

GREENVILLE WOMEN GIVING AWARDS NEW MORNING \$90,000 GRANT FOR EXPANDING AFFORDABLE CONTRACEPTIVE ACCESS IN GREENVILLE COUNTY

The grant helps New Morning increase access to free or low-cost birth control, as state funding for the statewide contraception program has been cut

Columbia, S.C. (May 14, 2025) – [New Morning](#), a nonprofit working to expand access to affordable contraception and family planning services, received a \$90,000 community grant from Greenville Women Giving (GWG) to help provide contraceptive healthcare services in Greenville County.

“We are deeply appreciative of Greenville Women Giving’s support of our work to meet the surging demand for contraception in Greenville County,” said Bonnie Kapp, President and CEO of New Morning. “As we face an evolving healthcare landscape, this grant will enable us to continue providing free and low-cost contraception to women in Greenville County, regardless of their zip code or economic status.”

New Morning’s statewide birth control access program has provided contraceptive services to more than 565,000 women since 2017, resulting in a 58 percent decrease in South Carolina’s unwanted births.

Greenville Women Giving’s grant funding comes amid increasing demand for contraception in Greenville County and across South Carolina. The GWG grant will support New Morning’s six partnering clinics in Greenville County that provide contraceptive services to low-income, uninsured, and underinsured women. It is projected the clinics will serve 7,000 women with free or low-cost contraceptives during the one-year grant period. As a result, it is estimated this may prevent 1,500 unintended pregnancies, 710 unplanned births, 510 abortions, and 290 miscarriages resulting from unintended pregnancies, saving as much as \$13 million in maternal and birth-related costs in Greenville County.

The grant comes at a critical time when New Morning is grappling with higher program operating costs. The number of patients seeking contraceptive services has increased dramatically since 2022, when the U.S. Supreme Court issued its landmark decision on *Roe v. Wade*. Pharmaceutical costs have also spiked in recent years. Last year, the cost of contraceptive subsidies that New Morning provides to its network of clinical partners surpassed \$3.4 million – 37% greater than in 2022.

In the 2023-2024 fiscal year, the state's General Assembly appropriated \$2 million to New Morning, which helped meet the demand for subsidized birth control. However, the legislature did not provide state funds the following fiscal year, creating an urgent financial need.

In 2024, New Morning's services helped prevent an estimated 19,000 unintended pregnancies, 9,000 unplanned births, and saved South Carolina taxpayers \$164,392,010 in gross public savings.

To do this work, New Morning relies on generous charitable donations and grants from organizations like Greenville Women Giving.

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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 free and low-cost contraceptive services. For more information, visit newmorning.org and NoDrama.org.

About Greenville Women Giving

Created in 2006 as a special initiative of the Community Foundation, Greenville Women Giving is a philanthropic women's collective giving organization supporting nonprofit organizations serving Greenville County (SC). Since its founding, GWG has awarded 159 grants totaling over \$9 million and has more than 500 members. Membership in Greenville Women Giving is open to all women who commit to the annual contribution. For information about membership, upcoming events, and grants, please visit greenvillewomengiving.org or follow GWG on Facebook (@GreenvilleWomen).