

## Letter From Our New CEO



On May 24, the Planned Parenthood Northern California Board of Trustees announced my appointment as CEO effective June 5, 2017. I am grateful to our board members for their confidence and support. I'm moved by the overwhelmingly positive response received from staff and supporters since this announcement was made. I assume this new role with humility and tremendous excitement.

It is a privilege to advance our shared vision for a world of equity and excellence – in health care, education, and advocacy. We know how to lead and how to create a new reality where sexual and reproductive rights are understood to be human rights, where access to essential health care doesn't depend on who you are or where you live, and where everyone is able to live free from discrimination in all forms.

We have tremendous resources here in Northern California that include global leadership in new technologies and innovative thinking, real people power, and a progressive outlook. We will utilize all of these assets as we continue to fight to protect our mission and services from those who seek to dismantle our 100 year tradition.

I'm prepared to give it my all to protect our mission and life-saving services for those who follow.

Thank you for your steadfast support as we build a better future and lead the way for others.

Sincerely,



Gilda Gonzales  
President & CEO  
Planned Parenthood Northern California



### **PPNorCal Health Center Consolidation Update**

On June 30, our Central Richmond, Pittsburg, and Vacaville health centers will close. [We intend to continue to serve every single one of our patients at nearby locations, including Hilltop, Antioch, Concord, El Cerrito, and Fairfield.](#)

Patients can book new appointments or continue their care [online](#) or get in touch by calling 1-800-230-PLAN.

# Feature Story

## A Flagship in San Francisco for Planned Parenthood



We know that access to care at Planned Parenthood has changed the way people live, work, and love. For that reason, as we enter our second century, Planned Parenthood Northern California plans to establish a new Flagship location that we design and own, in the heart of the city.

Our vision at Planned Parenthood Northern California is to be there – no matter what – for every person and every community in need. We look forward to a future of standing up for what is right even when it is difficult, and being here for all who need our health care and education.

That is why we are excited to announce that we are moving forward with our plans to establish a new home in San Francisco at 1522 Bush Street, funded in its entirety by the Planned Parenthood Northern California donor community as part of our visionary Second Century Campaign.

The San Francisco Planning Commission is currently reviewing our applications for a "Conditional Use Authorization" as well as a "Health Care Services Master Plan Consistency Determination". A hearing is set for July 20, and the planning department has already issued a "Letter of Determination" approving our general use for this site.

We expect this new location will serve San Francisco and beyond for generations to come. It's extremely important that the planning commissioners hear from local residents who share our vision for a central location in San Francisco. [Join us at the hearing on July 20 at Noon at City Hall, 1 Carlton B. Goodlett Street, Room 400.](#) Can't make it? [Sign our petition.](#)

Following the hearing, the Planned Parenthood Northern California Board of Trustees will make the final decision to purchase 1522 Bush Street. That is when we would move forward and take our last step: complete our fundraising push to raise \$6 million to renovate the property and make sure it meets the highest standards for patient care and for the surrounding community.

Planned Parenthood has offered life-saving health care and education for 100 years, and we have no plans to stop anytime soon – regardless of the national political climate. We are enthusiastic to double down in San Francisco, by establishing a Flagship location that will welcome our patients and be an inspiring home base for our movement. We can think of no better place to continue to advance the revolutionary idea that all people should have the information and care they need to live strong, healthy lives and fulfill their dreams.



*San Francisco City Hall lights up pink to mark our centennial anniversary in October 2016.*

# What's New

## Team-Centered Patient Care



We are excited to share that Planned Parenthood Northern California has undertaken an affiliate-wide initiative to improve the patient experience at our health centers, and decrease patient wait time. The initiative is called Team-Centered Patient Care (TCPC) and it has already been implemented in 14 health centers. We expect the roll-out process completed by the end of August 2017.

The TCPC initiative involves a small team of experienced staff spending three days on-site with each health center, and two months of follow-up calls. The focus is on improving communication and teamwork, and together achieving the goal of patients' appointments taking an hour or less from the time they

walk in to the time they walk out. Wait times have dramatically improved since implementing TCPC.

Patients are thrilled with the changes, and they aren't alone. Clinicians, front line staff, and managers all report feeling more productive with the stronger communication and improved teamwork. After TCPC is implemented, each day starts with a short-and-sweet huddle with all staff including clinicians. This starts the day off on a positive and connected note. Staff are empowered to help patients by being flexible, saying "yes", and meeting the patient's needs in the moment. The TCPC model provides the team with tools to support the patients from beginning to end.

TCPC is also an excellent way to provide support to clinicians, and seasoned clinicians have commented that TCPC was a "game-changer." We are delighted for the opportunity TCPC provides to improve the experience of our patients and staff as we continually strive to provide excellent care. No matter what!

### A few enthusiastic comments from our clinicians about TCPC:

"It changed my life."

"Feel so supported."

"Huge transformation."

"I was nervous at first, I didn't think I would like it, but now I love it!"

## PPNorCal Action Fund Generates Support With Positive Results



Members of our Spare Change Theatre Troupe with Senator Mike McGuire.

Congratulations to our sister organizations, Planned Parenthood Northern California Action Fund (PPNorCal Action Fund) and our statewide policy office, Planned Parenthood Affiliates of California (PPAC), for organizing a hugely successful annual Capitol Day on May 15.

PPNorCal Action Fund held 12 lobby visits and proudly announces that 100% of the legislators in our service area who were asked to support Planned Parenthood services did so. Each legislator signed on to a letter of support to increase state funding for our services.

PPNorCal Action Fund brought a fantastic group of supporters, including dedicated staff members and community partners, to Sacramento for a full day of events. We want to send a [special shout-out to members of Spare Change Theatre Troupe](#) from

Eureka for making the long journey to Sacramento to have their voices heard!

PPAC's request to increase Medi-Cal rates for Family Planning services made it into the budget deal and has been approved by the legislature! The Budget bill and Trailer bill are now on Governor Jerry Brown's desk awaiting his signature.

We applaud the legislature and the Governor for recognizing the urgent need for increased reimbursement rates for reproductive health services. This is a win for the millions of Californians who rely on the Medi-Cal program for accessing reproductive health care services.



## Celebrating and Supporting Young Parents

We look forward to May every year, bursting with pride for every graduate of our programs for pregnant and parenting youth and adults in Napa and Solano Counties.

Young parents face enormous challenges and sometimes stigma. We are glad to center their needs and praise their dedication to their health, education, and personal growth.

## Record-Breaking Gala in Eureka



In May, Planned Parenthood Northern California hosted 250 supporters in Eureka for A Choice Affair, our annual regional gala. Guests enjoyed a 1970s theme, a lively reception, impressive silent auction lots, as well as great comradery set to the tunes of the era.

Our auctioneer for the evening, Senator Mike McGuire, kept our spirits high along with the nearly boundless generosity of Planned Parenthood supporters on the Northcoast. We are so grateful to them for a record-breaking year, both in attendance and fundraising. Thank you to every person who continues to stand with us as we provide high quality care, education, and danceable activism for all!

## Napa Stands Up!



Our annual Stand Up! event in Napa was joyfully attended by 225 supporters this year at the CIA at Copia. Guests enjoyed a hilarious performance by the comedy troupe Capitol Steps, a reception with a Cinco de Mayo theme, a wine bottle ring toss, silent auction, and after-party. It was an evening filled with much needed laughter and good cheer.

But it wasn't just fun and games – the sold out crowd showed their generosity in a big way with nearly all 225 guests participating in the Fund-a-Need. This incredible outpouring of support enables us to continue our work in Napa and across Northern California, and remain a strong and sustainable health care provider for those who need us the most.

A huge thank you to our Napa Board of Advocates and in particular, the planning committee – Stacey Bressler, Judy Myers, Suzy Narducci, and Barb Niemann—for a wonderful night. We are already looking forward to next year!

# Highlights



## Recognition

Anna Webster accepts the *Sylvia Clark Award: Creativity in Clinical Services* from Cecile Richards, President of the Planned Parenthood Federation of America (PPFA), for expanding access to abortion at our affiliate.



## New Team Member

We are happy to welcome Ken Harootunian as our new Vice President of Development, starting June 29. Ken comes to us from the East Bay Community Foundation. He is ready to dive into our Second Century Campaign and provide leadership for all staff and volunteer-related activities. Many thanks and best of luck to former Vice President of Development Kate Moynihan.

## Pop-Ups for Planned Parenthood

When we ushered in a new administration in January, we also welcomed in an unprecedented wave of support. Supporters have hosted over 80 bake sales, concerts, roller derbies, yoga classes, soccer dribbling tournaments, theater performances, house parties, and more, across our entire service region.

New friends and lifelong supporters have banded together to stand with Planned Parenthood Northern California. They have successfully raised a significant amount through their own grassroots fundraising events. We are incredibly grateful!



# Straight from the Source

We strive to provide the best possible experience in health care, education, and advocacy. The kind words and pictures (below) that we get from patients and their children are always touching.



"I'm a sexual assault survivor, and [another] doctor made shaming comments about what happened to me. But the people at Planned Parenthood are always welcoming and supportive." **Patient, San Francisco**

"All it takes is one common goal between people to make a change. I enjoyed Capitol Day in Sacramento, because I love the feeling of a field full of people fighting for the same positive cause." **Participant, Spare Change Teen Theatre Troupe, Eureka**

"Wow. Haven't been to Planned Parenthood in a while, but things sure have changed. I was in and out of there in 30 minutes! The doctors and staff were all very friendly and helpful. I was sure to leave a nice donation to help this office out in any way. Thank you again for your service ladies!" **Patient, Antioch**

# Cheers and Jeers



## San Francisco Pride



*Our largest contingent to date at the 2016 San Francisco Pride Parade, we expect even more supporters in 2017.*

June is Pride Month, an annual month-long observance of LGBTQIA (lesbian, gay, bisexual, transgender, queer and questioning, intersex, and asexual) history and achievements celebrated with marches, parties, and other events across the country.

Planned Parenthood Northern California believes that reproductive rights are deeply connected to LGBTQIA rights and is proud to be a provider for so many people.

We care passionately about helping every individual lead a healthy life, no matter who they are or who they love.

Although continuing to face oppression, LGBTQIA communities are resilient and strong. Planned Parenthood is committed to making our world a place where no one experiences discrimination or violence because of their gender identity, gender expression, or sexual orientation.

We got such an overwhelming response from hundreds of volunteers to walk with us at San Francisco Pride on Sunday, June 25, that we had to close registration early. Your support inspires us every day. Thank you!



## Senate Health Care Repeal Bill



*Planned Parenthood patients in Paul Ryan's own district are at grave risk.*

As the Senate nears a vote on its version of the American Health Care Act, one that would cut off federal funds for Planned Parenthood, this recent column by Nicholas Kristof in The New York Times is especially noteworthy. "They feared unwanted pregnancy, gonorrhea, breast cancer, and they can't understand why you're trying to close clinics that keep them healthy," writes Kristof. [Dear Paul Ryan, Listen to Planned Parenthood patients](#) includes compelling videos and conversation with real patients who rely on Planned Parenthood for their health care – right in Speaker Ryan's own district in Wisconsin. The multimedia column highlights the devastating impact that "defunding" would have on the millions of patients who rely on Planned Parenthood for care.

Those who are most impacted by the work we do are welcomed into all of our advocacy and organizing work at Planned Parenthood Northern California. Building strong relationships with patient advocates is instrumental for us to create a movement that is here for everyone.

## You Are invited!

Please join us as our very own Gilda Gonzales, CEO of Planned Parenthood Northern California, participates in sf.citi's next One City Forum: We Are San Francisco on June 21 from 6:00 p.m. to 8:30 p.m.

Gilda will be addressing the budget cuts and federal policy changes that affect us all, alongside San Francisco leaders Ashley McCumber, CEO of Meals on Wheels San Francisco, and Shamann Walton, President of the San Francisco Board of Education. This exciting panel will be moderated by tech leader Sam Altman, President of Y-Combinator, and will cover topics relating to health care, education, and social sectors.

[Get Your Tickets Now!](#)

# What's the Difference When I Give?

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

We are often asked what happens when we 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 services and to bettering the lives of people across our 20 counties from San Francisco to the Oregon border...

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

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

then 50% of your gift will support health services, community service and education here in Northern California and 50% of your gift will also support national advocacy and education efforts.

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

## Legacies for Future Generations

A strong Legacy Giving program is a key success measure of our Second Century Campaign. We had an ambitious five-year goal, and we're so grateful to have surpassed it in our second year. Thank you to our donors for naming us in their estate plans.

By partnering with the Planned Parenthood Federation of America through the Bequest Challenge, we were able to deepen our Legacy Giving program, while receiving matching grants to support our services *today*. To learn more about our program, please contact Tara Arnold at (925) 887-5385 or [tarnold@ppnorcal.org](mailto:tarnold@ppnorcal.org).



Check out our [beautiful new website](#) to make an appointment online, connect to an educator, or get involved!



Planned Parenthood Northern California



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