

VITALA

2023 Impact Report

Powering reproductive
autonomy through tech
and community





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Letter from Our Leaders

BUILDING ON OUR IMPACT IN VENEZUELA AND BRINGING LESSONS LEARNED TO THE UNITED STATES

As we release our latest impact report, we are filled with a deep sense of gratitude and pride. This journey, which began with a small project in 2020 to explore digital tools to support access to comprehensive abortion care, has transformed into a powerful force for change, thanks to your unwavering support and belief in our mission.

This year has been a remarkable one. We had set out to deepen our impact in Venezuela expanding our efforts to be inclusive of young people, expand to the United States in a post-Dobbs world, start incorporating new product features like a miscarriage journey and wellness strategy, be recognized as global thought leaders, grow our team and board, successfully raise funds to meet our needs and reach our target number of users for 2023! These milestones represent the countless lives we have touched and the positive changes we are driving with the communities where we work in Latin America and North America.

Our 2023 Impact Report highlights our impact story rooted in the core pillars of our work: providing holistic person-centered care through Aya Contigo, leveraging digital to reach more people, and engaging communities for movement building. Each metric shared in this report is a testament to the hard work and dedication of our team and partners. But beyond the numbers, there are stories – stories of individuals and communities whose lives have been improved because of our collective efforts.

Relentless in our pursuit to ensure we are addressing the needs of the most underserved, integrating our solution within existing ecosystems, and building trust amongst our communities, all done in service to envisioning a more just, equitable, and autonomous future for women, girls, and gender-diverse communities.

We are particularly proud of our incredible team. Each individual embodies our core values and demonstrates what we can achieve when we work together towards a common goal. Our growth this year would not be possible without the dedication and passion of our team.

As we look to the future, our commitment to revolutionize sexual and reproductive self-care through co-designed, holistic, and localized digital solutions that meet women and girls where they are, empowering them to be agents of change remains steadfast. We understand the challenges ahead, but we are encouraged by our past successes and driven by the potential of what we can accomplish together.

Thank you for being a part of this journey. Your support, whether as a partner organization, donor, supporter, volunteer, student, advisor, thought partner, or team member has been indispensable. Together, we are making a difference, and we are excited to see what we will achieve next.



Roopan Gill

Co-Founder & Executive Director



Genevieve Tan

Co-Founder & Director of Operations

Powering Reproductive Autonomy Through Tech & Community

Our Vision

A world where all women and girls have the freedom to make judgment-free choices to achieve their sexual and reproductive health goals.

Our Mission

Revolutionize sexual and reproductive self-care through co-designed, holistic, and localized digital solutions that meet women and girls where they are, empowering them to be agents of change.

Our Approach

Vitala works at the intersection of technology and community to advance reproductive autonomy. **Our focus is comprehensive abortion care through a harm-reduction strategy.**

Every year, there are 30 million unsafe abortions globally.

7 million women & girls are injured, disabled, or die due to abortion complications every year.

These complications are entirely **preventable.**

IMPACT: VITALA SINCE FOUNDED

Accelerating reproductive autonomy by expanding our work in LATAM and launching in the US in late 2023

Our ultimate goal is reproductive autonomy and empowerment. We support the power to choose at any time throughout a person's journey, and we don't view the number of abortions as a measure of our success. We focus on a quality experience and user engagement, amongst other points of data.

6,500+

unique users engaged on the Aya Contigo app to date

870

conversations with Aya Contigo Care Team to date

30+

Allies & partners in LATAM, the US, and globally



IMPACT: REGIONAL FOOTPRINT

Human-centered design propels our efforts to scale impact

1. User and community-centered research

2. Adaptation of Aya Contigo based on contextual analysis

3. Launch and Implement Aya Contigo with local partners

3

REGIONS

4

COUNTRIES

30+

ALLIES AND PARTNERS
GLOBALLY

Canada

Our headquarters are in Canada where co-founders Dr. Roopan Gill and Dr. Genevieve Tam met .

Venezuela

Vitala's core country where we co-designed, created and implemented our flagship product, Aya Contigo. We launched it in March 2022.

United States

The first country outside LATAM where we launched Aya Contigo. We adapted and launched it in partnership with Planned Parenthood Federation of America for Latina/xs and Hispanics. This was the first country where we tried our Aya-as-a-service model.

Guatemala

In 2023, we secured funding to scale into Guatemala. This is the second country in Latin America where Aya Contigo will be available. Our estimated timeline for launch is January 2025.



COUNTRY HIGHLIGHT

Our human-centered approach and model of care emerged in Venezuela

Vitala Global's harm-reduction strategy is based on the findings of community-led research in a complex context during a critical period.

1000+

women, girls and gender-diverse people supported the development of Aya Contigo through their SRH and abortion experiences

12+ local & international NGOs

supported Vitala Global with contextual research and the creation of a network of trusted partners

March 2022

We launched in Venezuela for International Women's Day

Context & Barriers

Restrictive laws and lack of reproductive rights

Isolation and lack of support

Lack of access to quality care & medications

Misinformation

Stigma

Failing healthcare systems



COUNTRY HIGHLIGHT

Our US Launch: Building on Lessons from the Global South to Support Underserved Communities in post-Roe US

Abortion bans threaten 6.7 million Latinas/xs, the largest group of women of color living under bans in the U.S. A majority of these Latinas/xs lives in three states that have restrictive laws – Florida, Texas, and Arizona.

More than 1 million Latinas/xs in these states report not speaking English or not speaking it well, a substantial barrier to accessing and receiving culturally competent care.



USER TESTING

We tested Aya Contigo with 42+ Latina/xs across the U.S. We learned that Aya's holistic model of care is wanted and needed to support the Latina/x community impacted by the bans.

Source: National Partnership for Women & Families & the National Latina Institute for Reproductive Justice, 2023

Friends of Vitala 501(c)(3) formed

To support fundraising for Vitala Global Foundation

50+

One-on-one meetings with global and local organizations during our survey of the US landscape

162

Unique users engaged on the Aya Contigo app since Sep 28, 2023, including users from Texas & Florida

First ever Aya-as-a-service partnership

Formed via a collaboration with Planned Parenthood Federation of America (PPFA)

Fellowship Funding

Received for our first-ever Rise in Reproductive Justice Fellowship Program



Our Leading Intervention

Vitala has created a range of solutions that have been designed to address specific needs in the area of reproductive and sexual health. Vitala's leading intervention to date is **Aya Contigo**.

¿Buscas recursos confiables?

Sabemos que es difícil encontrar sitios de confianza para obtener servicios e información. Aquí podrás encontrar organizaciones confiables que se basan en la evidencia científica.



Tu aborto fue exitoso. pastillas con

En este momento, no te sugerimos que te hagas una prueba de embarazo porque aún puede dar positivo. La lista de verificación aborta, pero también te haremos una prueba de los 4 semanas te recordaremos que a evitar un futuro embarazo, vemos qué método anticonceptivo funciona para ti.



Explora Métodos

Anticonceptivo



Recursos

Protocolo de menos de 12 semanas: Mifepristona y Misoprostol

Paso A

Toma 1 pastilla (200 mg) de Mifepristona con un vaso de agua.



Marca aquí si ya tomaste la Mifepristona (un día y medio) después:

Recursos

7 pasos a seguir para un aborto seguro con pastillas.

Volver a empezar

Paso 1

¿Puedo hacerme un aborto con pastillas?

Paso 2

Preparación: Qué, cómo y dónde

Paso 3

Qué Esperar

Paso 4

Aborto

Anticonceptivo

¿Es necesario un análisis?

Segu...

Mund...

er...



Theory of Change



Secure Digital Companion Holistic Care Movement Building

App with reliable harm-reduction information to self-manage abortion safely, and personalized contraception decision-making

Real time virtual accompaniment for technical and psychoemotional support and trusted referrals

A trusted network of sexual and reproductive health (SRH) partners through outreach, workshops, and advocacy



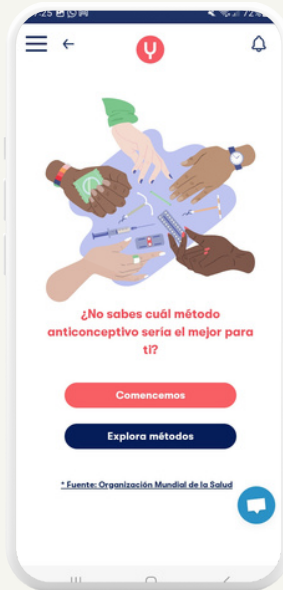
A Secure Digital Companion

End-to-end support for self-managed abortion care

Aya Contigo is a safe end-to-end medical abortion digital companion that guides, supports, and connects users providing timely, comprehensive care with trustworthy information on self-managed abortion (SMA), contraception methods and miscarriage, referrals within a network of service providers, and real-time technical and psychoemotional support.



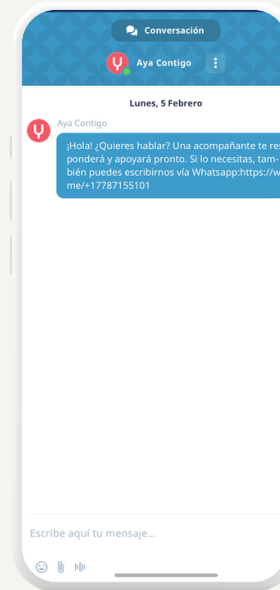
Step by step self-managed abortion guide



Contraception guidance



Trusted Resources



Live Support

Prioritizing the safety of our community, we ensure the protection of our Care Team, our users, and our partners through rigorous privacy and cybersecurity measures.



AYA CONTIGO: THEORY OF CHANGE



A Secure Digital Companion

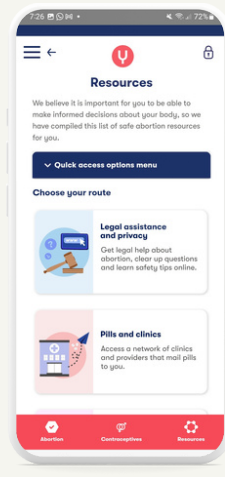
Leveraging technology to expand access

We leverage technology to scale our impact and broaden our reach to underserved communities. Through extensive research, testing, and iteration we gain a deeper understanding of user needs and adapt our digital solution for relevance in each context.

New Features!



Symptom tracker (Venezuela)



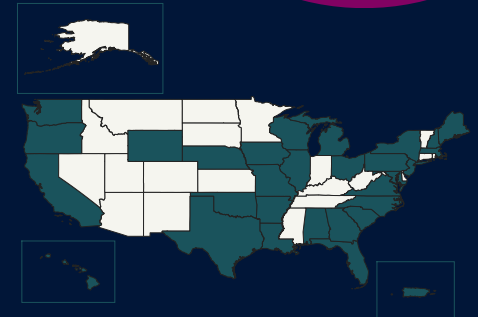
Improved resources section (US)

53% increase
in new users between our launch in 2022-2023

3,994
new VZ and US app users in 2023



reaching **23 of 24 states** in Venezuela

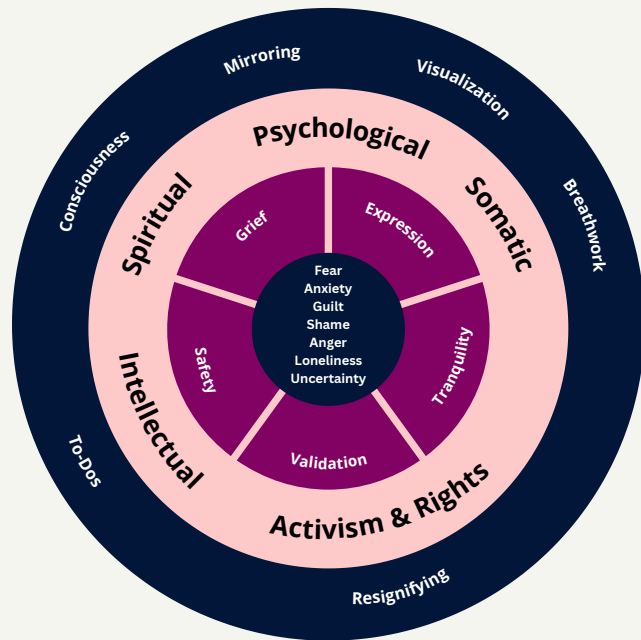


and **29 of 50 states** in the United States, plus Puerto Rico.



Holistic Care

Centered on personalized live support



Our approach to care goes beyond guiding with scientific medical information. It encompasses psychoemotional, social support, and counseling to address the holistic well-being of our users. We promote self-care in every stage of the abortion journey, empowering individuals to actively manage their health and make informed decisions about their well-being.



"I am very grateful for all the help and accompaniment I had thanks to you. To anyone else going through this, I can tell them that they are not alone, that they will be fine and to trust in the process. There are great people who are behind the process and who help make everything better."

Aya Contigo user



AYA CONTIGO: THEORY OF CHANGE



Holistic Care

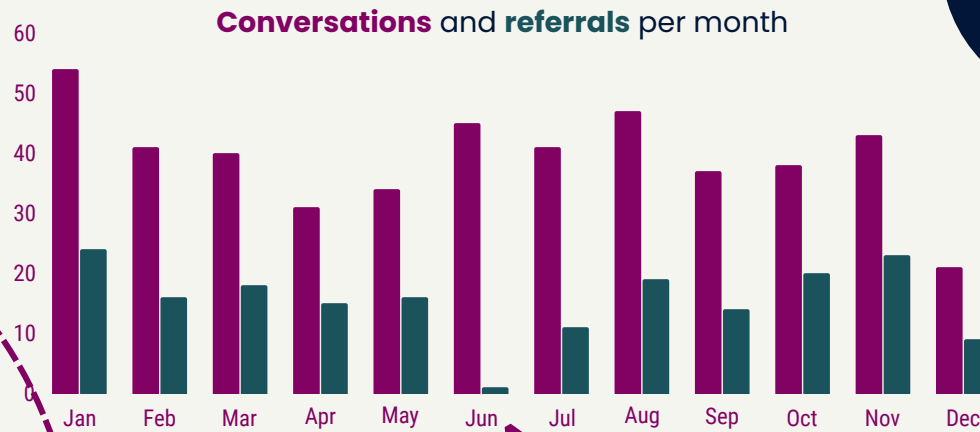
Strengthened by a trusted referral network

Our Care Team refers users to trusted local partners for access to medication, and post-care including contraception, psychological services, and more. When feasible, our Care Team makes referrals during 44% of conversations on average.

In 2023, the Aya Care Team had a total of 456 conversations with users in Venezuela, supporting an average of 22 people per month before, during, and after an abortion, or on other SRH topics such as contraception, sexually transmitted infections, and gender-based violence.

- 266** people engaged with live chat support
- 87%** of conversations were primarily about abortion
- over 1/3** of users came back for 2+ conversations with Care Team
- 22** average number of users we supported per month

Even when local service providers experience interruptions and referrals aren't feasible, users continue to contact us for psychoemotional support and holistic, person-centered care. This is why harm-reduction solutions are important in challenging settings.



*VZ users only



AYA CONTIGO: THEORY OF CHANGE



Movement Building

Empowering through collective impact

Through movement building, we aim to empower a network of change-makers by actively working with other organizations and partners through a friendly, conscious, and strategic approach. Understanding the communities we serve and aligning on a shared purpose is how we amplify our mission and drive positive change on the broadest scale.



VENEZUELA

8

Partnerships were created with local grassroots organizations

1,871

people reached through events, values clarification and attitude transformation (VCAT) workshops, and other activities

US

50+

One-on-one meetings with global and local organizations, including abortion funds, The Latina Institute, Plan C, PPFA, M+A Hotline, Charley Chatbot, among others

RIRJ Fellowship

We invited five young fellows to join our Rise in Reproductive Justice Fellowship to create content on the intersection between SRH and well-being under the mentorship of 11 experts and well-being facilitators.



Our innovation team's close collaboration with Vitala is centered in trust-building, shared learning, and human-centered and equity-driven approach to change. By bringing together learnings from Aya Contigo's work in Venezuela with PPFA's research on reproductive health in US Latina/x communities, we were better able to co-create an adapted version for US Spanish and English speakers that meets the emotional challenges that self-managed abortion seekers face, with compassion and accurate information.

James Estrada,
Associate Director of Innovation,
PPFA



Movement Building

Zooming in our work in Venezuela

Our Community Engagement team organizes and attends events in different regions of Venezuela, such as facilitating VCATs with local and multinational organizations, and engaging the youth through information tables about Aya Contigo, safe abortion, and contraceptive methods at events.



VCAT Insights

Our team conducted **VCATs** with 50 staff members from a humanitarian INGO in Caracas, with these results:

20
events
attended

14
values
clarification(VCAT)
workshops facilitated

95
people participated
in VCATs

Youth Advisory Board

4 YAB members work with our team to ensure youth voices are represented in our research, outreach, product, and implementation.

Before workshop...	After workshop...
62% strongly agree safe abortion services are important for reducing maternal mortality/morbidity.	88% strongly agree safe abortion services are important for reducing maternal mortality/morbidity.
29% strongly disagree that free abortion is immoral.	64% strongly disagree that free abortion is immoral.
36% strongly agree that everyone who requests it should have the right to terminate a pregnancy.	57% strongly agree that everyone who requests it should have the right to terminate a pregnancy.



BUILDING AN ONLINE COMMUNITY

Social Media



We grew our **Instagram** following by 68% in a year.



2,050
followers

773,539
Views



We also created Youtube, Tik Tok, and Twitter accounts.

824

Youtube Views

84,513

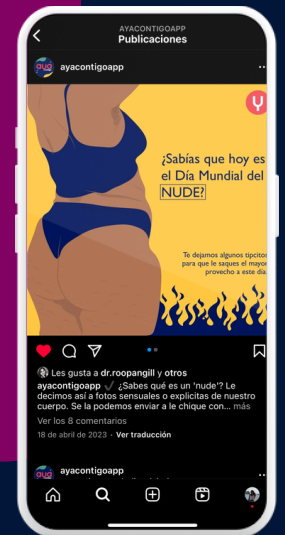
Tik Tok Views

25,858

X Views

39,193

LinkedIn Views

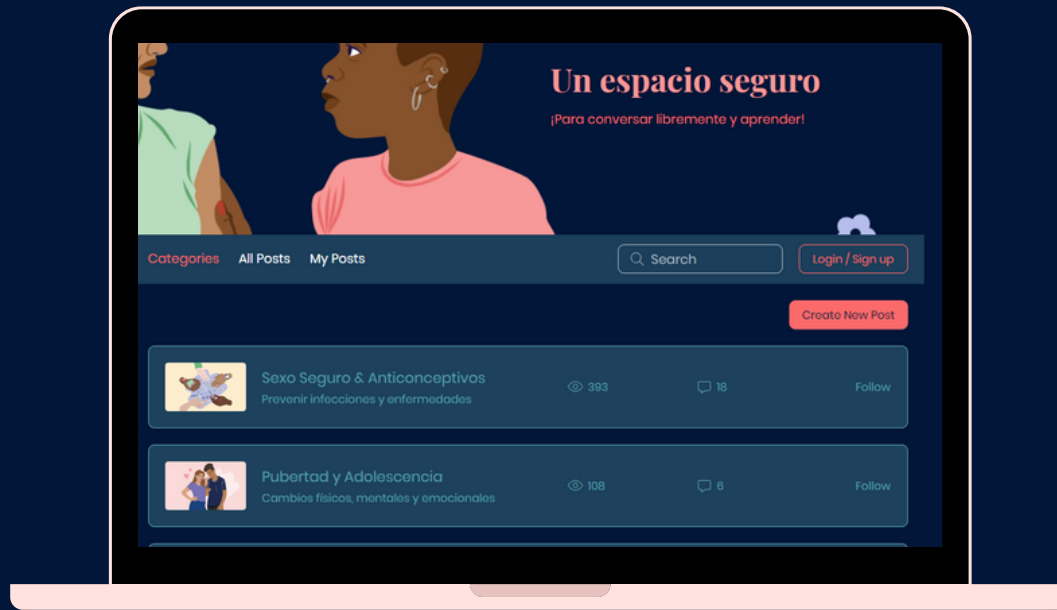




BUILDING AN ONLINE COMMUNITY

Youth Forum

In July of 2023, we launched the Aya Contigo youth forum for users seeking information about abortion and other sexual and reproductive health topics or looking to share their experiences with other users.

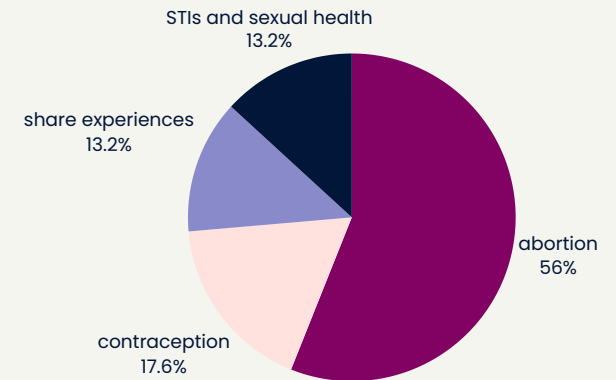


233 visitors

23 countries

1,582 views

Primary reason for visiting Aya Contigo forum



47% of 73 visitors who responded to a voluntary, anonymous survey about demographic information and reason for interest were **24 years old or younger**.

PARTNERSHIPS

Venezuela & US Partners



PLAFAM is the main provider of SRH services in Venezuela and continues to be one of our two main partners in our referral network for our users who need SRH services such as contraception, GBV, sexual health, and post-abortion care. Although they do not offer abortion care, they are committed to providing harm reduction counselling and refer people to Aya Contigo for further guidance and support.

Feminist Networks

Local acompañantes are key partners in facilitating access and providing in-person accompaniment for women who use Aya Contigo. Feminist abortion accompaniment is a model of abortion care in Latin America and a movement that supports people in accessing safe abortion and exercising their reproductive autonomy through evidence and community-based strategies regardless of the legal context.

Grassroots Organizations

To reach other underserved populations, we continue to partner with grassroots organizations that work with youth, LGBTQ, gender-based violence, rural communities, and humanitarian aid.

NEW PARTNER HIGHLIGHT:



We have partnered with Turimiquire Foundation to better understand the barriers users in rural areas face in accessing comprehensive SRH, and to adapt Aya Contigo to meet their specific needs.

Trusted partners and other allies supported our launch in the United States, including Planned Parenthood Federation of America, Plan C, Dalberg, and pro-bono legal teams.

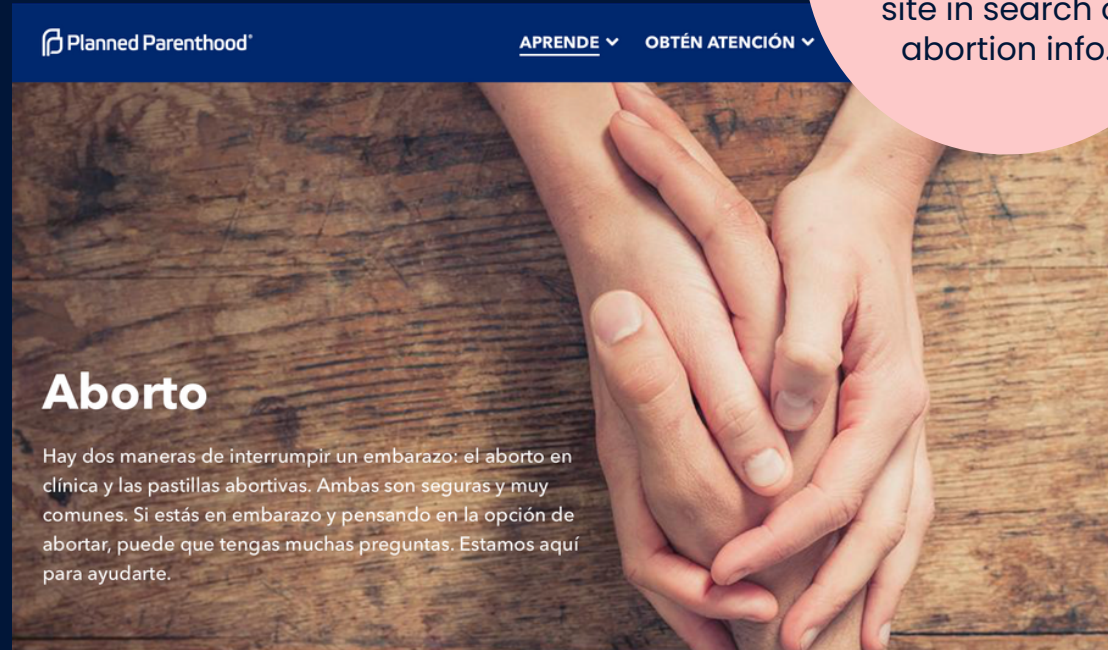


PARTNERSHIP HIGHLIGHT

VITALA x Planned Parenthood®

Our partnership was designed to optimize the experience of millions of Spanish-speaking visitors who visit plannedparenthood.org looking for abortion information.

11.1 M
Spanish-speaking visitors reach their site in search of abortion info.



Scaling Our Impact

The first phase of our pilot with Planned Parenthood Federation of America (PPFA) revealed that the Latina/x community in the US has needs similar to those of Venezuelan users.

Stigma, anti-abortion politics, and fear of criminalization force many abortion seekers to navigate in isolation. PPFA and Vitala Global partnered to explore how we can fill gaps in emotional and navigational support for both English- and Spanish-speakers.

We will continue testing Aya Contigo's capabilities with a **broader reach**.

THE VITALA TEAM

Working at the intersection of tech and community to empower and advance autonomy.

In the same way we use tech and community to advance reproductive autonomy, we apply these values to create an empowering and collaborative work environment.

Chief Executive Officer

Dr. Roopan Gill, Co-Founder

Chief Operating Officer

Genevieve Tam, Co-Founder

Business Development	Comms & Marketing	Technology & Product	Finance, Legal, HR
Fundraising	Research & Impact	Project Management	Students & Volunteers

96%
ARE FEMALE

>75%
BIPOC & Latina/x

>50%
ARE UNDER 30

100%

Remote-first team

10+

Countries represented by our diverse team members

80%

Have flexible/part-time schedules

"Grateful for this amazing team that believes in the vision and mission of what we are doing and how we are doing it with all our hearts!"

Vitala Team Member





THE VITALA TEAM

Board of Directors & Advisors

Expert leaders in women's health, non-profit management, global development, strategy, and philanthropy offer diverse perspectives to Vitala as our strategic direction evolves and our operational capacity grows.

Board of Directors

Roopan Gill | Genevieve Tam | Elizabeth Thampy | Mohini Bhavsar | Yolanda Miranda | Daniela Pacheco

Board of Advisors

Gina Ogilvie | Dorothy Shaw | Kristin Blakely



Reproductive freedom is at the core of women's rights. Today more than ever in our lifetime, access to quality abortion care and family planning is critical. As a Board member, I am proud to see Vitala fill this pivotal role in reproductive health and freedom, and work towards providing every girl and woman an equitable chance to live a healthy, positive and productive life.

- Elizabeth Thampy





FUELING OUR IMPACT

Thank You To Our Supporters

Backing all our impact in 2023 are funders whose belief in our mission and our team's capacity has allowed us to continue improving, adapting, and growing.

Anonymous Donor
Grand Challenges Canada
Indrani Goradia
Isabel Allende Foundation
Kristin Blakely
Pivotal Ventures
Private Individuals
Quasar Empowerment Fund
The Case for Her
The Philanthropy Workshop
Westwind Foundation
Women Moving Millions

17





COMMUNICATING OUR IMPACT

Global Events & Conferences

Our team attended **19 events globally**.
At **13 of them**, we participated in **panels and presentations**.



In-person

USA

- Sundance Film Festival* – Salt Lake City
- Reproductive Health Innovation Summit* – Boston
- Aspen Ideas Festival* – Aspen (Dr. Gill as Health Fellow)
- Women Moving Millions Summit* – Half Moon Bay
- Afropunk x American Medical Association* – Los Angeles
- Women Moving Millions Next Gen Summit* – New York City
- Feminist Funded* – Washington DC
- UNGA* – New York City

LATAM

- CLACAI* – Panama City
- FLII* – Merida
- IDEA Forum* – Lima
- Inroads* – Bogotá
- Women’s Link Worldwide* – Bogotá
- RightsCon* – San José

Global

- Women Deliver* – Kigali
- Web Summit* – Lisbon

Virtual

- Ipas Mx for International Safe Abortion Day*
- Self-Care Learning and Discovery Series*
- YOUNGA*
- Intersectionality in the Context of Access to Safe Abortion, SAIGE*

COMMUNICATING OUR IMPACT

Recognition

“These startups are **changing how women... access abortion** and sexual health resources.”

FAST COMPANY

“Femtech, or businesses building technology to support women’s health are growing fast **but how much of that growth is supporting women in the parts of the world where access to healthcare can sometimes be difficult?**”

– Business Daily Podcast



“The World Health Organization together with IBP Network highlights some **important key players in this abortion care movement**: local nongovernmental organizations (NGOs) and civil society organizations (CSOs).”



“**Need an Abortion? Here Are Five Chat Tools That Can Help**” – PPFA Blog



Special Commendation Award under Provocateur category by GBC Health during UN General Assembly.

Publications

PEER-REVIEWED

Stifani BM, Luigi G, Tam G, Zamberlin N, Carino G, Medina-Salas S, Fetters T, Gill R. Contraception and abortion in times of crisis: results from an online survey of Venezuelan women. *Front Glob Womens Health*. 2023 Sept 18; 4: 1189706. Doi: 10.3389/fgwh.2023.1189706. Senior Author.

Bohren, M. A., Iyer, A., Barros, A. J. D., Williams, C. R., Hazfirini, A., Arroyave, L., Filippi, V., Chamberlain, C., Kabakian-Khasholian, T., Mayra, K., Gill, R., Vogel, J. P., Chou, D., George, A., & Oladapo, O. T. (2023). Towards a better tomorrow: addressing intersectional gender power relations to eradicate inequities in maternal health. *Lancet Series: Maternal health in the perinatal period and beyond Paper #4*. *EClinicalMedicine*, 102180.

Luigi-Bravo G, Maria Ramirez A, Gerdts C, Gill R. Lessons learned from developing and implementing digital health tools for self-managed abortion and sexual and reproductive healthcare in Canada, the United States and Venezuela. *Sex Reprod Health Matters*. 2023 Dec; 31(4): 2266305. Doi: 10.1080/26410397.2023.2266305. Senior Author.

Stifani BM, Peters, M., French K, Gill, R. There’s an App for it: A systematic review of mobile apps providing information about abortion using a revised MARS scale. *PLOS Digital health*. 2023 July. Senior Author.

ABSTRACTS

Yadeta, L, Gill, R Tam, G., Luigi, G., Narasimhan, S. Perspectives and experiences of Venezuelan adolescents and youth ages 10–19 regarding sexual and reproductive health. *Interdisciplinary Association for Population Health Science*. October 2023.

BLOGS

Gill R. Spotlight on Aspen Ideas Health Fellow:
<https://www.aspenideas.org/articles/health-fellow-spotlight-roopan-gill-vitala-global-foundation>



FINANCIALS

Revenue & Expenses

Since our founding in 2020, our operational costs have been mainly funded by the grant-making organization Grand Challenges Canada.

\$1.27M

TOTAL USD REVENUE
SINCE FOUNDING

\$537K

TOTAL USD REVENUE
IN 2023

98%

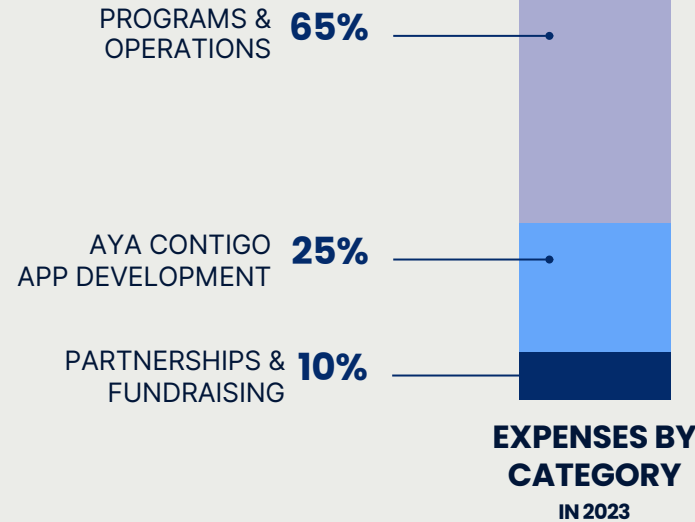
CONTRIBUTIONS FROM
FOUNDATION GRANTS

2%

CONTRIBUTIONS FROM
INDIVIDUALS



Majority of funds allocated to programs, operations, and product development.





Thank you for your support



[CLICK TO DONATE](#)