ANNUAL REPORT

2025–2026

OPTIONS FOR SEXUAL HEALTH

annual report

We acknowledge the Options for Sexual Health REgistered Office is located within the ancestral, traditional and unceded territories of the xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sel̓íl̓witulh (Tsleil-waututh) Nations.

Our clinics and services are located on the homelands of the more than 198 First Nations and 30 Métis charter communities throughout the province. We share our gratitude for the land keepers who have stewarded these lands for time immemorial. We recognize the oppression that persists against the Indigenous peoples in British Columbia and we are committed to activism around decolonization and oppression.

Annual report prepared by Options for Sexual Health. This annual report shares what we have been up to as an organization during the 2025-2026 Fiscal Year. We encourage readers to share this document as a means to facilitate others getting to know Options for Sexual Health.

If you have any questions about anything in this annual report, or about Options for Sexual Health, you can contact our Executive Director, Tiffany Melius at executivedirector@optionsforsexualhealth.org.

Thank you for reading!

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Options for Sexual Health
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optionsforsexualhealth.org

MESSAGE FROM THE BOARD CO-PRESIDENTS

This has been a defining year for Options for Sexual Health—one marked by uncertainty, difficult choices, and an extraordinary collective effort to protect sexual and reproductive health services across British Columbia.

In December 2024, we shared publicly that, without immediate and sustained funding, 25 of our 30 clinics were at risk of closing. What followed was an intense period of advocacy, collaboration, and planning. In 2025, the provincial government increased Options' base funding, allowing us to continue operating 19 directly managed clinics and Telehealth, while supporting affiliate clinics and community partners across the province. We are grateful for this increased investment and what it has made possible. We also recognize that the closure of 11 clinics in March 2026 represents a significant loss. These clinics provided low-barrier care in communities where sexual and reproductive health services are often already difficult to access. This was not the outcome we wanted, and we recognize the impact on clients, communities, and local systems of care.

Throughout this period, we have had to ask not only how Options could respond to the immediate crisis, but also how the organization can best evolve for the future. We undertook a comprehensive strategic planning process that created space for staff, Board members, and partners to help shape that conversation. Together, we looked carefully at our resources, responsibilities, and the areas where Options is uniquely positioned to make a difference. That work extends well beyond our clinics. As we plan for the future, we are looking across all of Options' programs—including Sex Sense, Education, and Community Engagement. Each contributes in distinct ways to our mission, and our responsibility is to ensure these programs remain strong, impactful, and sustainable.

We have not done this work alone. Consultants and trusted partners have brought valuable perspective and expertise as we have considered the path forward. We are particularly grateful to the Beedie Foundation and the Houssian Foundation. Their generosity has helped Options navigate an exceptionally challenging period while giving us greater capacity to plan deliberately for the future. We are also deeply grateful for Tiffany's steady leadership and for the commitment of the entire Options team. Through considerable uncertainty, our staff and volunteers continued to serve communities, support one another, and carry the organization's mission forward.

There is still much work ahead. The pressures facing sexual and reproductive health care are real, and Options will continue to advocate for the stable, sustained investment these services require. At the same time, we enter the coming year with clearer direction and renewed confidence in what can be achieved when people come together around this work.

To our staff, volunteers, patients, communities, funders, donors, partners, advocates, and fellow Board members: thank you for standing with Options. It is an honour to serve as Co-Presidents, and we remain deeply committed to the work ahead.

With gratitude,

Kaye Hare and Rachel Ollivier
Co-Presidents, Board of Directors
Options for Sexual Health



Kaye Hare
Co-President



Rachel Ollivier
Co-President

15

dedicated, passionate, hard working members of the Board of Directors for Options for Sexual Health.

EXECUTIVE DIRECTOR UPDATE



Dear Friends, Partners, and Supporters,

As I write this, I have just celebrated two years at the helm of Options for Sexual Health. What a privilege it has been to work with the team of dedicated and skilled experts we call our staff, physicians, and volunteers! The wider community of passionate sexual health advocates and practitioners that create the village that Options works within, has even more greatly cemented my feelings of gratitude to work in this sector.

Over the past fiscal year our organization underwent a period of critical strategic evaluation, alignment, and operational consolidation. We stood strong in our conviction that paying our lowest-paid staff a living wage was crucial, and also that organization-wide, staff should be compensated at market-competitive wages. This is not only important for staff recruitment and retention, but is an ethical stance to support our values: a statement that we will not exploit our staff (a workforce predominantly made up of women), just because funders aren't willing to pay what it takes to deliver the services that they want.

It was this position (along with 12 years of no funding increase), that prompted the strategic contract review with the BC Ministry of Health that took place in 2025. The result, after a year of negotiations, was an increase in the overall value of our contract for FY2026-27, but to a level where we still needed to close 11 of our community-based clinics.

This review was important also from the perspective of establishing and developing relationships with interest holders in Government – both elected leaders and bureaucrats – that we will be drawing upon as we advocate for a comprehensive and collaborative sexual health plan for BC as part of our new 2026-2029 Strategic Plan.

We undertook a sustainability review of our Education program, and identified key expansion activities needed to not only support the longevity of the program, but also to respond to community demands for services.

After over two decades, we closed our East Hastings Provincial Office, and moved all Shared Services and Leadership Team to permanent remote work. This was ultimately a cost savings measure, but also strongly supported by staff since in-person work had never returned to pre-COVID levels.

We also made the decision to move fulltime salaried staff to a 32 hour work week. The reasoning was two-fold: to reduce staffing costs, and to support the individuals who make up our shared services and leadership teams – the majority of whom are perimenopausal women in Generation Squeeze: caring for both aging parents and children.

From a Governance perspective, we onboarded five new Board members, reviewed and approved our Society by-laws and our Governance Policies, strengthening the organization from the inside.

While adjusting mindset around fiscal constraint can be challenging, this past year was not a retreat - rather, it represented a long overdue re-stabilization, charting Options' path within our values and the current economic conditions, and working intentionally to support future organizational sustainability. By sharpening our focus, we have successfully transformed change into strength - emerging more firm, resilient, and deeply anchored in our core mission. We face the future not with the goal of expanding for expansion's sake, but with a strategic commitment to values-aligned, sustainable, and high-quality information, education, and clinical care.

We are profoundly grateful to our staff, board, and partners who navigated this year of transition with professionalism and dedication. Your unwavering belief in our core purpose has turned a period of uncertainty into a masterclass in organizational resilience. We are stronger, more focused, and exceptionally well-positioned to deliver on our mission for years to come.

With gratitude and optimism,

Tiffany Melius
Executive Director

SEX SENSE

Year in Review 2025–2026

Submitted by Robin, Sex Sense Manager

This was a special year for Sex Sense: **we turned 30**! Our 3 decades of work got some well-deserved recognition this year too: we received a **Helen & Fred Bentley Award** for Excellence of Achievement, honoring outstanding work by Associate Organizations of Action Canada for Sexual Health and Rights.

We also landed a Strengthening Public Health Collaborative Action Plan Grant to build text and chat options for our service. British Columbians are increasingly turning to AI chatbots like ChatGPT and Gemini for sexual health info. We tracked 73 contacts this year that mentioned finding us through an AI chatbot, up from just 1 last year. People, especially younger folks, are looking for info in new ways, and we need to keep evolving with them. Our **chat and text service is 100% human powered**, which is the strong preference of folks who completed a survey led by Sex Sense last quarter. Our collaborators on the grant, Foundry, helped us tap into the youth voice to make sure we created a service that will meet their needs. With 4980 total contacts this year, 3751 incoming calls and 907 emails, we expect this new service addition to increase our reach throughout the province and counter our declining contact numbers trajectory.

There are still gaps in access, as many British Columbians still don't know that Sex Sense exists, and we see significant differences in our proportion of contacts from Vancouver Island and Interior Health particularly when compared with population statistics, and that won't change without a bigger advertising push. Although we had to scale back on the number of bus and SkyTrain ads to free up budget for web-based mediums, callers are already telling us they noticed the refreshed transit ads after missing or damaged ads were reposted in the Lower Mainland. Ideally, we'd have the budget to really push our online presence too, meeting people where they actually are.

This past year with our new phone system, we were able to start tracking when people actually reach out, which is providing interesting data regarding the dynamics of our contacts. Most calls (79%) come in during our regular hours, 9am-9pm on weekdays. Our website's contact form tells a different story: 65% of emails come in on weekends or outside our 9am-9pm hours. It will be interesting to see how the addition of chat and text may influence these dynamics in how and when folks are reaching us.

We remain a major navigator for abortion care in the province. Medication abortion referrals made up 10.5% of our total contacts this year, way up from just 2.2% back in 2021 when we started tracking these referrals.

As for the Sex Sense team, staffing has remained consistent and steady. Most of our staff have been with us for over a decade, and we have had very few staffing changes this year. Several staff members were tapped this year as experts on health podcasts, invited to speak at sexual health conferences, and asked to review health resources. We successfully navigated a move to a new office, and our team is excited for the new challenge of providing quality, accurate sexual health information through a different format.

With health misinformation running wild online and through AI, Sex Sense's free, confidential, medically-sound info matters more than ever for British Columbians. With so many people lacking a family doctor, a local clinic, or a pro-choice provider to talk through their options, we're filling real gaps, and we hear the gratitude from callers constantly. With text and chat now in the works, we're looking forward to continuing to give British Columbians the best sexual health info out there.

4,980
total contacts

3,751
incoming calls

907
emails

73
contacts referred from an AI chatbot (up from 1)

EDUCATION UPDATE

Submitted by Kristen Gilbert, Education Co-Associate Director - Design and Delivery

This year we were lucky to deliver sexual health education to more than 10,000 students throughout the province. While most of the sessions Hayley delivers are in K-12 schools across the Lower Mainland, she also spent time in classroom in the Kootenays, on the Coast, and in Northern BC. When I first started teaching for Options we mostly taught Secondary students, but our bookings have really shifted over time. This year we booked over 250 Elementary school sessions, which is three times the number of Secondary sessions we taught. Both Hayley and I love connecting with students of all ages, but teaching about puberty and bodily autonomy with younger students is so joyful.

I got the chance to offer a handful of Askable Adult sessions, and these have also really changed over the time that I've been at Options. What once was a 3-hour in person workshop is now delivered online (via Zoom) in a shorter format. This is certainly more accessible for parents, and I've had many attend on their phone while making dinner. I also had the chance to support teachers in Langley, offering Pro-D to their Physical & Health Education teachers (what we used to call PE teachers), and got to do a lovely staff training with some folks at the University of Fraser Valley.

Our Sexual Health Educator Certification (SHEC) program continues to offer the type of training and experience that is desperately needed for educators. We graduated our 27th cohort of SHEC students during this fiscal period and also embarked on an extensive survey of our alumni in order to guide the future of the program. I'm so happy to report that we had an enthusiastic response to our survey, with 98.6% of grads rating the program highly as excellent (70.7%) or good (27.9%). SHEC alumni also expressed a strong desire to stay connected with Options through continuing education and Saira and I are currently designing and launching new programs and offerings which began in September.

Saira and I are thrilled to continue to grow and expand our SHEC program, which is now in its 20th year. Our grads are from all over BC and Canada and indeed throughout the world! Because the modules are offered online, we're able to offer this training to students in The Netherlands, India, the US, and beyond. One of our students attended as she travelled throughout South America! We'll keep you up to date as we continue to deliver this groundbreaking, one-of-a-kind certification, growing educators' capacity to offer comprehensive and up to date sexual health education.

18
schools

10,323
students (estimate)

253
elementary sessions

87
secondary sessions

20 years of SHEC: 329 students and the 28th cohort in progress

Lower Mainland 140 · Vancouver Island 60 · Out-of-Province 58 · Okanagan 29 · Northern BC 14 · Kootenays 8 · Salt Spring Island 7 · Gibsons 3 · Out-of-Country 6 · Attended from another country 4

CLINICS UPDATE

Submitted by Nicole Pasquino (Clinical Director), Azin Pourlashkari (Clinical Operations Manager), and Emma Herrington (Medical Director

This year marked an important turning point for Clinical Operations at Options for Sexual Health. With renewed investment from the Ministry of Health, we had the opportunity to reshape our provincial clinic network to create a more sustainable model for the future. While this meant making the difficult decision to close some clinic locations, our priority was always to maintain access to care and support the communities that rely on our services.

Working closely with health authorities and community partners, we developed a service model that continues to support 19 bricks-and-mortar clinic locations and a provincial Telehealth service. Behind the scenes, we continued improving the way we work, strengthening our operations and planning for the future, so we could keep our focus where it belongs: on providing compassionate, inclusive care for the people and communities we serve.

Throughout a year of change, the need for our services remained clear. We supported more than 10,800 client visits and provided over 7,700 STI tests, helping people access trusted sexual health care when they needed it most. Our Clinical Leadership Team was called on continually for their expertise to provide clinical consultation, health care education to health authorities and external organizations, and participation in sexual health research. We also celebrated an important milestone by championing and supporting Registered Nurses as they prepared for expanded IUD insertion practice, helping improve access to contraception for communities across British Columbia.

This year reminded us that the strength of Options is defined by the people who make our care possible and the communities that continue to place their trust in us. Together with our staff, providers, volunteers, community partners, and funders, we are building a stronger, more sustainable future where everyone in British Columbia can access welcoming, inclusive sexual health care when they need it most.

19
directly managed
clinic locations

10,800+
client visits

7,700+
STI tests

11
clinics closed March 2026

COMMUNICATIONS UPDATE

Submitted by Ashleigh Turner, Communications and Community Engagement Director

This past year was one of review and collaboration for Communications and Community Engagement. As Options navigated clinic closures, we worked closely with the other programs, particularly Clinics, to make sure our messaging was clear, timely, and compassionate. We also took a hard look at how we show up online and in our communities, and where we could improve. As we move into 2026-2027 fiscal year with our Strategic and Operational Plans, this work is setting us up for a refreshed social media strategy and a stronger digital presence.

Our website was a big focus. We worked to resolve long-standing back-end issues affecting our search engine optimization, and we worked with Agency Media to help our pages show up better in search results. Our Sex Sense team updated our highest-performing pages and relaunched the “So Glad You Asked” blog series, and we welcomed more than 315,000 visitors to our site. We are also keeping an eye on Answer Engine Optimization, which looks at how organizations are represented in AI tools like ChatGPT and Gemini. So far, Options is doing relatively well, and we will keep watching as more people turn to AI for health information.

Our Community Engagement volunteers, supported by our Administrative Manager, kept our channels active with campaigns on gender-based violence, cervical health, sexual assault awareness, period poverty, and birth control, alongside regular book reviews. Although this encouraged some positive momentum, we continue to strive to find our place in the social media landscape as a sexual health organization, constantly battling algorithms and shadow banning due to sexual health related language.

SexPlus Week 2026 focused on Sexual Health and AI, and it was a full week for us. We kicked things off with three days at the Taboo Sexual Wellness Show, where we saw over 2000 guests at our booth. We also hosted an online panel on the pros and cons of AI in sexual health, ran a Myth Busting campaign inviting people to tag us in the myths they see online, and staffed booths at Science World After Dark and a Sex Trivia night. Throughout the year, our calendar also included youth events, Pride events, partner events with SFU, the Vancouver Burlesque Festival, and more. We estimate we had more than 8,000 interactions with people at events and handed out well over 10,000 condoms and lube packages. We are excited to return to the Taboo Show in 2027.

It was also a hard year of change. Due to funding, we had to make the difficult decision to eliminate the Administration and Office Manager position at the end of the fiscal year. Moving out of the office we had called home for more than two decades was a significant undertaking: it meant going through 60 years of documents, archives, and organizational history, while also setting up our staff to work fully remotely, including a transition to SharePoint. As we transitioned out of our office space, we realized the need for updated IT services; we made the challenging decision to change service providers and began the process of moving to a new IT provider, Leap Cloud Solutions.

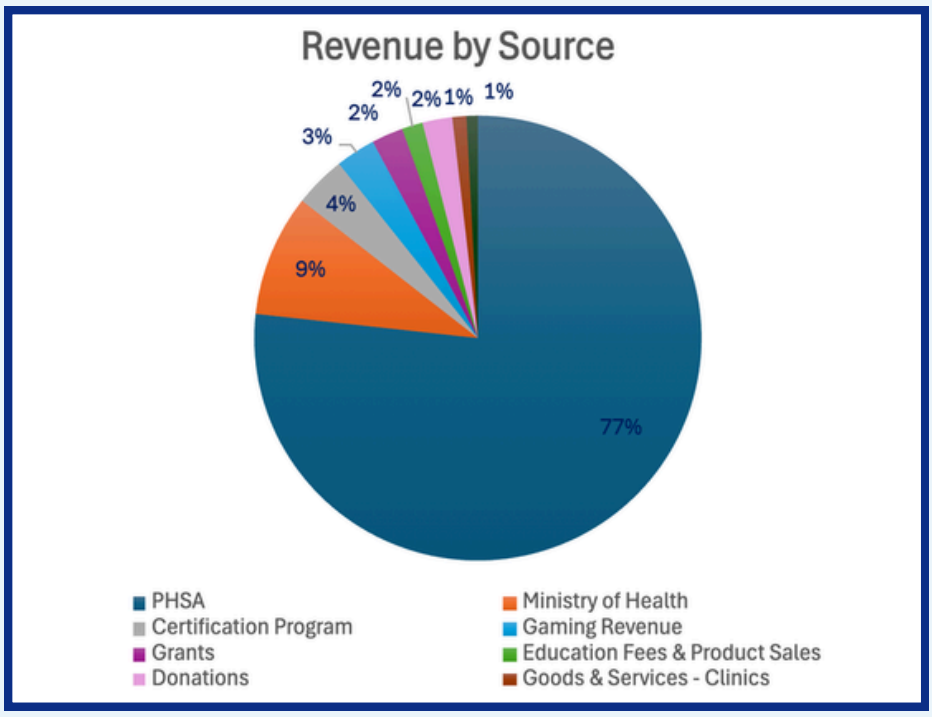
As we look ahead to 2026-2027, we are focusing on a new content strategy for social and digital media, and looking forward to even more growth on our social media accounts, with more followers and views. We invite you to follow us on Instagram, Facebook,, and LinkedIn as we continue to share accurate, inclusive sexual health information across British Columbia.

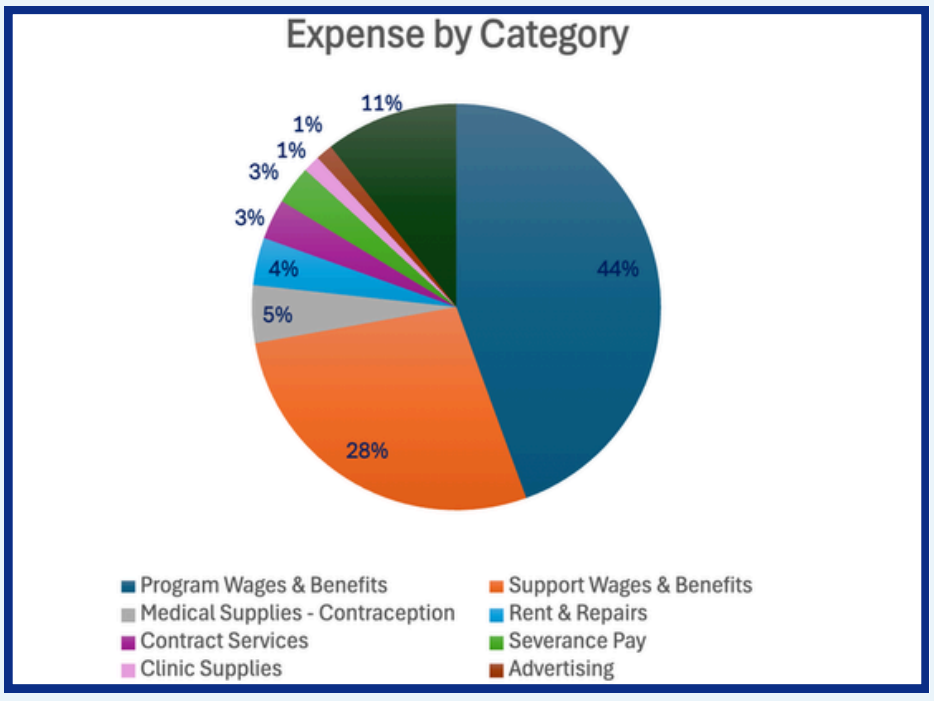
10,000
safer sex supplies
handed out

315,000+
visitors on our website

8,000
interactions at community events.

FINANCIAL UPDATE





$3,434,602
total revenue

$2,965,435
total expenses

$469,166
revenue less expenses

Our audited financials are available on request.

WHAT'S NEXT

What's happening for Options for Sexual Health in 2026-2027? We are excited about several new initiatives!

1

Our 2026–2029 Strategic Plan

We're focusing on strengthening from within while expanding our leadership, protecting access to sexual and reproductive health services, and directing our resources where they can make the greatest difference. These priorities will help us build a more sustainable, connected, and impactful organization that champions and celebrates sexual health for all people in BC.

2

Clinics

Continuing care through 19 directly managed clinic locations, 20+ partner clinic locations (including First Nations bands, Northern Health Authority, and Youth Clinics), and Telehealth, as well as hosting pop-ups on request. We are also pioneering a program to support our Registered Nurses as they expand into IUD insertion practice.

3

Text and chat for Sex Sense

In Fall 2026, we launched a 100% human-powered text and chat service as part of Sex Sense. We're looking forward to reaching more people, especially younger folks, across the province.

4

Growing Education

We recently launched our new SHEC alumni website and our SHEC Master Class Series, which is a continuing education opportunity.

STRATEGIC PILLARS 2026-2029

SUSTAIN

Strengthen Organizational Sustainability

LEAD

Grow as a visible leader, advocate, and coalition-builder in BC



PROTECT

Protect critical access to sexual and reproductive health services

ACCESS

Develop organizational capacity to support populations with limited/precarious access to sexual health information, services, and care

FUNDERS AND GIFTS

This year, Options was grateful to receive legacy gifts. We want to extend our gratitude to

Carrie Smith Legacy Fund and **Maureen Robinson Memorial Fund,** both held at Vancouver Foundation, and the **Carol Taylor Fund**, held at the Central Okanagan Foundation.

Their generosity enables us to support our programs and continue to provide our services throughout the province.

If you or a loved one would like to make Options part of your legacy, please speak to your estate planner, or email executivedirector@optionsforsexualhealth.org

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In the 2025-26 fiscal year we received funding from the following agencies and foundations, and appreciate their support for our programs and services:

Ministry of Health
BC Gaming
Provincial Health Services Authority
The Houssian Foundation
Beedie Foundation
Public Health Association of BC
Action Canada for Health and Rights
Shawana Foundation
...and many individual donors!

LOOKING AHEAD: BE PART OF OUR FUTURE

To our valued stakeholders, donors, funders, and members,

Thank you for taking the time to read our annual report and learn more about the work of Options for Sexual Health.

This report offers an opportunity to reflect on our accomplishments, challenges, and the many ways our work makes a difference in communities across British Columbia. It also provides a glimpse into how the funding, resources, and support we receive are put into action. While an annual report can only capture a snapshot of our work, behind every achievement are countless conversations, connections, decisions, and efforts that move our mission forward.

As we look ahead, we're excited about the direction set out in our new strategic plan and the opportunities it creates to strengthen our organization, expand our impact, and better support the sexual health and well-being of people across BC. Realizing these ambitions requires more than good ideas and dedicated people. It requires sustainable resources and a community that believes in the importance of our work.

As a nonprofit organization, we rely on the generosity and commitment of our donors, funders, partners, members, and supporters to help make this work possible. Your contributions allow us to continue delivering programs and services, respond to emerging needs, and invest in a stronger future for Options.

If this report has inspired you, we invite you to be part of what comes next. Consider making a donation, sharing our work with your networks, or finding another way to get involved.

For more than 60 years, our community has helped us champion and celebrate sexual health in BC. Together, we can build on that legacy and help ensure this important work continues for generations to come.

Thank you for being part of our community and our future.

Scan the QR Code to make a donation today to be part of our future!

Thank you for reading our Annual Report.

We want to extend our gratitude to the many donors, partners, and community members, who have supported Options for Sexual Health to provide sexual and reproductive health services, care, information, and education to people from all walks of life throughout the province. We look forward to many more years of serving British Columbia!

OPTIONS FOR SEXUAL HEALTH