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Gifts to honor, remember and celebrate

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In Remembrance of _____

In Celebration of _____

Enclosed is my gift of \$ _____ (Please make checks payable to PPPSW)

Please charge my: Visa MasterCard American Express Discover

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Signature _____ Phone (_____) _____

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Name _____

Address _____

City/State/ZIP _____

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Name _____

Address _____

City/State/ZIP _____

PPPSW will promptly acknowledge your gift and send an appropriate gift card to the name you designated above. Gifts in honor, remembrance, and celebration are fully tax-deductible. **THANK YOU!**

I have named Planned Parenthood in my will.

Please return using the envelope provided.

choicewords

SUMMER 2013

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The Next 50

As we celebrate 50 years strong in San Diego, Riverside, and Imperial counties, we're also looking forward to the next 50 as we set goals, make plans, and dream up visions for the future of this remarkable organization.

Come 2063, we envision gleaming health centers with state-of-the-art technology, including the latest in sustainable infrastructures. Men, women, and families of all ages will come in for the sexual and reproductive health care Planned Parenthood has always provided, but they'll also receive comprehensive primary care, making PPPSW a competitive health care provider in the age of the Affordable Care Act.

We dream of record-low teenage pregnancy rates, the eradication of sexually transmitted infections, and more effective and precise breast exams and cervical cancer screenings. With our vibrant community more informed than ever before, we'll continue to be a trusted partner in health for all who walk through our doors. We're thrilled and eager to fulfill these dreams, and we're beyond grateful that you'll be with us every step of the way!

Celebrating
50 YEARS
STRONG

 **Planned
Parenthood**
Care. No matter what.

Planned Parenthood of the Pacific Southwest

Mission Statement

The mission of Planned Parenthood of the Pacific Southwest is to ensure broad public access to reproductive health care through direct service, education and advocacy.

Planned Parenthood believes in the fundamental right of each individual to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being.

We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy.

We further believe that such self-determination will contribute to an enhancement of the quality of life and strong family relationships.

choicewords

Choice Words is a newsletter published by Planned Parenthood of the Pacific Southwest.

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San Diego, CA 92108
619-881-4500 • www.planned.org

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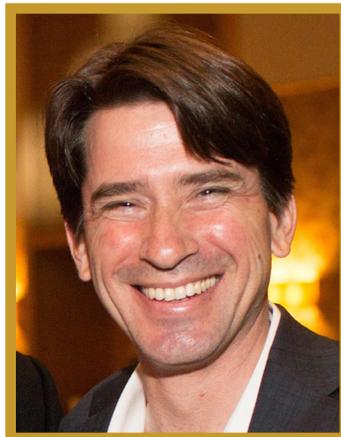
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The Next 50

What would you like to see in our future?



"I am looking forward to watching Planned Parenthood of the Pacific Southwest grow to become the preeminent sexual and reproductive health care provider in Riverside and Imperial counties. Every election, voters tell candidates to keep their noses out of personal health care decisions – I'm looking forward to the day when all of our elected officials listen."

— Sam Ward
PPPSW Board member

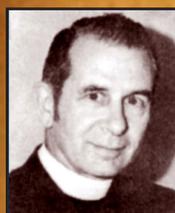
"My hope is that in the next 50 years it will be common knowledge that Planned Parenthood focuses on prevention and provides educational programs to youth. The opposition and challenges we've faced in the past few years have made Planned Parenthood stronger than ever! We are definitely here to stay."

— Carolyn Pinces
Volunteer Program Manager



"I see us continuing to be the 'face' of reproductive health and justice. I also like to imagine a future where Planned Parenthood owns and operates individualized universities specializing in reproductive justice, abortion provider training, and other related topics."

— Shelby Wentz
Patient Flow Coordinator



Reverend Elcombe established Planned Parenthood Association of San Diego.

1963



Information and referral services offered from a booth in Balboa Park.

1966



First medical clinic opened in University Hospital.

1968

words

from Darrah



Darrah DiGiorgio Johnson
President & CEO

On May 9 we had the pleasure of celebrating a momentous milestone with more than 1,600 of our closest friends. Planned Parenthood of the Pacific Southwest celebrated 50 years strong at the Hilton San Diego Bayfront. We were reminded of the amazing care provided at our 19 health centers, and through our innovative education and community outreach programs in San Diego, Riverside, and Imperial counties. We were inspired by three dynamic role models: *Roe V. Wade* attorney Sarah Weddington, who shaped our history; Planned Parenthood national president Cecile Richards, who is leading this organization into a new era; and social media trailblazer Jessica Valenti, who effectively engages young feminists in the conversation about reproductive justice. I am so thankful we have these women to lean on. They are changing the world!

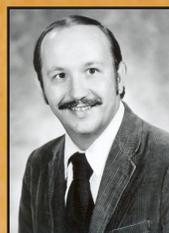
Most importantly, I had the chance to celebrate our great accomplishments with you, the people who make our work possible. It was so inspiring to look out and see an enormous ballroom filled with our longtime supporters and many new friends. Without your steadfast dedication to providing access to sexual and reproductive health care, hundreds of thousands of women and men would have gone without cancer screenings, contraception, sexually transmitted infection (STI) testing and treatment, comprehensive sexuality education, and abortion care. Thank you for your powerful affirmation that reproductive and sexual health care is a basic human right that should be provided regardless of income, age, race, ethnicity, or sexual orientation. Thank you for standing by Planned Parenthood of the Pacific Southwest for 50 years. Because of you, we are stronger than ever before and look forward to 50 more!

Patient visits:
5,588

of centers:
5

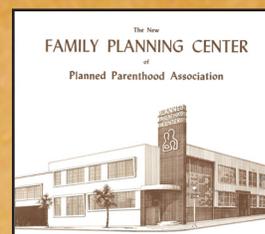
Budget:
\$260,000

1970



Mark Salo hired as
Executive Director.

1974



First building purchased;
Administration Center and clinic.

1976



Planned Parenthood
Friends established.

1978

letter

from the Board Chair



R. Elaine Hanson, M.D.
Chair, Board of Directors

One thing became clear during this year's 50th anniversary celebrations. The tremendous number of supporters we have leads directly to the positive impact we are able to create for our patients.

It was my honor to introduce two extraordinary women at the 50th Anniversary Dinner who play huge roles in this path: Dr. Kate Sheehan, our tireless medical director and a fierce advocate for women's health, to whom we had the privilege of awarding our affiliate's first-ever Lifetime Achievement Award; and Cecile Richards, our

national president and the visionary who catapulted our national movement to a much greater awareness and effectiveness than we've ever had.

In 2012, we served 142,863 patients through 304,690 visits, of which 289,595 were preventive care services, including cervical cancer screenings, contraception, STI testing, and gynecological exams.

Planned Parenthood also devotes a lot of energy advocating for reproductive rights. This year alone, 42 states are trying to restrict access to care. We lobby locally, in our state capital, and in Washington to fight for easy and broad access to reproductive rights. We are particularly fortunate to have young people joining us; recently, a group of teens from our Youth Leadership Academy met with representatives in Sacramento and spoke on behalf of Planned Parenthood.

We work very hard to raise the funds necessary to advocate, to educate, and most prominently to provide vital services for our communities. The Strauss Family Foundation generously pledged to match \$50,000 if we managed to raise the same amount at the Anniversary Dinner. Well, I am excited to announce that the celebration brought in more than \$1 million, and we raised more than \$100,000 at the dinner itself. The gift was matched twice!

The next 12 months promise exciting progress and challenges, and I look forward to walking this path with all of you.

Patient visits:

26,952

of centers:

9

Budget:

\$1.3 million

1980



Expansion into Riverside County.
Name changed to Planned Parenthood
of San Diego and Riverside Counties.

1983



Cross-border partnership
with MexFam in Tijuana begins.

1988

We are *Planned Parenthood*



Sabrina Martucci Johnson *BOARD MEMBER*

Core to my belief system is universal access to health care, with an emphasis on affordable preventive and reproductive services. Planned Parenthood is a critical provider of these services in our community and this component of its mission is therefore meaningful. I want to do everything I can to ensure that Planned Parenthood can continue to provide a full menu of sexual and reproductive health services to our community for generations to come. I am a firm believer in being an active contributor to the organizations about which I care — not simply financially, but with my time and expertise as well. Being on the Board of Directors of Planned Parenthood allows me to do so. It is incredibly rewarding to align my actions with my belief system.



Paulo Zavala *STAFF*

I started working for Planned Parenthood a little over a year ago. I wanted to work in the health care field but I never imagined how rewarding it would be to be a part of such an amazing organization as Planned Parenthood. I am always impressed when I interact with staff and get to see them in action. Their drive to move Planned Parenthood's courageous mission forward inspires me. When I am asked what I like best about working here, I always mention the warmth and professionalism of everyone here. I am extremely proud to be a part of such an inclusive, progressive and forward-thinking organization.



Stephanie Amber Tesch *VOLUNTEER*

As a social worker and young woman who has lived in New England, Texas, Utah, and California, I've seen firsthand the positive impact that Planned Parenthood's accessible family planning, sexual and reproductive health education, and advocacy have on individuals, families, and communities. Throughout my travels, the local Planned Parenthood affiliate has always felt like home, regardless of whether I was a client, intern, employee, or volunteer. When I moved to San Diego seven years ago, it only made sense that PPPSW's Volunteer Night was the first stop in my search for a progressive, pro-choice social network. Since then, I have participated in countless volunteer activities. My commitment to the Planned Parenthood mission inspires me to volunteer, as do the amazing relationships I've made. Some of my strongest friendships have developed as a direct result of my involvement with PPPSW.

Patient visits:

100,00+

of centers:

11

Budget:

\$5.5 million

1990



Local Action Fund political organization founded.

1991



New administration center purchased to accommodate growth.

1994



Launch of Promotor@s program, an outreach model in Mexico and other rural communities.

A Night 50 Years in the Making

Our Anniversary Dinner

Wow, what an evening! On Thursday, May 9, more than 1,600 friends and supporters celebrated the 50th anniversary of Planned Parenthood of the Pacific Southwest at our annual dinner. In half a century of holding this event and uniting communities in the fight for women's rights, we not only smashed our attendance record, we also raised more than \$1 million!

Thanks to the support of attendees, the help of our Honorary Committee, and the extraordinary generosity of the Strauss Family Foundation—whose



More than 1,600 donors, volunteers, and staff attended our largest fundraiser yet



PPPSW President & CEO Darrah DiGiorgio Johnson starts the program



The Blue Breeze Band entertains the crowd



Three generations of support: Alexis Wright, Clarice Perkins, and Lori Wright



PPFA President Cecile Richards, Lifetime Achievement Award recipient Dr. Katharine Sheehan, and Dr. Sheehan's daughter, Justine Walker



Former PPFSW Board Chair Jennifer Dreyer, current Board Chair R. Elaine Hanson, M.D., and event co-chair Kathleen L. Strauss, Ph.D.

\$50,000 Matching Gift Challenge inspired our guests to dig deep and contribute an astounding \$103,000 in donations—this year’s Anniversary Dinner was a momentous success. As you know, every single dollar raised at this event will go directly back into the communities we serve in San Diego, Riverside and Imperial counties, ensuring that the tens of thousands of patients who depend on us continue to have access to PPSW’s health services and education programs.

From our beloved medical director Dr. Kate Sheehan’s moving acceptance of our first-ever Lifetime Achievement Award to the engaging discussion between three remarkable women—Cecile Richards, Jessica Valenti and Sarah Weddington—we hope guests went home inspired, with greater insight into the essential services Planned Parenthood provides and the challenges we overcome together.



Future leaders helped celebrate PPSW's success



Event co-chair Nora Taylor Jaffe congratulates Planned Parenthood for 50 years of service to the community



Honorary Committee member Elizabeth Rice Maget and table attendees pose for a photo



Cecile Richards, Jessica Valenti, and Sarah Weddington discuss the future of reproductive health care



The Strauss Family Foundation's matching gift challenge helped to raise more than \$103,000 at the event

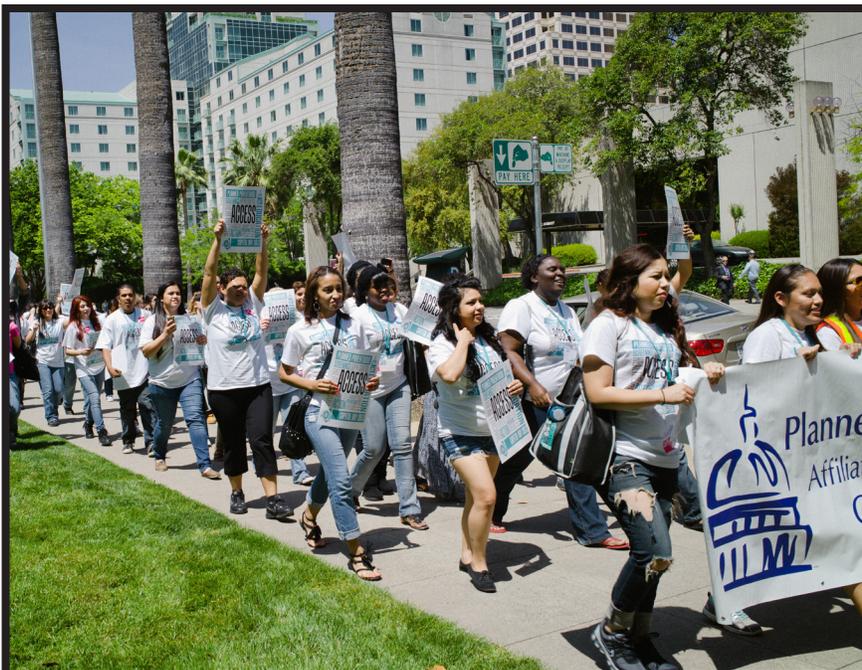


Thanks to Riviera Magazine for their support!

Teen Capitol Day

We have had an amazing 50 years with supporters like you who make our work possible. You have generously given your time and resources to ensure that people in our region have access to sexuality education and health care—no matter what. Hearing our young leaders’ voices demand their right to choose gave us confidence that the future of reproductive freedom is in great hands for the next 50 years.

In order to build on this strong tradition, we know it is critical that Planned Parenthood cultivate the next generation of leaders. Each year, we organize a contingent of young activists who join Planned Parenthood supporters from around California for Capitol Day in Sacramento. They attend workshops to learn about key legislative issues and the lobbying process. For most, it is the first time they’ve met an elected official to educate them about public policy issues affecting their community. It’s a terrifying, exciting, and empowering experience that shows young people that they can be a powerful voice for change!



At the end of a full day of lobbying members of the California State Assembly and Senate, our young leaders took to the streets and marched for reproductive and sexual health care.

Patient visits:

150,000+

of centers:

15

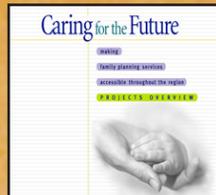
Budget:

\$20 million

2000



College campus outreach programs established.



\$16 million capital campaign launched. Expansion and remodel of 12 sites.

2002



Michelle Wagner Center opened.

2003

Highlights from Teen Capitol Day Participants



"I was able to meet many like-minded people who are as passionate as I am about Planned Parenthood and the importance of family planning and comprehensive sex education for all individuals."
 – *Esmeralda Ceja*



"The highlight of Capitol Day for me was meeting with Assemblymember Marty Block. We discussed two issues: AB 154, which creates greater access to early abortion care, and support for FPACT and teen pregnancy prevention programs."
 – *Amy Dunford*



"Being visible to the people making the decisions in the capitol really does have an impact in the way they perceive the issues at hand."
 – *Olga Villanueva*



"It was fun catching the attention of the public with our chants."
 – *Tiffany Ngo*



Andrés Achterkirchen center opened in Tijuana.

2004



Darrah DiGiorgio Johnson hired as new President & CEO.

2006



Holliday Family Administration Center named. David V. Karney Lab established.



Community Engagement department established.

2009

Foundation News

Thanks to a \$75,000 general operating support award by the S. Mark Taper Foundation, Planned Parenthood of the Pacific Southwest is poised to respond to critical needs and take on transformative projects that will ensure the agency's success in the rapidly changing health care environment.

The S. Mark Taper Foundation, founded in 1989, is a private family foundation dedicated to enhancing the quality of people's lives by supporting nonprofit organizations and their work in our communities.

Thanks to a \$30,000 grant from Kaiser Foundation Hospitals, San Diego, Planned Parenthood of the Pacific Southwest is able to continue to expand its breast health management services for patients. This innovative program will enable us to provide direct patient referrals for diagnoses and treatment, and help patients navigate complex health services to break down barriers between systems of care.

Kaiser Permanente is America's leading health care provider and nonprofit health plan. Founded in 1945, its mission is to provide high-quality, affordable health care services and to improve the health of its members and the communities it serves.

A \$20,000 award from the Legler Benbough Foundation will support Planned Parenthood of the Pacific Southwest's next phase of community engagement work in the Diamond Neighborhoods of San Diego, formalizing partnerships, building regional capacity, and measuring impact.

The mission of the Legler Benbough Foundation is to improve the quality of life of the people in the City of San Diego by providing economic opportunity, enhancing cultural opportunity, and focusing on health, education, and welfare.

The President's Council

The Generous Core of PPPSW

The President's Council is a vital group of dedicated individuals committed to sustaining Planned Parenthood's ability to serve women, men, and families in our three-county region. Members give \$1,000 or more annually and provide the core support that fuels every one of our services, from vaccines and ultrasounds to teacher trainings and security.

President's Council members receive invitations to our popular and intimate Speakers Series events. In recent years, speakers have included best-selling authors, the director of a stem cell program, and Cecile Richards herself. This summer's Speakers Series focused on the "thinning ranks" of abortion providers nationwide and highlighted California's efforts to expand access to quality sexual and reproductive health care for all. The featured speaker was Dr. Tracy Weitz of the UCSF Bixby Center, a true leader in the struggle to expand access to health care.

If you'd like to become a member of the President's Council, or if you have questions about the benefits of membership, please contact Kersten Wehde Deck at 619-881-4652 or kwehde@planned.org.

Patient visits:
290,077

of centers:
19

Budget:
\$54.7 million



Name changed to Planned Parenthood of the Pacific Southwest. Now serving Imperial County.



Planned Parenthood of the Pacific Southwest celebrates 50th Anniversary.

2010

2013



Meg Jacobs

Planned Giving

Meg Jacobs makes transformative gift to PPPSW

This spring Planned Parenthood of the Pacific Southwest (PPPSW) was the grateful beneficiary of a bequest from Margaret (Meg) Jacobs, who passed away in 2012. Her estate gift was the largest planned gift PPPSW has ever received and will be used to establish the Margaret (Meg) Jacobs Fund to support PPPSW's educational outreach and community

engagement programs for Hispanic women in San Diego County. In addition, a portion of her gift will support general operating expenses of the agency. Meg's generosity will make a tremendous difference toward providing life-changing sexual and reproductive health care educational opportunities for Hispanic women in the community.

Meg Jacobs was a longtime supporter of PPPSW, especially for cross-border activities with health care partners in Mexico and South America. She spent many years in the field of social work, with a diverse health and human services background that included work with youth, families, and victims of domestic violence. Fluent in Spanish, she was a strong advocate for the expansion of community-based social services for Spanish-speaking clients. She provided home-based services to at-risk families in a child abuse and delinquency prevention program, and assisted in the writing of a new parent education curriculum for California's schools.

Meg served as the first director of the Jacobs Family Foundation and spearheaded the Foundation's support of micro-enterprise development as a strategy for assisting families in gaining self-sufficiency. She continued to be an active participant in the Foundation's neighborhood-strengthening efforts as a member of the grants team. She also assisted in hosting site visits for foundations and organizations studying the Village at Market Creek as an example of place-based philanthropy.

Meg held a Bachelor of Arts degree in American civilization from Brown University, and a Master's degree in social work from San Diego State University.

One of the easiest ways to make a gift to PPPSW is through a bequest in your will or revocable living trust. You can establish a bequest of a particular dollar amount or asset, or you can give all or part of the property remaining in your estate after debts, expenses, and specific bequests are paid. For examples of language you can use in your will or trust, please check our webpage at www.planned.org/legacy or contact Pam Becker, Director of Major Gifts and Planned Giving, at 619-881-4531 or pbecker@planned.org.

Did you know that you can get rid of that old clunker collecting dust in your garage by donating it to PPPSW?

DONATE YOUR CAR TODAY
by calling (619) 881-4604, or emailing hwatcher@planned.org, and make a fresh start while supporting the programs and services of Planned Parenthood of the Pacific Southwest!



Follow us on



LEGACY CIRCLE

M E M B E R S



The Legacy Circle is composed of those who have included PPPSW in their estate plans.

- | | |
|-------------------------------------|---|
| Anonymous (24) | Merle K. Lewis |
| K. Andrew Achterkirchen | Dorothy Lindberg |
| Nicole Angelucci, Esq. | George & Karen Longstret |
| Joyce F. Axelrod | Leanne Hull MacDougall |
| Sandra D. Barstow | Terry A. Marsh |
| Laura Berend and Bill Zeigler | Alice McCauley |
| Joan Jordan Bernstein | Joseph and Betty McCosker |
| Susan M. Blitz | Bryce E. Miller, M.D. |
| Beverly Boggs | Judith P. Miller |
| Billie Bowen | Ree and Maurice Miller |
| Lorraine and William Boyce | Sally S. Miller |
| William M. Bristow | Mary L. Minshall |
| Barbara Bry and Neil Senturia | Victoria L. Moody-Geissler and Richard Geissler |
| Michele Carlson | Dana Mosser |
| Cynthia C. Carpenter | Jane Mullins |
| Richard and Julia Carson | Edie Munk |
| Diana Strauss Casey | Kathi W. Myers |
| Eileen M. Clause | Donald J. Orahoad |
| Don and Betty Copp | Laurie Orange |
| Patricia Cornelius | Catherine M. Orth |
| Amy Corton and Carl Eibl | Leonard Pelletier |
| Darlee J. Crockett | Helen M. Pendleton |
| Jacqueline Crowle and Charles Scott | Dr. Patricia D. Peterson |
| Joan P. Cudhea | Robert Reese |
| Joan M. Davis | Judy Reynard |
| Joy L. Delman | Andrea Robinson |
| Judith deNooy | Julian Rogers |
| Charles Dicken | Anine Rohrer |
| Joan Dixon | Ruth Rollins |
| Marion and Frank* Dixon | Dr. Beatrice Rose |
| Marlene Y. Ebert | Joyce and Rick Ross |
| Susan Ebner | Nancy and Donald Ross |
| Elisabeth (Jinx) Ecke | Elliot and Eileen Schubert |
| Margaret J. Elliott | Anna and Mario Scipione |
| Herb Engel | Nadine L. Scott |
| Suzanne Finch | Donna Lee Semelmaker |
| Susanna and Michael Flaster | Annette Seppanen and Curtis Nelson |
| Vaughdean Forbes | Elizabeth Sherry |
| Robin R. Friedheim | Helen S. Simmons |
| Deborah Fritsch and Pat Boyce | Tracy Skaddan |
| Victoria L. Gallagher | Jan Slater |
| Marcy Goldstone | Max B. Southwick* |
| Carol L. Grimes | Sara Standerford |
| Kay and Philip Harry | Terri J. Stearns |
| Kae Hensey | Dorothy Stein |
| Ingrid Hibben | Kathleen L. Strauss, Ph.D. |
| Rosanne and Joel Holliday | Stephanie Strout |
| David and Corrine Hollings | Kathryn Sturch |
| Hugh C. Hyde | Paula Taylor and Bernard Kulchin |
| Ruth Ireland | Kristen Victor |
| Beth Faber Jacobs | Molli and Arthur Wagner, Ph.D. |
| Howard Jacoby | Judith L. White |
| Marla and John Jensen | Marilyn and Stuart C.* Wilson |
| Madeline Kane | Pat Wilson and Greg Rose |
| Dori and Charles Kaufman | Arelene E. Wolinski |
| Philip M. Klaubner | Barbara Wolter |
| Frances Klipper | Leslie S. Zoref |
| Nora La Corte, Ph.D. | |
| Ann Laddon | |
| Alva Lane | |
| Betty* and Ed Law | |
| Vadee Lee | |

* Deceased
List as of June 15, 2013

Estate Gifts

Planned Parenthood of the Pacific Southwest is especially grateful for the bequests it has received. The following people made generous gifts to Planned Parenthood of the Pacific Southwest through their estate and provided essential resources that support reproductive health care services in our community.

- | | |
|--------------------------------|-------------------------------------|
| Anonymous (4) | Sandra Jeffers |
| Muriel Adams | Clyde A. Joslyn |
| Carolyn Ann Ahlers | Louisa Kassler |
| Bud and Polly Aldige | Kern Family Trust |
| Carol Ash | Martha-Ann Klimo |
| Henry S. and Marietta W. Auran | Victor and Thelma Lindblade |
| Ann Baerwald | Yolanda Luney |
| Shirley Bell | Mary Lou Swift Mantle |
| Elisabeth Boyer | Ruth H. Milliken |
| Ruth Campbell | Frances Miner |
| Margaret L. Caperton | Jon Olson |
| Josephine Carey | Edward O'Toole |
| David and Pamela Carton | William Plock |
| Marcella Coolidge | Steven R. Prewitt |
| Minna O. Cooper | Barbara Ramsey and Sherry Henderson |
| Daiber Family Living Trust | Harold Rand |
| Lorenzo Dell'Armo | Selby |
| Catherine Dorgan | Roger Shaw |
| Michael B. Eddy | Thomas and Helen Slaven |
| Jack Epstein | Norma Sullivan |
| Fannie and Lewis Fisher | Marjorie Tess |
| Leslie Jane Hahn | Annie Titlebaum-Schwartz |
| Barbara F. Hallman | Verna Tinker Turner |
| Mary E. Harvey | Wheller Trust |
| Anne S. Hertzberg | Mildred and Burnett C. Wohlford |
| Margaret Jacobs | |