

ANNUAL REPORT 2019 - 2020



Planned Parenthood[®]
Northern California

Message from our Board Chair and CEO



MISSION STATEMENT

Planned Parenthood Northern California generates healthier communities through the delivery of quality sexual and reproductive health care services.

Dear Planned Parenthood Northern California (PPNorCal) Supporter,

In the Planned Parenthood world, we often say we're in this together. There is no clearer evidence of this than now. This moment is very unsettling for many reasons with the same difficult challenges experienced throughout our communities. Responding to the coronavirus overwhelmingly defined PPNorCal's work during the last months of our Fiscal Year 2020 (FY20) which launched on July 1, 2019 through June 30, 2020.

By January 2020, we were experiencing one of our strongest years in providing patient care, and then in February, the COVID-19 crisis began to emerge. We are proud of PPNorCal's proactive approach to ensuring our patients, staff, and supporters' safety. We quickly shifted all health center operations to meet CDC recommendations, made it easier for staff to work from home, and cancelled all in-person gatherings for the foreseeable future.

We continue to remain focused on effectively providing health care services to our patients in the safest way possible. We know that with COVID-19 still present in our communities essential sexual, reproductive care cannot wait or be delayed.

In the final month of FY20, we celebrated several U.S. Supreme Court decisions. One struck down a medically unnecessary Louisiana abortion restriction and prevented states throughout the country from further deteriorating abortion access for now. Others protected the highly successful DACA program and prohibited employers from discriminating against the LGBTQ+ community. We hope you share our excitement with these Court decisions.

Like many of you, we are feeling the effects of this prolonged crisis. We are working hard to support one another because it is the only way to support those who need care. So, we extend our heartfelt thanks for your continued support and commitment to PPNorCal. We remain resilient because you continue to stand with us!

This FY20 annual report summarizes Planned Parenthood Northern California's activities from July 1, 2019 - June 30, 2020. We invite you to enjoy the highlights of our work.

Be well and take care,



Nicole M. Barnett

Nicole M. Barnett, RN, MBA, DHSc
Chair, Board of Directors



Gilda Gonzales

Gilda Gonzales, MPA
President and CEO

We Are Health Care

Accreditation Success

Planned Parenthood Northern California (PPNorCal) staff and board worked hard to prepare for accreditation, which took place December 2-12, 2019. We're very excited to share that PPNorCal received the highest designation of "Fully Accredited." For two weeks, the on-site review team visited health centers, conducted interviews, cross-examined our processes and procedures, audited medical records, and carefully looked at every one of our departments. Not only did we pass accreditation with no significant findings, but we also received high accolades. Several surveyors shared exceedingly complimentary remarks about the care we provide and our rapport with patients.

WHAT IS ACCREDITATION?



Accreditation helps protect the Planned Parenthood Trademark and ensure delivery of high-quality care. It is an appraisal of policies, practices, and programs every 3-4 years.



Administered by the Accreditation and Evaluation Department (AED) within the Health Care Division of Planned Parenthood Federation of America.



Innovative Research

PPNorCal remains committed to advancing knowledge in science and public health by participating in meaningful research.

This past year, we conducted a pre-clinical specimen collection study and are participating in a clinical study in partnership with a diagnostics company developing a new rapid chlamydia and gonorrhea test

for multi-site testing. This test will provide results in less than 30 minutes instead of 3-4 days, which is the current standard practice.

The first portion of the study aimed to establish the settings of the test. The second study, launched in Q4 with enrollment ongoing, aiming to evaluate the test's sensitivity and specificity in female specimens. Helping to bring this point-of-care test to market will have a meaningful and critical influence in elevating patient care at PPNorCal and beyond.



Providing Essential Health Care Amid a Pandemic

The COVID-19 public health crisis presented us with unprecedented challenges in continuing to provide essential care to our patients.

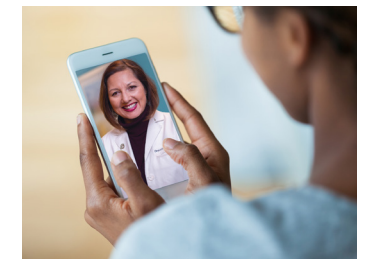
Using the guidance from the California Department of Public Health (CDPH), the Centers for Disease Control and Prevention (CDC), and under the

leadership of our Chief Medical Officer, Dr. Sara Kennedy, we are ensuring the safety of our patients and staff. Proudly, all 17 health centers remain open, providing timely health services, including abortion.

Before COVID-19, the other emerging public health risk was the rising rates of STIs. PPNorCal continues to lead in responding to the STI crisis by increasing the screening, diagnosis, and treatment of gonorrhea, chlamydia, and syphilis.

By providing essential reproductive health services, we are crucial to the overall health care system's success, as we keep patients out of hospitals and emergency rooms. We also established a highly successful telehealth program during this pandemic, now serving 20% of our total patient volume.

This public health crisis demonstrates the critical importance of investing in all levels of the health care safety net. PPNorCal is proud to provide reproductive health care and remain a trusted resource for sexual health information, during and after this crisis.



We Are Community

Case Management Services

This fiscal year, the PPNorCal Case Management team in Solano County continued to deliver frozen and fresh food to our families who experience food insecurity. Our collaboration with the Food Bank of Contra Costa and Solano has allowed us to provide 1264 bags of food to 68 families.



Additionally, our Case Managers provided critical wrap-around support services to approximately 120 clients by supporting them with services like; transportation assistance, temporary housing/rental assistance, job referrals, and general support to ensure the clients enrolled in high school or college graduate successfully.

We Are Education



Our Education team provides communities with comprehensive, medically accurate, age-appropriate sexual health education to students, community-based organizations, teachers, and health professionals. Our presentations and materials are compliant with the California Healthy Youth Act (CHYA) and are available on a variety of topics tailored for each audience. This past year, our education team launched our Online Education Initiative and has delivered sex education via Webinars and Facebook Live to over 13,000 individuals. Some Webinar topics included: *How to Answer Difficult Sex Ed Questions*, *How to be an Askable Adult*, and *Understanding Sexual Identity*.



Our peer education theater group, Spare Change, completed the year with 15 participants. Spare Changers attended at least 50 hours of professional pieces of training hosted by PPNorCal staff and other community-based organizations. Due to COVID-19, all teachings and performances had to be canceled. Instead, Spare Changers spent their time making audio and video recordings and graphic art pieces to increase social media youth engagement.



10,274
students
were provided
with comprehensive
sex education



10,706
people
were connected
through various
outreach events



269
people received
professional
development
training
via 16 sessions



13,000
people viewed
12 Facebook Live
"Sex Ed Friday"
broadcasts

We Are Stronger Together: Fundraising Support

Acts of Courage

On February 27, 2020, we gathered with fierce supporters for our annual Acts of Courage event at Bimbo's 365 Club. We were so grateful to be joined by the dynamic sex-expert Dr. Ruth K. Westheimer and celebrity comedian Greg Proops. Together in conversation with PPNorCal CEO Gilda Gonzales, the room was full of laughter, determination, and inspiration. The electric energy of the evening could be felt by everyone as we enjoyed delicious food, signature cocktails, and celebrated our many PPNorCal accomplishments! We are grateful to all our generous supporters for coming together for an unforgettable evening of celebration.



PPNorCal Community Ambassadors

To honor our wonderful Pop-Up event hosts and keep our supporters engaged during social distancing, we created the PPNorCal Community Ambassadors. This group will respond to different tasks and challenges throughout the year. From hosting fundraisers on social media to sewing face coverings for our health centers – our Ambassadors will serve as key allies in advancing our Planned Parenthood mission. To learn more or become a PPNorCal Community Ambassadors, contact us at info@ppnorcal.org.

Pop-Up Events

We are so grateful for the passion and dedication of our supporters throughout Northern California. Pop-Up events are supporter-led fundraising initiatives that vary from comedy nights to cocktail parties. Partnerships such as these help us to raise crucial funds while expanding our outreach. This year we were thrilled to be the beneficiary of many popular events including:

- SF Bake Sale for Planned Parenthood, where over 30 local bakers came together to bake for reproductive rights;
- Honoring Our Allies - cocktails for a cause event at the San Francisco Aquarium;
- Witches Walk, a women's led march in Lafayette; and
- Numerous house concerts, parties, and brunches!



We Are the Future

The Safe Haven Campaign

To continue offering inclusive, comprehensive sexual/reproductive care to those who need it the most, we are proud to announce the Safe Haven Campaign. Together, we will act boldly to build a better, more equitable future for all our patients. We have set a goal of \$2,000,000 by January 2022, which will reduce disparities in access to health care and secure our haven.

Recruiting & Retaining Providers - Retain the best providers, amidst a national shortage of health care workers	
Growing Our Own Providers - Invest in entry-level staff who seek to pursue a clinical degree allowing us to grow our own providers	
Patient-Centered Support - Provide support to patients seeking care beyond their immediate community and invest in telehealth technology to reduce barriers for those with limited access to care	



San Francisco Flagship

The new San Francisco PPNorCal Flagship Health Center will be completed this year. Construction was paused in March to address the shelter-in-place order and implementation of new guidelines to ensure the on-site workers' health and safety. Despite these issues, we continue to make progress

and will meet our plan of completing the project later this year.

The flagship will allow us to care for more patients, improve their overall experience, and significantly reduce the wait time to schedule an appointment. Demand for our services in San Francisco reached record highs in the past years, so the flagship's opening is critical to the health and well-being of our community.

Our vision of creating a bold, beautiful, safe space for our patients is becoming a reality – thank you to our supporters and community partners!

We Are Advocates

Choices Breakfast

On January 24, 2020, Public Affairs held our annual Choices Breakfast in Eureka to celebrate the anniversary of *Roe v. Wade*. Clergy for Choice was the 2020 recipient of the Champion for Choice Award. President and CEO Gilda Gonzales moderated a panel that included two of our rural clinicians and Planned Parenthood Affiliates of California, Chief Legal Counsel Maggy Krell.



San Francisco City and County Legislation

Public Affairs worked with the San Francisco Board of Supervisors to adopt legislation that was a first of its kind to restrict city/county business in twenty-two states with restrictive abortion laws. Additionally, public affairs advocated for an investment in health center security at the Valencia Health Center. San Francisco City and County made a two-year historic investment to fund health center security.



2020 Census

Planned Parenthood Northern California was awarded grant dollars to conduct census outreach throughout the affiliate service area. The public affairs team collected over 7,000 census pledges from supporters and patients. Planned Parenthood Northern California had the highest number of census contacts of all Planned Parenthood affiliates participating. Due to COVID-19, outreach shifted to a food distribution program in partnership with organizations in San Francisco, Concord, Vallejo, and Antioch. More than 400 food bags have been distributed to clients and supporters in need, along with educational materials explaining how to participate in the Census.



The Women's Building of San Francisco
 Thank you **Planned Parenthood Northern California** for the generous donation! The #census goodies are a great addition to our Food Pantry grocery bags!

Monumentcrisiscenter Thank you to **Planned Parenthood Northern California** for the donation and outreach materials for the 2020 Census. We are glad to join the effort to be sure that everyone in our community is counted!



We Are Committed

PPNorCal Champions Diversity, Equity, and Inclusion

Considering recent events, we wanted to share how PPNorCal has embraced diversity, equity, and inclusion (DEI) values throughout our organization.

Dismantling systemic racism begins with acknowledging it and requires continued involvement and commitment, which is why PPNorCal launched its DEI initiative three years ago.

Since 2017, ongoing learning sessions and professional development opportunities have been presented to team members and continue (i.e., learnings include: implicit bias, white supremacy construct, systemic racism, white fragility, and more).

PPNorCal is proud to be an organization led by people of color. We have prioritized increasing our management and executive teams' diversity to be more reflective of our front-line staff and the communities we serve.

DIVERSITY INDEX

Numbers matter as this indicates how reflective we are of the communities we serve.

53.6%*

Board of Directors
*second most diverse
Planned Parenthood
Board in the nation

75%

Executive
Management
Team

73%

Senior
Management
Team

We pledge to continue to deepen our commitment to further integrate DEI values at our worksites, with patients, our communities, and one another. This requires us to bravely stand up, continue the conversations, learn, and struggle together. We accept that this is ongoing work until real systemic change is achieved.

CENTERS AND LOCATIONS

Regional Offices (925) 676-0505
1650 Valencia Street, San Francisco 94110
2185 Pacheco Street, Concord 94520
3225 Timber Fall Court, Suite B, Eureka 95503

Butte County
3100 Cohasset Road, Chico 95973
(530) 342-8367

Contra Costa County
1104 Buchanan Road, Suite C10,
Antioch 94509
(925) 754-4550
2185 Pacheco Street, Concord 94520
(925) 676-0300
320 El Cerrito Plaza, El Cerrito 94530
(510) 527-5806
2970 Hilltop Mall Road, Suite 307, Richmond 94806
(510) 222-5290
200 Porter Drive, Suite 200, San Ramon 94583
(925) 838-2108
1357 Oakland Boulevard, Walnut Creek 94596
(925) 935-3010

Humboldt County
3225 Timber Fall Court, Suite B, Eureka 95503
(707) 442-5700

Lake County
14671 Olympic Drive, Clearlake 95422
(707) 995-2261

Marin County
2 H Street, San Rafael 94901
(415) 459-4907

Mendocino County
242-A Hospital Drive, Ukiah 95482
(707) 462-4303

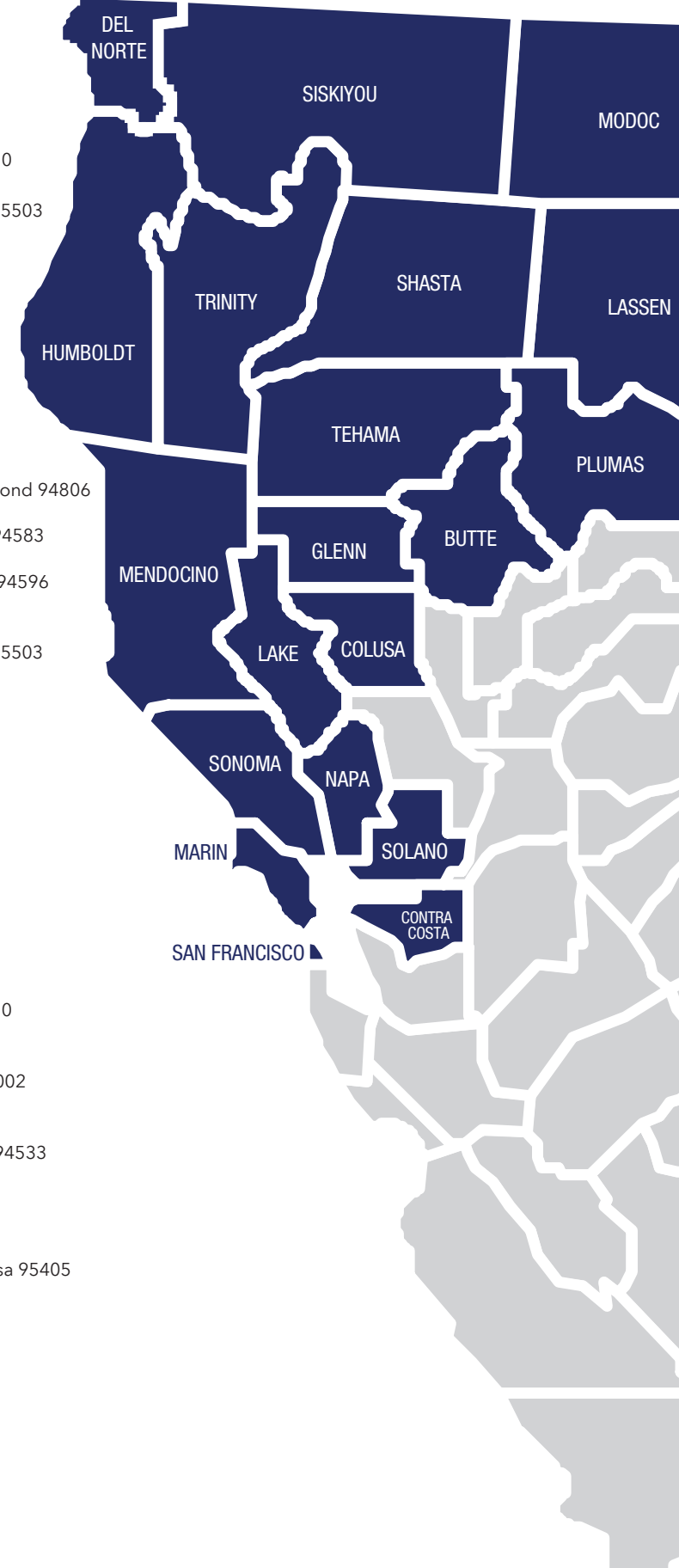
Napa County
1735 Jefferson Street, Napa 94559
(707) 252-8050

San Francisco County
1650 Valencia Street, San Francisco 94110
(415) 821-1282

Shasta County
2935 Bechelli Lane, Suite C, Redding 96002
(530) 351-7100

Solano County
1325 Travis Boulevard, Suite C, Fairfield 94533
(707) 429-8855
303 Sacramento Street, Vallejo 94590
(707) 643-4545

Sonoma County
1140 Sonoma Avenue, Bldg. 3, Santa Rosa 95405
(707) 527-7656



#IStandWithPlannedParenthood



"Since Donald Trump was elected, women's rights have been under constant attack, but Planned Parenthood has been on the front line fighting for women in Northern California to get the health services they need and deserve. Throughout my years in office, I've been proud to stand with Planned Parenthood and its five health centers in Contra Costa County. Now more than ever, we need to thank the dedicated health care professionals who serve our community and an organization that is refusing to allow the erosion of a woman's right to make her own decisions." ~ **Congressman, Mark DeSaulnier**

"Planned Parenthood is a health care lifeline for so many members of the LGBT community and plays a vital role protecting the reproductive and sexual health of millions of people. As a gay man who uses PrEP, I know firsthand the importance of preventative care and access to drugs that can help end the spread of disease and keep our community healthy." ~ **State Senator, Scott Wiener**



"Planned Parenthood saved my life and my daughters' lives by discovering an ovarian cyst I had at a young age. For this reason, I've made it a priority to protect Planned Parenthood and the countless women facing the Trump Administration's insidious efforts to limit women's options for life-saving reproductive health services. We must all stand in strong support of Planned Parenthood and the critical work they do, because being an advocate for Planned Parenthood means defending women's rights to access information and make healthy decisions about their own bodies." ~ **State Assembly Member, Cecilia Aguiar-Curry**

"Planned Parenthood has provided so much in our San Francisco community. Not only does it provide women and people from all backgrounds with basic reproductive and preventative care, it also teaches women and people that they have the right to access the healthcare they need, when they need it." ~ **District 10 San Francisco Supervisor, Shamann Walton**



"In the age of Trump and with an increasingly hostile Supreme Court threatening women's access to reproductive health care, I am enormously grateful for the consistent and profound work of Planned Parenthood. I will continue to support Planned Parenthood on Valencia in District 9 in every way I can to keep staff and clients safe and well-served. Reproductive choice is a fundamental right!" ~ **District 9 San Francisco Supervisor, Hillary Ronen**

OPERATING REPORT

FY 2020 Pre-audit figures

Revenues

State Office of Family Planning	\$26,597,391
Medi-Cal and Medicare	14,332,457
Government Grants	1,312,815
Private Insurance and Self-Pay Fees	5,634,144
Contributions and Private Grants	9,168,563

TOTAL Operating Revenues \$57,045,371

Other Revenues, including Investment Losses (1)	(\$2,577,086)
Contributions to Capital Campaign (net of exp)	1,819,464

TOTAL Revenues \$56,287,748

Expenses

Health Services	\$40,015,387
Management and General	5,321,897
Community and Government Relations	3,565,192
Fundraising	1,767,457
State and National Affiliation Dues	297,135

TOTAL Operating Expenses \$50,967,068

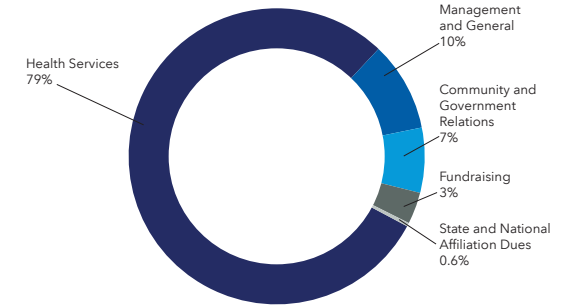
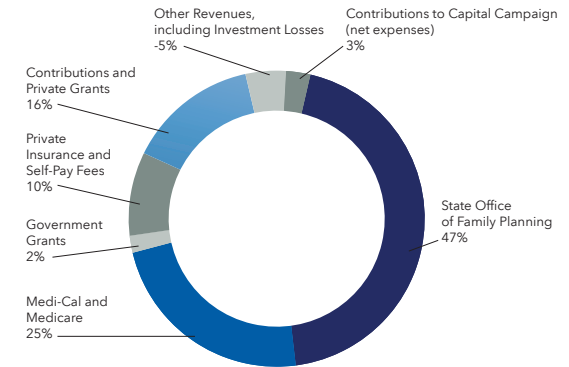
Revenues over Expenses (net surplus)	
including Contributions to Capital Campaign (2)	5,320,680

TOTAL Uses of Revenues \$56,287,748

Capital Expenditures \$5,516,210

Revenues Over Expenses include the following non-recurring items:

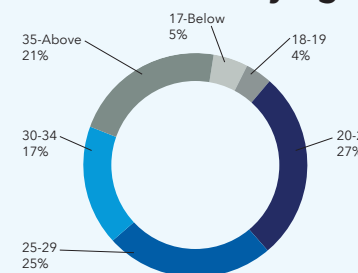
State of CA Proposition 56 Medical Revenue	\$13,149,058
Restricted Funds: Contributions to Capital Campaign	1,819,464
Investment Losses net of Dividends/Interest Income	(3,119,114)
Bequests	742,748
All Other Operations	(7,271,476)
Revenue Over Expenses (net surplus)	\$5,320,680



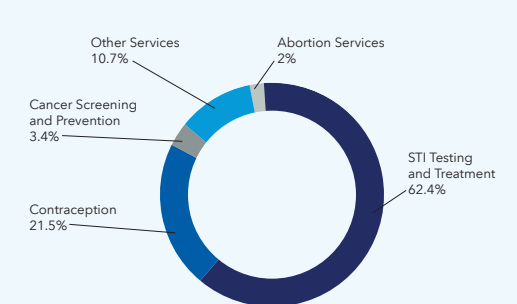
Notes:
 (1) FY20 FY20 Other Revenues include non-recurring items of a) (\$3,119,114) Investment Losses net of Dividends/Interest, and b) \$742,748 of Bequests received.
 (2) FY20 Revenues Over Expenses include Contributions to Capital Campaign (net of expenses) in the amount of \$1,819,464. These contributions are restricted funds designated for the SF Flagship Building, the construction of which is in progress and scheduled to open in late 2020.

HEALTH SERVICES PATIENT PROFILE

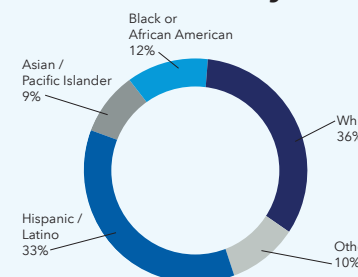
Patient Profile by Age



Breakdown of Services Provided to Patients



Patient Profile by Ethnicity



Total visits for FY 2020 were 147,873.
 Total patient visits were 78,581.

A total of 16% of our patients are men.

88% of patients live at or below 200% of the 2020 federal poverty level (\$25,520 annually for one person; \$43,440 for family of 3).

For the fiscal year ending June 30, 2020. Numbers are rounded.

2020 - 2021 BOARD OF DIRECTORS

Officers

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Gilda Gonzales, MPA

Chief Medical Officer

Sara Kennedy, MD, MPH



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