

**PLANNED PARENTHOOD  
MAR MONTE**

**FISCAL YEAR 2009 ANNUAL REPORT**



**IN TIMES LIKE THESE**

**THEY COUNT ON US**



THEY CAME TO US BECAUSE

**THEY NEEDED OUR HELP**



THEY STAYED BECAUSE

**WE MET THEIR NEEDS**

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# PLANNED PARENTHOOD

## MAR MONTE

Fiscal year 2009 was unlike any we have seen. The worldwide economic downturn dealt sharp blows to everyone — our clients, our communities, our funders, and our supporters.

- ◆ PPMM family planning visits grew by an impressive 36,313 — 9% more than last year — as women chose to postpone childbearing in difficult economic times. We had our single busiest month ever in March with over 50,000 visits. In December alone, normally our slowest month, we saw an increase of almost 8,000 visits more than the prior year.
- ◆ The proportion of PPMM clients who had private insurance or who could pay cash dropped quickly as people lost their jobs.
- ◆ PPMM education programs and revenue were gravely threatened as government funding sources struggled to balance budgets by making drastic cuts.
- ◆ Facing hard times of their own, our steadfast donors remained committed to supporting critical PPMM programs and services.
- ◆ PPMM and other advocates for reproductive choice faced a murderous backlash, following the election of a pro-choice president.

It was a year that called for all the caring and creativity we could bring to bear, as we faced the necessity of meeting increasing demands in the face of extreme financial uncertainty. It was a year when we overcame significant obstacles to continue providing high-quality health care and education and advocating for reproductive freedom and access to services.

We met the challenges and strengthened our capacity to serve the increased number of women, men, teens and families who counted on us.

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## **MEDICAL VISITS 2009**

<b>421,019</b>	<i>Family planning</i>
<b>43,996</b>	<i>Pregnancy tests and counseling</i>
<b>25,435</b>	<i>Primary care, adults</i>
<b>11,629</b>	<i>Pediatric care</i>
<b>18,570</b>	<i>Prenatal care</i>
<b>15,395</b>	<i>Abortions</i>
<b>214</b>	<i>Sterilizations</i>
<b>26,465</b>	<i>Other services</i>
<b>562,723</b>	<i>Total medical visits</i>

This year we provided more medical services and increased client satisfaction by streamlining procedures and enhancing productivity.

- ◆ We provided intrauterine contraceptives and contraceptive implants to greater numbers of women seeking very reliable long-term contraception in these uncertain times.
- ◆ We helped our patients negotiate the health care system to get the treatment they needed when cancer was diagnosed.
- ◆ We led an innovative initiative that drew a group of concerned organizations and individuals together to address the reproductive health dangers associated with pesticide exposure.
- ◆ We focused on excellence in service delivery, enhancing the smooth flow of patients through our health centers and cutting service wait times.
- ◆ We provided the abortion pill more efficiently at more sites, and we trained two nurse practitioners to provide surgical abortions through an innovative pilot program, further expanding access to abortion services.
- ◆ We instituted a centralized response center that ensures quicker appointment scheduling.
- ◆ We achieved our goals for providing a wide range of services to diverse populations in our communities, including men, older teens and people with limited English skills.

PLANNED PARENTHOOD MAR MONTE  
MEDICAL SERVICES 2009



THEY CAME TO US FOR

**QUALITY CARE & COMPASSION**

THEY STAYED BECAUSE WE GAVE THEM

**EXCELLENT PERSONAL SERVICE**

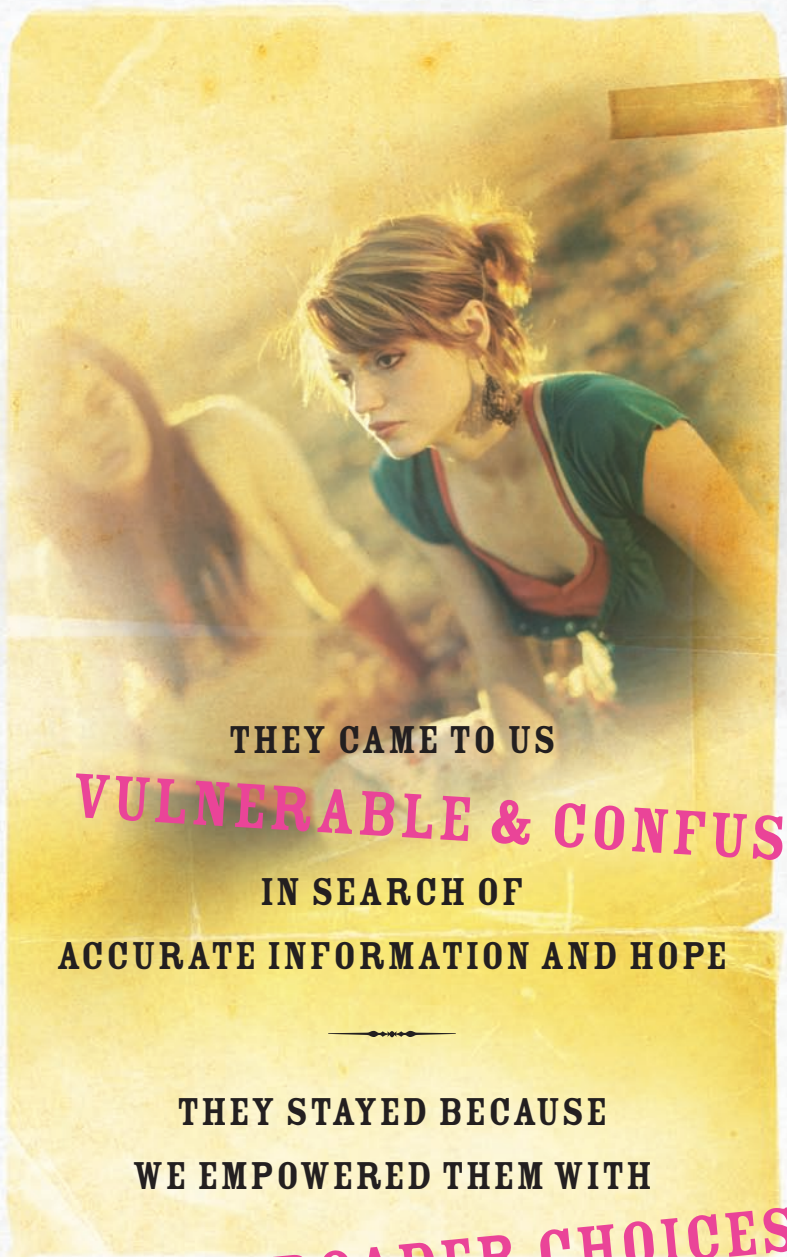
## EDUCATION CONTACTS 2009

<b>16,674</b>	<i>High school education</i>
<b>11,854</b>	<i>Middle school education</i>
<b>1,028</b>	<i>Elementary school education</i>
<b>353</b>	<i>Male services</i>
<b>2,145</b>	<i>HIV/AIDS education and outreach</i>
<b>29</b>	<i>Peer educators</i>
<b>430</b>	<i>Participants in Teen Success support groups for pregnant and parenting teens, helping them maintain family size until they complete secondary education</i>
<b>60</b>	<i>Participants in Teen Talk, an intensive weekly program for girls ages 11–14 years old who are at very high risk for unplanned pregnancy</i>
<b>1,126</b>	<i>Adolescent Family Life Program/Cal-Learn comprehensive case management for teen parents 12–20 years of age</i>
<b>464</b>	<i>Parent-child communication program participants</i>
<b>40,269</b>	<i>Other education and outreach</i>
<b>48,210</b>	<i>Facts of Life Line callers</i>

This year we provided information and encouragement to help teens and adults make responsible choices and secure the medical services they need.

- ◆ We operated 21 Teen Success groups to inspire teen mothers to avoid repeat teen pregnancies, finish school and plan positive futures.
- ◆ We won the Affiliate Excellence Award from Planned Parenthood Federation of America for helping nine other Planned Parenthood affiliates around the country set up 11 Teen Success programs in their service areas.
- ◆ We awarded 34 scholarships to help motivated teen mothers begin or continue their post-secondary education.
- ◆ We provided teen pregnancy prevention education to high-risk teens through Teen Talk support groups, peer education and outreach programs.
- ◆ We continued key Male Involvement and Teen Outreach services when state funding was eliminated three months into the year.
- ◆ We reached new audiences with our message of responsible sexual behavior through radio and television programs in Spanish and Asian languages, movie screenings with follow-up group discussions, the Internet, and print media.
- ◆ We provided sex education and communication classes to middle school and high school students and their parents.
- ◆ We went into the community to inform adults and teens about our services, with a special effort to reach migrant and field workers.
- ◆ Our Facts of Life Line telephone hotline was a source of information and referrals for thousands of people throughout our service area.

PLANNED PARENTHOOD MAR MONTE  
EDUCATION & OUTREACH 2009



THEY CAME TO US

**VULNERABLE & CONFUSED**

IN SEARCH OF

ACCURATE INFORMATION AND HOPE



THEY STAYED BECAUSE

WE EMPOWERED THEM WITH

**FACTS & BROADER CHOICES**

## ADVOCACY ACTIONS 2009

<b>28,141</b>	<i>Number of phone calls made for No on Proposition 4 in California</i>
<b>3,862</b>	<i>Volunteer hours for No on Proposition 4 campaign</i>
<b>12,149</b>	<i>Activist volunteer hours</i>
<b>118,138</b>	<i>Pro-choice supporters in database</i>
<b>22,114</b>	<i>Planned Parenthood e-mail activists</i>
<b>540,275</b>	<i>E-mails sent to activists</i>
<b>6,815</b>	<i>Online actions, including online petitions signed and e-mails sent to legislators</i>
<b>8,380</b>	<i>Actions taken by individuals to either engage the public or influence public policy</i>
<b>8,200</b>	<i>Phone calls made to enlist supporters in Nevada</i>
<b>140</b>	<i>Advocacy events such as phone banks, movie screenings, Get Yourself Tested and No on Proposition 4 campaign events</i>

This year we worked to ensure access to the full range of reproductive health care and to reverse eight years of anti-family planning and anti-choice setbacks at the federal level.

- ◆ We fought to protect California State funding for family planning programs from drastic budget cuts. PPMM supporters and staff made more than 4,500 contacts with legislators in just two weeks.
- ◆ We advocated for change in Medicaid funding in Nevada to support preventive family planning services, reducing the need for more costly pregnancy care. PPMM delivered 75% of the 800 statewide petitions signed by supporters that were distributed to legislators.
- ◆ We played a key role in protecting teen safety by defeating Proposition 4, a dangerous anti-choice ballot measure in California. PPMM raised more money than any other entity to fund the effort.
- ◆ We dominated the Nevada legislative halls on Grassroots Lobby Days, bringing 20% of the activist participants and getting the majority of pro-choice legislators to wear PPMM's "Protect Women's Health" stickers.
- ◆ We took 354 activists and staff — more than ever before — to Planned Parenthood Affiliates of California's annual Capitol Day in Sacramento. Participants visited legislators, attended activism workshops, and were part of a powerful Planned Parenthood presence.
- ◆ Intern and volunteer activism nearly doubled from the prior year, with student interns and volunteers contributing 12,149 hours to working on PPMM advocacy issues.

PLANNED PARENTHOOD MAR MONTE  
ADVOCACY 2009



THEY CAME TO US BECAUSE THEY

**CARED PASSIONATELY**

ABOUT OUR ISSUES

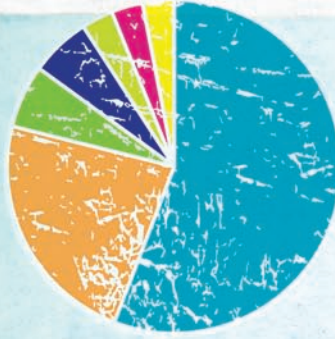









THEY STAYED BECAUSE THEIR  
INVOLVEMENT HELPED

**ACHIEVE TANGIBLE RESULTS**

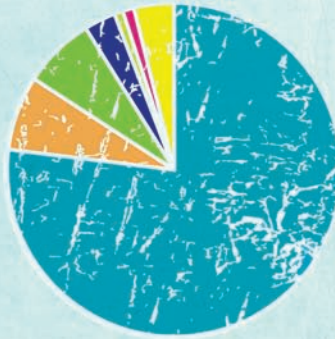
PLANNED PARENTHOOD MAR MONTE  
**FINANCIAL OVERVIEW 2009**  
 JULY 1, 2008 - JUNE 30, 2009








**SOURCES OF FUNDS**



	%		\$
	56	Family PACT	45,768,159
	23	Medi-Cal and related	18,466,890
	6	Private insurance and self-pay fee for service	4,562,304
	6	Government grants and contracts	4,758,590
	3	Contributions from individuals	2,670,955
	3	Contributions from foundations and corporations	2,549,196
	3	Other	2,273,113
		<b>Total:</b>	<b>81,049,207</b>

**USES OF FUNDS**



	%		\$
	77	Health services	62,392,257
	7	Management and general	5,798,542
	7	Education	5,429,321
	3	Public affairs	2,101,044
	1	Fundraising	1,097,670
	1	Marketing	681,726
	4	Replenish reserves*	3,548,647
		<b>Total:</b>	<b>81,049,207</b>

\*Replenish reserves for repeated initiative expenditures, essential electronic medical records implementation, and crucial capital expenditures.







Note: Percentage totals may not add up to 100% due to rounding.

**CLIENT DEMOGRAPHICS 2009**

JULY 1, 2008 - JUNE 30, 2009

**ETHNICITY**



	%		
	<b>43</b>	Hispanic	<b>107,318</b>
	<b>29</b>	White	<b>74,064</b>
	<b>9</b>	Asian/Pacific Islander	<b>21,550</b>
	<b>8</b>	African American	<b>19,119</b>
	<b>&lt;1</b>	Native American/Alaskan Native	<b>888</b>
	<b>12</b>	Multi-racial/Other/Unknown	<b>29,218</b>
		<b>Total:</b>	<b>252,157</b>



**AGE**



	%		
	<b>25</b>	19 and under	<b>63,562</b>
	<b>61</b>	20 – 34	<b>154,622</b>
	<b>13</b>	35 and over	<b>33,973</b>
		<b>Total:</b>	<b>252,157</b>

## CALIFORNIA

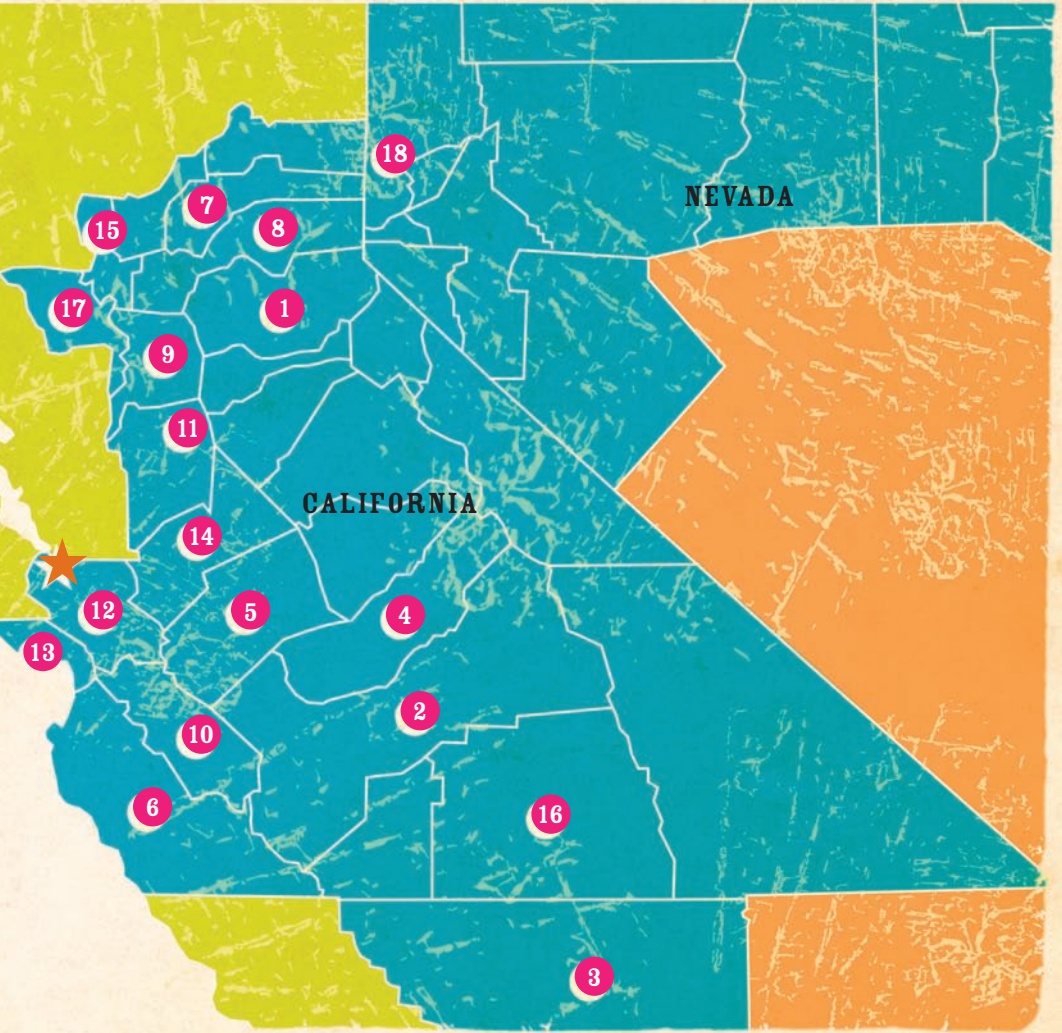
- 1 El Dorado County
  - ◆ Community Sites
- 2 Fresno County
  - ◆ Fresno–Family First
  - ◆ Fresno–Fulton Street
  - ◆ Community Sites
- 3 Kern County
  - ◆ Bakersfield
  - ◆ Community Sites
- 4 Madera County
  - ◆ Madera
  - ◆ Community Site
- 5 Merced County
  - ◆ Merced
  - ◆ Community Sites
- 6 Monterey County
  - ◆ Greenfield
  - ◆ Salinas
  - ◆ Seaside
  - ◆ Community Sites
- 7 Nevada County
  - ◆ Community Site
- 8 Placer County
  - ◆ Tahoe City
  - ◆ Roseville
- 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
  - ◆ Community Sites
- 12 Santa Clara County
  - ◆ Foothill College
  - ◆ Gilroy
  - ◆ Mar Monte Community Clinic
  - ◆ Mountain View
  - ◆ San Jose–The Alameda
  - ◆ San Jose–Blossom Hill
  - ◆ San Jose–Eastside
  - ◆ Sunnyvale
- 13 Santa Cruz County
  - ◆ Santa Cruz
  - ◆ Watsonville
  - ◆ Community Sites
- 14 Stanislaus County
  - ◆ Modesto
  - ◆ Community Sites
- 15 Sutter County
  - ◆ Yuba City
- 16 Tulare County
  - ◆ Community Sites
- 17 Yolo County
  - ◆ Woodland

## NEVADA

- 18 Washoe County
  - ◆ Reno–Fifth Street
  - ◆ Reno–Peckham
  - ◆ Community Site

PLANNED PARENTHOOD MAR MONTE  
HEALTH CENTER LOCATIONS



★ Corporate Office

**BOARD OF DIRECTORS**

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Joan Gallo, *Chair-Elect*  
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Penny Herscher, *Treasurer*  
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Sharon Chatman  
Christine Fey  
Karen Grove  
Ro Khanna  
Katy Orr  
Bruce Pomer  
Sarah Reyes  
Rita Saenz  
Genevieve Shiroma  
Cristina Uribe  
Esperanza Garcia Walters  
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Dorothy Furgerson, M.D., *Medical Director*  
Alison Gaudlen, *Vice President, Public Affairs – Nevada*  
John R. Giambruno, *CFO and Vice President, Finance and Administration*  
Mary LaVigne-Butler, *Vice President, Development/General Counsel*  
Elena Love, *Vice President, People Support and Development*  
Deborah Ortiz, *Vice President, Public Affairs – California*

**CORPORATE OFFICE**

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408-795-3600

**REGIONAL OFFICES**

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**WEBSITE**

[www.plannedparenthood.org/mar-monte](http://www.plannedparenthood.org/mar-monte)



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