

FEATURE STORY



Safe Haven Campaign

Our Goal: \$2,000,000 by January 2022

To build our infrastructure to expand care across our region, securing a safe haven for our patients.

Recruiting & Retaining Providers - A Critical Need

Investing in Our Front-Line Clinical Staff -
Growing Our Own Providers

Securing the Safe Haven - Patient-Centered Support

Build a Safe Haven for All

The need to ensure the strength and stability of the public health safety net has never been more critical than today. Please join Planned Parenthood Northern California's (PPNorCal's) Safe Haven Campaign, to protect the most vulnerable members of our community.

Today, in the midst of a pandemic, the impact of our underresourced health care system is clear. As an essential safety net provider, our patients need us now – more than ever.

Every day, we provide much needed care to our patients. While other states are eroding reproductive health care, PPNorCal seeks to secure and expand care across our region. Your involvement in this Campaign will increase our capacity to serve anyone in Northern California, and beyond. The attacks against reproductive care and rights have reached a crisis point, and with your support we will not back down.

The Safe Haven Campaign will cement PPNorCal as a strong, sustainable health care provider at the forefront of the reproductive access movement. We will build our infrastructure by recruiting and retaining health care providers; growing our own providers by investing in our entry level clinical staff; and providing critical financial assistance for our patients who need to travel for advanced care. No one should be denied the ability to control their own fertility, body, and future.

Together we can build a safe haven for all. We look forward to sharing further details with you in the coming weeks. Please contact the Development Department at 925-676-0505 to learn how you can support this critical Campaign.

LETTER FROM OUR CEO

Dear Friend,

I feel like so much has changed in the world since our last newsletter in January. One thing remains constant and gives me hope during these challenging times: our frontline health care workers continue to bravely show up to serve vulnerable members of our communities.

Our care may look different today – with social distancing in our health centers, increased use of telephonic visits, and reduced services to essential and time-sensitive only visits. Regardless of how we operate, we are here for our patients today, and the anticipated growing needs of tomorrow. The critical role of providers has never been clearer. We honor and thank our clinical staff for their commitment to PPNorCal's patients.

In this newsletter issue, I hope you enjoyed reading about our Safe Haven Campaign, which I'm proud to announce. This Campaign will secure and stabilize our health center operations across our region. By investing in our frontline staff, we can ensure our patients receive the care they need – today, tomorrow, and in the future.

And while we must practice physical distancing, we are stronger together (virtually). I encourage us all to deepen our civic engagement: register to vote, complete the census and engage with your local representatives. Together, we can build healthier communities.



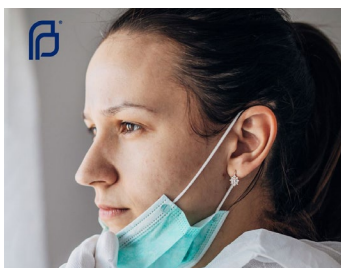
With gratitude,

A blue ink handwritten signature of Gilda Gonzales.

Gilda Gonzales
President and CEO
Planned Parenthood Northern California

WHAT'S NEW AT PLANNED PARENTHOOD NORTHERN CALIFORNIA

Addressing a Public Health Crisis



The COVID-19 public health crisis and quarantine has been a challenging time for all members of the public, including the patients and staff of Planned Parenthood Northern California.

Using the most current guidance from the California Department of Public Health (CDPH), the Centers for Disease Control and Prevention (CDC), and under the leadership of our Medical Director, Dr. Sara Kennedy, we are ensuring the safety of our patients and staff. Proudly, 17 of our 18 health centers remain open, providing essential and time-sensitive health services only, including abortion.

By providing essential reproductive health services, we are crucial to the success of the overall health care system, as we keep patients out of hospitals and emergency rooms. We are also providing telephonic care for patients and expanding these services this month.

This public health crisis demonstrates the critical importance of investing in all levels of the health care safety net. Please consider donating, to ensure PPNorCal can continue to protect and provide reproductive health care and remain a trusted resource for sexual health information, during this crisis and afterwards. Please visit support.ppnorcal.org today.

PPNORCAL STAFF MEMBER STORY



Life-Changing Health Care: Bonnie's Story

In 2002, I was living in San Francisco and had just found out my partner was having unprotected sex with others without my knowledge. I knew I needed to be screened for STIs. I was happy to learn that Planned Parenthood Northern California (PPNorCal) had a health center in San Francisco where I was living.

Because of their thorough care while being screened for STIs, I also learned I was pregnant. I knew I was not ready to become a parent. PPNorCal provided me the critical sexual/reproductive health care I needed, including an abortion. The care I received was informative, compassionate, and most of all, I felt safe.

Years later my journey brought me to receive care at the Santa Rosa center where I was once again met by friendly staff and a safe place, free from judgement. The memories of the amazing care I received at PPNorCal never faded. After graduating from school as a Medical Assistant, I knew the type of care I wanted to provide to my patients.

Today I am proud to work as a Reproductive Health Specialist (Medical Assistant) at the Santa Rosa health center, where I had once received my own health care. I feel my journey has come full circle now, working with the life changing health care providers I once depended on. Working alongside them while providing essential health care is what drives me every day. I am happy to be part of the PPNorCal team.
-Bonnie, RHS, Santa Rosa

HIGHLIGHTS



Acts of Courage 2020: An Evening of Laughter and Inspiration

On February 27th, we celebrated our last public event before the shelter-in-place order went into effect. Over 250 of our fiercest supporters came together at Bimbo's 365 for our annual Acts of Courage event. We celebrated the importance of reproductive health care and education, in the face of continued hostility locally and beyond. Our program was guided by comedian Greg Proops in conversation with sex-expert Dr. Ruth K. Westheimer. Dr. Ruth, a longtime Planned Parenthood supporter and former employee, educated us with her 91 years of razor-sharp wit! Guests enjoyed sex trivia, a photo booth, delicious food and cocktails, and dancing to the sounds of DJ Hey Love. Thank you to the many longtime supporters who returned, as well as many new supporters who helped us exceed our fund-a-need goal to provide critical health care and education. We are grateful for the support of our community and look forward to the time we can come together again.

Spring Events Postponed

Due to the ongoing COVID-19 threat, we cancelled two fundraising events planned for May:

A Choice Affair Gala on May 2, 2020 in Eureka

Stand Up on May 14, 2020 in Napa

The safety of our patients, staff, and community is our top priority so the decision was obvious. Cancelling events is a struggle, as they're important ways to bring our community together, and we receive much-needed financial support. We would still appreciate hearing from you and welcome any level of contribution in the absence of these events. **Please donate at support.ppnorcal.org.**

Additionally, Planned Parenthood Affiliates of California (PPAC), who leads the state-wide public policy and advocacy work on behalf of the seven California affiliates, has decided to cancel Capitol Day on May 5, 2020 in Sacramento.

Thank you for standing with us during this difficult time. We are grateful for your support, and for all your actions to keep our communities safe and healthy.



WHAT'S THE DIFFERENCE WHEN I GIVE?

Planned Parenthood Northern California and Planned Parenthood Federation of America

We are often asked what happens when you give to Planned Parenthood Northern California versus the Federation. We wanted to share with you the following guide to avoid any possible confusion.

If you want to give to [Planned Parenthood Northern California](#) directly, and have all of your gift go to local health care and education services to better the lives of people across 20 counties in Northern California...

then you need to go to our affiliate website (support.ppnorcal.org) where 100% of your donation is directed to services right here, in Northern California.

If you go to Planned Parenthood Federation of America's national website...

Approximately 50% of your gift will support health services and education here in Northern California and the other 50% of your gift will support national advocacy and education efforts.

Two ways to support our mission to protect health care, education, and justice. No matter what!



Support Planned Parenthood Northern California! Make an appointment online, connect to community, and get involved!



Planned Parenthood Northern California

www.ppnorcal.org



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