

Mayday runs the leading 501(c)(3) education campaign on how to access abortion pills in states without clinics. Most Americans don't know that abortion pills exist and aren't "morning-after" pills. Mayday is here to change that.

45 MILLION
people reached

ZERO
identifying data
collected

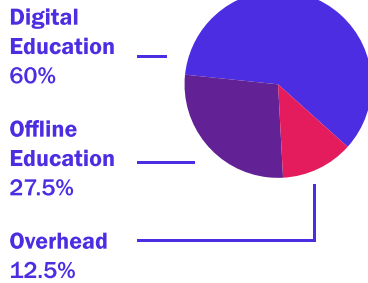
<\$0.10
average cost
per visitor

1 MILLION
monthly website
visitors

9 OUT OF 10
Mayday Health
is trusted

10 OUT OF 10
Mayday Health
is clear

**Use of donations
through 2024**



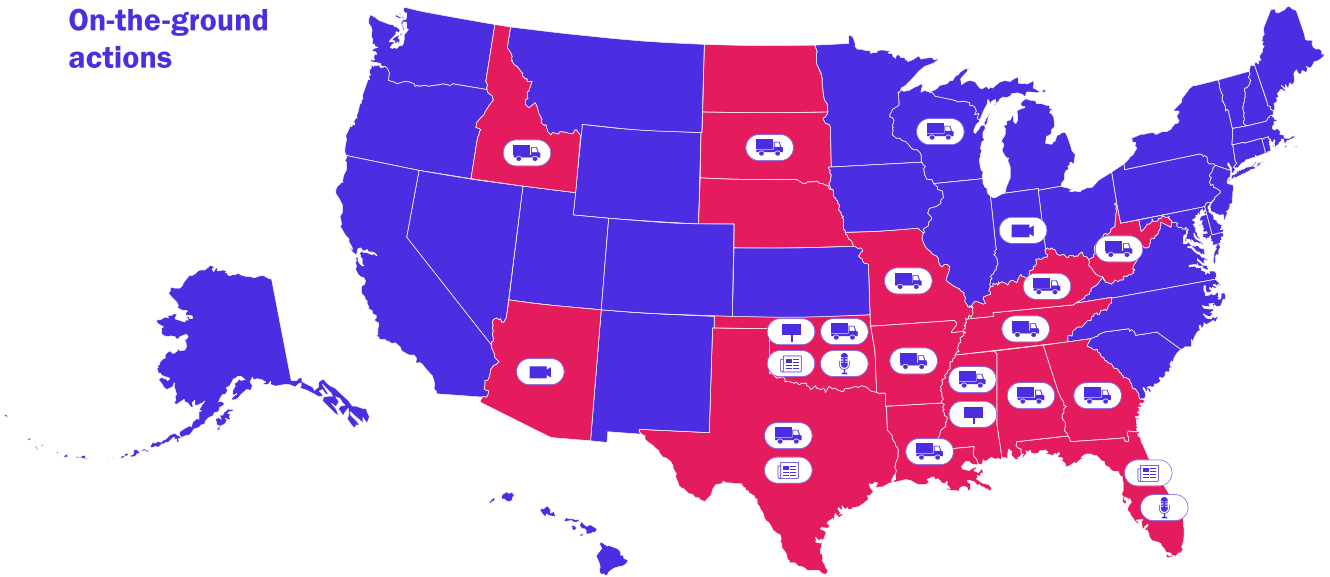
Abortion pills by mail

- >99% safe
- >97% effective during the first 12 weeks
- FDA-approved in all 50 states
- <\$300 total cost

**Mayday seeks to close
the education gap**

- Prioritized:**
- Women and pregnant people
 - Ages 18-44
 - People in lower 50% of income

**On-the-ground
actions**



Severe abortion restrictions

Mobile Billboards

Video Exposé

Billboards

Radio

Newspaper