

Special Announcement

Planned Parenthood's story began 100 years ago. It started with a radical idea: that access to sexual and reproductive health care had the power to change lives.

We've made incredible gains during our first century. Birth control, once out of reach, is widely available. Abortion, once a crime, is safe and legal. Sex education is valued and sought after by parents, teachers and caregivers from coast to coast.

This social justice revolution was sparked by a brave and defiant few and its reach has been fueled by the work of millions of tenacious people. One of these outstanding leaders is Heather Saunders Estes, President and CEO of Planned Parenthood of Northern California.



After 37 years of service, Heather has announced that she will retire in December. It is fitting to honor Heather for her outstanding leadership as we celebrate Planned Parenthood's 100th anniversary year.

Planned Parenthood Northern California, once a single health center in Contra Costa, is now known and trusted by tens of thousands of people from San Francisco to Humboldt County. Youth and adults turn to us to deliver high-quality sexual and reproductive health care and education services - without judgment and regardless of gender, sexuality, income or insurance status. Our advocacy efforts for policies that advance and protect sexual/reproductive health care and justice have had an enormous impact.

We have accomplished so much with Heather's vision. We were the first Planned Parenthood to provide HIV testing and treatment in the 1980s. We broke new ground on interventions to prevent intimate partner violence. Today, we are among the first to offer hormones for gender transition at every one of our health centers, from bustling cities to quiet towns. We have tackled daunting public health challenges, guided always by rigorous research and deep compassion.

It has not always been easy but we have held on to the conviction that we can build a better world for each other with truth, love and courage.

We honor Heather for her unflagging devotion to our clients. Her legacy of offering high-quality, innovative, and sensitive care to all who need it will continue at Planned Parenthood Northern California for many years to come. Because we know that many of our 100,000 clients cannot access any other medical provider. For nearly 55,000 others who benefit from case management and community services, our staff members are among the only people they can trust. And more than 40,000 online supporters count on us to keep them posted on how our movement can continue to defend and expand sexual/reproductive rights and justice.

Special Announcement cont.

We have every intention of continuing to live up to the confidence in our care. Our passion to serve remains constant even as we change and move into the future. As we look ahead to fresh victories and our second century at Planned Parenthood, we thank Heather for her steadfast commitment to health, education and human dignity.

And we thank each of you for helping us to fulfill our highest principle: to fight for and protect nonjudgmental, compassionate health care and education so that, together, we can change the world.

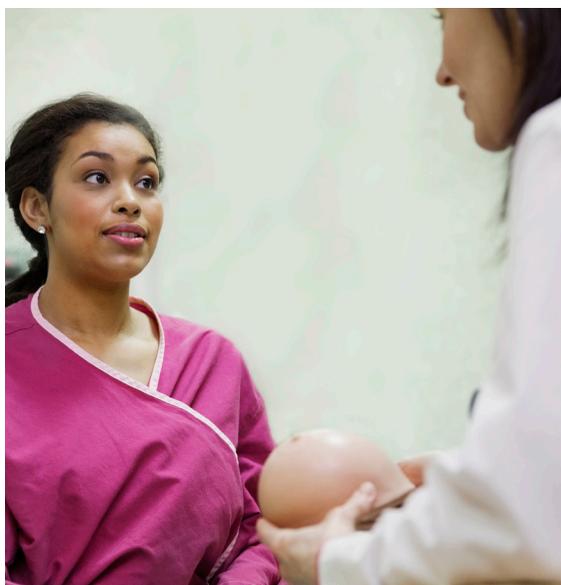
Planned Parenthood Northern California

Feature Story

Vision and Leadership in Our Second Century

"Planned Parenthood Northern California is at the epicenter of the Reproductive Justice Movement to ensure that every individual can lead a healthy, self-determined life. Our Foundation is inspired by their visionary efforts to elevate the landscape of health care in our local community and to serve as an example for the rest of the country. As the centennial celebration of Planned Parenthood nears, they are poised to expand their impact and leadership through their Second Century Campaign."

Frances Hellman, The Hellman Foundation



Every campaign starts with an incredible vision. And it takes a leadership gift from a dedicated supporter to bring the vision to life.

This year, as we near Planned Parenthood's 100-year anniversary on October 16th, we have entered the beginning phase of an ambitious, five-year "Second Century" campaign at Planned Parenthood Northern California.

The Hellman Foundation was our first supporter.

When we reached out to trusted supporters to kick off our campaign, individuals and philanthropic institutions with a deep understanding of our needs and priorities at Planned Parenthood Northern California, the response was overwhelmingly positive. We are especially honored by the groundswell of generosity from family foundations that have distinguished themselves as champions in San Francisco, as we strive to deepen our influence in this great city and across our 20-county footprint in Northern California.

The two million dollar leadership gift from the Hellman Foundation has been key to our initial success. This lead gift allowed us to secure three

million dollars in cash for the first year of our Second Century campaign, with an additional two million dollars in pledges. Thanks to their bold action as a lead and principal investor in our campaign, other philanthropists are willing to do the same.

We are profoundly grateful for this contribution which will help make sure our services are available for the people who need us most. We look forward to sharing more details in newsletters to come.

What's New

Annual Report

Every fall, we take a breath to share highlights of some of our greatest accomplishments over the past fiscal year. We are very proud to report that from July 2015 to the last day in June 2016, we delivered:

- **Compassionate Health Care.** Starting in March, our 20 full-service health centers began to offer PrEP and PEP medications to prevent HIV infection before or after an exposure. More than 100,000 clients came in for nearly 200,000 visits for family planning and birth control services, cancer screenings, and STD testing, hormones for gender transition.
- **Life-Saving Sex Education.** Our programming is designed to be effective for students and community members from busy cities to quiet towns. Our expert staff reached nearly 55,000 people with life-saving information delivered with love and humility, including case management services, educational presentations, outreach events, counseling sessions, to peer education groups.
- **Spirited Action and Advocacy.** The past year deeply tested supporters of sexual and reproductive health and rights. But it also strengthened our bonds and our deep resolve to deliver on our promise of care to all who need it. More than 40,000 online supporters are now connected to Planned Parenthood Northern California and thousands more stood with us in person to protect sexual and reproductive health care and education.



We hope you will take a moment to appreciate our impact across so many communities and to share in our pride over our notable outcomes. [Click here to enjoy some key moments and photographs!](#)

Back to School with Peggy Orenstein



We are thrilled to host a very special back-to-school event with Peggy Orenstein, best-selling author of *Girls and Sex: Navigating the Complicated New Landscape* and *Cinderella Ate My Daughter*. Along with our Napa Valley Board of Advocates, Orenstein will lead an honest conversation on the joys and challenges of teen girls' lives today. We hope the event will help to equip participants to open a meaningful conversation that will touch on the challenges and joys of budding sexuality for young women.

People of all ages are welcomed and the event is free. Guests who arrive early will receive a free copy of *Girls and Sex*. [Click here for more details.](#)

Youth Power Summit

This is a big year for young people. We've seen attacks on reproductive health and rights on a local, state, and federal level. Legislators are voting to restrict access to safe, legal abortion across the country and even banning the trans community from simply using the bathroom.

That's why Planned Parenthood Northern California is thrilled to join forces with the Planned Parenthood Affiliates of California and Planned Parenthood Mar Monte to create the space where young people from 18 to 29 years of age can learn the skills to create real change.

Our first-ever **Youth Power Summit** will be held in the Marin Headlands on September 17th and 18th. Attendees will gather to learn a variety of skills to protect their reproductive health, rights, freedom, and their own bodies. Participants will receive lodging, most meals, and a travel stipend.

Sign up at <http://bit.ly/NorCalYPS>. Hope to see you there!



Straight from the Source

Planned Parenthood Northern California advocates for laws and policies that protect and advance sexual and reproductive justice, and provides best-in-class health care and education services that are affordable and accessible to all.

But don't take our word for it. Look over a few recent comments sent in by our clients:

"I love the professionalism and affordability. I always feel informed and am happy with my experience there."

San Francisco

"Absolutely wonderful! The staff was friendly, informative, and compassionate. I feel so grateful to have such a lovely place to go to when I need checkups and other women's health stuff done."

Eureka

"Planned Parenthood is such an important asset in our community. The staff there are always so friendly and accommodating. They really do their best to get their clients every service they need in a quick yet informative manner. I thank you all for everything you do and am proud to have been able to receive free services in times of need. You all are wonderful!"

Redding

Cheers and Jeers



Our San Rafael health center was selected for a prestigious award for excellence in clinical services.

Sylvia Clark Award

Our San Rafael health center has been selected to receive the Sylvia Clark Award from the Planned Parenthood Federation of America (PPFA) for their incredible work expanding access to abortion care. The Sylvia Clark Award for Creativity in Clinical Services was established by PPFA and the National Medical Committee in May 2003 to honor the former CEO of Planned Parenthood of the Rocky Mountains. Our lead clinician at San Rafael will travel to the 2016 PPFA National Medical Committee Meeting in November to accept the award from Cecile Richards, President and CEO of PPFA.



Politics get in the way of public health with the Zika virus.

Zika Funding

With a steady increase in cases expected in the areas where there is active Zika in the U.S., you might expect elected officials to jump in and take action. [But funding to combat Zika is stalled in Congress as politics get in the way of public health.](#) Rather than respond appropriately to the threat of the virus, some politicians have used the government response to Zika as a vehicle to target Planned Parenthood - and birth control.

What's the difference when I give?

Planned Parenthood Northern California and Planned Parenthood Federation of America

We are often asked what happens when we give to Planned Parenthood Northern California versus the Federation. We wanted to share with you the following guide to avoid any possible confusion.

If you want to give to [Planned Parenthood Northern California](#) directly, and have all of your gift go to local services and to bettering the lives of people across our 20 counties from San Francisco to the Oregon border...

then you need to go to our affiliate website (support.ppnorcal.org) where 100% of your donation is directed to health and community services as well as essential education – right here, in Northern California.

If you go to Planned Parenthood Federation of America's national website...

then 50% of your gift will support health services, community service and education here in Northern California and 50% of your gift will also support national advocacy and education efforts.

Two ways to support our mission that protects rights and freedom, no matter what!

Bequest Challenge

To celebrate the national 100th anniversary of Planned Parenthood, and our related Second Century campaign, Planned Parenthood Northern California (PPNorCal) is participating in the national federation's Planned Parenthood Bequest Challenge. For every donor who confirms they've put our affiliate in their will, PPNorCal is eligible for an unrestricted gift from the Planned Parenthood Federation of America (PPFA), up to \$25,000 per household.

This is a great opportunity to maximize our donors' generosity as well as to grow our Planned Giving program through co-branded materials and resources.



Introducing Spot On.

Download our free and easy app to know what's up with your menstrual cycle, birth control and sexual health. No pink flowers, no assumptions about your sex life and updated information from trusted Planned Parenthood experts!

[Read more](#)



Planned Parenthood Northern California

www.ppnorcal.org



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