



2025 Stewardship Report

We empower women through clear, evidence-based awareness that protects health and saves lives.

The Urgency of our Mission

Blood clots are a serious and often overlooked public health issue. Nearly one million people in the United States experience a blood clot each year, and an estimated 900,000 of them will die, many without knowing they were at risk. Among the major risk factors is estrogen-based birth control, including the pill, patch, and ring. Decades of research show that women who use combined estrogen–progestin contraceptives face a three- to nine-fold increase in their risk for dangerous blood clots compared with women who do not use these methods. For women with inherited clotting disorders, such as factor V Leiden, this risk is significantly higher.

Yet despite this evidence, many women — especially teenagers and young adults making their first reproductive health decisions — report that they were never informed about clotting risks when starting contraception. The absence of clear, accessible information leaves women vulnerable to preventable harm.

That is why the Rowan Foundation’s work is so important. Awareness saves lives. Every woman deserves accurate information, every family deserves clarity, and even one preventable death is one too many. The Rowan Foundation remains committed to ensuring women have the knowledge they need to make informed, confident choices about their health.

This is the basis for every initiative we advanced in 2025, through efforts designed to bring life-saving information to the women who need it most.

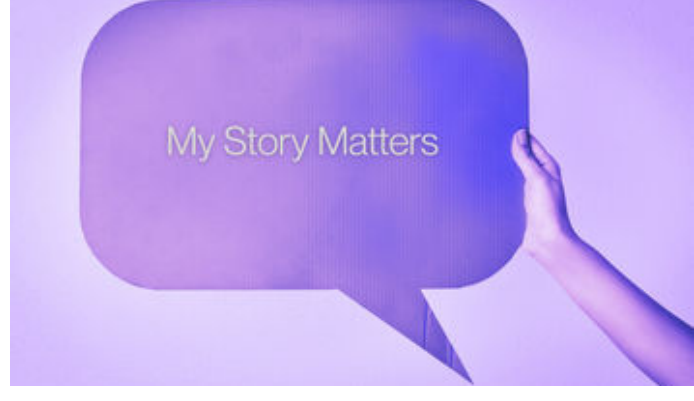
2025 Initiatives in Women’s Health & Clotting



Roundtable

The Rowan Foundation’s 2025 *Informed Choices* Roundtable convened leading clinicians and student health experts to produce clear, evidence-based guidance to strengthen contraceptive counseling and to support safer, more informed choices for women.

[Access Roundtable Outputs](#)



Perspectives

Personal video narratives produced by the Foundation this year elevated the lived experiences of women and their families, transforming personal testimony into powerful awareness tools that help others recognize blood clot risks, seek care sooner, and feel seen, heard, and supported.

[Watch Video Perspectives](#)



Media

This year, the Rowan Foundation reached millions with women’s health and clotting information through nationwide syndicated media. Our print release generated 1,175 placements, reaching 152 million people, and our radio spot ran on more than 200 stations, reaching 23 million listeners.

[Listen to :30 Radio Spot](#)

Clinical Leadership & Expertise

As our work expanded in 2025, and the need for dedicated clinical guidance grew, we made the strategic decision to appoint Dr. Vian Nguyen as our Medical Advisor.

As an OB/GYN, she has exceptional expertise in women’s health and brings invaluable clinical insight that elevates the accuracy, clarity, and credibility of our educational resources, thereby strengthening the overall impact of our mission.

Dr. Nguyen currently serves as a physician at the University of Houston and consults for multiple health tech companies. She previously served as Chief Medical Officer at Legacy Community Health, Houston.



“Becoming part of the Rowan Foundation holds special significance for me. It’s an opportunity to raise awareness about blood clot risks and empower women to make informed decisions about contraception. I’m excited to help advance this important work as we look ahead to 2026.”

Vian Nguyen, MD, FACOG

Impact metrics and reports

We are committed to transparency, accountability, and clear communication with you, our stakeholders, as we strive to strengthen our impact.



Website

Entering the fourth quarter of 2025, our website saw its highest surge in traffic this year, signaling growing engagement with our women’s health resources and positioning us for continued audience expansion in 2026.

Page views increase 33% going into 4Q 2025

Scroll time increases by more than 100%

First visits increase by 100%



Socials

With significant increases across all platforms, our social media growth strengthened our capacity to share trusted women’s health information with an expanding audience, which we anticipate will continue on this trajectory in 2026

Instagram followers up 75%, Facebook followers up >30%

YouTube subscribers more than double

Addition of Bluesky and Threads expands community reach



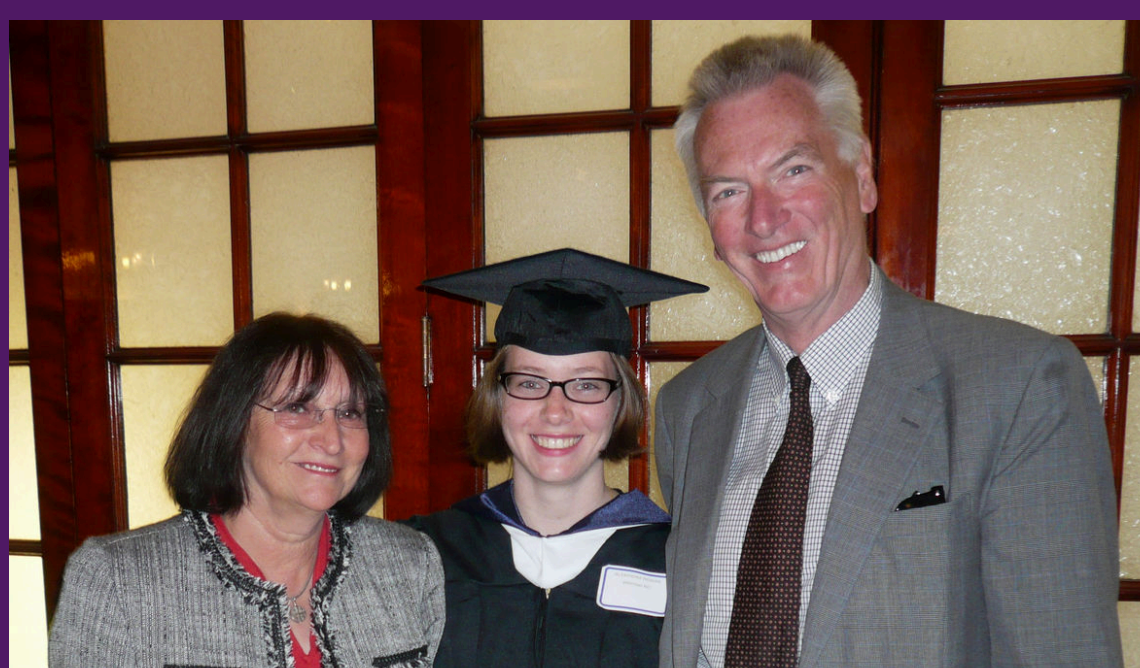
Resources

We broadened our resource library to provide more materials that support awareness, prevention, and informed choices for women. Building on this year’s momentum, we are positioned for meaningful resource growth in 2026.

[View our suite of multimedia educational assets and resources.](#)

[Read through several diverse and compelling personal stories](#)

[Explore past issues of our Women’s Health & Clotting Quarterly.](#)



Roz, Alexandra, and David Rowan

A message from our founder

“As we reflect on 2025, I’m reminded of why the Rowan Foundation exists and who inspires every aspect of our work. This photo of Roz, Alexandra, and me represents both our greatest joy and our deepest loss — a loss that continues to guide our commitment to saving lives through awareness and education.

What began as a way to honor Alexandra has grown into a mission that reaches women across the country with information that can protect their health, expand their choices, and, in many cases, prevent tragedy. This year’s growth — seen in the orchestration of our first partnership event, the continued expansion of our resources, a widened reach, and the appointment of a Medical Advisor — reflects the extraordinary dedication of so many people who believe in the importance of this work.

We are profoundly grateful for your support. Your generosity helps transform heartbreak into hope, ensuring that other families have the chance to avoid the loss we endured. As we look ahead to 2026, we remain steadfast in our mission and inspired by the impact we are creating together.

Thank you for standing with us.”

David Rowan

Donate here



Your support makes our work possible. Every contribution, in any amount, helps us advance women’s health awareness, expand trusted educational resources about clotting risks, and honor the legacy of Alexandra and other young women lost to preventable blood clots.

The Alexandra Rowan Foundation is a registered 501(c)(3) nonprofit organization, and all donations are tax-deductible.

Thank you for helping us save lives through education, empowerment, and prevention.

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[Women’s Health & Clotting Quarterly](#)

