

## LETTER FROM OUR CEO

Dear Friend,

The last two years have been particularly challenging. I am hopeful that 2019 will bring about new and wonderful possibilities for all. We are grateful for all that you do to advance reproductive health care, including supporting Planned Parenthood Northern California (PPNorCal).

In 2019, we are ready to continue advancing the high-quality care we are known for. PPNorCal is strongly positioned to move these efforts forward as newly elected Governor Gavin Newsom has demonstrated his commitment to sexual and reproductive health care with a proposed budget containing a significant investment in reproductive services. If passed by the State Legislature, this budget would be historic – the largest state investment in reproductive health care services.

We also acknowledge our own congressional leader, Nancy Pelosi, in her return as Speaker of the House. Under her leadership the House of Representatives welcomes a record number of diverse women. The majority of these Representatives hold supportive stances on birth control, sex education, and abortion. This support is essential as attacks on these issues and on Planned Parenthood continue—largely via regulatory and administrative actions within federal agencies.

We have made great progress, but challenges remain ahead. You have our commitment to stay focused on providing high quality, compassionate care—without stigma or judgment—to every patient that walks through our doors, no matter what.

Thank you for standing with us!



Gilda Gonzales  
President and CEO  
Planned Parenthood Northern California

### San Francisco Flagship Update



Our Flagship project continues to progress. Floor plans are finalized, soft demo is complete, and the seismic retrofit is underway for the next few weeks. Construction will commence in 2019 with completion in 2020. This Flagship is crucial, as our San Francisco health center serves the largest volume of patients of all PPNorCal sites and has reached capacity at our current location. Our continued presence is essential in San Francisco, which has the highest rates of HIV and Gonorrhea infection of all California counties.

# 2019 ACTS OF COURAGE



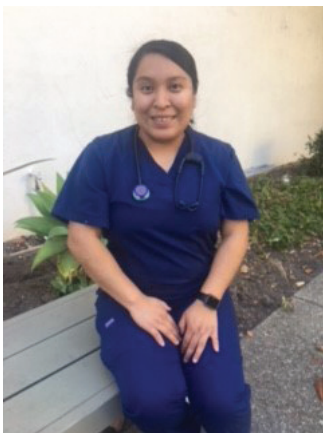
Join us for Acts of Courage bringing together our boldest supporters. Let's gather as a community for the party we've needed since 2016. We'll enjoy a great cocktail party with hors d'oeuvres and signature drinks, a photo booth, and activities. Internationally-renowned DJ Samantha Ronson will activate the celebrating and dancing.

Thursday, February 21, 2019  
Bimbo's 365 Club, San Francisco  
Ticket price: \$99

**PURCHASE TICKETS  
TODAY!**

## FEATURE STORY

### PPNorCal Staff Highlight



#### Amaris Ramos

The shortage of health care providers continues to be one of Planned Parenthood Northern California's greatest challenges. To address this need, we are seeking to raise \$850,000 as part of our Innovative Investment Phase of our Second Century Capital Campaign. This fund

will allow PPNorCal to compete with for-profit health care providers by providing competitive incentives, like a student loan repayment assistance program, and a scholarship program for existing PPNorCal staff pursuing career advancement.

We seek to attract quality clinicians, and most importantly, to encourage our existing staff to grow with us. Staff like Amaris – a Reproductive Health Specialist who provides exemplary health care while also pursuing her dream to become a clinician. This is her story:

As a first generation college student raised by a single mother in a low income community, the only health care system I knew was the local free clinic in my neighborhood. My mother would wake up at 6:00am to walk to the clinic to stand in line for a number. After

### PPNorCal Supporter Highlight



#### Linda Kramer

Last month, PPNorCal became the fortunate recipient of hundreds of t-shirts donated in honor of Linda Kramer, an extraordinary human being and supporter of women's rights. Here is her story:

Linda Kramer was a woman ahead of her time. While working in publishing in New York City in the early 1960's, she chose to wear flat shoes instead of heels and this was emblematic of how she did everything—not letting the opinions of the establishment deter her from her path. One of Linda's core beliefs was that women deserve to have a voice and be heard, and that they should be in charge of their own bodies. She fiercely supported strong women in politics, business, and community.

She moved to the San Francisco Bay area in 1966 to raise her family, work in investments and publishing. Linda's greatest gift to the world of books was an inherent knack for bringing out the true essence of a story—and she used this same gift to create an inspired idea in 2014. What if she could produce a t-shirt with a positive message on the sleeve? In collaboration with her daughter and a family friend, she created Wutby (We Used to be Young). The cotton was sustainably sourced, and the



## PPNorCal Staff Highlight Continued

receiving her number, she would return home, get her children ready for school and return to the clinic two hours later. She would wait another 45 minutes to be called back for an initial screening. After the screening, she would return home to do housework for two hours before returning to see a physician. My mother spent seven hours of her day waiting to receive the care she needed. Her undocumented status and lack of English meant the free clinic was the only health care she had access to.

Being a child of an undocumented parent inspired me to provide care for those in need through the work I do at Planned Parenthood. I love what I do but I want to do more. I am currently attending Contra Costa College for my registered nurse license. I hope to eventually continue with my education and become a Family Nurse Practitioner. I want to give back to my community.

To learn more and/or support our Innovative Investment Phase call (925) 887-5232 or email [info@ppnorcal.org](mailto:info@ppnorcal.org).

## PPNorCal Supporter Highlight Continued

shirts were American grown and sewn. Linda was proud to have started a new venture in her 80's, setting an example for how to stay engaged in life no matter one's age. Linda passed away in December 2017 after a brief illness. In her memory and to support her vision for Wutby, her partners made a donation of over 900 t-shirts to PPNorCal, helping to fulfill Linda's mission in the world.



*PPNorCal staff were recipients of the t-shirts.*

# HIGHLIGHTS



On January 19, Women's Marches were held nationwide. Our President/CEO, Gilda Gonzales took the main stage at the San Francisco's Women's March delivering a rousing and powerful speech. PPNorCal is proud to once again have joined our progressive partners for the #WomensWave mobilization to protect and advance the progress we've made as a movement dedicated to equity and justice for all.





## A CALL TO ACTION #GIVINGTUESDAY



Thank you to everyone who donated during “Giving Tuesday” on November 27, together we raised \$13,000! Your donations support critical health care and education to 138,000 individuals this year.



## Pink Out Day

Our sister organization, Planned Parenthood Northern California Action Fund, celebrated Pink Out Day in San Francisco and Eureka on October 13. Pink Out Day is a celebration of Planned Parenthood’s anniversary. To acknowledge Planned Parenthood’s 102 year milestone, San Francisco City Hall and a redwood tree in Eureka were lit pink in recognition.



# SOCIAL MEDIA CORNER

## Historic U.S. Midterm Elections

The 2018 U.S. midterm elections were historic on multiple fronts. A diverse set of candidates won big in states all across the country, after people voted at record levels. These elections broke records for:



Early-voter turnout in a non-presidential election

The number of female candidates running

The number of female candidates elected

The number of LGBT candidates running

The number of women of color running

The youngest woman ever elected to Congress

The first Native American women elected to Congress

The first Muslim women elected to Congress

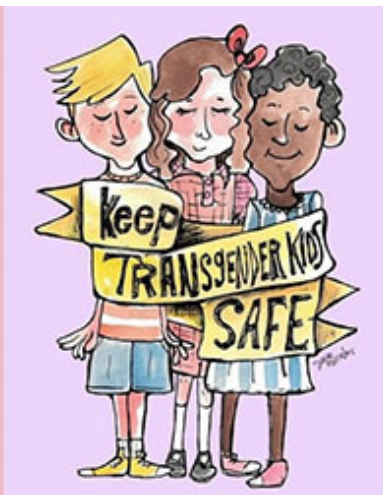
The first openly bisexual US Senator

The first openly gay governor

## Transgender Awareness Week



@Regran\_ed from @londontransclinic



@Regran\_ed from @trevorproject,  
Art by @DamiAnimated

November 12-19 we celebrated Transgender Awareness Week. We are proud to stand with transgender and non-binary people. Transgender Awareness Week helps raise the visibility of transgender and gender non-conforming people, and address the issues the community faces.



# 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](https://www.plannedparenthood.org/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](https://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...

then only 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](https://www.ppnorcal.org)



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