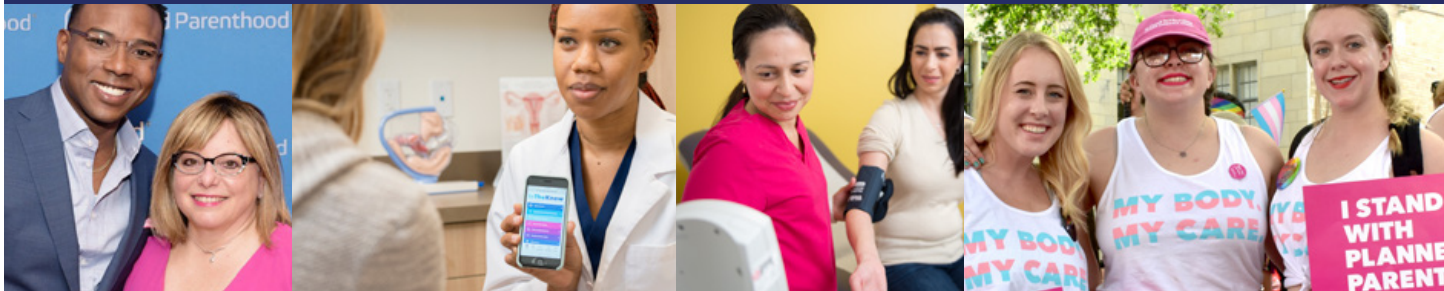


MEETING THE MOMENT

To Expand Access And Care

Planned Parenthood
of Metropolitan Washington, DC

2019 ANNUAL REPORT



Planned Parenthood of
Metropolitan Washington, DC, Inc.

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LETTER FROM

PRESIDENT & CEO DR. LAURA MEYERS
AND BOARD CHAIR JENNIFER LURAY

Every day, Planned Parenthood of Metropolitan Washington, DC (PPMW) works toward a future where every individual has the knowledge, freedom, and power to access and achieve optimal health outcomes.

This year, we fought back against the relentless racist, ableist, misogynistic attacks against access to reproductive healthcare access. One such attack was the campaign against the federal Title X program, the nation's only federal funding dedicated to providing access to reproductive health services such as birth control, cancer screenings, sexually transmitted infection testing and treatment.

The attack against Title X strips our patients' access to medical information about their own health, and is an attack on the future PPMW strives for: one where everyone has the ability to make health decisions with complete medically accurate information and where everyone can get the care they need—no matter what.

Not only have we fought for access, we also expanded it. When our Board of Directors approved our organization's Strategic Plan last year, we recognized several ambitious goals ahead: introducing telehealth so patients can access care from the comfort of their home through an app on their phone, expanding access to abortion care, and introducing primary care services.



Laura Meyers



Jennifer Luray

We are pleased to share that not only did we meet our goals, we also exceeded them. In addition to successfully introducing all of the programs above, we are also now providing gender-affirming hormone therapies for transgender patients, and have made much-needed renovations to our Gaithersburg Health Center, upgrading the patient experience for a consistent appearance across all of our locations.

We also are expanding our sex education and volunteer programs to exponentially grow our reach throughout the DMV through peer education and a comprehensive training program. We continue to mobilize thousands of new supporters through our Ambassador Program, expand our public policy and organizing capacity, and empower our volunteers to speak up and speak out for their rights. The Developing Leaders Program has attracted the most diverse cohorts ever for its nine-month immersive learning experience.

In the past year, we served 20,228 patients, provided 1,020 pap tests, 35,482 STI tests and treatments, and 1,293 breast exams. We participated in hundreds of local events, engaged new communities in our jurisdiction, and reached more than 18,500 people through our sex education and engagement programs.

In this pivotal moment for reproductive health care there are battles ahead, but not only are we here—we're meeting the moment to expand access and care for our patients. Our doors stay open, no matter what.

For far too many people—particularly people of color and people with low incomes—access to health information and care is nearly unattainable.

Planned Parenthood was founded on the visionary idea that every individual has the knowledge, freedom and power to access and achieve optimal reproductive health.

ABOUT PPMW

Founded in 1937, Planned Parenthood of Metropolitan Washington, DC is the oldest and largest provider of family planning services in the region, with three state-of-the-art health centers in Northeast DC, Gaithersburg, MD, and Suitland, MD. Our mission has always been to provide high-quality health care, promote healthy sexuality, and protect the right to make personal health decisions. Serving the region for over 80 years, we have ensured that everyone, including those who have been historically underserved, can access high-quality and affordable care.



2019 HEALTH CARE SERVICES

HEALTH SERVICES

STI Testing & Treatment	35,482
<hr/>	
Contraception	
Contraception Cycles Dispensed	10,955
Condoms Dispensed	2,366
Emergency Contraception Kits Provided	624
<hr/>	
Cancer Screenings & Prevention	3,485
HPV Vaccinations	246
Pap Tests	1,020
Breast Exams	1,293
Breast Risk Screening Questionnaires (BRSQs) Conducted	926
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Other Health Services	6,973
Preventative Care Visits	898
Pregnancy Tests	5,862
Urinary Tract Infection Testing & Treatment	194
Miscarriage Management	19
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Abortion Services	6,499
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TOTAL SERVICES	66,384

PATIENTS

Contraceptive Patients	12,615
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Breakdown of Patients by Gender*	
Female Patients	18,046
Male Patients	2,182
<hr/>	
TOTAL PATIENTS	20,228

*We only collected binary gender data during this reporting period.





EDUCATION

**PPMW has a long history
of outreach to area youth.**

Our culturally diverse and bilingual staff has experience in addressing the barriers young people face in talking about sex, and the importance of considering cultural and religious nuances in talking about sexuality.

EDUCATION

PPMW educators work with youth, young adults and populations experiencing vulnerability in the greater Washington, DC region, reaching over 17,400 community members each year. In FY19, PPMW's education department focused on high impact programming (four education sessions or more), innovative programming, professional development, and linkage to care.

In 2019, PPMW educated over 4,000 youth with comprehensive educational programming to make healthy reproductive health choices; 85% of programming reaches youth 11-18 years old. The range of programs include: Evidence Based Interventions, like our Sisters, Informing, Healing, Living, Empowering (SIHLE) and Making Proud Choices programs, individual and multi-session workshops, parent and family programs, LGBTQ inclusive programming, and training of professionals on best practices working with youth. Highlights include:

PINK PARTY

PPMW's **Pink Party/Entre Nosotros** program builds intergenerational communication skills to encourage healthy relationships and to reduce teen pregnancy and STI rates. This program provides tools that parents and teens often lack to talk about sexual or reproductive health issues, and helps families develop the skills needed to start and continue these conversations. 60 mother/daughter pairs participated in three Pink Parties/Entre Nosotros and 102 people participated in our parent program where they were able to learn how to best start and/or continue the sex education conversation.

Pink Party/Entre Nosotros encourages healthy relationships and to reduce teen pregnancy and STI rates.

PROFESSIONAL DEVELOPMENT

PPMW expanded professional training and working with youth-serving professionals in FY19, as well as setting the groundwork for expansion of programming into Prince George's County. Two new staff were hired to start this work; a manager of health education and a community health coordinator. These two positions will be integral in expanding our health education programming. Professional Development Programs provide comprehensive sex education training for youth serving professionals. These trainings are geared toward both seasoned professionals and new sexual health educators. By partnering with key health educators, PPMW is able to provide strategic training so that all youth have the opportunity for comprehensive sex education.



EDUCATION

SPILL THE TEA/SHOP CHATS

Spill the Tea is a meal series for women to talk about gender norms and how they have an effect on a women's ability to make choices about their sexual health. We explore healthy relationships, gender norms and misconceptions, and sex-positive protection.

Shop Chats provide intimate discussion groups in English and Spanish, partnering with local Black-owned barbershops and hair salons to directly engage individuals who are not currently engaged with PPMW. Shop Chats expand our PrEP education work by providing PrEP education in non-traditional venues, broadening the communities we engage with, and forming key partnerships with community advocates.



FOR ME, FOR YOU, FOR EVERYBODY (FYME)

FYME is a social-skills training for youth with intellectual disabilities ages 13-18. The program consists of nine sessions focused on self-esteem, self-advocacy, healthy relationships, dating, consent and appropriate touching, STIs, and barrier use (i.e. condoms, dental dam).

In FY19, PPMW trained 43 individuals in discussions with youth about sexual health.

ENGAGEMENT

In 2019, PPMW's volunteer, engagement, and speakers programs were the most successful in our history.



ENGAGEMENT

We have created a pathway to power for volunteers to attend robust trainings, host community events, and mobilize around legislative priorities to protect access to care and stand with our community coalition partners.

In the past year, PPMW has increased volunteer engagement by 147% and launched a successful Speakers Bureau program, with 15 active members. Overall, the three volunteer programs—Developing Leaders Program, Ambassador Program, and Speakers Bureau—have enrolled 203 volunteers, reaching over 20,000 community members. This engagement is integral to counter the negative discourse about Planned Parenthood and its services, increase our visibility in the community, communicate our mission and goals, and recruit new volunteers with a specific emphasis on inclusivity and diversity to reflect our patient base.

PPMW's Developing Leaders Program (DLP), now in its 7th year, is growing in size, diversity, and impact from years past. This cohort saw a 45% increase in applications, and of the accepted applicants, over 60% of participants are members of a marginalized community. This DLP cohort hosted and participated in 35 educational and fundraising events on behalf of PPMW raising over \$29,000. DLP participates in monthly workshops; 24 local professionals and changemakers facilitated sessions with an intersectional lens prioritizing people of color, LGBTQ, and folks with different ability status. Monthly workshops included:

- community organizing in minority communities,
- reproductive justice,
- public narrative and storytelling,
- the intersection of LGBTQ and reproductive rights,
- consent and addressing rape culture, and
- finding allies in uncommon spaces.

SPEAKERS BUREAU

PPMW launched a Speakers Bureau where we were able to identify, cultivate and mobilize 14 community members and patients. Speakers Bureau participants received public narrative training to develop their story of self and create meaningful and impactful stories. We mobilized these storytellers across 19 events including Spanish PSAs to protect funding from the federal Title X program; rallies regarding Supreme Court nominations that impact the future of Roe v. Wade; leadership conferences; and national Facebook live videos reaching over 10,000 people.



PUBLIC AFFAIRS

In 2019, access to healthcare, particularly sexual and reproductive healthcare, faced incredible threats.

Throughout the year, across our region PPMW's Public Affairs Department worked alongside community health partners and local elected officials who champion reproductive health to advance access to reproductive healthcare in the DMV.





DISTRICT OF COLUMBIA

As of 2019, DC law was silent regarding the fundamental right to an abortion and other reproductive healthcare without governmental interference. Consequently, PPMW worked alongside reproductive healthcare champion Councilmember David Grosso and numerous community partners to develop proactive legislation that would ensure reproductive rights in DC remain protected, no matter what may happen at the Supreme Court. The resulting Strengthening Reproductive Health Protections Amendment Act, introduced in September of 2019, prohibits the government from interfering in personal reproductive health decisions and protects healthcare providers from employment discrimination due to their willingness to participate in reproductive healthcare services.

PPMW also recommitted to the fight for DC Statehood to ensure that District residents have the self-determination and autonomy they deserve. In February 2019, PPMW partnered with DC Vote to host a DC Statehood Capitol Hill Day, where over 400 volunteers and members of coalition groups visited new Congressmembers' offices in support of H.R. 51, the Washington, DC Admission Act.



PUBLIC AFFAIRS



VIRGINIA

Throughout Virginia's 2019 legislative session, PPMW advocated to advance sexual and reproductive health access. In January 2019, PPMW volunteers and staff participated in the Women's Equality Coalition Lobby Day and Rally in support of legislative priorities including protecting abortion access, paid family and medical leave, expanding access to contraception, and healthcare non-discrimination protections for transgender people.

At multiple hearings during the session, PPMW volunteers traveled to Richmond for legislative hearings on six pro-reproductive health bills. PPMW also supported a volunteer to testify at the hearing for SB 1332, a bill that would require insurance coverage of reproductive health services.



MARYLAND

Until 2019, for decades over four million people accessed birth control and other essential health-care through funding from the federal Title X program each year, with Planned Parenthood providing 41% of all Title X care throughout the country. Despite the essential nature of this funding, the Trump administration proposed a dangerous and unethical "gag rule," making it impossible to both be a Title X provider and provide comprehensive reproductive healthcare that includes abortion.

Together with Planned Parenthood of Maryland and other partners, PPMW supported passage of legislation during Maryland's 2019 legislative session guaranteeing that the State of Maryland would step in to backfill any funding lost for reproductive health providers. Thanks to strong champions in the Maryland legislature, when implementation of the gag rule forced Planned Parenthood and other reproductive health providers out of the federal



Title X program in August, PPMW's patients at our Gaithersburg and Suitland health centers were able to continue accessing care uninterrupted.

“Planned Parenthood is never going to allow the Trump-Pence Administration to bully us into withholding critical health information from our patients.”

— LAURA MEYERS, PPMW PRESIDENT AND CEO



DEVELOPMENT

**In fiscal year 2019,
PPMW raised \$8,203,000.**

Our broad base of committed donors provide approximately 57 percent of Planned Parenthood of Metropolitan Washington, DC's revenue—evidence of our powerful grassroots support in the DC metropolitan area.

DEVELOPMENT

In April 2019, PPMW hosted its annual **IMPACT Gala** at the dazzling InterContinental Hotel at the Wharf.

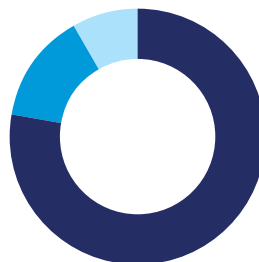
The nearly 400 person fundraising event was co-chaired by Dorothy McAuliffe, the former first lady of Virginia, and Sarah Despres, PPMW Board member and Director of Government Relations for The Pew Charitable Trusts. Attendees included former Virginia Governor Terry McAuliffe, State Senator Jennifer Boysko (VA), United States Senator Mark Warner (VA), and other dignitaries. A musical interlude was performed by the melodious voices of SisterSong. Noted radio host and the evening's keynote speaker, Richard Fowler, who also serves as a Fox News contributor, invited the crowd to engage the next generation in the fight for reproductive health and rights.

In a separate, but related event that evening, PPMW also honored advocates Michelle Kinsey Bruns, Renee Bracey Sherman, and Becca Rea-Holloway for their fortitude and work in reproductive rights.

In September 2019, PPMW partnered with The Outrage, an activist apparel company, to host three days of information sessions announcing the launch of Primary Care and Gender-Affirming

Care offerings at our Carol Whitehill Moses Health Center. PPMW Medical Leaders Dr. Serina Floyd, MD MSPH FACOG and Ryan Montoya, MD presented overviews of how the new services expand the continuum of care for patients in the DC Metro area. Vice President of Public Affairs, Betsy Harned, engaged the audience with remarks around how to fight for access to reproductive healthcare through advocacy. The full house of supporters enjoyed connecting through discussions about reproductive health and meaningful activism.

FUNDRAISING BY THE NUMBERS



- 77% Individuals
- 14% Foundations
- 9% Corporations



2019 REVENUE AND EXPENSES

Summary of Financial Activities for the Fiscal Year Ending September 30, 2019

Planned Parenthood of Metropolitan Washington, DC, Inc., is a tax-exempt corporation under Internal Revenue Code section 501(c)(3) and is not a private foundation. Contributions are tax-deductible to the fullest extent available under the law.

(All Amounts In Thousands)

REVENUE

Fundraising	\$8,203
Health Center Revenue	\$5,697
Other	\$393
TOTAL REVENUE	\$14,293

EXPENSES

PROGRAMS

Medical Services	\$9,990
Sex Education	\$774
External Affairs, Other	\$1,129
TOTAL PROGRAM SERVICES	\$11,893

SUPPORTING SERVICES

Management & General	\$1,461
Fundraising	\$1,982
TOTAL SUPPORTING SERVICES	\$3,443
TOTAL EXPENSES	\$15,336
EXCESS/(LOSS) OF REVENUE VS EXPENSES	(\$1,043)

2019 BALANCE SHEET

As of September 30, 2019

(All Amounts In Thousands)

ASSETS

Current Assets	\$7,033
Property Equipment	\$21,913
TOTAL ASSETS	\$28,946

LIABILITIES

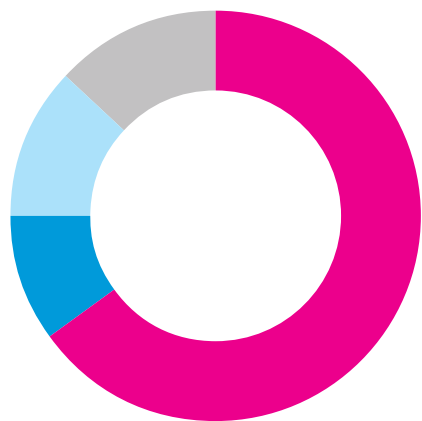
Current Liabilities	\$1,333
Other	\$302
TOTAL LIABILITIES	\$1,635

(All Amounts In Thousands)

NET ASSETS

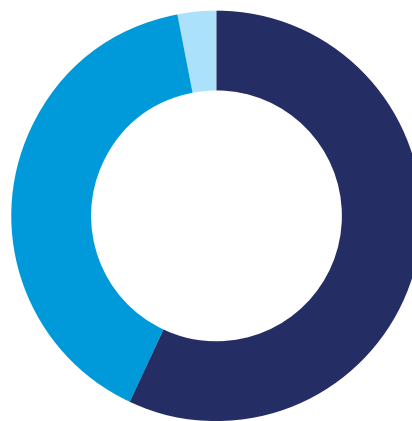
Unrestricted	\$25,763
Temporarily Restricted	\$1,548
TOTAL NET ASSETS	\$27,311
TOTAL LIABILITY ASSETS	\$28,946

FY 2019 REVENUE AND EXPENSES



EXPENSES

- 65% Medical Services
- 10% Management & General
- 12% Programs
- 13% Fundraising



REVENUE

- 57% Fundraising
- 40% Health Center Revenue
- 3% Other

“When you think of all the things in this country that are controversial, birth control is not one of those things. Birth control is so basic—it is a basic health care right. **Women should never have to choose between making decisions like, ‘Can I put food on the table, can I buy my medication, or can I pay for my birth control?’”**

— LAURA MEYERS, PPMW PRESIDENT AND CEO



Planned Parenthood of
Metropolitan Washington, DC, Inc.

PPMW.ORG

