



2017 ANNUAL REPORT



Planned Parenthood of
Metropolitan Washington, DC

"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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Letter from CEO Dr. Laura Meyers and Board Chair Susan Gutches



Laura Meyers



Susan Gutches

On the morning of January 21, 2017, we awoke to Donald Trump's first full day in office. In the midst of despair and in the face of xenophobia, racism, and misogyny, we rose up. We gathered with millions of other activists here in the nation's capital, created a "DIY" microsite with ideas on how to get involved with PPMW, and saw an unprecedented outpouring of support for Planned Parenthood.

With our fists raised in defiance, we declared that our doors would stay open to provide care – no matter what.

And we've been bringing the same energy and purpose to every morning since. 2017 was a year of change, of growth, of strength in the face of hardship, and of overcoming seemingly insurmountable odds.

It has been a year of relentless attacks on our care, but we've been there, at the ready, every time. As the affiliate uniquely positioned at the heart of the nation's capital, we have been on the front lines to fight back against repeal of the Affordable Care Act, dangerous "defunding" initiatives, and attacks on birth control access.

We marched, we rallied, and we got to work. Keeping our doors open was a visible and daily act of resistance. Energizing thousands of new supporters provided a focal point for channeling fury into action, demonstrating over and over to this administration that we will not go back.

We mobilized thousands of new supporters through our Ambassador Program and weekly supporter newsletter, coordinated with new coalition partners, and empowered our volunteers to speak up and speak out for their rights.

We served 17,048 patients and provided 54,503 health care services, including 1,011 pap tests, 25,022 STD tests and treatments, and 1,215 breast exams. We participated in hundreds of local events, engaged new communities in our jurisdiction, and reached more than 17,000 people through our sex education and engagement programs.

We did all this in the face of the most dangerous administration for women in a generation.

And we're just getting started. **These doors stay open. We won't go back.**

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Planned Parenthood of Metropolitan Washington, DC (PPMW)

About Planned Parenthood of Metropolitan Washington, DC

Planned Parenthood of Metropolitan Washington, DC has been 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.

LOCATIONS

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

Washington, DC (flagship health center and administrative headquarters opened September, 2016)

Gaithersburg, MD
Suitland, MD

In March 2017, we said goodbye to our Silver Spring health center to continue to meet the growing and diverse needs of our community in the DC metropolitan area with high-quality health care and education services.

In 2017, our new DC health center achieved LEED gold standard, demonstrating our commitment to sustainability and high environmental standards.



Our Carol Whitehill Moses health center was spotlighted in a spread in print and online by the Washingtonian in April 2017.

Photograph by Stacy Zarin Goldberg



2017 Health Care Services

Dear abortion providers,

Thank you for all you do! Thank you for being caring, dedicated providers of a vital service. You are needed and appreciated.

In 2017, Planned Parenthood of Metropolitan Washington, DC served 17,048 patients and provided 54,503 health care services, all as a part of our initiative to provide high quality reproductive health care to the DC metropolitan area.

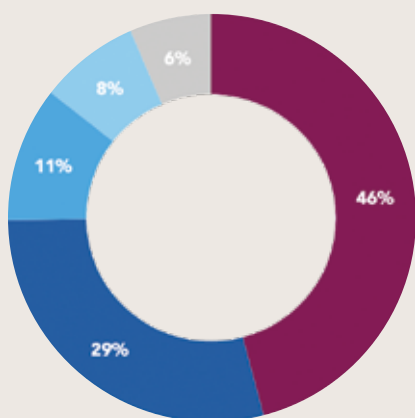
We also launched our PrEP initiative in July of 2017. PrEP (pre-exposure prophylaxis) is a once-daily pill regimen that reduces your risk of contracting HIV by more than 90%.

This year, we provided 10,613 cycles of contraception, 4,594 free condoms, 1,215 breast exams, 1,011 pap tests, and 25,022 STD tests and treatments. 89% of the services offered at PPMW health centers are preventive, including pregnancy testing and counseling, emergency contraception, and life-saving cancer screenings. Our most frequent medical service in 2017 was STD testing and treatment, accounting for 46% of our total services.

Not all heroes wear capes - some wear stethoscopes.

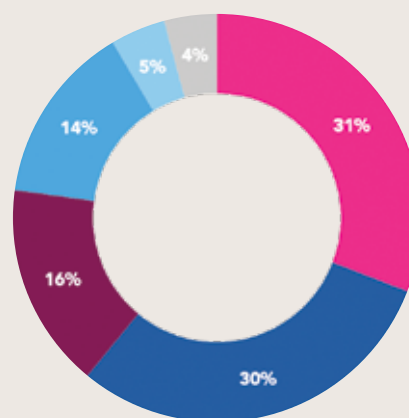
Thank you for all that you do in support of our community & the care you provide.

BREAKDOWN OF 2017 MEDICAL SERVICES



- 46% STI Testing & Treatment
- 29% Contraception
- 11% Abortion Services
- 8% Other Women's Health Services
- 6% Cancer Screening & Prevention

BREAKDOWN OF 2017 CONTRACEPTIVE SERVICES



- 31% Oral Pill
- 30% Condoms
- 16% Long-Acting Methods (IUD & Implant)
- 14% Other Methods
- 5% Combined Hormone Ring or Patch
- 4% Hormonal Injection

2017 Health Care Services by the Numbers

HEALTH SERVICES

STI Testing & Treatment	25,022
STI Tests, Women & Men	18,790
HIV Tests + Linkage to Care, Women & Men	5,532
Genital Warts (HPV) Testing + Treatment	632
Other STI Testing + Treatments	68
Contraception	15,759
Reversible Contraception Cycles Dispensed	10,613
Condoms Dispensed	4,594
Emergency Contraception Kits Provided	552
Cancer Screenings & Prevention	3,492
HPV Vaccinations	93
Pap Tests	1,011
Breast Exams	1,215
Breast Risk Screening Questionnaires (BRSQs) conducted	1,173
Other Women's Health Services	4,327
Well-Woman Exams	784
Pregnancy Tests	3,410
Urinary Tract Infection Testing & Treatment	130
Miscarriage Management	3
Abortion Services	5,903
Abortion Procedures	5,903
TOTAL SERVICES	54,503

PATIENTS

Contraceptive Patients	10,202
Breakdown of Patients by Gender	
Female patients	15,493
Male patients	1,555
TOTAL PATIENTS	17,048

- **3k+ cancer screenings**
- **784 well-woman exams**
- **5.5k HIV tests**



Health Center Blessing

"Having a group of interfaith clergy perform a ceremony focused on unity and wholeness takes on special meaning to empower and celebrate rather than to stigmatize, control and dehumanize."

-Dr. Laura Meyers
Huffington Post; 1/12/17

At a time of great division and rancor, faith leaders have a special responsibility to heal and unify. On January 10, 2017, Planned Parenthood of Metropolitan Washington, DC hosted more than 20 faith leaders from across the metropolitan DC area at our Carol Whitehill Moses health center in Washington, DC to perform a blessing of the space with the Religious Coalition for

Reproductive Choice. Muslim, Jewish, Christian, Hindu, & secular leaders affirmed that the religious community stands with Planned Parenthood and that women should be trusted to make their own reproductive health decisions without judgment or shame.

Co-pastors, also known as "co-equals," Reverend Doctors Christine and Dennis Wiley of the Baptist United Church of Christ in Washington, DC co-officiated the blessing.

The event featured a blessing and performances from the all-female percussion troupe Batala Washington, Kendall Wilson-Flippin, and visual artists.

Planned Parenthood of Metropolitan Washington, DC is proud to stand in unity with the religious community as we work together to better our communities and build stronger futures.



PPMW Medical Director Dr. Serina Floyd addressed the crowd, and thanked the faith leaders.



The all-female percussion troupe Batala Washington kicked off the event and greeted guests as they entered.



Faith leaders gathered at the blessing.

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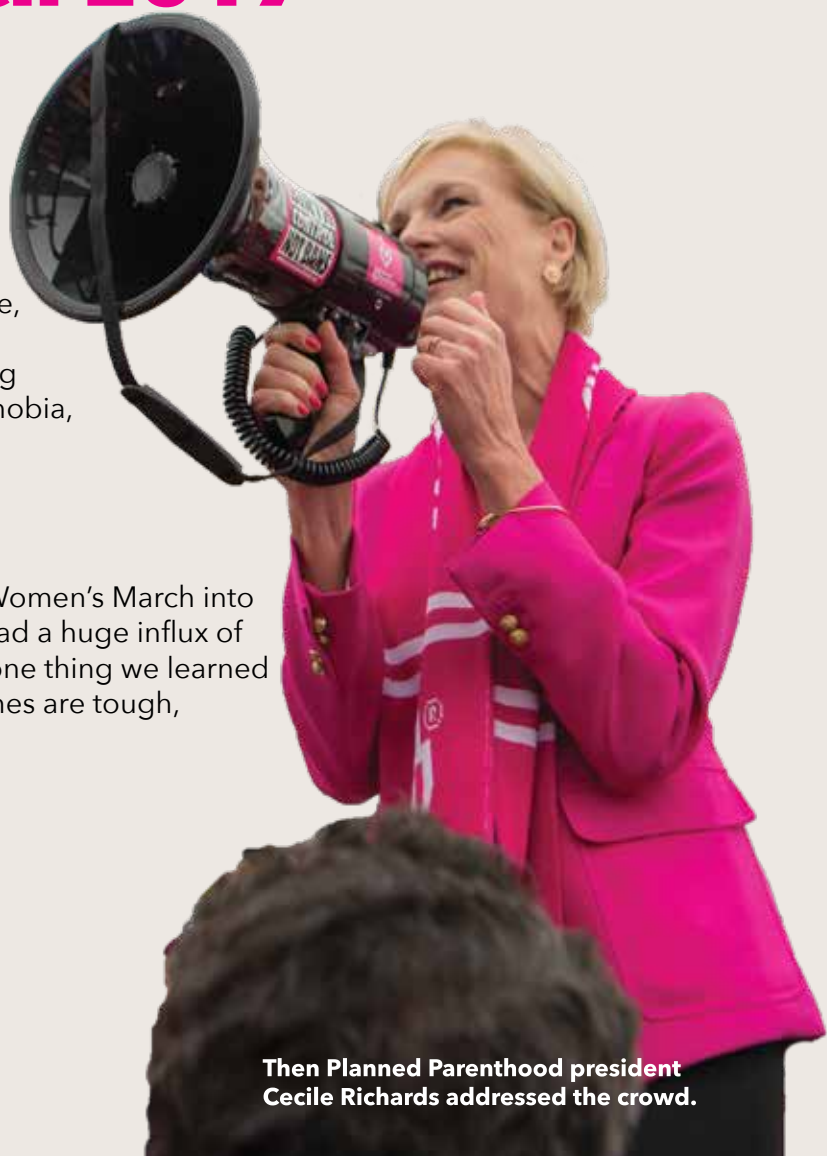
Women's March 2017

On January 21, 2017, more than one million people gathered in our city to march on Washington for our rights. Just the day before, Donald Trump had been inaugurated as the 45th president of the United States, promising devastating policy changes based on xenophobia, racism, & misogyny.

We were shocked. We were angry.
We were ready to fight for our rights.

Planned Parenthood supporters turned the Women's March into a sea of pink, and in the days following, we had a huge influx of volunteer inquiries and donations. If there's one thing we learned from this administration, it's that when the times are tough, Planned Parenthood supporters are tougher.

We won't go back. We won't back down.



Then Planned Parenthood president
Cecile Richards addressed the crowd.



Fighting for the Affordable Care Act

"The message was clear: we are not backing down. Now is not the time to throw in the towel. Now is the time to literally be harassing your senators."

-Nora Franco, Campaign Organizer
The New York Times; 7/27/17

Fiscal Year 2017 brought repeated attacks on our health care, from the initial push to pass "Trumpcare" in July to its ugly revival in September with the "Graham-Cassidy" bill. Trumpcare would have repealed the Affordable Care Act, stripping millions of people of health coverage. **This was the worst bill for women in a generation, period.**

Trumpcare also blocked federal funding for Planned Parenthood, making it the first bill ever to specifically attack Planned Parenthood in a budget. More than 8,000 people visit Planned Parenthood health centers every day, and under this bill, our patients would have been blocked from receiving family planning services like breast exams, STD testing, birth control, and more.

In response, more than 13,000 Planned Parenthood supporters called their senators, encouraging them to stand proudly with Planned Parenthood and protect our care. Thousands of you, our incredible volunteers and supporters, turned out to rally, march around the Capitol building, and sit in Senate offices, making it clear **we won't go back.**

In the end, it all paid off: We saved the Affordable Care Act, our health care, and our future.

Thank you.



In the days leading up to the vote in the Senate, PPMW volunteers worked overtime to "pink out" the Hill by handing out "I Stand With PP" stickers to staffers and tourists at the Capitol.



Planned Parenthood also organized a march around the Capitol building in the week leading up to the healthcare vote.

Public Affairs

Our Public Affairs Department works hard day in and day out to advocate legislatively in Maryland, Virginia, and the District of Columbia to protect access to reproductive health care services and to build bright futures by engaging & fostering positive relationships with the communities we serve.

MARYLAND

In April 2017, Maryland became the first state in the nation to ensure continued funding for reproductive healthcare providers, meaning that Planned Parenthood patients who rely on Medicaid or Title X will still be able to go to our health centers in Prince George's County and Montgomery County – no matter what.

WASHINGTON, DC

In 2017, Planned Parenthood of Metropolitan Washington, DC advocated in support of legislation that would protect access to reproductive health care should the Affordable Care Act be repealed. Facing this imminent threat from the Trump administration, the DC City Council passed it unanimously!

"We are thankful for our champions in the MD General Assembly for introducing proactive legislation that will ensure that our patients receive critically needed reproductive health care – regardless of what happens in Washington."

-Dr. Laura Meyers
The Diamondback; 3/9/17



PPMW intern Sam Alleman testified at the March 21, 2017 DC Council hearing. Emergency legislation passed unanimously on April 4, 2017.



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Public Affairs (continued)

VIRGINIA

TRAP SCRAPPED IN VIRGINIA!

On October 24, 2016, the Virginia Board of Health voted 11-4 to reverse the onerous restrictions on Virginian women's health centers, and to amend the Targeted Regulations of Abortion Providers (TRAP) laws in the state. PPMW Medical Director **Dr. Serina Floyd** testified in front of the Board of Health. After 5 years of advocacy work, Planned Parenthood and coalition partners emerged victorious, expanding access to comprehensive reproductive health care in Virginia!

HB2264 Vetoed!

In February 2017, Virginia Governor Terry McAuliffe vetoed HB2264, a bill that would have defunded Planned Parenthood in Virginia. We are thankful for the Governor's leadership and grateful to all the volunteers who showed up and made calls to help make this happen.

"The fact is that Virginians, particularly low-income Virginians, need more access to health care and not less."

-Dr. Serina Floyd
WTVR, 1/31/17



Planned Parenthood Advocates of Virginia and PPMW volunteers gathered around Governor McAuliffe as he vetoed the bill defunding Planned Parenthood.



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Education

REACHED MORE THAN

17,000

PEOPLE



230
SEX ED
WORKSHOPS



Fiscal Year 2017 was a busy year for our Education and Engagement team! In 2017, Planned Parenthood of Metropolitan Washington, DC's Education and Engagement team reached more than **17,000 people** through community education and outreach, including educational programming; community events; workshops; and community advertising using social media, online outlets, radio and flyers.

PPMW conducted **230 sex education workshops** this year, serving **over 6,000 youth** and equipping them with the tools to make healthy sexual decisions. Our **Making Proud Choices program**, a CDC approved evidence-based intervention, served four cohorts of students and reached **118 youth**.

SERVED OVER
6,000
YOUTH

Sisters, Informing, Healing, Living and Empowering (**SIHLE**) thrived once more in 2017! SIHLE is a skills training intervention that reduces risky sexual behavior among young Black women. Through the use of role-play and cognitive rehearsal, SIHLE enhances confidence in initiating safer-sex conversations,

negotiating for safer sex and refusing unsafe sexual encounters. In 2017, our health educators taught and **graduated 158 girls** in Washington, DC.

In addition to educating youth, PPMW implemented **12 Train the Trainer workshops**, reaching 250 youth-serving professionals.

TAUGHT AND
GRADUATED
158
GIRLS

Get PrEP-ed

Our Education team launched a **PrEP campaign** in summer 2017 to raise awareness about HIV prevention and drive up the number of PrEP appointments in the DC area. DC has the highest lifetime risk of contracting HIV in the U.S. at 1 in 13, making this work imperative to the health of our communities.

The team developed a digital campaign, launched an educational program on PrEP, and participated in many community events to get the word out about our new services!



Education Events

INTERGENERATIONAL WORKSHOPS

In 2017, PPMW continued to host **Pink Parties**; and implemented the **Juntas/Together** intergenerational communication program for more than 80 mother/daughter pairs. Parents and teens often lack the tools to talk about sexual or reproductive health issues -- Juntas/Together is designed to meet that need by bringing young women and their mothers/mother figures together to build intergenerational communication skills that encourage healthy relationships and the reduction of teen pregnancy and STI rates.

FORMATION CONFERENCE

In July 2017, PPMW hosted the second annual Formation Conference, a weekend-long educational and advocacy empowerment summit for young Black girls, where they can think positively, plan wisely, love themselves unconditionally and excel at becoming the women of their wildest dreams.



Health educator Karen Gomez at a Pink Party, teaching young women about reproductive health.



Formation is a safe space for young women to learn about accessing reproductive healthcare, making healthy decisions, and empowering themselves for the future.



Formation 2017 graduates!



Formation participants work on a project together.

Engagement

Following President Donald Trump's inauguration in 2017, Planned Parenthood of Metropolitan Washington, DC saw an incredible outpouring of support from our community. In fact, so many people were interested in volunteering with us that our External Relations team had to launch an engagement website (HarderWeRise.org) in order to accommodate all of the requests. We launched a PPMW newsletter that was sent to more than 1,000 volunteers with weekly updates and opportunities. You can sign up for the newsletter at HarderWeRise.org.



The 2017 cohort of PPMW Developing Leaders.

We also launched our Ambassador program, which engaged particularly interested folks. Our Ambassador program served as an "onboarding ramp" to the reproductive rights movement, with occasional meetings and volunteering at 120 events throughout the year. Our Developing Leaders Program, which welcomed a new cohort this year, is a more intense nine-month program designed to empower and educate the next generation of leaders in the reproductive rights movement.

PRIDE AND LGBTQ+ ENGAGEMENT

In 2017, we continued our commitment to engaging and supporting the LGBTQ+ community in DC, Maryland, and Northern Virginia. We marched with pride in the Capital Pride Parade!



Pink Ball January 2017



Then Lieutenant Governor of Virginia Ralph Northam with Dr. Laura Meyers

"It's just good for the soul on a day when many of us are fearful and anxious about the future of our country. Tonight we party in solidarity and unity. Tomorrow we march in unity for all women. And then we get to work."

-Dr. Laura Meyers
DCist; 1/21/2017

PPMW's alternative inaugural ball was a sold-out, smashing success!

More than **600 friends and supporters** danced the night away to a live cover band, participated in a virtual reality experience, enjoyed a variety of interactive games, and indulged in delicious food to benefit PPMW's health centers and education programs.

Guests rubbed elbows on the pink carpet with actress **Amber Tamblyn**, actress **Constance Wu**, MTV personality **Franchesca Ramsey**, actress **Amy Brenneman**, singer/songwriter **Missy Modell**, performance artist and rapper **Madame Gandhi**, activist and entertainer **Mike Hot Pence**, founder of Periods for Pence **Laura Shanley**, and many more!



Actress Constance Wu was in attendance!

Also on hand for photo ops were these political champions of choice: DC Mayor **Muriel Bowser**, VA Lieutenant Governor **Ralph Northam**, and DC Councilmember **David Grosso**.

The event generated both local AND national media coverage!

For a recap of the incredible night, see the video. bit.ly/JanPinkBallVideo



Actress, writer, and fierce feminist Amber Tamblyn fired up the crowd at Pink Ball!



Left to Right: Mike Hot Pence, PPMW CEO Laura Meyers, and D.C. Mayor Muriel Bowser.

Partygoers danced the night away to a live cover band at Pink Ball!



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Development

Development: By The Numbers

Private Sector Support	\$6,025,496
Other Private Support	\$1,541,012
Federated Support	\$1,658,195
TOTAL	\$9,224,703

"TRUMP BUMP"

26,000
NEW
DONORS

In Fiscal Year 2017, Planned Parenthood of Metropolitan Washington, DC had an incredible outpouring of support from volunteers and donors alike. Following Donald Trump's rise to power in our government, more than 26,000 new donors joined our supporters.

It is because of our donors that we know our doors will always stay open. Your support, especially in this time of intense political turmoil, is essential to our success as an advocate for and provider of reproductive health care.

CAPITAL CAMPAIGN SUCCESS



Thanks to a long list of very dedicated and committed PPMW supporters, the "Capital Campaign" exceeded its \$19.3 million goal in Fiscal Year 2017!

In FY 2017, we raised \$675,000 for our Capital Campaign.

BEQUEST CHALLENGE

In 2016, Planned Parenthood Federation of America launched a \$20 Million Bequest Challenge to encourage all supporters to include Planned Parenthood in their wills.

PPMW had 25 generous supporters enroll in the Bequest Challenge in the 2017 Fiscal Year, ensuring PPMW will receive known future planned gifts of \$4.7 million.

In FY 2017, we received \$866,012 in bequests.

RECEIVED
\$866,012
IN BEQUESTS

Development Events

COCKTAILS FOR A CAUSE

On April 5, 2017, our Development team hosted "Cocktails for a Cause," a large fundraiser with more than 300 guests in attendance. The event, hosted at Jones Day Law Firm in Northwest Washington, DC, raised nearly \$70,000.

Guests were able to enjoy a breathtaking view of the Capitol from the rooftop terrace of the law firm, and heard from a series of speakers including Representative Jamie Raskin (MD-8), PPMW CEO Dr. Laura Meyers, and more! It was truly a wonderful evening that showcased the important work Planned Parenthood does in our community and the incredible donors who make our work possible.



Representative Jamie Raskin (MD-8) spoke at the Cocktails for a Cause fundraiser on April 5, 2017.



Guests were able to enjoy a stunning view of the Capitol at Cocktails for a Cause.

THANK YOU RECEPTION

On April 4, 2017, Planned Parenthood of Metropolitan Washington, DC hosted an event at our flagship health center and administrative offices to thank our generous donors for their ongoing support to keep our doors open.

The evening featured a speech from Dr. Laura Meyers, hors d'oeuvres, and the opportunity for donors to take in the brand new Carol Whitehill Moses Health Center in Northeast DC.

Our state-of-the-art building would not have been possible without the generosity of many of the donors in attendance.



Guests were able to mingle and take in our beautiful DC health center at the Thank You Reception on April 4, 2017.

2017 Balance Sheet

AS OF SEPTEMBER 30, 2017

(ALL AMOUNTS
IN THOUSANDS)

ASSETS

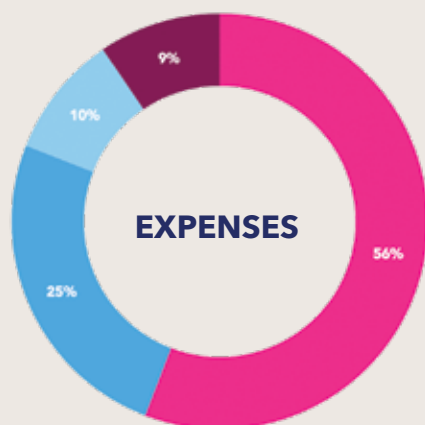
Current Assets	7,657
Property Equipment	20,763
TOTAL ASSETS	28,420

LIABILITIES

Current Liabilities	674
Deferred Revenue, Bonds, Other	1,022
TOTAL LIABILITIES	1,696

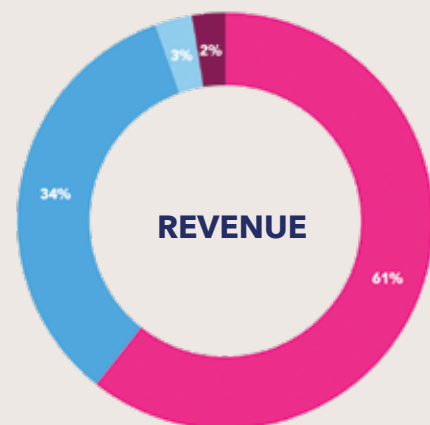
NET ASSETS

Unrestricted	24,781
Temporarily Restricted	1,069
Permanently Restricted	874
TOTAL NET ASSETS	26,724
TOTAL LIABILITIES & NET ASSETS	28,420



56% Medical Services
25% Management & General
10% Programs
9% Fundraising

2017 Revenue and Expenses



61% Fundraising
34% Health Center Revenue
3% Grants
2% Other

2017 Statement of Revenue & Expenses

Summary of Financial Activities for the Fiscal Year Ended Sept. 30, 2017

Our broad base of committed donors provide approximately 61 percent of Planned Parenthood of Metropolitan Washington, DC's revenue – evidence of our powerful grassroots support in the DC metropolitan area.

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

Government Grants	441
Fundraising	9,225
Health Center Revenue	5,154
Other	392
Total Revenue	15,212

EXPENSES

PROGRAMS

Medical Services	6,265
Sex Education	170
External Affairs, Other	903
TOTAL PROGRAM SERVICES	7,338

SUPPORTING SERVICES

Management & General	2,819
Fundraising	1,064
TOTAL SUPPORTING SERVICES	3,884

TOTAL EXPENSES	11,222
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EXCESS OF REVENUE OVER EXPENSES	3,990
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ppmw.org