

2012

Annual Report



**Planned
Parenthood**[®]
Care. No matter what.

The Mission

The mission of Planned Parenthood of the Pacific Southwest is to ensure broad public access to reproductive health care through direct service, education and advocacy.

Planned Parenthood believes in the fundamental right of each individual to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being.

We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy.

We further believe that such self-determination will contribute to an enhancement of the quality of life and strong family relationships.



“Planned Parenthood was always there for us, answering all the questions we had.”

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Dear Friends,



Darrah DiGiorgio Johnson
President & CEO

What a year we had in 2012! It was an exciting time to stand with Planned Parenthood and defend reproductive and sexual health care. When we face great challenges, it gives us the opportunity to test our strength. We saw an unprecedented level of legislative attacks against the right to choose and to access preventive care like contraception, cervical cancer screenings, and testing and treatment for sexually transmitted infections.

In Congress, there were more than a dozen votes on anti-women's health care measures. At the state level, there were 112 enacted provisions that limit access to care, 43 of which were directly related to restricting abortion access. We are so fortunate to have passionate and generous friends like you whose support made it possible to provide vital care for 142,863 patients through 304,690 visits this year.

Candidates for public office made some pretty outrageous comments about abortion care for rape victims. As providers of reproductive and sexual health care, we were deeply hurt by the insensitivity to our patients – and the callousness toward women and men who have experienced sexual abuse.

Time and time again, Planned Parenthood supporters showed their compassion and took to the phones, newspapers, and social media platforms to make their voices heard. There was no mistaking the message: Planned Parenthood stands by the community and the community stands by Planned Parenthood. One in five women in the United States will visit a Planned Parenthood health center at some point in her life. What a testament to the level of care we provide and the trust we have earned!

We know that our work is only possible because of two things: most importantly, our wonderful friends who continue to generously support our work providing health care; second, our volunteer Board of Directors, which has crafted a strategic plan that implements proven nonprofit business management practices aimed at providing excellent care in an efficient manner. We take very seriously our role as good stewards of your donations and work to ensure that our dollars are invested in providing outstanding patient care.



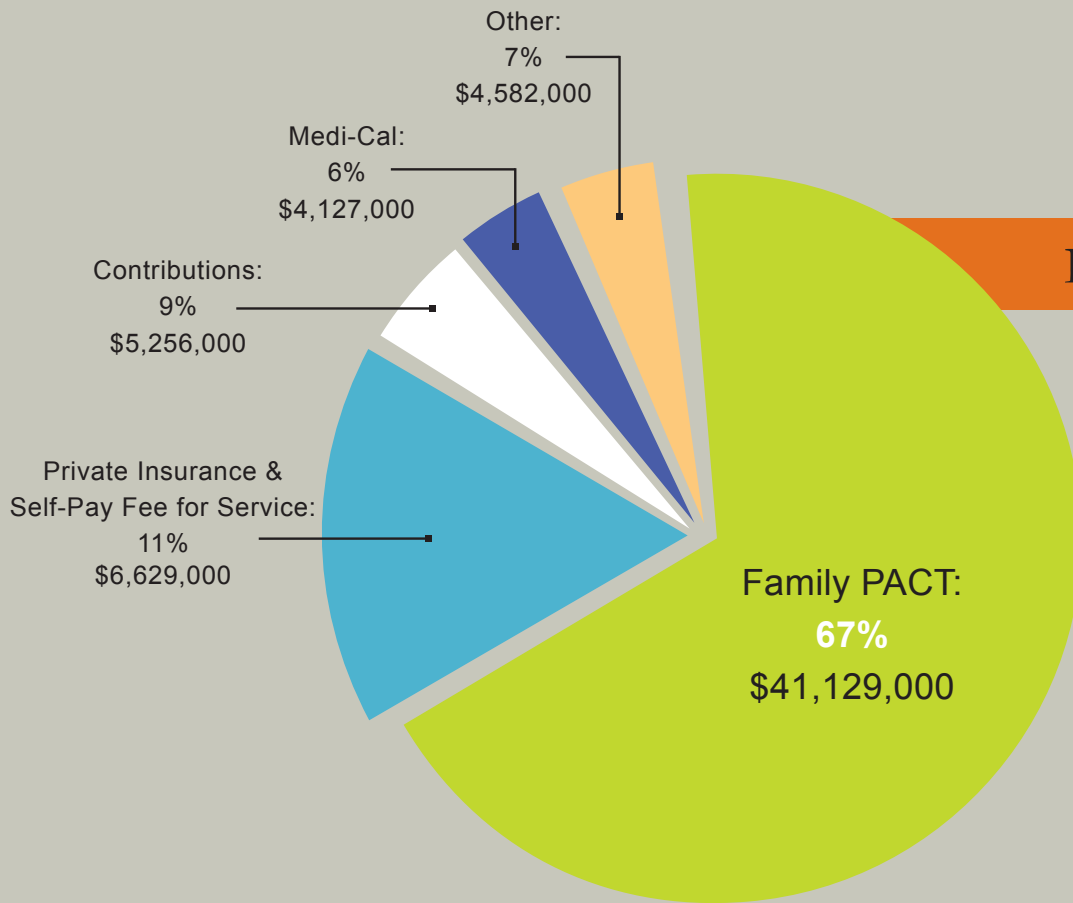
Jennifer Dreyer
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Thank you for your continued support of Planned Parenthood of the Pacific Southwest. We are stronger than ever before – and that's because of *you*.



“Just because we can’t afford to see a doctor doesn’t mean we don’t deserve to.”

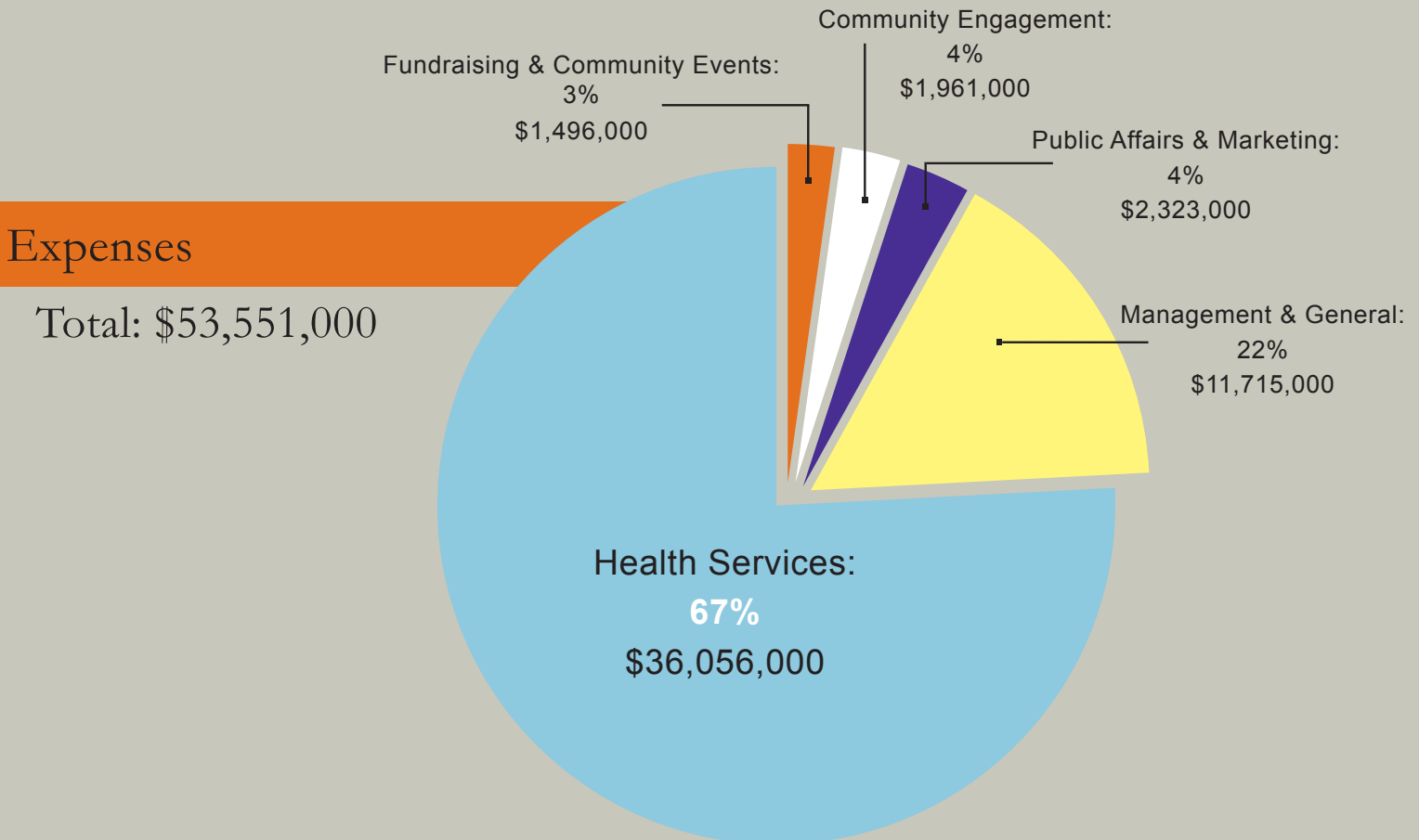
Financial Overview



Revenue


Total: \$61,723,000

Surplus for future: \$8,172,000



Expenses

Total: \$53,551,000



Thank you Planned Parenthood
staff for all the help. If it
wasn't for the staff here I
wouldn't know what to do. You
all are always so helpful. The
welcoming atmosphere helps me
relax and know that everything
will work out.

You are all lifesavers!

Thank you!
Tanya M



Patient Services



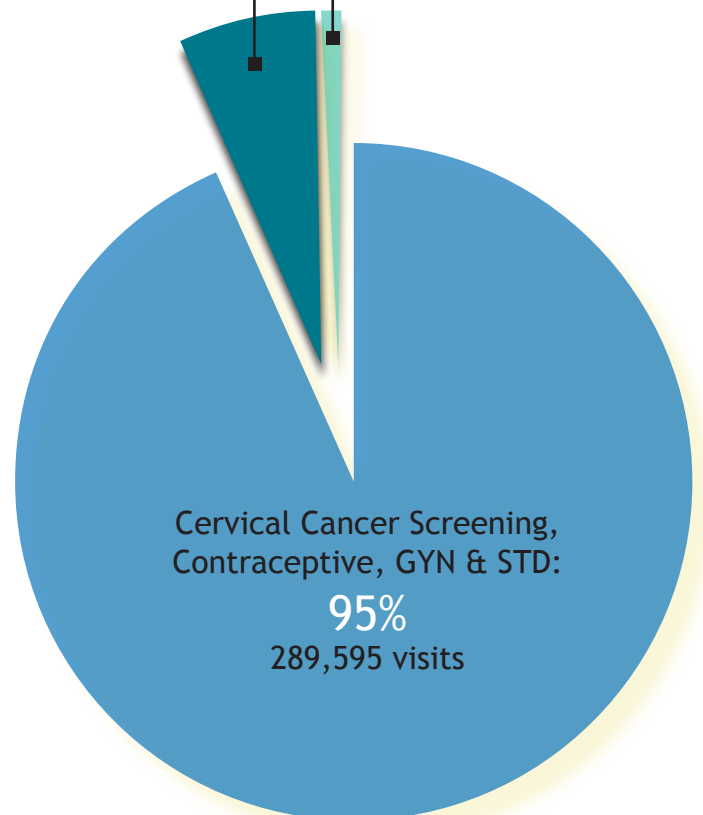
2012 Medical Visits

Total Patient Visits:

304,690

Abortion Procedures:
<5%
14,357 visits

Sterilization Procedures:
<1%
738 visits



Patient Services

This year we continued our focus on improving the efficiency, quality and relevance of the services we provide to our patients. Our aim is to ensure that our services are affordable, accessible, and patient-centered. President Obama signed the Affordable Care Act to aid in reconfiguring the health care environment to provide health care coverage to 1.4 million uninsured people in our tri-county service area.

- We served 142,863 patients through 304,690 health center visits, and performed 301,691 lab tests for chlamydia and gonorrhea and 82,759 HIV tests.
- We continued to create a stellar patient experience by implementing new approaches designed to improve the service to our patients. Our patients continued to give us positive feedback during the year with over 95% of them rating their overall experience Very Good or Excellent.
- We continued to expand our centralized case management program, which now provides follow-up care for cervical cancer screening and treatment in addition to follow-up on abnormal lab results. Our centralized case management program was recognized as a “best practice” nationally, as well as locally by foundations and donors. Our centralized case management increases the quality of follow-up care for our patients. Next year, we plan to integrate our breast follow-up care and referral process.
- We completed renovations to add exam rooms at the College Avenue Sarah Weddington Center, the First Avenue Michelle Wagner Family Planning Center, and the Carlsbad Isabella Center to reduce wait times for our patients and expand our capacity to see even more patients.
- Several technological changes were launched in the health centers that revolutionized the staff and



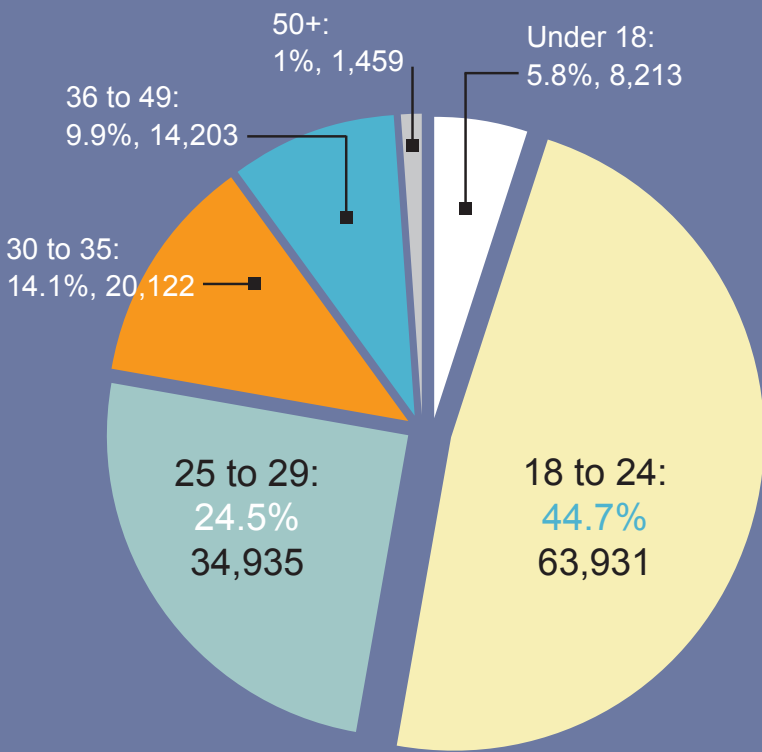
patient experience. We implemented a biometric, single sign-on process for fast and easy access to electronic medical records, electronic signature pads for patients to instantly sign their medical consent forms within their electronic medical record, and electronic prescribing to pharmacies.

- We worked to deepen key partnerships and increase knowledge of our breadth of services among community leaders and health care providers in the regions we serve, especially in Imperial Valley. For the second year in a row, our Rancho Mirage and Coachella health centers participated in the Future Physicians Leaders Summer Mentor Program, in which 12 pre-med students from University of California, Riverside shadowed our clinicians in order to encourage local youth to choose a profession in health care and return to the Coachella Valley to provide health services in the future. We partnered with North County Health Services, Family Health Centers of San Diego, and the Black Infant Health Program to increase ease and accessibility of patient health information to facilitate care coordination between organizations and improve health outcomes for our shared patients. We also launched several partnerships to better understand and support the needs facing commercially sexually exploited children and other victims of sex trafficking.

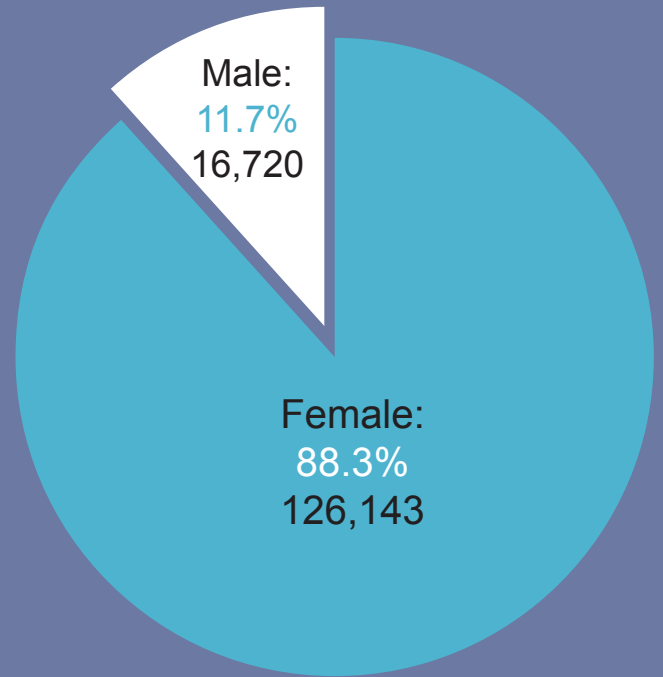
Patient Demographics

Total: 142,863

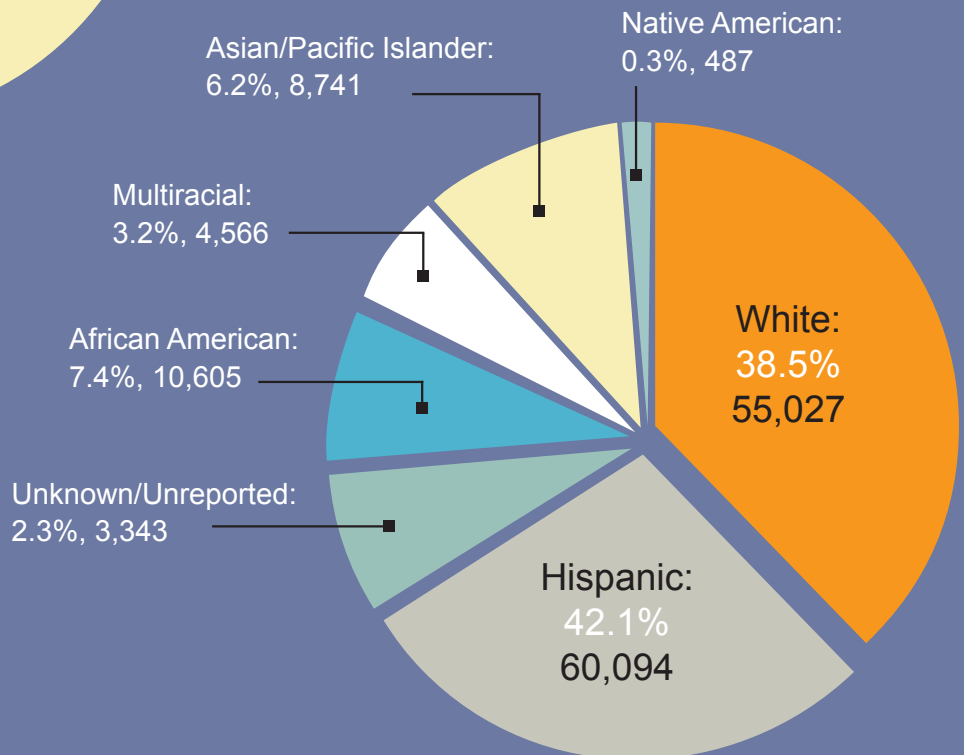
Patients by Age



Patients by Gender



Patients by Race/Ethnicity





“Without Planned Parenthood I would not be able to afford my LEEP procedure and my HPV (human papillomavirus) could have progressed to cancer. I am so grateful!”

Public Affairs

In 2012, Congress and state legislatures across the country continued to impose limits on access to reproductive health care. In spite of these attacks, the Obama administration introduced the inclusion of access to birth control and well woman exams, with no out-of-pocket costs, as a provision of the Affordable Care Act. The Department of Health and Human Services estimates that the lives of more than 47 million women were immediately impacted when this new rule went into effect. This commitment to women's health is one of the most progressive federal policies the reproductive justice community has seen since the repeal of the Global Gag Rule which prohibited the use of funds outside of the assistance already being provided for the education of abortion procedures and safety.



Every year, local teens, activists, and staff go to Sacramento to meet with legislators and discuss the importance of reproductive health care.

- At a time when other states were imposing laws to decrease access to reproductive health care, California set precedence with the passage of Assembly Bill 2348, a bill authored by reproductive justice champion Assemblywoman Holly Mitchell that allows registered nurses to dispense hormonal contraceptives to women as part of a standardized procedure, thus expanding timely access to birth control for women throughout the state.
- We extended our Healthy Neighborhood Outreach program to Riverside County. Through these efforts, volunteers have gone door-to-door, successfully reaching more than 800 households in the Moreno Valley area and informing residents about the low- to no-cost services and educational programs available at their local Planned Parenthood.
- Over the course of six weeks, our grassroots coordinators led teams of phone bank volunteers in San Diego and Riverside counties in one of the largest implementations of Planned Parenthood Federation of America's (PPFA) voter modeling, a process by which a targeted group of more than 100,000 voters in Riverside County identified as likely supporters of reproductive health. These supporters were contacted by phone bank volunteers to assess their support of access to birth control and Planned Parenthood. Identification of these supporters will be instrumental in our efforts to increase the number of supporters in Riverside County engaged in our advocacy efforts.
- Many Republicans have supported Planned Parenthood for decades because Planned Parenthood's work is

Public Affairs

consistent with Republican values of individual responsibility and personal freedom. However, as the attacks against reproductive freedom have moved from attacking abortion access to attacking basic reproductive health care, including birth control, Republicans for Planned Parenthood (RFPP) joined Republican Majority for Choice in organizing the first Republican-specific lobby day in Washington, D.C., in May. RFPP advocates represented California and joined more than 20 other participants from around the country to spend the day meeting with pro-choice Republican senators and Congress members and holding a special reception for pro-choice Republicans at the Republican Capitol Hill Club.

- Educating our elected officials on laws and policies that affect the communities we serve and our ability to provide services is an important part of the advocacy work the Public Affairs Department provides. In 2012, staff members conducted more than 80 local, state, and federal lobby visits with elected officials.



From left to right: PPPSW Board Member Sam Ward, Camille Stoval-Ceja, Senator Marty Block, Laurel Swerdlow, Vinton Eno, Olga Villeneuve, Jesus Gutierrez.

- This was the inaugural year for the Youth Leadership Academy (YLA). During the first half of the year, nine high school and college students were selected for a leadership-focused internship with the Public Affairs Department. Over five months, the YLA interns attended monthly training sessions where they heard from staff, board members, elected officials, and community leaders on topics such as professional communications, public speaking and meeting management, fundraising and event planning, advanced advocacy, and building and leading effective teams. Graduates of the inaugural class have since continued their work with Planned Parenthood and many have gone on to become employees, volunteers, and officers/founding members of their college's Planned Parenthood student organization (VOX).

- PPPSW hosted one of eight national Youth Organizing and Policy Institutes (YOPI) to train youth in local organizing. In September 2012, YOPI trained 87 activists between the ages of 18 and 24 to mobilize their communities around reproductive justice and sexual health. Through the three-day conference held at San Diego State University, YOPI engaged participants through workshops, supplying attendees with the skills and knowledge of the current environment surrounding Planned Parenthood nationally, while discussing the issues specific to California. Immediately following the training, activists were provided the opportunity to engage with advocacy efforts organized by Planned Parenthood Action Fund of the Pacific Southwest.



“Educating me about birth control and testing me for STIs has helped better prepare me for when I do decide to become a father.”



Tiffany C: Thanks so much! Your staff is always friendly and helpful. Without you my life would not be what it is today!

I greatly appreciate Planned Parenthood.

Community Engagement

In 2012, our Community Engagement (CE) programs experienced tremendous success, positively impacting the lives of 46,200 people; 36,061 through educational presentations and trainings, and 10,139 through community outreach efforts.

PPPSW's Community Engagement Department engages the region with bold, innovative strategies with the following goals in mind:

- Providing the most accurate sexual and reproductive health information to the community.
- Ensuring the community is well educated on topics related to sexual and reproductive health.
- Improving sexual health outcomes in the community.
- Enhancing the presence of Planned Parenthood in the community.

Binational Affairs & Latino Engagement Initiative

- We hosted two *AMIGAS de Planned Parenthood* luncheons, providing information and tools to key Latina leaders in our region about pressing issues in the Latino community. The events featured Mayra Alvarez, director of public health policy for the Office of Health Reform at the U.S. Department of Health and Human Services; and Ann Marie Benitez, Latino initiative senior manager for the National Campaign to Prevent Teen and Unplanned Pregnancy.
- As part of the Binational Health Week Coalition, we organized and participated in nearly 35 events in the month of October, including a Teen Forum in the Imperial Valley, Health Care Reform Forums in San Diego, and education at the Mexican Consulates, reaching close to 2,000 people.
- PPPSW hosted the 4th Annual Binational Dialogue on the Status of Women's Reproductive Rights in Mexico and the United States in partnership with 19 national and international organizations, providing relevant information and tools to 120 participants.



Alongside PPFA Global and the International Planned Parenthood Federation, Planned Parenthood of the Pacific Southwest unveils the first Teen Pregnancy Prevention Resolution at the 4th Annual Binational Dialogue.

Community Engagement

Education Outreach Program

- By training nearly 600 professionals in the region, we continued our long history of training teachers, parents, and other professionals on how to provide medically accurate, age-appropriate, comprehensive sex education in schools and community-based settings.
- As part of an agency-wide initiative to develop safe spaces, we created an LGBT (Lesbian Gay Bisexual Transgender) 101 session for all PPSW employees, and provided trainings on LGBT issues.
- To effectively tailor our services to the needs of each community we serve, we updated all of our existing presentations, outlines, and activities, and developed new “Puberty” and “Healthy Relationship” presentations.

Community Engagement, San Diego County



PPPSW Promotora Olivia Hernandez provides an educational presentation on STIs to a group of farmworkers in the Coachella Valley.

- Through our satellite services pilot program, our Chula Vista Health Center and CE team continued its partnership with Southwestern College to provide monthly on-campus testing for HIV and STIs. For most students, this was their first HIV test.
- More than 50 PPSW volunteers and staff marched in the San Diego Pride Parade to show support to the LGBT community. Staff and volunteers distributed condoms, dental dams, and informational cards to more than 6,000 parade watchers.

- As part of the Mid-City CAN Teen Sexual Health Momentum Team, we held three CORE events in 2012. Two events were held at high schools in City Heights and incorporated youth-empowerment workshops, music, dance, and a resource fair. One event was a conference for youth-serving professionals and included presentations about body image, the politics of reproductive health, and the core competencies of educators in the sexual health field.

Community Engagement

Community Engagement, Riverside County

- In 2012, we were granted more than \$1.7 million over the next three years through the California Personal Responsibility Education Program (PREP) to implement evidence-based programs throughout Riverside County. To reach more than 900 youth per year, PPPSW is implementing three curricula, more than any other CA PREP grantee, to meet the unique needs of the youth in our communities: Be Proud! Be Responsible!; Cuidate!; and Sexual Health and Adolescent Risk Prevention (SHARP). This is the largest grant of its kind that PPPSW has secured and it allows us to educate more youth in areas considered hot spots for STIs and teen pregnancy.
- We successfully completed the Community Clinics Initiative (CCI) and the Irene W. and Guy L. Anderson Children's Foundation grants. With funding from CCI, our promotor@s provided reproductive health educational services to more

than 4,000 adolescents and 10,000 adults in the Eastern Coachella Valley. The Anderson Children's Foundation grant allowed us to continue our efforts with high-risk youth in the Coachella Valley with the Joven Noble program, which focuses on character building and teen pregnancy prevention among Latino youth, and supported our work with Indio Juvenile Hall as we reached more than 150 youth in detention.

- Throughout Riverside County, our promotor@s program reached more than 20,050 people in 2012. They educated their neighbors in Riverside, Moreno Valley, Perris, and the Eastern Coachella Valley. In July, the Coachella City Council and its mayor, Eduardo Garcia, recognized PPPSW for the tremendous impact its promotor@s program has made in the region. Mayor Garcia also recognized the efforts of PPPSW with young men of color through the Joven Noble program.

Community Engagement, Imperial County

- In August, PPPSW met with local Imperial County leaders and community stakeholders to develop a better understanding of the community's perception of PPPSW and showcase the services PPPSW provides.
- We also met with organizations in Mexicali, Baja California, to develop a broader perspective of key issues impacting the region and emphasize the importance of our binational collaborations.
- In partnership with *Clínicas de Salud del Pueblo (CSDP)* and with the funding support of the Alliance Healthcare Foundation, we utilized technology to innovatively reach out to the Imperial Valley community. Through this pilot program, our promotor@s in the region educated 7,718 people, and referred 5,745 to access reproductive health services at CSDP.



Promotora Elizabeth Valdez provides education on STIs, cancer awareness, and safe sex to individuals at a bus stop in Calexico.



“From the moment we walked into the clinic the staff made us feel cared for, informed, and safe.”

Dear Planned Parenthood,

At 17 weeks pregnant I went in for an ultrasound. My OB/Gyn noticed something abnormal. He immediately contacted UCSD for a detailed ultrasound to rule out any anomalies. Right away an appointment was set up for the following Tuesday. Sure enough, it was confirmed that my baby had anencephaly. It was the most tragic news I had ever received in my life. The doctor explained our options and we decided to terminate as soon as possible. It was a devastating decision for us; however, it was the humane thing to do. We had planned for this pregnancy. We even waited to tell everyone after the 3rd month of my pregnancy since I had already gone through a miscarriage at 6 weeks back in August. We told our 3-year-old daughter that she was going to be a big sister and she just couldn't wait to meet her little sister.

My insurance company unfortunately would not cover a termination unless my life was in danger. UCSD helped my husband and I look into other options. We decided to go with Planned Parenthood. They were able to schedule an appointment for the following Friday. That week felt like an eternity for my husband, daughter and I. It did, however, give us a chance to say our final farewells to our "little peanut" (a nickname given by our daughter).

The reason for writing this letter is to thank the staff at The Michelle Wagner Center. Everyone that I encountered from start to finish was so helpful and compassionate. They made a devastating situation easier to deal with. We had carefully planned for this child; unfortunately, it wasn't meant to be. By the time the day came around I was mentally and physically ready. Emotionally I had not prepared myself; however, everyone calmed my fears and comforted me until the end. I am so grateful that these services are available to all women. It's a heartbreaking decision a family needs to make, but with such great people, it eased the pain and the fear.

Sincerely,

Sarah H.

2012 Donors - Thank You



Thank you to the following donors who made gifts in 2012 to generously support the mission of PPPSW and enable us to continue our vital work in our three-county region.

Every attempt has been made to ensure accuracy in the donors list. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors by calling the Development Department at 619-881-4604, or emailing hwatchler@planned.org.

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“I give, bequeath and devise (dollar amount or description of asset) to Planned Parenthood of the Pacific Southwest, now or formerly located at 1075 Camino del Rio South, San Diego, CA 92108, to be used for its general charitable purposes.”

Planned Parenthood of the Pacific Southwest is a tax-exempt organization. Any bequest is fully deductible for federal estate tax purposes. To plan a bequest for a specific purpose, please contact Pam Becker, Director of Major Gifts and Planned Giving at 619-881-4531, or email pbecker@planned.org.

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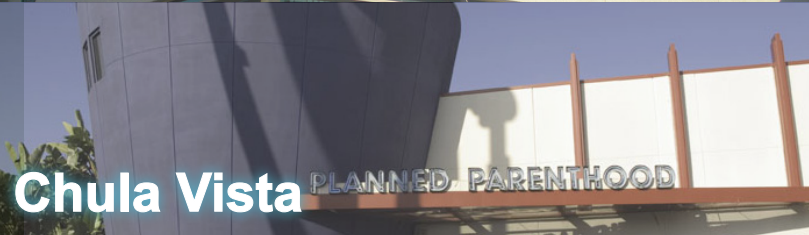
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Riverside Administration Center
7899 Mission Grove Parkway South
Suite A
Riverside, CA 92508
951-222-3160

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Escondido, CA 92025

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