



**SOME WOULD
TAKE US BACK.
WE MOVE
FORWARD.**

**PLANNED PARENTHOOD
MAR MONTE FY2012 ANNUAL
REPORT**



Planned Parenthood®
Mar Monte

WE'RE HERE.™

As powerful political forces conspired to turn back the clock on women's health care, we continued to move forward on behalf of the women and families we serve. In fiscal year 2012, **Planned Parenthood Mar Monte** provided care for clients who are facing the toughest times since the Great Depression even while we were buffeted by a storm of attacks against basic contraceptive services. Despite ongoing threats to eliminate Planned Parenthood's funding and shut us down, PPMM opened two new health centers, launched a series of education programs serving teens and first-time mothers, advocated tirelessly for reproductive justice and served our more than 250,000 clients with the quality, trusted care they rely on.

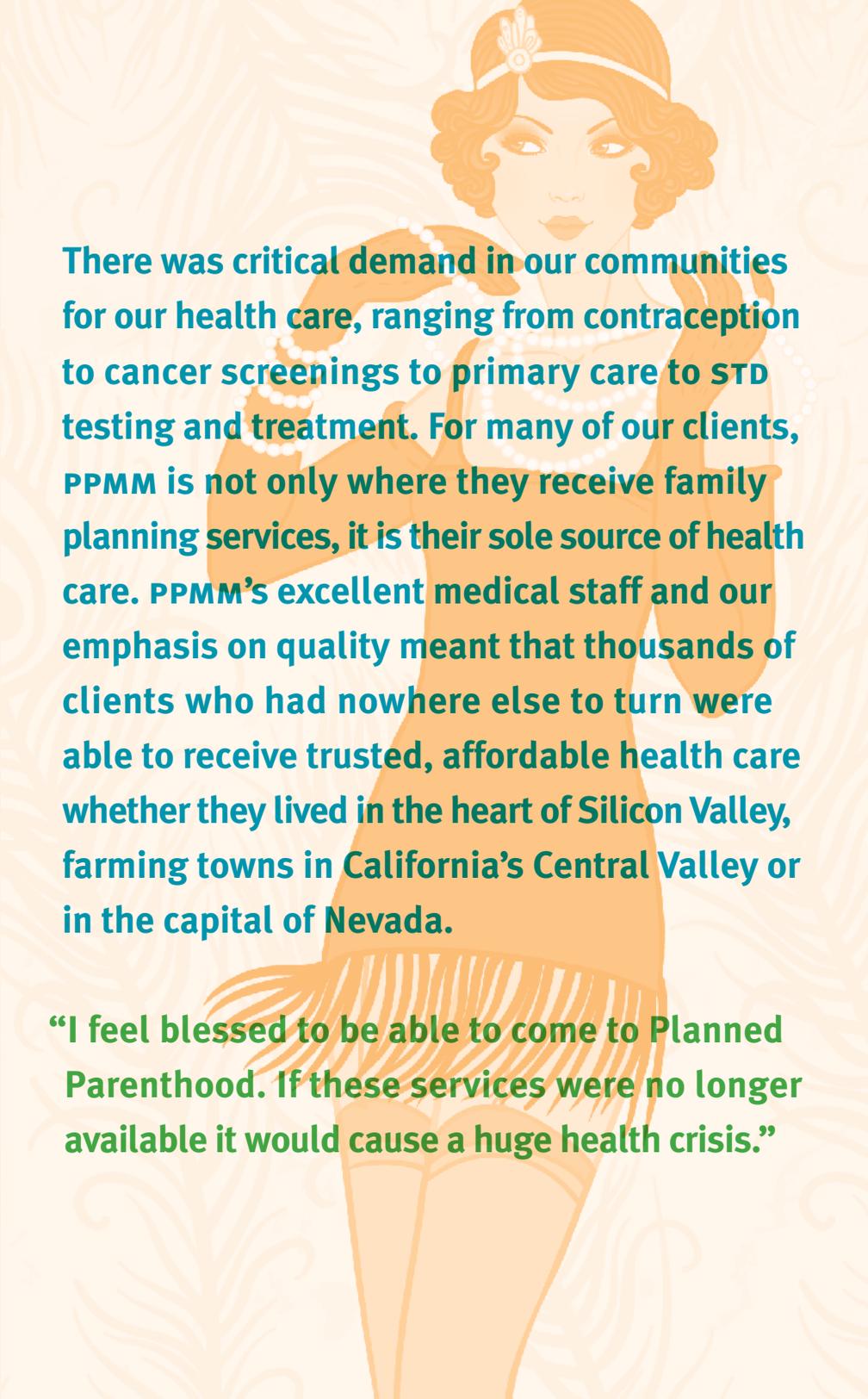
When the election-year “war on women” launched a retrogressive attack on birth control, we were here to protect our clients and provide access to affordable contraceptives. We continued to be the primary source of medical care for tens of thousands of women, men and families who are without jobs and insurance coverage.

Our clients know we have their backs, and they have ours. This year, when one of our funders appeared to have deserted us, the huge outpouring of support we received sent a message loud and clear that the excellent, trusted services and programs we provide are a necessity in the community. We’re not going back to a time when there was no Planned Parenthood.

We’re here today, tomorrow and for the future.

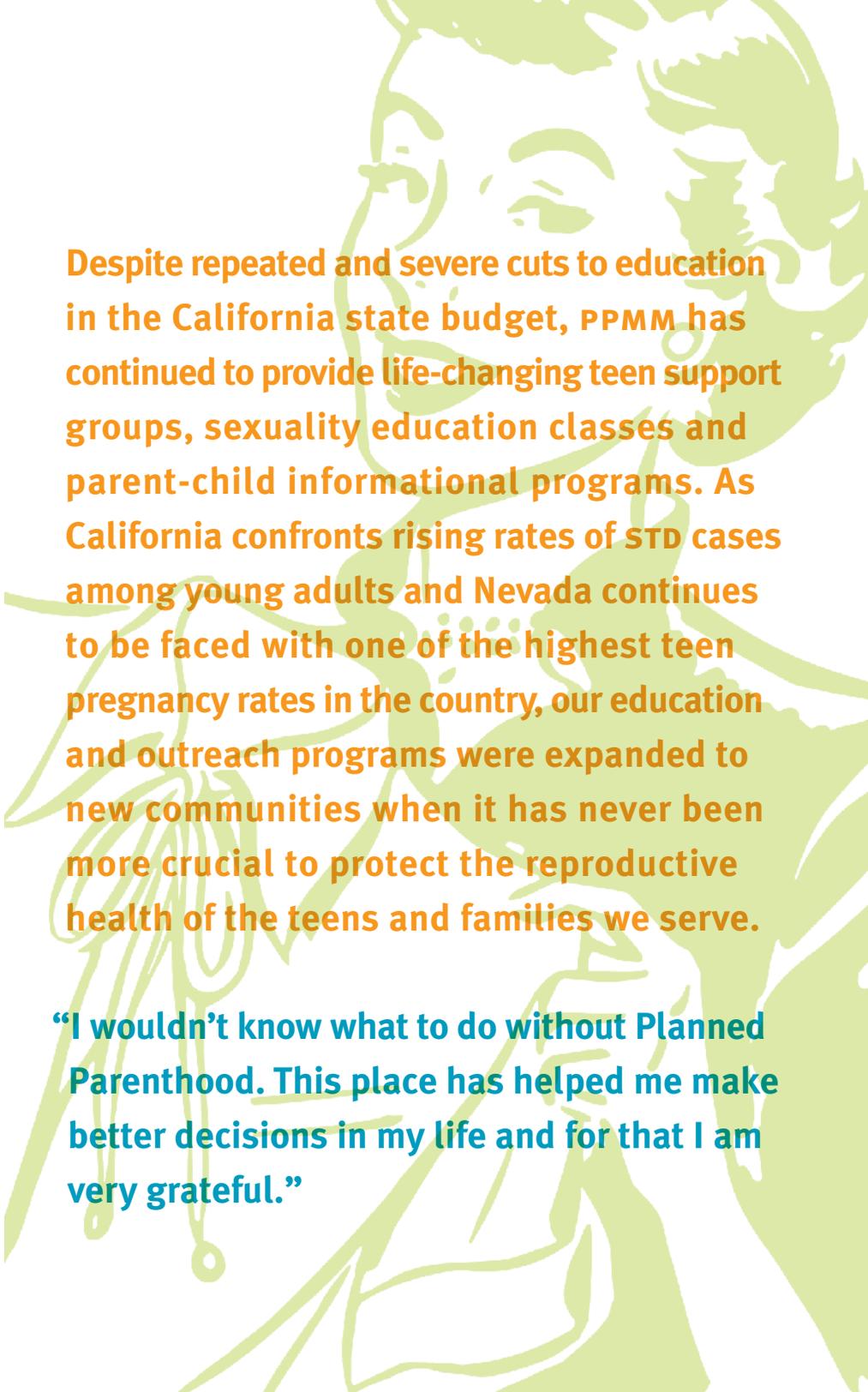


**SOME WOULD
RESTRICT.
WE
PROVIDE.**



There was critical demand in our communities for our health care, ranging from contraception to cancer screenings to primary care to STD testing and treatment. For many of our clients, PPMM is not only where they receive family planning services, it is their sole source of health care. PPMM's excellent medical staff and our emphasis on quality meant that thousands of clients who had nowhere else to turn were able to receive trusted, affordable health care whether they lived in the heart of Silicon Valley, farming towns in California's Central Valley or in the capital of Nevada.

"I feel blessed to be able to come to Planned Parenthood. If these services were no longer available it would cause a huge health crisis."



**SOME WOULD
SUPPRESS
KNOWLEDGE.
WE
EDUCATE.**

Despite repeated and severe cuts to education in the California state budget, PPMM has continued to provide life-changing teen support groups, sexuality education classes and parent-child informational programs. As California confronts rising rates of STD cases among young adults and Nevada continues to be faced with one of the highest teen pregnancy rates in the country, our education and outreach programs were expanded to new communities when it has never been more crucial to protect the reproductive health of the teens and families we serve.

“I wouldn’t know what to do without Planned Parenthood. This place has helped me make better decisions in my life and for that I am very grateful.”



**SOME WOULD
SIT BACK.
WE
ADVOCATE.**

In an election year of relentless attacks on our organization, on funding for family planning and even on access to contraception, we refused to let the clock be turned back for the women and families we serve. We continued to advocate successfully for legislation that protects access to services for an increasing number of people while mobilizing new groups of supporters to lobby on behalf of our clients. As our political opponents try to drag women's health care back to the past, our advocacy efforts are protecting family planning services for the future.

“As a minister, I thank God for Planned Parenthood every day. It’s the only place we can send poor and desperate parishioners for the medical care they need when they have reproductive health issues or need prenatal care. We need Planned Parenthood, and I will do all I can to support it.”

PLANNED PARENTHOOD MAR MONTE 2012 MEDICAL SERVICES

Medical Visits

428,654 Family planning

14,396 Pregnancy tests and counseling

21,044 Primary care, adults

6,875 Pediatric care

5,526 Prenatal care

17,255 Abortions

255 Sterilizations

26,131 Other services

520,136 Total medical visits

We were here to provide quality, compassionate health care for women, men, teens and families in our communities.

- ▶ Our new California health service site in San Mateo began providing much-needed preventive and family planning services.
- ▶ We opened a new health center in Carson City, Nevada, providing family planning services in a state that has an acute need for affordable community health care.
- ▶ At our Seaside health center, we now offer hysteroscopic tubal sterilization (HTS) for women who wish to have a permanent form of birth control.
- ▶ We continued to take a leadership role in educating communities about the reproductive health hazards posed by environmental toxins, and we completed a clinical pesticide risk-assessment for clients planning a pregnancy in the next year.
- ▶ PPMM's services are highly rated in our client surveys, affirming that our patients are our first priority.
- ▶ We continued to prepare actively for health care reform to effectively serve previously uninsured women and families.

We're here to care for every family in every community with health services they can count on.

PLANNED PARENTHOOD MAR MONTE 2012 EDUCATION & OUTREACH

Education Contacts

- 24,639 High school education
- 8,349 Middle school education
- 1,749 Elementary school education
- 151 Participants in the Male Involvement Program, which provides education and support for young men at very high risk for unplanned fatherhood
- 82 Peer educators
- 498 Participants in Teen Success support groups for pregnant and parenting teens
- 47 Participants in Teen Talk, an intensive weekly program for girls ages 11-14 years old who are at very high risk for unplanned pregnancy
- 746 Adolescent Family Life Program / Teen Parent Welfare to Work comprehensive case management for teen parents 12-20 years of age
- 1,332 Contacts with parents and adults trained to better communicate with youth
- 30,425 Other education and outreach
- 31,481 Facts of Life Line calls

Whether our clients were expectant mothers, new parents or teenagers with a lot of questions, PPMM education programs were there in 2012 to provide comprehensive, accurate information with compassion and without judgment.

- ▶ Our educators enhanced PPMM sexuality education programs to reach more middle school youth, teachers, developmentally disabled adults and groups in the lesbian, gay, bisexual and transgender (LGBT) community.
- ▶ In the Central Valley, PPMM was invited to provide services in a larger number of communities within Fresno, Tulare, Kern, Merced and Stanislaus Counties, including several small rural areas that specifically requested our education programs. We also expanded our services in Yuba County.
- ▶ In our Silicon Valley/Coast region, we launched Teen Parent Project classes to offer information and resources for young parents as they learn how best to care for their infants and toddlers.
- ▶ In Alameda County, we launched a thriving Teen Success support group, part of our ground-breaking program that encourages young mothers to complete their education while maintaining their family size.
- ▶ In Nevada, we completed a four-year community outreach program with Washoe County, educating more than 6,000 young people about how to reduce the risk of HIV infection.
- ▶ There has been growing demand for our Teen Talk program for at-risk middle school girls, which provides support groups as well as information about how to avoid STDs and unintended pregnancy.

We're here to provide information and support in a safe place that you can trust.

PLANNED PARENTHOOD MAR MONTE 2012 ADVOCACY

Advocacy Actions

- 3,916 Activist volunteer hours
- 235,560 Pro-choice supporters in database
- 65,585 PPMM e-mail activists
- 939,143 E-mails sent to activists
- 11,479 Actions taken by individuals to either engage the public or influence public policy
- 1,649 Text message activist list subscribers
- 243 Advocacy events such as phone banks and rallies
- 265 California Capitol Day attendees
- 262 Positive news stories about PPMM on television, radio, in print and online
- 29 Editorial board and op-ed pieces in support of PPMM
- 219 Coalition partners
- 12 Videos created to persuade or thank elected officials

While the political battle against family planning services raged on, we intensified our efforts to protect the vital services that our clients depend on.

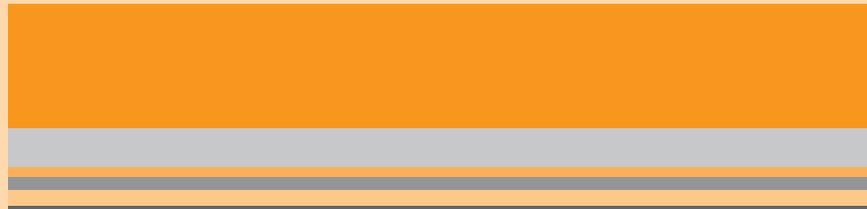
- ▶ We were part of an intense lobbying campaign that successfully led the White House and Congress to reject a change in the health care reform law that would have allowed large religiously affiliated institutions that serve people of all faiths, such as hospitals and universities, to deny contraceptive coverage to their employees.
- ▶ PPMM effectively urged elected officials and leaders of government agencies, during California's continued fiscal austerity, to protect access to family planning and health care for low-income women and families who need it most.
- ▶ We joined with other collaborative partners to form a grass-roots public health campaign that led the principal manufacturer of the toxic pesticide methyl iodide to pull its product off the market in the United States, a major victory for the protection of reproductive health of farm workers and residents in California's agricultural counties.
- ▶ PPMM's child advocacy program, Kids in Common, successfully lobbied the Santa Clara County Board of Supervisors in California to adopt "Child Impact Statements," ensuring that children's needs are now routinely considered in all of the county's policy-making decisions.
- ▶ We raised awareness of Nevada's need for comprehensive sexuality education in schools by working with school districts, coalition partners and legislators to combat the state's high rate of teen pregnancy.
- ▶ We harnessed the power of social media by educating and engaging new supporters and volunteers through blogs, Facebook and Twitter. We continued to increase our number of followers on social media sites.

We're here to safeguard access to family planning services and to advocate for the ability of women, men, teens and families to have affordable, quality health care options.

PLANNED PARENTHOOD MAR MONTE 2012 FINANCIAL OVERVIEW & CLIENT DEMOGRAPHICS

Sources of Funds

	%		\$
Family PACT	60		57,401,971
Medi-Cal and related	19		18,682,558
Private insurance and self-pay fee for service	5		4,681,092
Government grants and contracts	6		5,536,055
Contributions	8		7,703,100
Other	2		2,237,657
Total:			96,242,433



Ethnicity

	%		
Latino	47		121,634
White	28		73,934
Asian/Pacific Islander	9		24,212
African American	8		20,622
Native American/Alaskan Native	1		1,296
Multi-racial/Other/Unknown	7		19,520
Total:			261,218



Uses of Funds

	%		\$
Health services	83		79,538,207
Management and general	6		5,741,977
Education	5		4,500,310
Public Affairs	3		2,696,973
Fundraising	1		1,250,565
Marketing	1		648,433
Replenish reserves*	2		1,865,968
Total:			96,242,433



Age

	%		
19 and under	21		55,630
20 – 34	64		167,287
35 and over	15		38,301
Total:			261,218



* Replenish reserves for 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 audit had not been completed. The results are unaudited.

PLANNED PARENTHOOD MAR MONTE 2012 HEALTH CENTER LOCATIONS

California

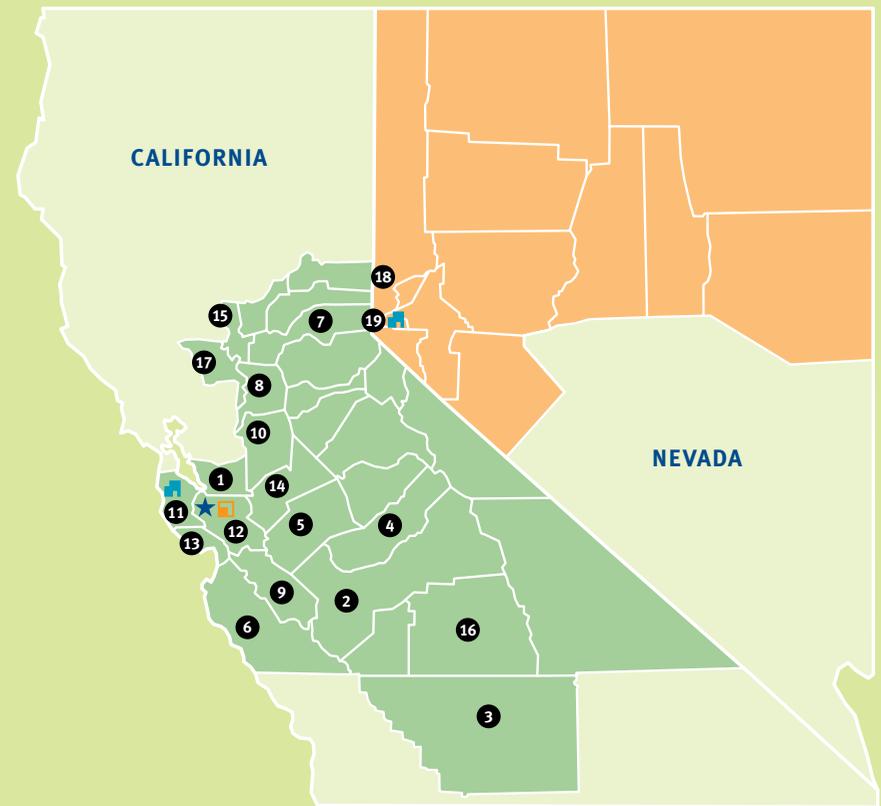
- 1 Alameda County**
Central Hayward
Community Sites
- 2 Fresno County**
Fresno – Family First
Fresno – Fulton Street
Community Site
- 3 Kern County**
Bakersfield
- 4 Madera County**
Madera
- 5 Merced County**
Merced
- 6 Monterey County**
Greenfield
Salinas
Seaside
- 7 Placer County**
Roseville
- 8 Sacramento County**
North Highlands
Sacramento – B Street
Sacramento – Capitol Plaza
Sacramento – Fruitridge
Community Sites
- 9 San Benito County**
San Benito
- 10 San Joaquin County**
Manteca
Stockton – Eastland Plaza
Stockton – North
Tracy

- 11 San Mateo County**
San Mateo 
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
- 14 Stanislaus County**
Modesto
- 15 Sutter County**
Yuba City
- 16 Tulare County**
Community Sites
- 17 Yolo County**
Woodland

Nevada

- 18 Washoe County**
Reno – Fifth Street
- 19 Carson City** 

-  Corporate Office
-  New Health Center Location
-  Expanded Site



“I would not have medical care if it was not for Planned Parenthood. It changed my life.”

PLANNED PARENTHOOD MAR MONTE 2012 GET INVOLVED AND SUPPORT PPMM

We continue to move forward with your help! Here are some ways that you can make a difference by volunteering with PPMM:

- ▶ **Reach out.**
Participate in phone banks and reach out to voters about important legislation.
- ▶ **Inform.**
Assist at PPMM information booths at community events.
- ▶ **Express Yourself.**
Write letters to the editor of local newspapers regarding women's health issues.
- ▶ **Advocate.**
Respond to urgent-action alerts through Twitter and PPMM's Facebook page. Contact your elected officials.
- ▶ **Engage the Community.**
Get involved with PPMM fundraisers and education events.
- ▶ **Help at Health Centers.**
Serve as a patient-escort outside PPMM health centers.

Donations are critical to our progress. They fund our health centers, education programs and advocacy work and ensure that we can continue to help our communities stay healthy. To give online, go to www.ppmarmonte.org/donate.



Scan this QR code to learn more about
Planned Parenthood Mar Monte.

For more information about getting involved with PPMM, visit our website:

WWW.PLANNEDPARENTHOOD.ORG/MAR-MONTE

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Esperanza Garcia Walters
Cole Wilbur
Linda Williams

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Dorothy Furgerson, M.D.,
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Mary LaVigne-Butler,
Vice President,
Development/General Counsel

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WEBSITE

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