



MONTANANS FOR CHOICE

2025 Annual Report

Supporting Your Autonomy, Strengthening Our Community



Illustration by Anna Thane | annathane.com



A NOTE FROM OUR EXECUTIVE DIRECTOR

As we wrap up our second year with the recently reinvigorated Montanans for Choice, I'm in awe of all that our small (yet mighty!) team accomplished. And I'm more committed than ever to staying in this fight for our freedom and bodily autonomy. The stakes have never been higher. In this year's annual report, we share our newly adopted organizational values, we highlight our main accomplishments from the past year, and we provide insights about where we're heading next.

It's no surprise that 2025 came with significant challenges and real threats to our bodily autonomy. I remain incredibly grateful to be a Montanan, to live in a state where our community shows up for each other time and time again. It is impossible to overstate the tremendous value of the [Montana Constitution](#) (and the powerful [Human Rights](#) framework on which it is based) for enabling our state to push back against advancing authoritarianism. We must also acknowledge the unwavering professionalism of the Montana Supreme Court Justices. Faced with a barrage of efforts to undermine their authority, the Justices held steady in interpreting and affirming our constitutional rights.

Looking ahead to next year, we will continue to expand the reach and deepen the impacts of our work. Ultimately, we're striving to be a source of truth, a helpful resource for those seeking care or information, and changemakers within systems that were never meant to serve us. With your ongoing support, we will continue to bring more resources to communities across the state.

Thank you for your partnership,

Nicole K. Smith, PhD, MPH
Executive Director

Our Values



Love - Love is our guiding force that fuels respect, justice, and connection—driving our care for ourselves, our communities, and future generations.



Freedom - Freedom means having the power to live with dignity and autonomy—making decisions about our bodies, identities, and futures without fear, discrimination, or political interference.



Truth - Truth is derived from our lived experiences, data, and history. It is necessary for a free, just, and democratic society, and we are committed to protecting, upholding, and sharing it.



Humility - Humility is the practice of showing up with curiosity rather than certainty, listening, and learning —grounded in accountability, openness, and respect for the wisdom of others.



Community - Community is where we work *together* to lead with love, fight for freedom, speak truth with our power, and grow with humility.

2025 Accomplishments



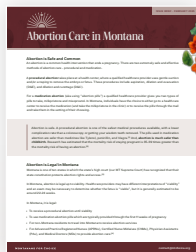
Issue Briefs and Reports

We want you to have accurate and up-to-date information to make decisions about your health and your life. This year, we developed four issue briefs and one full-length report to educate Montanans and our lawmakers about issues related to reproductive health. We cite our sources, add links to additional resources, and provide ways to get involved or to help spread the word about evidence-based information. Check out the links below to see the resources we developed this year.



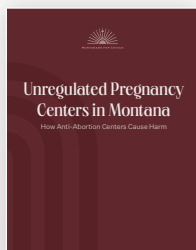
[Basics of Reproductive Health](#)

A brief overview of the basics regarding pregnancy, miscarriage, contraception, and abortion.



[Abortion Care in Montana](#)

Abortion is legal and available in Montana. Learn more about your healthcare options and your legal rights as they relate to abortion care.



[Unregulated Pregnancy Centers in Montana](#)

Throughout our state, unregulated pregnancy centers (UPCs), also known as anti-abortion centers or crisis pregnancy centers (CPCs) are posing as a comprehensive community resource for pregnant people when they are really just pushing an anti-abortion agenda. Learn more about the harms of UPCs operating in Montana and who's funding them.



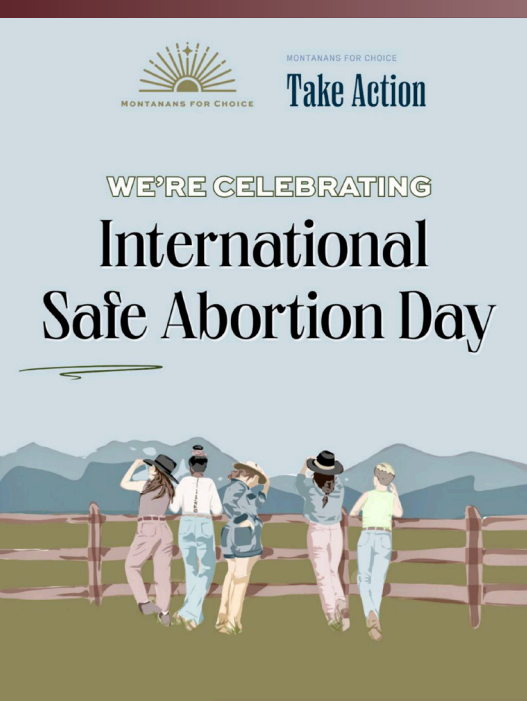
[The Truth About Abortion Pill Reversal](#)

So-called “abortion reversal” is being promoted by UPCs and by anti-abortion extremists. Learn more about this unproven and unethical practice that puts pregnant people at risk so you can educate your friends and neighbors when lies are being spread about medication abortion.



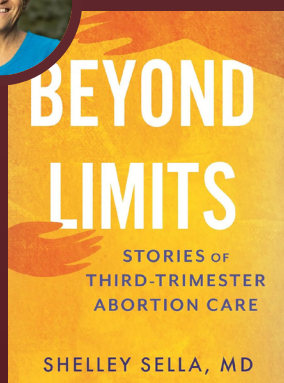
[Abortion Pills for Future Use](#)

You can obtain abortion pills when you are not pregnant, just in case you need them in the future. Learn more about this telehealth service available in all U.S. states and territories.



Social Media

We've been working hard to make sure our messages are being seen by a wide audience and across a variety of channels. In the past year, we utilized Facebook, Instagram, and Bluesky to uplift important information and to encourage viewers to get involved in their community. We collaborated with six different organizations to increase our reach and we reposted the work of many partner organizations. As a result, we averaged over 4,000 views per month across all of our social media platforms and increased our Instagram followers by 14%.



ABORTION CARE LATER IN PREGNANCY

The next frontier for abortion access in Montana

Did you know that one of the significant shortcomings of CI-128 is that it put an abortion ban in the Montana Constitution? The newly adopted provision protects legal access to abortion care up to so-called "viability" - a concept that is difficult to define and which varies greatly based on personal and clinical circumstances. "Viability" is a concept that should never be used in policy or law because it bans care for pregnant people who might need it. Montanans for Choice is partnering with other organizations including the Montana Abortion Access Program (MAAP), Patient Forward, and local storytellers, to share important information about why pregnant people may need abortion care later in pregnancy.

In September, Montanans for Choice hosted Dr. Shelley Sella to discuss her book, *Beyond Limits: Stories of Third Trimester Abortion Care*, with local advocates, policymakers, and organizational partners. In 2026, we'll be sharing more information about abortion care later in pregnancy, the harms of viability bans, and ways you can join our efforts to ensure that no person loses their legal rights simply because they are pregnant.

Road Trip to Protect Our Human Rights

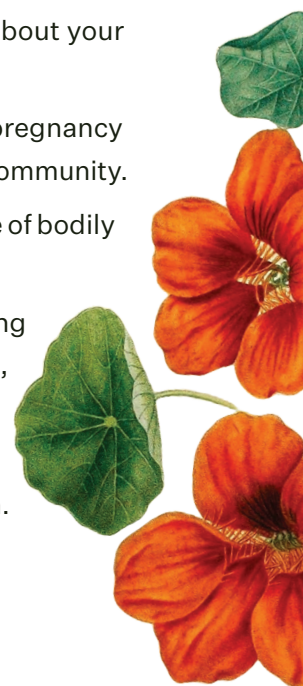
Montanans for Choice teamed up with the Montana Chapter of the National Organization for Women (MT NOW) to host community conversations about the attacks to the social safety net including the recent attacks on Medicaid and the imminent threat of closure for 8 rural Montana hospitals. Montanans for Choice also shared information on the harm that is caused when abortion care later in pregnancy is restricted. We galvanized support to expand access in our state. This series marked the first of many trips we'll be taking to meet with community members in the places they call home. Stay tuned for more information in 2026.



Looking ahead to 2026

We spent much of this year focused on relationship building. We've enjoyed collaborating with more organizations, visiting communities big and small, and finding innovative ways to communicate and share knowledge across our vast state. In the year ahead, we'll be building on this strong sense of community to launch new initiatives and partnerships to expand access to sexual & reproductive health products, and we will prioritize our advocacy efforts to better serve those most impacted by restrictive laws and unfair structures. We're looking forward to:

- **Increasing access to sexual health supplies**, including over-the-counter (OTC) contraception such as emergency contraception (EC) and [the new OTC pill, Opill](#). We're actively seeking partners to help bring supplies to more communities throughout the state.
- **Translating knowledge on current issues**, ensuring you can make informed decisions about your health and well-being so that you can take action to protect your rights.
- **Combatting mis/disinformation** from local and national groups, including unregulated pregnancy centers, that seek to keep you complacent, or worse, fearful to stand up for yourself or your community.
- **Sharing art and stories** from Montanans across the state to educate about the importance of bodily autonomy and access to care.
- **Supporting and engaging new partners** such as through trans-allyship and encouraging more men to advocate for gender equality and reproductive rights. Misogyny, transphobia, and gender-based attacks harm us all.
- **Opposing any efforts to criminalize pregnancy**, including banning abortion care based on gestational age. Pregnant people deserve support, not control – and care, not criminalization.





MONTANANS FOR CHOICE

SUPPORT OUR WORK

We are immensely grateful to our long-time supporters and to the folks who recently joined us. Your engagement and your support are critical for our ability to continue sharing accurate information with Montanans and advocating for all of our rights. We have big plans to expand the depth and the reach of our work next year, but we can't do it without you. Support for this work comes in many different forms.

Donate

- Donate online at mtchoice.org/donate
- Mail your donation to PO Box 17557, Missoula, MT 59808
- Email us about donating stock options

Join us

Sign up to receive updates and information through our e-newsletters! Go to mtchoice.org and click on “**Get Involved**” at the top of the page.

Partner with us

If you're interested in learning more about MT4C and exploring opportunities to partner with us, we would love to hear from you. Email us at contact@mtchoice.org.

Let us know

If you'd like to see more information on a certain topic related to gender equity, sexual health, or reproductive freedom! Email us at contact@mtchoice.org.