



PRO-CHOICE
WASHINGTON

ANNUAL REPORT

////////////////

2023



Table of Contents



Letter from Interim Executive Director	3
A Bold Vision for the Post-Dobbs Future	4
Our Reason for Being (Focus & Impact)	5
Pro-Choice Washington by the Numbers	6
Overview of our Work in 2023	
Issue No 1: Protecting patients, providers and access to care as a sanctuary state	7
Issue No 2: Ending Discriminatory Denials to Reproductive Healthcare and Expanding Access for Historically Excluded Communities	8
Issue No 3: Electing Reproductive Freedom Champions and educating communities on the issues that impact them the most.	9
Issue No 4: Creating an Enduring and Intergenerational Reproductive Freedom Movement	10
What We Need in 2024	11
Staff & Board Members	13

Letter from Interim Executive Director



Since becoming Interim Executive Director of Pro-Choice Washington in October, I have been moved and energized by the dedication, resilience, and tenacity of our reproductive freedom movement and humbled to be part of this community. This year, we achieved bold and exciting victories for abortion rights in Washington state. Building on that momentum is more critical than ever.

Patients being prosecuted for their pregnancy outcomes and denied abortions in the face of severe pregnancy complications in Idaho and Texas demonstrates how the anti-abortion movement will stop at nothing to secure a nationwide, total ban on abortion care.

I share your grief and incredulity that our essential health care is still up for debate in 2024. That's why we are committed to growing a stronger, more resilient, unapologetic, intersectional movement to secure a future where every person has complete reproductive and bodily autonomy.



SAMI ALLOY
Interim Executive Director
Pro-Choice Washington

Because of your support and the resilience of our staff, our volunteers, and our board, Pro-Choice Washington has weathered this unprecedented storm and come out stronger than ever.

- Together, we passed **four priority bills** to protect abortion and gender-affirming care, creating best in the nation laws to shield patients and providers from hostile out-of-state investigations, protect personal health data privacy, protect providers' medical licenses, and end cost-sharing for abortion services.
- We invested in reproductive freedom champions in communities with the highest barriers to abortion care and mobilized voters to elect **84%** of our endorsed candidates. With your support, our organizers had over **2,500 conversations** with voters in the most competitive races and helped secure victories in **Spokane, Pierce, Whatcom, Snohomish, and King Counties**.
- We published an ambitious **Five-Year Strategic Plan** to grow our organization into a more agile, inclusive, and intersectional institution with an expanded regional impact.
- We co-founded the **State Abortion Access Network**, a collaborative network of state-level abortion advocacy non-profits working to identify cross-state challenges, to invest in shared opportunities, and to support each other through the ups and downs of this critical work.
- We broke records with our annual gala and auction, **Moving Mountains**, raising over **\$190,000** to sustain our work and amplify the voices of abortion and doula providers.

We've worked hard to make Washington one of the most protective states in the nation for abortion and gender-affirming care. Our work is not done. In 2024, we will face an election with the health of our democracy at stake. We must build power across our region to protect our institutions from the threats of anti-democratic and anti-abortion movements. We must protect our pro-reproductive freedom majority in the legislature and elect trusted champions for governor and attorney general to avoid losing our hard-won rights.

We need your support to ensure that our movement stays powerful and resilient enough to face the challenges ahead together. Thank you for being part of this community. Your support means the world to us.

Sincerely,

Sami Alloy
Interim Executive Director
Pro-Choice Washington

A Bold Vision for the Post-Dobbs Future

We continue to be at a crossroads for reproductive freedom and justice in America. It is essential that our movement works together. This year, Pro-Choice Washington published our [Five-year Strategic Plan](#) highlighting an ambitious vision for our organization. In the process, we identified our reason for being and defined our new vision, mission, and values.

ABOUT PRO-CHOICE WASHINGTON

VISION

A future where every person has complete reproductive and bodily autonomy.

MISSION

To protect, restore, and expand access to the full range of affordable, quality, and unbiased abortion, sexual, and reproductive healthcare information and services through movement-building, community education, and grassroots advocacy.

VALUES

- | | | | |
|---|-------------------------------------------------|---|----------------------------------------------------|
| 1 | Bold, Unapologetic, and Intersectional Activism | 4 | Intergenerational Movement-Building |
| 2 | Collective Success & Shared Solutions | 5 | Anti-Opression, including Anti-Racism, in Practice |
| 3 | Community-Driven Priorities | 6 | Thoughtful & Transparent Decision-Making |



Reason for Being (Focus & Impact)



Our Focus

All women, girls, trans, and gender diverse people seeking healthcare in Washington.

Within this community, we specifically focus on supporting people whose overlapping identities, locations, and affiliations make them especially vulnerable to additional restrictions and barriers to getting the healthcare they need (Annex A).



Our Movement

Everyone who cares about reproductive rights, human rights, and bodily autonomy.

[More than sixty percent of Americans](#) believe in abortion rights. This is not a fringe movement. It is essential to build a reproductive freedom movement that reflects everyone, especially those who face the most difficulty in getting healthcare, and that recognizes the intergenerational, intersectional power of collective action.



Our Impact

Every single person's environmental, political, and [socioeconomic wellbeing](#) as both individuals and as a country.

States with abortion bans have seen a [threefold increase in maternal deaths](#) compared to states with abortion protections.

Patients denied a wanted abortion are [three times as likely](#) to end up below the federal poverty line, along with several other lifelong economic and health consequences.

Abortion bans harm pregnancy and infant outcomes across the board. In the past six months, Idaho lost all abortion clinics and two of [its largest maternity wards](#), which both impacts Washington clinic capacity and demonstrates the importance of abortion in maternal care.



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It is essential that we continue to build up the protections for patients and providers and to demonstrate the importance of safe and accessible abortion and gender-affirming care for our whole community's wellbeing.

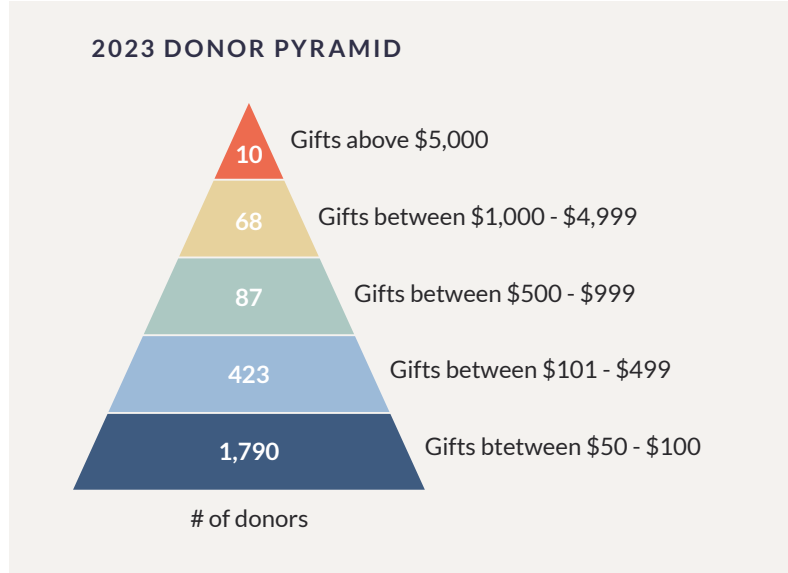
KIA GUARINO
Former Executive Director, Pro-Choice Washington

Pro-Choice Washington by the Numbers

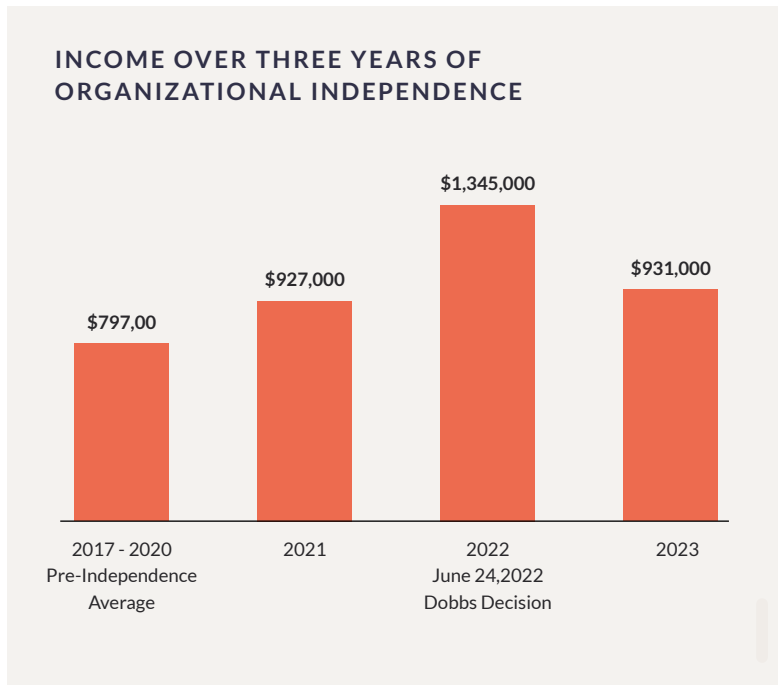
Since gaining independence from our 45-year history as an affiliate of NARAL, Pro-Choice Washington increased our revenue 45% and secured 17 grants from institutional funders to sustain our work. Over a thousand new supporters have joined our network.

2020 and 2021 brought a national boom in nonprofit fundraising, reversing the pre-pandemic trend of declining participation and a narrowing donor pyramid. For most organizations, [the fundraising tides turned in 2022](#) but for Pro-Choice Washington, the June 24, 2022 Dobbs decision by the Supreme Court resulted in a bolus of first-time donors and a strong fundraising year.

2023 has been a time of strategic multichannel engagement of our longtime supporters and those newly energized members and growing our reach in response the majority of Washingtonians (and indeed, Americans) wanting to protect abortion. At the same time, we designed for organizational resiliency given then philanthropic forecast of decreased giving--a trend expected to continue in 2024.



A snapshot of Pro-Choice Washington Donors (large to small) in 2023



Fundraising for nonprofit organizations nationally saw a ~%10 retraction from 2022 levels, which was felt as diminished giving to many reproductive health nonprofits.

Despite overall philanthropic trends, Pro-Choice Washington continued to exceed our pre-independence fundraising averages in 2023. Notable highlights from 2023 include:

- Raising our highest amount at our annual fundraiser, Moving Mountains
- Doubling our year-over-year Giving Tuesday fundraising total, in both amount raised and unique donors
- Received a total of \$459,000 in institutional funding, from seven grantmaking entities

Overview of Our Work in 2023

Over the past 12 months, we have strategically focused our work to bolster Pro-Choice Washington as a newly independent organization and advance our key issues in the face of a national crisis for reproductive freedom.

No. 1 ISSUE: PROTECTING PATIENTS, PROVIDERS AND ACCESS TO CARE AS A SANCTUARY STATE

In the wake of the overturning of *Roe v. Wade* by the Supreme Court, 24 states passed partial or total bans on abortion care and a range of draconian laws criminalizing those who help patients access abortion care. At the same time, 35% of transgender youth now live in states with bans on gender-affirming care. During the 2023 Legislative Session, Pro-Choice Washington worked in coalition to pass a historic slate of policies protecting care in our state.

- **Passing Four Pro-Abortion Bills into Law:** Pro-Choice Washington supported the following new Washington laws:

1

SHIELD LAW

Shields patients' and providers' personal information from out-of-state investigations

2

MY HEALTH MY DATA

Keeps patients personal health information from being shared or sold without their consent

3

PROVIDER LICENSING

Protects providers medical licenses and access to insurance from being targeted by states with abortion laws

4

ENDING COST SHARING FOR ABORTION

This allows patients to access abortion care free of charge

- **Sharing our Stories in Olympia:** Rallied on the steps of the capitol with Attorney General Ferguson, Speaker of the House Laurie Jinkins, Sen. Yasmin Trudeau, Sen. Emily Randall, Rep. Darya Farivar, Rep. Sharlett Mena, and providers and patients who shared their personal stories.
- **Troublemakers:** Our volunteer activists chapters led advocacy efforts to pass four “best-in-the-nation” pro-abortion bills in 2023
- **Medication Abortion Thought Leadership:** Responded to ongoing federal and state legislation on medication abortion with a Community Education series and worked with AG Ferguson, Gov. Inslee, and coalition partners to prepare for the Alliance for Hippocratic Medicine ruling on Mifepristone.
- **Welcoming abortion seekers to Washington:** Wrapped up the media on this signature post-Dobbs campaign, which ultimately reached hundreds of thousands with compassionate, unapologetic messages about abortion; and then launched the Future of Abortion newsletter to continue to educate community members
- **Getting Down and Dirty about Data Privacy:** Hosted our 2nd annual “Conversations for Change” event series, “Who’s in My DMs?” with Attorney General Bob Ferguson, Sally Richardson of Mozilla, Alizeh Bhojani of Legal Voice about protecting patient health data from predatory investigations or anti-abortion groups.



Nº 2 ISSUE: ENDING DISCRIMINATORY DENIALS TO REPRODUCTIVE HEALTHCARE AND EXPANDING ACCESS FOR HISTORICALLY EXCLUDED COMMUNITIES

Even though abortion care is legal in Washington state, patients across Washington still lack access to services like abortion, reproductive, gender-affirming, and end-of-life care due to discriminatory policies, costs of services, structural racism and bias within health care systems, safety concerns, and unequal distribution of facilities and abortion providers.

- **Advancing the Keep Our Care Act:** 2023 saw further advancement of our Keep Our Care Act with over 30 positive pieces of media coverage that raised the profile of this issue.
- **Expanding our Capacity and Reach:** Grew our team in regions with the highest barriers to care, specifically Eastern Washington, Whatcom and Snohomish Counties, and the south Puget Sound.
- **Countering Misinformation from Crisis Pregnancy Centers:** legislative Fellow Sarah Gibbons created a resource around the impact of Crisis Pregnancy Centers.
- **Continued Supporting Patient and Provider:** Former Executive Director Kia joined a roundtable of reproductive health, rights, and justice community members with the Director of Office for Civil Rights, Dr. Melanie Rainer, to discuss the conditions in Washington and how we can best support patients and providers.
- **Destigmatizing Abortion:** Launched quarterly newsletter What to Know About Abortion.
- **Showcasing Staff Voices:** Pro-Choice Washington staff showed up for panels and events across the state for the organization and reproductive freedom movement.

- + Interim Executive Director Sami Alloy participated in a panel discussion about expanding equitable access to reproductive and gender affirming care in King County with County Commissioner Jorge Barón, a trans youth leader, and allies.
- + Organizing Director Sarah Dixit spoke on a panel discussion at the Peace and Justice Action Conference in Spokane about countering the political threats facing Eastern Washington.
- + Spoke on a panel about abortion access in East King County with birth workers, policy leaders, and county commissioners at the East County Forum.
- + Spoke on a panel about restrictive healthcare systems at UW hosted by Nurses for Sexual and Reproductive Health.
- + Spoke to the If When How Chapter of UW law students for reproductive justice about legal strategies to protect abortion access.
- + Northwest Regional Organizer Sarah Gibbons hosted a Community Conversation in Whatcom County to assess gaps in access to care.
- + Summer fellows Kimberly Daw and Madeline Ellis researched and created toolkits to help patients find abortion care, and to expand access to medication abortion on college campuses, respectively.



On April 27, 2023, Governor Jay Inslee signed all four of the above bills into law.



The Reproductive Rights Coalition showed up to witness the passing of four abortion bills into law on April 27.

Nº 3 ISSUE: ELECTING REPRODUCTIVE FREEDOM CHAMPIONS AND EDUCATING COMMUNITIES ON THE ISSUES THAT IMPACT THEM THE MOST

With an important election on the horizon in 2024, we laid the foundation for voter engagement and education through key endorsements, toolkits, voter guides, and strategic partnerships.

- **Educating Voters:** Our PAC published a candidate endorsement toolkit and 2023 voter guide to help candidates and voters.
- **Leading with Key Endorsements:** Endorsed Bob Ferguson for governor. Pro-Choice WA activists also helped elect health equity champions Teresa Mosqueda and Jorge Barón to King County Council, two criminal justice reform sheriffs in Whatcom and Snohomish, and retain repro champions Olgy Diaz and Kristina Walker in Tacoma. 74% of our endorsed candidates won their seats, including 4 out of 5 progressive candidates for Spokane mayor and city council.
- **GOTV:** Pro-Choice Washington Foundation partnered with Feel Good Action to register thousands of voters in states across the country.
- **Kept the Conversation Going:** Pro-Choice Washington staff and activists led phonebanks and canvasses across the state, having over 2,500 conversations with voters to elect reproductive freedom champions across the state.
- **Money to the Most Impacted:** Our PAC invested over \$15,000 in direct support to 18 predominantly BIPOC and LGBTQ candidates in districts with the highest barriers to abortion.
- **Flipping Key Seats:** Organizing Director Sarah Dixit worked with a slate of progressive candidates in Spokane to win key seats on the City Council reject anti-abortion candidates.
- **Bingo and Ballots:** PCW and Rough & Tumble pub hosted Drag Queen Bingo with ballot filling support, along with candidates Jorge Barón and Teresa Mosqueda.



Kia Guarino, Sally Richardson, Alizeh Bhojani, and Attorney General Bob Ferguson at our Conversations for Change event series on March 2, 2023

Nº 4 ISSUE: CREATING AN ENDURING AND INTERGENERATIONAL REPRODUCTIVE FREEDOM MOVEMENT

Activism takes on many forms. In 2023 Pro-Choice Washington engaged and elevated local activists, chefs, makers, and everyday folks while investing and developing the next generation of leaders.

- **Pro-Choice Washington at Pride 2023:** Organizers built community relationships and partnerships at Pride events and festivals in Spokane, Wenatchee, Yakima, Kitsap, and Bellingham. We also partnered with Gender Justice League to build our movements at Trans Pride Seattle.
- **Youth Power:** Pro-Choice Washington organizers taught classes on sexual health and civic engagement at an alternative high school in Spokane and Shoreline high school and spoke at Sex in the Dark events at college campuses around the state.
- **Student Activism:** UW Huskies for Reproductive Freedom hosted a fundraiser Concert for Choice and led a rapid response campaign to reject an anti-abortion campus tour.
- **Reading As Activism:** South Sound and Kitsap Regional Organizer Rachel Carver led a reproductive freedom book club with activists in Kitsap.
- **Chefs and Creators:** Continued our food and maker-focused event series with a collaboration with Windward Adventures and Mini Mart in the fall and with Ebb & Company, In the Shed and ten unique makers for our Summer Feast.
- **Sommeliers stepped up:** We partnered with Old World Tasting Room and Reggie Wine to host a wine tasting and educational event to support our work, and we were the nonprofit beneficiary of one of their monthly drag queen bingo events.
- **Abortion Access Salon:** Hosted an evening virtual conversation on the current state of abortion access in Washington state and the Pacific Northwest with new and seasoned activists across the state.
- **Art Therapy and Activism:** North Seattle Troublemakers hosted a collage night designing vision boards exploring the question "What does family mean to you?"
- **Access Walk:** Pro-Choice Washington joined partners Shout Your Abortion and Cedar River Clinics at the first annual Access Walk in Volunteer Park.
- **Gifting Guide:** We published our third annual Gifting Guide highlighting the awesome reproductive choice allies we worked with from the business and creative communities.
- **Moving Mountains:** Our annual benefit event raised over \$190K for our work protecting reproductive freedom and featured powerful voices from the movement including Stephaine Courtney from Shades of Motherhood Network, Cedar River Clinics, Simon Adriane Ellis and Sen Yasmin Trudeau Pro-Choice Washington.



Founder of the Shades of Motherhood Network Stephaine Courtney and Spokane Activist and Educator Kerra Bower joined our Moving Mountains benefit in October 2023.

What We Need in 2024

We held steady in raising more than \$900,000 for the second year in a row, a number unprecedented in our organizational history before 2022. We were also awarded \$459,000 in grants to help expand and strengthen our work, which resulted in incredible impact at a critical moment in history. Finally, our fundraising was amplified by more than \$85,000 in matching gifts, which helped magnify the generosity of our donors!

NEW AND MORE DONATIONS TO MAINTAIN THIS MOMENTUM

The nature of our work means that we are reliant on individual donations. Because of this, consistent and meaningful donations are essential to Pro-Choice Washington's work. Giving money to this cause is also powerful type of activism.

→ [Become a Pro-Choice Washington Member](#)

The program starts at \$50 annually and includes special benefits that bring members closer to the action and keep them up to date on the latest in our movement. Become a member today by following this link.

We continue to provide a unique selection from our online store to reduce environmental impact with unnecessary inventory, to allow people to engage with merchandise in a way that works best for them, and to support small, union-run businesses.

NEW AND MORE FRIENDS AT OUR EVENTS & ACTIVITIES

So many of you showed up to our rallies and events this year! Next year, we need new and even more of you to turn out, both virtually and in person, to demonstrate the breadth, depth, and power of this movement.

→ [Advocate for Reproductive Freedom](#)

There are many ways to be an advocate. Beyond showing up to actions and events you can use your voice to amplify our movement through writing, hosting affinity gatherings and attending our next lobby day (January 2025).

→ [Subscribe to our Upcoming Events](#)

Every year, Pro-Choice Washington hosts a range of community events. Make sure to subscribe so you don't miss the opportunity to connect, learn, and take action for reproductive freedom across Washington!

NEW AND MORE BUSINESS PARTNERS AND SPONSORS

The values of a business are increasingly important to consumers. At Pro-Choice Washington, we partner with artists, artisans, entrepreneurs across the country to both elevate the incredible work of small businesses and to help our members support businesses that believe in reproductive freedom.

→ [Download the 2023-2024 Gifting Guide](#)

This year, Pro-Choice Washington partnered with more than 100 local, women, BIPOC, LGBTQIA+, and/or union run businesses. These amazing businesses stood up for reproductive freedom and helped us expand our community across sectors. We are always looking for partners to collaborate with!

→ [Join the Sponsorship Program](#)

When you become a sponsor for Pro-Choice Washington, you join a network of businesses that believe in reproductive freedom. Your sponsorship is a direct investment in advancing health equity in Washington state, and a powerful signal of your belief in human rights. There are several tiers and opportunities to support our events!



Reproductive freedom champions Rep. Sharlett Mena, Senator Yasmin Trudeau, and Senator Emily Randall joined our rally at the Capitol.

NEW AND MORE GRANT DOLLARS TO EXPAND OUR WORK

This year, Pro-Choice Washington earned 10 new grants to help support and expand our work in a critical moment in reproductive rights history. Now, as the only organization in Washington and one of the only in the whole Northwest, specifically focused on reproductive rights advocacy, we need more grant dollars to help us scale the incredible work we started this year.

→ [Learn more about our Future of Abortion Campaign](#)

Pro-Choice Washington secured a grant to launch the [Future of Abortion Campaign](#) in partnership with the Northwest Abortion & Gender Justice Coalition. It demonstrates that abortion providers, abortion seekers, and community groups throughout the Northwest are committed to making Washington the most compassionate state to get an abortion. No judgment, no stigma, no barriers. Additional resources would allow us to scale our awareness activities, and to help change the narrative about abortion from the local to the national levels.

OUR STAFF: SMALL FOOTPRINT, REGIONAL IMPACT

Not only does Pro-Choice Washington accomplish significant work with a small budget, but also does it with a small team. In 2023, we had 6 full time and 6 part time staff members, along with contract lobby, grant writing, accounting and events services personnel. We could not do our work without the support of our incredible board and activist volunteers. We also were lucky enough to host incredible Fellows during the legislative and election seasons. This team is a remarkable and diverse group of highly effective individuals dedicated to protecting and expanding reproductive freedom for everyone.

A FOND FAREWELL

We said goodbye to Pro-Choice Washington's first Executive Director, Kia Guarino, who led us through historic times for our movement and organization. You can read her [final blog post here](#).



In August 2023, "In the Shed" artist Karra Wise partnered with Pro-Choice Washington for an end-of-summer backyard event that featured local artists, music, and wine.

Staff & Board Members



✧ FULL TIME STAFF

Chris Smith, Senior Administrative Coordinator
Curtis Maes, Membership Development Director
Julian Lepke, Database and Digital Campaigns Coordinator
Ryan MacDonald, Communications Director
Sami Alloy, Interim Executive Director
Sarah Dixit, Organizing Director

✧ PART TIME STAFF

Pamela Starlipper, Phone Canvasser
Rachel Carver, South Sound and Kitsap Organizer
Sarah Gibbons, Northwest Regional Organizer
Valcour Lavizzo, Phone Canvasser
Valentine Buechler, Event Coordinator

✧ EXTENDED TEAM

Emily Murphy, Contract Lobbyist
Hilary Wilson, Events & Partnerships

✧ PRO-CHOICE WASHINGTON POLITICAL ACTION COMMITTEE BOARD

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Anna Carlson Ziegler
Ashley Fedan
Betsy Walker, Chair
Geetha Fink
Hannah Sabio Howell
Isabella Kent, Secretary
Jessie Friedmann
Kate Bitz
Manisha Jha

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