

2022 Stewardship Report

The Alexandra Rowan Foundation expanded its educational efforts in 2022 to fortify the support of its mission. This report outlines several key results of this work.

100%

Our organization's website is central to the work we do. It was redesigned in 2022 and many new web-based resources were added. Relaunching the site in the 1st quarter of 2022, our **monthly web traffic increased more than 100%** compared to the previous year.

The Foundation orchestrated a digital advertising campaign in 2022, focused on 18-24 year old females at 12 of the largest universities in the U.S. This campaign served up key messages about hormonal contraception and clotting, and generated **1.6+ million impressions**.

1.6+
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Mission: The Rowan Foundation, a 501(c)(3) nonprofit organization, is focused on contributing to the reduction of lives lost due to blood clots among women using hormonal birth control.

Our expanded awareness and education initiatives in 2022 provided resources to help women make informed decisions about contraception. In the upcoming year we seek to further increase the reach and impact of our awareness efforts.

Achieved in 2022	2023 Goals Achievable with Support
<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div> <p>Fortified awareness initiatives with new content, including: a new educational video, 12 new infographics and checklists, and a re-tooled clotting risks questionnaire.</p> </div> </div>	<p>Expand educational resources, adding: more videos, in-depth information about birth control decision-making, and information on genetic clotting disorders like factor V Leiden.</p>
<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div> <p>Garnered 308+ million impressions with feature stories focused on hormonal contraception and blood clot risks placed on more than 1,000 online news and information websites nationwide.</p> </div> </div>	<p>Enhance publicity outreach by increasing online presence with news and information websites to 4x yearly, and adding broadcast assets, such as radio spots, to publicity plans.</p>
<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div> <p>Added new Instagram account, and social media engagement on Facebook increased 5-fold compared to the previous year, with a 60% increase in new Facebook followers in 2022.</p> </div> </div>	<p>Amplify social media efforts through budgeted support of content as sponsored ads, and through collaboration with key social media influencers and third-party partners.</p>

Please consider making a year-end gift to support the work of the Rowan Foundation. Birth control is a woman's choice, and our mission is focused on helping all women considering their contraception options to remain healthy and safe. Any gift amount will help us achieve our mission-specific goals.

DONATE

Learn more about our work at www.alexrowanfoundation.org