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healthywomen

Fiscal Year 2025

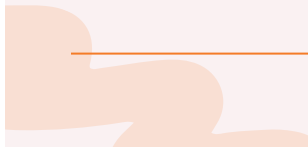
Annual  
Report

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# MISSION

Educate, engage and empower women to make informed health decisions and advocate for their health and wellness

# VISION

A future where every woman has the knowledge, confidence and access to take control of their health and wellness

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# A MESSAGE FROM OUR CEO

## 2025

### A YEAR OF GROWTH, TRANSITION AND NEW OPPORTUNITIES

Dear Friends of HealthyWomen,

As we look back on the past year, I want to express my deep gratitude to our supporters, partners and community who make our work possible. Your trust allows us to pursue our mission at a time when clear, credible women's health information is more important than ever.

This was a year of meaningful growth. We broadened our reach, strengthened strategic partnerships and expanded our presence in national conversations shaping women's health — from increasing our engagement in Washington, D.C., to advancing new and evolving priorities.

By taking a forward-thinking and agile approach, we continued to sharpen our focus and reinforce our role as the nation's leading independent nonprofit dedicated to women's health education.

Together, we are helping women advocate for themselves, navigate the healthcare system with confidence, and prioritize their health and well-being.

Thank you for being part of this important work and for your ongoing partnership.

Sincerely,

**Beth Battaglino, RN-C**  
**Chief Executive Officer**  
**HealthyWomen**



# WHO WE ARE

For more than 35 years, HealthyWomen has ensured women have access to clear, credible and evidence-based health information so they can make informed decisions and age smart, age well.

## Independent and Science-Driven

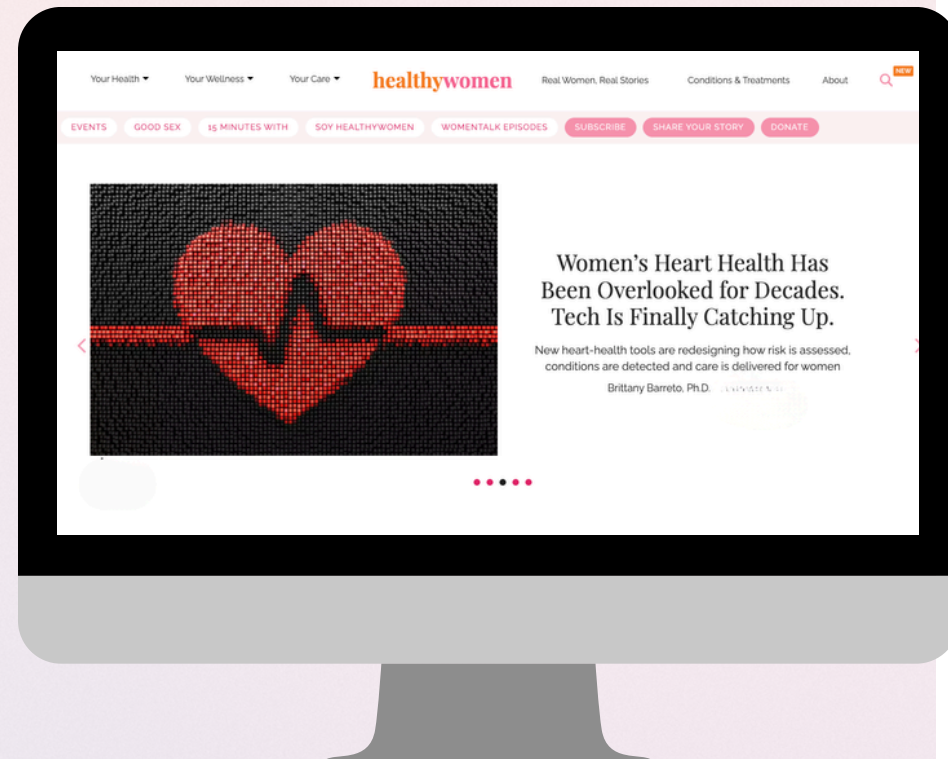
HealthyWomen's work is grounded in science and informed by medical expertise.

## Convening and Collaboration

What sets HealthyWomen apart is our ability to bring together clinicians, advocates, policymakers and industry leaders to advance solutions that will lead to improved health outcomes for women nationwide.

## Focused on the Whole Woman

HealthyWomen takes a head-to-toe approach to women's midlife health, addressing topics that uniquely and disproportionately affect women and providing comprehensive resources that cover everything from brain health to cardiovascular health, menopause, cancer, inflammatory conditions and more.



# 2025 IN ACTION

HealthyWomen strengthened its leadership position in women's health by broadening its reach, amplifying women's voices in national policy conversations, and convening experts to advance care and policy.

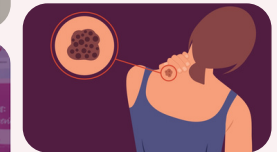
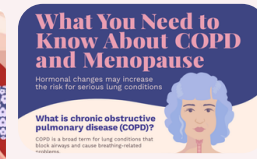
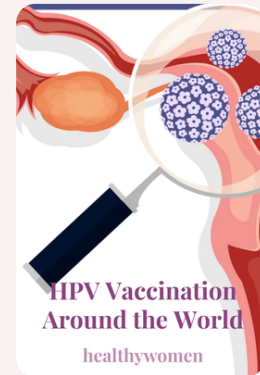
## Reaching New Audiences

HealthyWomen, in partnership with the Society for Women's Health Research, published **Savvy and 65: A Woman's Guide to Understanding Medicare**. What began with pilot content on heart and bone health has expanded into a comprehensive resource that now includes brain health and obesity. Additional content and translations — including Spanish, Chinese, Vietnamese and Korean — will further broaden our reach and improve access for diverse communities.

This effort builds on our commitment to accessible education, including on our Spanish-language platform, **Soy HealthyWomen**.

## Addressing Emerging Health Priorities

HealthyWomen spotlighted issues that disproportionately affect women, including the role of technology and innovation in advancing care, as well as equity and access to safe and effective medical treatment. We also laid the groundwork to expand our brain health initiatives in 2026.



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# 2025 IN ACTION



## Elevating Women's Voices in Washington

HealthyWomen launched **Capitol Conversations**, a new in-person series convening policymakers, healthcare leaders and advocates to address pressing women's health priorities. These briefings elevated visibility around issues such as prior authorization reform and rural health disparities, reinforcing HealthyWomen's role as a trusted, nonpartisan convener.

We further amplified our priorities through public statements, coalition engagements and comments to federal agencies to ensure women's health considerations remain central in policy decision-making.

## Strengthening Our Financial Foundation

HealthyWomen exceeded its \$3 million program revenue goal in 2025, with 50% of funding supporting policy programming that advances women's health nationwide. We also expanded into new therapeutic areas while growing our multi-funded initiatives — strengthening our ability to address emerging health priorities and positioning the organization for sustained growth and impact in 2026.

This progress reflects HealthyWomen's expanding role as both a trusted source of health education and a national convener amplifying women's voices in policy conversations that shape research, care and access.

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# IMPACT AT A GLANCE

As a digital-first organization, expanding visibility and engagement is central to advancing HealthyWomen's mission. In 2025, we grew our digital footprint across earned media, social platforms, our website and newsletters — amplifying trusted, evidence-based information for women.

## Earned Media Reach

More than 1 million impressions

## Social Media Impressions

21.9 million

## Website Users

2.2 million

## Email Subscribers

42,174

Social media engagement increased by **125%** year over year.



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# COMMUNITY OF SUPPORT

We are deeply grateful to the funders, partners, advisors and collaborators whose generosity, expertise and commitment make it possible for us to fulfill our mission.

## Executive Advisory Board

In 2025, we launched the Executive Advisory Board to provide strategic counsel across health policy, innovation, finance and operations, supporting organizational growth and team development.

**[See Executive Advisory Board members.](#)** 

## Women's Health Advisory Council

The Women's Health Advisory Council is a network of medical experts who provide clinical insight and help ensure the accuracy and credibility of our health information.

We added five new medical professionals, further strengthening HealthyWomen's clinical expertise.

**[See Women's Health Advisory Council members.](#)** 

## Corporate Advisory Council

The Corporate Advisory Council brings together leading healthcare companies and organizations to inform our work, strengthen partnerships and support the development of timely, evidence-based resources for women.

Six new members joined, and 83% of existing memberships were renewed, showing strong commitment to our programming.

**[See Corporate Advisory Council members.](#)** 

## Valued Supporters

Twenty-nine organizations — including 11 repeat and 18 new funders — helped power our work, reflecting strong and sustained investment in our mission.

**[See funders.](#)** 

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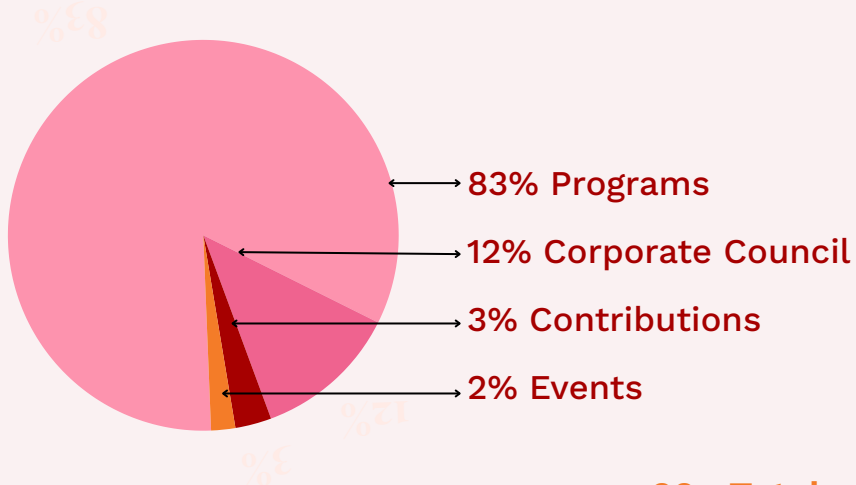
# FINANCIALS

*(Fiscal Year 2025)*

HealthyWomen maintained a strong financial position in fiscal year 2025, with total revenue exceeding projections. This performance reflects continued support for our mission and disciplined financial stewardship.

The financial information presented below is unaudited and reflects results as of Dec. 31, 2025. Final audited financial statements will be available upon completion of the independent audit.

**2025 TOTAL SUPPORT \$3,630,591**



**60+ Total number of funded grants/sponsorships**

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# BOARD OF DIRECTORS

*(as of December 31, 2025)*

HealthyWomen is guided by a committed Board of Directors whose expertise and stewardship support our mission and strategic growth.

## Officers

Sheila Carnicelli, Chair  
Elisabeth Ritz, Vice Chair  
Nieca Goldberg, MD, FACC, Secretary  
Marcus Johnson, Treasurer  
Julia Amadio, Immediate Past Chair

## Directors Emeritus

Lynn Taylor  
Tamar Thompson  
Christine Verini, RPh

## Board Consultant

Ken Grounds

## Directors

Sarah Butler  
Kristin Cahill  
Mike Capaldi  
Heather Connor  
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Hayley Ellington-Buckles  
Nancy Glick  
Phyllis Greenberger, MSW  
Tyrone Jackson, MHA  
Sarah Wells Kocsis  
Charlotte Owens, MD, FACOG  
Synim Rivers, MPH, CHES

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**[View full board bios](#)** 



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[www.healthywomen.org](http://www.healthywomen.org)