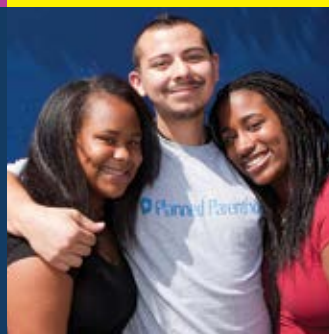




# ANNUAL REPORT 2012 2013



Planned Parenthood Los Angeles



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## 2013-2014

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# Message from Planned Parenthood

Dear Friends,

When Planned Parenthood Los Angeles was founded nearly 50 years ago, abortion was illegal. Birth control had only recently been approved by the Food and Drug Administration. Only months later, President Johnson would create the Medicare and Medicaid programs. Planned Parenthood came to our community at a time of tremendous political and social change, in response to an unmet need for reproductive health care and information.

Today, we face great change once again. The Affordable Care Act – also known as Obamacare – has expanded insurance coverage for millions of people. Technology continues to transform the way we connect with information and with each other. California leads the nation in creating a future where reproductive health care is not only legal but truly accessible. And yet, some things haven't changed. There are still many women, men and teens that lack access to affordable, quality care.

In this annual report, you'll learn how Planned Parenthood Los Angeles is moving into the future. We are keeping pace with the external changes to our health care environment, while staying true to the promise we made fifty years ago: to provide care, education and advocacy in pursuit of a healthier community. Together with our loyal supporters, I have no doubt that we'll succeed in meeting the challenges ahead.

With gratitude,



Sue Dunlap

President & CEO



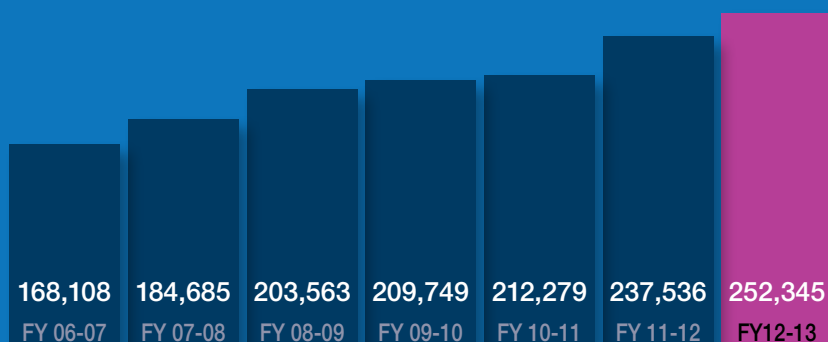
# Care for a New Era

When it comes to reproductive health care, Planned Parenthood Los Angeles is a name that people know and trust. From decreasing wait times in our health centers to providing all FDA-approved birth control methods, we believe that everyone deserves high-quality care and excellent customer service. As our health care system changes due to the Affordable Care Act (ACA) one thing will remain constant: women, men and families can rely on Planned Parenthood.

Through bilingual, culturally-competent materials, Planned Parenthood staff are working to ensure that patients and community members who are newly eligible for insurance understand their options. We've also developed robust relationships with partners – from insurers, like Kaiser Permanente, to community clinics, like AltaMed. Through partnership, we can ensure that our patients are able to maximize their new health care benefits.

Planned Parenthood is improving the field of reproductive health through innovative medical research and provider training programs. With ongoing research projects – like testing the use of text and email reminders to encourage patients to follow up on their STD test – Planned Parenthood influences public health best practices nationwide. We also train more health care providers than any other affiliate in the country. By training providers in important reproductive health techniques – like colposcopy to detect cervical cancer – we can increase the number of professionals who deliver quality, non-judgmental health care to all women.

Total Number of Patient Visits

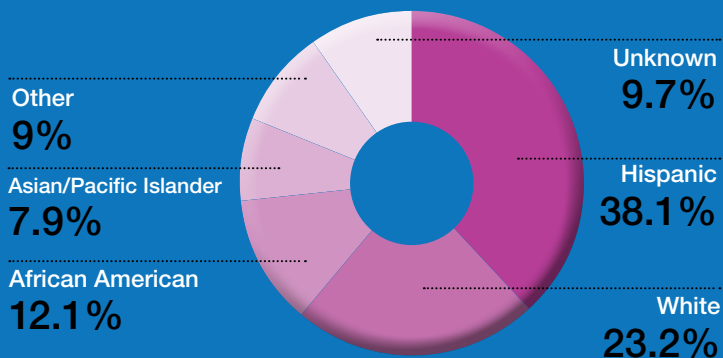


94%  
of Planned Parenthood  
Los Angeles patients  
would recommend us  
to a friend

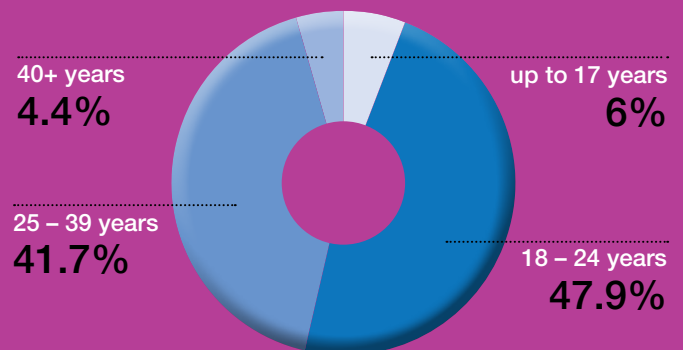
“ Cedars-Sinai residents learn a tremendous amount during their rotation at Planned Parenthood. This hands-on experience in family planning is some of the best training they can receive to prepare them to serve Los Angeles’ diverse patient population.”  
—Jonathan Schreiber, Cedars-Sinai Community Engagement Director



Health Services by Patient Ethnicity



Health Services by Patient Age







“ I’ve always counted on Planned Parenthood to help me find the right birth control method – and now, thanks to the Affordable Care Act, they’re also helping me find insurance coverage.”

—Emma Smales, Planned Parenthood Los Angeles Patient

## Health Center Services

- Breast, cervical and testicular cancer screenings
- STD testing, treatment, education and counseling
- Pregnancy testing and options counseling
- Teen-friendly education and clinical services
- Contraception, including the pill, patch, ring, condoms, IUD, vasectomy and female sterilization
- Mid-life services for women
- Medication and surgical abortion
- Men’s health education and information



352,016 calls answered



27,304 appointments booked online

# 15 minutes

The average wait time at all 19 health centers – with or without an appointment – for family planning services

# 93%

of Planned Parenthood Los Angeles patient visits are for birth control and preventive care, like cancer screenings and STD testing

# The Next Generation of Health Education

In today's digital age, people often turn to the internet for answers – including for questions about sex. That's why we're expanding our education presence: taking our expertise beyond the classroom to reach teens and parents on their smart phones, tablets and laptops.

Planned Parenthood Los Angeles' growing online presence creates space for honest, open conversations about healthy relationships, gender roles and safe sex. Peer Advocates – high school students who are trained to provide peer-to-peer education to their classmates – drive the innovative, engaging videos and blogs that are posted to their Tumblr page, "Keep it Real, Keep it 100." Young adult readers of HelloGiggles.com email questions that are answered in a monthly advice column, "Ask Elizabeth." We've even taken parent education online – recording a series of short videos for KidsInTheHouse.com.

With over 662,000 students in LAUSD alone, we're also finding ways to reach students and teachers in-person who we might never encounter in a traditional classroom setting. Throughout the year, we train teachers, school staff and community organizations so that they can, in turn, teach their students and communities. Sharing our expertise both on and offline means that thousands more Angelenos have access to the information they need to make informed, responsible decisions.



## Over 220 parents

attended Planned Parenthood Los Angeles' parent conference. This event empowers parents to be the primary sex educator in their teens' lives.



58,649

**women, men and teens**

throughout Los Angeles participated in Planned Parenthood's community outreach and education programs.

16,263

**members of the Latino community**

educated by the Promotoras Comunitarias.

Using a peer-to-peer model, the Promotoras teach about violence prevention, HIV/AIDS, LGBT acceptance and family communication.

12,535

**middle and high school students**

received comprehensive and medically-accurate sex education, focused on pregnancy prevention, safe decision making and healthy relationships.

33,250

**households**

received information from staff and volunteers about Planned Parenthood's health services through door-to-door community outreach.

“

I want my daughter to know she can talk to me about anything – including sex – but starting those conversations isn't easy. Planned Parenthood educated me so that I can be a resource for my child, and feel confident communicating about prevention and protection.”

—Denise Jackson-Serrette, Parent Conference Participant

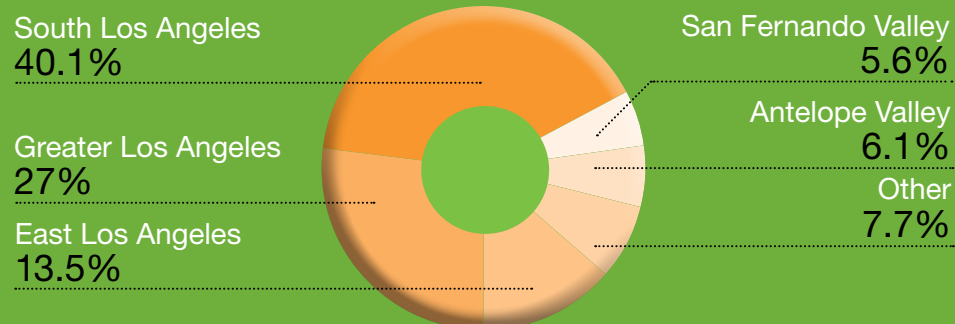




“A healthy student makes a better learner. That’s why LAUSD is proud to work with Planned Parenthood to make sure that every student has access to the information and care they need to make healthy, responsible decisions.”  
—Steve Zimmer, Board Member, Los Angeles Unified School District



### Community Education Presentations by Geographic Region



# Fighting Back & Moving Forward

While women's health is under attack by politicians in other parts of the country, California leads the way in removing barriers to reproductive health care, including birth control and abortion. Last year, Planned Parenthood sponsored AB 154, authored by Assembly member Toni Atkins, to address the fact that over 50% of counties in California lack an accessible abortion provider. By allowing advance practice clinicians – like nurse practitioners, certified nurse midwives and physician assistants – to perform early first-trimester abortions, women are able to receive timely, quality care from providers they already know and trust. With hundreds of bills introduced nationwide to restrict access to abortion, AB 154 was the only proactive, pro-women's health legislation signed into law anywhere in the country.

In California, we have the obligation to advance the conversation surrounding reproductive freedom. We have the opportunity to pass public policy that respects – rather than politicizes – women's health. Indeed, that is why we see California's teen pregnancy rates dropping faster than any other state in the nation! However, we also have an obligation to stand with women in other states, because the ability to access safe, legal abortion should not depend on your zip code. Last year, we were proud to send two Los Angeles staff members to Texas to organize opposition to dangerous, restrictive laws in that state. With an eye on the future, our mission is to both fight back and move forward.

473

harmful bills nationwide  
tried to **restrict** access  
to abortion

But only California's

**AB 154**  
**expands** access



Nearly  
**50,000**  
Los Angeles  
activists



“ Thanks to the Affordable Care Act, millions of Californians will gain coverage for the first time – but many will continue to be uninsured. We need strong advocates like Planned Parenthood to make sure that health reform works for everyone.”

—California Senator Ricardo Lara, Chair Latino Legislative Caucus



“ The fight that Planned Parenthood Los Angeles continually wages for women’s reproductive justice is critical to families in Los Angeles, the state and the entire nation – for as California goes, so follows the rest of the country.”

—Kamala Harris, California Attorney General



**California counters national abortion trend**

**How California has recently transformed itself into one of the best states for women**

# Financial Statements

## Statement of Activity for the Year Ended June 2013

### Revenue, Gains and Support

Clinics and counseling	\$45,821,922
Contributions, bequests and patient donations	5,701,476
Government grants	899,559
Investments and others	1,568,127

<b>Total</b>	<b>53,991,084</b>
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### Expenses (fully allocated)

Clinics and counseling	\$38,800,678
Education outreach	2,654,225
Public affairs	615,178
Management and general	6,146,206
Fundraising	1,549,187

<b>Total Expenses</b>	<b>49,765,474</b>
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## Statement of Financial Position for the Year Ended June 2013

### Assets

Cash and cash equivalents	\$15,638,264
Investments	12,645,087
Accounts receivable, net	5,298,911
Current portion of pledges and contributions receivable, net	997,228
Inventories	994,604
Prepaid expenses and other current assets	851,902
Pledges and contributions receivable, net of current position	474,461
Property and equipment, net	25,258,426
Investments in readily marketable securities held for long-term purposes	3,837,564

<b>Total Assets</b>	<b>65,996,447</b>
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### Liabilities and Net Assets

Accounts payable	\$2,675,080
Accrued expenses and other current liabilities	6,459,242
Note payable	1,075,041

<b>Total Liabilities</b>	<b>10,209,363</b>
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### Net Assets

<i>Unrestricted</i>	
General	\$21,536,081
Board-designated	28,385,942

<b>Total unrestricted</b>	<b>49,922,023</b>
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Temporarily restricted	\$3,626,009
Permanently restricted	2,239,052

<b>Total Net Assets</b>	<b>55,787,084</b>
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<b>Total Liabilities and Net Assets</b>	<b>65,996,447</b>
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# Weaving a Fabric of Support to Sustain Our Future

From families who give anonymously to business leaders and celebrities, Planned Parenthood Los Angeles' network of nearly 11,000 donors weave a fabric of support that sustains our mission of providing affordable, high quality care and education. Some gave for the first time this year, while others have supported our work since the agency was founded in 1965.

Thanks to a grant from Cedars-Sinai, Planned Parenthood health centers across Los Angeles received efficiency upgrades to accommodate electronic health records and prepare for the Affordable Care Act. The Guild – a group of dedicated supporters who raise critical funds for Planned Parenthood – organized an amazing *Food Fare* at the Santa Monica Civic Center, honoring long-time friend, Chef Joe Miller, and Advocates of the Year, Nicole and Allan Mutchnik. And over five hundred volunteers gave their time to our health centers, education programs and advocacy efforts – extending our reach farther than ever.

Through events, corporate and foundation support, planned giving and volunteerism, our supporters across Los Angeles ensure that Planned Parenthood has the resources to serve every woman, man and teen that needs our care – today and into the future.



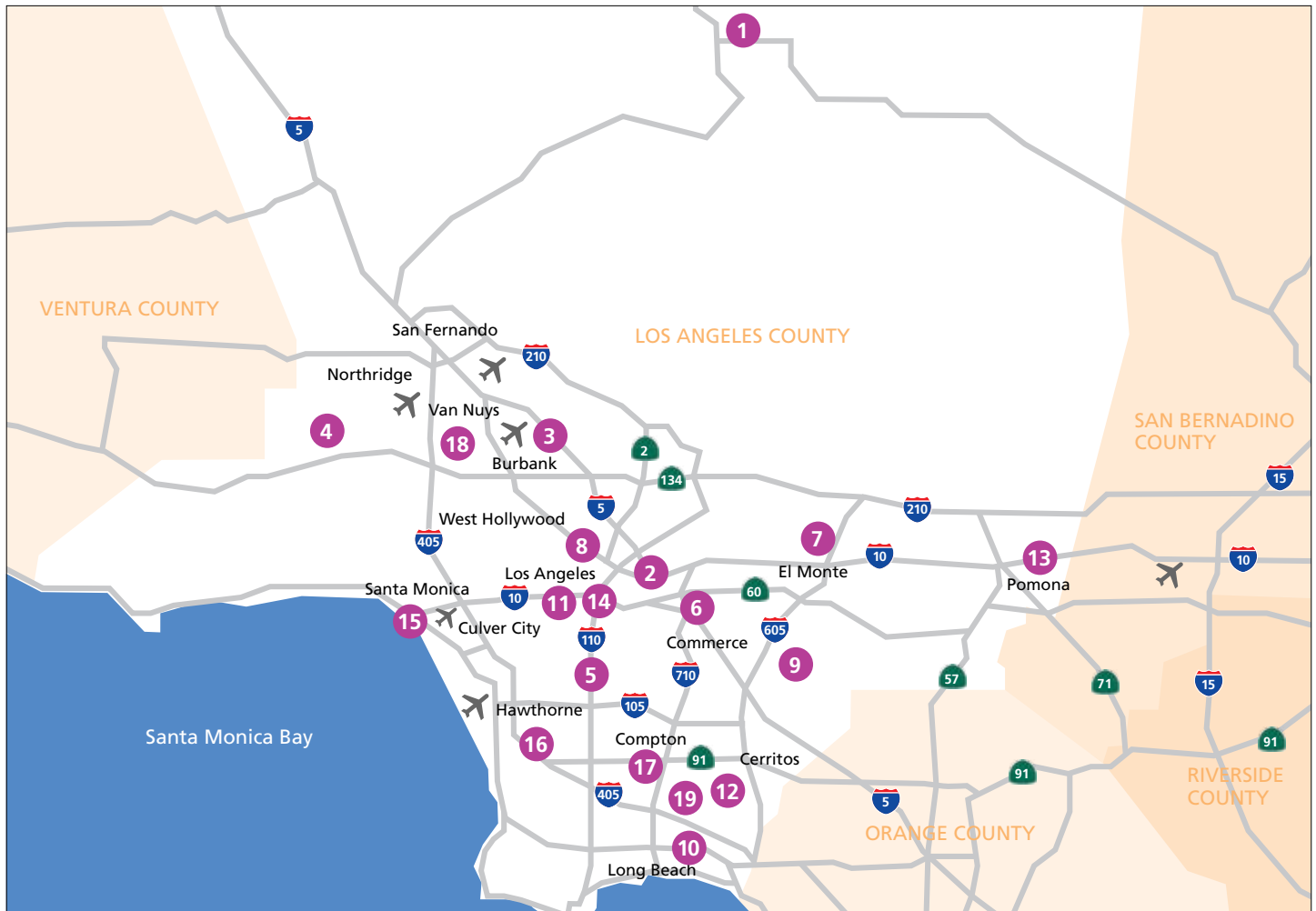
500+ volunteers  
14,440 hours  
\$357,402 saved



2,589  
new donors  
last year

# The Mission of Planned Parenthood Los Angeles

is to provide convenient, affordable access to a comprehensive range of quality reproductive health care and sexual health information, through client services, education and advocacy.



- |                     |   |   |
|---------------------|---|---|
| 1. Antelope Valley  | 9. Lakewood   | 14. S. Mark Taper Foundation<br>Center for Medical Training |
| 2. Bixby            | 10. Long Beach  | 15. Santa Monica  |
| 3. Burbank          | 11. Planned Parenthood Basics –<br>Baldwin Hills/Crenshaw | 16. South Bay   |
| 4. Canoga Park      | 12. Planned Parenthood Basics –<br>Lakewood               | 17. Stoller-Filer   |
| 5. Dorothy Hecht    | 13. Pomona  | 18. Van Nuys  |
| 6. East Los Angeles |   | 19. Whittier  |
| 7. El Monte         |   |   |
| 8. Hollywood        |   |   |

