“Here at Planned Parenthood, we base our values on the idea that everyone, regardless of socioeconomic status, where you’re from, or how you identify, deserves the same access to affordable, high quality reproductive health care.”

Dr. Laura Meyers
Loudoun Times-Mirror
April 12, 2018
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Loudoun Times-Mirror
April 12, 2018
Planned Parenthood of Metropolitan Washington, DC (PPMW) envisions a future in which patients have access to safe and legal abortion without stigma, shame, or government interference. We see a future where everyone has the ability to make reproductive health decisions with complete medically accurate information, where everyone can get the care they need – no matter what.

At PPMW, we are working toward this future, using new technologies to provide care to more people. The Board has embarked on a comprehensive strategic planning process to build on our strengths and better serve our community.

2018 has been a year of tremendous growth. We are renovating our Gaithersburg Health Center to meet our high standards of appearance, service, and patient experience. We are strengthening our sex education and volunteer programs to expand our reach throughout the DMV exponentially. We have added new service offerings to our patients, including PrEP and PEP – once daily prescriptions that reduce the risk of contracting HIV.

We are here and we are stronger than ever.

We continue to mobilize thousands of new supporters through our Ambassador Program, expand our public policy and organizing capacity, and empower our volunteers to speak up and speak out for their rights. The Developing Leaders Program continues to attract a diverse cohort for its nine-month immersive learning experience.

In the past year, we served 18,171 patients and provided 63,263 health care services, including 982 pap tests, 34,523 STI tests and treatments, and 1,198 breast exams. We participated in hundreds of local events, engaged new communities in our jurisdiction, and reached more than 18,500 people through our sex education and engagement programs.

In this pivotal moment for reproductive health care, there are battles ahead, but we are here and we are stronger than ever.

Our doors stay open.
About Planned Parenthood of Metropolitan Washington, DC

Founded in 1937, Planned Parenthood of Metropolitan Washington, DC (PPMW) is the oldest and largest provider of family planning services in metropolitan Washington, DC, serving the DC metropolitan region for more than 80 years.

Our mission is to provide high quality reproductive and related health care, promote healthy sexuality, and protect the right to make personal health decisions.

Planned Parenthood was founded on the visionary idea that every individual has the knowledge, freedom, and power to access and achieve optimal reproductive health.

LOCATIONS
We serve the District of Columbia, Northern Virginia, and Montgomery and Prince George’s counties in Maryland with three state-of-the-art health centers for reproductive health in Northeast DC, Gaithersburg, MD, and Suitland, MD.
HEALTH SERVICES

STI Testing & Treatment 34,523
STI Tests 29,544
HIV Tests 4,443
Genital Warts (HPV) Testing + Treatment 456
Contraception 14,289
Contraception Cycles Dispensed 10,758
Condoms Dispensed 2,996
Emergency Contraception Kits Provided 535
Cancer Screenings & Prevention 3,336
HPV Vaccinations 203
Pap Tests 982
Breast Exams 1,198
Breast Risk Screening Questionnaires (BRSQs) Conducted 1,054
Other Health Services 4,645
Well-Woman Exams 778
Pregnancy Tests 3,630
Urinary Tract Infection Testing & Treatment 235
Miscarriage Management 2
Abortion Services 6,470

TOTAL SERVICES 63,263

PATIENTS

Contraceptive Patients 17,955

*Breakdown of Patients by Gender

Female patients 16,535
Male patients 1,436

TOTAL PATIENTS 18,171

*We only collected binary gender data during this reporting period.
Over the course of 2018, PPMW reached more than 18,500 people across our region through community education and outreach, which includes community events, workshops, educational programming, and community tabling and outreach events.

PPMW’s popular volunteer engagement programs geared towards individuals passionate about reproductive health, rights, and justice – The Developing Leaders Program (DLP) and PPMW Ambassadors – continue to garner support and interest from the community. DLP is a customized nine-month long, volunteer-led program for young professionals, ages 24-35, who want to learn about being effective leaders in this arena. The program’s application process is increasingly competitive: of the 149 applicants for the 2017-2018 cohort, 50 were accepted. PPMW Ambassadors are individuals of all ages who support Planned Parenthood by actively assisting with official events. The 135 new 2018 Ambassadors participated in 251 events. Within the first five months of 2018, community attendance had already reached 86% of the participation of the entire previous year. To support the community’s demand for more events, PPMW held a second new application period and selected an additional 63 new Ambassadors in June.
Between October 1, 2017 and September 30, 2018, PPMW served 4,230 youth through its 175 school and community-based youth education workshops. Health educators taught individual and multi-session workshops on anatomy, consent, healthy relationships, HIV, safer-sex barriers, sexually transmitted infections, birth control methods, and communication. These sessions targeted individuals aged 13-24 and were held at public, private, and charter schools; community-based organizations; churches and other religious institutions; and community centers. Best practices have shown that small health educator sessions are the most effective. Accordingly, PPMW revamped how it gauges program efficiency during the 2018 strategic planning process, and each subsequently executed program was designed as high impact.

PPMW hosted 14 different professional development workshops, teaching 194 youth-serving professionals best practice information and strategies to provide youth with comprehensive, medically accurate, and culturally competent reproductive health information as well as effective strategies to prevent teen pregnancy and sexually transmitted infections.

Over 96 mother/daughter pairs have participated in the Juntas/Pink Party program since October 2017, utilizing the program’s tools to open communication surrounding sexual and reproductive health between parents and teens, and developing the skills needed to start and continue these conversations as a family. The program is offered in both Spanish and English.
For the ninth year, PPMW successfully conducted SIHLE (Sisters, Informing, Healing, Living and Empowering), one of the nearly 30 evidence-based interventions approved by the Center for Disease Control (CDC). Based on social cognitive theory and theories of gender and power, SIHLE focuses on reducing higher-risk sexual behaviors among African-American adolescent females and is proven to reduce unintended pregnancy and STI rates. This year, 157 African-American high school-aged women in Washington, DC participated. By the end of their participation in the curriculum, an assessment showed 90% of the participants possessed an increased knowledge of sexual and reproductive health, and 87% indicated that they planned to use a condom the next time they have sex in the next three months.

In June 2018, PPMW also hosted Formation, a SIHLE conference for SIHLE sisters and alumnae, for 55 African-American young women ages 13-18. This year’s theme was “ROOTS: Reclaiming Our Origins Through Sisterhood.” Attendees spent the weekend surrounded by empowered Black women, working alongside peers from across the city, and taking time for self-reflection and restoration.

To address HIV risk reduction for all genders, PPMW continued to offer “Making Proud Choices,” a CDC-approved evidence-based intervention, reaching a total of 112 youth this past year. This curriculum emphasizes healthy communication, consent, and the importance of condom use to reduce the risk of pregnancy and STIs, including HIV, if participants choose to have sex. PPMW health educators have taught this intervention in middle and high schools, our health centers across the region, and other community settings.
In partnership with coalition partners, PPMW reached 18,000 people through participation in health fairs, community and coalition meetings, National Teen Pregnancy Month, National Black HIV/AIDS Awareness Day, World AIDS Day, Get Yourself Tested, and National HIV Testing Day. PPMW engaged in active partnerships with the Whitman-Walker Clinic, Metro Teen AIDS, AmeriCorps, SMYAL, La Clínica del Pueblo, Mary’s Center, and public and charter schools.

After completing an audit of our offerings, the education department incorporated the PrEP curriculum into some of its marketing strategies and implemented the PrEP curriculum in community-based settings. The Education team hosted four PrEP trainings in the past quarter: with Congressman Jamie Raskin’s Summer Intern STI and PrEP Training, during the Congressional Black Caucus Community Breakfast and Health Fair, at the American University Sexuality Health Course, as well as an educator training for the DC Public Schools staff that runs the New Heights program for teenage parents.
Public Affairs

DC
PPMW successfully advocated for the Defending Access to Women’s Health Care Services Amendment Act, which the DC Council unanimously passed, allowing enhanced access to affordable reproductive healthcare in DC. The law also allows pharmacists to prescribe birth control, meaning that DC residents will have more options and fewer barriers to readily accessing birth control.

PPMW also provided testimony in support of the DC Abortion Provider Nondiscrimination Act, which would prohibit employment discrimination against health care professionals based on the professionals’ participation in or willingness to participate in reproductive healthcare, including abortion procedures.

Maryland
With our partners at Planned Parenthood of Maryland (PPM), PPMW secured an important step to expanding access to contraception for all Marylanders. Individuals throughout the state will now have access to a presumptive eligibility process for the Family Planning Program, so eligible Marylanders can immediately choose the birth control option that is best for them. The law also increases the number of people who are eligible for the program.

PPMW and PPM also supported the expansion of the reach of the Contraceptive Equity Act. Marylanders can now receive 12 months of birth control at a time, an increase from six months, to reduce barriers to birth control access and improve health outcomes.
Virginia
In 2018, PPMW championed reproductive rights throughout Virginia’s legislative session, including the Virginia Women’s Lobby Day on the 45th anniversary of the Roe v. Wade decision. With our partners at Planned Parenthood Advocates of Virginia, PPMW helped pass two important measures for sex education in Virginia. First, the Family Life Education and Personal Boundaries Law, which requires any family life education curriculum offered in schools to include instruction on the importance of the personal privacy and boundaries of other individuals.

Second, we helped pass measures requiring evidence-based programming in family life education on sexually explicit texting and on abuse prevention. To educate lawmakers for passage in future sessions, we also laid the foundation on bills addressing contraception, discrimination based on sexual orientation and gender identity, and abortion restrictions.
Our broad base of committed donors provides approximately 61 percent of Planned Parenthood of Metropolitan Washington, DC’s revenue — evidence of our powerful grassroots support in the DC metropolitan area.

#### Breakdown of Donors by Source

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<tr>
<th>Source</th>
<th>Percentage</th>
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<td>Individuals</td>
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<td>Foundations</td>
<td>10%</td>
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<tr>
<td>Corporations</td>
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**IN FISCAL YEAR 2018, PPMW RAISED $8,857,000**
2018 Balance Sheet

As of September 30, 2018

(ALL AMOUNTS IN THOUSANDS)

<table>
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<tr>
<th>ASSETS</th>
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<td>Property Equipment</td>
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(ALL AMOUNTS IN THOUSANDS)

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<tr>
<th>LIABILITIES</th>
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<tr>
<td>Current Liabilities</td>
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<td>Deferred Revenue, Bonds, Other</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
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<tr>
<th>NET ASSETS</th>
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<td>Unrestricted</td>
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<td>Temporarily Restricted</td>
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<td>Permanently Restricted</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>28,354</strong></td>
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FY 2018 Revenue and Expenses

- 59% Medical Services
- 17% Management & General
- 12% Programs
- 12% Fundraising

FY 2018 Revenue:

- 61% Fundraising
- 36% Health Center Revenue
- 3% Other

FY 2018 ANNUAL REPORT
Planned Parenthood of Metropolitan Washington, DC (PPMW)
Summary of Financial Activities for the Fiscal Year Ending September 30, 2018

Planned Parenthood of Metropolitan Washington, DC, Inc., is a tax-exempt corporation under Internal Revenue Code section 501(c)(3) and is not a private foundation. Contributions are tax deductible to the fullest extent available under the law.

(All amounts in thousands)

**Revenue**
- Fundraising: 8,857
- Health Center Revenue: 5,332
- Other: 485

Total Revenue: 14,674

**Expenses**

**Programs**
- Medical Services: 7,516
- Sex Education: 335
- External Affairs, Other: 1,292

Total Program Services: 9,143

**Supporting Services**
- Management & General: 2,166
- Fundraising: 1,571

Total Supporting Services: 3,737

Total Expenses: 12,880

Excess of Revenue Over Expenses: 1,794