



ANNUAL REPORT

# 2013 2014

 **Planned  
Parenthood**<sup>®</sup>  
Pacific Southwest



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\*Former executive team members

## MISSION STATEMENT

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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.

Dear Friends,

**IT HAS BEEN A YEAR OF TREMENDOUS CHANGE AT PLANNED PARENTHOOD, MOST OF IT VERY POSITIVE.** And that which challenges us only makes us stronger in our resolve to provide high-quality reproductive and sexual health care.

Millions have benefited from the Affordable Care Act, which significantly increased access to health care in the United States. We celebrate the success of Obamacare because it means women can now get birth control and preventive care with no co-pay or cost-sharing. Planned Parenthood was included in the White House discussions about health care reform because of our reputation as a leader in providing care that reduces the rate of unintended pregnancies and sexually transmitted infections.

Planned Parenthood of the Pacific Southwest provided 276,648 patient visits at our 19 health centers and educated 45,150 people through our programs at churches, schools, and community organizations. We continue to thrive because we've earned a reputation for providing high-quality, compassionate care. No matter what. That's why one in five women in the United States has used Planned Parenthood at some point in her life.

We have been hard at work in the community, letting people know that whether or not they have insurance, we've got them covered. The health care landscape has changed, but our core values remain the same.

Unfortunately, we are still defending basic rights like access to birth control and abortion care. The United States Supreme Court dealt two blows to reproductive freedom in 2014. First, the high court ruled that it is unconstitutional to establish a 30-foot buffer zone to protect patients from aggressive protestors outside health centers. Second, the court surprised many legal scholars by allowing privately held corporations to opt out of providing birth control coverage in their employee health plans because their owners have religious objections to contraception. While these decisions were disappointing, Planned Parenthood remains a vigilant advocate for women's rights and will continue to seek solutions for patients who need these services.

We look forward to the future as we adapt to the new health care environment. Our patients tell us that no one provides sensitive, nonjudgmental care in quite the same way as Planned Parenthood. It is because of this trust that women and men continue to rely on Planned Parenthood. And it is because of your generous support that we are able to provide care for so many who need and deserve our services.

Thank you for all you do to support Planned Parenthood in our work providing health care, sexuality education, and political advocacy. Our positive impact on our communities is due in large part to your support.



**Darrah DiGiorgio Johnson**  
President & CEO



**R. Elaine Hanson, M.D.**  
Chair, Board of Directors

# TOTAL PATIENT VISITS 276,648

Some of the services we provided during those visits include:

## STI/STD TESTING

Chlamydia and Gonorrhea Tests	247,358
HIV Tests	72,663

## CANCER SCREENING AND PREVENTION

Pap Tests	12,449
Human Papillomavirus (HPV) Vaccinations	1,756
HPV Treatments	3,510
Colposcopy/LEEP Procedures	1,458

## ABORTION SERVICES

Medication	4,486
In Clinic	9,446

## PREGNANCY TESTING

Pregnancy Tests	78,468
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## CONTRACEPTION (PATIENTS)

66,579

We provided effective and highly effective methods of birth control to of our patients:

ROW LABELS	PATIENTS	% OF CONTRACEPTION PATIENTS
Oral Contraceptives	38,694	58%
Depo-Provera®	11,044	17%
Vaginal ring	6,241	9%
IUD*	4,587	7%
Implant*	2,721	4%
Patch	2,718	4%
Vasectomy**	444	1%
Tubal Ligation / Essure®**	130	<1%
<b>Total Patients</b>	<b>66,579</b>	<b>100%</b>

We distributed more than **2 million** condoms to our patients.

\* Long-acting reversible contraception  
 \*\* Permanent contraception

## BY THE NUMBERS

5% of our patient visits were for abortion.

19 health centers in the San Diego, Riverside, and Imperial Valley regions

100% of the teen mothers enrolled in our Teen Success program maintained their current family size.

141,318 patients came to our health centers for a total of 276,648 visits.

45,150 people received sexuality education from Planned Parenthood of the Pacific Southwest at community events, churches, and schools.





## BY THE NUMBERS

100% of the educators who provide sexuality education in the San Diego Unified School District received training from Planned Parenthood.



We supported numerous social justice organizations throughout the region, contributing more than

\$50,000

to their causes increasing social equity.

As leaders in sexuality education, Planned Parenthood of the Pacific Southwest was a featured speaker in more than

30

conferences and panels.



300 volunteers generously gave 3,210 hours of their time to increase access to reproductive and sexual health care in their community.

OUR HEALTH CENTER STAFF  
PERFORMED

**26,322**

CERVICAL AND BREAST CANCER  
SCREENINGS, AND

**339,887**

TESTS FOR STIs, INCLUDING HIV.



Bonnie & Staff,

My name is Sue\* and my daughter and I were in your facility on April 11 due to an unfortunate circumstance and I just wanted to thank you all for the amazing support and kindness you showed to us. It was a very difficult time for my daughter, myself and our family and the compassion you showed us was so awesome and it helped ease our pain. There are no words that can fully express how grateful I am to all of you. Every day my daughter gets stronger and I believe it's in part to all the loving kindness that she has been shown from people like you.

Thank you all again and may God bless you all!!

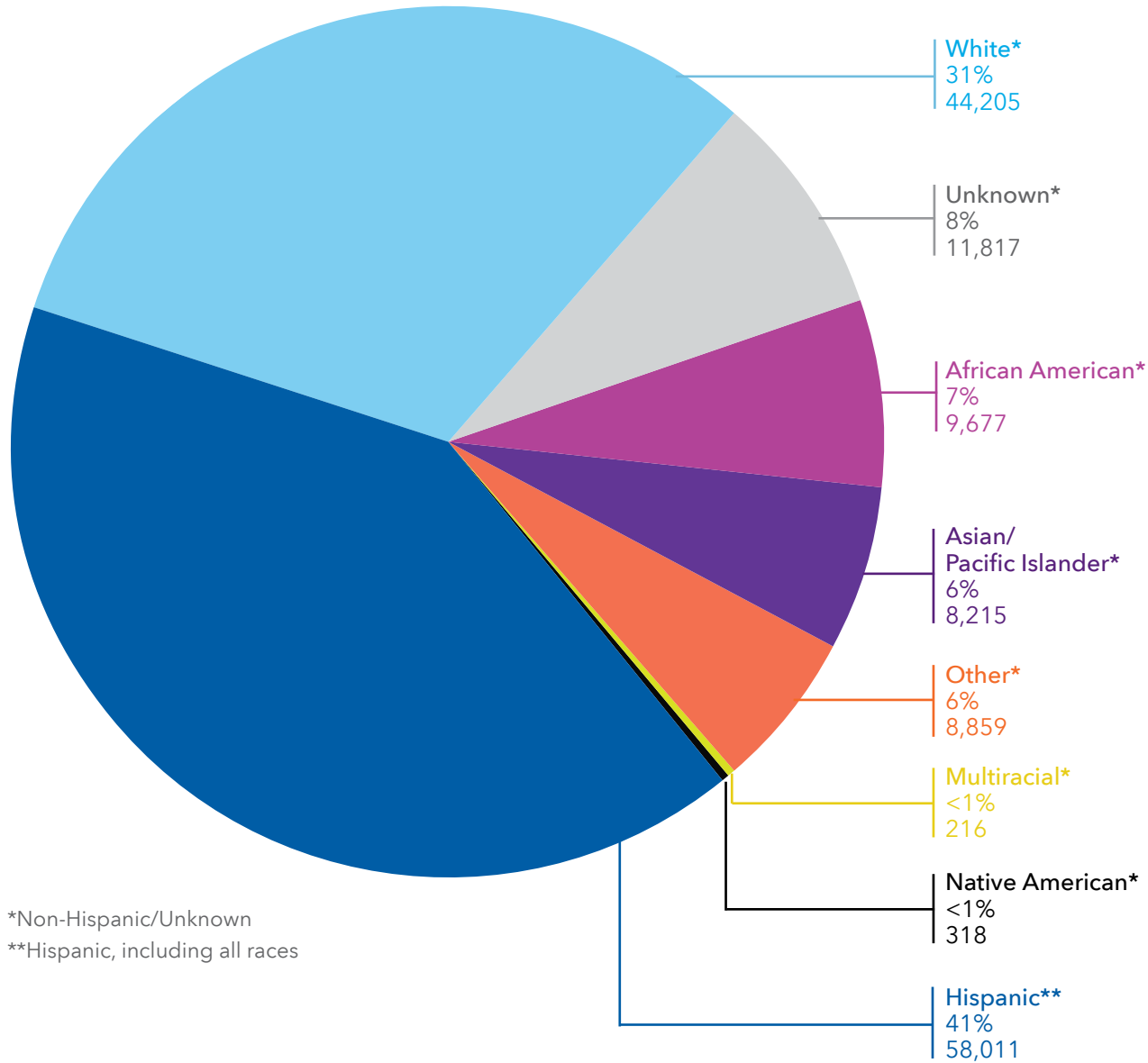
With a thankful heart,  
Sue\*

*\*Name has been changed to protect the privacy of the author.*

# PATIENT DEMOGRAPHICS

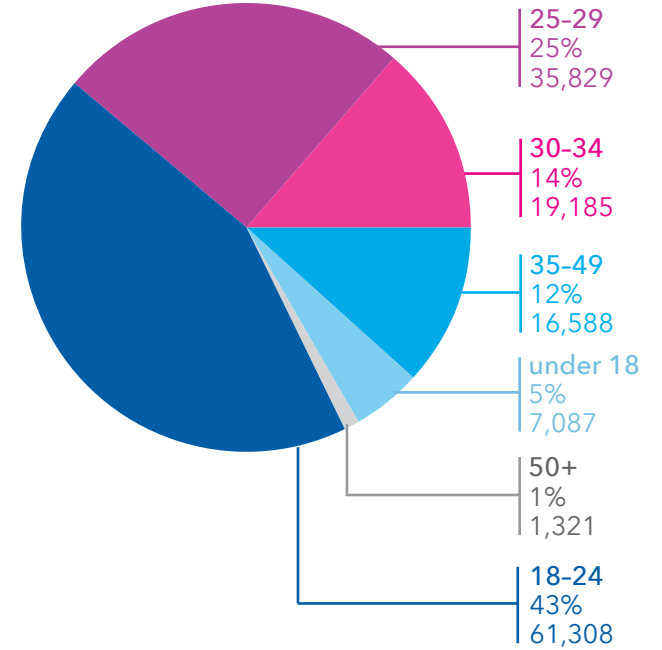
## BY RACE/ETHNICITY

TOTAL PATIENTS 141,318

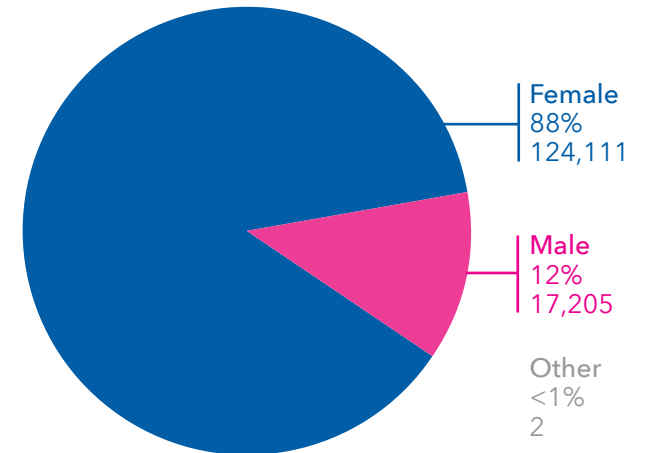


\*Non-Hispanic/Unknown  
\*\*Hispanic, including all races

## BY AGE



## BY GENDER



# What Did We Do This Year?

GLAD YOU ASKED.

AT PLANNED PARENTHOOD OF THE PACIFIC SOUTHWEST, WE:

## Designed a Health Center of the Future

We worked closely with an expert group of architects to design the “Health Center of the Future” that uses Lean design principles to best serve the reproductive and sexual health care needs of patients. Built entirely out of cardboard, this exercise allowed staff, patients, providers, and supporters to walk through a life-size health center designed for how health care should be delivered, making thousands of changes and edits in real time to improve the patient and staff experience.



Staff design a health center of the future.

## Got a Makeover

SIX OF OUR CENTERS have received significant facelifts in the past year. New flooring, new furniture, and a whole new look ensure that what patients see is consistent with the high-quality, medically advanced medical care they are receiving. The rest of our centers will get their new look this year.



The new lobby of our El Cajon center.

## Connected Communities with Health Insurance

Our Certified Enrollment Counselors in the Coachella Valley educated **MORE THAN 6,000 PEOPLE** in the community about their health insurance options under Obamacare. **MORE THAN 5,000 PEOPLE** have subscribed to our email reminder service and now receive updates about enrollment deadlines and information. And everywhere we go – through T-shirts, handouts, neighborhood walks, and community presentations – we’re ensuring that everyone knows that whether they have insurance or not, they can still come to Planned Parenthood for the confidential, nonjudgmental care they need.

## WHAT DID WE DO THIS YEAR?

### Provided Sexuality Education

Planned Parenthood of the Pacific Southwest continues to provide community outreach and education utilizing innovative and the most up-to-date approaches. Through the California Personal Responsibility Education Program (PREP) grant, our team successfully implemented evidence-based curricula to **MORE THAN 600 OF THE MOST AT-RISK YOUTH** in Riverside County. This grant has been instrumental in expanding our services to foster care agencies and juvenile justice facilities.



Volunteers and staff at Capitol Day.



A "Get Yourself Tested" event at Grossmont College.

### Expanded to Imperial County

As we look forward to our first health center in the Imperial Valley in 2015, the Community & Government Relations department has been on the ground in the county since 2009. This year we continued to lay the groundwork thanks in large part to a grant from **THE CALIFORNIA WELLNESS FOUNDATION**. This grant allowed us to recruit and train five youth promotor@s and conduct preliminary research on school board policies regarding sexual health education in the county.

### Trained the Next Generation of Activists

Through some of our various **COMMUNITY & GOVERNMENT RELATIONS PROGRAMS**, like the Latina Leadership Academy in the Coachella Valley and the Youth Leadership Academy in San Diego, we've trained 25 youth in semester-long programs to become the next generation of reproductive justice advocates. We also trained more than 40 youth to help us lobby during Teen Capitol Day in Sacramento.

### Defended Reproductive Rights...Again!

Across the United States, anti-women legislators continued their attempts to reduce a woman's right to access contraception and choose abortion. As always, **PLANNED PARENTHOOD WAS ON THE FRONT LINES DEFENDING WOMEN'S REPRODUCTIVE FREEDOM**. California was one of the few states that expanded access to care as it passed Assembly Speaker Toni Atkins' AB 154. This bill allowed trained clinicians to perform early abortion services, reducing the need for women to travel great distances to access care. Planned Parenthood met with legislators and organized grassroots activities, such as letter writing and phone calls to legislators.



Darrah DiGiorgio Johnson with Sandra Fluke and Amalia Deaztlan at the Inaugural Anniversary Dinner in Riverside.

## Hosted Inaugural Anniversary Dinner in Riverside

The Riverside County Inaugural Anniversary Dinner was held at Miramonte Resort & Spa. Planned Parenthood supporters and community leaders were among the 135 guests in attendance. They were moved by the personal journey of [BEATRIZ CERVANTES, OUR AFFORDABLE CARE ACT HEALTH NAVIGATOR](#), who shared her story as a young mother now proud to help her community gain access to quality care. [SANDRA FLUKE, PROGRESSIVE ACTIVIST](#), also spoke, encouraging everyone to stay involved. Thank you to our Honorary Committee and community partners for a memorable evening!

## WHAT DID WE DO THIS YEAR?

### Improved Breast Health Care

We have expanded our referral and care coordination strategies for our patients receiving breast health services. [OUR CASE MANAGEMENT PROGRAM](#) helps patients navigate care within and beyond the Planned Parenthood scope of services. We now offer access to a broader network of providers for further testing and treatment, as well as access to social and financial support.

### Raised Our Glasses for Choice

[COCKTAILS FOR CHOICE™\\* WAS A SMASHING SUCCESS!](#) The choicest party of the summer was held on August 23 at Stone Brewing World Bistro & Gardens. It was a lovely setting, hosting nearly 250 supporters at one of our largest networking socials to date. We raised \$6,000. Thank you again to all who helped make this night a success!

\*COCKTAILS FOR CHOICE™ is a trademark of Planned Parenthood Action Fund of the Pacific Southwest, used with permission.

### Brought Health Services to College Campuses

We know that college students have busy lives and that jam-packed schedules can sometimes be a barrier to accessing services. Planned Parenthood provided preventive health care services on the campuses of [SOUTHWESTERN COLLEGE](#), [IMPERIAL VALLEY COLLEGE](#), and [COLLEGE OF THE DESERT](#).

## WHAT DID WE DO THIS YEAR?

R. Elaine Hanson, M.D.,  
with Ellen Dolgen and  
Darrah DiGiorgio Johnson.



### We Ought to Be in Pictures!

And we were. Planned Parenthood was consulted and a New York health center was filmed in the romantic comedy **OBVIOUS CHILD**. Our affiliate hosted an early screening for press and community supporters to help create early buzz for the film, which aimed to normalize abortion by featuring a woman who was certain about her choice. Even more groundbreaking was the use of comedy in a movie about pregnancy termination.



### Anniversary Dinner

The night was a knockout! More than 1,300 supporters “joined the fight” on May 8, as we celebrated our 51<sup>st</sup> Anniversary Dinner, **THE MAIN EVENT**, and raised more than \$1.1 million. A \$51,000 matching gift challenge sponsored by Board Chair R. Elaine Hanson, M.D., Bruce A. Robbins, M.D., and family helped raise more than \$217,000 in donations the night of the event!

### Proudly Supported LGBTQI Rights

Our fabulous float was filled with Planned Parenthood friends, staff, and volunteers. Crowds cheered for our contingent of over **100 PEOPLE AS WE PROUDLY MARCHED IN HILLCREST**, sporting rainbow flags, feather boas, and signs celebrating **LGBTQI PRIDE**. They also cheered for the nearly 10,000 condoms and dental dams we distributed to spectators.



Volunteers and staff at the San Diego Pride parade.

### Fine-tuned Our Marketing

There’s an old saying in marketing: Half of our advertising works; we just don’t know which half. Well, that answer just won’t do for Planned Parenthood, a nonprofit agency that has to stretch its dollars. This year, we put into place **EFFECTIVE MARKETING METRICS** with unique phone numbers and online analytics that allow us to see which ads are working best. We can quickly pivot and adjust our message or outlet to ensure we are effectively reaching current and prospective patients with important information about their health.



## Took to the Streets for Grassroots Marketing

**VOLUNTEERS TOOK TO THE STREETS** to hand out condoms and info cards at events like football games, street fairs, and concerts. And if there was no event happening, we created our own and sent our street teams to areas where there was a lot of foot traffic. Last year we distributed thousands of condoms and answered countless questions about our services and programs.

## Held First-Ever Telephone Town Hall

During the 2013 ACA Open Enrollment period, Planned Parenthood of the Pacific Southwest organized its first-ever Telephone Town Hall to **ENGAGE COMMUNITY MEMBERS AND EDUCATE THEM ON THE ACA**. The first event worked so well, we held a second one! Planned Parenthood of the Pacific Southwest President & CEO Darrah DiGiorgio Johnson moderated the Telephone Town Halls, featuring Congressman Raul Ruiz, Assemblywoman Lorena Gonzalez, Mayra Alvarez from the US Department of Health and Human Services, and our affiliate's in-house ACA experts. The events provided close to 8,000 households with ACA information, and led to referrals to ACA Navigators.

Vernita Gutierrez with Reverend Beth Johnson and Bobbie Upson.



## WHAT DID WE DO THIS YEAR?

### Two-Year Grant Awarded

We received a two-year grant from Blue Shield of California to partner with The Center for Community Solutions (CCS), a local rape and domestic violence prevention agency, to provide **SERVICES AND SUPPORT TO VICTIMS OF DOMESTIC VIOLENCE AND SEXUAL ASSAULT**. This partnership focuses on cross training staff at both agencies on trauma-informed care, sensitivity when screening patients for intimate partner violence (IPV), and reproductive health services, as well as creating a referral policy for clients of CCS to find a reproductive health home at one of our centers. This grant also provides funding for a Domestic Violence Victims Advocate to support the San Diego health centers; any time a patient discloses past or present domestic violence and/or sexual assault, we can request the advocate come to the center and provide support and direct links to additional services for our patients.

### Launched Faith-Based Initiative

After years of planning, development, and on-the-ground efforts, our Faith-Based Initiative made great strides. The Community & Government Relations team participated in the Center for American Progress' Faith & Reproductive Justice Leadership Institute and facilitated dialogue circles with local faith leaders over a five-week period. It was very successful in creating opportunities for continued dialogue and collaboration. Local pastor **REVEREND MADISON SHOCKLEY** received The Reverend Davis Award from Planned Parenthood Federation of America, and served as the keynote speaker at the 2015 Coalition for Reproductive Choice's Roe v. Wade Anniversary Dinner.

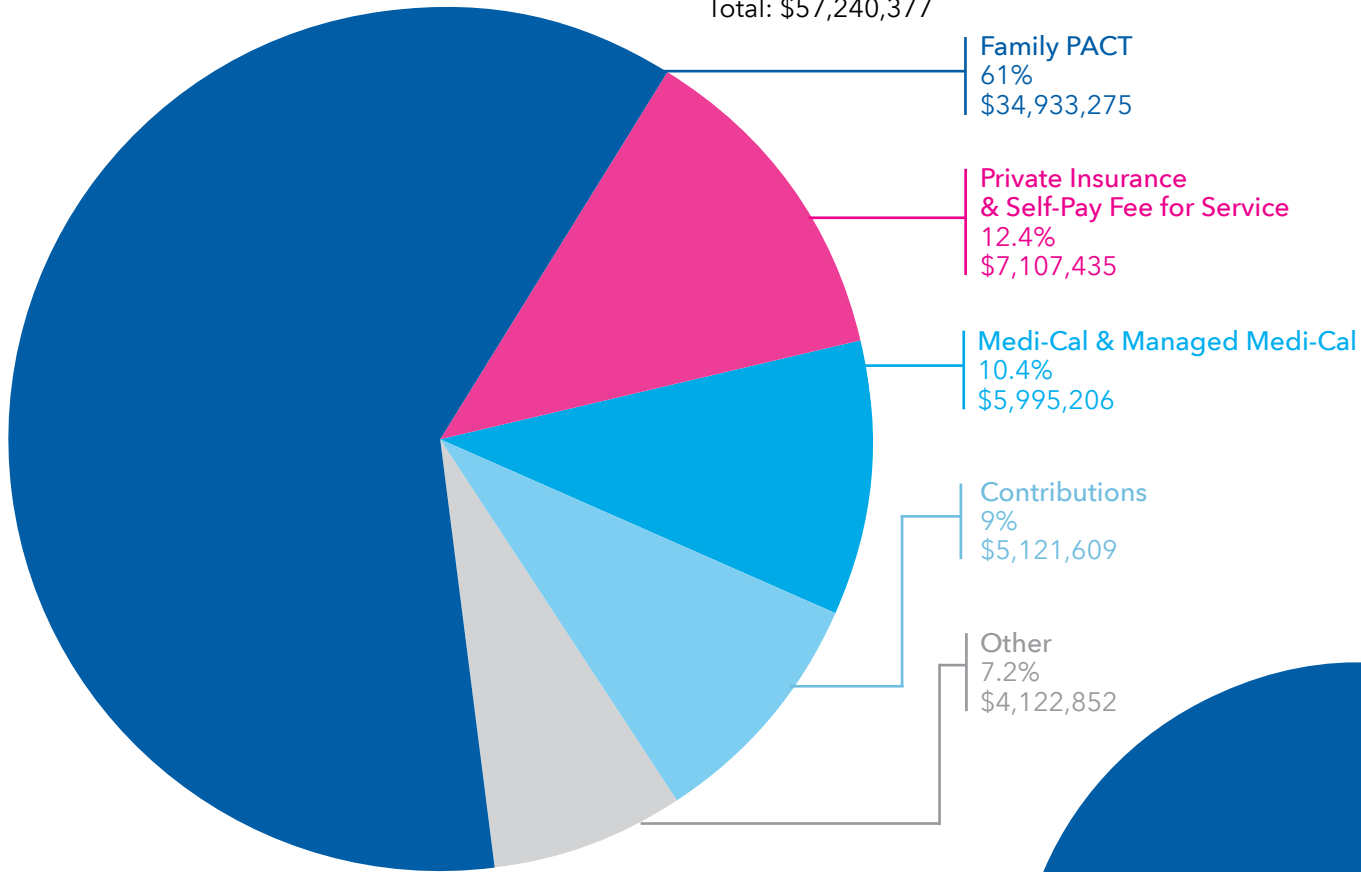
371,505

OUR CONTACT CENTER RECEIVED  
CALLS FROM PEOPLE WITH QUESTIONS ABOUT SEXUAL  
HEALTH OR TO SCHEDULE AN APPOINTMENT AT A HEALTH CENTER.



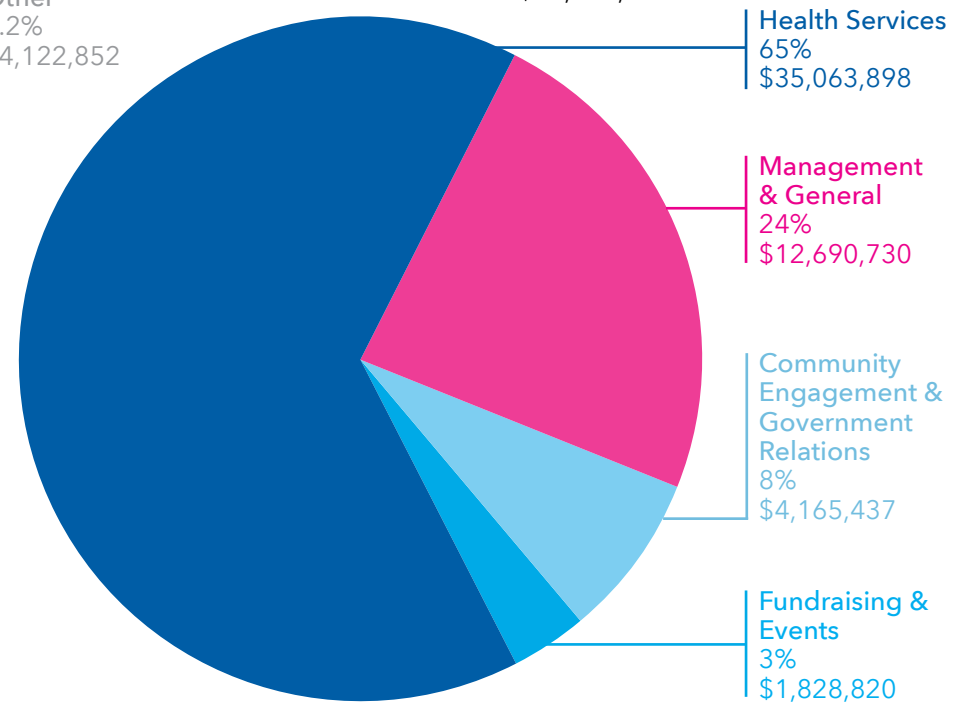
REVENUE

Total: \$57,240,377



EXPENSES

Total: \$53,748,885



## DONOR LISTING

Thank you to the following donors who made gifts from January 1, 2013 to June 30, 2013 and from July 1, 2013 to June 30, 2014\* 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 calling the Development department at 619.881.4523 or emailing [cobana@planned.org](mailto:cobana@planned.org).

*\*Planned Parenthood of the Pacific Southwest's fiscal year is now July 1–June 30.*

**Champion of Choice Circle**

\$25,000+

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 Marisa and Bill Rastetter  
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**BECAUSE YOU CARE.**

“WHEN I WAS 21 YEARS OLD, I SAID TO MYSELF, ‘NO MORE BABIES UNTIL YOU HAVE A COLLEGE DEGREE IN YOUR HAND.’ WHEN I WENT TO PLANNED PARENTHOOD, I DIDN’T JUST GET CONDOMS. I GOT SCREENED FOR CERVICAL CANCER, A BREAST EXAM AND STD TESTING. I MADE AN APPOINTMENT FOR AN IUD SO THE NEXT TIME I GET PREGNANT IT’S BECAUSE I PLANNED FOR IT.”

## DONOR LISTING

### Benefactor Circle

\$5,000-\$9,999

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\$2,500-\$4,999

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\$1,000-\$2,499

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