



Planned Parenthood®
Shasta Pacific

WE'RE HERE.™

Annual Report
July 1, 2011 – June 30, 2012



OUR BELIEFS

We believe in the right to sexual and reproductive self-determination that is non-coercive, non-exploitive and responsible.

We believe in trusting individuals and providing them with the information they need to make well-informed decisions about sexuality, family planning and childbearing.

We believe that children flourish best in families and communities where they are nurtured, honored and loved.

We believe in passion – for change, for social justice, and for easing the plight of others through community collaborations and partnerships.

We believe in acting courageously, especially as allies, with those who have little or no voice and little or no power.

WE'RE HERE...

A Message to Our Community

Dear friends,

Planned Parenthood is Here. No Matter What. You helped us keep that promise of care to our communities this past year through a series of challenges and opportunities.

We opened five new health centers and moved two more centers to larger facilities in the past two years to increase access to cancer screening, birth control and sexually transmitted infection testing and treatment services. When this urgently needed growth stretched our resources to the breaking point, supporters like you doubled the financial support to the affiliate. You are in good company! PPSP now enjoys the support of more than 10,000 donors for this past year alone!

When we opened our health center in Mendocino County — a county that had been without Planned Parenthood services for 18 years and one whose health department had just stopped offering family planning services, donors like you sent contributions to support that effort.

In the past two years PPSP hired and trained over a hundred new staff members for those new and expanded facilities to respond to the needs of the community. We have now also trained the new and existing staff to implement electronic health records in all but two of our 21 health centers. When these efforts — essential for expanding access and improving the quality of care — resulted in an expected first operating deficit this affiliate has experienced in 30 years, many of you increased your support and reduced that deficit by half.

When the Susan G. Komen Foundation tried to defund Planned Parenthood, your voices were heard across California and the nation. When we asked you to make calls and send emails to the State legislature in support of our Timely Access to Birth Control bill, you responded.

This coming year, we plan to rebuild our reserves and improve the efficiency of our operations. We will continue to provide the advocacy required to keep California a leader in the nation in providing access to preventive and reproductive health care. Our educators and case managers will fan out throughout our communities to help individuals make better reproductive health decisions. We will work with other safety net partners to insure that women's specific health needs will be met in the new health care systems created through the Affordable Care Act.

We know that we can only do this with your help. Together, we can meet the challenges ahead and create more positive outcomes for the men, women, and youth of northern California. Thank you for your support.



Board Chair Suzanne Narducci and President and CEO Heather Saunders Estes

Heather Saunders Estes
President/CEO

Suzanne Narducci, Chair
Board of Trustees 2012/13

ACCESS



Central Richmond health center staff



Walnut Creek health center staff preparing to go-live on electronic health records



Central Richmond health center location opened May 2012



Ukiah health center opened in October 2011



Clearlake health center location opened April 2012



“I have been to many medical facilities, but the kind of care I received at Planned Parenthood was outstanding. The staff is very helpful and knowledgeable. I am grateful for all of the help and great service.”

—Walnut Creek
health center client

“I am grateful for the availability of the services at Planned Parenthood in El Cerrito. Every staff person I’ve ever encountered has treated me with the utmost respect and provided excellent care.”

—El Cerrito
health center client

Planned Parenthood Shasta Pacific is here to increase the availability of accessible and affordable quality health care in our communities.

Last year we:

- Provided health care services to nearly 95,000 women, men and teens at our 21 health centers and nine additional limited services sites which is a 24% increase in two years.
- Opened a new health center in Ukiah, California within a month of Mendocino County’s public health clinic closure.
- Moved and expanded our Central Richmond health center to a 2800 square foot facility, close to the Richmond BART station.
- Laid 550 miles of new cable, installed 230 new computers and trained over 280 staff in electronic health records (EHR) systems over a 12 month period for enhanced health care.
- Offered Essure, a new hormone-free sterilization service for women.
- Earned full accreditation from the PPFA team that rigorously reviews each affiliate every three years to ensure that quality health care is provided at all Planned Parenthood health centers nationwide.
- Increased the size of our new Clearlake health center to provide a full-range of reproductive health care for the first time in decades. The 1500 square foot facility includes three exam rooms, two counseling rooms and a laboratory.

EDUCATION



PPSP Education staff at Capitol Day 2012



SF Pride 2012

Peer Educators promoting GYT (Get Yourself Tested) Month





“Thank you so much for not judging my friends or me. Thank you for keeping your word and making everything normal, even if some of the questions asked in class by other students were meant to get a reaction from you. You weren’t even fazed by it, you just answered them. That’s so cool”

—Anonymous
high school student

“No matter how cool of a parent you are or how close you are with your children, they don’t always tell you everything. That’s why I am so thankful that if my daughters need Planned Parenthood, I know they will be safe and informed.”

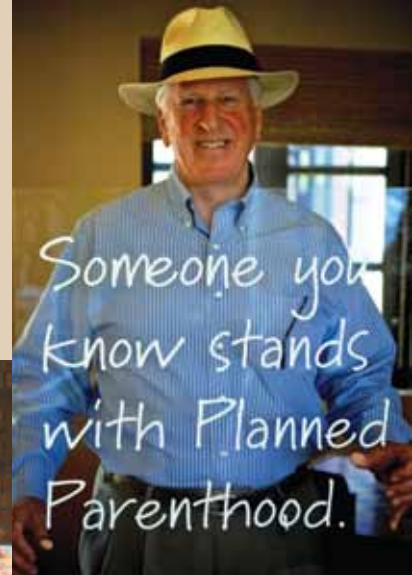
—Parent who attended “How to Talk with Your Kids about Sex/Sexuality” workshop.

Planned Parenthood Shasta Pacific is here as a reliable source of sexual-health information and sound advice for teens, parents, and other adults.

Last year we:

- Provided sexuality education services to more than 40,500 youth, teens, parents and other adults.
- Coordinated Butte County’s first-ever Project Homeless Connect event and participated in San Francisco’s Project Homeless Connect for the first time, providing education, health center referrals, safer sex supplies and hygiene and menstrual kits to nearly 900 homeless people.
- Participated in San Francisco Pride 2012 by providing education at the Trans March, the Dyke March and the City’s two-day celebration at the San Francisco Civic Center. Over 100 PPSP staff, family, and friends marched in annual Pride Parade and won the “Absolutely Fabulous Theme Contingent,” awarded by the Sisters of Perpetual Indulgence.
- Provided a month-long sex education program for 54 high-risk youth at an alternative high school in Napa focusing on healthy relationships and behavioral risk reduction.
- Received the Planned Parenthood Federation of America’s 2012 Achievement in Diversity Award for our Disability and Sexuality Program.

ADVOCACY



Someone you know stands with Planned Parenthood.

U.S. Representative
Mike Thompson (D-CA)

Planned Parenthood staff working to defeat Mississippi's Personhood Initiative



Staff, Trustees, and volunteers with U.S. Representative Jackie Speier (D-CA), (third from the right)



Staff and volunteers with Assemblymember Tom Ammiano

“I have seen first-hand that PPSP’s work is essential to maintaining the community’s access to education and vital preventive health services such as cancer screenings, birth control and STD testing and treatment. Our community is healthier because of their work to protect these services now and in the future.”

—Democratic Leader
Nancy Pelosi

“I’ve always been happy to stand up for Planned Parenthood. In fact, I’ve even done stand-up (comedy) at a PP benefit. Lives are saved by the services that Planned Parenthood Shasta Pacific offers — things like cancer screenings, STD testing, and treatment. PPSP serves as a model for how these vital health services should be offered across the country. They work to make sure access for women and low-income people is preserved, and their dedicated advocacy is invaluable.”

—California Assemblymember
Tom Ammiano

Planned Parenthood Shasta Pacific is here to fight for access and funding for reproductive health, prevention, and education services.

Last year we:

- Maintained full funding for California’s family planning program during the ongoing state budget crisis.
- Passed four pieces of PPSP’s priority legislation that work to increase access to maternity services and preventive health care for young people. Combined, these bills ensure that all insurance plans in California cover maternity care, prohibit employers from refusing pregnancy and childbirth leave and allow teens to have access to preventive services including the HPV vaccine.
- Grew our vibrant online community of social networking and text supporters by nearly 200 percent.
- Engaged in live social networking at a variety of events, including a press conference with U.S. Representative Jackie Speier (D-CA) in San Francisco, Capitol Day in Sacramento, and World AIDS Day 2012.
- Launched a successful Voter Registration Drive, registering nearly 800 clients, staff, friends and family.
- Mobilized volunteers and supporters in phone banks to help defeat Mississippi’s dangerous Fetal Personhood Initiative which lost by a 2-1 margin.

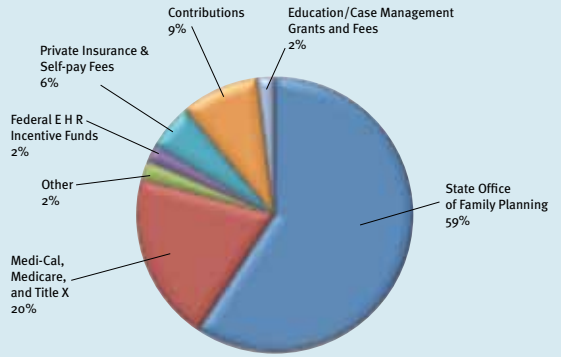
Operating Report

Revenues

State Office of Family Planning	23,571,429
Medi-Cal, Medicare & Title X	7,848,756
Federal E H R Incentive Funds	903,000
Education/Case Management Grants and Fees	838,097
Private Insurance & Self-pay Fees	2,167,801
Contributions	3,646,569
Other	753,210
TOTAL Operating Revenues	39,728,864

Other Revenues:

Contributions to AFA Expansion Campaign	2,291,000
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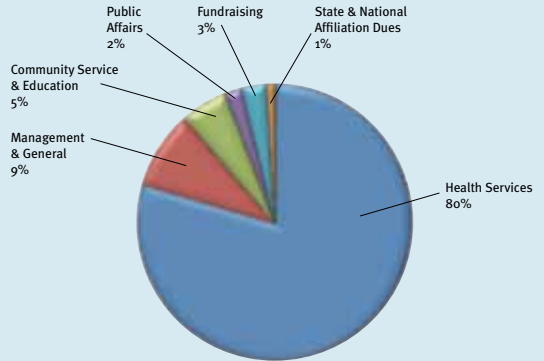


Expenses

Health Services	33,036,742
Management & General	3,756,503
Community Services & Education	2,316,190
Public Affairs	863,158
Fundraising	1,192,465
State & National Affiliation Dues	376,862
TOTAL Operating Expenses*	41,541,921

Other Expenses:

Capital Expenditures	1,989,939
Capital Expansion Costs	2,683,474



*Includes one-time, anticipated expenses for electronic health record implementation and health center expansion.

At the time this Annual Report was published, the annual financial audit had not been completed and these are unaudited financials.

Health Services Client Profile

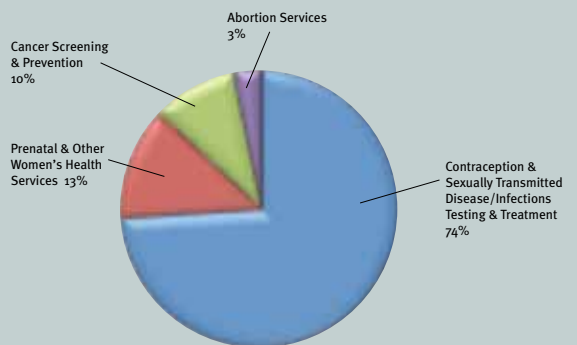
Client Profile by Age

Under 17:	4%
18-19:	8%
20-24:	31%
25-29:	27%
30-34:	15%
35 +:	15%

Client Profile by Ethnicity

White:	40%
Hispanic:	30%
African American:	12%
Asian/Pacific Islander:	8%
Other:	10%

Client Visits by Service



Total client visits for FY 2011-2012 were over 200,000 (a 24 percent increase as compared to FY 2009-2010).

10% of PPSP clients are Male.

More than 90% of clients qualify for subsidized family planning services because their household incomes are less than 200% of the Federal Poverty Level (FPL). In 2012, the FPL poverty level for an individual is \$11,170 and for a family of 3 is \$19,090.

Centers and Locations

Butte County

3100 Cohasset Road, Chico 95973
(530) 342-8367

Contra Costa County

1104 Buchanan Road, #C10, Antioch 94509
(925) 754-4550

2185 Pacheco Street, Concord 94520
(925) 676-0300

320 El Cerrito Plaza, El Cerrito 94530
(510) 527-5806

3715 Railroad Avenue, Suite B, Pittsburg 94565
(925) 439-1237

340 Marina Way, Richmond 94801
(510) 232-1250

2970 Hilltop Mall Road, #307, Richmond 94806
(510) 222-5290

130 Ryan Industrial Court, #115, San Ramon 94583
(925) 838-2108

1357 Oakland Boulevard, Walnut Creek 94596
(925) 935-3010

Glenn County

240 N. Villa Avenue, Willows 95988
(530) 342-8367

Lake County

14671 Olympic Drive, Clearlake 95422
(707) 995-2261

Marin County

141 Camino Alto, Suite 1, Mill Valley 94941
(415) 380-8797

Mendocino County

1165 S. Dora Street, Bldg. A, Suite A, Ukiah 95482
(707) 462-4303

Napa County

1735 Jefferson Street, Napa 94559
(707) 252-8050

2344 Old Sonoma Road, Bldg. G, Napa 94559
(707) 252-2539

San Francisco County

1294 Potrero Avenue, San Francisco 94110
(415) 401-4259

1650 Valencia Street, San Francisco 94110
(415) 821-1282

Shasta County

2935 Bechelli Lane, Suite C, Redding 96002
(530) 351-7100

Solano County

1325 Travis Boulevard, Suite C, Fairfield 94533
(707) 429-8855

990 Broadway, Vallejo 94590
(707) 643-4545

600 Nut Tree Road, Suite 210, Vacaville 95687
(707) 317-2111

Sonoma County

1140 Sonoma Avenue, Bldg. 3, Santa Rosa 95405
(707) 527-7656

Limited Service Sites

PPSP also provides limited reproductive health services at additional locations in the following cities: El Sobrante, Richmond, Orland, Paradise, Pinole, Suisun, Vacaville, and Vallejo.

Regional Offices

731 El Cerrito Plaza, El Cerrito 94530
1650 Valencia Street, San Francisco 94110
(415) 821-1984

2185 Pacheco Street, Concord 94520
(925) 676-0505





Our Mission

Planned Parenthood Shasta Pacific champions healthy communities and increases access to quality health care, information, and reproductive freedom by providing medical services, education, and advocacy.

Each year, PPSP serves over 130,000 women, men, teens and families in 17 northern California counties from San Francisco to Mount Shasta.

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