



# **NEW**morning

## **IMPACT REPORT**



**This Impact Report chronicles New Morning's contributions and achievements in 2024. In 2025, however, our mission is more critical to women and families than ever before.**

New Morning has dramatically improved South Carolinians' access to birth control. Our approach is community-driven and patient-centered. We train and support a statewide alliance of more than 100 nonprofit healthcare partners that provide individuals with information and access to birth control methods, which we subsidize for patients that are low-income and uninsured. We educate the public by providing medically accurate information about family planning through [www.NoDrama.org](http://www.NoDrama.org), which has become a trusted resource for literally millions of website visitors.

South Carolina is a state rife with healthcare barriers — lacking foundational reproductive health education in schools, higher poverty and uninsured persons, rural populations with little to no healthcare provider access. Access to information and prevention breaks down barriers. Our statewide birth control access program, branded “No Drama,” has provided in-person and virtual contraceptive services to more than half a million women since 2017 – and South Carolina’s unwanted births have decreased 58 percent.

This report is full of other data, which I hope you will find impressive. But here’s what I really want you to know about New Morning:

While many are working to create obstacles to reproductive healthcare and contraception, we remain committed. Our community is a bright light that will continue to shine on. A vibrant collective of empowered women, caring providers, and steadfast supporters who sustain our program and its far-reaching impacts. Together, unified by a fundamental and unwavering belief: that every woman deserves the ability to live life on her terms.

We are making incredible progress in South Carolina. With your support, that progress will continue – undaunted and undeterred.

A handwritten signature in black ink, appearing to read "Bonnie".

Bonnie Kapp, President & CEO

# BUILDING ON PROGRESS

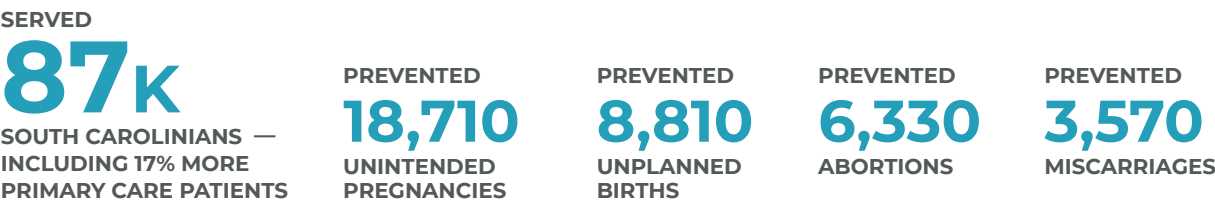
Since 2002, our mission has not changed. New Morning remains singularly focused on providing all South Carolinians with equitable access to high-quality contraceptive services and information about family planning. Over the past eight years, we’ve made incredible progress and our work remains critically important, now more than ever.

Make no mistake. Obstacles to accessing contraception remain pervasive - *11 percent of reproductive-age women in South Carolina have no public or private insurance and 33 percent of counties have no OB-GYN providers.*

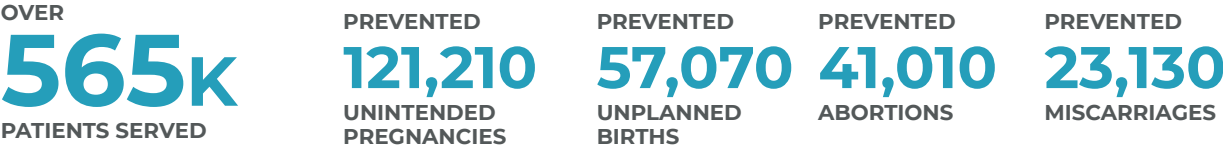
But with your support, we are making new strides everyday, helping more families access affordable contraception and family planning services.

We are providing South Carolinians with important information about family planning and providing equitable access to high-quality contraceptive services - helping women to take control of their fertility and their future.

IN THE PAST YEAR, NEW MORNING HAS:



SINCE BEGINNING WORK IN 2017, THAT TRANSLATES TO:



Your support has made New Morning the *preeminent safety-net provider for free and low-cost contraceptive healthcare* in our state. Together, we’re helping more women plan for families on their terms.

# OUTSIZING OUR ECONOMIC IMPACT

**While women and families remain at the core of our work, our services have produced an outsized, positive economic impact for the state.**

And we're not stopping there. As demand for contraceptives reaches new levels, New Morning is stepping up to train the next generation of contraceptive health clinicians.

In 2024, New Morning trained 1,471 physicians, nurses, and other clinical staff, totaling 9,795 trained by New Morning since 2017.

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## IN THE LAST YEAR:

MORE THAN

**\$145**  
MILLION

gross created in public savings for South Carolina taxpayers.

## SINCE 2017,

MORE THAN

**\$970**  
MILLION

Saved for taxpayers in costs associated with unplanned or mistimed births.

*Total estimates were generated using the Guttmacher's tool to evaluate cost savings for individual programs and providers.*

## PARTNER SPOTLIGHT *Melisa Hammet*

At New Morning, we are only as strong as our network of incredible partners – like Melisa Hammet, APRN. Based in Gaffney, S.C., Melisa has used New Morning's resources to lead an innovative Agricultural Farm Worker Program, meeting women where they are with a mobile health unit providing vital reproductive healthcare.

She's bringing safe, dignified, contraceptive care directly to the women who need it most – and we are proud to support her.



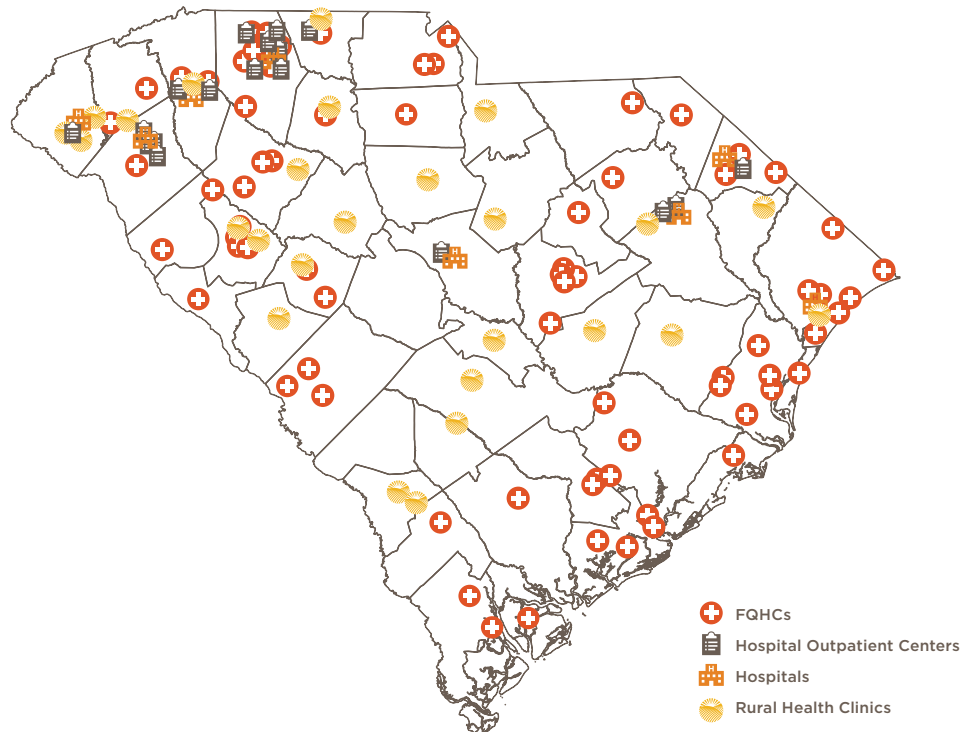
*"Since 2018, I've had the honor and privilege of partnering with New Morning and have witnessed firsthand the impact that this initiative has made not only in the upstate, but across South Carolina. With their support, I have been able to provide all forms of birth control to patients, both in all ten of our primary care locations and our mobile medical center. I can say without a doubt, without the support and partnership from New Morning, many of our patients, in fact the majority, would not have access to these services."*

**- MELISA HAMMET**

# NEW MORNING IN 2024

Through our partner network of 124 clinics and telehealth services, we have brought our services to every county in South Carolina.

## Access to Free & Low-Cost Birth Control 2024



## THE ROAD AHEAD: *New Morning in 2025*

We are proud of the progress we are making in South Carolina. Now, we must recommit to this vital work.

These women deserve affordable, accessible reproductive healthcare. These women need us. They need our support.

At New Morning, we are committed to continuing to be a resource for them amid an ever evolving reproductive health landscape.

### AT THIS VERY MOMENT:

MORE THAN

**1.2M**

WOMEN

Are of reproductive age  
in South Carolina

WITH APPROXIMATELY

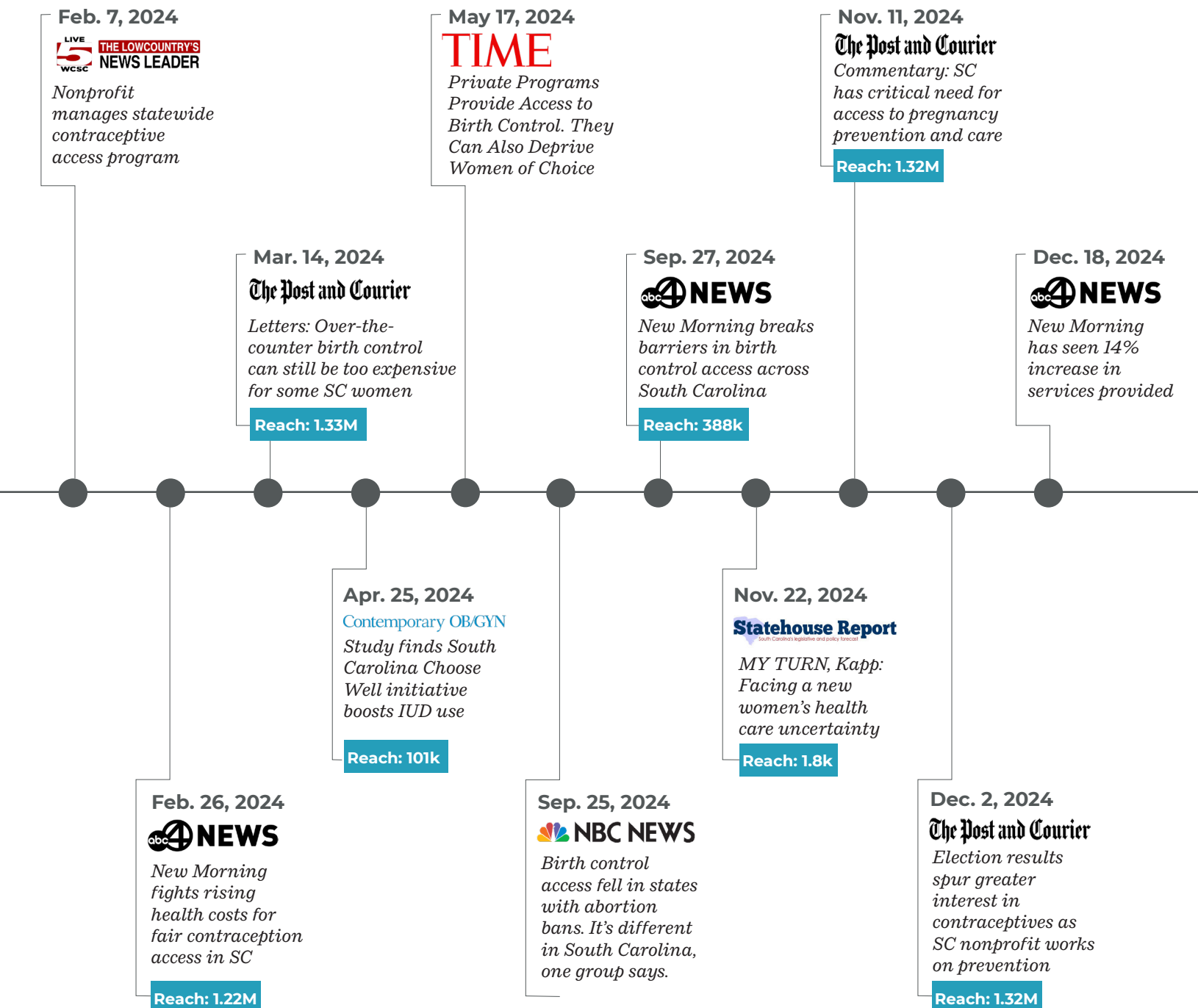
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WOMEN

Having an ongoing need  
for contraceptives.

# IN THE NEWS

In 2024, we continued to tell new audiences about New Morning's mission. Through profiles in NBC News, the Post & Courier, and TIME Magazine, we reached over 6 million readers across America.



# NEW BARRIERS AND OUR COMMITMENT

**New Morning continues to provide millions in annual subsidies to community health clinics statewide, ensuring low-income and uninsured women have access to eight contraceptive methods for free or low-cost. Our nonprofit health system partners would be unable to purchase and offer their patients all birth control methods without New Morning subsidies.**

The number of patients seeking contraceptive services has increased dramatically since 2022, when the U.S. Supreme Court issued its landmark decision, and pharmaceutical prices have continued to rise. In 2024, the cost of contraceptive subsidies surpassed \$3.4 million – 37% greater than in 2022.

In Fiscal Year 2023-2024, the General Assembly appropriated \$2 million to New Morning, which helped us meet the demand for subsidized birth control. However the legislature did not provide state funds in Fiscal Year 2024-2025, creating an urgent financial need in the second half of 2024.

***Thankfully, individuals' generous charitable donations and foundations' grants provided critical income in 2024.***

Donors like you are critical to helping us continue this vital work. Thank you for enabling us to fulfill our mission.

Despite these and other challenges, we remain committed to delivering affordable contraception. Because without us, there is no one exclusively helping South Carolina women navigate this fundamental piece of their healthcare: access to birth control.

Since 2017, we have provided contraceptive care to more than 565,000 women statewide, no matter their income or zip code.

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*“Having participated in New Morning Foundation IUD training events across South Carolina for the past two years, I have seen firsthand how important these events are for new graduates as well as experienced providers looking to expand their skill set. If it were not for the convenience and no cost of these trainings, I do not think that providers would be able to provide this vital service to many communities in South Carolina.”*

**– DR. DEE ELLEN DIBONA**

# A THANKS TO OUR BOARD

**This work would not be possible without our Board of Directors, who continue to guide our critical mission.**

- Wilbur E. Johnson, Esq. - Board Chair
- Kathleen Brady, PhD - Board Vice-Chair
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- Jessica Bell van der Wal
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*\*New Morning Board as of 7/1/25*