TABLE OF CONTENTS
Planned Parenthood Arizona Board of Directors ........................................... 1
Message from Planned Parenthood Arizona Board of Directors ................ 2
Milestones ......................................................................................................... 3-8
Our Impact by the Numbers ........................................................................... 9
Financial Overview ........................................................................................ 10
Contact Us ....................................................................................................... 12

Mission Statement
Planned Parenthood Arizona promotes and protects every person’s freedom and right to enjoy sexual health and well-being, to make reproductive choices, and build healthy, strong families.

Planned Parenthood Arizona proudly serves the entire state of Arizona with health care services, education, and advocacy.

Executive Team
Vicki Hadd-Wissler, Senior Director of Education
Samantha Pullen, Interim President and CEO
Veronica Martinez, Sr. Director of Equity, Diversity, and Inclusion
Annet Ruiter, Sr. Vice President of Organizational Advancement
James Washington, Vice President of Patient Services

PLANNED PARENTHOOD ARIZONA BOARD OF DIRECTORS
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Xanthia Walker
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Chesney Richter
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Emily Goldberg
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Youth Director
Janet Thampy
MESSAGE FROM PLANNED PARENTHOOD ARIZONA
BOARD OF DIRECTORS

Dear Planned Parenthood Arizona Community,

2020 has been a truly unprecedented year, and this is one of the few instances where the word unprecedented at the start of an annual report letter is not an exaggeration. Before we get too deep into this note, may we ask you to join us in taking a deep breath? This breath holds space for a moment to honor the profound ways in which our world — locally, nationally, globally, has changed and is changing. We offer change as a theme for our journey this year. We know that change can feel scary; we also know there is beautiful opportunity in change.

As we recollect the ways in which we, as Planned Parenthood Arizona (PPAZ), have grown through change this year, we honor the significant trauma that has occurred in our individual and collective lives in 2020. We honor the uncertainty so many of us are experiencing in the wake of COVID-19. We grieve the lives lost to this global pandemic. We stand actively in solidarity with the uprisings and the ongoing racial reckoning happening locally, nationally, and globally in the face of centuries of the systemic killing of Black bodies. We reckon with the fact that systemic racism is an ongoing pandemic. We grieve the lives lost to state violence.

We believe a sign of organizational strength is its capacity to hold and navigate change. We are incredibly proud of Planned Parenthood Arizona’s capacity to hold change this year. This annual report is full of many examples of our capacity to not only hold change, but to leverage the need for change into a springboard, and we are grateful to our incredible staff for their tenacity, imagination, and humanity.

We are grateful for our frontline health care staff for their continued passion and dedication, especially through the COVID-19 pandemic. They have continued to show up every day, in the midst of a global pandemic, negotiating immense change with deep care and with the wellbeing of our patients at the center.

We are grateful to our community of supporters, who showed up with donations and in advocacy to respond immediately to the loss of Title X funding. Through a series of interventions made by individual donors, foundations, and the formation of the Patient Assistance Fund, our supporters ensured that our patients received no interruption in their ability to access care.

We are grateful to Planned Parenthood Advocates of Arizona (PPAA) and the organizers, volunteers, and community partners who worked tirelessly through the election season alongside organizers throughout Arizona, registering individuals to vote and familiarizing new voters to the process.

We are grateful to our PPAA board colleagues, who took action to ensure that local progressive candidates who were supported by PPAA were accountable to giving back or redistributing their police funds in alignment with our values.

We are grateful to our Development and Finance teams, who have stewarded the financial stability of PPAZ through this challenging time and guaranteed that not only are our doors open, but we are prepared to respond and adapt to the ever changing environment.

We are grateful to our Education Department, as they grow the SHARE Institute into its next thriving iteration of equitable, affirming, and medically accurate sexual health and education programming.

We are grateful for our patients, who continue to trust PPAZ as their health care provider, whether it is for an STD test, abortion care, birth control, gender affirming health care, and more.

One of the most significant changes PPAZ has experienced this year is the leadership of President & CEO Bryan Howard transitioning out of the organization. Bryan has been a part of the Planned Parenthood family for a total of 36 years, 23 of which were with Arizona. We are grateful for his years of dedicated service and for the legacy that he has built with PPAZ. Bryan leaves us with a strong organizational foundation upon which to build and grow.

As the Board of Directors begins the search for our next CEO, we do so with the partnership of all of you, as we form a search committee made up of staff from every tier of the organization, donors, volunteers, patients, and community partners.

Planned Parenthood Arizona is in a moment of mission deepening—rooting further into our values, our community, and our understanding of what it means to be of exceptional service to our patients. The core of this mission deepening is the internal and external work of building a more equitable Planned Parenthood Arizona, with a thriving culture. We are excited to work with all of you in this moment of transformation and beyond.

In partnership and change together,

PPAZ Board of Directors
PPAZ MILESTONES

Donor Contributions Increase Capacity for Care Across Arizona
Resiliency and Care in the Time of COVID-19

We have all been faced with a public health crisis in the COVID-19 pandemic and our health centers have radiated warmth and calm amidst the swiftly changing landscape. The long-term impact remains to be felt across our Arizona communities, but as we close this year, we celebrate the resiliency and heartfelt empathy of our health care teams. Beginning in March, our health care operations team rapidly adjusted to ensure the health and safety of each team member and patient who presented for care. The disorienting shift in norms and lack of communal gathering can feel isolating and destabilizing. Our health centers remained a consistent beacon of genuine care for all folks in Arizona due to our team members’ commitment to our mission that access to sexual and reproductive health care is essential.

Our Southern Arizona Regional Health Center manager, Katrina Murrietta, and clinician, Whitney Pettijohn DNP, FNP-C, reflected on the impact of COVID-19 sharing, “As other local clinics were limiting the type of services they provided, we remained open and unwavering in our commitment to the community, providing quality reproductive health care to all in need.”

Access to health care during the pandemic was essential, and it was critical folks across Arizona felt confident in presenting for care at our health centers.

It can be difficult to rise to each new day during a pandemic. Our health care members did so with grace as they navigated school and daycare closures and family illness alongside the demands of providing critical care to patients. There is no greater example of selfless dedication than what has emanated across our health care teams. Without knowing what may come in this next year, we are assured our teams will rise up and carry our mission forward.

"As other local clinics were limiting the type of services they provided, we remained open and unwavering in our commitment to the community, providing quality reproductive health care to all in need.”
Donors Respond: Putting Patient Care First After the Loss of Title X

PPAZ has always enabled patients to access care despite financial barriers. PPAZ became ineligible for federal Title X family planning funds in July 2019 when the federal government implemented new rules that prohibit medical professionals from providing comprehensive pregnancy options counseling. We doubled down on our commitment to patients and we expanded an existing assistance fund to become the current Patient Care Fund.

This expansion would not have been possible without the deep and early support of Planned Parenthood Arizona’s foundation and individual donors. Having been alerted to the possible loss of funding by our public policy team, PPAZ’s fundraising staff began reaching out to donors in spring 2019. PPAZ began receiving dedicated support in May 2019, and the first iteration of the enlarged Patient Assistance Fund was ready to launch within days of the July 22 enactment of the new restrictions and PPAZ’s subsequent ineligibility.

In fiscal year 2020 (July 1, 2019 through June 30, 2020), the PPAZ Patient Care Fund has supported access to 4,164 patients using $229,001 in donor and grant funds.

Regardless of how the 2020 elections turned out, it will take months or years to re-establish an apolitical focus for Title X, the nation’s family planning program. Taking the long view, PPAZ’s Patient Assistance Fund will continue to be essential to health care access at least through 2021. Together with the communities we serve, we are working to ensure that the people of Arizona can continue to access Planned Parenthood care, no matter what.
The 2020 AZ Census Push

The census is a headcount of everyone living in the United States and the Constitution requires it to take place every ten years. A survey released by the census bureau in 2018 determined that Arizona was the fastest-growing state in the nation. Our state has gained hundreds of thousands of residents since the last official census headcount in 2010. It is critical that every person is counted as undercounted communities do not receive fair funding for critical programs and public officials do not have the reliable information needed to make important decisions. The 2020 census has significant implications for sexual and reproductive health care for many reasons, and particularly in Arizona, as after it is completed, there is a possibility the state may gain one or even two congressional districts based on population size. This is why the External Affairs team at Planned Parenthood Arizona launched a five-figure campaign over the span of close to a year to engage our communities, especially those that have historically been undercounted. This campaign consisted of statewide virtual events and digital ads with a focus on serving Indigenous, Black, Latinx, and immigrant communities.

Voter Registration in a Digital Age

Building upon years of community engagement and empowerment, the Planned Parenthood Arizona External Affairs team launched a massive voter registration effort in early 2020. We had to pivot our approach early on, however, because of the global pandemic. Despite not being able to engage in door-to-door outreach, the team created, tested and re-created a variety of virtual events, ranging from trainings to town halls to happy hours to engage supporters and potential voters. In addition, the team launched a significant voter engagement campaign on social media platforms such as Facebook, Instagram, and Twitter. These messaging efforts targeted over 350,000 individuals and were viewed over 3.5 million times! During the final push before the voter registration deadline, the team also engaged in a #WhyIVote social media campaign where our staff members and supporters submitted pictures of themselves and a caption stating why they are registered to vote.
Education Programs Pivot in Response to Pandemic

Joined by community partners, school districts, parents, young people, and volunteers, the Sexual Health and Responsible Education Institute (SHARE) worked determinedly to realize its vision to: create health equity for Arizona youth through improved access to high-quality sexuality education and building supportive family and community connections that encourage holistic health promoting behaviors.

Our evidenced-informed, inclusive, up-to-date, and culturally relevant education and training for youth-serving professionals, including K-12 teachers, counselors, and school staff, collectively impacted the lives of nearly 6,000 school age youth. Sex Ed Boot Camp: Getting in Shape for Those Tough Questions continues to grow in popularity through word of mouth by previous participants. As a result of the high degree of participant satisfaction, it is now a regular offering on the southern Arizona school district’s professional development calendar.

The generous ongoing support received from foundations and donors allowed the SHARE Institute to make inroads into expanding and engaging our education clients in new, innovative ways and to continue building on our vision and belief that sex education is a human right.
A new collaboration with the state chapter of Gay, Lesbian, Straight Education Network (GLSEN) had a SHARE educator co-facilitating *Ready, Set Respect: LGBTQ Inclusive Elementary Classroom Training* for members of the Arizona School Counselors Association. The *Human Sexuality: A Holistic Approach Training*, designed for PPAZ staff and volunteers, provided a unique opportunity to explore a more holistic understanding of sexuality that is aligned with the PPAZ mission and to enhance participants’ personal comfort, confidence, and competency when discussing sexuality and sexual health with clients, family, and friends.

The SHARE Institute went “live” in January with the unveiling of our new website: sexed.ppaz.org. The new website is packed with resources for parents, young people, professionals, educators, LGBTQ folks, and a broad range of other groups. It includes Spanish language resources, which can be hard to find. Each resource is carefully vetted to ensure it is medically accurate, inclusive, and current.

We launched a robust social media plan in May to increase SHARE brand recognition and accessibility to sex education resources during the COVID crisis. The plan included: *Safer Sex Saturdays*, where we post, in both Spanish and English, tips and links to resources about how to protect your sexual health during COVID; *Resource Spotlight Mondays*, where we spotlight partner resources and; *Partner Reposts Wednesdays*, where we lift up pertinent content around sex education. Finally, *Ask a Sex Educator* was offered live on Instagram every other Friday. A particular accomplishment in this new digital format has been the launch of a digital pilot of *Families Talking Together*, a parent-based intervention to prevent and/or reduce sexual risk taking among adolescents, with six families participating. This pilot yielded positive feedback from participants, and we will apply what we learned in this first pilot to make improvements with a state-wide launch.

The generous ongoing support received from foundations and donors allowed the SHARE Institute to make inroads into expanding and engaging our education clients in new, innovative ways and to continue building on our vision and belief that sex education is a human right.
Planned Parenthood Arizona operates 7 health centers throughout the state of Arizona with a variety of services.

Flagstaff Health Center
2500 South Woodlands Village Blvd., Suite #12
Flagstaff AZ 86001

Central Phoenix Health Center
4751 North 15th Street
Phoenix AZ 85014

Glendale Health Center
5771 West Eugie Avenue
Glendale AZ 85304

Desert Sky Health Center
2020 North 75th Avenue, Suite #s 10-11
Phoenix AZ 85035

Mesa Health Center
1235 South Gilbert Road, Suite #7
Mesa AZ 85204

Tempe Health Center
1837 East Baseline Road
Tempe AZ 85283

Southern Arizona Regional Health Center
2255 North Wyatt Drive
Tucson AZ 85712

To make an appointment online, visit www.ppaz.org. To make an appointment by phone, call (855) 207-PLAN (7526)
Please note: This statement of revenue, allocation and expenses is the responsibility of the management of PPAZ. PPAZ, as a 501 (c)3 organization, maintains a system of internal accounting controls designed to provide reasonable assurance the financial information is free from material misstatement.

TOTAL REVENUE
$15,931,195

Patient Fees: 55%
Private Contributions & Bequests: 43%
Government Grants & Contracts: 5%
Special Events (Net): 5%
Investments & Other Income: 1%

TOTAL EXPENSES
$14,721,492

Patient Services: 72%
Public Information & Education: 3%
Public Affairs: 4%
PPAA: 3%
Management & General: 14%
Fundraising: 4%

REVENUE
- Patient Fees: 8,738,921
- Private Contributions & Bequests: 6,870,374
- Government Grants & Contracts: 96,825
- Special Events (Net): 83,466
- Investments & Other Income: 141,609
TOTAL: 15,931,195

EXPENSES
- Patient Services: 10,514,421
- Public Information & Education: 351,677
- Public Affairs: 646,456
- PPAA: 482,285
- Management & General: 2,123,338
- Fundraising: 603,315
TOTAL: 14,721,492

Non-Operating Expenses: *(2,750,000)
Change in Net Assets: (1,540,297)
Total Liabilities: **3,191,545
Total Assets: 14,504,422

* Non Operating Expenses include investment into the CHN partnership and one time legal fees and services.
**Increase in total Liabilities is due to PPP Loan received April 2020. Application for forgiveness will occur in FY21.
Thank you Planned Parenthood Leaders and Supporters…

Planned Parenthood gratefully acknowledges the individuals, organizations, corporations, and foundations who have supported our mission with charitable donations.

Please know we are tremendously grateful for your support. We could not do our work without your investment and we thank you for your trust and commitment.
I STAND WITH PLANNED PARENTHOOD®

RELIGIOUS LIBERTY = making my own healthcare decisions