

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

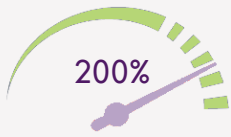
The Rowan Foundation, a 501(c)(3) nonprofit organization, is focused on contributing to the reduction of lives lost due to preventable blood clots.

## 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**