



**STRONGER**

**T H A N E V E R**

F Y 2 0 1 6

ANNUAL  
REPORT



# "You are our heroes on the frontlines!"

– Jane\*, Operations Manager and Community Partner, Oakland, CA

In a year of unprecedented nationwide attacks on Planned Parenthood from anti-abortion rights extremists, presidential candidates vowing to defund us and legislators who want to severely restrict access to reproductive health care, Planned Parenthood Mar Monte has done more to serve our patients and received more support from our communities than ever before. We enhanced services to focus on

more personalized care, expanded patient access, provided more education programs for teens and young adults, successfully advocated for legislation that improved access to reproductive health care and education, and attracted a wealth of new supporters, including many young social media activists in California and Nevada.

\*Name has been changed

**“I will always stand with you as you did with me when I was a scared teenager in need of your services. Thank you from the bottom of my heart.”**

– Julie\*, San Jose, CA  
social media post

**“I’m a minister, and I wholeheartedly support Planned Parenthood. I believe the work they do is sacred work because Planned Parenthood cares for the poorest among us.”**

– The Rev. Darcy Baxter, Unitarian  
Universalist Fellowship, Modesto, CA  
*Published in the Modesto Bee, Opinion  
Columns and Blogs – June 6, 2016*

While an anti-abortion rights group released a video campaign of lies about Planned Parenthood in July 2015, PPMM was busy preparing to open our newest health center in South San Francisco. Although local opponents of reproductive health care tried to stop our forward progress for this health center, PPMM triumphed in court and plans to open it in the fall.

When our Modesto health center was damaged in an arson attack, hundreds of supporters in the community and beyond stood with us, including a local pastor who championed PPMM’s “sacred services” in a newspaper commentary. The center was back to full service within 2 weeks.

While extremists in Congress tried to defund Planned Parenthood, PPMM helped California schools implement an updated Sex Education law, improved health center productivity to see more patients, joined a lawsuit to defend young women in foster care who had been prohibited from using birth control and helped to pass 20 pieces of legislation in California.

In the face of the sustained assault on Planned Parenthood, our supporters in both states came forward by the thousands – including many college students and nearly twice the number of donors as in 2015 – to advocate for us online, volunteer at our health centers and increase the number of gifts to PPMM by 60% from the previous year. Our patients alone, the vast majority of whom are low-income, donated \$961,031 to support our work.

Instead of being intimidated by the fraudulent video campaign, we joined a federal lawsuit to hold accountable those who launched the attack. Instead of being thwarted by the attacks, we thrived and gave more women, men, teens and families improved access to the top quality health care that they can find nowhere else. In 2016, PPMM is stronger than ever thanks to our unwavering supporters.

**“Volunteering at Planned Parenthood makes me feel like I am part of the fight and on the right side of history.”**

– Serena\*, Watsonville, CA  
Advocate/Volunteer/Donor

**“I will not stand for this continual malicious attack strategy!... I’m more ready than ever now to have the back of the most dedicated and efficient women’s health organization on the planet.”**

– Talia\*, location unknown,  
social media post



# HEALTH CARE

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PPMM helped patients take charge of their own health care by offering Online Appointment Scheduling (OAS), and we continued a new system of personalized care that allows patients returning to our centers to see the same group of health care professionals for their individual needs. In addition, we continued to accept walk-in appointments, including groups of teens who often prefer to access services together.

**410,877** Total Visits  
**364,700** STD Screenings  
**347,266** Family Planning Visits  
**47,835** Breast & Cervical Cancer Screenings  
**24,163** LARC Visits  
**21,293** Family Medicine Visits  
**18,450** Other Reproductive Services\*  
**16,943** Abortions  
**2,423** Prenatal visits

\* Includes lab only, pregnancy diagnosis, gestational estimate, post AB medication, exam no AB, post AB aspiration, spontaneous abortion, missed abortions, Laminaria insert, sterilizations, and options counselling



- Our brand new, spacious Coliseum health center in East Oakland provides a broad scope of reproductive health care, including long-acting reversible contraception (LARCs), colposcopy, STD-testing and treatment, and abortion services.
- Integrated Behavioral Health services were launched or enhanced at our Santa Cruz/Westside, Watsonville and Redwood City sites. Many patients report having depression or anxiety that may be associated with being new parents or the pressure of working and raising families, and behavioral health services are in high demand at these health centers.
- We consolidated our services in Visalia at our larger satellite site to meet the increased demand of patients in the area.

"I have had nothing but professional and positive experiences at Planned Parenthood. Even during some of the most difficult times of my life, I knew this was a safe place I could go to get the health care I needed without judgment, ridicule or bias..."

– Lelia\*, Former Patient/Volunteer/Donor  
Watsonville, CA



- PPMM has expanded our patient-engagement efforts, including patient surveys, to monitor feedback and more closely tailor our services to accommodate patients' busy lives.
- A campaign launched this year to increase patient satisfaction has yielded increased health center efficiency, decreased patient wait-times and resulted in many positive reviews.
- We have upgraded health center waiting rooms to welcome more patients, including parents who may not have available child-care during their appointments. We have customized the sites that provide Family Medicine to have more play space and other child-friendly enhancements.

# EDUCATION & OUTREACH



Despite dwindling public funding for education programs, our award-winning Education team helped school districts in our California service area with the state's expansion of mandatory Sex Education while continuing to help reduce the number of unintended pregnancies in California and Nevada and combat the spread of STDs in both states.



- PPMM educators provided updated curricula and training for middle and high schools in our California region to effectively implement the state's new Sex Education requirements which emphasize unbiased information about HIV-prevention and teaching skills that reinforce healthy behavior.
- Educators have expanded a compelling series of peer programming throughout our service regions in Nevada and California, empowering teens and young adults to promote reproductive health, social tolerance and healthy relationships in their communities. PPMM Peer Educator groups in Sacramento, Salinas, Merced, Bakersfield, Stockton and Modesto made presentations in classrooms, at health fairs, during street outreach and via social media.
- Health Services staff trained Young Teen Specialists (YTS) in every health center to see patients who are younger than 15. We now have 250 YTS staff, including nine registered nurses, with the skills and resources to ensure the kind of care that is necessary to protect these patients from coercion, intimate partner violence, and other kinds of abuse, and to talk to them about healthy relationships.



## Individuals reached through educational presentations:

- 29,514** Individuals and organizations in the community
- 20,857** Elementary through High School students
- 5,262** Youth through peer outreach
- 531** Parents and caregivers
- 483** Professionals who work with youth\*
- 383** Members of the farmworker and migrant community

\* Social workers, probation staff, public health nurses, science teachers, principals and curriculum administrators

## Program participants:

**367** Adolescent Family Life Program/Cal-learn  
Case management services for teen parents ages 12-20

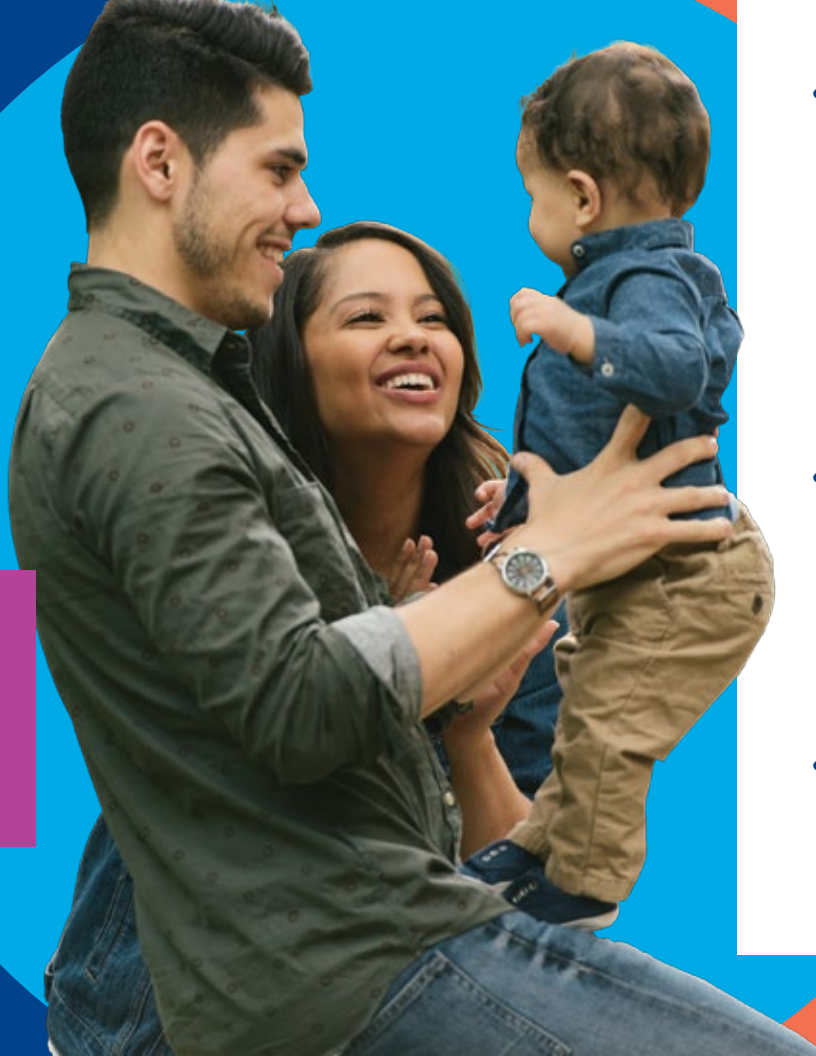
**232** Teen Success  
Support groups for pregnant and parenting teens

**35** Teen Talk  
An intensive weekly program for girls, ages 11-14,  
who are at very high risk for unplanned pregnancies

"Through Teen Success, I have gained profound motivation, power, self-worth and knowledge... I have learned so much about life and parenting, and with the help of my facilitators, I gained more courage to be a proud teen mother and still reach for my dreams."

– Linda\*, High School Student and Teen Success member  
Sacramento, CA

*\*Name has been changed*



- The Opportunity Youth Partnership (OYP), led by Kids in Common, PPMM's child advocacy program in Santa Clara County, continued to make inroads on behalf of youth who have been disconnected from school and work. OYP has established support services for drop-outs, secured 26 local employers who are committed to hiring opportunity youth, and become an acknowledged leader in the county among non-profits that are invested in this group of young adults.
- Teen Success, PPMM's nationally recognized support groups for pregnant and parenting teens, awarded 16 Morgan Scholarships to teens throughout our California and Nevada service area to help young moms pursue post-secondary education in 2017. In PPMM's 12 Teen Success groups, 97% of participants are enrolled in school and on target to graduate.
- Our Nevada educators partnered with the Center for Excellence in Disabilities to bring a comprehensive 16-week Sex Education course to adults with developmental disabilities in Reno.

# ADVOCACY



While many state legislatures doubled down this year on efforts to pass bills that restrict reproductive health care, PPMM's tireless advocacy work has helped improve access to reproductive health care in California, protected reproductive rights and engaged new supporters in our communities, on campus and online.

**774,260+** Social media impressions  
**487,770** Urgent action emails sent to activists  
**407,250** Total supporters in database  
**119,860** Actions taken by individuals to engage the public or influence public policy  
**24,781** Email activists  
**14,152** Volunteer hours  
**1,067** Social media posts  
**169** Capitol Day attendees  
**89** Coalition partners  
**89** Positive news stories about PPMM



- The three top-priority bills that PPMM supported in California were enacted in 2016, including the California Healthy Youth Sex Education bill that we co-sponsored; a law that expands health care coverage to new immigrants; and a law that uses technology to make it easier for patients in remote areas to have access to health care.
- Our social media followers used our sites to vent their frustration with the attacks on Planned Parenthood and to state their steadfast support of what we do. We saw a 15% increase from 2015 in the number of actions taken by individuals in response to PPMM email campaign and we effectively used paid social media channels to reach and engage new audiences.
- We have significantly expanded our outreach among teens and young adults who lobby on behalf of our programs and services, including youth leadership development programs at the University of Nevada-Reno campus and at the Fresno State campus in California. Many of these young people attended their first Capitol Day lobbying event in California this year.

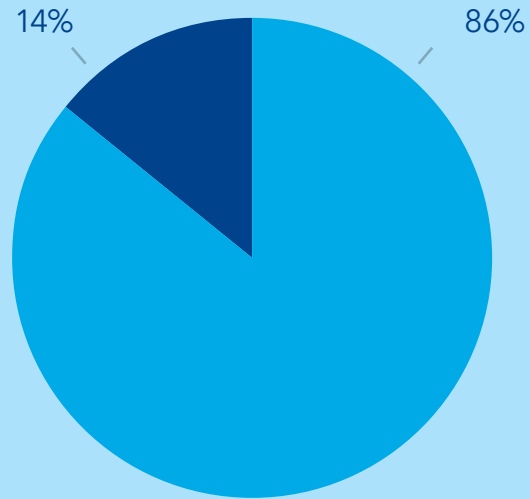
“I was honored to be a part of Planned Parenthood’s Capitol Day because I felt that I was officially a part of something bigger than myself. I loved being a part of an organization that fights for women’s rights to their own body and reproductive health.”

– Jen\*, Peer Educator and first time Capitol Day attendee  
Stockton, CA



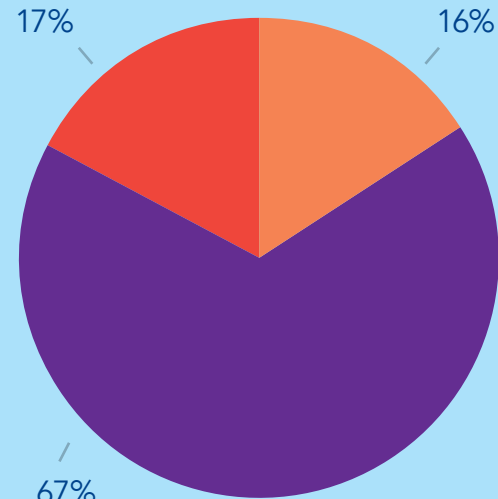
- We have had more than 11,000 views of two short advocacy videos we created that feature patients telling their own PPMM health care stories and show the number of patients who receive a myriad of services in only one week at our health centers. An excerpt from one of our videos was shown on the U.S. Senate floor as testimony for why Planned Parenthood services must not be defunded.
- Despite resistance in the Nevada legislature, we were able to block a "transgender bathroom" bill that would have infringed on the rights of transgender people.
- In the Silicon Valley region, PPMM has become a respected authority on reproductive justice policy, including frequent speaking presentations at universities such as Stanford, UCSF School of Medicine and Nursing, San Jose State and Laney College in Oakland.

# CLIENT DEMOGRAPHICS



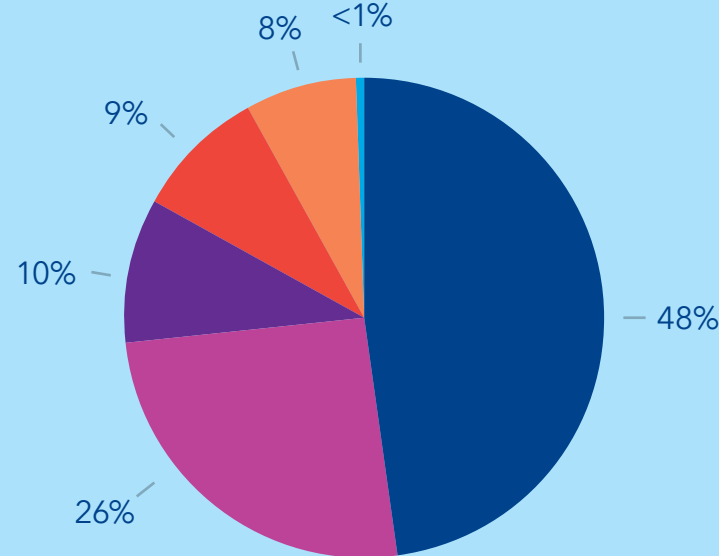
## GENDER

Female	191,877
Male	31,428
Other	10
<b>Total</b>	<b>223,315</b>



## AGE

19 and under	35,635
20 to 34	149,203
35 and over	38,477
<b>Total</b>	<b>223,315</b>



## ETHNICITY

Latino	107,020
White	57,048
Asian/Pacific Islander	21,738
African American	19,788
Multi-racial/Other/Unknown	16,804
Native American/Alaskan Native	917
<b>Total</b>	<b>223,315</b>

## Of the 223,315 patients served by PPMM in FY16:

**71%** live below 100% of the Federal Poverty Level (2016 FPL annual income for one person is \$11,880)

**92%** live at or below 200% of the Federal Poverty Level

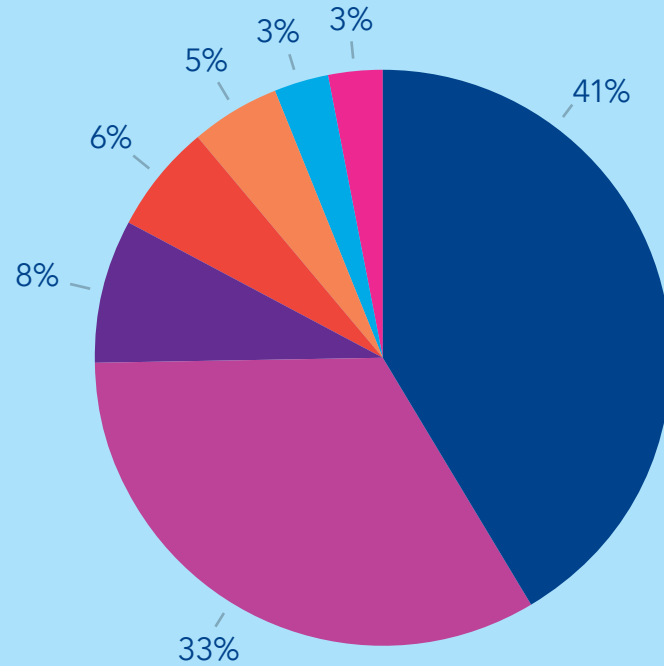
**43%** are insured by Medi-Cal

**42%** are covered by California's Family PACT program, which provides contraceptives for those living up to 200% of FPL, and who don't have ACA insurance.

# FINANCIAL OVERVIEW

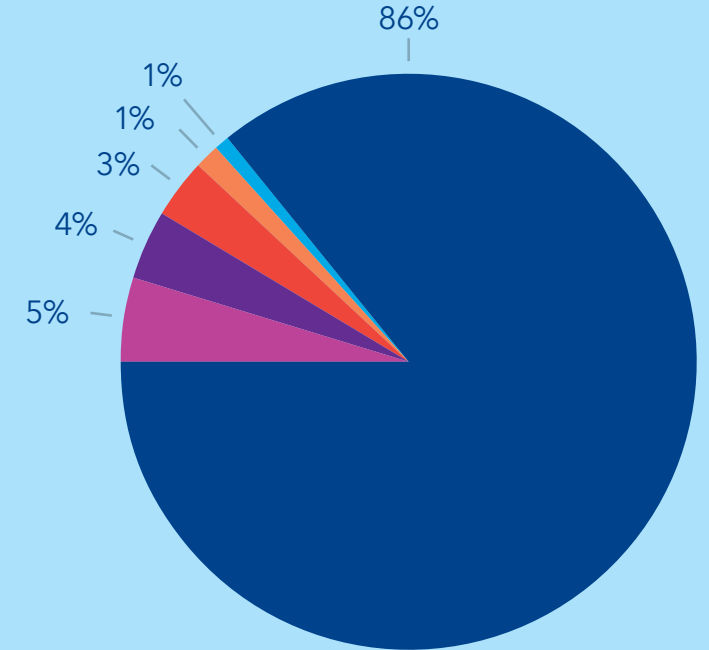
## SOURCES OF FUNDS

● Medicaid and Related	\$39,750,004
● Family PACT	\$32,083,020
● Private/Fee for Service	\$7,334,288
● Contributions	\$6,023,831
● Govt Grants/Contracts	\$5,166,352
● Contributions-Foundations/Corps	\$3,283,221
● Other	\$2,708,344
<b>Grand Total</b>	<b>\$96,349,060</b>



## USES OF FUNDS

● Clinic Services	\$82,799,009
● Management/General	\$4,706,462
● Education	\$3,717,786
● Public Affairs	\$3,048,583
● Fundraising	\$1,442,617
● Marketing	\$634,604
<b>Grand Total</b>	<b>\$96,349,060</b>



FY16 Financials, which include both PPMM and MMCC numbers, are unaudited and are subject to change upon completion of PPMM's external financial audit.

# HEALTH CENTER LOCATIONS



-  Executive and Administrative Offices
-  Coverage Area

## CALIFORNIA

- 1 Alameda County**  
Hayward\*  
West Oakland  
Oakland-Coliseum
- 2 Fresno County**  
Fresno:  
Family First  
Fulton Street  
Community Site
- 3 Kern County**  
Bakersfield
- 4 Madera County**  
Madera
- 5 Merced County**  
Merced
- 6 Monterey County**  
Salinas  
Seaside
- 7 Placer County**  
Roseville
- 8 Sacramento County**  
North Highlands  
Sacramento:  
B Street  
Capitol Plaza  
Fruitridge
- 9 San Joaquin County**  
Manteca  
Stockton:  
Eastland Plaza  
North  
Tracy
- 10 San Mateo County**  
Redwood City  
San Mateo  
Community Site
- 11 Santa Clara County**  
Foothill College  
Gilroy  
Mar Monte  
Community Clinic  
Mountain View  
San Jose:  
The Alameda  
Blossom Hill  
Eastside
- 12 Santa Cruz County**  
Santa Cruz  
Watsonville
- 13 Stanislaus County**  
Modesto
- 14 Sutter County**  
Yuba City
- 15 Tulare County**  
Community Site
- 16 Yolo County**  
Woodland

## NEVADA

- 17 Washoe County**  
Reno

## BOARD OF DIRECTORS

- Cole Wilbur  
*Chair*
- Cathryn Rivera-Hernandez  
*Immediate Past Chair*
- Genevieve Shiroma  
*Vice Chair*
- Tanuja Bahal  
*Treasurer*
- Francisco Silva  
*Secretary*
- Sono Aibe  
Katherine Aitken-Young  
Janine Bera, M.D.  
Esther Franco  
Joan Gallo  
Karen Grove  
Latika Malkani  
Margo Piscevich  
Trig Rosenblatt  
Diane Van Maren  
Linda Williams  
Nicole Winger

## MANAGEMENT TEAM

- Linda Williams  
*President and CEO*
- Rayroz Dodson-Crawford  
*Chief Financial Officer*
- Liz Figueroa  
*Vice President, Public Affairs*
- Dorothy Furgerson, M.D.  
*Chief Medical Officer*
- Dominique Lee  
*Vice President, Patient Services*
- Stephanie Merrell, MPH  
*Chief Operating Officer*
- Rochelle Noone  
*Vice President, Human Resources*
- Gianni Troian  
*Vice President, Information Technology & HIPAA Security Officer*
- Catherine Valentine  
*General Counsel*
- Patricia Williams  
*Chief Development Officer*

## AFFILIATE OFFICES

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Fresno, CA 93728  
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- 201 29th Street, Suite A  
Sacramento, CA 95816  
916-325-1700
- 316 N. Main Street, Suite 100  
Salinas, CA 93901  
831-783-6339
- 4555 Precissi Lane  
Stockton, CA 95207  
209-472-6670
- 455 West Fifth Street  
Reno, NV 89503  
775-321-8711

## ADMINISTRATIVE OFFICES

- 1691 & 1746 The Alameda  
San Jose, CA 95126  
408-795-3600

## EXECUTIVE OFFICES

- 1605 The Alameda  
San Jose, CA 95126  
408-795-3600





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