



 **Planned Parenthood**<sup>®</sup>  
Planned Parenthood Northern California

**ANNUAL  
REPORT**

July 1,  
**2017**

TO

June 30,  
**2018**





## **MISSION STATEMENT**

Planned Parenthood Northern California champions healthy communities and increases access to quality health care, information, and reproductive freedom by providing medical services, education, and advocacy.

# Message from our Board Chair and President/CEO

Dear Planned Parenthood Northern California supporter,

Since the day Planned Parenthood first opened its doors, we have overcome adversity and defied expectations, while providing life-saving care and information to countless individuals.

This past year was once again filled with successes and challenges, especially our decision to consolidate three health centers. We took this action as a right-sizing measure that has already produced favorable results. We are now stronger and more capable of sustaining the ever-evolving health care environment. We move forward to continue serving people of all backgrounds and income levels, throughout our 20-county service area, regardless of insurance or immigration status.

The other challenges we face have come directly from the current Administration's harmful agenda against reproductive rights. Once again, we find ourselves defending our patients' access to basic, compassionate care. We continue to fight to protect our mission and advocate for body autonomy so that everyone has the right to self-govern their own body. Last July, the collective power of our patients, volunteers, supporters, and staff fought to defeat legislation that would have repealed the Affordable Care Act and defunded Planned Parenthood. We remain devoted to standing up for people who need basic health care like contraception, cancer screening, STI testing and treatment, abortion, and prenatal care.

Planned Parenthood Northern California is stronger than ever, due to our continually growing community of supporters who come together in service to our mission. We appreciate those who stand with us, particularly now. Special gratitude to our outgoing Board Chair Dr. Cynthia Gómez for her seven years of outstanding service and leadership.

As always, we forge forward with providing excellent and high-quality health care, education, and advocacy throughout the regions we serve. On behalf of our staff and Board of Directors, thank you wholeheartedly for being a part of the Planned Parenthood Northern California community. We invite you to enjoy these highlights of our work for Fiscal Year 2018.

Best regards,



A handwritten signature in black ink that reads "Nicole Barnett".

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



A handwritten signature in black ink that reads "Gilda Gonzales".

Gilda Gonzales, MPA  
President and CEO

# Increasing Patient Access

## New Vallejo Health Center

Planned Parenthood Northern California (PPNorCal) celebrated the grand opening of our new Vallejo health center last fall. This new location at 303 Sacramento Street is centrally located and easily accessible by public transportation, with additional space and functionality for medical, education, and case management services. A significant bonus to this property is its private parking lot, which provides patients and staff with safe access to the health center. PPNorCal is diligent in our commitment to provide a safe environment for both our patients and staff. We would like to acknowledge our donors who supported our Access for All campaign, which made this new location possible.



## Combating the STI Epidemic

PPNorCal remains committed to providing excellent comprehensive sexual and reproductive health care to all. Our work is both timely and critical, as California is experiencing an epidemic of sexually transmitted infections (also known as STIs or STDs for 'sexually transmitted diseases'). The FDA recently approved of Truvada for PrEP® (pre-exposure prophylaxis) for people

age 15-17. PrEP is a pill that can be taken daily to prevent HIV infection, and we were able to expand our PrEP program to adolescents to help prevent HIV transmission among this population.

In April, we started a pilot project at our Redding health center, with the goal of screening all patients with a positive pregnancy test on the same day for the four STIs on the rise in California and nationally: gonorrhea, chlamydia, HIV, and syphilis.

Both syphilis and congenital syphilis are at the highest rate in the past 20 years, and continue to rise.

# Advancing Research

## Patient Advisory Board

PPNorCal formed a new Patient Advisory Board (PAB), an ongoing group of 11 current PPNorCal patients who act as organizational consultants. The purpose of the PAB is to have a meaningful influence in shaping the PPNorCal clinical services and research program, with the ultimate aim of sharing power with patients in accordance with the spirit of the reproductive justice framework. Advisory Board members were recruited through the PPNorCal patient portal, and the first meeting occurred in April 2018. Meetings will be held quarterly and will engage our patients in improving our existing programs, and identifying and implementing new opportunities.

## Harper's Reproductive Autonomy Study

In January, PPNorCal launched a new study at our Concord health center with research collaborators at the University of California, San Francisco. Consistent with our mission to engage patients through research, the study aims to develop a validated and reliable measure of women's autonomy in contraceptive decision-making, contraceptive knowledge, and contraceptive attitudes. The study consists of focus groups, interviews and surveys, and study activities.



## HIV Prevention Initiative

PPNorCal's research and training staff collaborated to design, implement, and complete on an initiative to expand and improve HIV prevention services at our Vallejo health center. We conducted in-depth empathy interviews with Vallejo patients to learn



about their experiences with HIV prevention services, and what is important to them when receiving care. Findings from these interviews informed a series of three workshop sessions with health center staff to introduce them to design-thinking approaches to HIV prevention services. Vallejo staff implemented patient-centered strategies including positive framing and universal teaching about PrEP, to reduce stigma and improve patient-centeredness in HIV prevention care.

# Community Service Programs

## Supporting our Communities

This past year, PPNorCal's Case Management department became a member of the Food Bank of Contra Costa and Solano County. Many of the clients and patients we serve are experiencing severe food insecurities. For our HIV positive clients, food is medicine. We now serve families fresh vegetables and meats, as well as the normal staples of canned food, on a weekly basis. Each week we distribute an average of 40-50 bags of food. Food is distributed to any family in need and they are provided case management services as well. Due to the threats to the current CalFresh program, formerly known as the Food Stamp program, as it currently exists, there is a great expectation that we will see a lot more food insecurities (hungry families) in our communities.

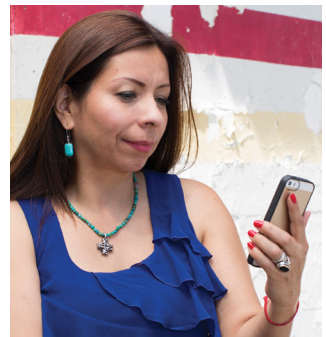
In our Adolescent Family Life Program / Positive Youth Development and Cal-Learn programs, we distributed a back to school backpack to every student! We know that in order for students to succeed, they need to have the support and tools readily available to them.



*Participants of our pregnant and parenting young adult programs celebrate their graduation.*

## Our Website is Fully Bilingual!

We are proud to announce that our PPNorCal website is fully bilingual in English-Spanish. We are the first Planned Parenthood affiliate to make this change! This is important because such enhancements go a long way toward building patient trust and understanding. Bilingual resources, such as this website, bridge the language gap and help ensure everyone's access to quality care and information.



# Education and Outreach



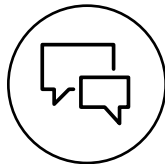
## Expansion of Young People's Knowledge

Our Health Educators are hard at work providing quality, non-judgmental, sex education across our regions. In our most northern counties, the California Personal Responsibility Education Program (CA PREP) provides comprehensive sexual health education to adolescents via effective, evidence-based program models. The program focuses on how to prevent unintended pregnancy and sexually transmitted infections (STIs). Program services are engaging, nonjudgmental, medically accurate, and tailored to the unique needs of youth participants

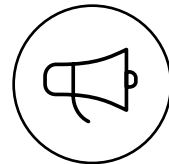
and their communities. They are offered in a range of settings, including schools, juvenile justice facilities, homeless shelters, and foster care group homes. CA PREP activities also include community engagement and promotion of clinical linkages to youth-friendly reproductive health services. PPNorCal is fortunate to have CA PREP programs running in both Humboldt and Shasta Counties. During the 2017/2018 fiscal year, we were able to reach over 600 young people in Shasta and Humboldt Counties.



**11,500**  
students  
were provided  
with comprehensive  
sex education



**479**  
people reached by  
seven "Spare Change" members  
through peer to peer interactions  
as well as performances



**58,019**  
number of people  
connected with  
through various  
outreach events

# Fundraising Support

## Acts of Courage



On the evening of February 22, 2018, many of our strongest supporters came together for our annual San Francisco gala, Acts of Courage. The evening featured philanthropist Tom Steyer, who was presented with the Acts of Courage award. He accepted it on behalf of himself and his wife, Kat Taylor, for their years of exemplary social justice leadership. The CEO of Mother Jones, Monika Bauerlein, interviewed Mr. Steyer in a

fireside conversation, and the audience was moved by the award-winning a cappella performances from Oakland School of the Arts' "Vocal Rush" group. We were grateful for the strong outpouring of love and support from our donors.

## A Choice Affair

On April 25, Planned Parenthood Northern California hosted its annual Humboldt County fundraising event, A Choice Affair - Under the Stars Gala. Our guests enjoyed a vibrant reception and reveled in the auctions hosted by special guest auctioneer Senator Mike McGuire.



Due to the strong support, we set a record attendance for the Gala. All funds raised continue to support our programs and services.

## Stand Up!

On May 5, we hosted our annual fundraising event Stand Up! in Napa. Guests enjoyed a special performance by Beach Blanket Babylon. The reception and after-party filled the evening with much needed laughter and cheer.



But it wasn't just fun - the crowd showed their generosity through the live auction and Fund-A-Need, enabling us to raise much needed funds for programs and services. We thank our extraordinary Napa Board of Advocates for their support in making this event a success.



# Second Century Campaign



Our five-year Second Century Campaign was launched in January 2015. The most critical component of this campaign has included securing a new Flagship health center in San Francisco.

In late August 2017, we purchased a building at 1522 Bush Street. We are pleased to report that, thanks to generous donors, 100% of the purchase price was raised during the early stages of the Campaign – so we own the building outright.

Earlier this summer, the Planned Parenthood Northern California Board of Directors approved the final space use plan which includes:

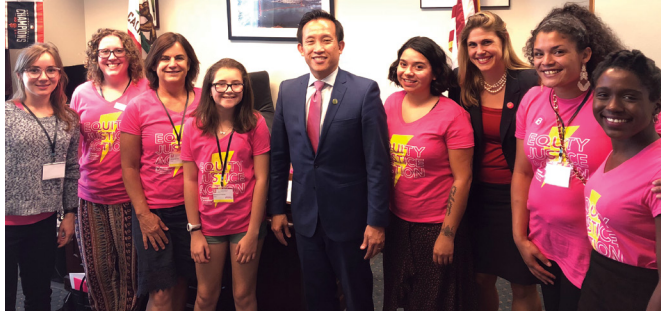
- Health center build-out on the second floor.
- Build-out on the Administrative first floor, including multiple conference rooms and offices.
- An additional 1,331 sq. foot mezzanine, with several offices and conference rooms.

The Flagship will allow us to care for more patients – enabling us to improve their overall experience, and significantly reduce the wait time to access an appointment. Demand for our services in San Francisco reached record highs in the last 12 months, so the timing of a fall 2020 Flagship opening is critical.

# Public Affairs Action

## Capitol Day 2018

Congratulations to our sister organizations, Planned Parenthood Northern California Action Fund (PPNorCal AF) and our statewide policy office, Planned Parenthood Affiliates of California (PPAC), for organizing a hugely successful annual Capitol Day on June 11. PPNorCal AF held 11 lobby visits. Supporters and staff met with their State representatives to discuss important bills, such as AB 2601 (Weber) which ensures charter schools are in line with the California Healthy Youth Act, and sustainable Medicaid reimbursement rates continuing for Planned Parenthood health centers.



## New Volunteer Program Launched

With the rise in attacks on women's health from the current federal administration, our network of supporters has grown stronger. Public Affairs has received an influx of volunteers ready to take action to protect, help and stand with PPNorCal. Due to this new support, Public Affairs launched a volunteer program which offers supporters monthly opportunities to get involved throughout Northern California.

Our long-time supporters and new friends have successfully volunteered at our events, and donated to our cause. This is only the beginning. We are incredibly grateful, and excited for the future of our community engagement activities!



# Fighting for Health Care



## Fighting for Health Care

From the time our national organization was founded, we have faced fierce opposition. We are grounded in over a century of power, and are fueled by the determination of decades of support we have received from millions of patients, donors, volunteers, and staff who know what it takes to stand up and care for themselves and others. The current Administration is attempting to block Planned Parenthood from receiving Title X funding, despite Planned Parenthood serving 41% of Title X recipients nationally. This action would prevent organizations from receiving Title X funds, funds that go towards birth control and other family planning services, if they discuss abortion options. This will impact low-income women and families.

We are strategizing, we are organizing, and we are doing all we can to prepare for the road ahead. We have prevailed before and we're determined to prevail again. We've never backed down and we won't start now.



*"I love Planned Parenthood, which has taken care of myself, my daughter, and at times my grand-daughter, plus many of my friends and acquaintances. I used to volunteer at the old Eureka location on Harrison Street for three years in the 1980s and loved everyone I worked with. I will always help you with what I can afford. Best wishes for now and the future."*

N.R., Humboldt County

# Standing in Support

#IStandWithPlannedParenthood #IStandWithPP



"Women and people of all backgrounds deserve access to the full range of preventive and reproductive health care services. Every person deserves autonomy over their body and future, including access to and information about abortion options. This is why I will continue to fight the current Administration's harmful policies targeting women."

~ U.S. House Democratic Leader Nancy Pelosi

"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 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

"In San Francisco County, Planned Parenthood Northern California is a place where our diverse community can receive a wide array of services including sexual education programs in our schools and family planning services. Planned Parenthood is a part of our San Francisco community, and I will always stand with Planned Parenthood."

~ District 4 San Francisco Supervisor Katy Tang



# OPERATING REPORT

Pre-audit numbers

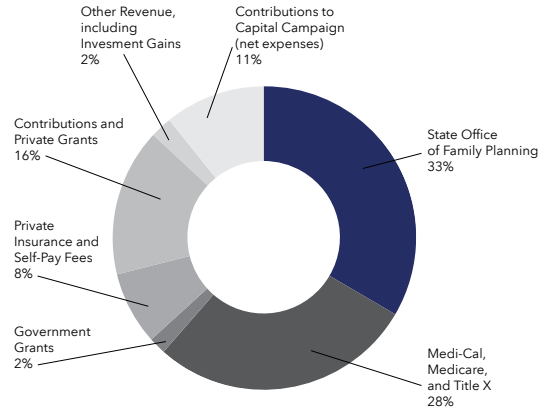
## Revenues

State Office of Family Planning	19,804,764
Medi-Cal, Medicare and Title X	16,585,872
Government Grants	1,080,521
Private Insurance and Self-Pay Fees	4,620,643
Contributions and Private Grants	9,387,107

**TOTAL Operating Revenues** **51,478,907**

Other Revenues, including Investment Gains	1,367,732
Contributions to Capital Campaign (net of expenses)	6,397,957

**TOTAL Revenues** **59,244,596**



## Expenses

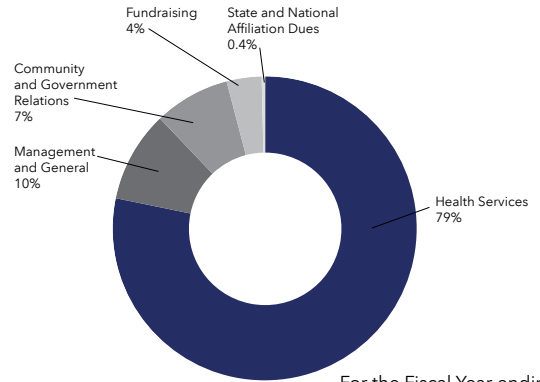
Health Services	34,449,866
Management and General	4,251,579
Community and Government Relations	2,956,513
Fundraising	1,633,661
State and National Affiliation Dues	162,744

**TOTAL Operating Expenses** **43,454,363**

Revenues over expenses (net surplus) includes contributions to Capital Campaign	15,790,234
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**TOTAL Uses of Revenues** **59,244,597**

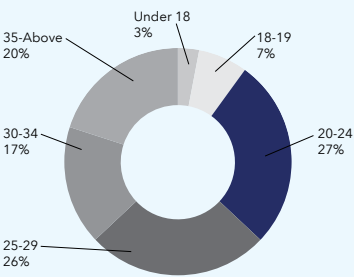
Capital Expenditures	6,736,574
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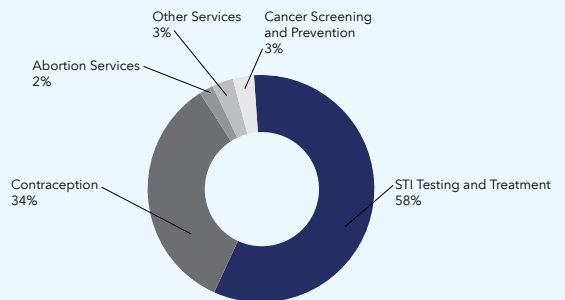
For the Fiscal Year ending June 30, 2018. Numbers are rounded.

# HEALTH SERVICES PATIENT PROFILE

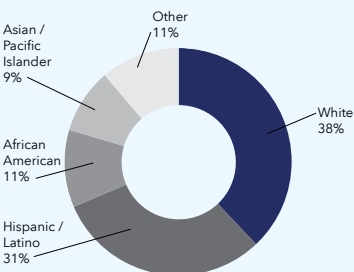
## Patient Profile by Age



## Breakdown of Services Provided to Patients



## Patient Profile by Ethnicity



Total patient visits for FY 2017-2018 were 173,923.

A total of 16% of our patients are men.

89% of patients live at or below 200% of the 2018 federal poverty level (\$24,282 annually for one person; \$41,562 for family of 3).

## 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

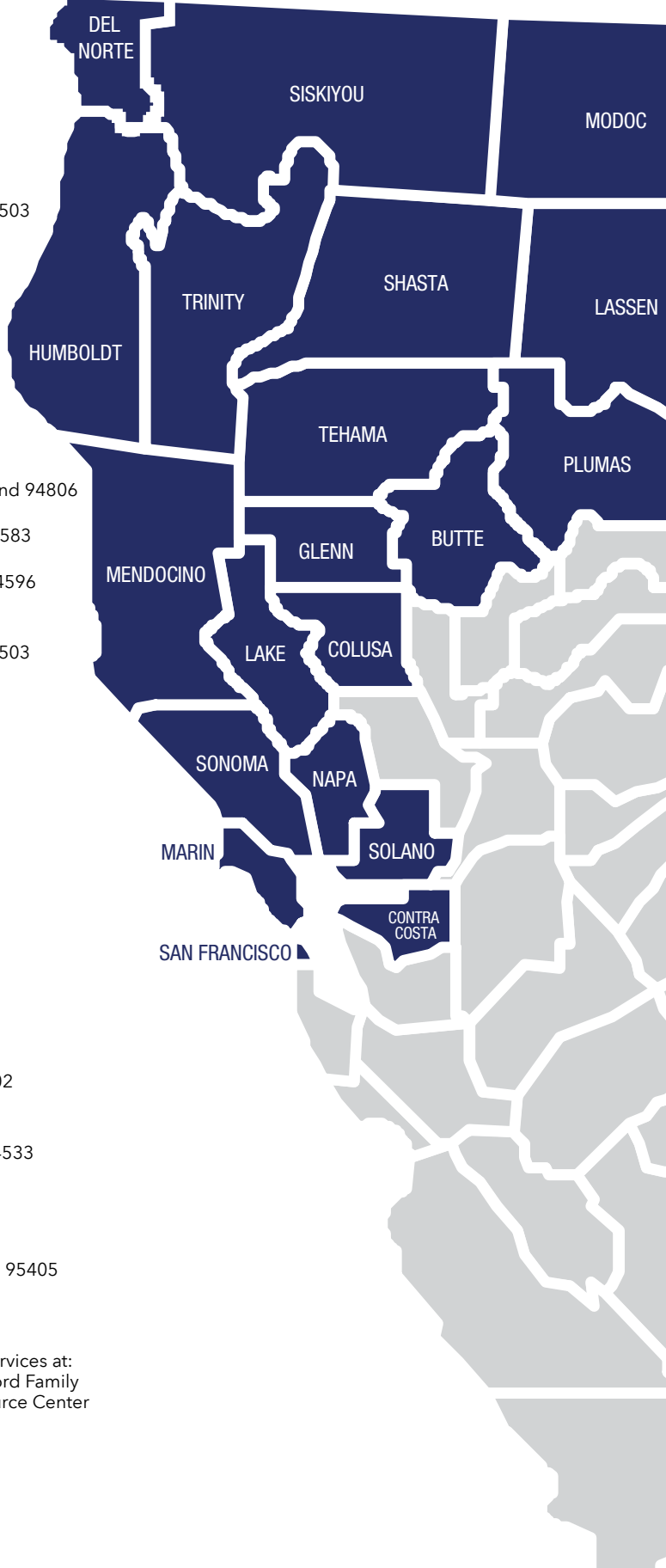
### Sonoma County

1140 Sonoma Avenue, Bldg. 3, Santa Rosa 95405

(707) 527-7656

### Satellite Sites

We provide limited reproductive health services at:  
Humboldt State University, and the Wohlford Family  
Clinic at the Good Samaritan Family Resource Center  
in San Francisco.





## **2018 - 2019 BOARD OF TRUSTEES**

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Prentiss Willson, Treasurer

Dave Turner, Secretary

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