

iMPACT REPORT

Julie

Julie for All is a 1-for-1 donation program on a mission to make access to sexual healthcare the standard. For everyone.

**20
23**



** Our FDA-approved morning-after pill is a progestin-only emergency contraception that helps prevent pregnancy before it starts. EC, like Julie is 89% effective when taken within 72 hours (or 3 days) after unprotected sex.*

We're changing the conversation around emergency contraception.
We believe in access to sexual health, education, and community care.

For every box of Julie purchased, we donate a box to someone disproportionately impacted by health inequities.

Meet Angela, a college student whose letter to Julie represents why we do what we do.



Julie for All Julie for All Julie for All

One Purchased = One Donated

Julie for All, our first-of-its-kind donation program, aims to make access to reproductive healthcare the standard, not the exception, for our community.

For every Julie you purchase, we donate one unit to our partners. When you support Julie, you're helping a fellow human access free and safe emergency contraception.

How it Works

STEP 1

Connect with donation partners.



STEP 2

Vet Julie for All applicants.



STEP 3

Listen to our partners to understand the people and purpose they serve.



STEP 4

Review monthly partner needs.



STEP 5

Procure units for donation.



STEP 6

Ship the units to our network of partners.



STEP 7

Gather insights on where our units go and why they are needed.



STEP 8

Use our resources to support our partners and amplify their message.

We've teamed up with passionate organizations to build our national EC distribution network. Our partners distribute Julie throughout their communities in accessible locations like bookstores, college campuses, and community pharmacies.

One Million

UNITS OF EMERGENCY CONTRACEPTION

DONATED

Our Julie community has powered the donation of 1,000,000 units of emergency contraception to people in need. Thank you.

People & Programs We Serve

Our 300+ partners are on the ground doing transformative work to make radical changes in reproductive rights for their local and national communities.

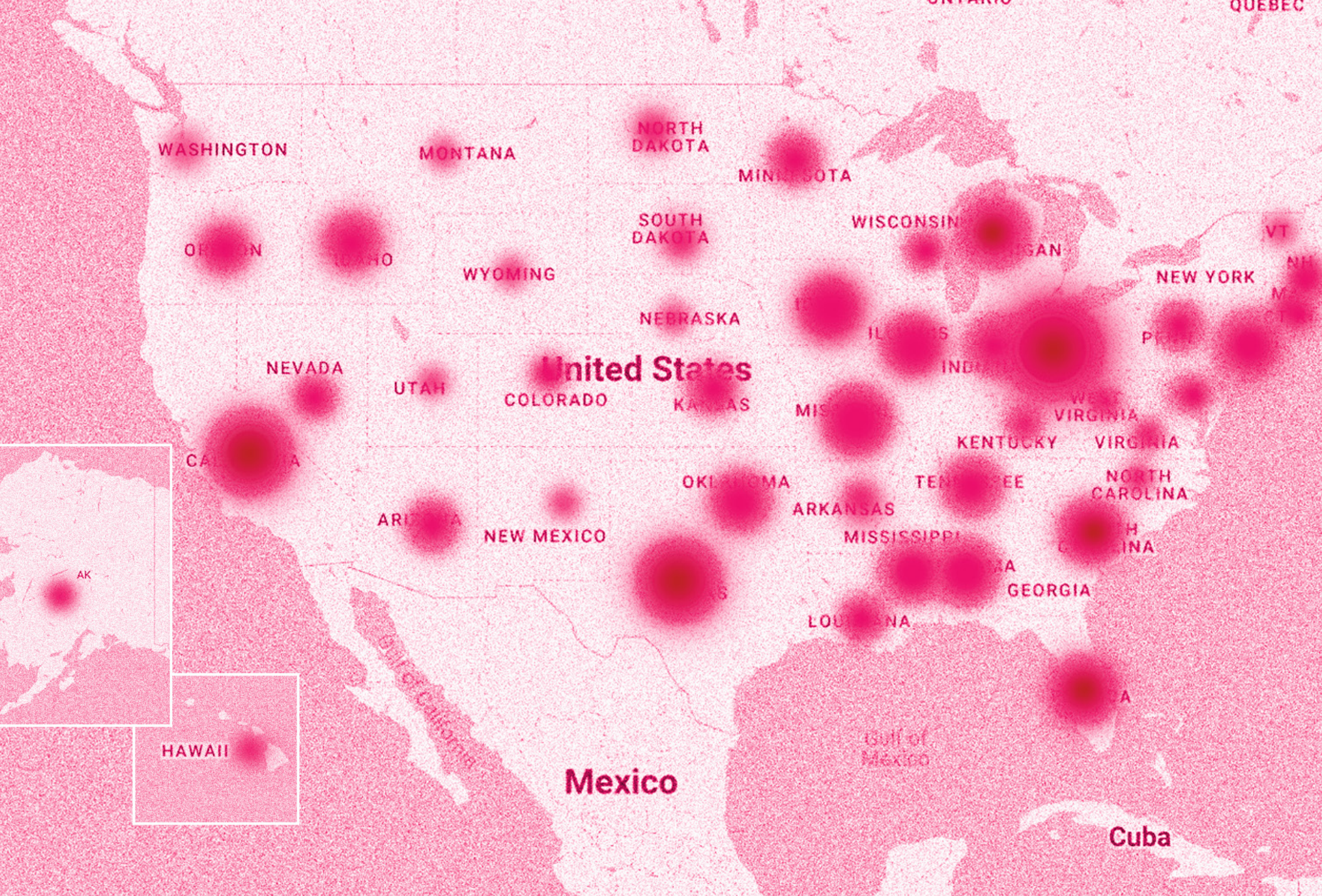
Other groups of people and programs we serve:

States with restrictive legislation around reproductive health, Harm Reduction, Street Outreach, Community Health Centers, Campus Health Centers, Mobile Clinics, Title X Networks, Charitable Pharmacy Partners, Women's Clinics, Community Outreach Programs, Contraceptive Access Funds, And more!



Thank You Partners

Thank You Partners



Total Units

1M

We have donated over 1 million units of Emergency Contraception to over 300 partners nationwide.

Partner Spotlight

University of South Florida St. Petersburg | Alexis Hobbs

Providing Julie EC to people makes me feel____
Empowered

The wildest myth I've heard about EC____

If you take two at one time, you're double protected from pregnancy!

How/where did you first learn about sex?

I first learned about sex when I was 10 years old at church when I was taking a purity class, promising to not have premarital sex. At that point, I didn't know the specifics, but I knew it was something that was wrong and shameful. It wasn't till much later that I finally taught myself that sex is fun and nothing to be ashamed of, now I am a huge advocate for a safe and satisfying sex life!

Florida Access Network | Ciné Julie

Providing Julie EC to people makes me feel____
Out of this world.

How/where did you first learn about sex?

My first time "learning" or seeing sex was when I first watched Jennifer's Body during Halloween in 2010 (which BTW is one of my favorite horror movies).

How does your organization distribute Julie?

Through our new Mutual Aid program, we are able to distribute Julie through providing over 100s of Repro Kits to community partners, organizations and local businesses willing to help us redistribute to community members from our kitbuilding workshops.

The Supply Hive (Iowa) | Zakariyah Hill

Providing Julie EC to people makes me feel____
Useful

How/where did you first learn about sex?

As a child I found my parents porn dvd's when I was snooping in things I shouldn't have.

How does your organization distribute Julie?

We utilize a network of partner organizations and businesses to distribute Julie to those in Iowa.

Remedy Alliance/For the People | Eliza Wheeler

If I wasn't a ____ I'd love to be a ____
Harm Reduction Worker, Music Historian

The wildest myth I've heard about EC____

That it is illegal in some states. Not yet and hopefully not ever.

How/where did you first learn about sex?

From the book Clan of the Cave Bear when I was about 8 years old, reading its steamy prehistoric sex scenes and from peeking at my parents' friends' copy of the 70s classic, The Joy of Sex.

Rogue Valley Pepper Shakers | Sam

If I wasn't a ____ I'd love to be a ____
If I wasn't a plant murderer I'd love to be a plant parent.

The wildest myth I've heard about EC____

The wildest myth I've heard about EC is that it will release nanobots into your womb and digest your fetus.

How/where did you first learn about sex?

I learned about sex from a young age without my consent. It really shaped my view on sex and barred me from being able to live a healthy sex life for a long time. However, through community and healing sexual partners I have been on my journey of self discovery for some time now!

we showed up *on your shelf*

September
2022

Nationwide launch
at Walmart

January
2023

First batch of
donation units ships
to 100+ partners

April
2023

Launch of the
first ever EC 2-pack
at CVS.

Launch at Target
nationwide and
available on GoPuff.

**Every year we are one step
closer to Julie for All**

we showed up *in unexpected places*

Like a bathroom in
Louisville, Kentucky.

And a bookstore in
Savannah, Georgia.

We showed up next
to popcorn in a
vending machine.

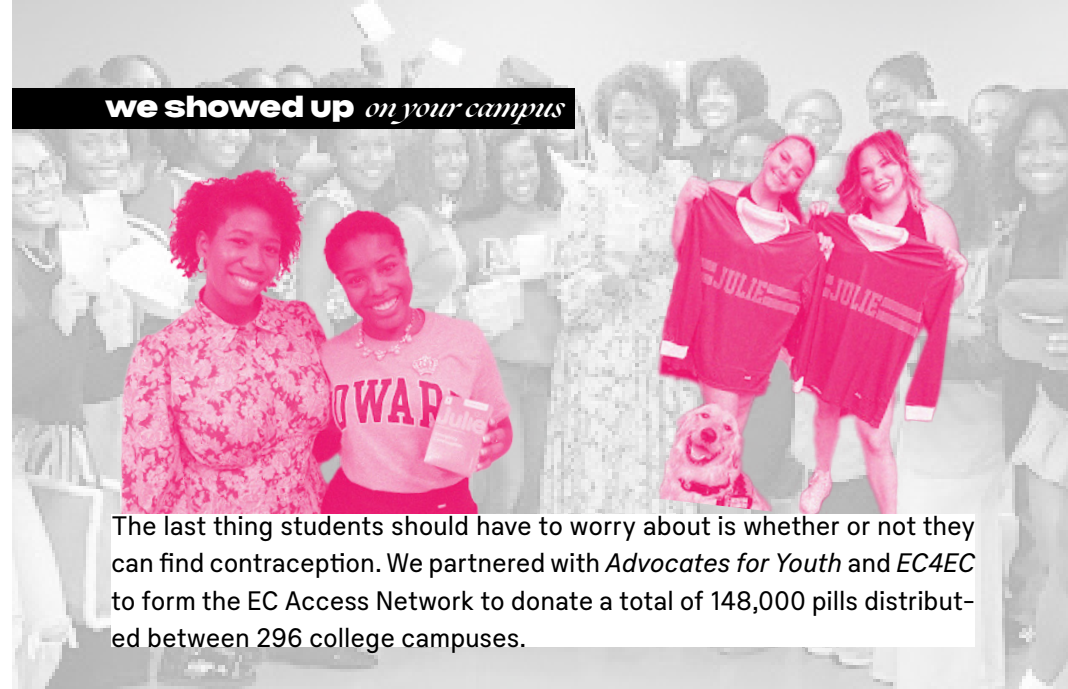
And we made jewelry
with Cheeky Bonsai
& Ian Charms.

We showed up on
and under a
Christmas tree.

And clothing stores,
ice cream shops,
record stores, and
all kinds of locations
across the country.

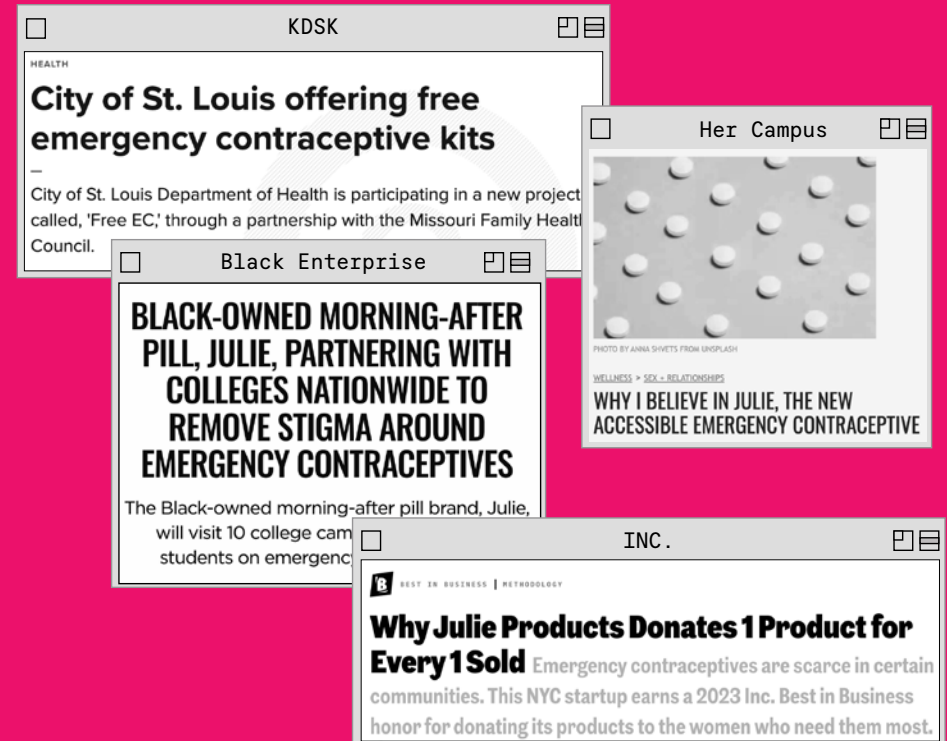


we showed up *on your campus*



The last thing students should have to worry about is whether or not they can find contraception. We partnered with *Advocates for Youth* and *EC4EC* to form the EC Access Network to donate a total of 148,000 pills distributed between 296 college campuses.

we showed up *in the press*



we showed up *with the facts*

written by
Dr. Tessa Commers,
Head of Medical

A Year In Reproductive Legislation

In a year marked by significant and often contradictory milestones in women's health and reproductive rights, it seemed fitting that 2023 began with what should have been the 50th anniversary of Roe v. Wade. Throughout 2023, the country continued to navigate the implications of the Dobbs decision which struck down the constitutional right to an abortion in 2022. The decision left states to determine their positions on abortion, with many monumental laws passed in 2023. Ohio joined other states like California and Michigan where residents voted to add abortion protection to the state constitution. Many more states added legal protection for patients and providers when seeking abortion care, including Vermont and Washington.

In the movement against access to abortion, a challenge was initiated against the original FDA approval of mifepristone (one of the drugs used in medication abortions), stating its safety and efficacy profile was misrepresented. While the Supreme Court has since backed the FDA's decision, some retailers took a preemptive and controversial stand against stocking and selling mifepristone. The legalities of authority to prescribe, mail-order prescribing, and gestational use are still being determined.

Beyond the abortion sphere, a huge victory for reproductive rights was celebrated in June when the FDA approved the first over-the-counter birth control, Opill.

At Julie we look forward to 2024, and getting one step closer to contraception access for all.

we showed up *in the most dire of circumstances*

On April 29, in partnership with *VOICE Amplified*, Julie showed up where we wish we didn't need to, helping to build out 2,000 First Aid Rape Kits in North Carolina that were shipped to Ukraine to provide essential materials amidst the humanitarian crisis.

Thank you for lighting up access points across the country (and world) to make our mission of access and inclusion a reality.






EC Cheat Sheet

In the comments and in our DMs, our community asked us their most pressing questions about health, sex, and the morning-after pill experience. Here are a few of our frequently asked questions.

Is there a weight limit for taking Julie?


No. Julie can be used by anyone with a uterus regardless of weight. However, for people with a BMI under 25, pregnancy risk after taking the morning-after pill is less than 2%. If your BMI is over 29.9, the risk of pregnancy increases to 5.8%.



 mew
its dangerous to take plan b more than twice in a year, how is this different? genuine question!!
12-10 Reply 205

 Julie  Creator
it's not, you can take EC as many times as needed, but it can cause significant changes to a menstrual cycle if taken regularly.
12-10 Reply 167

Is emergency contraception the same thing as the abortion pill?

No, emergency contraception, or the morning-after pill and the abortion pill are two very different medications. The medication in Julie is levonorgestrel which stops ovulation before it begins. It has no impact on an existing pregnancy. Julie and other emergency contraception pills are not an abortion pill.

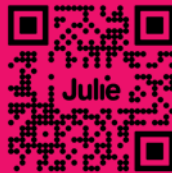
 Samantha
Your website says it's the same active ingredient and dose as Plan B/other generic brands. What makes yours better than a 6\$ generic pill??
12-11 Reply 1

 Julie  Creator
it's the same active ingredient with a different mission. for every box of Julie sold, one is donated to someone in need.
12-12 Reply 1

What are the most common Julie side effects?

- Bleeding/spotting between periods
- Temporary changes to a period cycle (the next period comes early or late)
- Heavier or lighter next period
- Nausea
- Abdominal pain
- Fatigue
- Headache
- Dizziness
- Breast tenderness

For more FAQs scan the QR code.



Cut out & keep for later!

We're In This Together.

Want to take action? We're here to give you the tools you need to make an impact in your community.

If you're ready to help us wipe contraceptive deserts off the map, contact our Impact Ambassador Program at julieforall@juliecare.co