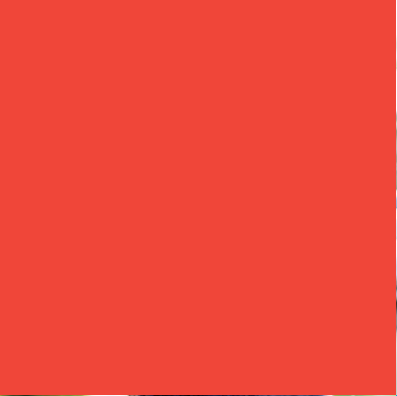




ANNUAL REPORT

2015
FY

 **Planned
Parenthood**[®]
Pacific Southwest





MISSION STATEMENT

THE MISSION OF PLANNED PARENTHOOD OF THE PACIFIC SOUTHWEST IS TO ENSURE BROAD PUBLIC ACCESS TO REPRODUCTIVE HEALTH CARE THROUGH DIRECT SERVICE, EDUCATION, AND ADVOCACY.

PLANNED PARENTHOOD BELIEVES IN THE FUNDAMENTAL RIGHT OF EACH INDIVIDUAL TO MANAGE HIS OR HER FERTILITY, REGARDLESS OF THE INDIVIDUAL'S INCOME, MARITAL STATUS, RACE, ETHNICITY, SEXUAL ORIENTATION, AGE, NATIONAL ORIGIN, OR RESIDENCE.


WE BELIEVE THAT RESPECT AND VALUE FOR DIVERSITY IN ALL ASPECTS OF OUR ORGANIZATION ARE ESSENTIAL TO WELL-BEING.

WE BELIEVE THAT REPRODUCTIVE SELF-DETERMINATION MUST BE VOLUNTARY AND PRESERVE THE INDIVIDUAL'S RIGHT TO PRIVACY.

WE FURTHER BELIEVE THAT SUCH SELF-DETERMINATION WILL CONTRIBUTE TO AN ENHANCEMENT OF THE QUALITY OF LIFE AND STRONG FAMILY RELATIONSHIPS.

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PLANNED PARENTHOOD
IS MORE THAN THE SERVICES
IT PROVIDES LIKE STI TESTING
AND BIRTH CONTROL.

IT REPRESENTS
PERSONAL EMPOWERMENT,
ALLOWING PATIENTS LIKE ME,
WHO HAVE NEVER HAD
INSURANCE, TO MAKE AN
INFORMED DECISION ABOUT
THEIR BODY AND FUTURE.



Rachel | 25 | San Diego, CA





FY 2015 BOARD OF DIRECTORS & EXECUTIVE TEAM

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Linda LeGerrette

Humberto Peraza, Jr.

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Keith Limberg, VICE PRESIDENT, DEVELOPMENT

Rebecca Karpinski, VICE PRESIDENT, STRATEGY & ORGANIZATIONAL EFFECTIVENESS

Nora Vargas, VICE PRESIDENT, COMMUNITY & GOVERNMENT RELATIONS

Cita Walsh, VICE PRESIDENT, MARKETING & COMMUNICATIONS

THE CLINICIAN I SAW
AFFIRMED MY IDENTITY.
SHE ALSO REFERRED TO ME
BY THE CORRECT NAME
AND PRONOUNS.
AS A TRANSGENDER AND
QUEER YOUNG ADULT,
I HAVE NEVER HAD A
HEALTH PRACTITIONER
DO THAT.

Ethan | 19 | Riverside, CA



DEAR FRIENDS,

IT'S REMARKABLE TO THINK HOW MUCH HAS CHANGED IN JUST ONE YEAR. This has been a time of incredible progress and growth for Planned Parenthood of the Pacific Southwest, as well as real challenges that ultimately left us with an even stronger resolve to keep our doors open—and build new doors to open—for those who need our services.

In April, we celebrated the opening of our first health center in the Imperial Valley. We knew when we took responsibility for Imperial County in the mid-1980s that the community faced major barriers to reproductive health care, as well as one of the highest teen pregnancy rates in the state. It took a lot of time and hard work, but thanks to the tenacity and generous support of our donors, we are now providing birth control, STI testing and treatment, lifesaving cancer screenings and, yes, abortion care in this region. We are also grateful for the supporters who helped us create a beautiful new health center in Vista. Both of these centers are modern, patient-centered health care facilities that allow staff to work at their highest capacity while still providing the expert care that generations of women have come to expect from us.

This year, nearly 138,000 patients accessed services at our 19 health centers. We also educated and gave information to more than 66,000 people in schools, churches, and at community events, replacing fear with facts and galvanizing new advocates for reproductive health and justice. Every day, we reached out to people where they live, listening to what they need from us, and connecting them to the care that will help them live better, more healthful lives.

But our work is far from over. Between new advances in medical technology, radical shifts in care delivery, and the surge in newly insured Californians, the health care landscape is changing quickly, and we need to change with it. We have to keep renovating. We have to keep growing. And we have to keep improving.

To help us adapt to these changes, our Board of Directors approved a new strategic plan that lays the foundation for a strong future. We plan to redesign our operations for financial stability, improve our patients' access to health care, expand our services and supporter base in Riverside and Imperial counties, and mainstream our reproductive and sexual health care services.

We are committed to making these changes a reality, and continuing to provide our community with the highest-quality reproductive health care, education, and advocacy. It's your support, and your confidence, that enable us to deliver on the Planned Parenthood promise that everyone, no matter their background, income, insurance, sexuality, ideology, or immigration status, deserves compassionate care. And because of you, we will thrive for generations to come.

A handwritten signature in black ink that reads 'Darrah DiGiorgio Johnson'.

Darrah DiGiorgio Johnson
PRESIDENT & CEO

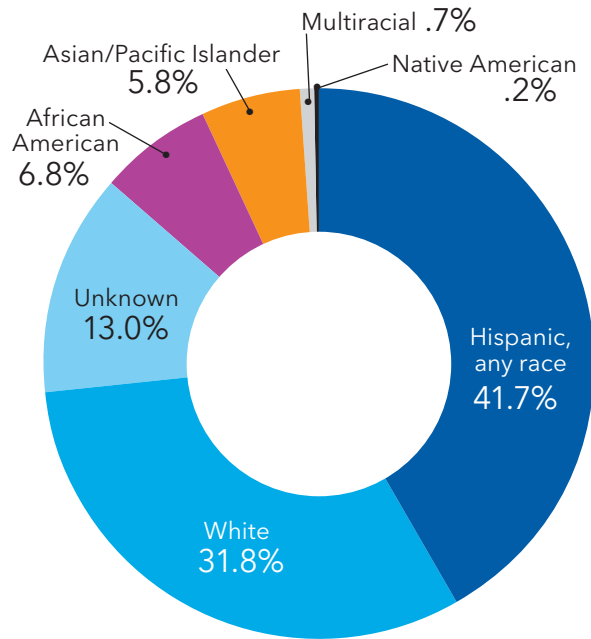
A handwritten signature in black ink that reads 'R. Elaine Hanson'.

R. Elaine Hanson, M.D.
CHAIR, BOARD OF DIRECTORS



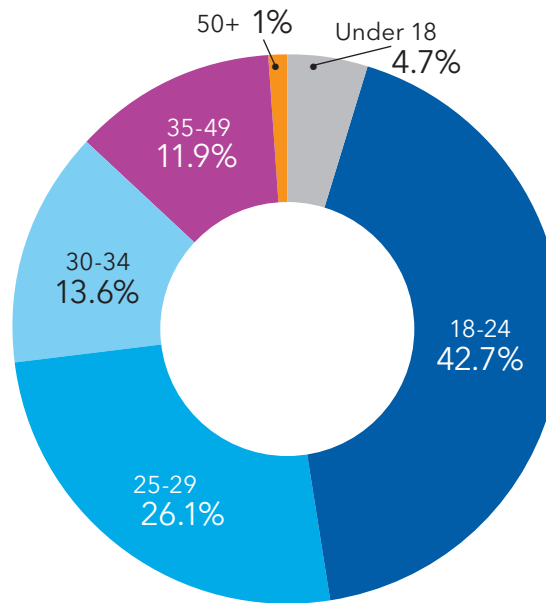
PATIENT DEMOGRAPHICS

Total Patients **137,863**



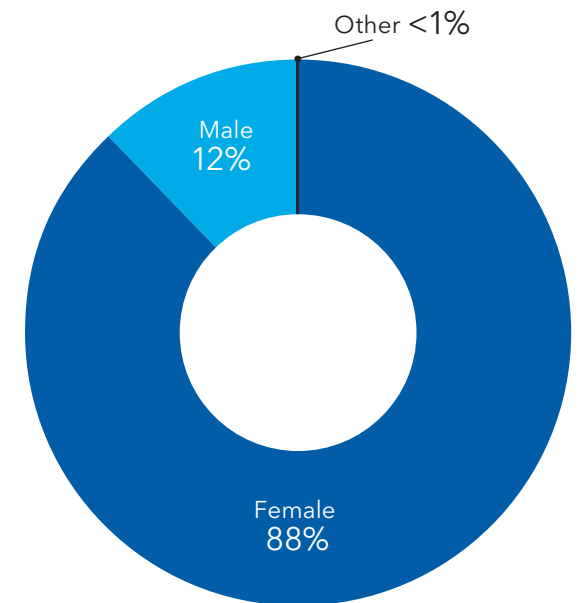
BY RACE/ETHNICITY

Hispanic, any race	57,434
White	43,831
Unknown	17,858
African American	9,420
Asian/Pacific Islander	8,019
Multiracial	988
Native American	313



BY AGE

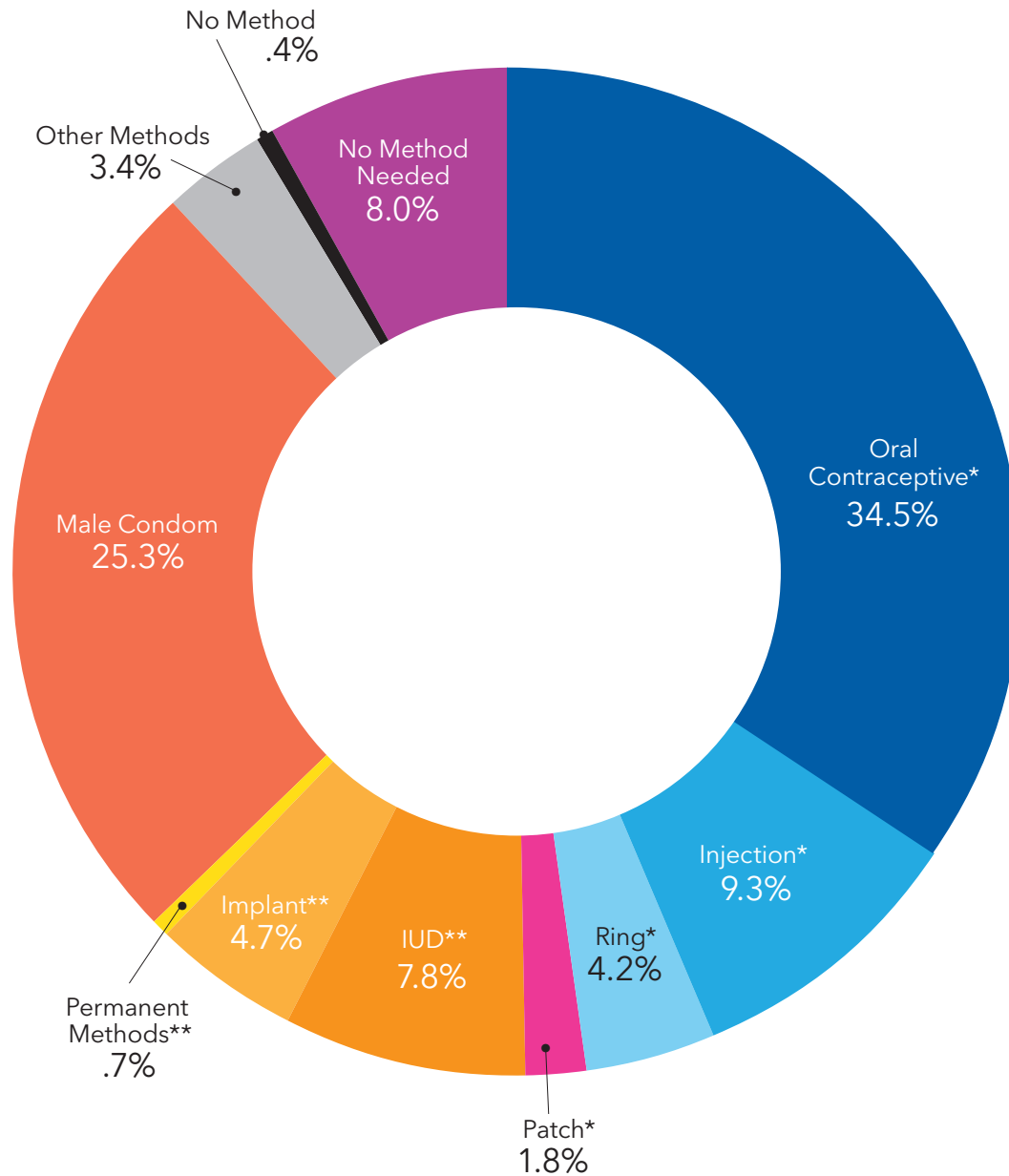
Under 18	6,481
18-24	58,929
25-29	35,987
30-34	18,796
35-49	16,384
50+	1,286



BY GENDER

Female	120,663
Male	17,194
Other	6

CONTRACEPTION



Of all of our female patients, 63 percent were using effective and highly effective methods of birth control during their most recent visit to our health centers.

Here are the [TYPES OF BIRTH CONTROL](#) our female patients were using:

Oral Contraceptive*	41,644
Injection*	11,181
Ring*	5,036
Patch*	2,189
IUD**	9,398
Implant**	5,614
Permanent Methods**	789
Male Condom	30,554
Other Methods	4,155
No Method	465
No Method Needed	9,638

TOTAL	120,663
-------	---------

* Effective methods of birth control

** Highly effective methods of birth control

Some of the services we provided during those visits include:

CONTRACEPTION

Reversible Hormonal (cycles dispensed)	
Oral Contraceptives	39,649
Patch	33,483
Ring	30,735
Depo-Provera®	26,987
Reversible Long-Acting (insertions)	
Mirena®	3,155
Paragard®	2,085
Nexplanon®	4,797
Permanent Birth Control Procedures	
Male	297
Female	117
Emergency Contraception	46,050

Date Range 07/01/2014 – 06/30/2015

STI TESTING

Chlamydia and Gonorrhea Tests	193,595
HIV Tests	66,532
Other STI Tests	17,674

CANCER SCREENING AND PREVENTION

Pap Tests	15,079
Clinical Breast Exams	18,437
HPV Treatments	1,071
HPV Vaccinations	1,137
Colposcopy/LEEP Procedures	967

ABORTION SERVICES

Medication	5,047
In Clinic	9,305

PREGNANCY TESTING

Pregnancy Tests	73,987
-----------------	--------





ALL OF THE STAFF I INTERACTED
WITH WERE KIND AND HELPFUL.
I COULD TELL THAT NO ONE
JUDGED ME BECAUSE OF
MY AGE OR THE TREATMENT
I CAME TO GET.
I FELT SAFE INSIDE AND
OUTSIDE OF THE BUILDING.



Isabel | 17 | San Diego, CA



EXPANDED ACCESS TO HEALTH CARE IN UNDERSERVED AREAS

In May, we welcomed our first patients at new health centers in Imperial Valley and Vista thanks to the action taken by generous donors and passionate staff who are committed to providing high-quality sexual and reproductive health care to the people who need us.

Opening a health center in Imperial Valley, shown left, is a tremendous victory for the women and families here. Our health center provides birth control, STI testing and treatment, and lifesaving cervical and breast cancer screenings. We also provide abortion care, which is a small and important part of what we do. This new location in Imperial Valley means that the women in this region no longer have to travel more than 100 miles or two hours to access these vital services.

The Planned Parenthood Vista Isabella Center, previously located in Carlsbad, opened its doors in a recently developed medical plaza just off of State Route 78. Not only does the center, shown right, feature a brand-new building with an open and inviting layout, its location also lends itself to greater safety and comfort for both patients and staff.



The basis of the design for both centers was developed by Planned Parenthood staff with the guidance of an architecture firm that specializes in health care facilities. In 2014, Planned Parenthood staff and stakeholders created a full-scale mockup of the ideal health center at a single-story warehouse using cardboard and tape. They refined a design for the most efficient, patient-centered health center possible over the course of one week and countless simulations, reflections, and modifications.

We are now in the process of modifying our existing health centers to incorporate these same design elements. We look forward to giving all of our patients access to the reproductive health care services they deserve in centers with an innovative, user-friendly design that aims to better serve patient and staff needs.

Planned Parenthood

SABELLA CENTER

Planned Parenthood
SABELLA CENTER

SABELLAS HOURS
MONDAY 7:30am - 6:00pm
TUESDAY 7:30am - 6:00pm
WEDNESDAY 7:30am - 6:00pm
THURSDAY 7:30am - 6:00pm
FRIDAY 7:30am - 6:00pm
SATURDAY 7:30am - 6:00pm
SUNDAY CLOSED
800.755.2639





CELEBRATED PRIDE

This year we walked in the Palm Springs Pride Parade for the first time. We also continued our tradition of walking in the San Diego Pride Parade, this time in a downpouring of rain and an outpouring of joy after the U.S. Supreme Court made it legal for same-sex couples to wed. Love wins!

EXPANDED CITY HEIGHTS HEALTH CENTER AND FRESHENED OTHER CENTERS

We expanded the services we offer at our City Heights Health Center, freshened it, and added the Lou Terrell Education & Training Room on the same floor of the building, which was named in honor of one of our most beloved supporters, a former Board Chair. We also enhanced and updated several other health centers in Riverside and San Diego counties.

EXPANDED HEALTH CARE SERVICES

Our health centers started to offer gestational dating and early pregnancy evaluation and management of complications. We also expanded our men's health services and started offering prescriptions for medication that can reduce a patient's risk of contracting HIV both before and after a person is exposed to the virus.



WON IN THE STATE LEGISLATURE

Governor Brown signed five pro-Planned Parenthood, pro-women's-health bills into law! These bills cover a wide array of issues to increase health care access and expand women's health services, such as providing women with a full range of no-cost contraceptive methods and fixing regulation so that medical assistants can hand prepackaged medication to patients and our licensed staff can spend more time helping patients in the exam rooms.



EMPOWERED THE NEXT GENERATION OF LEADERS

Young leaders and other Planned Parenthood supporters lobbied elected officials on Capitol Day in Sacramento, an annual event that provides the next generation of leaders firsthand experience on how to make their voices heard. The Latina Leadership Academy in Coachella Valley also trained 15 young women to be the next generation of reproductive justice advocates with an intensive curriculum. The program empowers young women through training in organizing and advocacy, workforce development, and sexual and reproductive health education.

EXPANDED SEXUAL HEALTH EDUCATION

We expanded sexual health education activities in San Diego and Imperial counties after receiving the California Personal Responsibility Education Program grant. This three-year grant provides evidence-based curricula to students in schools, foster care agencies, juvenile justice facilities, and other community settings.

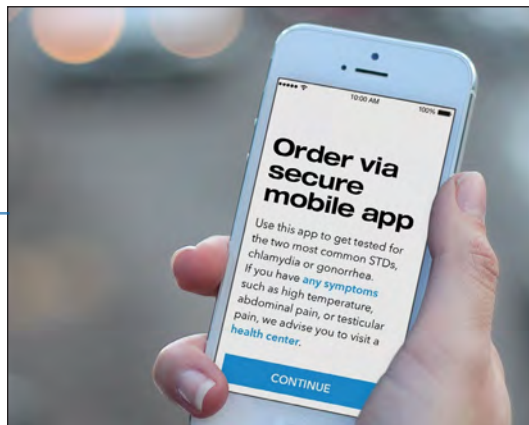
WON THE BRANDING AND MARKETING EXCELLENCE AWARD AT THE PPFA NATIONAL CONFERENCE

The award was in recognition of our “Insured or Uninsured” marketing campaign, which aimed to build patient and community awareness of the types of insurance our affiliate accepts. Launched in the summer of 2014, the campaign also encouraged patients to sign up for health insurance through the Affordable Care Act during open enrollment. We shared the materials and photography for the campaign with other affiliates to help them develop their own campaigns.



LAUNCHED ONLINE HEALTH SERVICES

We launched a new system that allows our patients to make appointments online. We also introduced our patient portal, which allows patients to communicate with their health care provider online, receive test results, and more. In addition, we launched a new app, Planned Parenthood Direct™, which allows patients to perform a self-test in their home for two of the most common STIs, and receive results securely through the app.



EDUCATED OUR COMMUNITIES

Our Promotor@s program in Riverside and Imperial counties has brought comprehensive reproductive health education to underserved communities for more than 20 years. As trusted members of their communities, Promotor@s are often the bridge between a diverse population and our health care system. The program reaches more than 35,000 people annually who would otherwise have limited or no access to reproductive health education or clinical services.

SUPPORTED BREAST HEALTH WITH PALM SPRINGS MOVIE MARATHON

The Reel Women's Movie Marathon, "Real Women, Real Stories," on Oct. 26, 2014, was a smashing success! At the inaugural event, we had 150 attendees, screened eight movies, and raised \$9,000 to support Planned Parenthood's breast health programs in the Coachella Valley.



CELEBRATED OUR 52ND ANNIVERSARY

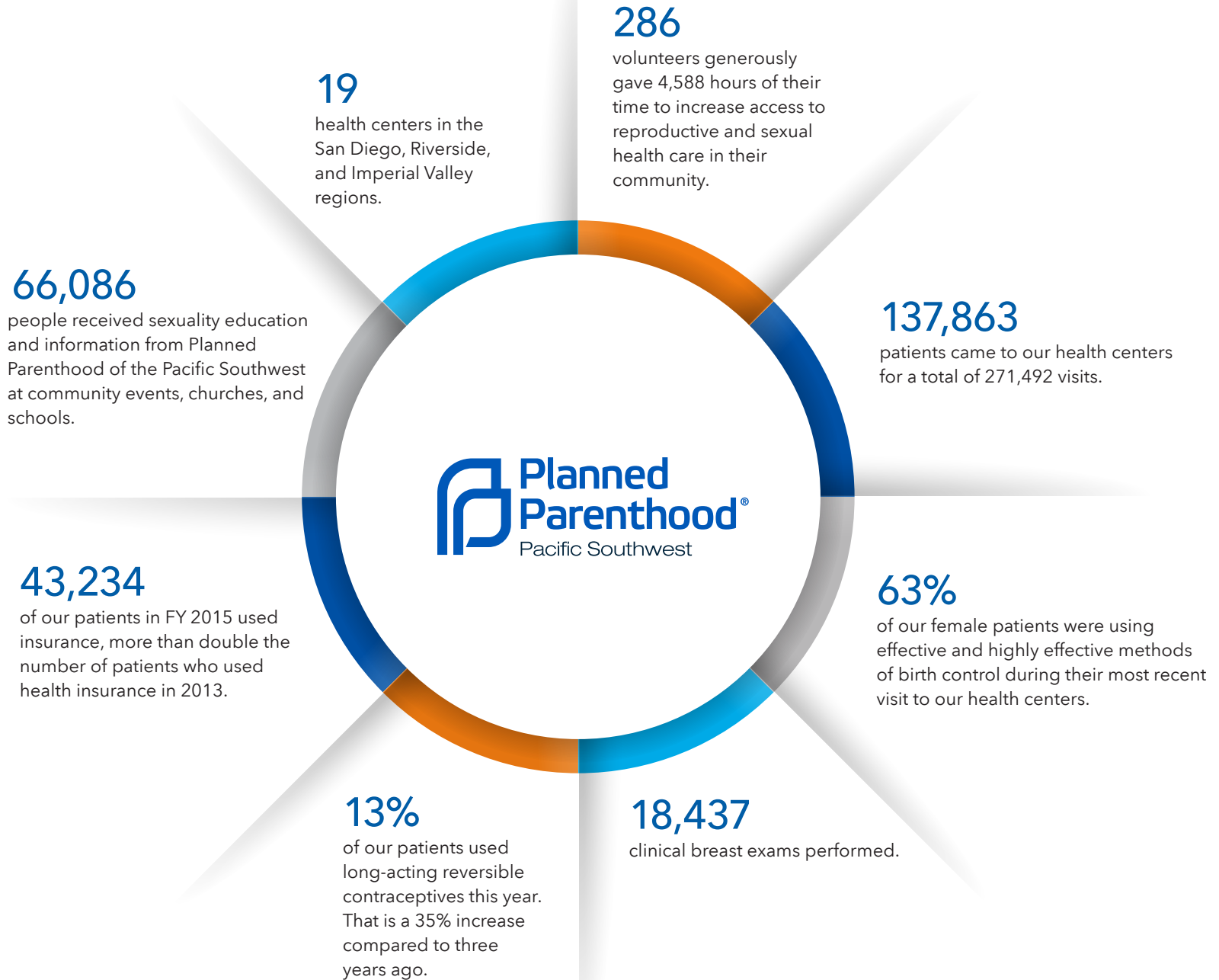
More than 1,000 supporters helped Planned Parenthood of the Pacific Southwest celebrate our 52nd anniversary on April 7 at our annual dinner, Trailblazers: The Pill and Beyond. Guests enjoyed *The Birth of the Pill* author Jonathan Eig's telling of the four trailblazers who helped make the birth control pill a reality for millions of women around the world. Planned Parenthood friends and advocates helped raise \$134,000 in donations during the matching gift challenge at the dinner, and brought the grand total for private support to more than \$1.5 million for the entire anniversary event!

ADDRESSED NEEDS OF PATIENTS EXPERIENCING INTIMATE PARTNER VIOLENCE

We are able to offer advanced support to our patients who experience intimate partner violence thanks to funding from Blue Shield of California Foundation. We worked closely with the Center for Community Solutions, the premier provider of intimate partner violence assistance in San Diego County, to develop this program. Our staff was trained to discuss healthy relationships with all patients and to provide help to those experiencing intimate partner violence. The program also includes a designated advocate at our health centers who helps patients experiencing intimate partner violence secure shelter, legal assistance, and counseling, among other services.



BY THE NUMBERS





I HAVE TWO JOBS
RIGHT NOW AND
I AM GOING TO SCHOOL.
I WANT TO HAVE KIDS SOMEDAY,
BUT I WANT TO WAIT.
PLANNED PARENTHOOD
OFFERED ME A VARIETY OF
BIRTH CONTROL OPTIONS
AND HELPED ME FIND THE
METHOD THAT IS
RIGHT FOR ME.

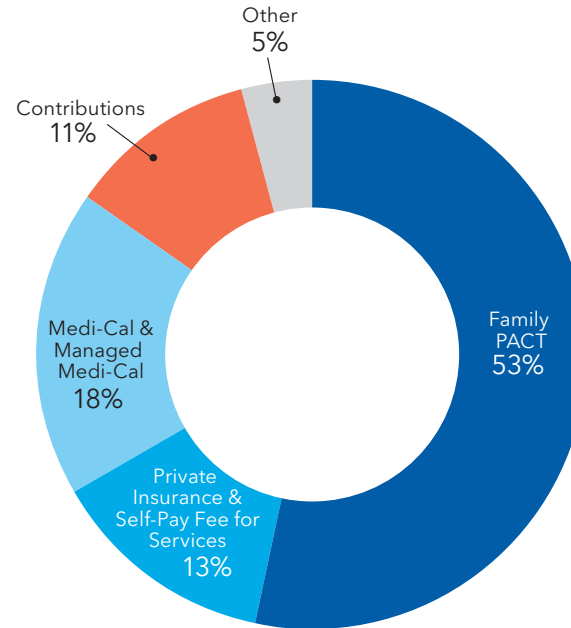


Yulinda | 21 | Brawley, CA

FINANCIAL OVERVIEW

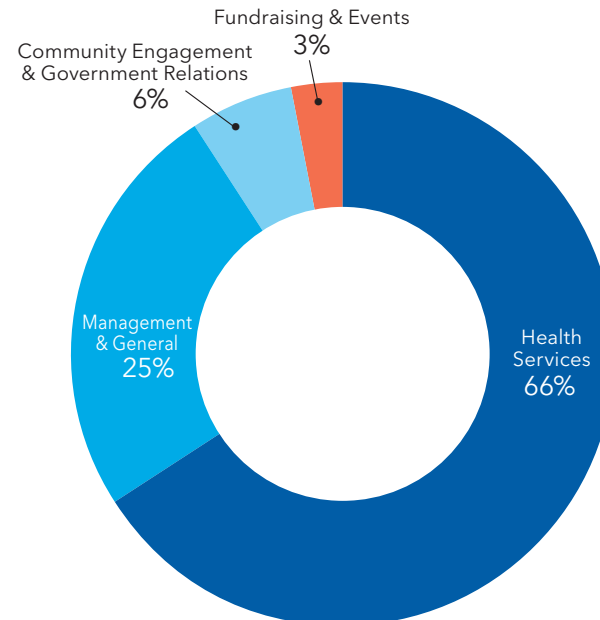
REVENUE

Family PACT	\$30,318,160
Medi-Cal & Managed Medi-Cal	\$10,387,938
Private Insurance & Self-Pay Fee for Services	\$7,662,007
Contributions	\$6,076,696
Other	\$2,912,584
TOTAL	\$57,357,385



EXPENSES

Health Services	\$36,268,194
Management & General	\$13,798,272
Community Engagement & Government Relations	\$3,581,879
Fundraising & Events	\$1,649,167
TOTAL	\$55,297,512





MY FAITH HAS TAUGHT
ME FREE WILL, BUT
PLANNED PARENTHOOD
HAS SUPPORTED
ALL OF MY CHOICES -
EVEN WHEN I DECIDED
TO HAVE AN ABORTION.

Vanessa | 37 | San Diego, CA



I ALWAYS THOUGHT
THE SERVICES PROVIDED BY
PLANNED PARENTHOOD WERE
MAINLY FOR WOMEN.
WHEN I LEARNED THAT THEY
PROVIDE SERVICES FOR MEN TOO,
I STARTED GOING THERE TO
PICK UP CONDOMS OR
GET REGULAR CHECK-UPS
FOR STIs AND HIV.

JC | 25 | San Diego, CA



DONOR LISTINGS

Thank you to the following donors who made gifts from July 1, 2014 to June 30, 2015 to generously support the mission of Planned Parenthood of the Pacific Southwest, which enables us to continue our vital work in our three-county region.

Every attempt has been made to ensure accuracy in the donor lists. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors by emailing development@planned.org.

CHAMPION OF CHOICE CIRCLE

\$25,000+

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 Drs. Richard and Rita Atkinson
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 Guy C. Clum
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\$10,000-\$24,999

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*Deceased

DONOR LISTINGS

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\$5,000-\$9,999

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\$2,500-\$4,999

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Ensuring the long-term stability of Planned Parenthood of the Pacific Southwest through charitable planned gifts

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Planned Parenthood of the Pacific Southwest is a tax-exempt organization. Any bequest is fully deductible for federal estate tax purposes and our tax ID number is 95-6111785. To plan a bequest or if you have any questions, please contact the Development department at 619.881.4626.



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List as of June 30, 2015



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SO I'M REALLY GRATEFUL
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IN IMPERIAL VALLEY.
BEING ABLE TO GET BIRTH
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1295 Broadway, #201
Chula Vista, CA 91911

CITY HEIGHTS*
4305 University Ave., #350
San Diego, CA 92105

COACHELLA
49-111 Highway 111, #6-A
Coachella, CA 92236

COLLEGE AVENUE
SARAH WEDDINGTON CENTER
4575 College Ave.
San Diego, CA 92115

EL CAJON
1685 E. Main St., #301
El Cajon, CA 92021

ESCONDIDO
347 W. Mission Ave.
Escondido, CA 92025

EUCLID AVENUE
FRANCIS TORBERT CENTER
220 Euclid Ave., #30
San Diego, CA 92114

FIRST AVENUE
MICHELLE WAGNER CENTER
2017 First Ave.
San Diego, CA 92101
Family Planning: Suite 301
Specialty Services: Suite 100

IMPERIAL VALLEY**
1463 South 4th St.
El Centro, CA 92243

ADMINISTRATIVE OFFICES

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1075 Camino del Rio South
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KEARNY MESA
7526 Clairemont Mesa Blvd.
San Diego, CA 92111

MIRA MESA
10737 Camino Ruiz, #220
San Diego, CA 92126

MISSION BAY PARKER CENTER
4501 Mission Bay Drive, #1C
San Diego, CA 92109

MISSION VALLEY EXPRESS***
1333 Camino del Rio South, #306
San Diego, CA 92108

MORENO VALLEY
12900 Frederick St., Suite C
Moreno Valley, CA 92553

PACIFIC BEACH EXPRESS
MIMI BRIEN CENTER
1602 Thomas Ave.
San Diego, CA 92109

RANCHO MIRAGE
71777 San Jacinto Drive, #202
Rancho Mirage, CA 92270

RIVERSIDE FAMILY PLANNING
& SPECIALTY SERVICES
3772 Tibbetts St.
Riverside, CA 92506

VISTA ISABELLA CENTER****
1964 Via Centre
Vista, CA 92081

FIRST AVENUE
MICHELLE WAGNER
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* Expanded to become a full-service family planning health center in 2015
** Opened May 2015
*** Closed January 2015
**** Formerly Carlsbad Isabella Center

INFORMATION

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