

A FORCE FOR HOPE

Every time a patient walks through the doors of a Planned Parenthood health center, it is an **act of hope** – hope that they'll get the care they need, that their decisions about their own bodies will be honored, that they'll be truly seen. Every time a young person searches online for health information, their hope is that someone, somewhere has unbiased, real answers. Every time someone takes a birth control pill, or gets their IUD taken out, or goes with their partner for STI testing, they are filled with hope that the future they plan is possible.

Planned Parenthood has been a **force for hope** over the last century, and Planned Parenthood Federation of America is not stopping anytime soon. We will continue to ensure that people get the care they need, to educate people about sexual and reproductive health and rights, and to build a world where all people can hope, and dream, and plan.

And we'll do it all in the hope that we will make the world a little healthier, a little more compassionate, a little more equitable, year after year.

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MESSAGE FROM LEADERSHIP

It's been over two years since the U.S. Supreme Court took away our constitutional right to abortion. Since then, **about 20 states have banned some or all abortions.**

Abortion bans have made pregnancy more dangerous, put patients and providers at risk for criminalization, and even caused some women to lose their lives.

Through it all, Planned Parenthood remains a force for hope. The staff at Planned Parenthood health centers continue to deliver care in spite of countless barriers, supporting patients and fueling their hopes for their lives and futures. Health center staff are innovating to try to reach more patients, helping patients travel to see them, and answering their questions. They're providing birth control, STI testing and treatment, cancer screenings, and, where legal, abortion care. And they're providing to communities that historically have lived on the margins – communities of color, low-income communities, those without documentation. That's who Planned Parenthood is and who we'll continue to be – while we fight to protect all who work with us and support us.

As Planned Parenthood keeps choosing hope, others do too. The majority of Americans already support abortion. And this year, support for abortion only grew

as storytellers and advocates told their abortion stories in volumes never seen before, shattering the shame and silence around abortion care. Planned Parenthood is changing the way our country thinks about abortion for the better.

The road to reproductive freedom is long, and will be full of hurdles. But Planned Parenthood will never give up. We'll continue being there for the people who need us, bearing witness to their stories with grace and compassion, and allowing them to keep choosing hope, no matter what.



Alexis McGill Johnson
President and CEO

Planned Parenthood
Federation of America



Tanuja Bahal
Board Chair

Planned Parenthood
Federation of America

HEALTH CARE

SERVICE NUMBERS



2.08 million
patients



9.4 million
services



364,600
Pap tests & breast exams



2.2 million
birth control services



5.1 million
STI tests & treatments



402,200
abortions



INNOVATING CARE

142,000

telehealth appointments

1,623,000

appointments booked online



VIRTUAL HEALTH CENTERS

To facilitate scheduling and streamline access to telehealth services, including contraception and gender-affirming care, Virtual Health Centers (VHC) have been introduced at 23 Planned Parenthood affiliates.

VHCs are a more efficient way for patients to view available telehealth services at an affiliate separate from in-person health center offerings. Patients booked **more than 47,000 appointments** through VHCs last year and, on average, VHC patients are accessing care more than two days sooner.

PPDIRECT

Planned Parenthood Direct (PPDirect) is an asynchronous **telehealth platform**, live in 42 states and Washington, DC. Available on iOS and Android, the app allows patients to use a mobile device to request prescriptions for birth control pills, patches, rings, emergency contraception, and treatment for urinary tract infections. This year PPDirect expanded the array of services Planned Parenthood health center providers offer, including medication abortion through telehealth in states where it is legally permitted.



FIRST-EVER OVER-THE-COUNTER BIRTH CONTROL PILL

Last summer, the FDA approved **Opill**, the first birth control pill to be available in the U.S. without a prescription. PPFA and other advocates had been pressing the FDA for an over-the-counter pill for nearly 20 years. This development will increase reproductive health options, help bridge gaps in access, and give people greater control over their health and lives.

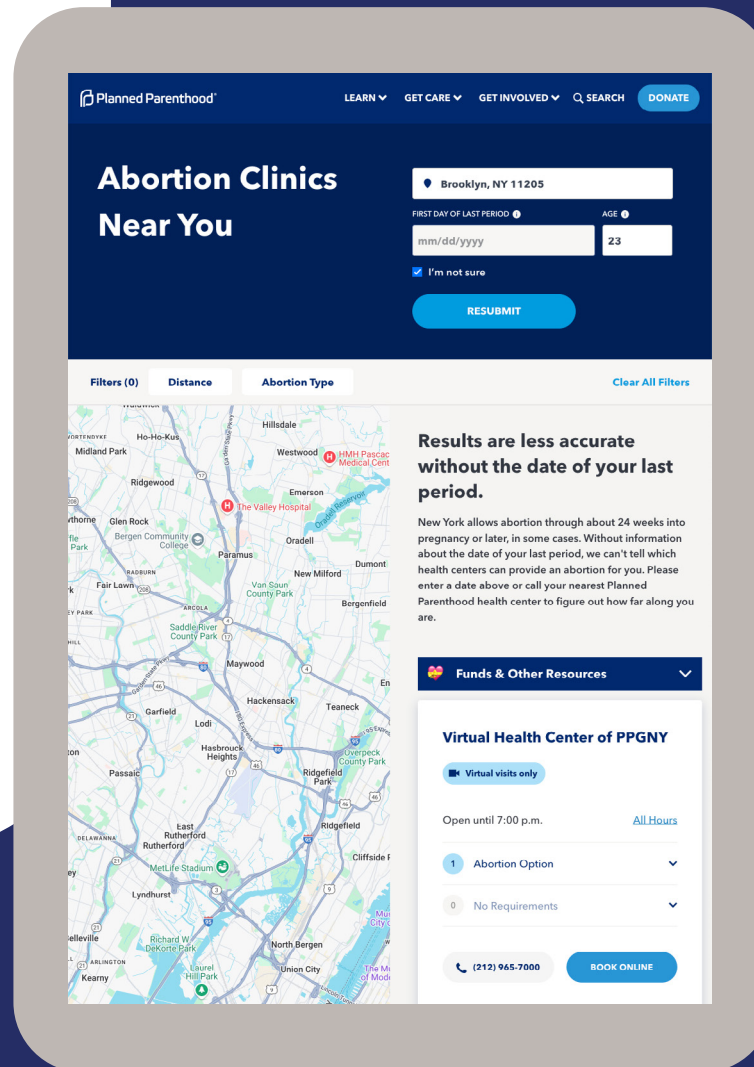


ABORTION

HELPING PATIENTS FIND ABORTION CARE

Planned Parenthood abortion services locator received more than **1.9 million visits from July 2023 to June 2024**.

Most recently, we improved user experience with a map view of the search results and the ability to filter by distance and the type of procedure offered. The promotion campaign and tools used to help people find their way to abortion appointments, both in-person and via telehealth, was awarded a gold Anthem Award.



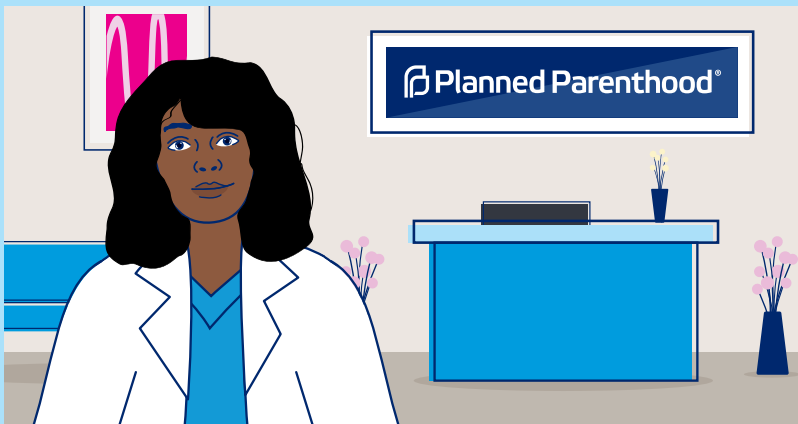
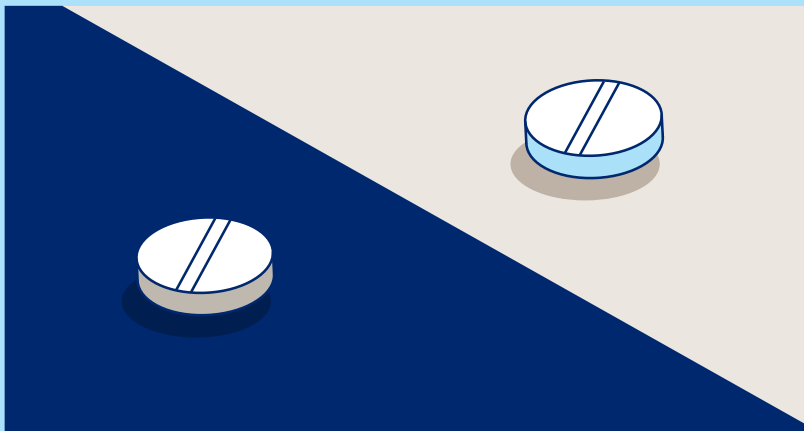
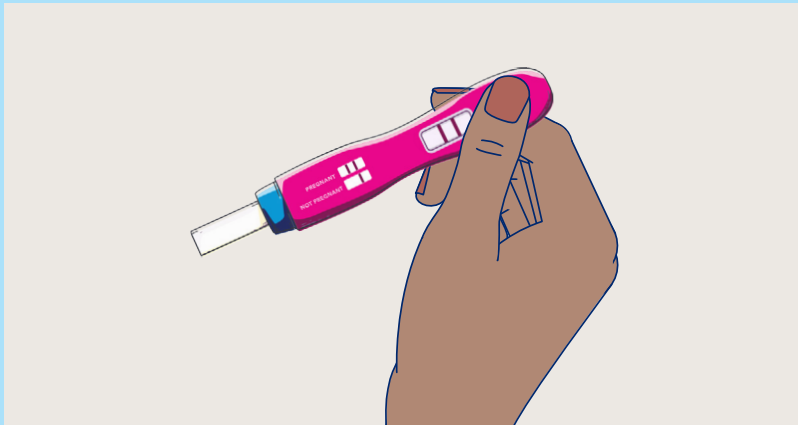
DIRECT PATIENT ASSISTANCE FOR TRAVEL AND RELATED EXPENSES

PPFA provided affiliates with \$3.4 million through direct patient assistance funding, which helped more than 12,500 patients who were forced to travel for their abortion care. Nationwide, recipients on average received \$275 to cover logistical needs such as transportation, accommodations, meals, and dependent care during travel.

PATIENT NAVIGATION

PPFA's patient navigation program has grown to include more than **90 patient navigators** across the country. Patient navigators help people seeking abortion overcome logistical barriers by connecting them with transportation and travel support, financial assistance, and referral services. We estimate that Planned Parenthood affiliate abortion patient navigators have **assisted more than 100,000 people access care** in the last year.





MEDICATION ABORTION EDUCATION ONLINE

PPFA produced updated **education videos** on medication abortion and, for the first time, made them available publicly to anyone on YouTube. The videos, in both English and Spanish, give an overview of the medication abortion process – essential information like how to take the two medicines, what side effects to expect afterward, as well as side effects that may be cause for concern – for people anywhere seeking information on medication abortion.



RESEARCH

Last year, 33 Planned Parenthood affiliates participated in 70 studies on topics including:

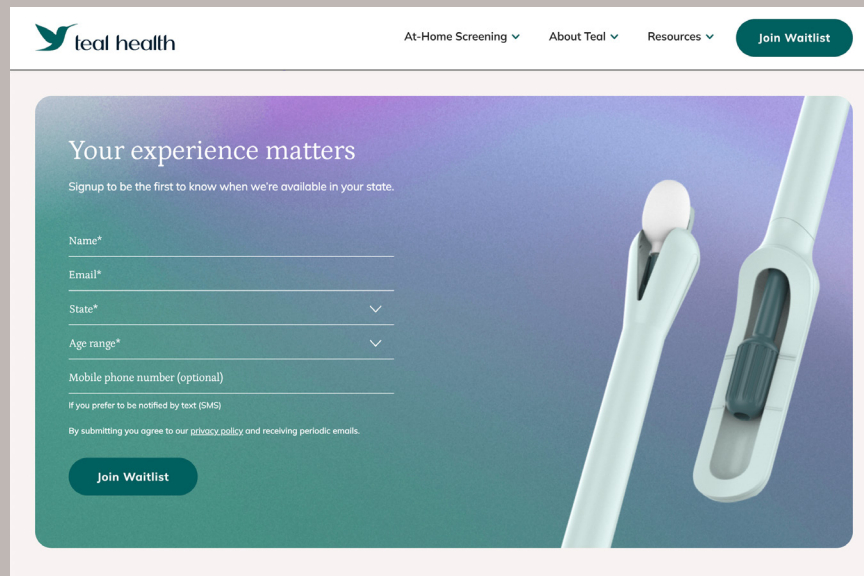
- new tests for STIs;
- abortion care;
- cancer prevention;
- gender-affirming care; and
- contraception.

44 articles published in peer-reviewed journals

STUDY HIGHLIGHT:

Planned Parenthood Research Network coordinated a study testing a new self-collection device to detect high-risk HPV for cervical cancer screening with Teal Health.

Teal Health submitted its application for a Breakthrough Device Designation to the FDA in November 2024, positioning the TEAL wand to become the first **FDA-approved at-home cervical cancer screening device**. This new device may increase access to cervical cancer screening and improve patient comfort and control of the screening process.



The image shows a screenshot of the Teal Health website. The header includes the Teal Health logo, navigation links for "At-Home Screening", "About Teal", and "Resources", and a "Join Waitlist" button. The main content area features a sign-up form titled "Your experience matters" with the subtext "Signup to be the first to know when we're available in your state." The form includes fields for Name*, Email*, State* (with a dropdown arrow), Age range* (with a dropdown arrow), and Mobile phone number (optional). Below the form is a checkbox for "If you prefer to be notified by text (SMS)" and a line of text stating "By submitting you agree to our [privacy policy](#) and receiving periodic emails." A "Join Waitlist" button is located at the bottom left of the form. On the right side of the form, there is a large image of the TEAL wand, a light blue self-collection device.

Image from Teal Health website

EDUCATION

1.31 million

participants in education programming,
outreach, and training

903,000

education video views

141,000

conversations on Chat/Text
and Chatea/Textea

409,000

sessions on Roo chatbot

177 million visits to
PlannedParenthood.org



PPFA conducted nationally representative research assessing parents' awareness, beliefs, and attitudes about K-12 school-based sex education. The results confirmed that parents overwhelmingly want their children to get sex education that covers a comprehensive range of topics and is age-appropriate and fact-based.

In January, we launched a three-part video series in English and Spanish about virginity – debunking myths, educating about consent and safer sex practices, and more. The series won both a Muse Creative Platinum Award and an Anthem Award.



Planned Parenthood **GLOBAL**

PP Global supports nearly **80 organizations and leaders** across nine focus countries in Africa and Latin America, strengthening local, regional, and global movements for abortion and all sexual and reproductive health and rights, and spurring key gains in both legal rights and access to care.

HIGHLIGHTS

In **Mexico**, PP Global and its partners joined a national legal network across 13 states that coordinates litigation strategies against abortion criminalization, winning six lawsuits to expand abortion rights.

In **Uganda**, PP Global supported Ubuntu Law and Justice Centre – helping to strengthen the organization to lead LGBTQ+ rights work at a time of heightened homophobia across East Africa. Ubuntu recruited lawyers from five legal firms to collect and analyze evidence of human rights violations against LGBTQ+ communities. This evidence was presented to support ongoing petitions in the Constitutional Court of Uganda and East African Court of Justice to challenge laws criminalizing same-sex relations – particularly those that violate fundamental rights enshrined in Uganda’s constitution and undermine commitments to international human rights treaties.

BACKING THE BRAVE

First piloted in 2023 and then replicated in 2024, the **Brave Awards** have to date provided \$175,000 in award funding to 12 organizations. In 2023, recipients used grants to build a response to opposition tactics and for lawyers to defend LGBTQ+ activists. This year, awards supported youth-led organizations and those hindered by disinformation campaigns.



BUILDING HOPE

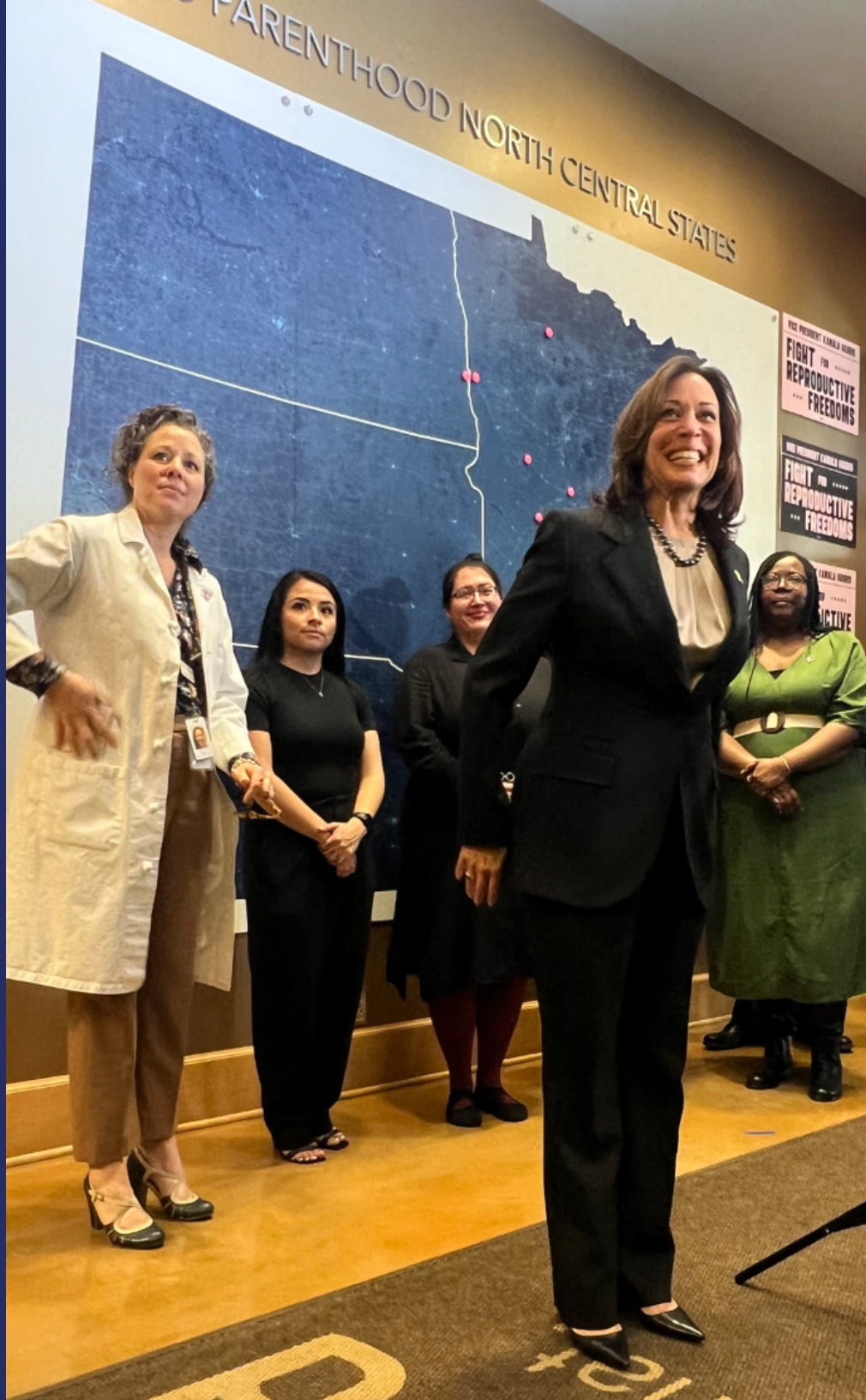
IN THE COURTS

Planned Parenthood Federation of America's litigation team has repeatedly worked to block abortion bans in states around the country since the loss of the federal right to abortion in 2022. This work continues to preserve access for many people seeking care in Ohio, Utah, and Montana. In other states – including Arizona, Florida, Indiana, Iowa, and South Carolina – we were able to obtain rulings that safeguarded access for many months:

- **In Iowa**, litigation blocked a ban from going into effect for an entire year.
- **In Arizona**, our lawsuit blocked a total ban until it was upheld by the state Supreme Court in April, but through additional litigation tactics the ruling was stayed. The Arizona legislature has since repealed the ban and it will not go into effect.

The team's docket now includes approximately 30 open cases, including challenges to abortion bans as well as lawsuits against Medicaid and medication abortion restrictions, medically unnecessary ultrasound and waiting period requirements, and other barriers to care. In more than two-thirds of these cases, the challenged policy or other attack on access has been blocked or warded off, preserving access for countless people seeking abortion and other reproductive health services.

Every day that bans are halted is another day that patients are able to get essential health care.



IN THE CULTURE

In March, Vice President Kamala Harris became the first sitting vice president to visit an abortion provider when she visited Planned Parenthood North Central States' health center in St. Paul, MN, where she met with patients, providers, and health center staff. The visit signaled a shift in how our culture – including leaders at the highest levels – view sexual and reproductive health care.



I'M FOR PLANNED PARENTHOOD

MENU

DRIP COFFEE
assorted milks and sugars available

POWDERED SUGAR DONUT HOLE
3oz mini donut hole covered with powdered sugar

CINNAMON DONUT HOLE
3oz mini donut hole covered with cinnamon sugar

SAVORY PRETZEL DONUT HOLE
3oz mini donut hole covered with crushed pretzel

Text "SXSW"
to 22422



I'm For Planned Parenthood

In several states, PPFA ran a brand awareness campaign called “I’m For Planned Parenthood” featuring stories and testimonials from real Planned Parenthood patients, in both English and Spanish. The campaign earned over **120 million impressions**, and boosted brand favorability among our target audience by 25%.

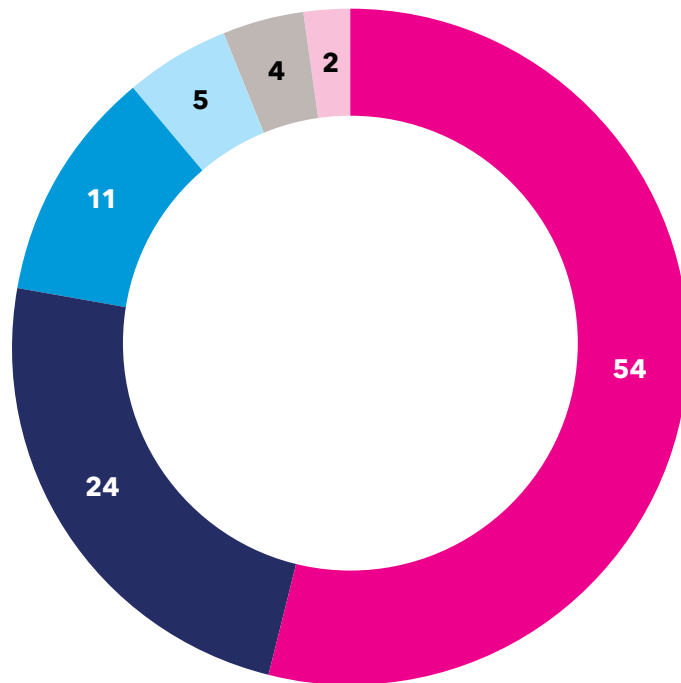
Fast Company recognized our Don’t Ban Equality partnership with corporate leaders as a [World Changing Idea](#) and named PPFA a [Brand That Matters](#).

PPFA also worked to expand the conversation about reproductive health and rights, bringing in new audiences and partners, including through events at NBA All-Star Weekend, SXSW, presence at music festivals and tours, participation in film festivals, and more.

HEALTH SERVICE DATA

AFFILIATE MEDICAL SERVICES

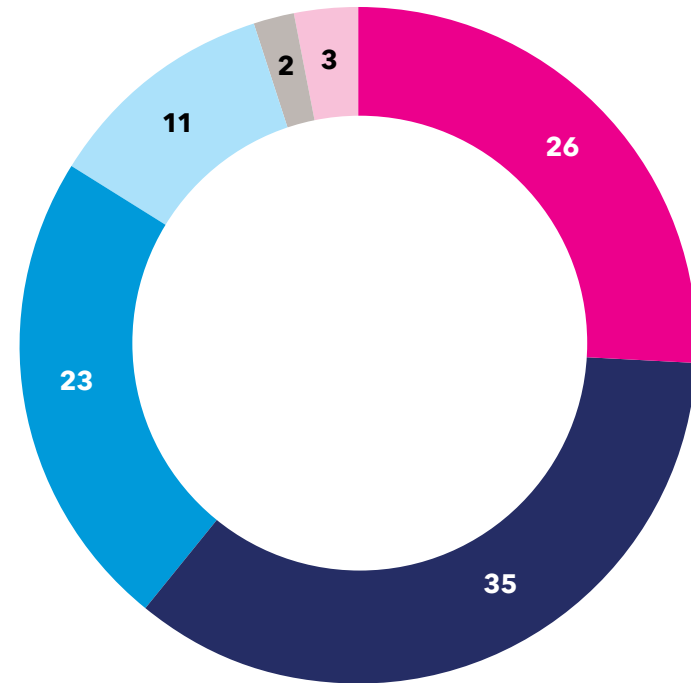
by percentage



- STI Testing and Treatment
- Contraception
- Other Reproductive Health Services
- Cancer Screenings and Prevention
- Abortion Services
- Other Services

CONTRACEPTIVE SERVICES

by percentage



- Oral Pill
- Other
- Long-Acting Methods (IUD & Implants)
- Progestin-Only Injectables
- Combined Hormone Ring
- Combined Hormone Patch

BREAKDOWN OF AFFILIATE MEDICAL SERVICES

STI Testing & Treatment 5,132,330

STI Tests	4,330,310
HIV Tests	769,851
Genital Warts (HPV) Treatments	16,824
Other STI Prevention & Treatments	15,345

Contraceptive Services 2,223,680

Reversible Contraception Clients ¹	1,513,025
Emergency Contraception Kits	560,128
Female Sterilization Procedures	26
Vasectomy Clients	5,388
Other Contraceptive Services	145,113

Cancer Screenings & Prevention 426,268

Breast Care	191,197
Pap Tests	173,397
HPV Vaccinations	40,247
Colposcopy Procedures ²	11,513
LEEP Procedures ³	1,321
Cryotherapy Procedures ⁴	1,626
Other Diagnostic Procedures ⁵	6,967

Other Reproductive Health Services 1,083,304

Preventive Care Visits	129,594
Pregnancy Tests	943,104
Prenatal Services	7,008
Miscarriage Care	3,598

Abortion Services 402,230

Abortion Procedures	402,230
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Other Services 182,931

Primary Care Visits ⁶	61,249
Adoption Referrals	2,148
Urinary Tract Infections Treatments	41,676
Other Procedures ⁷	77,858

TOTAL SERVICES⁸ 9,450,743

1 Contraception clients are those who received contraceptive counseling and care at a Planned Parenthood health center at least once between October 1, 2022 - September 30, 2023.

2 A colposcopy examination aids in the diagnosis and treatment of abnormal growth cells in the cervix.

3 LEEP is a treatment for abnormal growth cells in the cervix.

4 Cryotherapy is a treatment for abnormal growth cells in the cervix.

5 Includes biopsies, samplings, ablations, and other gynecological surgeries.

6 Primary Care Visits: Some affiliate health centers offer primary care services, which may include treatment of acute and chronic disease, minor office procedures, evaluations for referral to specialists, authorization for hospital care, health assessments, and well-person/well-child preventive maintenance. Other affiliate health centers provide limited Family Practice Services, which may include assessment and management of uncomplicated conditions related to the skin (e.g., acne, contact dermatitis, tinea corporis, etc.); the gastrointestinal system (e.g., diarrhea, gastroenteritis, irritable bowel syndrome, etc.); ear, eye, nose, throat, and respiratory system (e.g., bronchitis, conjunctivitis, sinusitis, etc.); medication management of previously evaluated controlled hypertension; and medication management of previously evaluated hypothyroidism.

7 Some examples in this category include WIC services (a federally funded nutrition program for low-income women, infants, and children up to the age of five), pediatric care, transgender services, other adult preventive care, and high complexity visits, including infertility services.

8 A service is a discrete clinical interaction, such as the administration of a physical exam or STI test or the provision of a birth control method. In 2023, Planned Parenthood health centers saw 2.08 million patients, collectively delivering more than 9.45 million services.

FINANCIAL DATA

PLANNED PARENTHOOD FEDERATION OF AMERICA, PLANNED PARENTHOOD GLOBAL, AND AFFILIATES

COMBINED BALANCE SHEET

501(c)(3) PPFA/Planned Parenthood Global & Affiliates

June 30, 2024 [All Amount in Millions]

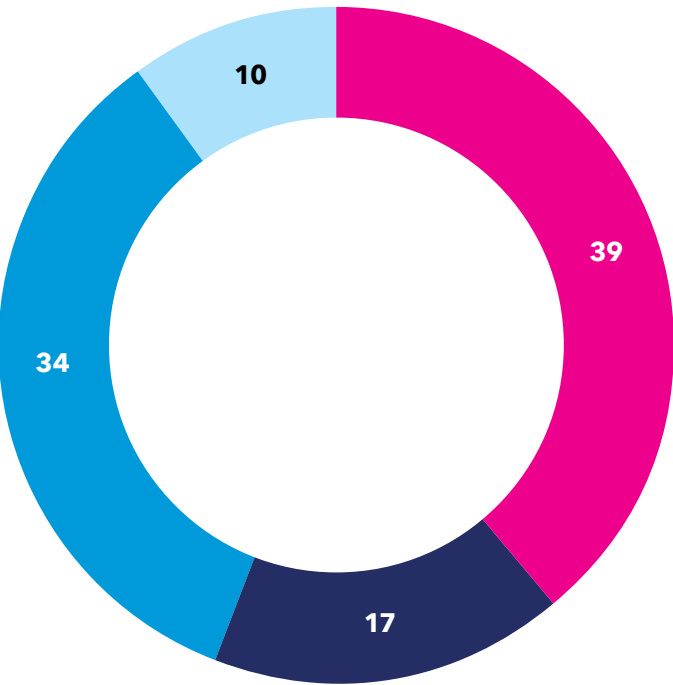
	Affiliates	PPFA+PPG	Eliminations [b]	Total[a]
Assets	\$ 2,692.1	\$ 485.6	\$ (56.9)	\$ 3,120.8
Current Assets	1,406.2	304.1	(56.9)	1,653.4
Property, Equipment, Endowment, Other	1,294.2	181.5		1,653.4
LESS: assets eliminated as part of consolidated audit	8.3			8.3
Liabilities	\$ 513.9	\$ 141.6	\$ (56.9)	\$ 598.6
Current Liabilities	229.1	86.4	\$ (56.9)	258.6
Mortgages, Notes Payable, Other	293.4	55.2		348.6
LESS: liabilities eliminated as part of consolidated audit	8.6			8.6
Net Assets	\$ 2,178.2	\$ 343.9		\$ 2,522.1
Without donor restrictions	999.3	180.5		1,179.8
Property & Equipment, Net	785.3	6.4		791.7
With donor restrictions	395.8	157.0		552.8
LESS: net assets eliminated as part of consolidated audit	2.3			2.3
Total Liabilities & Net Assets	\$ 2,692.1	\$ 485.5	\$ (56.9)	\$ 3,120.7

PLANNED PARENTHOOD FEDERATION OF AMERICA, PLANNED PARENTHOOD GLOBAL, AND AFFILIATES FINANCIAL DATA

COMBINED REVENUE AND EXPENSES BY PERCENTAGE

REVENUE

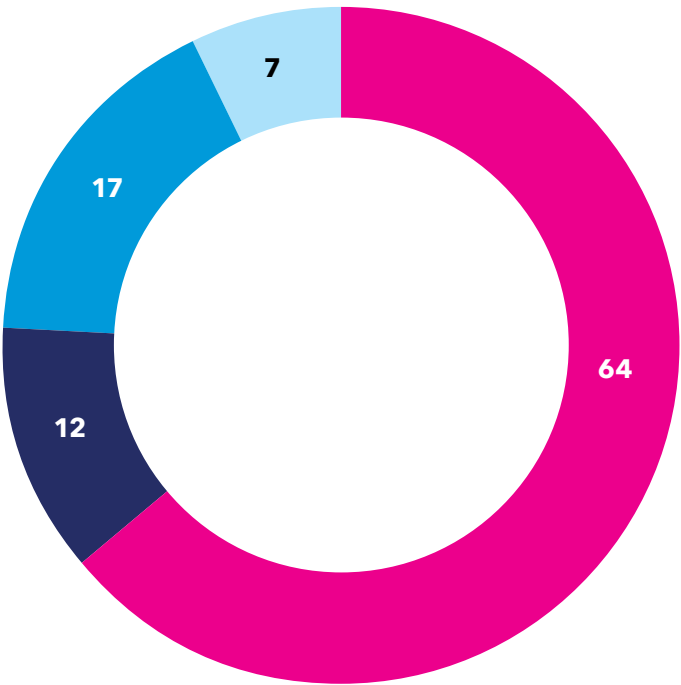
by percentage



- Government Health Services Reimbursements & Grants
- Non-government Health Services Revenue
- Private Contributions & Bequests
- Other

EXPENSES

by percentage



- Medical Services
- Non-medical Program Services
- Management & General Support
- Fundraising
- Other = 0

PLANNED PARENTHOOD FEDERATION OF AMERICA, PLANNED PARENTHOOD GLOBAL, AND AFFILIATES FINANCIAL DATA

REVENUE

For the year ended June 30, 2024

Operating & Other Funds [All Amount in Millions]

	Affiliates	PPFA+PPG	Eliminations [b]	Total [a]
Revenue	\$ 1,796.1	\$ 398.3	\$ (168.3)	\$ 2,026.1
Government Health Services Reimbursements & Grants	792.2			792.2[c]
Non-Government Health Services Revenue	350.5			350.5
Private Contributions & Bequests	489.4	351.4	(156.7)	684.1[d]
Support from Affiliates		11.0	(11.0)	
Other Operating Revenue	175.4	35.9	(0.6)	210.7
LESS: Intercompany Elimination Expenses	11.4			11.4

PLANNED PARENTHOOD FEDERATION OF AMERICA, PLANNED PARENTHOOD GLOBAL, AND AFFILIATES FINANCIAL DATA

EXPENSES

For the year ended June 30, 2024
Operating & Other Funds [All Amount in Millions]

	Affiliates	PPFA+PPG	Eliminations [b]	Total [a]
Expenses	\$ 1,774.9	\$ 392.1	\$ (168.3)	\$ 1,998.7
Programs	1,418.8	264.2	(156.7)	1,526.3 [e]
Medical Services	1,286.0			1,286.0
Sex Education	57.3	2.8	(0.4)	59.7
Public Policy	59.9			59.9
Engage Communities	15.6			15.6
Health Care Support		189.8	(134.2)	55.6
Advocacy		67.8	(20.9)	46.9
Research		3.8	(1.2)	2.6
Supporting Services	353.1	127.9		481.0
Management & General	279.7	65.5		345.2
Fundraising	73.4	62.4		135.8
Other Expenses	21.6		(11.6)	10.0
Payments to Related Organizations	14.6		(11.6)	3.0
Non-Program Related	7.0			7.0
LESS: Intercompany Elimination Expenses	18.6			18.6

SUMMARY OF FINANCIAL ACTIVITIES

Our broad base of committed donors provide approximately 88% of the national organizations' revenue and 27% of affiliate revenue – evidence of our robust grassroots support.

Planned Parenthood Federation of America, Inc. (PPFA), is a tax-exempt corporation under Internal Revenue Code section 501(c)(3) and is not a private foundation (Tax ID #13-1644147). Contributions are tax deductible to the fullest extent available under the law. Planned Parenthood affiliates have the same 501(c)(3) tax status.

Planned Parenthood Global, Inc., is a tax-exempt supporting organization under Internal Revenue Code sections 501(c)(3) and 509(a)(3) that oversees the global programs of PPFA.

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2024, may be obtained by writing to PPFA, 123 William Street, New York, NY 10038. Audited financial statements are available on the PPFA website.

- [a] National organization figures reflect operations of Planned Parenthood Federation of America, Inc. and Planned Parenthood Global, Inc. for the year ended June 30, 2024. Affiliate figures reflect the operations of 49 Planned Parenthood affiliates and are based on amounts reported in affiliate audited financial statements for fiscal years ended during 2023. One affiliate – Planned Parenthood South Texas – is excluded from this report. One affiliate – Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky – has submitted draft financial statements as they complete audits for FY23.
- [b] Payments and receipts between affiliates and the national organization have been eliminated. These include dues and contribution-sharing arrangements and other grants. Related adjustments have been made to the balance sheet.
- [c] The report groups revenue by source (either government or non-government) rather than the manner of disbursement (income versus grants and contracts). Payments from Medicaid managed care plans are listed as "Government Health Services Reimbursements & Grants" to reflect the ultimate source of the funds.
- [d] Includes foundation grants, corporate contributions, and support from nearly 503,000 active individual contributors. This also includes more than \$29 million in bequests.
- [e] Expenses do not include capitalized expenditures for property, plant, and equipment and repayment of related loans, but do include depreciation and amortization of such property, plant, and equipment and interest expense on such loans.

DIRECTORS & LEADERSHIP

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Susan Baker Manning

General Counsel

Rebekah Varela

Executive Vice President and
Chief Operating Officer

Dr. Diana Contreras

Chief Health Care Officer

Kim Custer

Executive Vice President and
Chief Federation Engagement
& Impact Officer

Ilana Esterrich

Chief Financial Officer

Leora Hanser

Chief Development Officer

Dawn Laguens

Executive Vice President and
Chief Global Strategy &
Innovation Officer

Steve Manley

Chief People Officer

Melanie Roussell Newman

Senior Vice President of
Communications and Culture

Kristen Tilley

Chief of Staff

George Walker

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SOCIAL MEDIA

Planned Parenthood

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[@ppfa.org.bsky.social](https://ppfa.org.bsky.social)

plannedparenthood.org/blog

Planned Parenthood Global

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plannedparenthood.org