

## LETTER FROM OUR CEO

Dear Friend,

Despite the ongoing turmoil on the national stage, we stay grounded here locally on solid Planned Parenthood values and a vision for the future. The role Planned Parenthood Northern California (PPNorCal) plays is more important than ever. With the latest Supreme Court Justice confirmation, we now have the most conservative Court in recent time –and we do expect this will impact our patients.

Every day we rise above all to meet the challenges that come our way. We remain persistent and build upon the dedication of our talented staff and supporters. While we continue to address the immediate needs of our patients, PPNorCal has launched our strategic planning process to help guide our efforts over the next few years. This process will provide us clear direction on where to go and how to get there, and help us discern approaching threats. We expect to complete the new strategic plan in the spring of 2019—yet, the strategic planning process is never really over because we are always learning, evaluating, and adapting.

Lastly, I'm excited to share our [Annual Report](#) for Fiscal Year 2018, covering July 1, 2017 - June 30, 2018. It was a year filled with successes and challenges. Despite having to consolidate three health centers, we are moving forward as a stronger and more sustainable organization.

As your local Planned Parenthood we're here to advance the mission, care for all patients, and educate our communities now and for many years to come. As always, my sincere thanks for your continued support and commitment to our mission!

In this together,



**Gilda Gonzales**  
President & CEO  
Planned Parenthood Northern California



### Welcome Dr. Leana Wen!

On September 12, the Board of Directors of Planned Parenthood Federation of America announced that Dr. Leana Wen will serve as its sixth president. Dr. Wen was born in Shanghai, China, and immigrated to the United States with her family just before her eighth birthday. She currently serves as the Commissioner of Health for the City of Baltimore. A patient advocate and emergency physician, she has led the Baltimore City Health Department since 2015.

Dr. Wen has dedicated her career to expanding access to health care for the most vulnerable communities, reducing health disparities, and finding innovative solutions to address public health problems. She will be a powerful voice in our fight to ensure our patients have the ability to make their own health care decisions.

## New Ways to Expand Services

As the final segment of PPNorCal's Second Century Capital Campaign, we have launched the "Innovative Investment Phase" (IIP). We seek support for many exciting new initiatives including solutions that:

- Utilize technology, especially in Sex Ed
- Support our transgender patients
- Protect our patients from harassment by protestors
- Address the unique needs in remote rural regions

### Sex Ed to Fight the STI Epidemic

Through the IIP, we aim to add three new educators and sustain existing educators throughout PPNorCal's territory. We will also scale up our Sex Ed delivery by utilizing a web based platform to reach thousands more California residents—including those in remote rural regions.

Today, California has the highest infection rates ever on record for several Sexually Transmitted Infections (STIs/STDs)—especially in rural regions. Syphilis, Gonorrhea, and Chlamydia are dramatically rising.

PPNorCal is committed to helping communities fight this epidemic and Sex Ed plays a key role in teaching prevention techniques, as well as increasing utilization of our health centers for STI testing. Fifty percent of our patients come to us as a result of participating in our education program in a school or community venue.

Please click below on the Fact Sheets to learn more about these education projects, and other aspects of the IIP:

[Web-Based Education Fact Sheet](#)

[Expanding Educators in the Community Fact Sheet](#)

[Innovative Investment Phase Brochure—All Projects](#)

To make a gift to support any of these programs:

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To learn more and/or support these innovations, please call (925) 887-5255 or email [info@ppnorcal.org](mailto:info@ppnorcal.org)



**Elevate and** protect our mission as well as our services for years to come.



**Energize** us to achieve an enhanced level of service excellence.



**Activate** our staff, patients and supporters.



Create a **more secure** environment for patients and staff.

## Flagship Update

In September, after four years of planning and fundraising, PPNorCal began construction on our Flagship Health Center project at 1522 Bush Street in San Francisco! The final plans for the space include:

- Health Center, entire second floor.
- Multiple conference rooms and offices, Administrative first floor.
- Additional 1,331 sq. foot Mezzanine, several offices and flexible meeting rooms.



Through November, we will focus on the building's interior seismic retrofit and demolition work. We will keep you updated in the coming 24 months. We are still in the process of identifying the last remaining funds needed—please contact us at [info@ppnorcal.org](mailto:info@ppnorcal.org).



## A Call to Action #BelieveSurvivors

On September 24, PPNorCal joined the National Walkout and Moment of Solidarity to support all survivors of sexual assault, amidst several assault allegations involving Supreme Court Nominee Brett Kavanaugh. This [news clip](#) featuring PPNorCal captures the importance of this moment. Planned Parenthood supports survivors of sexual assault, treats them with respect and dignity, and respects their decision about when and how to share their experiences.



Also pictured Heather Saunders Estes, former PPNorCal CEO from 1979-2016, and Gilda Gonzales, current CEO

## In Remembrance of Rosalie Ross

Rosalie Ross (pictured center) passed away on July 30. As our first Executive Director from 1969-1979, she led the organization through a decade of bold leadership.

Rosalie was a true pioneer and advocate for reproductive rights. We thank her and remember her as truly inspirational and courageous.

## Time Capsule | History | Planned Parenthood



This September, the City of Santa Rosa held a community celebration for its 150th birthday. They unveiled a time capsule, to be buried this year and opened in 2068. One of our fierce supporters, Connie Coddling, contributed her PPNorCal membership card, a button, and the compelling personal note (pictured).

These items will document for future generations the attacks that are happening in 2018—yet we are hopeful that these threats will be a distant memory at that time.

July 23, 2018

The two items chosen to put into the time capsule reflect the concerns I have about the country I love.

Under the leadership of President Donald Trump and the current administration in Washington, we are seeing an assault on women's rights, racial equality, environmental laws, healthcare, human rights, freedom of the press, and our standing in the world. We are a divided nation, and not everyone shares my views, so it will be interesting to see what transpires in the next 50 years.

Will these issues and others be resolved? We can only hope.

Connie Coddling

## Mary's Story



Mary Tuthill Lindheim in 2002, age 90.  
Photo by Abby Wasserman

The 45 year old law that protects our basic freedom to safe and legal abortion is at risk. To draw attention to the issue, and encourage others to share their stories as well, the family of Mary Tuthill Lindheim shares her story of an illegal abortion at the age of 17.

After the procedure, Mary wrote the following notes about her experience:

*"Shock, fear, breath constricted, confusion, panic. The year is **1931**. It's the big depression era. I am the only one with a paying job - one that I hate but must keep. And I am pregnant. Drove all the way up to Palo Alto from LA, saw my old family doctor, who was fond of me, asked for help for an abortion. Oh no, could not do such a thing, would go to jail. He gets the name of a 'doctor', I am told to arrive at an address in San Pedro by six in the morning. Tense with fear. Exhaustion. A dark, foggy morning. A small building in an alley. I am taken to a dark, back room. Convulsing - terror stricken - trying not to move. Trying to hold in my muffled screams. The woman's hand held mine - my only life line. I clutched. I squeezed with intensity of the pain. I blessed her, for her hand, her touch - a whirling loss of consciousness.*

*Being helped to my feet, dragged to another small, dark room. 'You can rest for a minute but then you must go.'*

*Shoved out into a dark, gray, rainy dawn. Body doubled over in pain. Days of pain, bleeding and dizziness. Unable to straighten my body."*

Stories such as Mary's highlight what is at stake when access to safe, legal abortion is restricted. It's likely that the Supreme Court will rule on the right to access abortion within the next two years. To learn more about Mary's life and art, [click here](#).

# CHEERS AND JEERS



## Comprehensive sexual health education in charter schools



This September, Governor Brown signed AB 2601, extending California's sexual health education law—the California Healthy Youth Act—to charter schools. One in ten students in California attend charter schools, including many in low-income communities and communities of color.

The California Healthy Youth Act, when passed in 2015, applied to all public schools except charter schools. It mandates the most comprehensive sexual health education in the nation, which must be delivered in both middle and high school. PPNorCal has been helping school districts to implement programs that comply with the law.



## Trump Administration Announces "Public Charge" Rule, Attacking Immigrants



In October, the Department of Homeland Security posted a proposed rule designed to scare immigrants in the U.S. from accessing health care and other basic needs. Under the rule, people could be denied visas, green cards, and entry into the U.S. because they have received public benefits in the past – including health care, nutrition assistance, and public housing.

PPNorCal stands with our immigrant communities, and provides health care and education to any resident, regardless of legal status. The public may submit written comments to this proposed rule on the online docket system on or before December 10, 2018.

**Your Rights.**  
**Your Vote.**  
**Your Future.**

Vote this  
**November 6<sup>th</sup>**

# WHAT'S THE DIFFERENCE WHEN I GIVE?

## Planned Parenthood Northern California and Planned Parenthood Federation of America

We are often asked what happens when you 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 health care and education services to better the lives of people across 20 counties in Northern California...

then you need to go to our affiliate website ([support.ppnorcal.org](http://support.ppnorcal.org)) where 100% of your donation is directed to services right here, in Northern California.

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

then only 50% of your gift will support health services and education here in Northern California and the other 50% of your gift will support national advocacy and education efforts.

Two ways to support our mission to protect health care, education, and justice. No matter what!



Support Planned Parenthood Northern California! Make an appointment online, connect to community, and get involved!



Planned Parenthood Northern California

[www.ppnorcal.org](http://www.ppnorcal.org)



Regional Offices:

2185 Pacheco Street, Concord, CA 94520  
1650 Valencia St, San Francisco, CA 94110  
3225 Timber Fall Court Suite B, Eureka, CA 95503