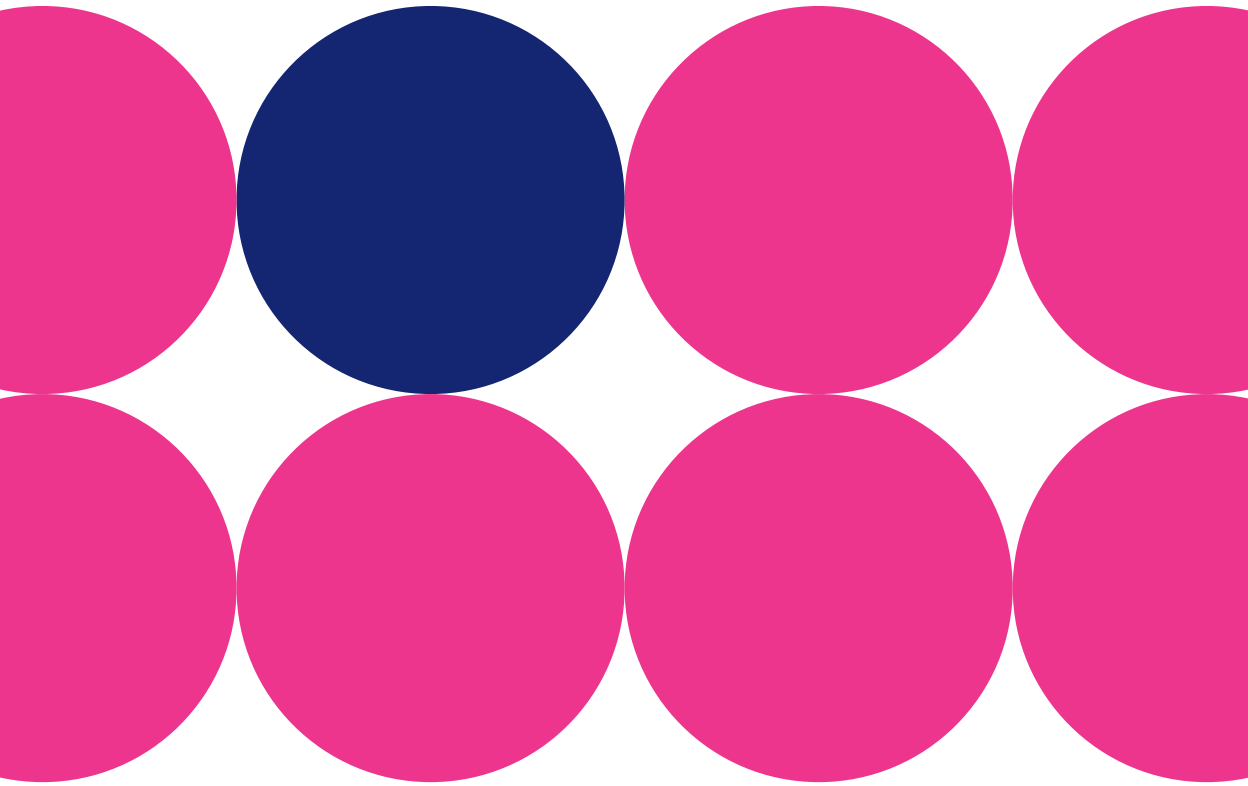




Planned Parenthood Northern California

2022-2023



**REPRODUCTIVE  
FREEDOM-**

We Are Unstoppable

# Dear PPNorCal Friend,

Just days after the overturning of *Roe v. Wade*, we began our new fiscal year (FY23) on July 1, 2022. Within one month, the implications of this decision were clear. We began to see luggage outside our procedure rooms, owned by patients seeking abortions who came directly from the airport because they could no longer access care in their home state. Over the past twelve months, we have seen the highest out-of-state patient volume in Planned Parenthood Northern California's (PPNorCal) history. Today, nearly half of U.S. states have moved toward abortion bans or restrictions, severely impacting individuals' right to bodily autonomy.

Amid the nationwide attacks on reproductive freedom, PPNorCal proudly expanded our capacity to provide sexual reproductive health care over the past twelve months. Through general operating support and targeted donations to our [SAFE \(Securing Abortion, Freedom, & Equality\) Campaign](#), we increased health center hours at 15 locations; opened a new and larger health center in Napa; launched telehealth medication abortion services; created a dedicated uncompensated care fund; hired Spanish-bilingual patient navigator capacity; and established our Community Health Worker Program. These new initiatives are essential to meet the rising patient demand. Going forward with continued donor support, we can retain needed health center staff, expand our capacity to provide uncompensated care to patients, and further increase access to care. As a Planned Parenthood affiliate within a reproductive freedom state, our priority is to create a safe space for anyone seeking our services from within or outside of California.

This is a time of rapid change, and it is because of you that we are able to protect abortion access here in Northern California. Despite all we've faced, we will prevail because of our supporters who continue to double down on our mission to protect reproductive freedom and provide patients with the health care they need and deserve. This year has proven that our collective commitment to be here for those who need us is powerful. Together we are stronger and unstoppable!

Please enjoy reviewing our FY23 Annual Report, highlighting PPNorCal's actions over the past twelve months to fulfill our commitment to our patients and you.

In solidarity,



Jesus Ramirez-Valles, Ph.D., MPH  
Chair, Board of Directors



Gilda Gonzales, MPA  
CEO



## OUR VISION

PPNorCal fulfills its mission by advancing strong business practices and progressive initiatives anchored by Diversity, Equity, and Inclusion principles and honorable standards.

## OUR MISSION

PPNorCal advances health equity through the delivery of equitable, accessible, and high-quality sexual reproductive health care.

# ADVANCING HEALTH EQUITY

PPNorCal is proud to have provided essential sexual reproductive health care, including:

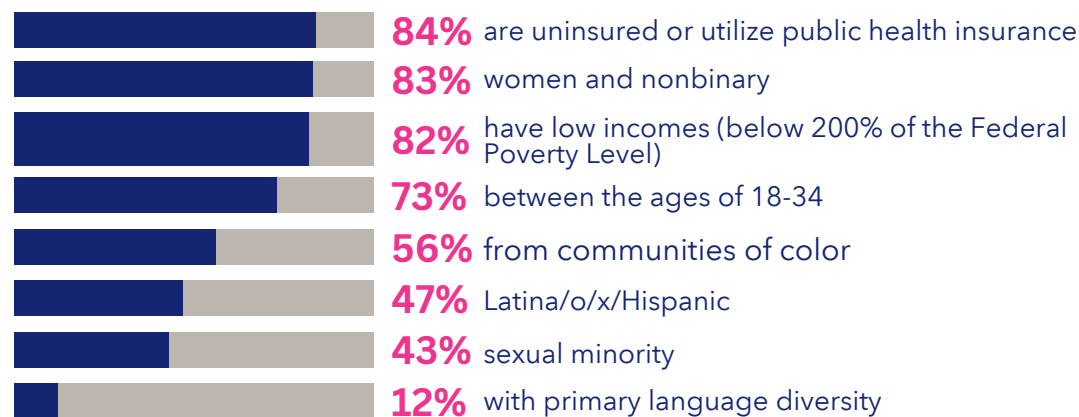
- 227,377** STI Tests\*
- 167,695** Contraception Visits
- 52,755** HIV Tests & PrEP/PEP Visits
- 48,115** Pregnancy Tests & Counseling
- 28,140** Emergency Contraception Visits
- 21,859** Bacterial Vaginosis Tests
- 17,071** Gender-Affirming Hormone Therapy Visits
- 12,478** Cervical Cancer Screening Tests & Treatment
- 10,633** Abortions
- 5,695** HPV Tests & Vaccines



- 4,579** Breast Exams
- 3,604** Prenatal Visits
- 875** Behavioral Health Visits
- 328** Vasectomies
- 316** UTI Screenings & Treatment
- 303** Infertility Evaluation & Miscarriage Management Visits
- 220** Expectant Management Visits
- 203** Monkey Pox Virus (MPXV) Tests
- 8** Endometriosis Visits

\*STI tests include chlamydia, genital warts, gonorrhea, hepatitis C, herpes, syphilis, and trichomoniasis—total combined.

## WHO DO WE SERVE?



# WE'RE FIGHTING BACK!

**JULY 2022**

In response to the overturning of *Roe v. Wade*, PPNorCal launched the **SAFE Campaign (Securing Abortion, Freedom, & Equality)** to increase and protect access to abortion care.



To meet increased patient needs, PPNorCal formalized its longstanding commitment to providing funds to cover the unmet financial need of our patients. The uncompensated care fund was officially established to increase our ability to provide at-no-cost care when needed!

**SEPT 2022**

PPNorCal launched our Community Health Worker Program (CHWP)! In addition to patient consultations, our CHWs connect patients and the broader community to needed reproductive rights and health care information and resources.



**DEC 2022**

PPNorCal implemented Spanish-bilingual Patient Navigator services that connect patients with uncompensated care and travel assistance, ensuring that individuals facing the greatest barriers to care are served, including those living in difficult-to-access, remote areas or other states.



**JAN 2023**

PPNorCal began offering telehealth medication abortion (teleMAB) statewide to anyone located within California at the time of service. PPNorCal was the first and remains the only CA Planned Parenthood affiliate to launch teleMAB.

PPNorCal expanded health center hours at select locations to adapt to patient needs and increase access to care.

Our new Napa Health Center location opened its doors to patients!



**FEB 2023**

PPNorCal expanded its Government Relations and Communications Department to increase patient advocacy efforts and prepare for the 2024 elections, which will determine the future of sexual reproductive rights and health care.

**JUNE 2023**

PPNorCal celebrated the successful first year of our Contact Center and high reference laboratory located at our San Rafael Health Center. Contact Center representatives helped abortion patients find care, and the new laboratory allowed us to increase patient access to affordable testing.

# INCREASING ACCESS TO SEXUAL REPRODUCTIVE HEALTH CARE

**In Fiscal Year 2023, we delivered 26,886 more sexual reproductive health care visits than in the previous fiscal year (a 22% increase)!**

***This was made possible by onboarding 15 highly skilled clinicians and maintaining the lowest clinician attrition rate in recorded history at 8%. This was also enabled by the launch of health equity-advancing initiatives, including:***

## UNCOMPENSATED CARE FUND

Funded by SAFE Campaign and general operating support dollars, in July 2022, PPNorCal established a dedicated uncompensated care fund, enabling eligible patients to access health care that is otherwise unaffordable. SAFE also allowed us to hire a Spanish-bilingual Patient Navigator, who utilizes barrier-focused interventions to ensure that each patient receives the unique care needed despite external challenges.

## TELEHEALTH MEDICATION ABORTION

In January 2023, PPNorCal began offering telehealth medication abortion (teleMAB), increasing access to care for patients who are faced with a myriad of barriers to in-facility care, including difficulties regarding securing childcare, transportation, time off work, and more. TeleMAB also widens our reach to include anyone located in California during the time of service. PPNorCal is the first and remains the only CA Planned Parenthood affiliate to launch telehealth medication abortion (teleMAB) for patients within our state.

## NEW NAPA HEALTH CENTER

Also in January 2023, our new Napa Health Center location opened its doors to the public, with double the number of patient exam rooms as in the previous location! We are also planning the expansion of additional key health centers, enabling us to increase access to essential services, implement more exam rooms, and hire additional staff, including Advanced Care Practitioners who are trained in in-clinic abortion (ICA) care, also known as surgical abortion.

## EXTENDED HOURS

PPNorCal expanded health center hours to include evening and weekend hours at 15 of our 17 locations. Extended hours are essential for patients who cannot take time off work for care.

**BEST IN CLASS!**

Every three years, PPNorCal participates in a thorough accreditation process with Planned Parenthood Federation of America (PPFA) and is rigorously evaluated on more than 300 indicators. This evaluation affirms that an affiliate provides high-quality care to patients and maintains the integrity of internal best practices recognized by Planned Parenthood. PPNorCal completed the accreditation process in May 2023, exceeding expectations. This is the best performance PPNorCal has achieved to date.

**Funded by donor dollars, the power of PPNorCal's new Community Health Department allows us to provide wraparound services and holistic support inside and outside of our health centers for patients with unique, dynamic needs. This department includes Behavioral Health, Prenatal Counseling, and Community Health Worker Program (CHWP) services.**

***By 1) offering patients equity-driven interventions at the point of care and 2) connecting our broader community with important sexual reproductive health information and resources, we accomplished the following:***

Supported by donor contributions and limited MediCal reimbursements, PPNorCal launched our new CHWP to minimize health care disparities and bridge gaps in access to care. Our CHWs help patients navigate the health system by offering culturally and linguistically appropriate care and counseling, providing health education, and advocating for the communities in which they live and work. By assisting patients with MyChart and public health insurance enrollment, CHWs remove key barriers to accessing SRH care. We now have CHWs serving these counties: Contra Costa, San Francisco, and Solano, and we will expand into Napa County in the coming year.

Our Behavioral Health staff, including four Marriage and Family Therapists, provided teletherapy, in-person therapy visits, and related services to nearly 1,700 patients. We also received over 400 referrals from community-based organizations and other health centers. CHWs and Behavioral Health staff collaborated on numerous referrals for resources and referrals, warm handoffs, and comprehensive patient care to meet patients' unique health care needs.





# PEOPLE POWER MUST BE VISIBLE!

## The *Dobbs* Decision didn't stop us.

It only made us more determined to keep organizing and inspire people to take action to protect reproductive freedom!

Most importantly, this decision reinforced our commitment to *pro-voting, pro-civic engagement, and pro-democracy strategies*. Here are some highlights of accomplishments from the Planned Parenthood Northern California Action Fund (PPNorCalAF):

### WEBSITE LAUNCH

Following the *Dobbs* decision, we quickly got to work with our partners at the California Future of Abortion Council and helped in the creation and launch of an official website with resources for accessing abortion care in the state: [www.abortion.ca.gov](http://www.abortion.ca.gov).

### LEGISLATIVE ACTION

During the 2022 legislative session, PPNorCalAF assisted in passing 13 bills by providing public testimony in Sacramento and organizing legislative visits. These bills improved access to abortion care, patient privacy, provider protections, overall health outcomes, and behavioral and maternal health care services.

### VOLUNTEER ENGAGEMENT

We created our new Super Supporter program in September 2022, enabling friends of PPNorCal to engage in our mission. With 100 members, this program trains participants on how to share information about reproductive freedom and encourages voter registration and participation in their neighborhoods and communities.

### COMMUNITY PARTNERSHIP

In August 2022, we expanded PPNorCal's Clergy for Reproductive Freedom (CRF), a volunteer group of community leaders from diverse faith traditions who reside or work in the PPNorCal region. CRF advances our mission by sharing the importance of sexual reproductive health care and rights with the broader community and elected officials.

### PROPOSITION 1

In November 2022, we celebrated the passing of Proposition 1, enshrining birth control and abortion access in our state constitution. Thank you, California voters, for your overwhelming support!

### COALITION PARTICIPATION

The Bay Area Abortion Rights Coalition (BAARC), led by the San Francisco Department on the Status of Women, was established in January 2023. PPNorCal is an active member.

### 2023 PRIDE

Alongside over 300 staff and volunteers, we stood with our LGBTQIA+ community by participating in six Pride events across Northern California to show that every person deserves access to sexual reproductive health care, inclusive of gender, race, legal status, or sexual orientation.

**The Reproductive Freedom Movement will only be successful with people like you by our side!**

**Together, we are unstoppable.**

To learn more about how to become involved, please contact our Volunteer Coordinator at [volunteer@ppnorcal.org](mailto:volunteer@ppnorcal.org)



# THE POWER OF GIVING

The collective power of philanthropy safeguards our ability to continue providing patient-centered care for all. Thanks to your generous support, PPNorCal finished FY23 with an additional \$3 million in operating funds! We could not have done this without you. With donors like you by our side, we can continue to strengthen our foundation, expand our reach and services, and adapt to evolving patient needs. **With you by our side, we are unstoppable.**

**17,037**  
unique donors  
contributed  
a total of  
**\$13,997,593**

The Dobbs decision exacerbated inequities in sexual reproductive health care accessibility. To meet this need, PPNorCal launched the SAFE (Securing Abortion, Freedom, & Equality) Campaign. With the goal of raising \$5.8 million by June 30, 2024, SAFE's strategic campaign investments will enable us to strengthen our ability to serve more patients. With \$2.2 million raised in FY23, we were able to launch many of the aforementioned health equity-building initiatives that are connecting individuals with affordable sexual reproductive health care services, including abortion. We are not done. With your continued support, we can ensure that these initiatives are sustained for years to come.



## Being a part of the SAFE Campaign

has given me the chance to make a tangible impact on people's lives by improving access to reproductive health care for those who are struggling to afford these essential services. Now, more than ever, we must stand united in our efforts to protect access to safe and compassionate health care choices. We all deserve quality reproductive health care, and through this campaign, we can bridge the gap and ensure that no one is left behind due to financial constraints. Together, we can work towards a future where everyone's rights are respected, and access to vital health care remains secure."

– James Lloyd, SAFE Campaign Supporter



**Featured here are photos from *Fortify & Inspire: A Gala for Reproductive Freedom* (above) and *Acts of Courage—Reproductive Freedom: We are Unstoppable!* (below).**

**These two premier fundraising events generated \$870,000 to support PPNorCal's services and sustainability.**

**We look forward to seeing you again at future events!**





# YOUR IMPACT

When you donated to PPNorCal this past fiscal year,  
your dollars were action.

Your dollars championed reproductive freedom.

Your dollars created health equity.

PPNorCal's uncompensated care fund and Community Health Worker and Patient Navigation programs are entirely supported by donors.

Because of your support, PPNorCal provided:

**3,214**

Patients with uncompensated care

**1,023**

Patients with patient navigation services

**801**

Individuals with Community Health Worker services

It is because of your support that each individual was able to access needed sexual reproductive health care and information.

They would not have been able to do so otherwise.

# OPERATING BUDGET

Your impact drives growth.

## FY 2023 Pre-Audit Figures

### Revenues

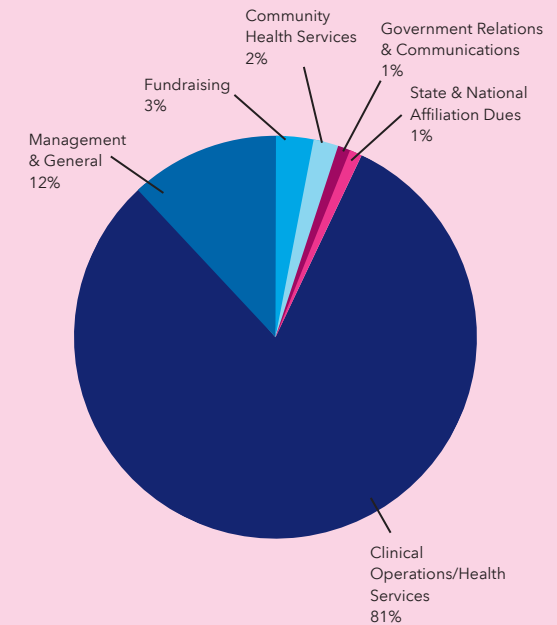
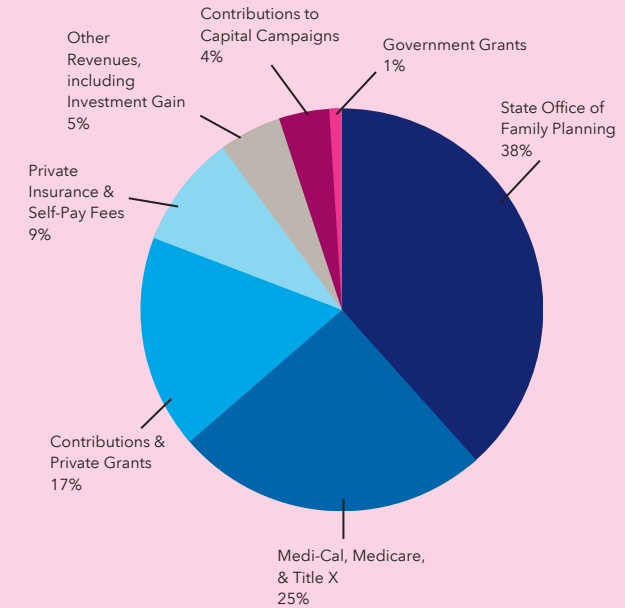
State Office of Family Planning	\$26,620,183
Medi-Cal, Medicare, & Title X	17,625,827
Government Grants	621,153
Private Insurance & Self-Pay Fees	6,438,190
Contributions & Private Grants (1)	12,066,552
<b>TOTAL Operating Revenues</b>	<b>\$63,371,906</b>
Other Revenues, including Investment Gain	\$3,771,594
Contributions to Capital Campaigns	2,598,434
<b>TOTAL Revenues</b>	<b>\$69,741,934</b>

Notes:

(1) FY23 Contributions and Private Grant Revenue includes \$811,901 of Bequests received.

### Expenses

Clinical Operations/Health Services	\$52,574,144
Management & General	7,490,129
Community Health Services	1,576,951
Government Relations & Communications	539,531
Fundraising	2,138,961
State & National Affiliation Dues	333,999
<b>TOTAL Operating Expenses</b>	<b>\$64,653,715</b>
Revenue minus Expenses (net deficit), includes Contributions to Capital Campaigns	\$5,088,219
<b>TOTAL Uses of Revenues</b>	<b>\$69,741,934</b>
Capital Expenditures	\$1,283,594



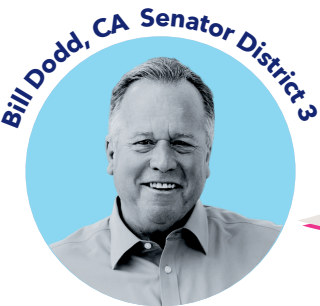
"Thank you for the guidance and financial assistance. I could not have done this without you."

—Anonymous Patient 12



It's personal. It's democratic. It's about our freedom. It's about our country. So when you support Planned Parenthood Northern California, you are exercising your patriotic duty. You are working for freedom in our country.

As a District Attorney, I firmly support Planned Parenthood Northern California's vital role in providing crucial healthcare services to the most vulnerable in our community. Just as it is my duty to protect and advocate for justice, Planned Parenthood Northern California's unwavering commitment to reproductive freedom ensures that those often marginalized have access to essential care and resources, reinforcing the very fabric of our commitment to a fair and equitable society.



Our local Planned Parenthood Northern California clinic provides my constituents, friends, and loved ones with kind, supportive, comprehensive reproductive care. I've worked to advance that aim in the Legislature. I'm so grateful for their presence in this community, providing a lifeline for so many people!

It's so important that California be a leader in women's health care and reproductive freedom. I'm proud to partner with Planned Parenthood Northern California and other organizations that are working every single day to advance women's rights and access to care.



Last year, our Caucus enacted 14 bills, including a Constitutional Amendment guaranteeing access to abortion and contraception, and secured \$200-plus million in budget funding. This year, we are building on that momentum with 16 bills to ensure California remains a national leader in the fight for reproductive justice. We promised Californians and people across this country to be a refuge state for anyone seeking an abortion, and we intend to keep it.

CENTERS AND LOCATIONS

Regional Offices (925) 676-0505  
1522 Bush Street, San Francisco 94109  
2185 Pacheco Street, Concord 94520

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

Contra Costa County  
1104 Buchanan Road, Ste 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, Ste 307, Richmond 94806 (510) 222-5290  
200 Porter Drive, Ste 200, San Ramon 94583 (925) 838-2108  
1357 Oakland Boulevard, Walnut Creek 94596 (925) 935-3010

Humboldt County  
3225 Timber Fall Court, Ste 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  
935 Trancas Street, Unit 4D, Napa 94558 (707) 252-8050

San Francisco County  
1522 Bush Street, San Francisco 94109 (415) 821-1282

Shasta County  
2935 Bechelli Lane, Ste 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

For telehealth services, please visit:  
[PPNorCal's Virtual Health Center](http://PPNorCal's Virtual Health Center)  
[ppnorcal.org](http://ppnorcal.org) or scan the QR code to the right!





# 2022 - 2023 BOARD OF DIRECTORS

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Caroline Watts

## **President and CEO**

Gilda Gonzales, MPA

PPNorCal is grateful for the following former Board of Directors who served our mission honorably throughout this past fiscal year. We extend our sincere thanks and appreciation to each of them.

Nicole M. Barnett, DHSc, MBA, RN, CNL, NEA-BC

Kanishka Karunaratne Cheng

Nikita T. Mitchell

Sue Y. Young



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