Dear Friends,

In August, Planned Parenthood Shasta Pacific changed our name to Planned Parenthood Northern California. With the addition of Humboldt, Trinity and Del Norte Counties, we now serve women, men and teens in 20 counties in Northern California at 27 full-service health centers and satellite sites.

Our name is different. Our commitment to care is stronger than ever – as is our gratitude for your support. Just between July 1, 2013 and June 30, 2014, we provided care to nearly 100,000 people. Education, training and outreach programs reached nearly 50,000 more at schools, religious institutions, and parent workshops. The need for services continues to grow.

None of this great work would happen without you. You make it possible for us to deliver on Planned Parenthood’s promise of a commonsense, non-judgmental approach to sexual and reproductive health and well-being, based on respect for each individual.

Here are some highlights of the impact of our work from the past year:

- Nicole, a teen mom, was deemed a “health risk” by her school and made to transfer to a continuation high school. Nicole had dreams of college that she was able to make a reality with help from our case managers. She now has two children and is a working nurse.

- Brandi relied on Planned Parenthood Northern California for birth control and annual exams since she was 17. At 27, she was uninsured and diagnosed with Stage 2 breast cancer. We immediately referred her to a breast specialist and helped her to find a grant to cover costs for all diagnostic testing – mammogram, ultrasound and biopsy. Brandi adds: “You never know what’s going to happen. I had always been healthy and in one day everything changed. I can honestly say that I’m here today – healthy and alive because of Planned Parenthood.”

- “Sofia” moved to the United States in 2004 from Brazil to pursue a Master’s degree and ended up meeting and marrying her husband. She had a green card but no insurance when she found out she had cervical cancer. With guidance from her clinician at Planned Parenthood Northern California, she avoided a hysterectomy though most doctors told her to get one. Today, she has two beautiful boys and credits us with pre-conception counseling and help for her husband’s smoking cessation. Sofia also invited her clinician to her wedding!

There are many more stories than we could include. Each is a wonderful reminder that your help is life-changing and essential.

At a time when so many are struggling, we are privileged to continue to provide the highest quality of care and education. Every time we advocate for improved laws, policies, and services, you are with us. Together, we know that we have the strength of thousands.

Thank you.

Heather Saunders Estes
President and CEO

Suzanne C. Narducci
Chair, Board of Trustees
Planned Parenthood Northern California is committed to providing high-quality health care in all our communities. No matter what.

Highlights from last year include:

- Provided limited primary care at our Walnut Creek and Concord health centers. By the end of the calendar year, this service will be provided in our Napa and Vallejo health centers. By taking care of minor primary care concerns, such as a dermatology issue or a sore throat, we can take better care of clients who may not have other providers.

- Introduced a central call center based out of Planned Parenthood Rocky Mountains in Colorado, that is now taking most of our calls for appointments. This frees up valuable time for health center staff and allows clients phone access after hours and on Saturdays.

- Began offering hormone therapy for gender transition at our Vacaville, Redding and El Cerrito health centers for a total of five PPNorCal sites that now offer this service.

- Offered targeted short-term behavioral health counseling to clients while they are in our health centers. Expanded behavioral health services perfectly complement many of our health services.

- Partnered with the Planned Parenthood Federation of America to pilot an online appointment system. Extended online appointment access for our established clients through the Planned Parenthood Northern California portal.

- Planned Parenthood affiliates in California are offering innovative online services. Clients will soon be able to get tested for gonorrhea and chlamydia using mobile phone technology and mail-in lab tests. Services will expand later to include birth control and emergency contraception.

Our staff saw nearly 100,000 clients for more than 200,000 health center visits across our 20-county service area.
COMMUNITY SERVICES AND EDUCATION

The annual AIDS Walk Napa Valley in March raised more than $11,000 for HIV/AIDS education and prevention programs in Napa County.

A high school participant from our Take ACTion teen education program.

Health Educators Dani Rodriguez Da Silva and Anna Benitez work the first Sex Trivia Night at Virgil’s in San Francisco.

A young woman yelled at our educator from across the hardware store, “You taught sex-ed when I was in ninth grade. Because of that class, I’m now studying to become a nurse.” — Student

“My son and husband attended a puberty class at our friend’s house a few weeks ago. They came back with such positive things to say that I would like to do one of these puberty classes for my daughter and several of her friends.” — Mother

Staff and volunteers from our big and proud contingent in the 2014 San Francisco Pride Parade.

Highlights from last year include:

- Provided sexuality education services to nearly 50,000 youth, teens, parents and other adults.
- Co-sponsored Chico’s annual Pride Festival, where we talked to more than 300 people about sexual health, information and advocacy at our education and tie-dye booths.
- Commemorated the 2013 World AIDS Day by partnering with Kaiser’s theatre program “Secrets,” La Clínica de la Raza, the Rainbow Community Center, and the Monument Community Partnership to bring information and education about HIV to the 1,000+ student body at Ygnacio Valley High School in Concord.
- Engaged over 150 San Francisco supporters in our first ever Sex Trivia Night hosted at “Virgil’s Sea Room.”
- Kicked off Project ET² (Education, Testing & Treatment), a community-wide effort to address the alarming prevalence of sexually transmitted diseases among African-American youth in Solano County. Together with the NAACP, Solano County Public Health, and the Vallejo City Unified School District, Planned Parenthood Northern California is using a multi-pronged approach to STD prevention that includes education, improvements to access to STD testing and treatment, research-based models of intervention, and an innovative outreach campaign designed by and for youth.

Planned Parenthood Northern California is here as a reliable source of sexual health information and sound advice for teens, parents, and other adults. No matter what.
When the biggest advance in women’s health in a generation became a reality, staff and volunteers hit the ground running as part of a national awareness effort. We reached thousands of PPNorCal clients by phone-banking and raising visibility at more than 15 Affordable Care Act (ACA) town halls, coalition gatherings and invite-only roundtables with elected officials in multiple counties. We were proud to co-sponsor a Spanish-language ACA community town hall in San Francisco with Assembly-member Tom Ammiano, and were glad to reach thousands of San Franciscans as we worked with the Board of Supervisors on a resolution, press conference, and online campaign to mark the San Francisco Women’s Health Month.

With $225,000 in new funding, we will tackle stark racial disparities in STD rates among Vallejo’s youth over the next three years.
In 2010, Planned Parenthood Northern California, then Planned Parenthood Shasta Pacific, launched an expansion campaign to help ensure that our reproductive health care, education, and advocacy programs were strong and readily accessible to all, with a particular focus on our recently acquired service areas.

With the support of generous individuals and foundations, Access for All wrapped up this year after achieving our goal of raising $6.5 million. With this funding, we have:

- Opened or made improvements in multiple health centers, including opening the new Marin Regional Health and Training Center in San Rafael in June 2013.
- Strengthened existing programs in Contra Costa and Solano counties.
- Expanded medical and education services and advocacy into Marin, Mendocino, San Francisco and Sonoma counties.
- Trained family and community leaders with the Real Life. Real Talk. program to effectively communicate with youth and adults on challenging topics such as sexual health and self-esteem.
- Planned for expansion of our Vallejo health center and education and community programs for Solano County in 2015.

We extend our deepest gratitude to those who made investments in our growth.

Thank you!

Twelve mothers from Vallejo pose for a graduation photo after completing a series of classes from our “Sex Ed for Parents” series.

Eureka health center staff ready to serve Humboldt, Trinity and Del Norte counties with high-quality medical services, education and advocacy.
Planned Parenthood Northern California held its third annual Acts of Courage event in April at the St. Regis Hotel in San Francisco. The program featured former Governor of Michigan Jennifer Granholm and California Attorney General Kamala Harris.

Thank you to our wonderful Co-Chairs Sue and Richard Wollack; Marlene Saritzky and Tom Corwin; and Debra Grassgreen and Karl Knight.

Proceeds support health and education services at Planned Parenthood Northern California as well as the work of the Planned Parenthood Northern California Action Fund. The PPNorCal Action Fund engages in hard-hitting electoral work to ensure that Planned Parenthood services remain accessible and legal to those who need them the most.

Our annual Stand Up! event raises funds for our medical, education and advocacy programs. This year’s live and silent auctions, as well as our special Fund-A-Need project to help fight the spread of sexually transmitted diseases, raised a record amount of funds.

The evening would not have been possible without the leadership and support of Nancy Duckhorn, Suzanne Narducci, the Napa Valley Board of Advocates, and our amazing Event Committee. We also extend a very special thank you to the incredible staff at Artesa Winery; and all our generous guests and volunteers.

California Attorney General Kamala Harris, San Francisco Chronicle reporter Carla Marinucci, and former Governor of Michigan Jennifer Granholm.


Susan Kennedy and trustee Stephanie Bonham watch the bidding jump at Stand Up!

Richard Wollack eagerly bidding on an auction lot.

Stacey and Bob Bressler enjoying the festivities.
Client Profile by Age

- Total client visits for FY 2013-2014 were over 201,000.

- 12% of PPNorCal 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 2014, the FPL for an individual is $11,670 and for a family of 3 is $19,790.

Client Profile by Ethnicity

- Client visits by service

- 12% of PPNorCal clients are male.

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