

ANNUAL REPORT

2022 - 2023



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Dear Friends,

This year, we celebrated our past and planned for the future. In 2023, we marked our 90th anniversary in Pasadena. We have a deep and rich history that we're proud of, and we're committed to advancing the Planned Parenthood Pasadena & San Gabriel Valley (PPPSGV) legacy for the years to come.

PPPSGV is the first affiliate in California, and the fifth Planned Parenthood in the country. We were established by a group of bold, brave and innovative women. Since 1933, we've carried that legacy of our founders by advocating to ensure sexual and reproductive health care is accessible for all. And we've expanded our reach by opening five health centers throughout Northeast Los Angeles and the greater San Gabriel Valley communities, and virtually through telehealth appointments. PPPSGV is an established landmark health care organization in the communities we serve.

Our decades of progress suffered a monumental setback in June 2022, when the U.S. Supreme Court overturned the constitutional right to abortion, sending us back in time. Hateful abortion bans went into effect across our country, and we saw an increase in patients turning to PPPSGV for their abortions. Our incredible team rose to this moment by advocating for our patients every step of the way. From scheduling same-day appointments, providing travel support, or navigating how to pay for a procedure - we continue to develop creative solutions to meet the individual needs of our patients.

PPPSGV is not going anywhere. We know we are essential health care providers in our community. We will continue to provide and advocate for sexual and reproductive health care, which includes abortion access. And because of your support, we can continue to be bold and push forward. Thank you for standing with us.

In This Together,

Sheri & Annie

**We took
action.**

**We fought
back by
expanding
abortion
access.**

**We planned
for the future.**

In the midst of last year's challenges, we took time to reimagine our future. PPPSGV's 2023-2026 Strategic Plan centers health equity, race equity, our patients and communities in everything we do.




We are committed to:

- 1 Reimagining Our Ecosystem of Care**
Modern | Innovative | Seamless | Convenient
- 2 Evolving our Engagement Model**
Visionary | Impactful | Powerful | Individual
- 3 Elevating Our Value**
Ambitious | Value-Driven | Transparent | Sustainable






Appreciation for our People

Investing in our staff is a top priority.

-  Promoted **58** staff members, which is more than **30%** of our staff
-  Hired **37** new employees, for a total headcount of **183**
-  Increased our staff retention by **15.6%** compared to the previous year

Expanding learning and professional growth opportunities for staff.

-  Invested more than **50** hours in employee's professional development at every level
-  Offered all managers **1:1** leadership coaching
-  Organized an all-staff retreat for the entire organization focused on team building



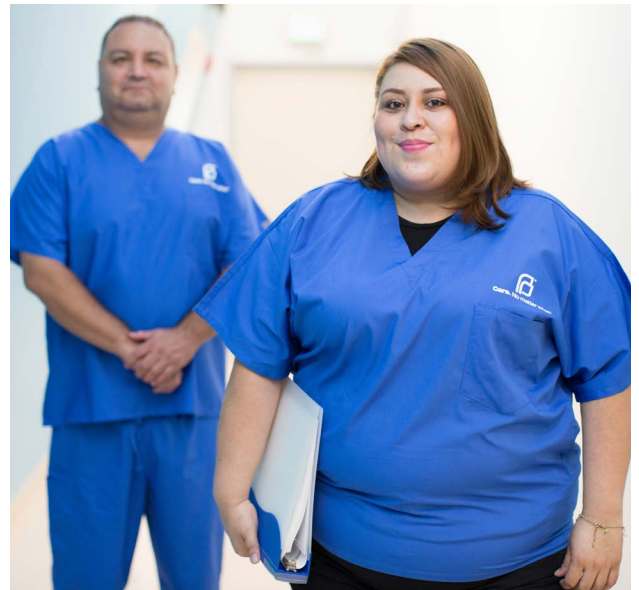
Commitment to Diversity, Equity and Inclusion (DEI)

Training on Gender Diversity

To strengthen our DEI learning as an organization, PPPSGV staff and board members attended a gender spectrum training. This training was held to deepen our collective understanding of gender inclusivity, explore the diverse range of gender identities, recognize and address biases, and enhance our ability to cultivate an inclusive environment for ourselves, our colleagues, and our patients.

Modeling DEI Externally

PPPSGV is recognized by the national Planned Parenthood organization for developing and implementing a Racial Justice Action Plan centered on staff voices. In the summer of 2022, PPPSGV was selected to showcase our staff-led DEI model at the annual Planned Parenthood Solidarity conference. The workshop focused on sharing valuable tools and best practices aimed at assisting affiliates in developing a comprehensive DEI workplan.



Solidarity is a movement within Planned Parenthood created to provide space for staff to enhance organizational effectiveness through meaningful engagement that leads to mutual benefit, impactful experiences, and transformation. It is a collective program built to center the experiences of staff who have been minoritized and harmed by racism.

Our Services



117,657

Sexually Transmitted Infections (STI) Services

112,847 - STI Tests

4,419 - STI Treatments

391 - PrEP & PEP Prescriptions



30,074

Pregnancy Tests



108,754

Birth Control Services

91,348 - Birth Control Cycles

17,406 - Emergency Contraception Kits



26,436

Wellness & Preventive Care

2,078 - Well-Person Exams

2,331 - Breast Exams

132 - Screening Mammograms

35 - LEEPS

1,389 - HPV Vaccine

3,069 - HPV Test

2,989 - Pap Tests

618 - Testicular Exams

269 - Colposcopies

7,450 - Bacterial Vaginosis Screening

212 - Mpox Tests & Vaccines

5,865 - UTI Screenings



6,849

Mental Health Services

6,709

Mental Health Screenings

140

Mental Health Counseling Visits

4,532

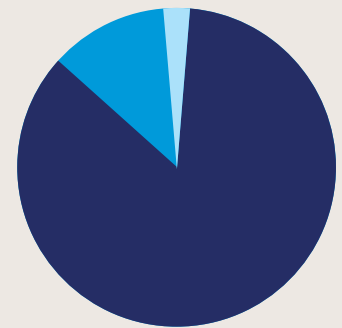
Abortion Services

1,279

Gender-Affirming Services

Our Patients

- 81% - Cis Woman
- 17% - Cis Man
- 2% - Trans/Gender Nonconforming (GNC)



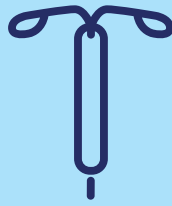
Gender Identity

Age of Patients

- 02% 19 and under
- 22% 20-24
- 30% 25-29
- 34% 30-39
- 12% 40+

Patients Overall

- 42% New
- 52% Returning
- 215 Number of patients who traveled out of state (for all visit types)



Essential Health Care Providers

97%

of our family planning and abortion patients felt our services met their needs

96%

of our patients would recommend our health care to others

#1

among all Planned Parenthood affiliates in California for outstanding customer service and is ranked in the top 10 of all Planned Parenthood affiliates nationwide

Data from Press Ganey (patient satisfaction survey) and compared to participating Planned Parenthood affiliates.

Staying Connected Through Telehealth

To meet the needs of our patients, we launched telehealth appointments for select services, offering essential health care from the safety of patients' homes in 2020.

In 2023, we conducted a comprehensive reevaluation of our telehealth services, striving to enhance accessibility and better cater to the needs of our community. **As a result, PPSGV doubled its telehealth schedule to accommodate for more virtual appointments.**

Telehealth ensures timely and equitable care for individuals facing obstacles to traditional in-clinic appointments. Challenges may include transportation or mobility constraints, childcare responsibilities, or demanding work/school schedules.

Why Patients Come to Planned Parenthood

"I come to Planned Parenthood because I feel comfortable and safe coming here to have questions answered that maybe elsewhere would feel uncomfortable. It's nice to come to a professional and welcoming environment. I always feel the time efficiency is fast here. The presentation of the office is very organized, and my appointments are always smooth going!"

"Health care is so easy to access here. Appointments are easy to make, and I feel comfortable asking for what I need. I feel so welcome, cared for, and accepted (especially as a queer person) at Planned Parenthood."

"I choose Planned Parenthood because I love how inclusive and comfortable being in the health center feels. I like how Planned Parenthood gives out free resources and condoms after each visit!"

Quotes from 2023 Patient Input Survey





Unapologetically Pro-Abortion

Our commitment to abortion advocacy is more than a fight – it embodies a resilient and collaborative movement. Our goal is to ensure every individual has the right to make informed decisions about their sexual health, while simultaneously striving to foster a culture that is free from judgment and stigma.



November 2022

After Roe: Stories of Abortion

In this unique performance showcasing the intersection of reproductive rights and the arts, PPPSGV partnered with Pasadena Lineage Performing Arts Center to host "After Roe: Stories of Abortion." The performance utilized dance and theater to narrate stories of abortion and explore the landscape in a post-Roe world. A portion of the proceeds were donated to PPPSGV.



January 2023

"My Body, My Voice" Art Installation

In a statewide effort to collect abortion stories, PPPSGV joined California Planned Parenthood affiliates on the "My Body, My Voice" voice box. The immersive, art installation-style recording booth amplified individual voices to uplift the collective narrative of advocating for reproductive freedom.

DISMANTLING ABORTION STIGMA

Join us to learn about abortion stigma and **how you can help to dismantle it!**

February 2023

Dismantling Abortion Stigma

To confront abortion stigma, we launched a self-guided, interactive Dismantling Abortion Stigma training on our website. This training module equips individuals with the necessary information and tools to proactively recognize and confront stigma in their day-to-day lives. The online resource empowers participants to foster a culture of understanding, break down barriers, and promote open dialogue surrounding reproductive decisions.



May 2023

Peer Advocates Impact Project

Our youth leadership program, Peer Advocates, centered their annual Impact Project on abortion access and educating minors about their reproductive rights in California.

To gain a deeper understanding of youth knowledge on the topic, the Peer Advocates conducted a community needs assessment across Northeast Los Angeles and San Gabriel Valley, generating over 1,000 responses!

Utilizing these findings, they formed peer-to-peer and peer-to-adult groups to create tailored resources aimed at both youth and adults, with the goal of raising awareness on the subject.

June 2023

Stronger, Together

One year after the U.S. Supreme Court's decision to overturn *Roe v. Wade*, we delivered crucial updates on the present state of abortion access to our community partners and local elected officials. The **'From Dobbs to Now: Lunch & Learn'** shared tips on how to talk about abortion, offered guidance on dismantling abortion stigma, and provided tools on how to be more resilient advocates.

Leading By Example

PPPSGV President & CEO Sheri Bonner publicly shared she's had multiple abortions for the first time in a *Pasadena Now* opinion piece.

"Abortion is so much more than a political position. In my case, access to a safe abortion changed the trajectory of my reproductive life and future. I've had an incredible and meaningful career because I was able to have my abortions. Even more importantly, I was able to start my family when I was ready. To change inaccurate perceptions and remove the stigma around abortion, we need to eliminate the shame and be unapologetic about being pro-abortion. The more we proudly share our stories, say the word abortion, and normalize talking about this essential form of health care, we begin to take back our power. Our collective voices will push us forward and give us strength as we continue to fight for sexual and reproductive freedom for all people."





Sexual and Reproductive Health Education

PPPSGV provides education and training on sexual health topics to middle and high schools, colleges/universities, parent/guardian groups, youth in foster care, recovery centers, and other community-based organizations. The goal is to empower individuals and communities to make informed decisions about their health, educate them about sexual and reproductive health care, and to adopt healthy behaviors.

Medically Accurate. Inclusive. Empowering.



By The Numbers



Reached 2,221 unique participants

Our educators delivered more than one education session to 40% of participants allowing for the opportunity to build a deeper connection.



Delivered 359 education sessions



Offered 400+ hours of education



Our Most Requested Sessions

- 1 Planned Parenthood Services
- 2 Sexually Transmitted Infections
- 3 Healthy Relationships
- 4 Decision-Making and Consent
- 5 Sexual Orientation and Gender Identify

Outreach to Patients & Community



Digital Engagement & Marketing Highlights

New creative digital engagement and marketing campaigns helped expand our reach and connected us to new patients.



Digital advertising reached an all-time high, generating **13,173,513** social media impressions.



A bilingual door hanger campaign reached **55,661** homes in our service area, reaching new patients in hard-to-reach communities.



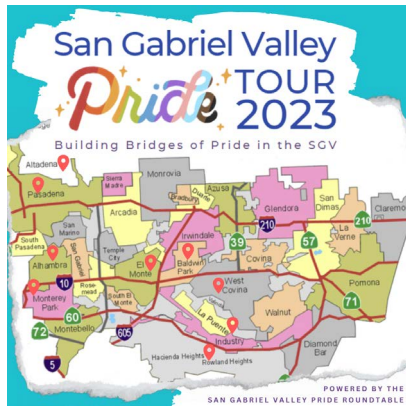
Our website, PPPSGV.ORG, saw a **47%** increase in page views compared to the previous fiscal year.



Extending Access to Menstrual Care

For Menstrual Hygiene Day (May 28, 2023) we launched a campaign to emphasize the importance of accessible menstrual care by offering patients free tampons and pads.

We distributed more than 700 menstrual kits at all our health centers and extended the campaign from one month to six months because of the campaign's success!



In Community

Joined the first-ever San Gabriel Valley Pride Tour in June 2023 and teamed up with the San Gabriel Valley LGBTQ Center and other community partners. We were proud to show that the San Gabriel Valley embraces and celebrates queer and transgender individuals.



Events we participated in:

- ▶ La Puente Brunch by the Bridge Pride
- ▶ Celebration Altadena 2nd Annual Pride
- ▶ Glendora 2nd Pride in the Foothills
- ▶ Pacific Clinic Pride Resource Fair
- ▶ Pasadena City Pride Celebration
- ▶ Baldwin Park Pride Resource Mixer

FINANCIALS



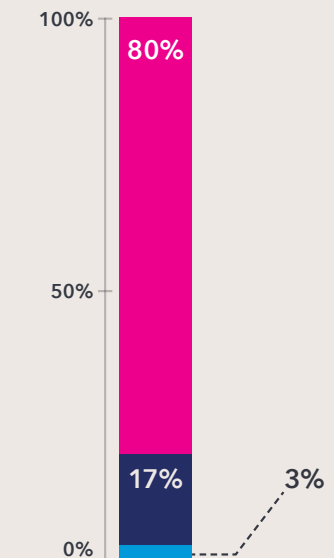
Fiscal Year 2023 Revenue

	Amount	Percentage
Patient Services & Program Fees	\$23,179,982.00	78%
Fundraising	\$5,540,453.00	19%
Investment & Other Income	\$843,125.00	3%
Total Revenue	\$29,563,560.00	



Fiscal Year 2023 Expenses

	Amount	Percentage
■ Direct Services	\$22,178,517.00	80%
■ Management and Administration	\$4,564,994.00	17%
■ Development	\$830,033.00	3%
Total Expenses	\$27,573,508.00	



A special thank you to our institutional supporters:

- ♥ Ann Peppers Foundation
- ♥ California Governor's Office of Emergency Services
- ♥ Cedars-Sinai
- ♥ Conrad N. Hilton Foundation
- ♥ Essential Access Health
- ♥ Michael J. Connell Foundation
- ♥ Office of Population Affairs
- ♥ Pasadena Child Health Foundation
- ♥ Pasadena Community Foundation
- ♥ Planned Parenthood Federation of America
- ♥ S. Mark Taper Foundation
- ♥ The Green Foundation

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