



**ACCESS**  
REPRODUCTIVE JUSTICE

## Peer-to-Peer Fundraising Guide

For three decades, **ACCESS REPRODUCTIVE JUSTICE** has been fighting for reproductive justice for **ALL**. Our work is driven by our community and we know our work wouldn't be possible without the major role that our volunteers, supporters, and donors have played and continue to play.

If you are interested in supporting our mission and work, we invite you – as well as your friends and family – to support ACCESS through peer-to-peer grassroots fundraising! With this type of fundraising strategy, our volunteers and supporters can host your own very personal fundraiser on behalf of ACCESS. Whether you're hosting a bake sale, car wash, or Facebook campaign, you're supporting abortion access and reproductive justice in California.

This fundraising guide offers information and resources to support you in hosting your campaign for ACCESS. It features information about our mission, vision, and impact as well as examples and tips. If you have any questions, please contact us at [info@accessrj.org](mailto:info@accessrj.org).

### **ACCESS' Mission and Vision**

**ACCESS REPRODUCTIVE JUSTICE** removes barriers to sexual and reproductive health care and builds the power of Californians to demand health, justice and dignity.

**We envision** a future where all people in California have the freedom and resources necessary to make empowered and dignified decisions about their sexual and reproductive health, including the decision to have an abortion, without shame or stigma and regardless of their race, religion, immigration or economic status.

**We envision** a future where Black, Indigenous, and People of Color (BIPOC) and queer communities trust themselves; are trusted; and have the social, political, and economic power to sustain their communities and to build the families they desire - chosen and biological.



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## Our Impact in 2024

- ACCESS provided support to nearly 2000 callers between July 2023 and June 2024, spending over **\$1.3 million** in caller support, with over \$650,000 going towards procedural support.
- 73 Practical Support requests were made, with 59 requests being fulfilled by 34 volunteers.
- Below is our Practical Support spending breakdown:
  - \$255,500.21 on transportation
  - \$245,826.80 on lodging
  - \$78,078.83 on food
  - \$34,151.06 on aftercare supplies
  - \$25,681.62 on gas
  - \$14,293.45 on “other” spending such as cremation support, lost wages, and prescription costs
  - \$11,487.41 on childcare
- ACCESS supported 496 callers from outside of California.
  - Callers hailed from 27 states, Dominican Republic, Guam, and Mexico
- ACCESS is proud to serve as a Steering Committee Member of the [California Future of Abortion Council](#) who in 2021 released a blueprint with 45 policy recommendations for the 2022 legislative cycle.
  - Those recommendations led to Governor Newsom signing a historic legislative package with 15 bills that allotted over \$200 million in state funding to expand access, support providers, and bolster protections in 2022.
    - ACCESS sponsored [three of the bills](#) within this package, including SB 1142 which established a statewide Abortion Practical Support Fund.
  - Following the historic package, there has been progress made on the 2021 recommendations and in 2023, [an additional 16 recommendations](#) were added that reflect the continued need to protect and expand abortion access.
  - This update also underscores the devastating impact the Dobbs decision has had on providers, patients, and supporters.
  - These additional recommendations seek to ensure that California meets the needs of people seeking abortion care and to protect these individuals and those who support them post-Dobbs.



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## What to Know about ACCESS

- ACCESS has a Practical Support Volunteer Network across the state of California that works in collaboration with our Healthline team to provide logistical support to our callers.
- ACCESS fundamentally believes and adheres to the definition of [Reproductive Justice by SisterSong](#). SisterSong defines Reproductive Justice as the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities. We commit to doing our work to bring about Reproductive Justice boldly and bravely.
- ACCESS knows that people hold many intersecting identities and we support people in mitigating or eliminating barriers that can make the difference between making their healthcare goals a reality and not accessing healthcare at all. Our Policy Advocacy and Outreach work is inextricably linked to our Healthline as our caller experiences inform how we advocate for material change and provide necessary resources to our community.

## Tips for Fundraising w/ Intersectionality in Mind

### Reproductive Justice Framework

- At its core, Reproductive Justice is a framework that focuses on the human rights of people to make decisions about their bodies, sexuality, and reproduction.
  - It's based on the idea that these rights can only be achieved when people have the resources and power to make healthy choices about their lives, particularly, if, when, and how they want to build their families.
- Reproductive Justice urges us to:
  - Fight state sanctioned violence, particularly the police state
    - The origins of modern-day policing can be traced back to the "Slave Patrol." and is rooted in controlling other people's bodies and decision making, in direct misalignment with Reproductive Justice
    - Policing in the United States has been informed based on militaristic tactics, including those utilized across the world
  - Assert our bodily autonomy to control our bodies and our lives.
    - Issues that impact and impede our ability to assert our bodily autonomy include climate injustice, LGBTQ+ discrimination and hate, economic injustices, from the gender pay gap to a lack of living wages, racial injustice, ageism, and so much more.



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- Assert our right to safe homes and communities to raise our family, blood and chosen, within.
  - Communities riddled with gun violence, environmental harm from unclean drinking water to contaminated air, poor social determinants of health, and much more, impeded individuals from asserting this right.

## Stance on Palestine

- ACCESS RJ supports a free Palestine and actively works to connect the genocide occurring in Palestine to the broader movement for Reproductive Justice. ACCESS RJ supports the [Boycott, Divest, Sanctions Movement](#).
- ACCESS RJ continues to grow our own political analysis around global issues that we know are directly connected to our work and the issues impacting our communities throughout California and the United States.
- When we are asked why we are commenting on something “outside of our scope,” we clearly understand that the ongoing genocide in Gaza and similar ethnic cleansing and erasure occurring all across the world, from Sudan and the Congo, to Lebanon and Gaza, are at the root of our Reproductive Justice values and mission.
- Palestinian birthing people and people with the capacity for pregnancy are facing insurmountable barriers to accessing prenatal care, safe births, and postnatal support. Blockades and conflict have severely disrupted access to essential medicines and equipment needed for safe childbirth and neonatal care.

These and many other atrocities cannot be ignored and cannot be disconnected from the barriers our very communities here in California and throughout the colonized United States face. ACCESS RJ’s work as an abortion fund and a Reproductive Justice organization is deeply rooted in making these connections for our community and raising the intersections of our experiences and identities.

## The Fine Print

- ACCESS is a 501(c)(3) organization which means we have been approved by the Internal Revenue Service as a tax-exempt, charitable organization. Being approved as a 501(c)(3) organization allows for the tax deductibility of donations.
  - For donors who make charitable contributions to most types of 501(c)(3) organizations, they are provided a deduction for federal income tax purposes.
  - 501(c)(3) organizations are highly regulated entities. No part of the activities or the net earnings can unfairly benefit any director, officer, or any private



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- individual.
- o All assets are permanently dedicated to a charitable purpose.
  - o 501(c)(3) organizations are non-partisan. Lobbying, propaganda or other legislative activity must be kept relatively insubstantial. Intervention in political campaigns or the endorsement/anti-endorsement of candidates for public office is strictly prohibited.
  - ACCESS is committed to working with individual donors, volunteers and activists who are closely aligned with our mission, vision and values. We recognize that personal judgment is required to determine values alignment. We are entrusting volunteers who have participated in ACCESS' Reproductive Justice in Action Training and other Outreach and Volunteer Engagement exercises to use such judgment to ensure there is no values mis-alignment when fundraising on behalf of the organization.
    - o We will **not** accept donations from:
      - individual donors who impose specific requirements/values to their donations
      - individual donors who are openly/publicly campaigning against ACCESS mission and vision

## **When you are making an ask on behalf of ACCESS:**

1. Make the case for ACCESS:
  - a. Explain what ACCESS does, in your own words.
  - b. Share why you got involved with ACCESS, and any personal stories you have about your time with the organization.
  - c. Describe the gap between the needs and ACCESS's current capacity to support callers.
2. Make the ASK!:
  - a. "Hard" Ask: Ask potential donors to consider a gift of \$\_\_\_ to support ACCESS' work (be specific and offer a range if you are not sure how much the person can give)
  - b. "Soft" Ask: Tell potential donors that you have committed to supporting ACCESS financially, and you hope they will consider joining you (peer pressure works!) OR simply tell potential donors you hope they will consider making a gift of any size to ACCESS
3. Listen to concerns and questions
  - a. Can't answer all their questions, that's ok! Direct them to the [ACCESS website](https://www.accessrj.org) or [info@accessrj.org](mailto:info@accessrj.org) for additional information. This is particularly important because we don't want anyone to have misinformation about our



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organization and the work we do!

4. Thank them graciously for their time regardless of donation
5. Send a personal thank you note or email (ACCESS will do the same!)

## Making the Donation

- ACCESS accepts donations via our [Donation Page](#).
- Volunteer Fundraisers can set up fundraising campaigns via Facebook Donations.
- Did you know you may be able to double your donation with a match from your employer? See if you qualify for a matching gift by searching our employer database [here](#).

## Sample Email Text

Subject: Why I Love ACCESS RJ

Dear XX,

For the last XX years, I have been volunteering with/supporting an organization called ACCESS REPRODUCTIVE JUSTICE. ACCESS combines direct services, community education, and policy advocacy to promote real reproductive options and access to quality health care for people in California. No other organization in the state provides the same range of support for people considering or seeking an abortion.

I got involved with ACCESS because [give your own reasons in your own words! Share a personal story of something that has moved/motivated/surprised you, if you'd like]. This is such crucial work, and I'm proud of the impact ACCESS has. But I also know that ACCESS can't provide all the support they wish they could to their Healthline callers, simply because they don't have the means.

Would you join me in supporting ACCESS with a tax-deductible donation? It would mean the world to me, and your contribution would provide invaluable support to people seeking an abortion. Any amount will make a difference! You can make an immediate donation by visiting ACCESS's [Donation Page](#).

Let me know if you'd like to learn more, or if you have any questions. And thank you for being a champion of reproductive freedom!

Take care,

XXX