

WORLD CONTRACEPTION DAY 2024: NEW MORNING REACHES OVER HALF A MILLION PATIENTS IN SOUTH CAROLINA, RECOMMITS TO STRENGTHENING ACCESS TO SAFE, EFFECTIVE, AND AFFORDABLE CONTRACEPTION

South Carolina's Largest Contraceptive Access Initiative Announces Record-Breaking Impact, Providing Services To Nearly 100,000 South Carolinians in the Last Year Alone

Since Launching in 2017, New Morning Services Have Saved South Carolina Taxpayers Nearly \$1 Billion in Maternal and Birth-Related Gross Costs

Columbia, SC (September 26, 2024) – [New Morning](#), a South Carolina nonprofit working to expand access to affordable contraceptive and family planning services across the state, today released new data highlighting the organization's record-breaking impact, reaffirming their commitment to providing safe, effective, and affordable contraception for all.

From July 1, 2023 to June 30, 2024, New Morning provided contraceptive and family planning services to **more than 88,000 patients** – a **record number of South Carolinians served** in a 12 month period in the state. By connecting individuals to these services, New Morning helped prevent an estimated 19,000 unintended pregnancies, 9,000 unplanned births, and saved South Carolina taxpayers \$164,392,010 in gross public savings. Since launching in 2017, the organization has served over 500,000 women across the state.

“With surging demand for contraception, New Morning continues to play a critical role in meeting the healthcare needs of women across our state,” **said Bonnie Kapp, President and CEO of New Morning**, the largest provider of free and low-cost birth control in South Carolina. “World Contraception Day provides an opportunity to reflect on the 70 million women across America, and nearly one billion globally, who rely on contraception as a means to control their fertility and their future. Today, as we recommit to the critical work we do across South Carolina, we do so acutely aware of the barriers faced by too many, and look forward to continuing to expand access to contraception for communities across our state.”

Since launching in 2017, New Morning has played a critical role in expanding access to contraception in South Carolina, leading the charge to ensure that all South Carolinians have access to safe, effective, and affordable contraception. As a model program for the South, New Morning's initiatives and network of more than 130 reproductive health partner clinics across the state are consistently working to improve access and eliminate barriers to contraception.

In the last seven years, New Morning has served over half a million – 530,000 – South Carolinians, helping to prevent:

- 113,660 unintended pregnancies
- 53,520 unplanned births
- 38,450 abortions
- 21,680 miscarriages following unintended pregnancies
- And saved nearly \$1 billion in maternal and birth-related gross costs

The nonprofit, funded in part by individual donations and grants, continues to expand its services, ensuring that all South Carolinians have access to the contraceptive care they need in 2024 and beyond.

ABOUT NEW MORNING

New Morning is a nonprofit organization based in Columbia, S.C. that works to increase the public's access to information about family planning, counseling, and contraceptive services. For more information, visit newmorning.org and NoDrama.org.

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