

FEATURE STORY



Construction underway at SF Flagship!

Construction of the future Planned Parenthood Northern California (PPNorCal) San Francisco Flagship Health Center is underway. We expect to start serving patients at this new location this fall!

Located in the Van Ness Corridor, the new vibrant flagship will feature 8,000 square feet of clinical space. In addition to the health center, the new space will accommodate education and training. Upon completion, this flagship will house our clinical research department and expanded conference spaces for gatherings.

This flagship is crucial because our current SF Valencia Health Center serves the largest volume of patients of all PPNorCal sites and has reached capacity. Our continued presence is essential in San Francisco, which has the highest rates of HIV and gonorrhea infection of all California counties.

Our vision of creating an open, beautiful, safe space for our patients is months away from becoming a reality. Thank you to our incredible supporters and generous donors!

LETTER FROM OUR CEO

Dear Friend,

Happy 2020! As we look forward, we know this year will be one of the most momentous in our 103-year history with critical elections this fall. We need every supporter aware of what is at stake. You can make your voice heard and exercise civic responsibility by registering to vote, click [here](#) to view important California election dates and deadlines. Another way to take action is to complete the [2020 Census](#). Participating in the Census is a way to ensure that you are counted, and heard in Congress, elections, and local services and programs. Please also encourage your family and community members to participate.

On January 22, we acknowledge the 47th anniversary of Roe v. Wade. The 1973 Supreme Court case affirmed that access to safe and legal abortion is a constitutional right. Roe v. Wade was the ruling that allowed people to access abortion legally and prevented people from dying due to unsafe, illegal abortions. This March, the Supreme Court will review Louisiana's Act 620, an abortion restriction – its first abortion case in three years. Allowing the Louisiana law to stand would defy precedent and could make the protections of Roe virtually meaningless. This may be the deterioration of Roe as we know it.

Planned Parenthood knows firsthand why everyone must have access to a comprehensive range of reproductive health care services, including safe and legal abortion. PPNorCal's focus remains on providing high quality, compassionate care to every patient who walks through our doors. We are grateful for all that you do to advance reproductive health care, including supporting PPNorCal.

Lastly, we congratulate all the local Women's Marches for their efforts and inspiration.

In solidarity,

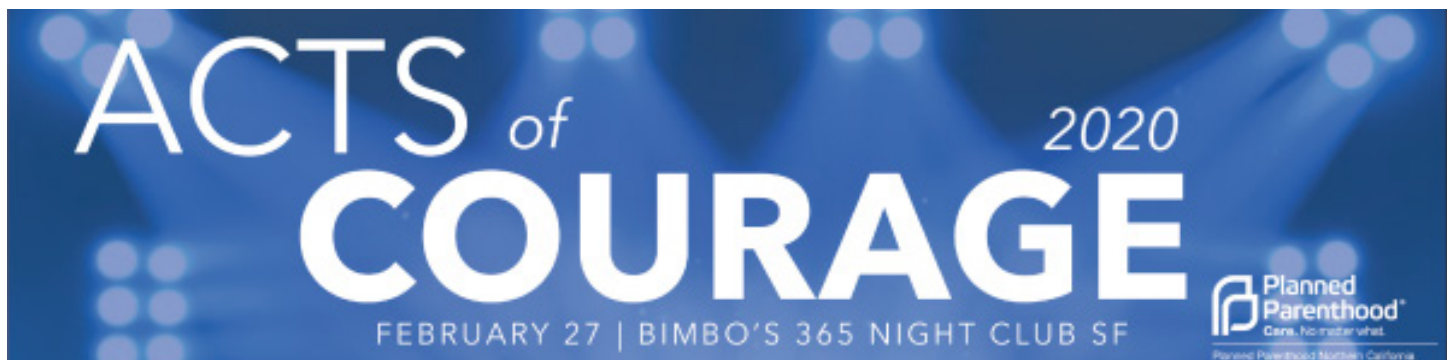


Gilda Gonzales
President and CEO
Planned Parenthood Northern California

UPCOMING EVENTS

Acts of Courage 2020

Sponsorships available now, starting at \$2,500. General admission tickets are \$99. For more information click [here](#) or call 925.676.0505.





Elevate and protect our mission as well as our services for years to come.



Energize us to achieve an enhanced level of service excellence.



Activate our staff, patients and supporters.



Create a more secure environment for patients and staff.

Success in the Second Century Campaign

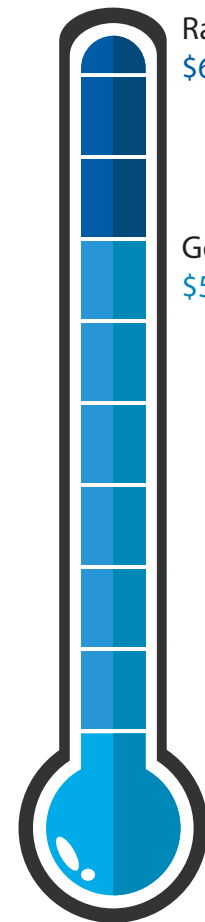
Planned Parenthood Northern California is thrilled to announce that we have exceeded our goal for the Second Century Capital Campaign. We close this campaign having built a stronger, more sustainable future for PPNorCal; broadened our health care capacity in San Francisco; and employed innovative solutions to health care and community outreach. The success of this campaign ensures PPNorCal can provide critical health care in our communities—no matter what.

We are grateful to current and former members of the Board of Directors and the Second Century Campaign co-chairs, committee members, and partners. Their leadership drove the vision for our future, and their tireless advocacy in championing this effort ensured our success.

We are eternally grateful to the Hellman Foundation for their lead grant in 2015. Their grant was a bold show of support for PPNorCal's future and inspired others to donate. We are so thankful to every one of you who supported this important campaign and helped shape our next 100 years of health care.

As a result, we are building our Flagship health center in San Francisco to serve as the hub of our work in Northern California; strengthening our legacy giving program; and employing cutting edge solutions to critical issues in health care and community outreach.

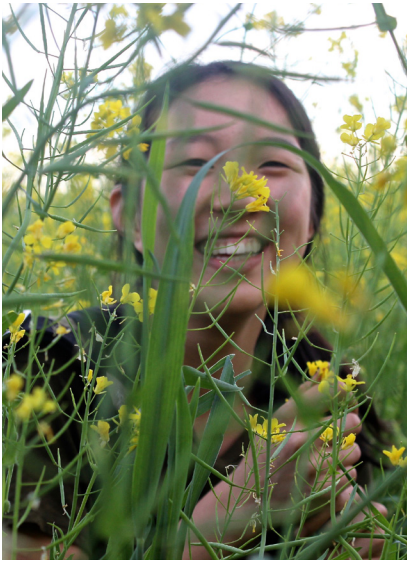
As we successfully close the Second Century Campaign, we know there is more work ahead. During this campaign, we experienced a new challenge and one of our greatest struggles—a local and nationwide shortage of health care providers. PPNorCal is determined to continue as a beacon of health and hope for our patients in Northern California, and for anyone who needs to travel here for safe haven. We look forward to sharing this vision with you in the coming months. Thank you for your unwavering support of Planned Parenthood Northern California, and for strengthening health care in our communities – and beyond.



Raised:
\$65.6MM

Goal:
\$50MM

PPNORCAL TEAM MEMBER HIGHLIGHT



Stacey Wu

PPNorCal Team Member: Stacy Wu

Title: Clinical Research Coordinator, former Reproductive Health Specialist

PPNorCal is committed to highlighting the many individuals on the ground providing exemplary reproductive health care. Here is Stacey's story:

"My passion for reproductive health care began at Planned Parenthood over two years ago when I started working as a reproductive health specialist (RHS) in Walnut Creek. Working with patients during some of their most vulnerable moments made me realize how much trust patients have for their health care providers. Many patients I worked with were receiving reproductive health education for the first time in their lives. I felt inspired by the trust established when patients felt heard and received all of the information, they needed to make an informed decision about their health. I saw that clinicians were able to take this a step further by validating patients' specific concerns about their diagnoses, which inspired

me to become a clinician. In the next year, I will be attending nursing school to become a women's health nurse practitioner and certified nurse midwife. My goal as a nurse is to continue to work with patients to make them feel safe and supported when seeking reproductive health care. I feel grateful for all the skills I have learned as an RHS and aspire to continue working with the Planned Parenthood community in the future."

HIGHLIGHTS

Accreditation Success

For the past 13 months, PPNorCal staff and Board worked hard to prepare for Accreditation, which took place December 2-12.

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 looked at every one of our departments closely. 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.

Here are a few direct quotes surveyors shared about the care observed at PPNorCal:

- "A truly rewarding moment to see someone so excited to be able to be who they feel they are." (*after observing transgender services*)
- "I would refer my family members here."
- "I would receive care here."

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.

ABORTION CARE FINDER TOOL

Abortion Finder Tool

As part of Planned Parenthood's ongoing work to use technology to connect people to care, the Abortion Care Finder tool was launched in November. The Abortion Care Finder provides people seeking an abortion with information about their options and any state requirements.

This tool was developed as a response to mounting state restrictions on abortion across the country. It connects anyone who has decided to seek an abortion to personalized, easy-to-understand information and resources that can help them decide where to go and find the most accessible care – based on their location, age, and how far along they are in their pregnancy.



BAKE SALE FOR PPNORCAL



On October 13, Zuni Café and 35 other restaurants hosted a bake sale in San Francisco's Rose Alley that benefitted PPNorCal. In under two hours, 3,900 pastries were sold and over \$30,000 was raised! Attendees showed an incredible outpouring of love and support for PPNorCal. These pop-up events allow us to come together with supporters and gain strength for future challenges that may come our way. We express our gratitude to all those who attended and made this event a sweet success!

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](#) 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) 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...

Approximately 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



Regional Offices:

2185 Pacheco Street, Concord, CA 94520
1650 Valencia St, San Francisco, CA 94110
3225 Timber Fall Court Suite B, Eureka, CA 95503

www.ppnorcal.org