

A close-up photograph of two hands, palms up, holding several white, oval-shaped pills. The hands are positioned against a dark background. The left hand holds five pills, and the right hand holds eight pills. A single pill is also visible on the left hand's fingers.

● Women on Web

**Strategic Plan
2025 - 2029**

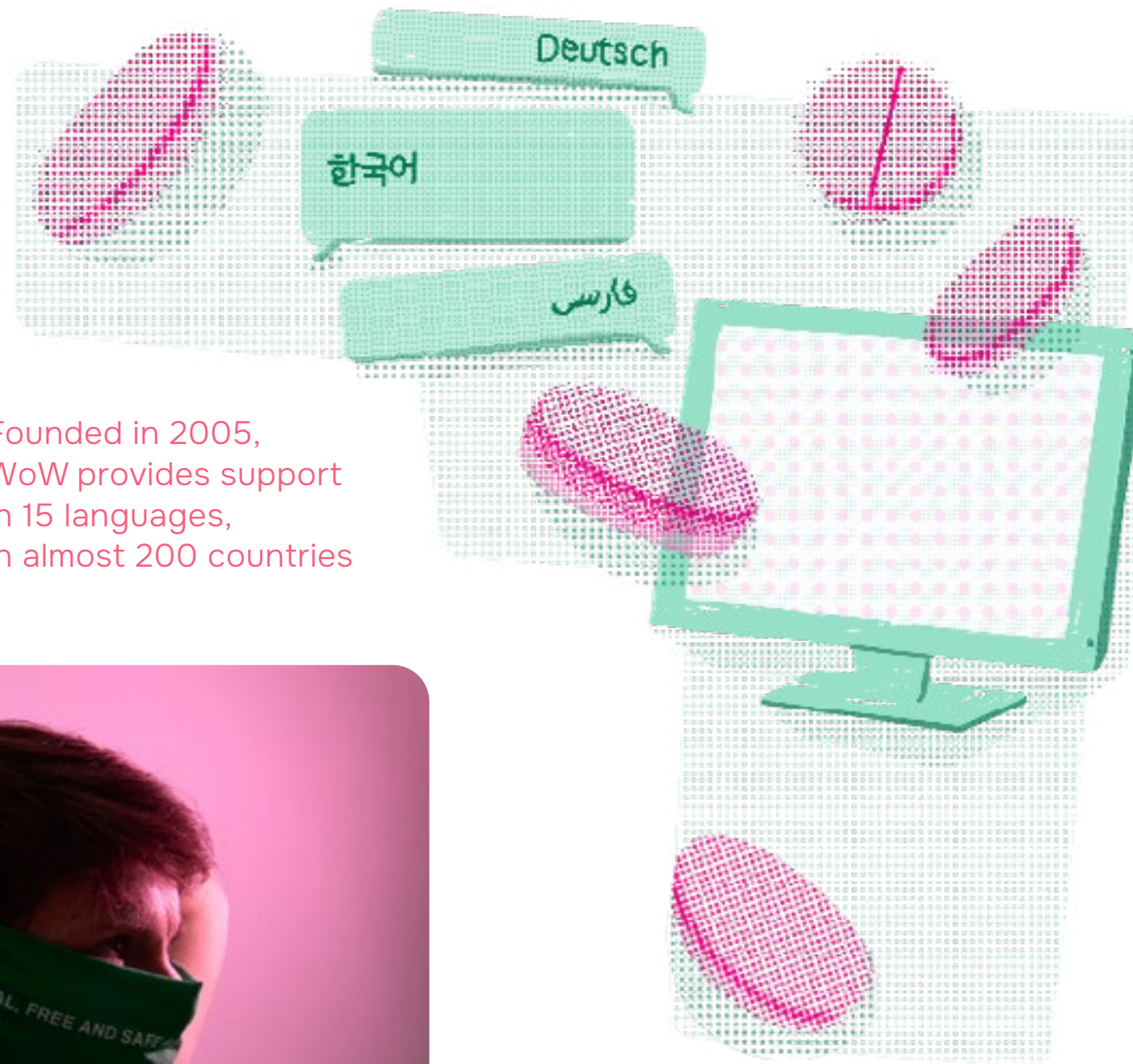
Who we are

Women on Web (WoW) is a feminist non-profit organization that facilitates online access to abortion pills. Our international team provides support to abortion seekers in 15 languages across nearly 200 countries.

We expand access to high-quality abortion care for women and pregnant people on their own terms by advancing **demedicalization, destigmatization, and decriminalization of abortion.**



Founded in 2005, WoW provides support in 15 languages, in almost 200 countries



We position abortion knowledge and practice within community-based care narratives and emphasize trust in individuals' knowledge and agency.

Our story

WoW was founded in 2005, launching the first international online telemedicine abortion service. From the very beginning, we were a one-of-a-kind project with a unique vision and a clear goal: to **expand access to safe abortion with pills** and reliable information about medication abortion.

For many years, our service was the only trustworthy international online source for abortion pills in restricted contexts around the world. What began as a small online initiative, answering just a few hundred emails per month, quickly grew into a global operation, responding to **thousands of emails from people seeking abortion care.**

Leveraging both medical advancements and activist strategies in abortion care, Women on Web has now supported over 650,000 individuals with information and **facilitated access to abortion pills for more than 130,000 people.**

Over time, our online abortion service has evolved from being physician-led and supervised to a demedicalized model of care that **prioritizes individual autonomy over medical gatekeeping.** We situate abortion knowledge and practice within community-based care narratives and emphasize trust in individuals' knowledge and agency.

Adapting to the changing abortion access landscape

Over the past 20 years, our online abortion service, research, and outreach have expanded access to abortion information and care worldwide by shifting power from institutionalized medical systems to abortion seekers themselves. Throughout this journey, we have evolved as an organization, adapting to the opportunities and challenges within the changing abortion access ecosystem.

Demedicalization

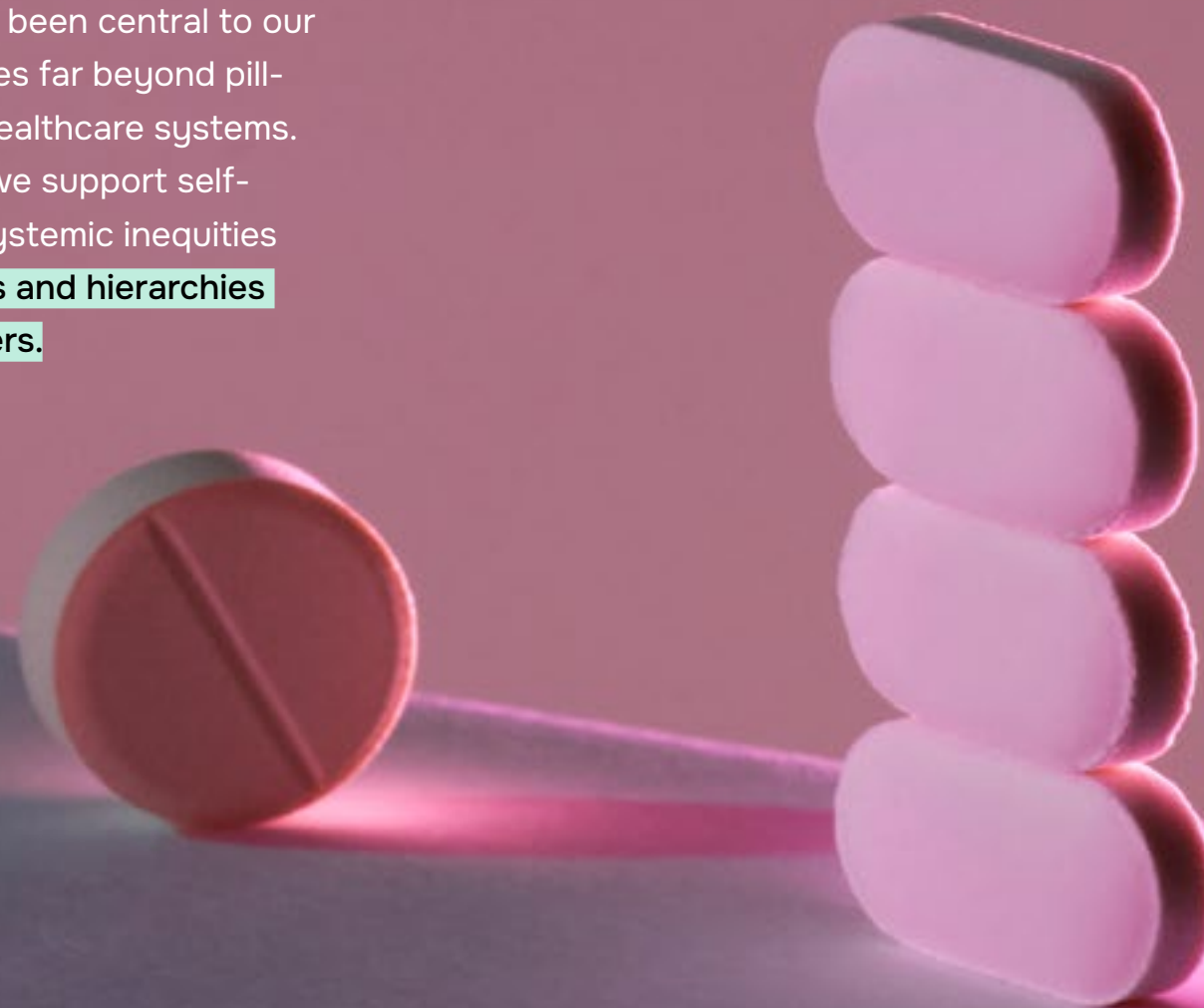
WoW has moved away from physician-dominated discourses and practices toward **promoting person-centered, self-managed, and community-based care.** We are committed to challenging and transforming traditional healthcare hierarchies - including those within our own operations and service.

While telemedicine abortion care has been central to our work, what WoW envisions today goes far beyond pill-by-post model regulated by formal healthcare systems. Inspired by feminist models of care, we support self-managed abortion (SMA), confront systemic inequities and **create pathways where systems and hierarchies have built barriers for abortion seekers.**

Global reproductive justice movement

As local and transnational networks of abortion activists and providers lead change around the world, we are **committed to grounding our strategies and responses on local experiences and expertise.** Rather than positioning ourselves as a “medical authority”, WoW stands in solidarity with grassroots self-managed abortion movements that champion reproductive justice and autonomy.

We recognize that SMA rarely occurs in isolation: care-seekers are often supported by strong, informal networks, and WoW is part of this web of collective care, assisting people on their SMA journeys.



Adapting to the changing abortion access landscape

Open and free internet

As the internet has evolved, so have WoW's strategies for reaching abortion seekers. Over the past two decades, we have expanded our outreach from **emails to care seekers to building websites in several languages**, engaging users on social media, and now being discovered via AI-powered chatbots.

This progress has also brought novel challenges. Governments, search engines, and social media platforms are **censoring information about abortion**, threatening our ability to connect with people. We advocate for technology, policies, and cross-movement activism that **enable unrestricted access to information and care in digital spaces**.

Feminist organization

In a polarized and resource-scarce world, where individuality and heroism are often celebrated, we are deliberately moving against that current, letting equity and our values guide our strategy, not the other way around. Calling ourselves a feminist organization carries a promise: **to practice collective care, share power, and lift each other up within the organization**.



Our vision, mission and values

Vision

We look forward to a world in which abortion is recognized as part of life and is freely available.

Mission

Our mission is to increase access to high quality abortion care for women and pregnant people on their own terms.

Values

Feminism

We live up to our feminist values through a culture of care and respect, listening and acting in solidarity with each other, with care seekers, and with the global abortion justice movement.

Trust

We trust that care-seekers know what they need and the information they share, and we trust that they make informed choices based on the support we provide. We also trust each other within our teams, honoring the knowledge, experience, and commitments we each bring.

Transparency

We exercise transparency externally and internally - with care seekers by informing them about their options and limitations of our services, and with our teams to foster trust and collective learning.

Equity

We build and retain a team with diverse experiences and locations, fostering a caring organizational culture and sharing opportunities.

Moving forward despite the odds

We seek and find new pathways for enabling abortion access, overcoming persistent and new challenges.

Organizational sustainability and resilience

We recognize leadership change as an opportunity to re-invigorate ourselves, and we foster a culture of learning and adaptation as we make decisions about our organization.

Our work

Service

Increases care seekers’ access to and options for safe, self-managed abortions.

We use technology and digital strategies to remove barriers to abortion access, continually creating new pathways for abortion-seekers to find and access our service and support around the world. Our multilingual help desk is skilled, compassionate, and proud to offer high-quality, stigma-free support.

Research

Builds research evidence and generates knowledge on medication abortion and self-managed abortion.

We build evidence, in collaboration with other researchers and activists, to support local and global advocacy. With our research, we seek to demedicalize abortion care and influence abortion guidelines, regulations, and legislation across the world.

Outreach

Increases local provision of abortion care, influences public discourse on medication abortion, and challenges censorship that limits access to online services and accurate information.

We work with emerging and existing groups in local and national abortion ecosystems to increase access to abortion pills, especially in highly restricted contexts. We complement local digital and offline efforts by sharing our safe platform, technology, resources and processes. Through our digital rights program we defend unrestricted access to online abortion information.



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● **Women on Web**

Abortion pills on the web