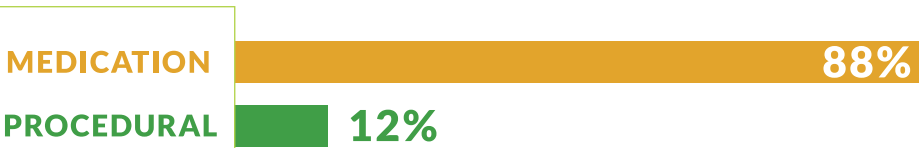
APPOINTMENTS BY SERVICE TYPE:



APPOINTMENTS BY INSURANCE STATUS:



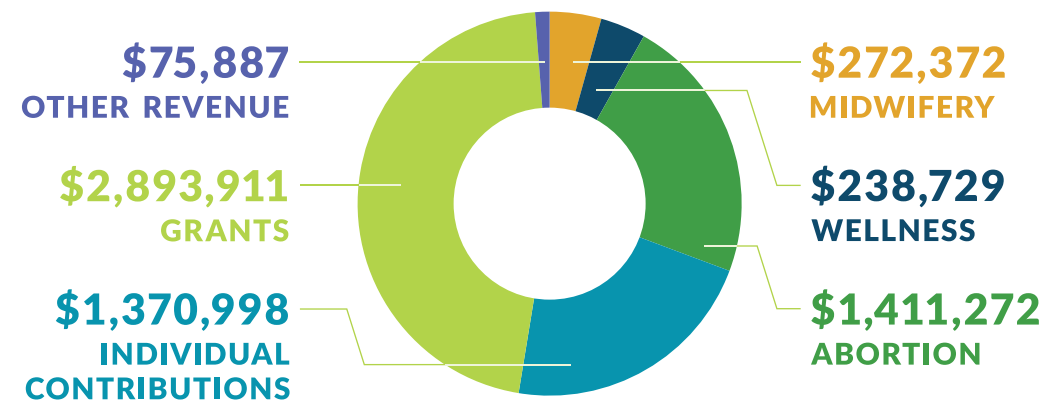
ABORTIONS:



# FINANCIALS



## TOTAL REVENUE: \$6,263,169



## TOTAL EXPENSES: \$5,784,365



## PATIENT ASSISTANCE:

**\$1,057,175**  
TOTAL DISTRIBUTED  
IN 2024

**\$963,673**  
EXTERNAL FUNDS

**\$93,502**  
INTERNAL PATIENT  
DISCOUNTS AND  
FREE SERVICES



## PARTNER FUNDS:

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

- Abortion Care Tennessee
- Access Reproductive Care - Southeast
- AFund Inc.
- Arkansas Abortion Support Network
- Campaign for Southern Equality
- Chicago Abortion Funds
- Fund Texas Choice
- Hoosier Abortion Fund
- Kentucky Health Justice Network
- Louisiana Abortion Fund
- Mariposa Fund
- Midwest Access Coalition
- Missouri Abortion Fund
- Mountain Access Brigade
- National Abortion Hotline
- The Abortion Fund
- Women Reproductive Rights Assistance Project



The most welcoming and nurturing visit I've ever experienced at a doctor's office. It's non-judgmental, safe, and stress free. They helped reduce my anxiety about the situation and helped me feel as comfortable as possible. If you are going through hard times with a pregnancy, I 100% recommend CHOICES in Carbondale, IL. You will be very well taken care of."

- PATIENT, JUNE 2024



# 50 YEARS OF CHOICES

Since 1974, CHOICES has grown and developed deep roots in the Mid-South and expanded our reach to Southern Illinois. Take a look back at the last five decades with us as we envision a future where bodily autonomy is a basic human right.



1974

## THE BIRTH OF MEMPHIS CENTER FOR REPRODUCTIVE HEALTH

In August 1974, Memphis Center for Reproductive Health (MCRH) opened its doors. Founded by Priscilla Chism, the clinic was located at 202 Union Ave, Suite 401, and offered comprehensive reproductive health services, including safe abortion care.



1975 - 1976

## BREAKING BARRIERS IN WOMEN'S HEALTH

In July 1975, MCRH helped establish the first program in the US to provide counseling, gynecology, and forensics services around the clock to victims of sexual assault.

In April 1976, MCRH hosted a three-day women's health event at Rhodes College and the University of Memphis. By January 1977, MCRH launched a "self-help group" for women.



1977

## A NEW HOME FOR MCRH

In May 1977, MCRH took a significant step forward by purchasing a new building at 1462 Poplar Ave. On September 12, 1977, MCRH officially became recognized as a 501(c)(3) nonprofit organization.



1978 - 1982

## Building Community in Memphis

In April 1978, Carrie Roberto became the Acting Director of MCRH, transitioning from her previous roles as Administrative Assistant and Assistant Director. In 1980 and 1982, MCRH published a comprehensive guide to birthing options in Memphis.



1985 - 1989

## Leadership Transitions

In 1985, Julie Sandine took the lead as Executive Director of MCRH. Following her, Eunice Wilson stepped in as Interim Director in 1988, later being appointed the Executive Director in 1989.

1992 - 1995

## Increasing Visibility

In February 1992, an article in the Commercial Appeal highlighted all the non-profit clinics in Memphis, detailing the number of abortions performed and breaking down statistics by race. This coverage underscored the critical role of reproductive health services in the community, and especially MCRH.



2000 - 2007

## New Century, New Services

In the early 2000s, under the leadership of Executive Director Mary Frank, CHOICES continued its commitment to serving the community.



2008 - 2013

## Becoming CHOICES

In 2008, Rebecca Terrell became Executive Director of MCRH, leading the clinic's relocation to 1726 Poplar Avenue and expanding services to include family planning, HIV testing, LGBTQ-inclusive fertility counseling, and gender-affirming hormone therapy, with key support from Certified Nurse Nikole Gettings.



In 2011, MCRH rebranded as CHOICES: Memphis Center for Reproductive Health.

In 2013, CHOICES hosted the first annual, Condomonium, showcasing unique condom-based fashion by local artists to raise awareness and support for our mission.







2015-2017

THE CAMPAIGN FOR A NEW CLINIC

In 2015, CHOICES engaged a consultant to assess the demand for out-of-hospital birth options and midwifery care. By October 2016, Terrell launched plans for a new building and a capital campaign that raised \$6.4 million, thanks to community support.

In 2017, Dr. Nikia Grayson became Memphis' first Black certified nurse midwife (CNM), transforming maternal health and launching midwifery services at CHOICES to provide affordable out-of-hospital birth options.



2020

A NEW HOME AND BIRTH CENTER

On September 8, 2020, CHOICES opened its current facility at 1203 Poplar Avenue, featuring the city's first birthing center with midwives as primary caregivers. CHOICES became the first nonprofit in the U.S. to offer both birth and abortion care under one roof, with eight exam rooms and three birth suites.

In November 2020, Jennifer Pepper became Executive Director after Rebecca Terrell's retirement. Jennifer joined CHOICES in 2006, writing the first grant and serving in various roles while passionately advancing the mission.

2022

ADVANCING BIRTH JUSTICE

In January 2022, CHOICES launched the nation's first Black Midwifery Fellowship, training two Black midwives annually.

In November 2022, CHOICES celebrated its 300th birth at the birthing center. During this time, Jennifer Pepper was named CEO, and Dr. Nikia Grayson became Chief Clinical Officer.



2022 cont.

THE DOBBS DECISION

On June 24, 2022, the Dobbs decision overturned Roe v. Wade, resulting in profound heartbreak and uncertainty within the CHOICES community and marking a significant setback for reproductive rights.

Despite Tennessee's total abortion ban, CHOICES proudly kept the Memphis clinic open, providing vital services like birth control, gender-affirming hormone therapy, and prenatal care.

CHOICES EXPANDS TO CARBONDALE

In a bold response to the Dobbs decision, CHOICES opened its new clinic in Carbondale, Illinois. As the first abortion provider in Carbondale, this facility is a vital resource for people across the South and Midwest seeking abortions and gender-affirming care. Located just a three-hour drive from Memphis and Nashville and accessible via the Amtrak line, the clinic stands as a lifeline for those who need support. This clinic served over 500 people from 15 states in just a few months.



2024 & BEYOND

WE AREN'T GOING ANYWHERE. ONWARD.

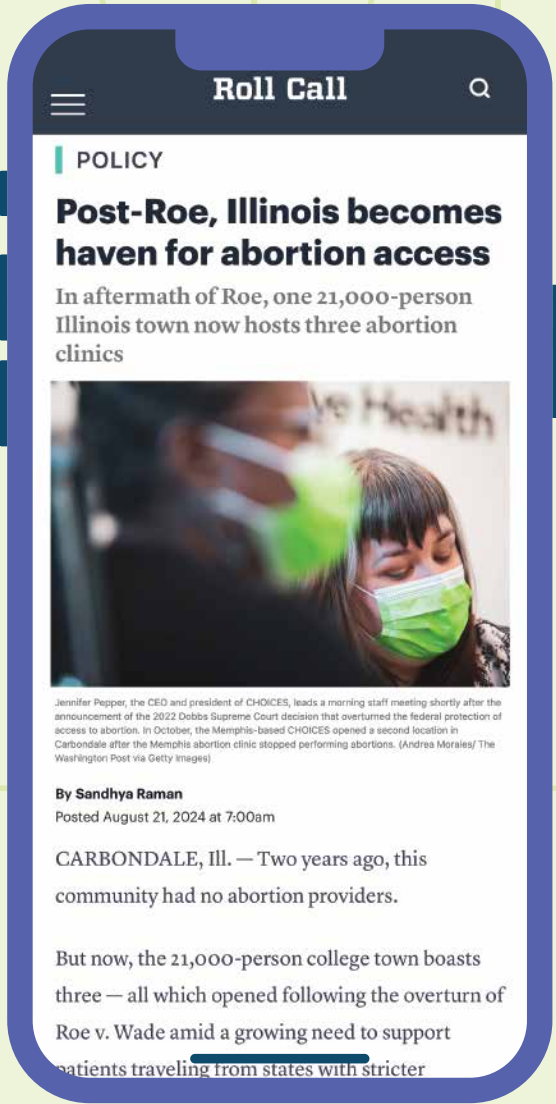
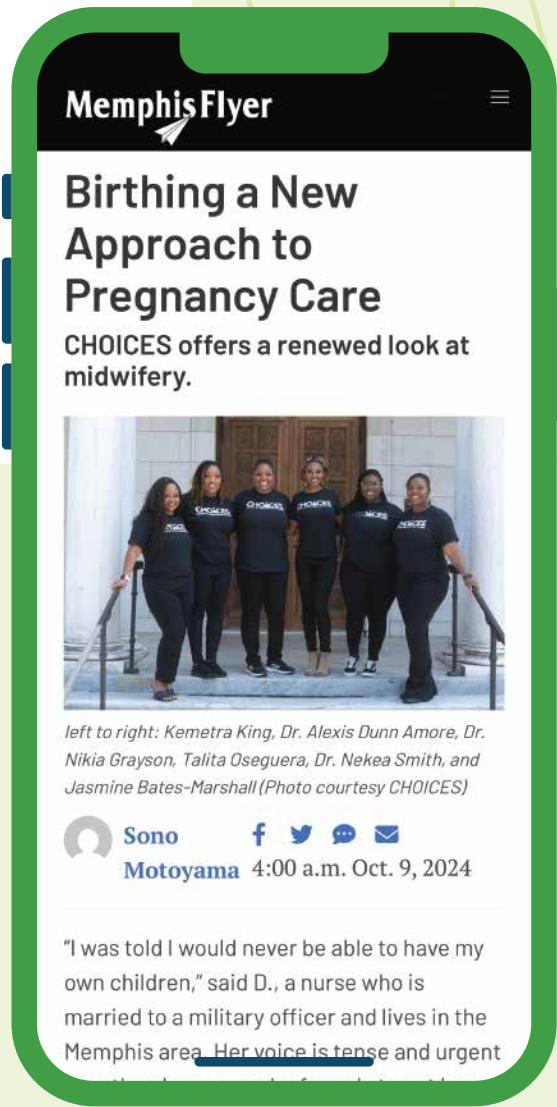
As we celebrate 50 years of caring for our community, we reflect on our role as a beacon of hope for informed health choices. Your support has been crucial in helping us adapt and thrive.

Thank you for being an essential part of CHOICES. Together, we celebrate our history and pave the way for a healthier future in reproductive health care!





# CHOICES IN THE MEDIA



**SCAN TO READ:**  
Post-Roe, Illinois Becomes Haven for Abortion Access  
Roll Call







**SCAN TO WATCH:**  
*Everybody's Fight: An In Bloom Series : Choices*  
YouTube



## 2024 MEDIA APPEARANCES:

ABC 24 • Amnesty International • Bisnow • Capital News Illinois • CNN • CQ Press  
Daily Helmsman • Daily Memphian • Daily Egyptian • Illinois Eagle • LGBTQ Nation  
Memphis Business Journal • Memphis Flyer • Mississippi Clarion Ledger  
NBC News • NPR • NYT • Rewire News Group • Roll Call • Tennessee Lookout  
USA Today • Washington Post • WPLN • WPSD





Thank you so much to all of our incredible individual donors. CHOICES started 50 years ago by community members, and we continue to exist because of community members. Your support ensures that we continue to serve accessible and affordable care to everyone who walks through our glass doors.

A & J Townsend  
Aprile Denny  
Abbey Geater  
Abby Ellis  
Abigail Gleason  
Abigail Olena  
Abortion Care Tennessee  
Adam Nelson  
Adam Schulman  
Aimee Christian  
Alexandra Lindgren-Gibson  
Ali Bush  
Allen Daniel  
Allison Ricketts  
Allison Riemer  
Allison Sparks  
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Amanda Banker  
Amanda Green  
Amanda King  
Amanda Rushing  
Amber Hamilton  
Amelia and Patrick Crowley  
Americans for Contraception  
Amy Allina  
Amy Burchenal  
Amy Hertz  
Amy Rush  
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Andrea and Ben Nemenoff  
Andrea Brown  
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Andrew Smith  
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Crumbs by Claire  
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Dorie Nolt  
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Lee Rankin Group  
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Linda Tartof  
Lisa Davison  
Lisa Sanchez-Sullivan  
Liz Bogatin-Starr  
Lou Henslee  
Love Doesn't Hurt  
Lucas Cameron-Vaughn  
Lucia Gilliland  
Luckett Maynard  
Madison Lyleroeher  
Maggie Morgan-Smith  
Malachi Allen  
Mandy Kay Heath  
Marcy Rosendale  
Margaret Blair  
Margaret Fraser  
Margaret Rittenhouse  
Margaret Roen  
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Marilyn and Drew Koester  
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Martha N. Kelly  
Martha Park  
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Nina Fisher  
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Old Dominick Distillery  
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Olivia Tritschler  
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Pamela Gudino  
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Pan Awsumb  
Partners in Abortion Care

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Patricia Duncan  
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Patton Abbe  
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Simeon Glover  
SisterReach  
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Fondren  
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Stephanie Breuer  
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- City Council - The City of Memphis
- Conant Family Foundation
- Converge: Partners in Access
- Educational Foundation of America
- Every Mother Counts
- Gateway Coalition
- Groundswell Fund
- Irving Harris Foundation
- Linde Family Foundation
- L. P. Brown Foundation
- National Network of Abortion Funds
- National Women's Law Center
- Oak Hill Fund
- Overbrook Foundation
- Planned Parenthood Federation of America
- Prentice Foundation
- Reproductive Health Initiative for Telehealth  
Equity & Solutions
- Schusterman Family Philanthropies
- Shepard Broad Foundation
- Skyline Foundation
- Sobrato Family Foundation
- Society of Family Planning
- Southeast AIDS Education and Training Center
- State of Illinois
- Vivo Foundation



# WHAT'S IN STORE FOR 2025



## THANK YOU TO THE WOMEN WHO STARTED IT ALL

From Memphis Center for Reproductive Health to CHOICES, from Downtown to Midtown Memphis and now Carbondale, from pink bricks to bright green windows, my have we grown. And my, have we fought tooth and nail for our right to be here.

Who would have thought that 50 years later we would be where we are today: in a state where abortion and gender-affirming care are under attack daily? Where our federal government is threatening the rights of everyone? Where our neighbors are scared for their lives?

I know you did not think we would ever go back. I know you dreaded the idea of Roe v. Wade being overturned. I know you worried about the future of the clinic, the safety of our patients, and the well-being of our staff.

But, you should be proud. Because of your bravery, your tenacity, and your care, here we remain. Still here, still working, still pushing for change. Your grace and willingness to step up when others refused to is a testament to the power of women.

CHOICES will be here for as long as we can. We continue to be here because of powerful women and people who are

fighting to ensure our right to exist remains. And because of our community members who — just like you — believe in our vision: that a world where sexual and reproductive healthcare is recognized as an essential human right.

We will not back down. We will continue to breathe hope into our green walls; we will continue to speak when others are afraid; we will continue to listen to our neighbors and be a space of safety and bravery; we will continue to make sure **everyone** has access to choices. Because we know that's what you would want us to do.

Here's to another 50 years, another half-century of advocating for our basic human rights, and another five decades of being a clinic that people need to survive. Here's to you, forever and always.

Onward,

**Jennifer Pepper**, MBA, President & CEO  
**Nikia Grayson**, DNP, CNM, MPH, Chief Clinical Officer  
**Alexis Dunn Amore**, PhD, CNM, Midwifery Director  
**Maria Hassol**, Business Director  
**Chuck Kolesar**, MPH, RN, Clinical Director



# CONTACT US:

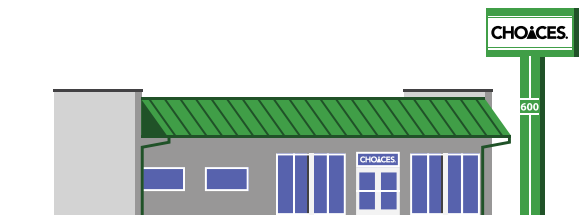
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# 2024 ANNUAL REPORT

**CHOICES.**  
Center for Reproductive Health

