

NEVERTHELESS WE
PERSISTED

FY 2017 ANNUAL REPORT

In the century since Planned Parenthood first opened its doors, we have mastered the art of fighting for the rights of our patients and communities. Some organizations would be paralyzed by repeated legislative attempts to shut them down and block access to their vital services. But we have a secret weapon – you.

This year, your overwhelming support meant we could offer patients greater access to essential health services, including expanding testing and treatment for sexually transmitted infections that pose a severe public health threat to many counties we serve. You also empowered our education teams to forge new community partnerships, rescue important programs for young people and ensure that schools can comply with California's updated sex education law.

In 2017, beginning with the historic Women's March, you and your families responded with unprecedented determination, resisting federal efforts to "defund" Planned Parenthood so

that our doors could stay open for more than 200,000 Planned Parenthood Mar Monte (PPMM) patients. You enabled us to join with other Planned Parenthood affiliates in California and work with the Governor to significantly increase reimbursement rates for reproductive health care as well as successfully lobby for a bill in the Nevada State Legislature that protects family planning funding.

What does PPMM mean to our patients? We are a safe haven for so many, like vulnerable young people, those without health insurance and even a woman who came to us with her teen daughter for treatment and protection immediately after the girl had escaped from sex-traffickers. We are an educational resource for thousands, like the teen parents who drove to one of our health centers without even a car seat for their newborn. They left PPMM with information about breast-feeding, contraceptive care, a referral to a nearby pediatrician – and carrying their baby in a new car seat.

With federal funding in constant jeopardy, it is your support that allows us to continue providing services to those who can receive this care nowhere else. In 2017, two thirds of our established donors increased their generous gifts to PPMM, and we welcomed tens of thousands of new donors as well.

Together, PPMM and our supporters persisted in the fight to improve the quality of our patients' lives and protect this indispensable health-care sanctuary. We will be sustained by the momentum and energy of all of you who have risen up to make every family a healthy family and every community a healthy community. No matter what.

HEALTH CARE



The need for PPMM's preventive health care services came into sharper focus than ever before in FY17, and it will only escalate if the Affordable Care Act is repealed. PPMM met the increased demand for birth control services, testing and treatment for sexually transmitted infections (STIs) and family medicine – even as many patients feared they would lose affordable, quality care. In the first 3 months following the 2016 election, we saw a 26% increase in IUD appointments as compared to the prior period. While politicians focused on eliminating affordable health care, PPMM was busy providing it and offering a safe haven for our patients.

- PPMM participated in Santa Clara County's Primary Care Access Program (PCAP), which provided affordable health care services for uninsured low-income adults, including new immigrants who don't have health insurance.
- Our Visalia health center in California's Central Valley received Title X family planning funds that allowed us to expand health care-access in Tulare County by increasing our hours and services, including

to neighboring Kings County – which has **no other resource for low-cost reproductive care or confidential health services for teens.**

- Because Bakersfield and Kern Counties have extremely high rates of syphilis, PPMM is partnering with the California public health department to screen all women of reproductive age in these high-risk counties. The department has also asked PPMM to provide patients **with a much-needed treatment that is unavailable at many local public health clinics.**
- PPMM was one of the first affiliates to pilot online scheduling for medication abortion. This enables easy access for patients to book abortion appointments online, and nearly 18% of our medication abortion appointments are now booked this way.
- PPMM launched new HIV-prevention services at all of our locations with the introduction of pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP), medication designed to reduce the risk of contracting HIV from an HIV-positive partner.

“As a young teen, coming from an abusive home, Planned Parenthood was my only hope for preventive women's health care. They taught me how to check my body and know when to get screened for disease and for cancer. They are an integral part of any community and, I feel, have saved my life many times over.”

– Alison*, patient,
Washoe County, NV

*Name has been changed

396,484

Total visits

365,880

STI screenings

337,512

*Family planning visits
(Includes pregnancy tests/counseling
and sterilizations)*

44,090

Breast & cervical cancer screenings

21,290

*Family medicine visits
(Includes adult and pediatric care visits)*

19,783

IUD & implant visits

18,069

*Other reproductive services
(Services related to abortion)*

17,884

Abortions

1,729

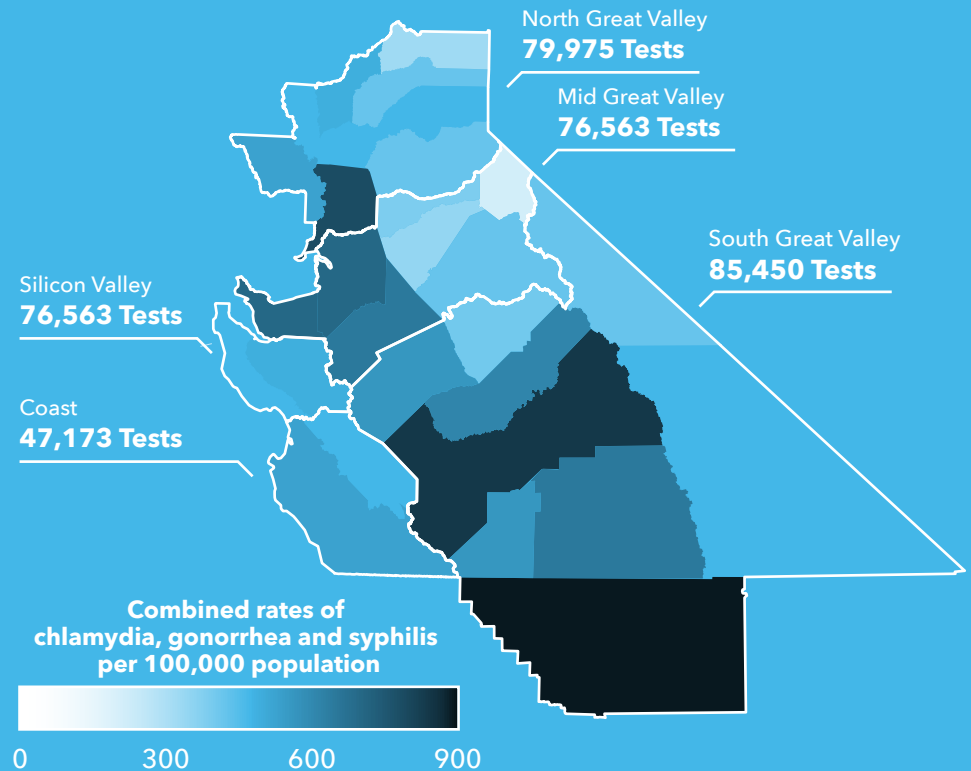
Prenatal visits



California's STI Epidemic

California's rate of sexually transmitted infections is at a 20-year high, disproportionately affecting adolescents and youth. Females and gay and bisexual men are also at higher risk.

In FY17, PPMM conducted over 365,000 STI tests within the California counties that are most in need of testing and treatment. Most STIs are curable and some are only treatable. But, loss of access to affordable treatment in these counties could have devastating, lifelong effects and accelerate the spread of the epidemic.



EDUCATION



PPMM educators dramatically expanded the reach of their innovative school curriculum, tailored to California's updated school sex-education mandate, showing again why they are a highly respected community resource. The curriculum was thoroughly revised to be inclusive of all gender identities and sexual orientations as well as all races, ethnic and cultural backgrounds.

In addition to ensuring that all students received comprehensive, unbiased sexual health education and the most current HIV-prevention information, our educators continued to promote safer sex and pregnancy-prevention as well as expand crucial outreach about testing and treatment for sexually transmitted infections in counties that have some of the highest rates of teen births and STIs in California.

PPMM educators' community outreach continued to focus on promoting positive and safe relationships, including information about preventing dating violence. The team also continued to teach more effective communication about sex and health within families and intimate relationships.

• In the past fiscal year, PPMM educators' updated curriculum was instrumental in more than doubling the number of schools they helped bring into compliance with California's sex ed law – from 19 schools in FY16 to 50 schools in FY17.

"I knew about consent before, but Planned Parenthood helped me a lot to clarify what consent is, my right to utilize it, and in what situations it's not OK to continue sexual activity."

– Jen*, Bay Area high school student

*Name has been changed

• Updated lessons in the PPMM sex ed curriculum about safety and prevention include the most current information about relationship-abuse and sex-trafficking. The lessons also feature a renewed focus on healthy behaviors and communication, including time allotted to discuss active consent.

• In Santa Clara County, PPMM's Education caseworkers and the Public Affairs department played a key role in the establishment of the new Teen Parent Support Program (TPSP), which the Board of Supervisors agreed to fund after the local program lost state funding in FY17.

• Educators forged new community partnerships with other safety-net providers, conducting workshops for local homeless families and individuals, teen groups, senior citizens, and those with intellectual disabilities. Educators also hosted education and resource events that benefitted our Teen Success group members and their families.

• PPMM provided professional training to over 700 people who work with youth on how to have open conversations about puberty, safe sex and healthy relationships.

• Peer educators and Promotores, volunteer youth and young adults trained by the PPMM Education department, were instrumental in extending our outreach capacity. This included Peer Educators making school presentations and hosting the first Education social media "Tweet Up," highlighting Get Yourself Tested (GYT) Month.

Program Participants

328

*Teen Parent Support Program/Cal-Learn
Case management services for teen parents ages 12-20*

216

*Teen Success
Support groups for pregnant and parenting teens*

Individuals reached through **1,455**
educational presentations and outreach events:

37,806

Individuals and organizations in the community

24,786

Elementary - high school students

6,531

Individuals through Peer Educator and Promotores outreach

689

Parents and caregivers

709

*Professionals who work with youth
(Social workers, probation staff, public health nurses, teachers,
principals and curriculum administrators)*



ADVOCACY



“2017 has been the first year I’ve participated in marches and rallies in support of organizations I believe in. So, in my case at least, it is not just the young that may have taken women’s and human rights for granted. I know I need to do better and stand up for those rights.”

– Ella*, mother and advocate, San Jose, CA

*Name has been changed

During the most formidable congressional attacks against Planned Parenthood in a generation, PPMM’s Public Affairs team launched a strategic advocacy plan with thousands of supporters in California and Nevada to stop legislation that would repeal the Affordable Care Act (ACA), decimate Medicaid and eliminate funding for Planned Parenthood.

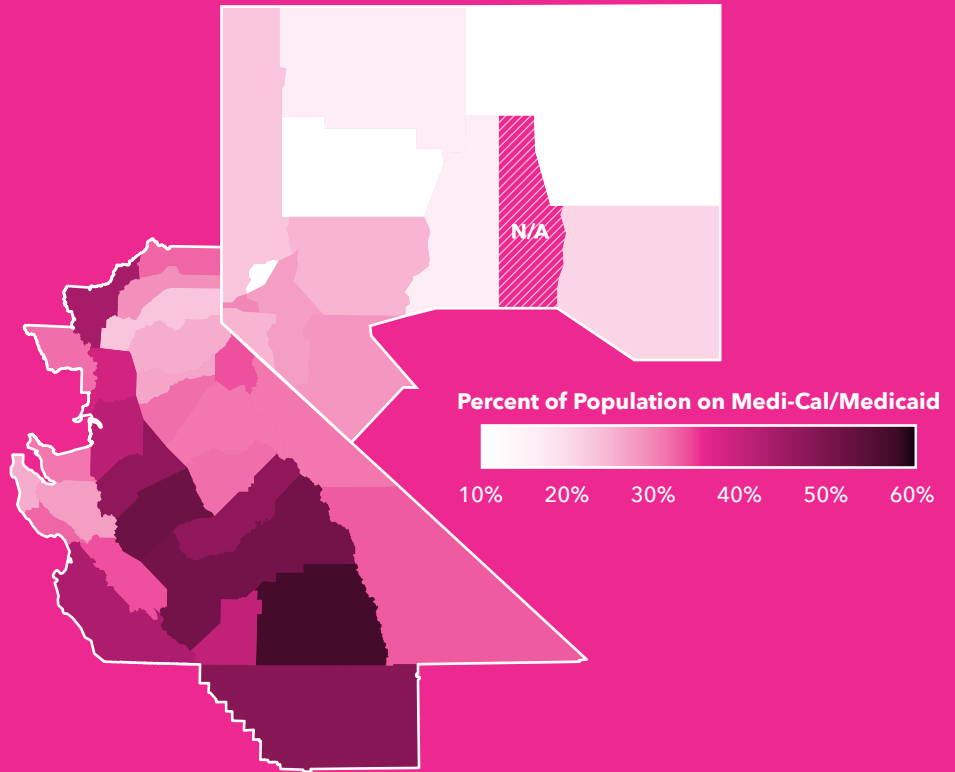
Spurred by the national Women’s March, a political awakening that marked the beginning of a powerful grassroots resistance, more than 170,000 PPMM supporters in California and Nevada mobilized at rallies and legislators’ town hall meetings to oppose federal legislation that would leave the great majority of our patients without health care.

In California, we worked with other affiliates, lawmakers and the Governor to significantly increase reimbursement rates for Medi-Cal, the state’s Medicaid program. In Nevada, we partnered with coalition groups to help pass a law that protects preventive health benefits provided to women through the ACA. This legislation was signed by governors of both major political parties, an encouraging display of bi-partisan support for family planning in the two states we serve.

- In FY17, years of tireless advocacy with the California affiliates helped lead to a significant state budget increase in reimbursement rates for medical services, including \$50 million for women’s health care.
- PPMM, in coalition with community partners in Nevada, played an instrumental role in the creation of a state grant program that will establish funding for family planning services – including in rural Nevada – if the ACA is repealed.
- In FY17, PPMM partnered with more than 100 organizations and groups to fight federal attacks on reproductive justice policies. We stood in solidarity with labor, communities of color and new immigrants to protect access to affordable health care, immigration, affordable housing and bans on carcinogenic pesticides near schools.
- In February, more than 6,300 PPMM supporters counter-demonstrated against 228 protestors at 16 PPMM health centers in California and Nevada, showing the power of PINK.

Patients in PPMM Service Area Rely Heavily on Medi-Cal

Eleven of the 16 California counties that PPMM serves are heavily dependent on Medi-Cal and benefitted from the Medi-Cal expansion Act under the Affordable Care Act. Counties including Tulare, Merced and Fresno, that have more than 50% enrolled in Medi-Cal, would be the hardest hit by Medi-Cal cuts and loss of access to our services. Although Nevada Medicaid enrollment grew by 90% as a result of Medicaid expansion, reliance on Medicaid in Nevada is low relative to California.



2,265,320

Urgent action emails sent to activists

1,421,046

Social media impressions

400,322

Total supporters in database

42,362

Email activists

2,998

Voters registered

1,560

Social media posts

300

Capitol Day attendees

128

Presentations and lectures

100

Coalition partners

102

News stories and interviews



WE ARE PLANNED PARENTHOOD

PPMM Supporters are patients, donors, staff, volunteers and community partners. We all have our own story and our own personal connection to Planned Parenthood. As vital members of the PPMM family, we care deeply about our patients, our staff and our mission.

In FY17, supporters expanded PPMM's impact in our communities through virtually every department of the affiliate. You stood with our patients as volunteer escorts, extending a comforting arm at health centers to those who came to us for care. You made all the difference at special events, including the Peninsula Breakfast and the Roe Luncheon. You were our ambassadors at Pride parades and regional fundraisers like the Human Race in Santa Cruz.

Volunteer photographers supplied the marketing team with high-resolution images of our health centers and PPMM events. Groups of dedicated seniors knit hundreds of pink Power Hats for us to exchange for donations, and volunteers stepped up to deliver cakes to health center staff for Planned Parenthood's centennial birthday celebration.

Staff volunteers and peer educators participated in outreach at dozens of events sponsored by our ardent supporters. PPMM supporters hosted house parties, business events, art auctions and performances, with proceeds benefitting our affiliate and patients. Some of you volunteered to help out with administrative work in our health centers and even to drive Pride parade floats!

Together, we persisted despite those who would eliminate our trusted, essential care – and our supporters inspired us every day. We all stepped in and stepped up to keep PPMM strong in FY17.





“Planned Parenthood is not just about abortion, but about good, supportive and real health care for all women. It is about your right to seek the type of care that is right for you at any given moment. That is freedom. That is American. That needs to be protected.”

– Ramona*, former patient and supporter, Placer County



14,138 *Volunteer hours*

781 *Active volunteers (+60% from FY16)*

566 *Escort shifts taken*

OUR CLIENTS

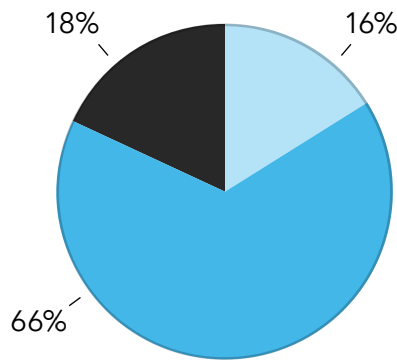
Of the 217,278 patients served by PPMM in FY17:

71% live below 100% of the Federal Poverty Level (2017 FPL annual income for one person is \$12,060)

94% live at or below 200% of the Federal Poverty Level

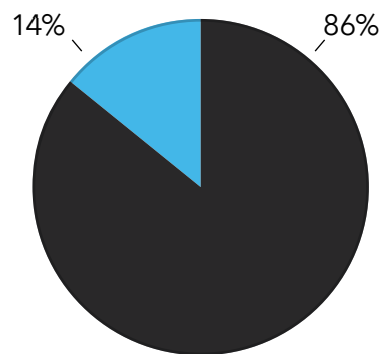
45% are insured by Medi-Cal

38% are covered by California's Family PACT (Planning, Access, Care and Treatment) program, which provides contraceptives for those living up to 200% of FPL, and who don't have ACA insurance.



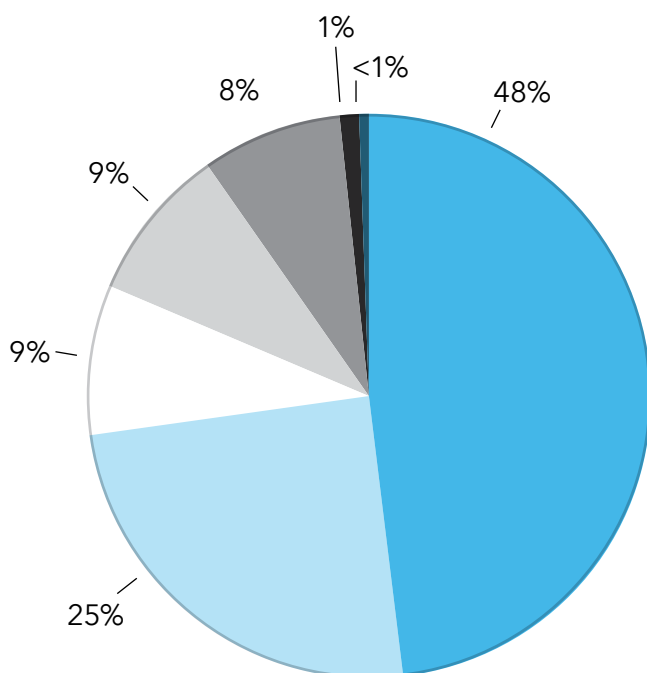
AGE

19 and under	34,884
20 to 34	144,026
35 and over	38,368
Total	217,278



GENDER

Female	186,014
Male	31,256
Other	8
Total	217,278

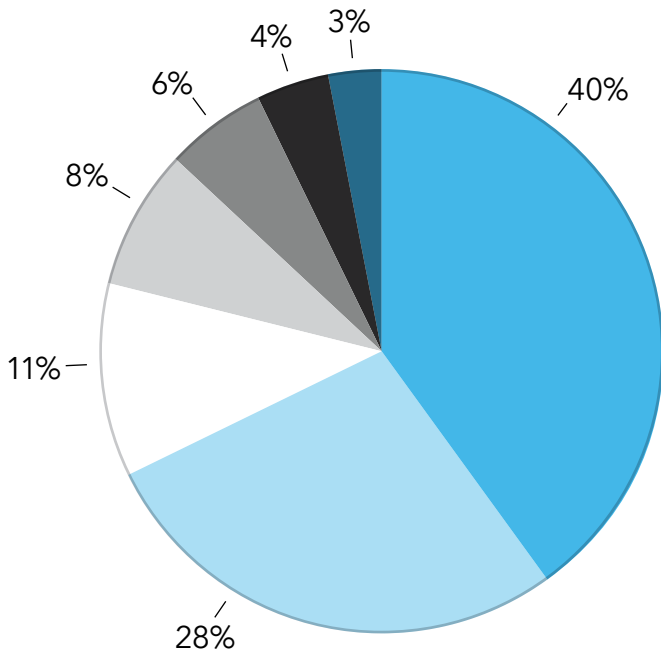


ETHNICITY

Latino	104,686
White	53,491
Asian	18,808
Black or African American	19,781
Multi-racial, Other, or Unknown	17,306
Native Hawaiian or Other Pacific Islander	2,313
American Indian or Alaska Native	893
Total	217,278

FINANCIALS

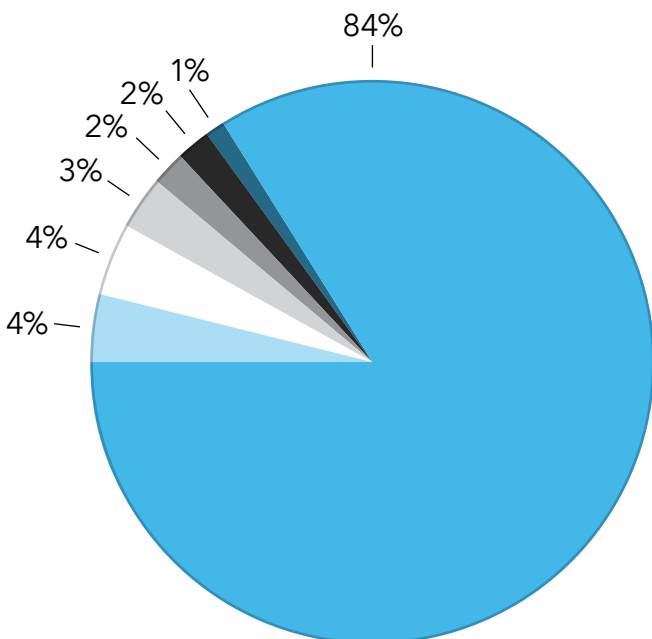
FY17 Financials, which include both PPMM and Mar Monte Community Clinic numbers, are unaudited and are subject to change upon completion of PPMM's external financial audit.



SOURCES OF FUNDS

Medicaid and Related	\$38,739,062
Family PACT	\$26,603,734
Contributions	\$10,286,628
Private/Fee for Service	\$8,276,652
Govt Grants/Contracts	\$5,442,311
Contributions-Foundations/Corps	\$3,751,544
Other*	\$2,801,797
Grand Total	\$95,901,728

*Lab contract services fees, trade discounts, unrestricted interest, rental property income and miscellaneous revenue (such as medical record copy fees)

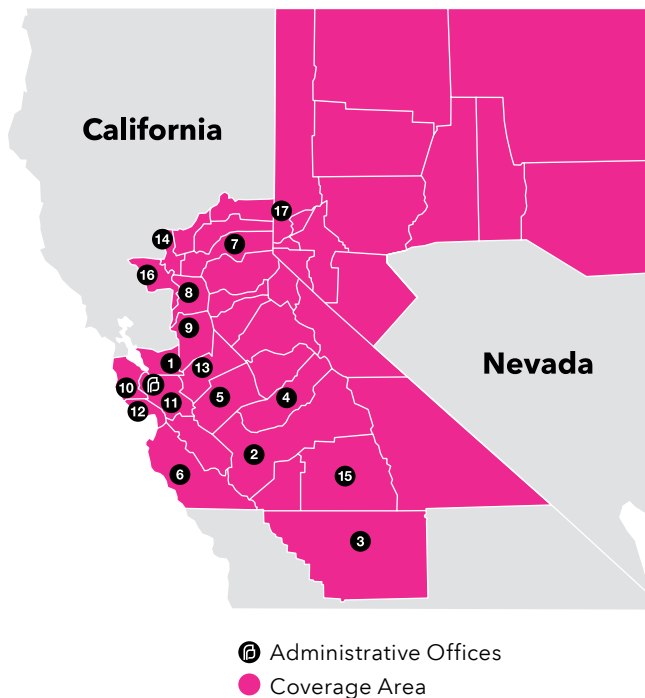


USES OF FUNDS

Health Center Services	\$80,313,470
Management/General	\$4,297,451
Education	\$3,987,270
Public Affairs	\$2,638,446
Replenish Reserves*	\$2,301,905
Fundraising	\$1,737,207
Marketing	\$625,979
Grand Total	\$95,901,728

*Replenish reserves for capital expenditures and support of programs and services

HEALTH CENTER LOCATIONS



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
South San Francisco
- 11 Santa Clara County**
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**
Visalia
- 16 Yolo County**
Woodland

NEVADA

- 17 Washoe County**
Reno

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Our mission is to ensure that every individual has the knowledge, opportunity, and freedom to make every child a wanted child and every family a healthy family.