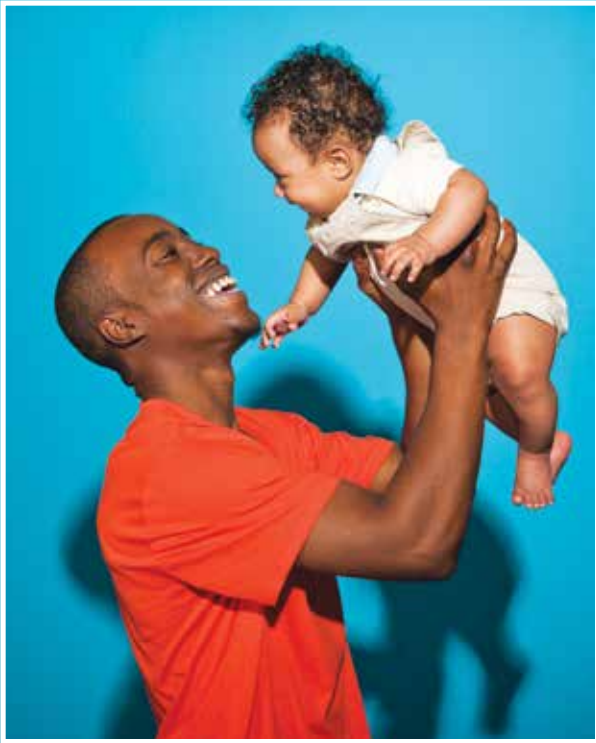


 **Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood Shasta Pacific

Annual Report: July 1, 2012 – June 30, 2013



MISSION STATEMENT

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

Each year, PPSP serves over 142,000 women, men and teens in 17 counties in northern California from San Francisco to Mount Shasta.

NO MATTER WHAT...

A Message to Our Community

Dear Friends,

Thanks to the support of friends like you, Planned Parenthood Shasta Pacific served more than 142,000 individuals last year. We saw over 98,000 women, men, and teens for medical services in our 21 health centers. Our educators provided information and guidance to more than 44,000 teens, parents and other adults in classrooms, juvenile halls, community centers and at large venues like health fairs and celebrations.

Together, we share pride in this past year's accomplishments. We couldn't do it without you. Yet these impressive numbers don't tell the full story of the work we do every day.

Consider...

- Shanay came to us soon after giving birth to her son while still in her teens. With our help, she completed her high school education and is raising a happy and healthy child. After graduating from college, the first in her immediate family to do so, she decided she wanted to help other teen parents succeed too. In March, Shanay joined our Pregnant & Parenting Teen Case Management staff in Solano County, ten years after she was a teen parent client herself.
- Last December, Antioch health center's Matilde started helping a visibly pregnant, mono-lingual Latina at the reception window. It soon became clear that this woman had not been getting prenatal care because of a recent move from another county and, although she had been enrolled in a Medi-Cal Managed Care plan there, none of the other providers she went to locally had taken the time to help her. Matilde did. And the woman got the care she needed.
- In June, we sent our Grassroots Manager Marsha to Austin, Texas. She joined State Senator Wendy Davis, Cecile Richards and others to show the state legislature there that Texans value women and trust them to make their own healthcare decisions.

We wish we could share these stories with you every day as they occur. You deserve to know how your support truly matters in the lives of the people we serve.

PPSP will continue to work hard to ensure we are here for everyone who needs the kind of personal care that we provide no matter what. We are working closely with our other health care and social service partners to help create a stronger safety net as we transition into a new healthcare delivery system with the Affordable Care Act.

Warmly,



Heather Saunders Estes
President and CEO



Board Chair Suzanne Narducci and
President and CEO Heather Saunders Estes



Suzanne Narducci
Chair, Board of Trustees



Ribbon cutting with Marin Board of Supervisor Susan Adams, PPSP CEO Heather Estes, affiliate staff and guests, celebrating the opening of the new center in San Rafael in June 2013.

Central Richmond health center staff model their new blue scrubs.



Reception area of PPSP's newly renovated Marin Regional Health and Training Center. (Design courtesy of Architect Heidi Richardson.)





“I have never felt more comfortable and safe in an environment like Planned Parenthood. The staff there are more than helpful and welcoming, they treat their patients kind and are always making me feel like I can trust them. Planned Parenthood has been there for me in my hardest time in my life.”

– Napa client

“Thank you so much for being so kind and not judging me, you are really good at your job.”

– Antioch client

“Wonderful staff. Care and concern for everyone. Planned Parenthood is needed. Thank you.”

– San Francisco client

Planned Parenthood Shasta Pacific is here to increase the availability of accessible and affordable quality health care in our communities. No matter what.

Highlights from last year include:

- Provided health care services to over 98,000 women, men and teens at our 21 health centers and five additional limited services sites. This is a 5 percent increase in clients over FY 2012.
- Opened the Marin Health and Training Center in San Rafael. We estimate we will provide services to 12,000 clients annually. The facility houses administration, training, advocacy and education programs.
- Began offering medication abortion services in our Clearlake and Ukiah health centers, improving access to abortion care in northern, more rural California.
- Completed affiliate-wide transition to Electronic Health Records at all of our health centers.
- Launched Excellence. No Matter What., a strategic initiative to secure PPSP’s position as an essential provider of high-quality health care in a shifting landscape which increases coverage options for our clients. PPSP:
 - Piloted a Call Center for five health centers.
 - Established a centralized Medical Results Department to improve the consistency of information, client contact and overall quality assurance.
 - Simplified appointment templates to increase flexibility and ease in making appointments.
 - Launched a new staff training program, blending online courses with in-clinic training.
 - Recalibrated staffing levels to meet client demand.

Provided healthcare services to more than 98,000 women, men and teens in 17 counties in northern California.



PPSP Education and Medical Services staff tabling at the SF Folsom Street Fair.



Pregnant and Parenting Teen Program participant Leticia Ruiz and baby Giselle, once undocumented and not in school, is now a high school graduate.



Vallejo peer educators march with the PPSP contingent in the 2013 SF Pride Parade.

Medical Services and Education staff team up to provide STD testing at DeAnza High School in Richmond, CA for "Get Yourself Tested" Month.





“For the first time I am thinking about my life goals. I can talk to you about what it’s like to be a parent; what kind of work I really want to do and how to plan for it; and what I value in life.”

– Father, age 21

“You have questions,
But are afraid people will
laugh and stare if you ask.

You have answers,
But afraid they are wrong.

You have words,
That you are not used to saying.

You are strong,
But peoples’ laughter and
side comments make it hard.

Ask those questions.
Give those answers.
Use correct words.
Be confident.

– Student from Canyon, CA

Planned Parenthood Shasta Pacific is here as a reliable source of sexual-health information and sound advice for teens, parents, and other adults. No matter what.

Highlights from last year include:

- Provided sexuality education services to more than 44,000 youth, teens, parents and other adults.
- PPSP’s Education staff teamed up with Health Center staff to provide services at the annual Project Homeless Connect event in Redding, providing medical services to 35 individuals and health education to over 100.
- Participated in the 2013 San Francisco Pride Weekend, tabling at the Trans March, Dyke March and the Civic Center celebration, talking with approximately 4,000 people about sexual health, information and advocacy.
- Commemorated the 2012 World AIDS Day by providing HIV and STD testing and education to students at three high schools in West Contra Costa County — Kennedy, DeAnza and Pinole — testing over 90 students and educating an additional 125 students.
- Registered 102 clients throughout Solano County for HOPWA (Housing Opportunities for Persons with AIDS) services, many of whom were also eligible for Ryan White Case Management services at PPSP and assisted over 54 families at our quarterly Open Pantry food bank.
- Developed a new Parent-Child Development play and activity book entitled “It Takes Two” for babies, 0-3 months of age, as a resource for all field support workers in the collaborative to use during home visits.

Provided sexuality education services to more than 44,000 youth, teens, parents and other adults.

State Senator Mark DeSaulnier with former Trustee Melody Howe Weintraub and PPSP staff at the 2013 Capitol Day in Sacramento.



Grassroots Manager Marsha Donat prepares for “Stand with Texas Women” press conference as part of Planned Parenthood’s efforts to defeat the Texas Legislature’s extreme anti-abortion bill brought back after State Senator Wendy Davis’ heroic filibuster.



Public Affairs Director Susannah McDevitt with lead sponsor Assemblymember Holly Mitchell at the signing ceremony for our “Timely Access to Birth Control bill.”



PPSP staff and volunteers at San Francisco City Hall after the successful April 2013 hearing of the “25-Foot Buffer Zone” introduced by SF Supervisor David Campos.



“Planned Parenthood provides affordable and accessible health care services to all people who walk through their doors, regardless of income, ethnicity, gender identity or sexual orientation. The services Planned Parenthood provides ensures that our community receives the essential health care, information and counseling they need to lead healthy lives. I am so proud to represent Planned Parenthood in District 09.”

– San Francisco Supervisor,
David Campos

“I have been proud to work with Planned Parenthood Shasta Pacific for over 20 years. Many single women and men, as well as working families, rely on the quality preventive health care that Planned Parenthood provides. The tireless advocacy of Planned Parenthood Shasta Pacific has improved the quality of life and health for countless Northern Californians. I look forward to working with Planned Parenthood for many years to come!”

– State Senator Mark DeSaulnier

Planned Parenthood Shasta Pacific is here to fight for access and funding for reproductive health, prevention, and education services. No matter what.

Highlights from last year include:

- Expanded access to women’s health care when Governor Brown signed our Timely Access to Birth Control bill (AB 2348 – Mitchell) into law, which allows registered nurses to dispense hormonal contraceptives such as the pill, patch, and ring.
- Launched a fall 2012 Voter Registration Drive successfully registering 1600 new voters in 11 northern California counties — the majority of whom are low-income clients at our health centers.
- Mobilized over 500 San Francisco residents to support a 25-foot buffer zone ordinance that protects reproductive health clinics, including our Valencia Street center, from harassment and bullying which was passed unanimously by the San Francisco Board of Supervisors and signed into law by Mayor Ed Lee.
- Increased our social media audience (Facebook, Twitter and texting) by 82% to almost 2350 supporters and doubled membership in our action network to 45,000.
- Additionally, PPSP’s political arm, the Planned Parenthood Shasta Pacific Action Fund (PPSPAF);
 - Mobilized 69 volunteers to make 8200 phone calls during 114 phone bank shifts in support of targeted candidates in the November 2012 Election.
 - Published an online Voter Guide, reaching 2000 supporters over social media, including 450 via text message and culminating in 81% of PPSP Action Fund endorsed candidates winning.

Increased our social media audience by 82 percent and grew our action network to 45,000 supporters.

OPERATING REPORT

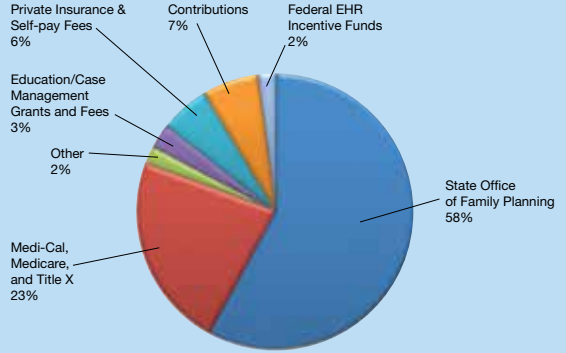
Revenues

State Office of Family Planning	24,681,358
Medi-Cal, Medicare & Title X	9,688,974
Federal EHR Incentives	845,750
Education/Case Management Grants and Fees	1,267,148
Private Insurance & Self-pay Fees	2,448,019
Contributions	2,793,967
Other	912,725

TOTAL Operating Revenues 42,637,941

Other Revenues:

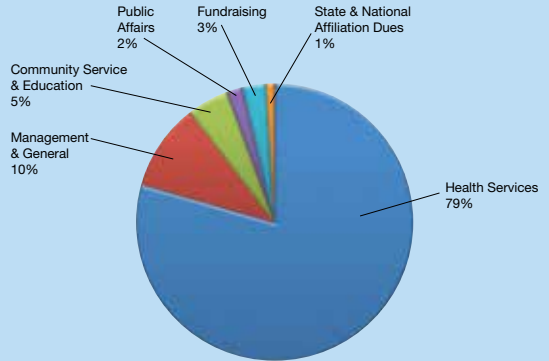
Contributions to AFA Expansion Campaign	1,335,709
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Expenses

Health Services	33,800,672
Management & General	4,327,975
Community Services & Education	2,046,767
Public Affairs	790,841
Fundraising	1,189,642
State & National Affiliation Dues	394,548

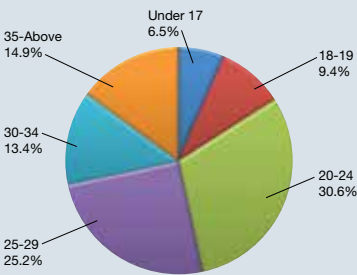
TOTAL Operating Expenses 42,550,445



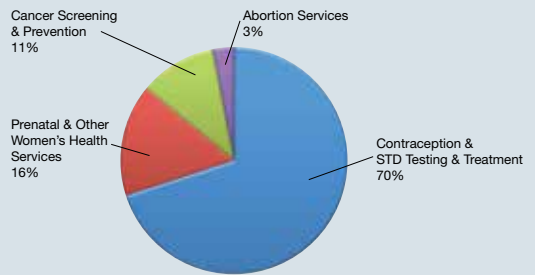
At the time this Annual Report was published, the annual financial audit had not been completed and these are unaudited financials.

HEALTH SERVICES CLIENT PROFILE

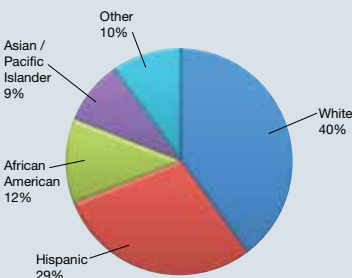
Client Profile by Age



Client Visits by Service



Client Profile by Ethnicity



Total client visits for FY 2012-2013 were over 205,000 (a 3% increase as compared to FY 2011-2012).

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 2013, the FPL for an individual is \$11,490 and for a family of 3 is \$19,530.

CENTERS AND LOCATIONS

Regional Offices

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

731 El Cerrito Plaza, El Cerrito 94530
1650 Valencia Street, San Francisco 94110
2 H Street, San Rafael 94901

Butte County

3100 Cohasset Rd., Chico 95973
(530) 342-8367

Contra Costa County

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

2185 Pacheco St., Concord 94520
(925) 676-0300

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

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

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

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

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

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

Glenn County

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

Lake County

14671 Olympic Dr., Clearlake 95422
(707) 995-2261

Marin County

2 H Street, San Rafael 94901
(415) 459-4907

Mendocino County

1165 South Dora St., Bldg. A, Ste. A, Ukiah 95482
(707) 462-4303

Napa County

1735 Jefferson St., Napa 94559
(707) 252-8050

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

San Francisco County

1294 Potrero Ave., San Francisco 94110
(415) 401-8737

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

Shasta County

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

Solano County

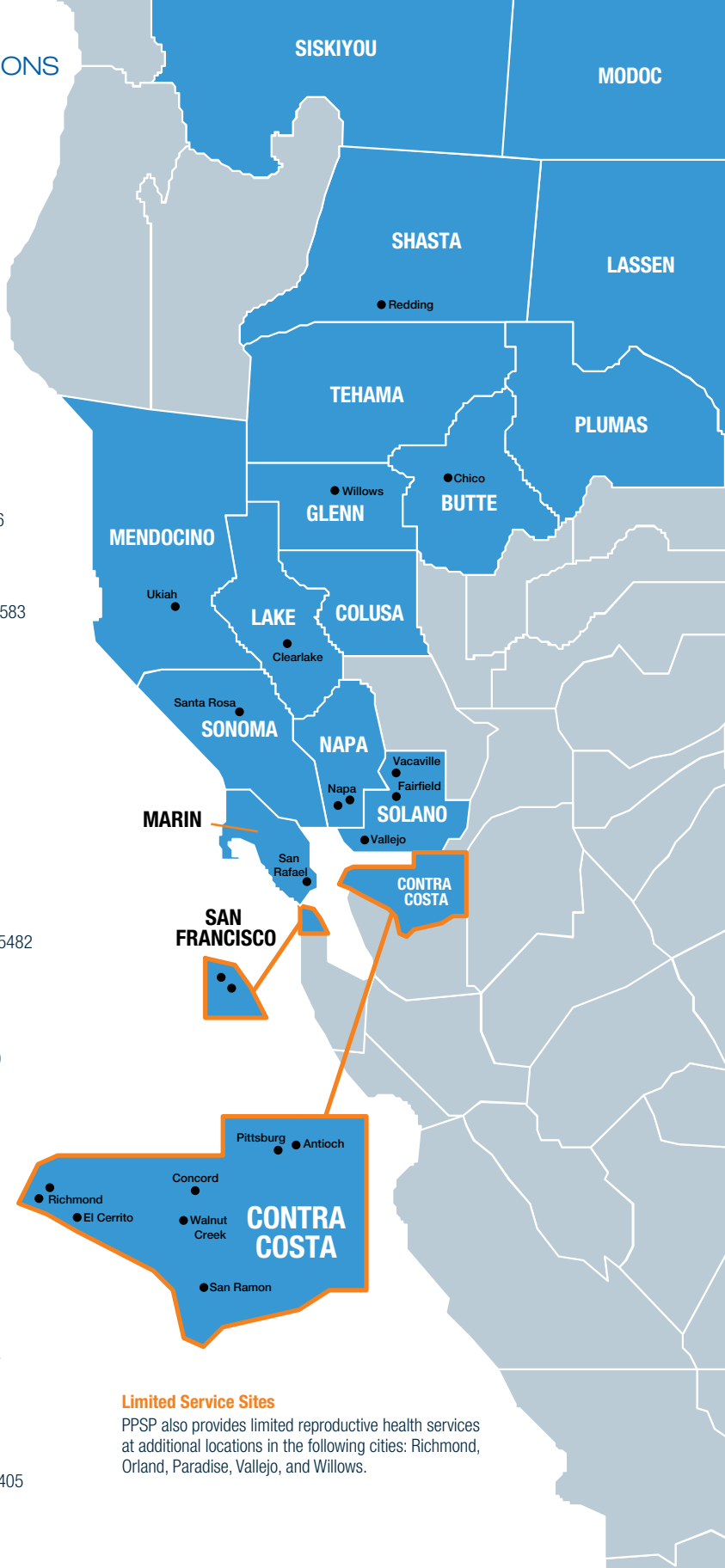
1325 Travis Blvd. #C, Fairfield 94533
(707) 429-8855

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

990 Broadway St., Vallejo 94590
(707) 643-4545

Sonoma County

1140 Sonoma Ave., 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: Richmond, Orland, Paradise, Vallejo, and Willows.

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