

LETTER FROM OUR CEO

Dear Friend,

Every day, Planned Parenthood Northern California (PPNorCal) cares for thousands of patients at our 17 health centers and through our local telehealth program. Our health centers stayed open throughout the last two years, even during some of the scariest days. This strong commitment and resolve are mission-inspired. Our patients are low-income individuals who have been the hardest hit during the COVID crisis. We never wavered in our care because they needed us. Supporters like you stepped up in meaningful ways to show us that we were not alone. You had our back, and we are eternally grateful for your support!

In addition to our local patients, we are now seeing patients from out of state. Since September, PPNorCal has already cared for sixty patients from Texas and other hostile states. More are coming. If SCOTUS weakens or overturns Roe, a recent study estimated that the number of patients traveling to California annually for abortion care will increase by 3,000% (from 46,000 to 1.4 million). With this predicted increase in patient volume, PPNorCal is focused on strengthening and growing our capacity for higher patient volumes.

Please give today!

As you might have heard, MacKenzie Scott has made an extraordinary investment to the Planned Parenthood national office and 21 local affiliates. We celebrate our sister organizations who received portions of this gift even though PPNorCal and 27 other Planned Parenthood affiliates were not included in this award. PPNorCal's sustainability is critical to preserving reproductive freedom and health equity. So, we ask you to lean in deeply this spring with a gift to us. Local giving keeps our health centers open and provides essential services to individuals throughout California and beyond. Additionally, if you want to support affiliates in hostile states and need help doing so, please contact us for assistance so your gift goes directly to health care services.



In solidarity,



Gilda Gonzales
President and CEO
Planned Parenthood Northern California

GIVING LOCAL MATTERS

What's the Value of Giving Locally?

Planned Parenthood Northern California is the premier provider of nonjudgmental, high-quality sexual and reproductive health care at 17 health centers, from the Bay Area to the Oregon border. Our doors are open to anyone seeking our care. Nearly 90% of our patients are low-income and 78% are Medi-Cal beneficiaries. More than half of our patients are from communities of color.

Another 42,600 youth and adults count on PPNorCal for sex education programming. Our advocacy team works with local, state, and federal elected officials to inform policy decisions, increasing access to health care and information. We stand for affordable, accessible, and inclusive care that empowers all—no matter what. In Fiscal Year 2021, we impacted the lives of 116,200 people through health care and education, plus thousands of Californians through our advocacy work. **When you support PPNorCal directly, you support essential, on-the-ground medical, education, advocacy, and case management services.**

If you want to give to [Planned Parenthood Northern California](https://support.ppnorcal.org) directly and have all of your gift go to local health care and education services to better the lives of our rapidly growing patient community...

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 would like to support both PPNorCal and the PPFA, please note that 50% of your generous donation will be allocated towards PPNorCal.

HIGHLIGHT: ROE THE VOTE RALLY

On January 22nd, over 100 people joined the PPNorCal Action Fund (PPNorCalAF) in front of the Humboldt County Courthouse to honor the 49th anniversary of *Roe v. Wade* and support sexual and reproductive health care. Local activist street band Bandamonium played throughout the rally, complementing the already uplifting, positive group energy.

Event speakers included **Supervisor Mike Wilson, Supervisor Steve Madrone, Erin Dunn (representing Assemblymember Jim Wood), champion supporter Carolyn Hino-Bourassa, PPNorCal Board Member Sue McIntyre, Marisa Formosa, and Clergy for Choice members Rabbi Naomi Steinberg, Reverend Anne Pierson, Reverend Deborah Hubbard, and Reverend Jeri Gray-Reneberg.** Later, Marisa expressed that the rally "gave people the tools and language to talk about [reproductive rights] and to go forth and share this information with their circles--their people."

Roe the Vote Rally participants included folks of all generations and backgrounds. For many, the rally inspired needed hope and motivation.

Thank you to everyone who participated and helped make this rally a success!

"People are angry and afraid with what's happening right now. Many don't feel like they have an avenue or a voice. Having free political rallies like this gives that voice to a lot of people."

--Marisa Formosa, PPNorCal Public Affairs Officer



Rabbi Naomi leading rally participants in prayer.

"Children and family are a blessing, at the right time and with the right partner. We believe that ALL life is holy, starting with the life of the pregnant one who may carry a potential life to term.... We want you to know that many people of faith stand with you and support you in your ultimate decision."

--Reverend Jeri Gray-Reneber, representing Clergy for Choice at the Roe the Vote Rally



Board of Advocates alongside Marisa Formosa at Roe the Vote Rally.

SAVE THE DATE!

2022 A CHOICE AFFAIR GALA SATURDAY, APRIL 30th
HUMBOLDT BAY SOCIAL CLUB, SAMOA

Planned Parenthood
Care. No matter what.
Planned Parenthood Northern California

We are beyond excited to share that our annual, in-person fundraising events are returning this spring!

A Choice Affair: Saturday, April 30th at the Humboldt Bay Social Club

Napa Stand Up!: Wednesday, May 4th at The Yard by Feast it Forward

Acts of Courage (AOC): Thursday, June 2nd at The Lodge at the Regency Ballroom. Beforehand, we will also be hosting a VIP event at the San Francisco Flagship Health Center.

Each event offers unique activities, entertainment, and opportunities to support our mission. Join us for drinks, delicious food, and even better company! Please note that proof of vaccination is required for attendance.

After two years without in-person events, we cannot wait to welcome you back!

2022 NAPA STAND UP!

MAY 4th

THE YARD BY FEAST IT FORWARD

Planned Parenthood
Northern California

ACTS OF COURAGE

JUNE 2, 2022 | SAN FRANCISCO

Planned Parenthood
Northern California

SAFE HAVEN PILLAR II ANNOUNCEMENT

We are thrilled to announce the recipients of our pilot Education Financial Assistance Program for frontline health center staff through PPNorCal's Safe Haven Campaign Pillar II. Launched in May of 2020, the Safe Haven Campaign builds upon three pillars: 1) recruiting and retaining out health care providers; 2) growing our providers by investing in existing entry-level staff; and 3) providing critical financial assistance to patients with hardships related to their care. Thanks to the generous support of **1,584 donors**, we are pleased to celebrate our inaugural recipients listed below.



"We look forward to seeing the impact Hannah, Shauna, and Rachael have at PPNorCal for years to come."

-- Lisa Moore, PPNorCal's Vice President of Development

Rachael B., Fairfield Health Center

The first time Rachael visited our Napa Health Center, she knew one day she would work for PPNorCal. That dream came true when she joined as a Reproductive Health Specialist (RHS). Rachael wanted to do more and set a goal to become a PPNorCal Clinician.

"When Rachael received this news, there was pure joy and emotion. Her gratitude for this investment nearly brought everyone to tears and we could not be prouder," shared Lisa Moore.

Rachael's response says it all: "I care very much about the mission of Planned Parenthood and to strive to provide the best reproductive health care for the communities we serve. Receiving this award means I can continue to grow as a clinician at an organization I believe in and work and learn alongside compassionate and dedicated colleagues and help encourage them in their own academic and professional goals."

Shauna W., San Francisco Flagship Health Center

Shauna wants to do more for her patients and believes that becoming a Nurse Practitioner is the next step towards accomplishing this.

According to Shauna, "I care deeply about the mission of the organization and want to provide the best reproductive health care to the communities we serve. Being able to stay with the affiliate and grow as a clinician will strengthen relationships with my fellow colleagues and staying may also motivate other staff to continue with their own academic or professional goals."

Hannah S., Walnut Creek Health Center

Hannah knows what a difference education can make in her and her patients' lives. Hannah began her career at PPNorCal as a Reproductive Health Specialist and was encouraged by colleagues to further her clinical education. According to Hannah, "Seeing the work [my colleagues] did and getting to talk with them about their academic and professional journeys opened up a world of possibilities and allowed me to envision new paths for myself."

Thanks to this award, Hannah is excited to "pay it forward" by continuing her work with patients, now as a Registered Nurse, hopefully inspiring others to pursue further education.

We have raised nearly \$1.8 million in support of our Safe Haven Campaign! There is still time to [support us](#) in securing a Safe Haven for our patients. Your involvement in this Campaign will increase our capacity to serve anyone coming to us within our 20 counties across Northern California and beyond. With just over \$200,000 remaining, we are close to achieving our goal.

**Our Goal: \$2,000,000
by May 2022**

To build our infrastructure to expand care across our region, securing a Safe Haven for our patients and all those seeking

PILLAR I

**RECRUITING and RETAINING PROVIDERS
A Critical Need**

PILLAR II

**INVESTING IN OUR HEALTH CENTER STAFF
Growing Our Team**

PILLAR III

**SECURING THE SAFE HAVEN
Patient-Centered Support**

DONOR SPOTLIGHT

Celebrating the Life of Byrne Mathisen



Byrne Mathisen was a force to be reckoned with. Determined, passionate, and straightforward, Byrne brought people together to advocate for PPNorCal, including Barbara Boxer, Diane Feinstein, and Nancy Pelosi. For over 40 years, Byrne dedicated her energy towards protecting reproductive rights, first as a PPNorCal volunteer and later as a board member (1997-2002) and the Public Affairs Committee Chair. She lived through the dangers of a pre-Roe world and was very concerned with what would happen should Roe be overturned. She and her beloved husband of 56 years, Oystein, have been generous in their loyal support of PPNorCal's mission.

As the mother of two daughters, Byrne knew how vital it is to give women the tools needed to make responsible choices for themselves. Byrne grew up in upstate New York as one of six children in an Irish-Catholic family. Inspired by her mother's career as a head nurse, Byrne became an x-ray technician. Between her experience in health care and growing up in a community with limited access to family planning, she quickly realized how important organizations like PPNorCal are in our society. She became a firm supporter of reproductive freedom and believed that the government should not interfere with this fundamental human right.

Byrne would have been 79 on May 8th. Her fearless legacy will continue to inspire us for decades to come.

Byrne Mathisen, as featured in PPNorCal's 2002 newsletter.

Creating a Lasting Legacy at PPNorCal

Many of our resolute supporters have included PPNorCal in their will. Consider joining them and making an impact for decades to come by including us in a charitable bequest.

To learn more, please contact Vice President of Development Lisa Moore at lmoore@ppnorcal.org.

DID YOU KNOW?

Infertility Care at PPNorCal

Did you know that endometriosis impacts at least 1 in 10 women? That's approximately **176 million women worldwide**. Because women are less likely to have their pain treated or taken seriously, even more cases go undiagnosed. Endometriosis is a reproductive health condition that often causes debilitating pain and can lead to infertility. Members of this community often call themselves "endosisters," honoring their shared experience.

At PPNorCal, we offer affordable fertility services. At our health centers, you can trust that your pain and experience will be taken seriously—regardless of income, age, gender, insurance, or immigration status. Individuals needing reproductive health care often experience barriers to this care due to health inequity gaps, including exorbitant cost of infertility services and availability of care. Economic, racial, and geographic disparities persist, and providers are often insensitive to low-income patients' reproductive health needs. Furthermore, uninsured individuals often have nowhere to go for specialty care like this.

PPNorCal is one of few providers that accept Medi-Cal and Family PACT public benefits, which cover the cost of the initial visit to address infertility concerns, which consists of preliminary counseling about options and next steps. We offer low sliding scale fees for clients wishing to move forward with testing to determine the specific causal issue. PPNorCal delivers three categories of tests to address three main causes of infertility. When appropriate, we provide referrals to low-cost providers offering treatment—including in-vitro fertilization (IVF).

PPNorCal celebrates endosisters' resilience this month and every month.



HIGHLIGHTS CONTINUED



In 2022, Women's History Month celebrates "Women Providing Healing, Promoting Hope." In the midst of the national reproductive health care crisis, it is important to take stock of the amazing service of countless health care heroes. PPNorCal celebrates the tireless work of health care frontline workers who provide healing and hope, even during the most challenging times. A special acknowledgment to PPNorCal's **Chief Operating Officer and Chief Medical Officer Dr. Sara Kennedy** who was designated by Assemblymember Rebecca Bauer Kahan as the 2022 Assembly District 16 Woman of the Year honoree. Dr. Kennedy shared that she proudly accepts the award on behalf of all our health care providers at PPNorCal!

San Francisco Flagship Health Center Anniversary

On March 8th, we celebrated the one-year anniversary of the opening of PPNorCal's San Francisco Health Center. **Thank you for standing with us and making this moment possible!**



Featured to the left: main floor lobby reception. To the right: second-floor reception lobby.

Your. Voice. Matters.

three ways to fight

 **SHARE**

Share your Planned Parenthood story.

 **GIVE**

Give to your local Planned Parenthood.

 **SUPPORT**

Become a supporter by signing up for email & text alerts.



Support Planned Parenthood Northern California! Make an appointment [online](#), connect to community, and get involved!

 **Planned Parenthood**
Care. No matter what.

Planned Parenthood Northern California
www.ppnorcal.org



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