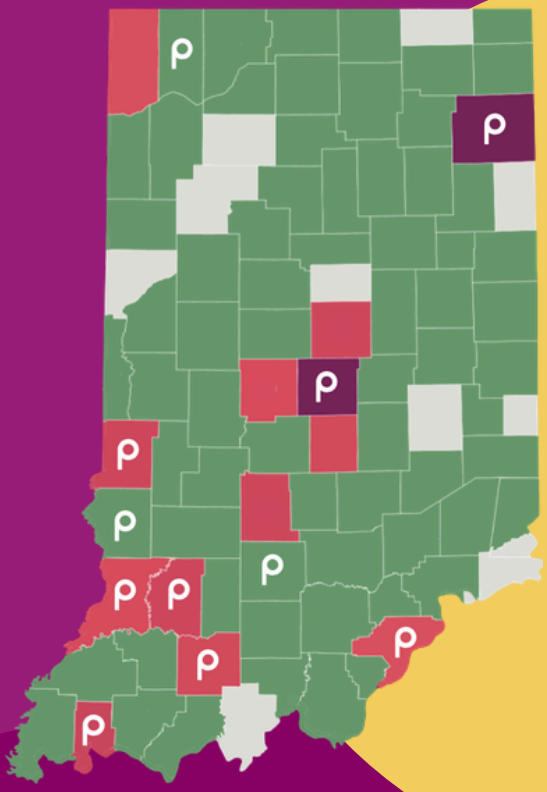
2025 IMPACT REPORT

PATH4YOU offers free, high-quality birth control to all Indiana residents through a patient-centered program that provides education, counseling, and access to every contraceptive option.
Our goal is to make reproductive health care simple, supportive, and judgment-free — available both virtually and in person.



There are currently 19 partner sites with 7 in Marion county in addition to a statewide telehealth clinic. We have served patients from 89% of counties in the state.

- 1 - 35 Patients
- 36 - 100 Patients
- > 500 Patients
- Site Partner

PATH4YOU In Real Time:

"As a college student, the opportunity to get an IUD with the cost covered was **life changing**."

"The staff was amazing. Any other sexual health appointment made me sob afterwards. **They made me feel safe, like a human-being**."

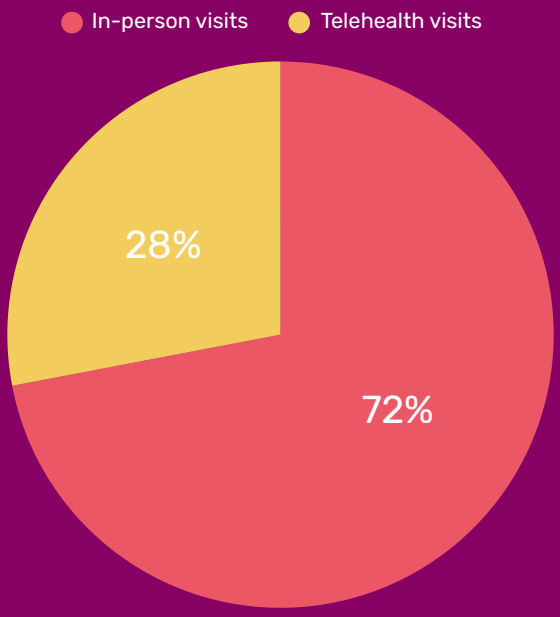
"**I didn't realize how much anxiety I had about losing access to birth control** until I actually got the new IUD placed and didn't have to worry about it anymore."

"I wouldn't have been able to afford birth control on my own due to having lost my health insurance. It was a constant anxiety and negatively affected my life in multiple ways. **PATH4YOU made it possible for me to live a happier life** without the anxiety and risk of getting pregnant."

Since the start of our program in September 2021, PATH4YOU has:

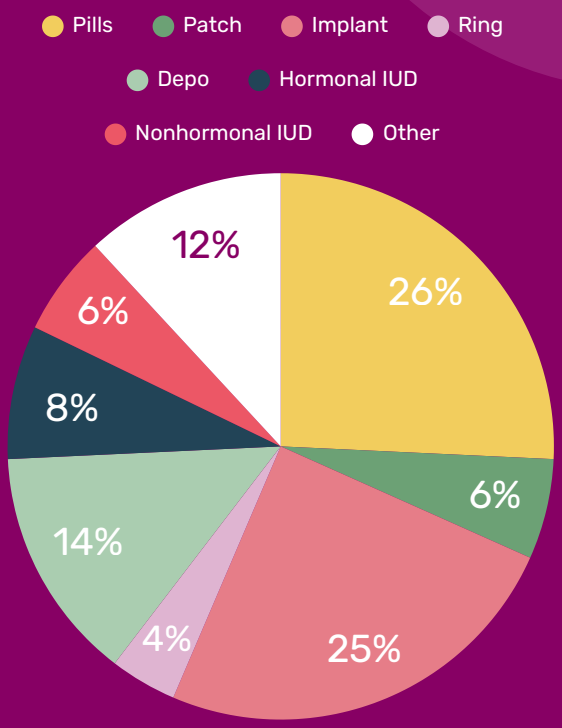
Served 3832 unique patients over 5413 visits.

In 2025, we served 958 unique patients over 1509 visits.



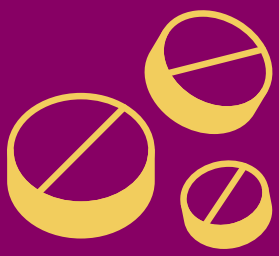
Provided 5029 birth control methods.

In 2025, we provided 1592 birth control methods.





Attended and presented at over **100+** events and meetings across the state!



Free Emergency Contraception Program with over **10,000+** boxes distributed in 2025 alone.



Our Birth Control Explorer tool was opened over **3300+** times in 2025, and total program usage is 12,000+.

path4you

To donate, get more information, or receive care, visit path4you.org or email us at path4you@iu.edu.

REACHING HOOSIERS WHERE THEY ARE

For many Hoosiers, social media is the front door to reproductive health care. In 2025, PATH4YOU used our online platforms to share trusted information, answer questions, and connect thousands of people to free, judgment-free care.



INSTAGRAM

Paid & Organic

1.6M Views

102.6K Reach

728 Follows

3.1K Content Interactions

FACEBOOK

Paid & Organic

47.9K Views

10.6K Reach

215 Follows

2.5K Content Interactions

TIKTOK

Paid & Organic

368 Appointments Booked Via Content

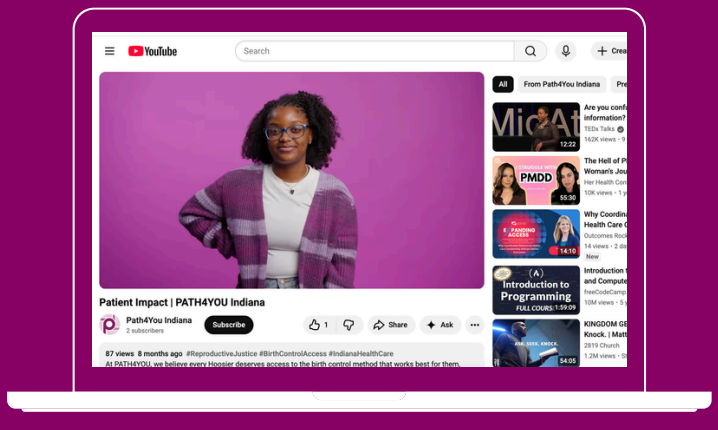
2,695 Profile Visits

34% Conversion Rate (TikTok Profile → Scheduling Appt.)

MOMENTS THAT *MOVED* HOOSIERS — TOP-PERFORMING CONTENT OF 2025



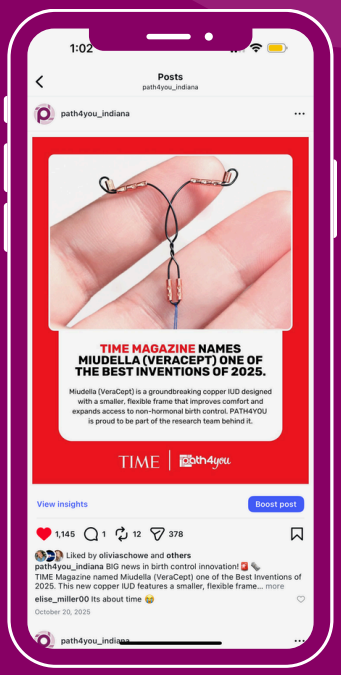
6.2K Views



4.5K Views

Watch the Story Behind the Care:

Scan the QR Code to Watch Our 2025 Patient Impact Commercial



1.5M Views