

Expansion



UNDER ATTACK



Planned Parenthood[®]
Mar Monte

WE'RE HERE.SM



Resolve and Commitment

Strength and tenacity. In fiscal year 2011, this was Planned Parenthood Mar Monte's stance as we served more clients when they needed us most, even as we faced unprecedented legislative attacks on family planning services and threats to close us down. As government funding cuts loomed, PPMM established new health centers and is serving hundreds of new clients in California's Alameda and San Mateo Counties while continuing to provide the compassionate and trusted care that our more than 250,000 clients count on. Despite concerted attempts to eliminate our services, we're here for the parents who lost jobs and have nowhere to turn for health care, we're here for the woman with no health insurance who needs a check-up and we're here for the teenagers who need to get the facts.

We sustained our excellent education programs, crucial to protecting the health of teens and families. We influenced the course of federal health care reform in our two states, to better serve millions of previously uninsured women and families who will have affordable preventive health care for the first time.

Our clients stood with us while we were under attack, donating money even as their own resources were shrinking, because they depend on PPMM to provide trusted health care and education. They have told us they can't imagine a world without Planned Parenthood. We're not going away. We're here.

UNDER ATTACK

Planned Parenthood Mar Monte
Annual Report Fiscal Year 2011

“Planned Parenthood is a great help to my family, especially nowadays when my wife works fewer hours and I am unemployed.”



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1691 The Alameda
San Jose, CA 95126
408-795-3600

www.plannedparenthood.org/mar-monte

Excellence



IN ADVERSITY



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“Planned Parenthood is the only hope I have for my health. They do everything to help me, especially with my mammogram and pap smears. Thank God for these people.”

MEDICAL VISITS

431,101	Family planning
18,238	Pregnancy tests and counseling
23,124	Primary care, adults
8,286	Pediatric care
7,211	Pre-natal care
17,568	Abortions
225	Sterilizations
26,316	Other services

532,069 Total medical visits

PPMM Medical Services 2011

Our community's need for affordable, essential health care services was critical in fiscal year 2011, and PPMM was there to help women, men and families who counted on us.

- ➔ We established new California health service sites at two locations in Hayward and began providing family planning services at Skyline College in San Mateo County. We opened new health centers in Gilroy and Watsonville, offering treatment and care in larger, more convenient facilities.
- ➔ We significantly strengthened our ability to provide women who are experiencing miscarriages the full range of treatment options in the familiar setting of our health centers, rather than referring them to emergency rooms.
- ➔ Even more patients were able to reach us quickly through our centralized Response Center, which more than doubled in size in fiscal year 2011, taking 850,000 calls throughout the affiliate.
- ➔ Our expanded electronic health records (EHR) system is now established at more than half of our health centers, ensuring the most efficient delivery of medical care.
- ➔ We helped design and are implementing a clinical pesticide risk-assessment for clients planning a pregnancy within the next year, a continuation of our leadership in increasing community knowledge about environmental toxins that pose a danger to reproductive health.
- ➔ We have attracted new clinicians to our sites, despite the nationwide shortage of licensed medical staff, ensuring the continuation of top-quality care for our patients.

We're here to provide the best care for you and your family when you need us most.

IN ADVERSITY

PPMM Health Center Locations 2011

CALIFORNIA

1 Alameda County
Hayward 
Community Sites

2 El Dorado County
Community Site

3 Fresno County
Fresno – Family First
Fresno – Fulton Street
Community Sites

4 Kern County
Bakersfield

5 Madera County
Madera
Community Site

6 Merced County
Merced
Community Site

7 Monterey County
Greenfield
Salinas
Seaside

8 Placer County
Tahoe City 
Roseville
Community Site

9 Sacramento County
North Highlands
Sacramento – B Street
Sacramento – Capitol Plaza
Sacramento – Fruitridge
Community Sites

10 San Benito County
San Benito

11 San Joaquin County
Manteca
Stockton – Eastland Plaza
Stockton – North
Tracy

12 San Mateo County
Community Sites

13 Santa Clara County
Foothill College
Gilroy 
Mar Monte Community Clinic
Mountain View
San Jose – The Alameda
San Jose – Blossom Hill
San Jose – Eastside
Sunnyvale

14 Santa Cruz County
Santa Cruz
Watsonville 

15 Stanislaus County
Modesto

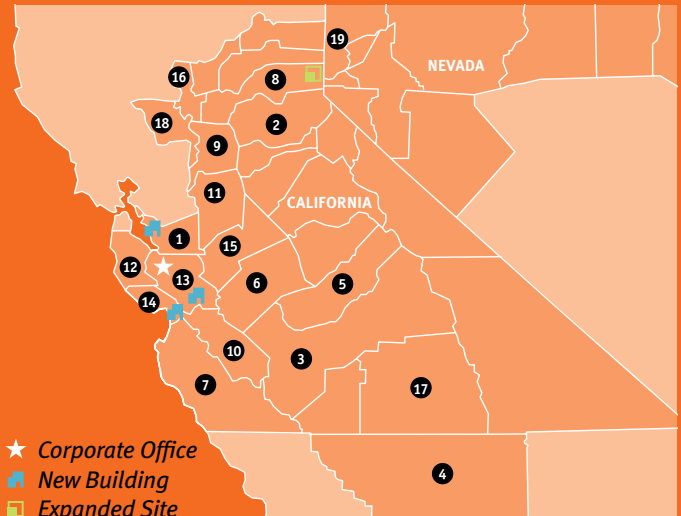
16 Sutter County
Yuba City

17 Tulare County
Community Sites

18 Yolo County
Woodland

NEVADA

19 Washoe County
Reno – Fifth Street



Performance



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UNDER PRESSURE

“For me, the most important part of Teen Success was that I didn’t feel judged. They just wanted me to do well, starting from where I was. It made me think, ‘Yes, I can do this. I can go to college and take care of my baby.’”

EDUCATION CONTACTS

20,557	High school education
9,292	Middle school education
1,527	Elementary school education
2,225	Male services
2,951	HIV/AIDS education and outreach
38	Peer educators
436	Participants in Teen Success support groups for pregnant and parenting teens
71	Participants in Teen Talk, an intensive weekly program for girls ages 11-14 years old who are at very high risk for unplanned pregnancy
924	Adolescent Family Life Program/Teen Parent Welfare to Work comprehensive case management for teen parents 12-20 years of age
1,208	Parents and adults trained to better communicate with youth
24,721	Other education and outreach
28,784	Facts of Life Line callers

PPMM Education & Outreach 2011

Young adults and teens need the facts about their sexual health, and parents want to know how best to talk to their children about responsible sexuality. Despite daunting state funding challenges, PPMM continued to educate and reach out as a trusted source of accurate information.

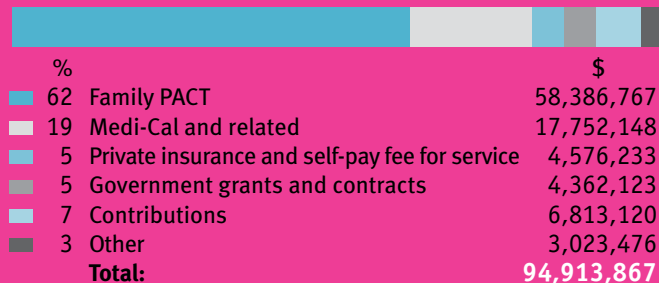
- PPMM began sexuality education at community colleges in San Mateo and Alameda Counties, and thousands of students in middle school and high school received age-appropriate information from our expert educators about delaying sexual activity and making responsible choices about their sexual health.
- Our educators held parent-child education classes that were taught entirely in Spanish for agricultural workers and their families on the San Mateo County coast.
- Teens and young adults received crucial information about the rise of STDs in our communities — including how to avoid STDs and when to seek treatment — and how to avoid unintended pregnancy.
- Teen Success, our unique program that supports young mothers, expanded in fiscal year 2011 to include 22 groups within the affiliate. The program continues to be highly effective in encouraging participants to maintain their family size while they complete their education.
- Our educators reached at-risk middle school students in our Teen Talk support groups, and the Male Involvement Program continued to help young men learn to take care of their communities while taking care of their families.

We're here to provide the facts and the confidentiality you count on.

UNDER PRESSURE

PPMM Financial Overview & Client Demographics 2011

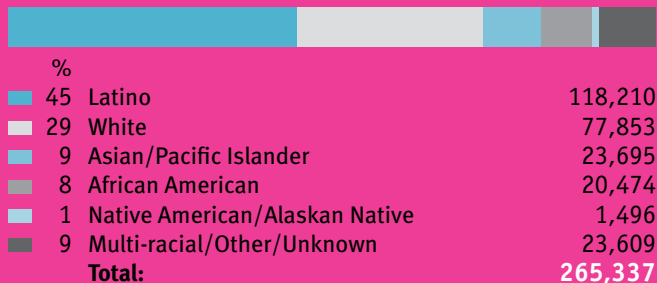
SOURCES OF FUNDS



USES OF FUNDS



ETHNICITY



AGE



*Replenish reserves for repeated initiative expenditures, essential electronic health records implementation, crucial capital expenditures, and costs related to expansion in new counties.

Note: Percentage totals may not add up to 100% due to rounding. At the time this annual report was published, the annual financial statement audit had not been completed. The results are unaudited.


Courage

UNDER FIRE



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*“I’m volunteering for
Planned Parenthood
because I want them
to be there for others
the way they were
there for me.”*

ADVOCACY ACTIONS

- 7,108 Activist volunteer hours
- 200,090 Pro-choice supporters in database
- 57,149 PPMM e-mail activists
- 843,384 E-mails sent to activists
- 11,973 Actions taken by individuals to either engage the public or influence public policy
- 3,470 Phone conversations with supporters across the country who took action to protect Planned Parenthood services
- 941 Text message activists who took action to protect access to essential health care services
- 144 Advocacy events such as phone banks and health care reform rallies
- 370 California Capitol Day attendees
- 316 Positive news stories about PPMM on television, radio, in print and online
- 27 Editorial board and op-ed pieces in support of PPMM

PPMM Advocacy 2011

We began the fight of our lives in Congress, launching an intense lobbying campaign and mobilizing our supporters to help defeat a political effort to de-fund Planned Parenthood, while continuing to advocate effectively and forcefully for legislation dedicated to preserving access to services.

- 🔥 We worked closely with Senate leadership and other staunch supporters of family planning in Congress to stop national legislation that would have eliminated all of Planned Parenthood's federal funding.
- 🔥 We continued to ensure access to essential health care services for those most in need while weathering the ongoing California state budget crisis and the constant threat of funding cuts.
- 🔥 We raised awareness about Nevada's high rate of teen pregnancy, working with the state legislature, school districts and coalition partners.
- 🔥 We bolstered our efforts to recruit activists and volunteers by engaging and informing new audiences through blogs and other online resources. We also increased our number of followers on social media sites.
- 🔥 We continued to fight for our low-income patients and families being battered by the recession, urging elected officials and leaders of government agencies to protect funding for family planning and essential health services.

We're here to protect access to the full range of health care options and advocate for reproductive justice for you, your family and your community.

UNDER FIRE



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