

Planned Parenthood Mar Monte Annual Report Fiscal Year 2008



**TRANSFORMED  
LIVES**

Planned Parenthood Mar Monte's mission is to ensure that every individual has the knowledge, opportunity, and freedom to make every child a wanted child and every family a healthy family.

*It was a year of progress under pressure...*

Fiscal 2008 was a year of formidable challenges — some familiar and some brand new — and we met them with creativity, innovation, and dedication.

- In a year of economic downturn, when people lost health insurance and lacked the means to pay for medical care, ***PPMM found ways to serve more people.***
- In a year when critical teen pregnancy prevention and sex education funding was endangered, ***PPMM continued to provide programs of proven effectiveness*** to our communities.
- In a year when the U.S. Supreme Court and federal regulatory agencies continued to erode and impede women's access to contraception and to safe, legal abortion services, ***PPMM trained more physicians to perform abortions and increased access to emergency contraception.***

It was a year that tested the resolve and determination that Planned Parenthood is known for. And, with the help of staunch supporters, we rose to the challenges. We provided ***top-quality medical care*** at our health centers and satellite sites, reached out to our communities with ***vital health education and information***, and advocated for ***reproductive freedom and access*** to services.

***We were tested, and we triumphed. And we ended the year...***

***Better than ever!***



# HEALTHY FAMILIES

# Planned Parenthood Mar Monte Medical Services

*We streamlined operations and increased access to care.*

- We instituted a new electronic practice management system at our health centers to improve efficiency, decrease wait times for patients, and improve customer service.
- We extended our new online appointment request capability to health centers throughout our two-state system.
- We began planning and construction of new health centers to meet the growing need for our services in Tracy and Gilroy.
- We worked to increase awareness of the impact of environmental contaminants on the reproductive health of adults and teens and the development of children.
- We increased outreach to underserved populations — including adolescents, males, migrant workers, and the homeless — in our communities to ensure they have access to reproductive health care.
- We expanded access to key medical services and products such as colposcopy, the abortion pill, rapid HIV testing, cervical cancer (HPV) vaccinations, and contraceptive implants by offering them at additional health centers.
- We addressed staffing challenges posed by the nationwide nursing shortage by enhancing job satisfaction and growth opportunities for our clinicians and by providing clinical preceptorships for clinician students.

## 2008 Medical Visits

|                |                                |
|----------------|--------------------------------|
| 384,263        | Family planning                |
| 45,659         | Pregnancy tests and counseling |
| 22,617         | Primary care, adults           |
| 11,956         | Pediatric care                 |
| 20,033         | Prenatal care                  |
| 15,530         | Abortions                      |
| 227            | Sterilizations                 |
| 26,776         | Other services                 |
| <b>527,061</b> | <b>Total medical visits</b>    |

*And we ended the year... Better than ever!*



**POSITIVE  
FUTURES**

# Planned Parenthood Mar Monte Education and Outreach

*We empowered teens and adults to make healthy reproductive choices.*

- We operated 21 Teen Success groups to motivate teen mothers to avoid repeat teen pregnancies, finish school, and plan positive futures. A two-year evaluation of Teen Success by an independent research firm concluded that Teen Success is effective in accomplishing its objectives and has been replicated successfully in six other Planned Parenthood affiliates.
- We helped more than 100 very high-risk, middle-school-age girls in our Teen Talk groups develop the knowledge and skills to avoid early pregnancy.
- We provided youth development programs for high-risk young men, helping them develop the leadership skills and commitment to plan positive futures and avoid early fatherhood.
- Our 45 peer educators reached out to other teens, providing a comfortable environment in schools and communities for them to ask questions and acquire information that they need to make responsible decisions about their health.
- We used our radio show, local television, the Internet, and print media to reach teens and adults with our message of responsible sexual behavior.
- We provided comprehensive case management to more than 1,000 pregnant and parenting adolescents through our Adolescent Family Life Program and Cal-Learn.

## 2008 Education Contacts

|        |  |
|--------|--|
| 24,611 | High school education  |
| 10,676 | Middle school education  |
| 1,129  | Elementary school education  |
| 4,468  | Male services for high-risk teens  |
| 1,763  | HIV/AIDS education and outreach  |
| 45     | Peer educators   |
| 567    | Teen Success group support for pregnant and parenting teens that helps them maintain their family size until they complete secondary education |
| 105    | Teen Talk high-risk middle school group participants   |
| 1,004  | Adolescent Family Life Program/Cal-Learn comprehensive case management for teen parents 12–20 years of age                                     |
| 455    | Parent-child communication program   |
| 39,223 | Other education and outreach   |
| 59,428 | Facts of Life Line   |

*And we ended the year... Better than ever!*



**FREEDOM  
PROTECTED**

**LIVE**

**RO**

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**annedparentood.org**

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# Planned Parenthood Mar Monte Advocacy

*We protected access to the full range of reproductive care.*

- We lobbied to protect access to family planning and teen pregnancy prevention education programs in the California budget process.
- Our activists participated in Nevada caucuses in record numbers to advocate for women's health issues in the platforms of both parties.
- We increased visibility of our programs, services, and issues through assertive media campaigns that garnered local, regional, and even international coverage.
- We worked with other organizations to strengthen the role of community health agencies in health system policy development.
- We recruited volunteer grassroots activists, conducted intensive activist trainings, and identified new voters to support our issues.
- We lobbied Congress to prevent targeted exclusion of Planned Parenthood from federal funding, restore eligibility to purchase low-cost contraceptives, and expand the Medicaid waiver to ensure continued funding of family planning services to low-income clients.
- We monitored the actions of school boards in our service area and took action when necessary to ensure compliance with comprehensive sexuality education mandates and to prevent the adoption of abstinence-only curricula.

## 2008 Advocacy Actions

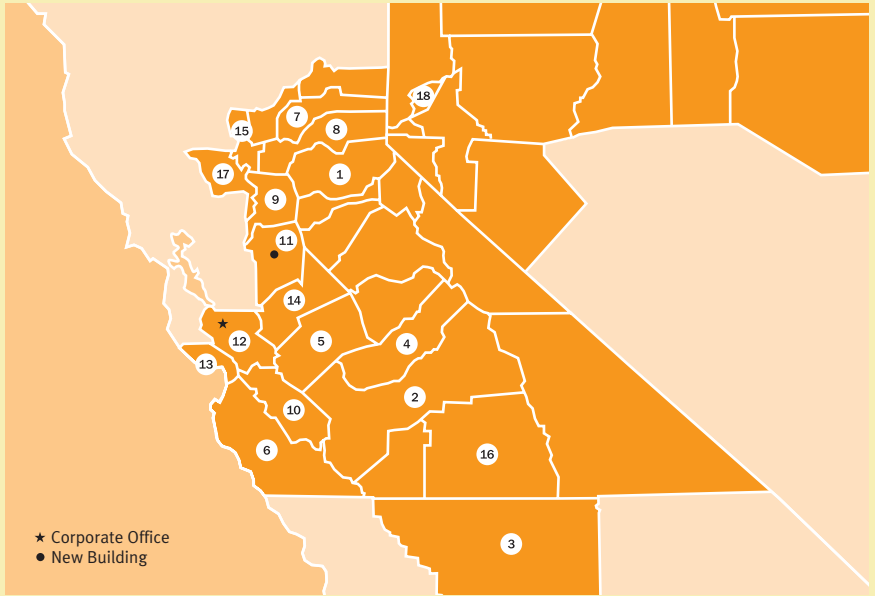
|         |  |
|---------|--|
| 320     | Participants in annual Sacramento Capitol Day to lobby legislature |
| 65      | Advocacy events  |
| 604     | Activist volunteers  |
| 109,161 | Pro-choice supporters in database                                  |
| 16,281  | Letters and postcards to elected officials                         |
| 19,800  | Planned Parenthood e-mail activists                                |
| 501,998 | E-mails sent to activists  |
| 4,000   | Phone calls made to enlist supporters in Nevada                    |
| 1,265   | Party platform resolutions submitted in Nevada caucuses            |
| 4,834   | Other advocacy actions   |

*And we ended the year... Better than ever!*



**COMMUNITY  
FOCUSED**

# Planned Parenthood Mar Monte Health Center Locations



## California

- |   |  |  |
|---|--|--|
| <p>1 El Dorado County<br/>– Community Sites</p> <p>2 Fresno County<br/>– Fresno–Family First<br/>– Fresno–Fulton Street<br/>– Community Sites</p> <p>3 Kern County<br/>– Bakersfield<br/>– Community Sites</p> <p>4 Madera County<br/>– Madera<br/>– Community Site</p> <p>5 Merced County<br/>– Merced<br/>– Community Sites</p> <p>6 Monterey County<br/>– Greenfield<br/>– Salinas<br/>– Seaside</p> <p>7 Nevada County<br/>– Community Site</p> | <p>8 Placer County<br/>– Tahoe City<br/>– Roseville</p> <p>9 Sacramento County<br/>– North Highlands<br/>– Sacramento–B Street<br/>– Sacramento–Capitol Plaza<br/>– Sacramento–Fruitridge<br/>– Community Sites</p> <p>10 San Benito County<br/>– Hollister</p> <p>11 San Joaquin County<br/>– Manteca<br/>– Stockton–Eastland Plaza<br/>– Stockton–North<br/>– Tracy<br/>– Community Sites</p> <p>12 Santa Clara County<br/>– Foothill College<br/>– Gilroy<br/>– Mar Monte Community Clinic<br/>– Mountain View<br/>– San Jose–The Alameda<br/>– San Jose–Blossom Hill<br/>– San Jose–Eastside</p> | <p>– Sunnyvale<br/>– Community Site</p> <p>13 Santa Cruz County<br/>– Santa Cruz–Westside<br/>– Watsonville–Clinica Mariposa<br/>– Community Sites</p> <p>14 Stanislaus County<br/>– Modesto<br/>– Community Sites</p> <p>15 Sutter County<br/>– Yuba City</p> <p>16 Tulare County<br/>– Community Sites</p> <p>17 Yolo County<br/>– Woodland<br/>– Community Site</p> |
|---|--|--|

## Nevada

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

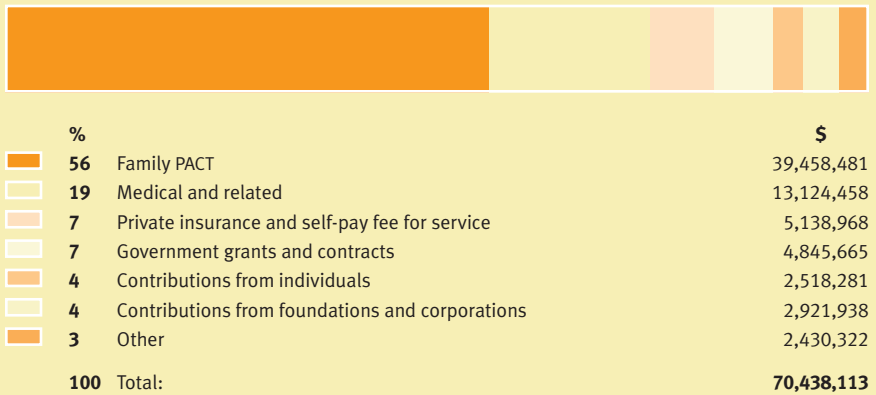


# FINANCIAL STRENGTH

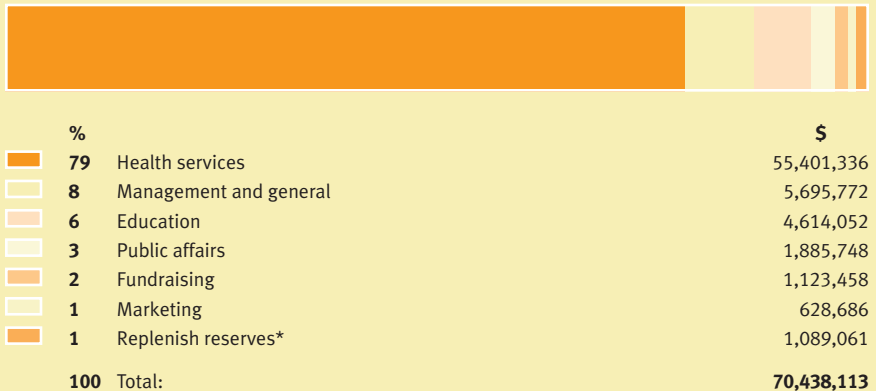
# Planned Parenthood Mar Monte Financial Overview Fiscal Year 2008

*At PPMM we believe it is critical to deliver essential services to the community while maintaining a strong financial position. Year after year PPMM grows its revenue budget, increases its reserves, and reinvests in facilities, technology, and equipment in order to continue to expand service delivery and fulfill our mission.*

## Sources of Funds



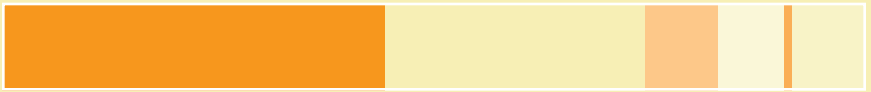
## Uses of Funds



*\*Replenish reserves for capital costs related to construction of new health centers and new technology solutions.*

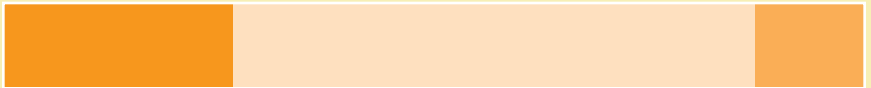
# Planned Parenthood Mar Monte Client Demographics Fiscal Year 2008

## Ethnicity



| %   |                                |         |
|-----|--------------------------------|---------|
| 44  | Hispanic                       | 103,423 |
| 30  | White                          | 70,289  |
| 8   | Asian/Pacific Islander         | 19,558  |
| 8   | African American               | 17,955  |
| 1   | Native American/Alaskan Native | 1,948   |
| 9   | Other                          | 20,162  |
| 100 | Total:                         | 233,335 |

## Age



| %   |              |         |
|-----|--------------|---------|
| 27  | 19 and under | 62,324  |
| 60  | 20-34        | 141,274 |
| 13  | 35 and over  | 29,737  |
| 100 | Total:       | 233,335 |

## **Board of Directors**

Cole Wilbur, *Chair*  
Karen Hruby, *Immediate Past Chair*  
Cathryn Rivera-Hernandez, *Vice Chair*  
Penny Herscher, *Treasurer*  
Cindy Chavez, *Secretary*

Sharon Chatman  
Liz Davila  
Joan Gallo  
Karen Grove  
Ro Khanna  
Katy Orr  
Bruce Pomer  
Sarah Reyes  
Genevieve Shiroma  
Cristina Uribe  
Esperanza Garcia Walters  
Linda Williams

## **Management Team**

Linda Williams, *President and CEO*  
Nina Clymer, R.N., *Vice President, Services*  
Dorothy Furgerson, M.D., *Medical Director*  
Alison Gaulden, *Vice President, Public Affairs – Nevada*  
John R. Giambruno, *CFO and Vice President, Finance and Administration*  
Rosemary Kamei, *Vice President, Development*  
Elena Love, *Vice President, People Support and Development*  
Deborah Ortiz, *Vice President, Public Affairs – California*

## **Corporate Office**

1691 The Alameda  
San Jose, CA 95126  
408-287-7532

## **Regional Offices**

633 North Van Ness  
Fresno, CA 93728  
559-488-4908

201 29th Street, Suite A  
Sacramento, CA 95816  
916-446-5037

316 N. Main Street, Suite 100  
Salinas, CA 93901  
831-784-1109

1605 The Alameda  
San Jose, CA 95126  
408-297-9255

1119 Pacific Avenue, Suite 210  
Santa Cruz, CA 95060  
831-425-1551

415 W. Benjamin Holt, Suite B-3  
Stockton, CA 95207  
209-473-8982

455 West Fifth Street  
Reno, NV 89503  
775-688-5560

## **Website**

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