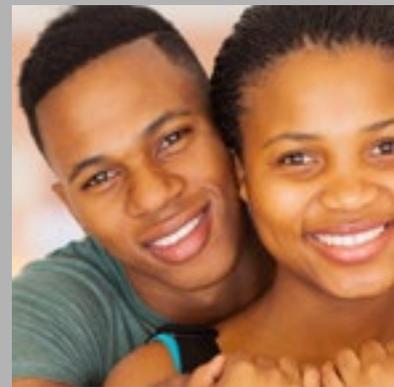


Taking Action Now

Building a Healthier Tomorrow



Reproductive health care has the power to change lives, change communities and change the world. Together, we've made it happen. **Our next steps will be even bigger and bolder.**



OUR CAMPAIGN WILL:

For nearly half a century, Planned Parenthood of South, East and North Florida has fought to give every person in our state equal access to sexual and reproductive health care. We have provided health care services to more than half a million Floridians including birth control, STI testing, cancer screenings and other lifesaving care.

We're making a measurable difference in one of our nation's largest and most diverse states. In the years ahead, we must be even more committed, more determined and more united than ever before.

Our \$40 million campaign reflects that commitment. And your generosity will allow us to meet it.

Together, with your help, we can ensure that everyone can choose their own path to a healthy and meaningful life.

- Provide free health care to teens in our service area as part of our mission to reduce unintended pregnancy and ensure health care is equal and accessible for all.
- Empower a generation of new activists so they can influence Florida's shifting political and health care landscape now, and for years to come.
- Harness cutting-edge technology to connect with our patients — online or on the move — so we can be within reach whenever they need us.
- Provide patients with the highest quality health care in secure, state-of-the-art facilities — staffed by talented, compassionate medical professionals.
- Guarantee free health care for teens in our service area and the continuity of the Peer Education Program through 2033.

REDUCE UNINTENDED PREGNANCY AND EXPAND HEALTH SERVICES

With the launch of this campaign, we're unveiling our boldest initiative yet: free health care for teens in our service area.

That means access to free testing for sexually transmitted infections (STIs) for the population that suffers from the highest rates of new STIs. It means access to free comprehensive sexual health education — essential for empowering teens with knowledge and with tools for healthy decision-making to prevent pregnancy and STI's. And it means access to preventative

care, empowering an entire generation to take control of their future by making health care a habit.

But this is just the beginning.

Our initiative will deliver on a promise to create the healthiest generation of Floridians yet. And this isn't just a noble pursuit — it's smart economics. For every \$1 invested in family planning, taxpayers save \$7 in Medicaid costs.

ACCESS TO HEALTH CARE AND EDUCATION ANYTIME, ANYWHERE

At Planned Parenthood, we believe that the process of seeking out health care should be easy, efficient and empowering.

We need to reach our patients where they live: online and on the move. More than 70% of the people who access our websites do so on their mobile devices.

In the last year alone, patients made 60,000 appointments online.

We are developing a suite of health care applications that allow patients to get the answers they need — whenever and wherever they need them. These mobile apps will help patients book appointments, track their menstrual cycles, schedule abortion counseling or consult with clinicians right from home.

We are committed to providing the latest, most effective methods of health care delivery, including telemedicine and other cutting-edge online health services. Every advance in health care technology gives us the chance to get closer to what we care about most: **our patients.**

INVESTING IN OUR STAFF AND HEALTH CENTERS

This campaign will allow us to invest in the people who provide our high-quality, patient-centered care and the places our patients receive it.

With your support, we will work to recruit and retain diverse and dedicated staff. We will update our health centers so that every facility is state-of-the-art, secure and designed with the patient foremost in mind.

To us, compassionate health care isn't just about a diagnosis — it's about making patients feel comfortable and cared for every step of the way.

These investments will help us expand access to abortion care in underserved areas and guarantee that high-quality health care is never out of reach for those who need it.

BUILD A POWERFUL MOVEMENT – LEADERS OF TOMORROW

Over the next five years, more than half a million Floridians will turn 18. We know that many members of this rising generation share our values. We need them to play a role in advancing our movement — in making it their own.

We will support them as they spread the message of Planned Parenthood in classrooms, at kitchen tables, and throughout communities in Florida.

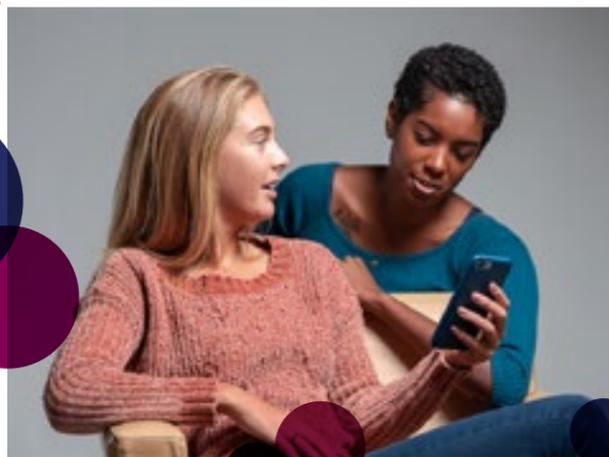
In the coming years, our Peer Education Program will grow to serve 40,000 more teenagers across Alachua, Broward, Duval, Leon, Miami-Dade and Palm Beach Counties — educating and engaging them on issues of sexual health.

And because today's advocates will become tomorrow's leaders, we will nurture relationships with our Peer Educators —

creating opportunities for them to grow alongside our organization as Youth Council members, interns, college activists, fellows, and — perhaps one day — as board members or donors.

These young people will influence public policy from the bottom up. We will equip them with the tools they need to lead rallies, organize phone banks and forge connections within the progressive movement. The campaigns they wage will shift attitudes, encourage dialogue and inspire action in support of fundamental justice for all. Ultimately, they will create a movement that endures for generations beyond our campaign.

The rising generation isn't just counting on Planned Parenthood — it is standing with Planned Parenthood. Their fortitude is our future.



THE FUTURE OF THIS CAMPAIGN: THE FUND FOR OUR YOUTH

Our campaign will ignite immediate on-the-ground change in Florida.

Each priority is crucial to our expanding role as an affiliate. Beyond this, however, we know we need to be well prepared for what lies ahead — no matter who controls the state house or the White House. Access to high-quality health care is too important for us to be dependent on government support.

That's why we are creating The Fund for Our Youth - allocating \$20 Million to a fund that will amplify the investments of the campaign. It will guarantee free health care for teens in our service area and the continuity of the Peer Education Program through 2033.

With this fund in place, an entire generation of young people will be raised with access to health care - and the passion and fortitude to ensure this access remains for generations to come.



With compassion and courage, and with a spirit of innovation, we break down barriers every single day.

Planned Parenthood has always been a driving force for reproductive justice in Florida. And we must continue to be. Because no one else can do what we do — empower millions of people by providing care, while advocating for policies that expand access to it.

Your support for our mission is more vital than ever to the lives of every person that walks through our doors. Your support for our campaign can give Planned Parenthood of South, East and North Florida the strength, the heart and the means to take on any challenge.

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