

The Rowan Foundation recognized its 10-year anniversary in 2023, and the organization built further upon its successful history of mission-driven efforts focused on women's health and blood clotting. This report highlights key results realized by the Foundation in 2023 with your support.

AWARENESS

Awareness and education are at the cornerstone of the Rowan Foundation's work. In 2023, we created and distributed information that reached millions of people with life-saving information about women's health and blood clots.

PRINT & ONLINE PLACEMENTS

More than 1,600 print and online media placements reach 165.8 million people nationwide

RADIO SPOTS

Nearly 600 radio spots, broadcast on 225+ radio stations, reach more than 18.5 million people nationwide

WEB TRAFFIC

Website pageviews increased by more than 160% and total website users increased by more than 200%



MISSION

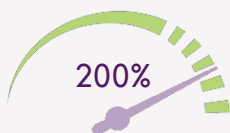
The Rowan Foundation, a 501(c)(3) nonprofit organization, is focused on contributing to the reduction of lives lost due to preventable blood clots.

2023 HIGHLIGHTS

This year, two of our most valuable highlights involved you!

First, we launched our new **Women's Health & Clotting Quarterly**, featuring topical information and contributions from advocates within the clotting community.

Second, with your support, we shared more than a dozen **personal stories** to help inform and inspire others.



WEBSITE GROWTH

First visits or new users to the website grew by **more than 200%**



WEB ENGAGEMENT GAINS

Website user engagement, including clicks & downloads, increased by **more than 300%**



SOCIAL MEDIA GROWTH

Facebook & Instagram followers increased by an average of nearly **100%**

2023 EXPANSION AND APPLICATION OF RESOURCES

- Expanded website resources, adding seven new web pages focused on birth control decision-making, core information about blood clots, new digital learning tools, and the clotting community.
- Created four new educational videos and multiple infographics about women's health and clotting, blood clot risks, and blood clot symptoms.
- Implemented social media efforts to coincide with Blood Clot Awareness Month in March, Women's Health Month in May, and the organization's annual Back-to-Campus Campaign in August.



2024 STRATEGIC AIMS AND PLANNED ACTIVITIES

- Create a suite of new resources specific to blood clotting in women's health, with an emphasis on thrombophilia risks and genetic testing.
- Expand web-based resources about genetic clotting disorders, particularly factor V Leiden.
- Improve awareness of blood clot symptoms among women and their healthcare providers and, in collaboration with strategic partners, create a compendium of educational tools to improve diagnoses and survival among women at risk for blood clots due to hormonal contraception.

Platinum
Transparency
2023

Candid.

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 to achieve our mission-specific goals.

[DONATE](#)