



Annual Report Fiscal Year 2020

Planned Parenthood
Care. No matter what.
Planned Parenthood of
South, East and North Florida

Always
Wear
Protection

Made with
Love

Care
OVER
COVID

Sending Love
from
Planned Parenthood

In This
together



Mission **Statement**

The mission of Planned Parenthood of South, East and North Florida is to provide comprehensive sexual health care through the provision of clinical services, education and advocacy.

OUR DOORS ARE OPEN.

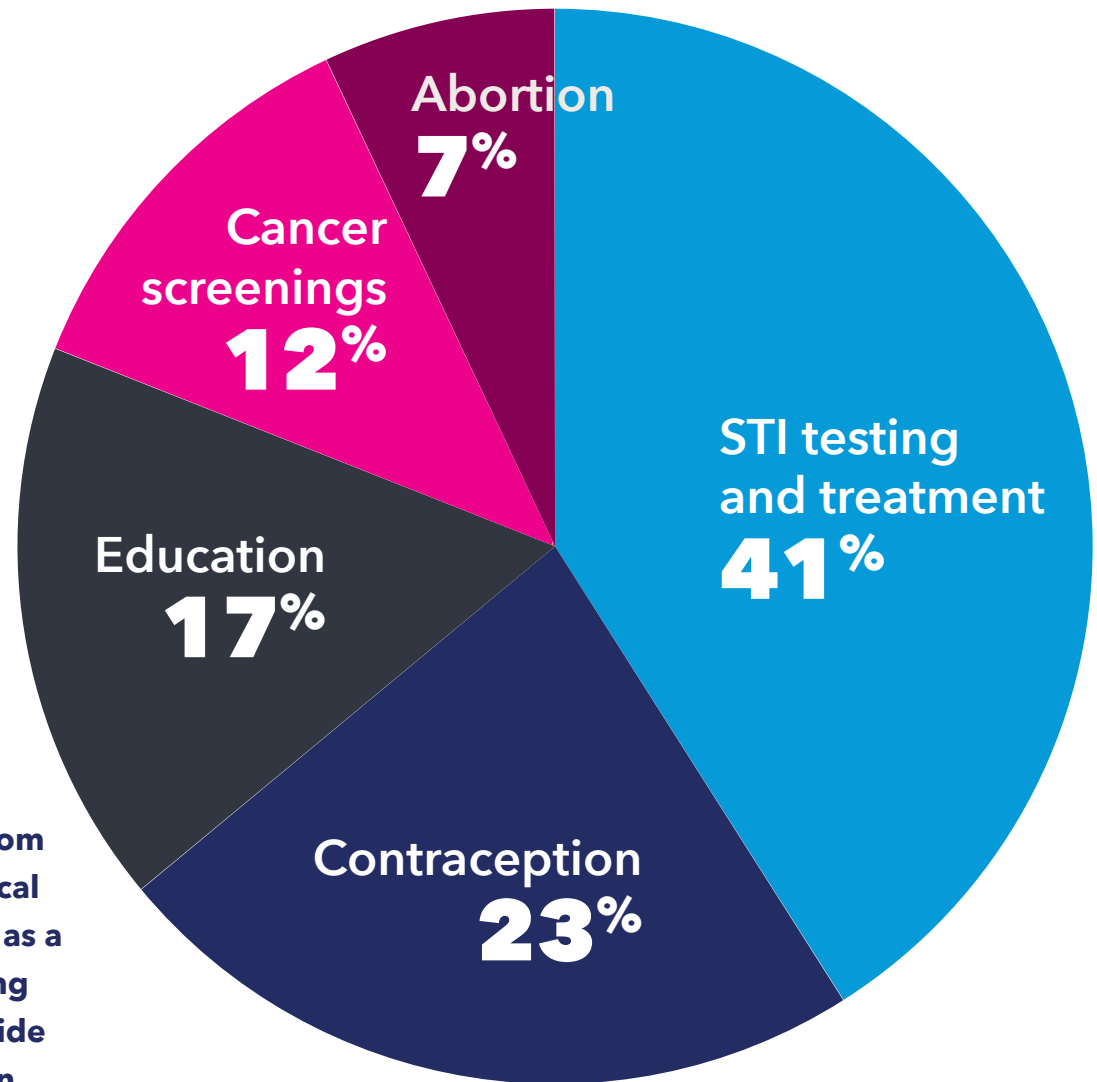
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Breakdown of **Affiliate Services**



** Based on 9 month annual report*

“Ruling out cervical cancer may be small compared to the Coronavirus, but to me, it’s monumental. Thank you for being here.”

Susan, **West Palm Beach**

“A patient traveled a little over four hundred miles from Alabama to the Jacksonville Health Center for medical abortion services. She was a single mother working as a server when the pandemic struck and was now facing financial hardship. When we told her we could provide financial assistance to help with the cost, she cried in gratitude which, in turn, made me cry because I was able to help this woman in need. I told her I wished I could give her a hug. This was one of my most rewarding experiences at Planned Parenthood.”

Kathleen, **Medical Assistant, Jacksonville**



PPSENFL

By The Numbers

11 health centers in Leon, Alachua, Duval, St. Lucie, Palm Beach, Broward and Miami-Dade counties

16,500 people at community events, churches, and schools received sexual and reproductive health education and information from our community educators

30,000 people relied on our health centers for sexual and reproductive health care during 41,000 visits

39,300 tests provided for sexually transmitted infections including HIV

22,000 contraception visits

11,400 cancer screenings

464,500 PPSNFL volunteers and supporters

** Based on 9 month annual report*



We Are **Health Care**

Providing Essential Health Care Amid a Global Pandemic

The COVID-19 public health crisis presented us with unprecedented challenges and PPSENL's response elevated the importance of our mission and defined our work during this time.

Under the guidance of the Centers for Disease Control and Prevention (CDC), we are taking all precautions to keep our patients and staff safe. Proudly, all 11 health centers remain open, providing essential, time-sensitive health care services, including abortion.

Every day our patients rely on us for birth control, emergency contraception, STI testing and treatment, lifesaving cancer screenings, gender affirming hormone therapy and compassionate abortion care.

In the early days of the pandemic, we quickly implemented telehealth to ensure patients could safely receive the care they need from the safety of their home. Patients can speak to a clinician from their computer or smartphone and receive care whenever and wherever they need it.

To help our patients who were hit hardest by the effects of COVID-19, we provided financial assistance to our patients who lost their job or health insurance and were unable to pay for services.

This year we also expanded transgender services across our service area, including Gender Affirming Hormone Therapy, to ensure transgender and gender non-conforming patients can receive quality health care in a safe, judgement-free setting.





We Are **Expanding**

As we look back over the past year, we're proud of our many accomplishments. We continued to provide "care no matter what" while also completing two new health center projects.

Our newly renovated Kendall health center reopened in May 2020, allowing us to expand reproductive health care services to the largely underserved population of South Miami-Dade, Homestead and the Florida Keys. Many patients in this area have been hit hardest by the pandemic and rely on Planned Parenthood as their sole health care provider.

In June 2020, and after more than 35 years at our original location in Martin County, we opened in Port St. Lucie to increase access on the Treasure Coast. Our brand-new Treasure Coast Health Center will provide access to underserved areas in St. Lucie and Indian River counties as well as Martin County.

Both these centers provide the full range of reproductive health care services and will expand abortion access in our service area. They provide a safe and supportive place for patients to receive exceptional care where there is no judgement, and all are welcome.



We Are **Committed**

Diversity, Equity, and Inclusion

Our affiliate will never stop fighting for the right to self-determination. This precious human right is rooted in the ability to make personal decisions about one's own body without judgement. If we have learned anything in 2020 - following the murder of George Floyd - it is that the right to self-ownership and personal safety for Black and brown people is truly precarious in our nation. The fact is, if Black

people do not have the right to bodily autonomy to live their daily lives – or protest the violence against their lives – without the fear of violence or murder, we can never achieve justice, let alone reproductive freedom.

To this end, over this year, PPSNFL deepened our commitment to our diversity and inclusion values. We worked internally and with community partners to confront the systemic racism our patients, our staff, and communities endure. Our diversity work is a journey, shaped by courageous conversations, mutual learning, programmatic investment, and partnerships with our allies for justice.



We Are **Community**

PPSENFL is deeply committed to the communities we serve. In the early stages of the pandemic, PPSNFL provided its N95 masks to front line medical personnel who were caring for patients infected with the coronavirus or working at testing sites.

Our staff also donated their time to make masks for their colleagues and members of the community when there was a mask shortage. Our Community Health Educators made care packages for a South Florida advocacy center that provides support to young people who have been victims of sexual assault. The packages contained self-care products, journals and words of encouragement from the Planned Parenthood team.

We Are Education

PPSENFL provided honest, inclusive, medically accurate sexual health and relationship information to more than 16,500 young people and parents through our education programs, health fairs and community outreach.

Our Peer Education Program L.I.G.H.T. (Leaders Igniting a Generation of Healthy Teens) originated in Broward County and has now expanded to West Palm Beach, Tallahassee and Jacksonville. The Tallahassee L.I.G.H.T.s tabled at the Black Women's Brunch and had the opportunity to discuss the program and provide sexual health information.

In Broward County, the L.I.G.H.T.s led a sexual health presentation at the Gender and Sexuality Alliance (GSA) Summit where they spoke to over 400 students from surrounding schools in the county.

During COVID-19, PPSNFL's L.I.G.H.T. program provided education to over 4,000 students remotely through virtual trainings. During this difficult time, our education department has been a support system for our young people when they need it most.





We Are **Stronger Together**

Our fundraising events provide critical dollars to support our programs and services throughout Florida. More than 780 supporters gathered together in the name of reproductive health and rights at the three events we hosted before the pandemic took hold in mid-March. While we couldn't host our remaining events, our donors stood with us once again, donating more than \$1.1 million to provide lifesaving health care services to our patients.



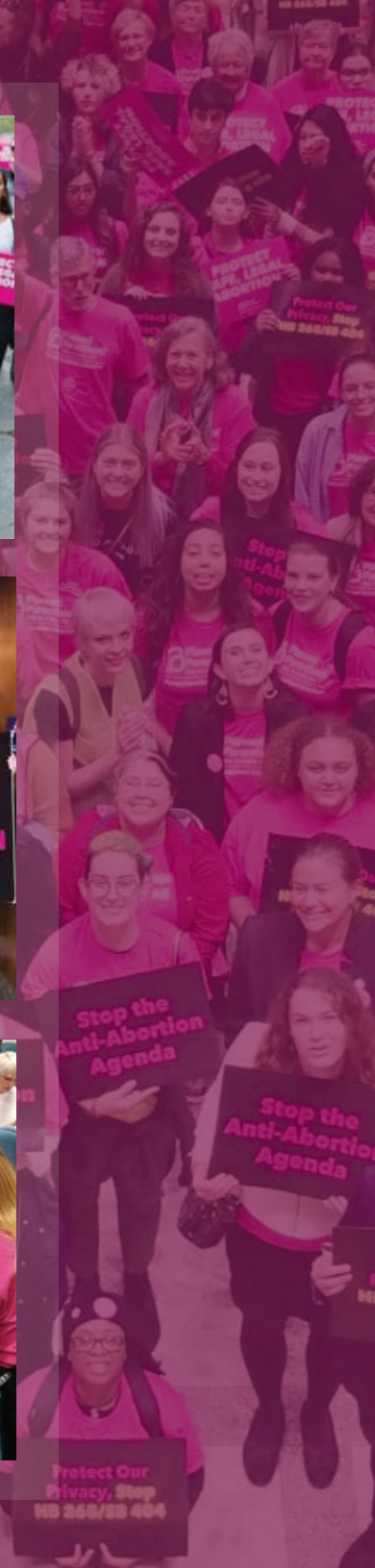
We Are **Advocates**

Planned Parenthood in Florida grew its supporter base to 844,436 in the last year. Two thirds of our active volunteers are under the age of 24, which demonstrates the massive impact our Public Affairs team has on local colleges and universities.

A new organizing tactic, "relational organizing," was launched and prompted PFFA to pilot additional programs such as "Out Vote". We had over 4,000 volunteer shifts and mobilized 400 individuals in the capitol. The 6th class of volunteers graduated from our nationally celebrated Speakers' Bureau program. These 16 individuals are now trained on how to share their stories and experiences about sexual and reproductive health.

We passed proactive abortion resolutions in Broward and Miami-Dade counties. We expanded coalition partners in the reproductive justice movement including a meaningful relationship with Southern Birth Justice Network and Dignity Florida. We remain an active partner in the Reproductive Freedom Coalition in Florida with 50 + members who engage in statewide campaigns.

COVID-19 has meant readjusting to digital strategies for mobilizing and organizing our base. In March 2020, all events shifted to digital and remote, but this did not stop our organizers. In partnership with Planned Parenthood of Southwest and Central Florida, our organizers mobilized early in the pandemic to build a statewide list of verified COVID-19 resources. Additionally, our Public Affairs team hosted community care and wellness conversations via Zoom and armed their volunteers to help make dozens of masks for our health center staff and patients.



We Are **The Future**

We know reproductive health care has the power to change lives, change communities and the world.

In 2018, we launched a \$40 million campaign to reflect our commitment to give every person in our 45 county service area equal access to sexual and reproductive health care through 2033. No matter what.

Together, with your help, in just two years we raised over \$21 million. We continue to be able to ensure that everyone can choose their own path to a healthy and meaningful future.



Our Campaign will:

Provide free health care to teens as part of our mission to reduce unintended pregnancy and ensure health care is equal and accessible for all.

Empower a generation of new activists so they can influence Florida's shifting political and health care landscape now, and for years to come.

Harness cutting-edge technology to connect with our patients – online or on the move – so we can be within reach whenever they need us.

Provide patients with the highest quality health care in secure, state-of-the-art facilities – staffed by talented, compassionate medical professionals.

Guarantee free health care for teens and the continuity of the Peer Education Program through 2033.

Since the launch of the campaign, we have implemented new programs, expanded our reach and improved our technology.

WE HAVE:

Provided no cost health care to **3,916 teens** as part of our mission to reduce unintended pregnancy and ensure health care is equal and accessible for all.

Expanded our health care footprint with the purchase of new facilities in three key areas: fast-growing St. Lucie County, south Miami-Dade County and Tallahassee.

Upgraded outdated IT systems to improve our patient experience in the health centers and ensure cybersecurity.

Launched the L.I.G.H.T. (Leaders Igniting a Generation of Healthy Teens) program which is a high school peer to peer education program aimed to decrease negative sexual health outcomes. Trained peer educators were able to provide **13,708 teens** with honest and accurate sexual health education in the first two years of the program.

Engaged more than **20,000 new supporters** to help stand up for reproductive rights in Florida. We are committed to influencing public policy from the bottom up and are campaigning to shift attitudes, encourage dialogue, and inspire action in support of fundamental justice for all.



Planned Parenthood has always been a driving force for reproductive health in Florida. No one else can do what we do, empower millions of people by providing care, while advocating for policies that expand access to it.

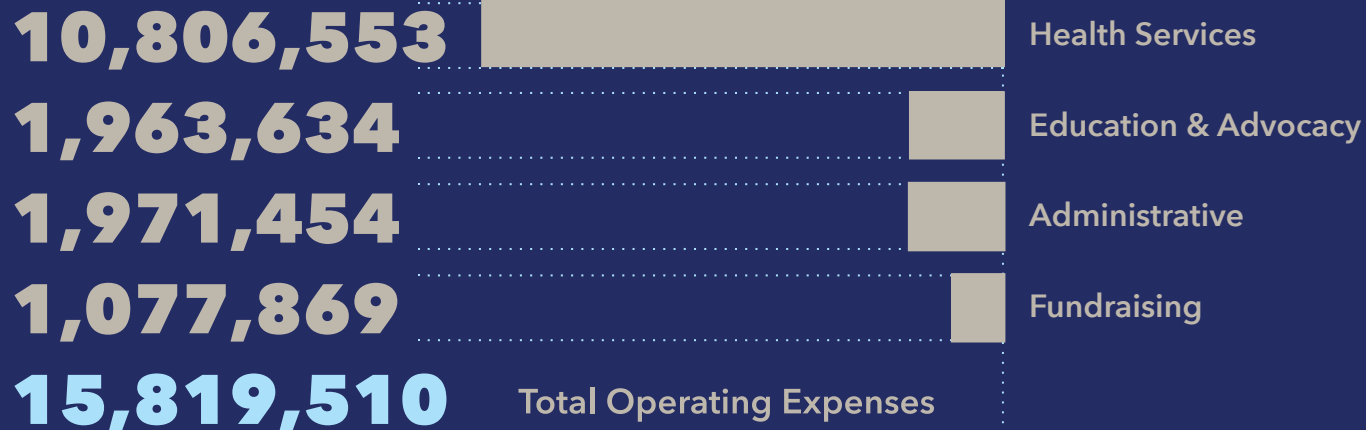
Financial Overview

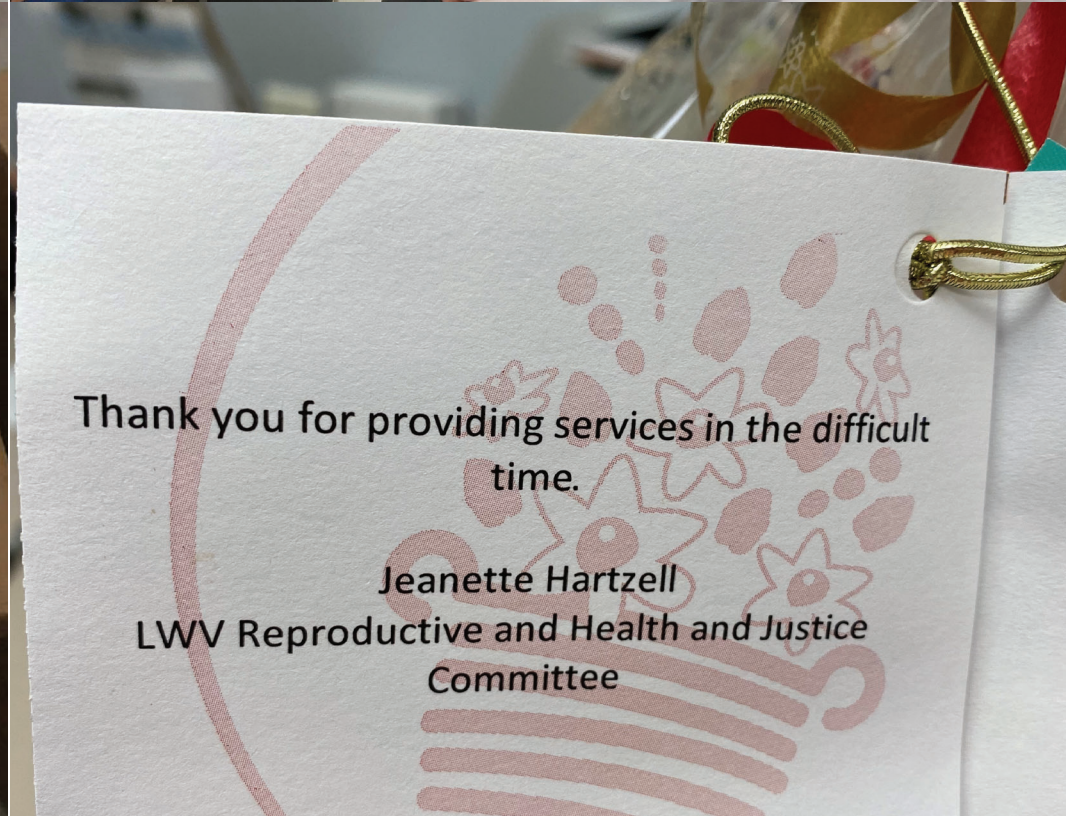
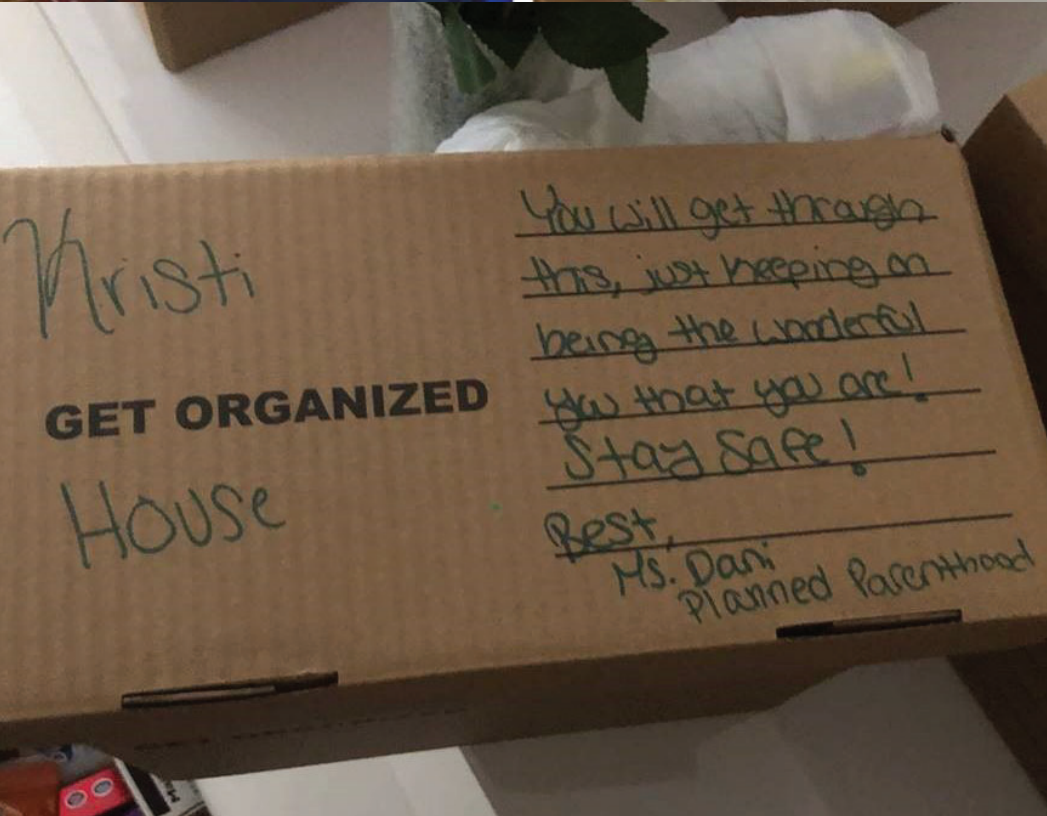
REVENUE



Total Revenue **16,480,631**

EXPENSES





TALLAHASSEE

2618 West Tennessee Street
Tallahassee, Florida 32304



JACKSONVILLE

5978 Powers Avenue
Jacksonville, Florida 32217



GAINESVILLE

914 NW 13th Street
Gainesville, Florida 32601



TREASURE COAST

1696 SE Hillmoor Drive
Port Saint Lucie, Florida 34952

WEST PALM BEACH

931 Village Boulevard
Suite 904
West Palm Beach, Florida 33409

WELLINGTON

10111 Forest Hill Boulevard
Suite 340
Wellington, Florida 33414

Our Health Centers

BOCA RATON

8177 Glades Road
Boca Raton, Florida 33434



PEMBROKE PINES

263 North University Drive
Pembroke Pines, Florida 33024



JEAN SHEHAN

1378 Coral Way, 4th Floor
Miami, Florida 33145



GOLDEN GLADES

585 NW 161 Street
2nd and 3rd Floor
Miami, Florida 33169



KENDALL

8900 SW 117 Avenue
Suite 207-B
Miami, Florida 33186



Care. No matter what.

Our **Health Centers**



Planned Parenthood of
South, East and North Florida



**WEST PALM BEACH
ADMINISTRATIVE CENTER**

2300 N Florida Mango Rd
West Palm Beach, FL 33409

561.848.6402

**Learn more at
ppsenfl.org**