

**FY2014
ANNUAL
REPORT**



the
RIGHT FIT
for
the **FUTURE**

Since millions began receiving first-time health coverage this year through the Affordable Care Act (ACA), Planned Parenthood Mar Monte's trusted reproductive health and family medicine services have never been more important to our communities, where there is a critical shortage of physicians and advanced practice clinicians. Despite outdated reimbursement rates, PPMM has welcomed newly insured patients and guaranteed that thousands of low-income patients who remain ineligible for coverage—including many immigrant families—can still depend on our excellent preventive care.

PPMM's nationally honored Education department maintained sexuality education programs for tweens, teens and parents, thanks to the generosity of individual and foundation donors who compensated for public funding cuts. And, despite the rising national tide of restrictions on women's health services, PPMM's tireless advocacy work in fiscal year 2014 resulted in a legislative triumph for California women, who will now have greater access to reproductive health care.

In this new era of health coverage, PPMM is here for everyone in our communities—from newly insured families, to longtime patients, to those still without coverage. They depend on us for the kind of care and protection they can get nowhere else.

Of the 245,840 patients
served by PPMM in FY 2014:

68%

live below 100% of the federal
poverty level (2014 FPL annual
income for one person is \$11,670)

85%

live at or below 200% of
the federal poverty level

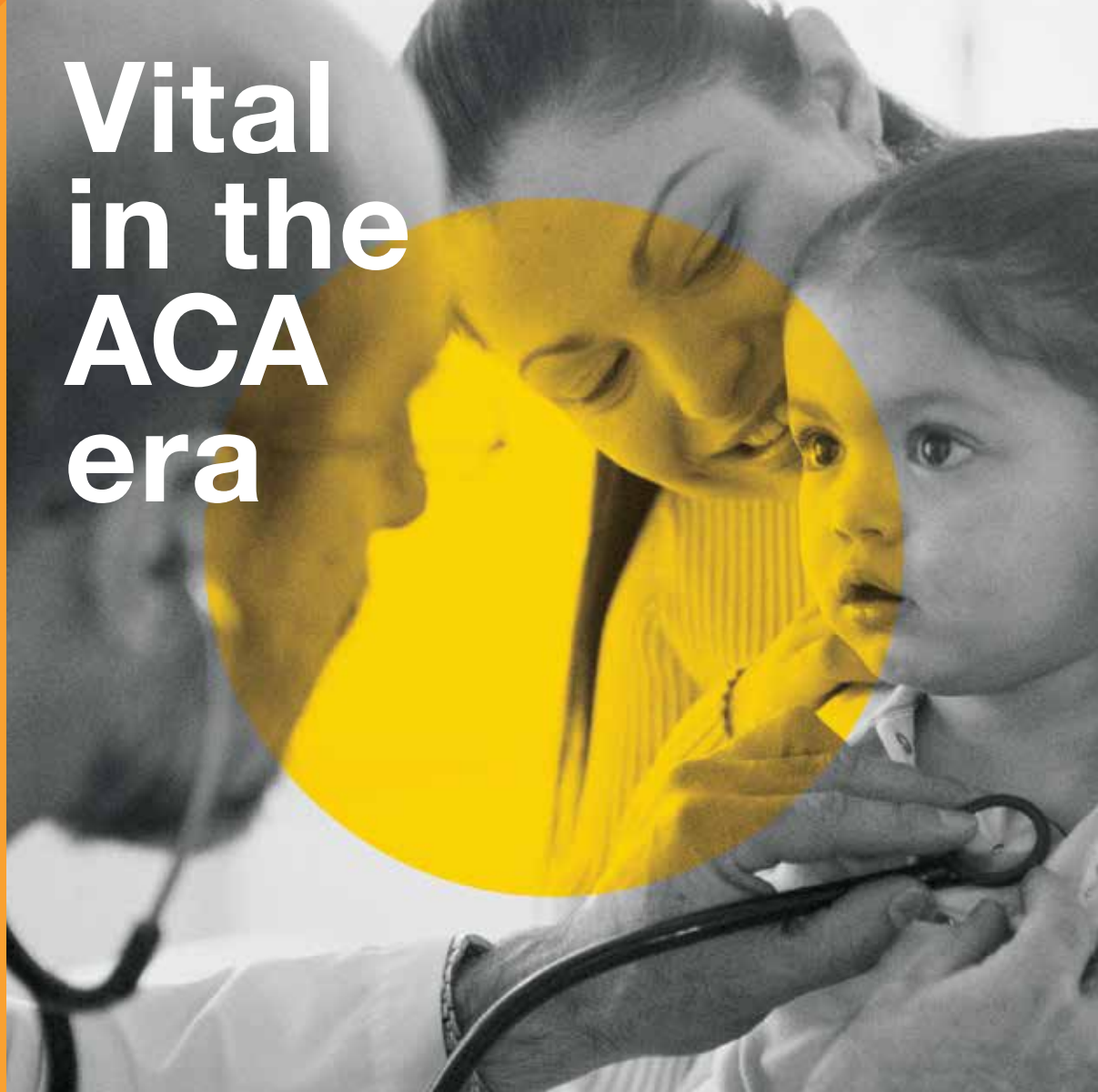
23%

are insured by Medi-Cal

59%

are covered by California's Family
PACT program, which provides
contraceptives for those living up
to 200% of FPL and who don't
have ACA insurance.

Vital in the ACA era



Health Care

Services that promote family health.

Teresa* discovered that she had breast cancer when she went to a PPMM health center for a well-woman exam, and her care was coordinated by a medical team that included PPMM. Later, she brought in her foster children for check-ups:

“My journey to recovering began with Planned Parenthood, and without them, I’m sure I wouldn’t be here on this earth. Being able to bring my kids in for their wellness exams was like a gift, too. This is a support system that so many people absolutely need.”

Teresa, Santa Clara County, CA

Edgar*, a construction worker with no health insurance, heard about PPMM from a co-worker. He went to a health center for STD testing and, later, brought in his son who needed a check-up:

“I really like how we were treated. My cousin plans to take his children to [PPMM] to get their vaccinations. I hope that people understand this health center is about family, and all are welcome.”

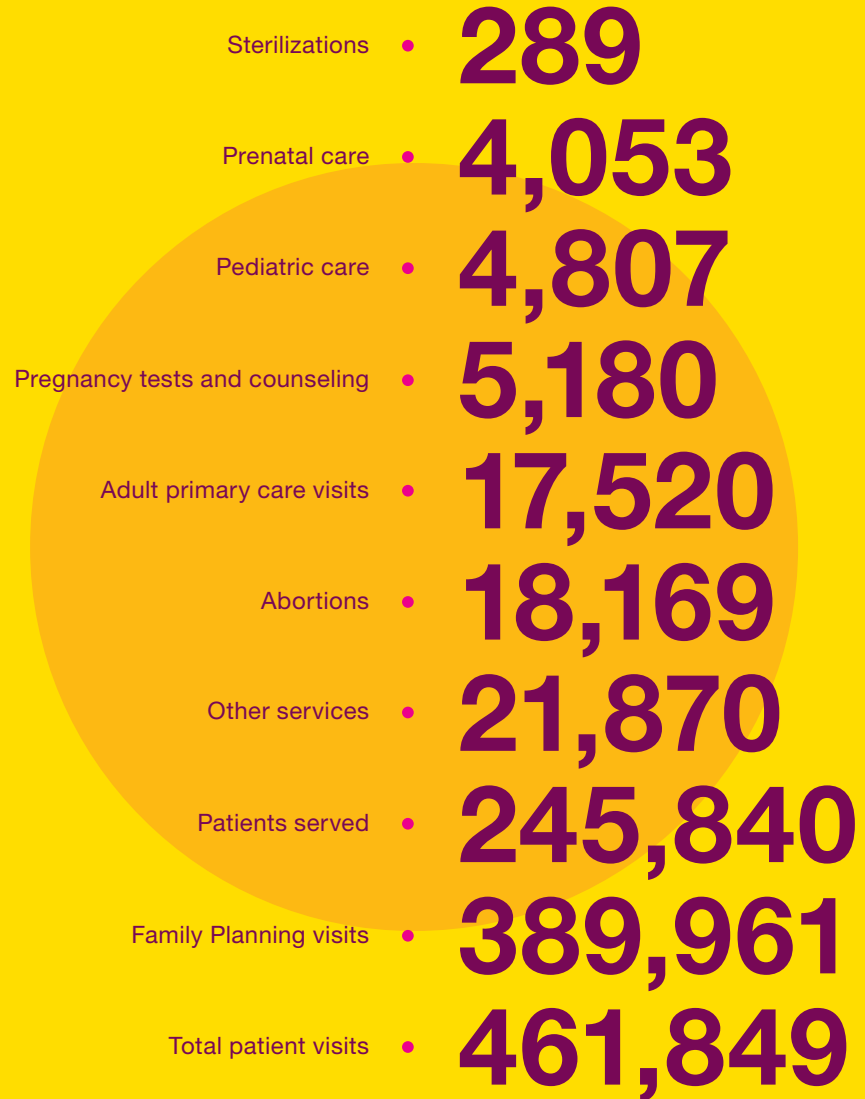
(Translated from Spanish)

Edgar, Fresno County, CA

**Names have been changed*

PPMM is uniquely suited to treat many of the patients who are newly insured through ACA. Our health centers have flexible walk-in visits, and we offer services in multiple languages. We are accustomed to welcoming groups of patients in our waiting rooms, including entire families and teens who often come to support each other during a first appointment.

- Our new West Oakland and Redwood City health centers were licensed by the California Department of Public Health for full-time operation.
- The Reno health center began Medication Abortion services.
- PPMM's Patient Portal was launched, enabling patients to view their medical records online, email a nurse or request appointments.
- Our Response Center handled 741,857 phone calls, including 67,679 in a language other than English.
- The behavioral health counseling program expanded from our Westside site in Santa Cruz to the Watsonville health center.
- PPMM health centers enrolled 893 new patients in ACA insurance coverage, aided by educators who informed more than 30,000 in our communities about the new plans.





Education & Outreach

Programs that foster bright futures.

Laura* became a mother when she was 15 and wasn't sure how she would finish high school. Joining a PPMM Teen Success peer-support group helped her to stay focused and graduate with her class:

“Teen Success has become my family. They are always there with help and support. Teen Success has pushed me farther than I could imagine, exceeding what I thought I could do.”

Laura, Washoe County, NV

Ben* was grateful that PPMM educators who spoke to the teens in his class emphasized the importance of preventing STDs, especially in his county where some STD rates are soaring:

“You convinced me to use condoms!”

Ben, Sacramento County, CA

**Names have been changed*

Challenged by deep budget cuts to education programs, PPMM educators continued to launch new projects and teach thousands of teens and parents what they need to know and how to communicate about protecting sexual health.

- **Kids in Common**, a program of PPMM, received three years of funding to spearhead the Opportunity Youth Partnership, focused on transforming the lives of young people who are not working and not in school.
- In collaboration with Kaiser Permanente, a PPMM health education team provided STD-education to every school in the Sacramento Unified School District.
- PPMM educators trained 46 peer leaders to participate in **Girls' Health in Girls' Hands**, a Monterey County initiative that provides comprehensive health information and leadership skills for girls.
- The **Teen Success** program engaged 388 pregnant and parenting teen moms who participated in 21 weekly peer-support groups throughout PPMM's California and Nevada regions.

Participants in **Teen Talk**, an intensive weekly program for girls ages 11-14 who are at very high risk for unplanned pregnancy

• 26

Peer educators

• 83

Participants in **Teen Success**, support groups for pregnant and parenting teens

• 388

Participants in the **Adolescent Family Life Program / Cal-Learn**, which provides comprehensive case management services for teen parents ages 12-20

• 413

Parents and adults trained to better communicate with youth

• 1,011

Elementary school contacts

• 2,579

Middle school contacts

• 5,789

High school contacts

• 15,582

Facts of Life Line callers

• 18,082

Other education and outreach efforts

• 36,701

Advocacy

Voices that champion reproductive rights.

Ana* attended PPMM's Capitol Day in Sacramento to ensure that low-income women and families would be heard by legislators:

"I wanted to join Planned Parenthood on behalf of my community, a Latino community and a community where people have little access to health care. I wanted to be their voice."

Ana, Tulare County, CA

Sarah*, a college student, began volunteering for Planned Parenthood when she saw Rep. Jackie Speier speak at a PPMM fundraiser:

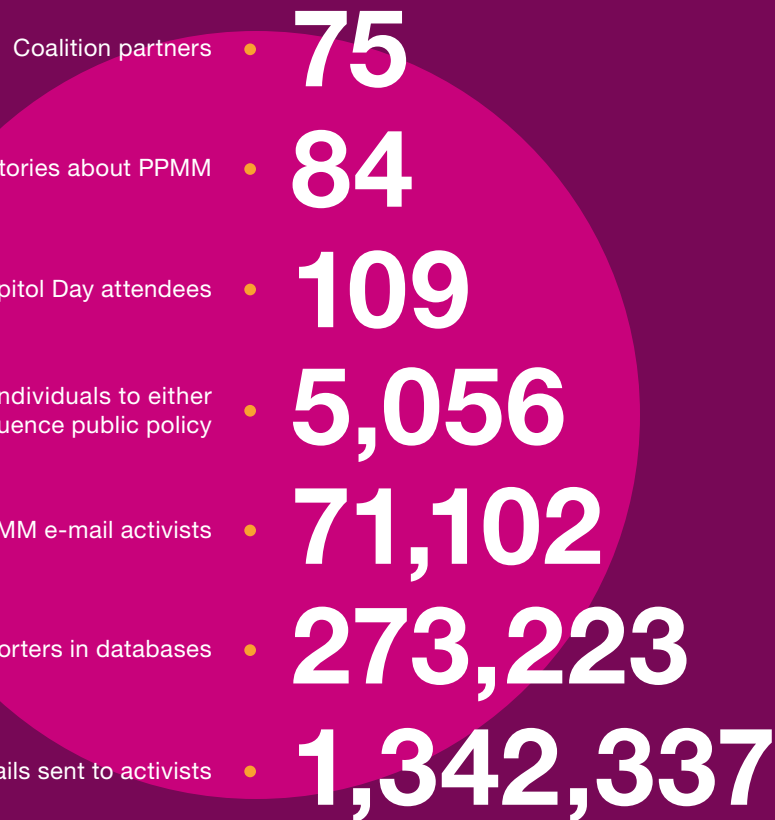
"She said the people who don't know anything about these issues are the ones doing the talking, and those who are most affected are afraid to speak out. I'm [helping PPMM] do voter registration now so that under-represented people can be heard."

Sarah, Santa Clara County, CA

**Names have been changed*

Whether it was alerting supporters to California's "Texas moment" of restricted access to women's health care, speaking out for early voting on Sundays in Washoe County, Nevada or phone-banking for women's health care rights in New Mexico, PPMM's Advocacy efforts helped to promote reproductive justice.

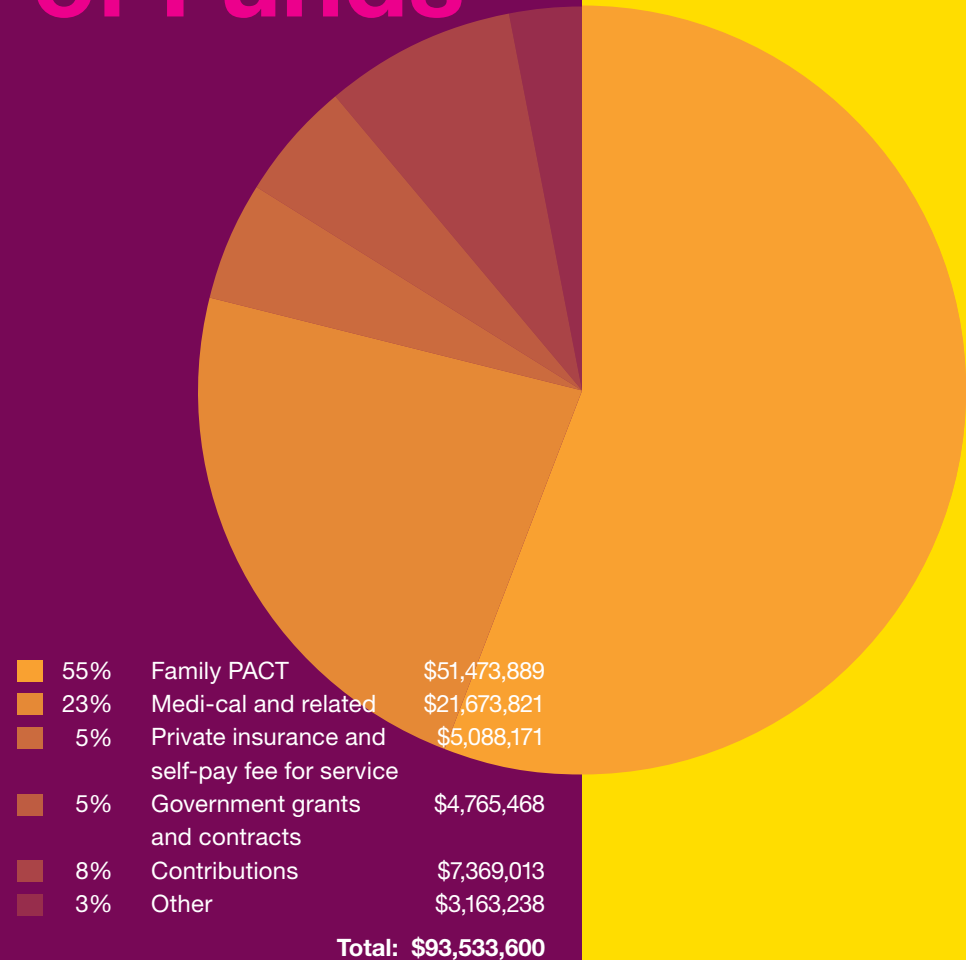
- Planned Parenthood sponsored AB154, a California law that allows a wider pool of medical professionals to perform abortions, helping alleviate the state's shortage of abortion providers.
- Planned Parenthood sponsored AB 980, a law that eliminates unnecessary and burdensome regulations for California community health centers that provide abortions among their services.
- PPMM rallied supporters of access to women's health care to help defeat the so-called "Human Life Ordinance" in Bakersfield, CA that would have prohibited abortions in the city and eliminated access to some forms of birth control.
- PPMM volunteers made 2,072 phone-dials to voters in Albuquerque, NM to help defeat a "Human Life Amendment" that would have banned abortions, some birth control and fertility treatments in the city.
- PPMM maintains a database of 273,223 supporters ready to take action in California and Nevada.



Financial Overview & Client Demographics

Note: Percentage totals may not add up to 100% due to rounding. At the time this annual report was published, the annual financial audit had not been completed. The results are unaudited.

Sources of Funds



Uses of Funds

Ethnicity

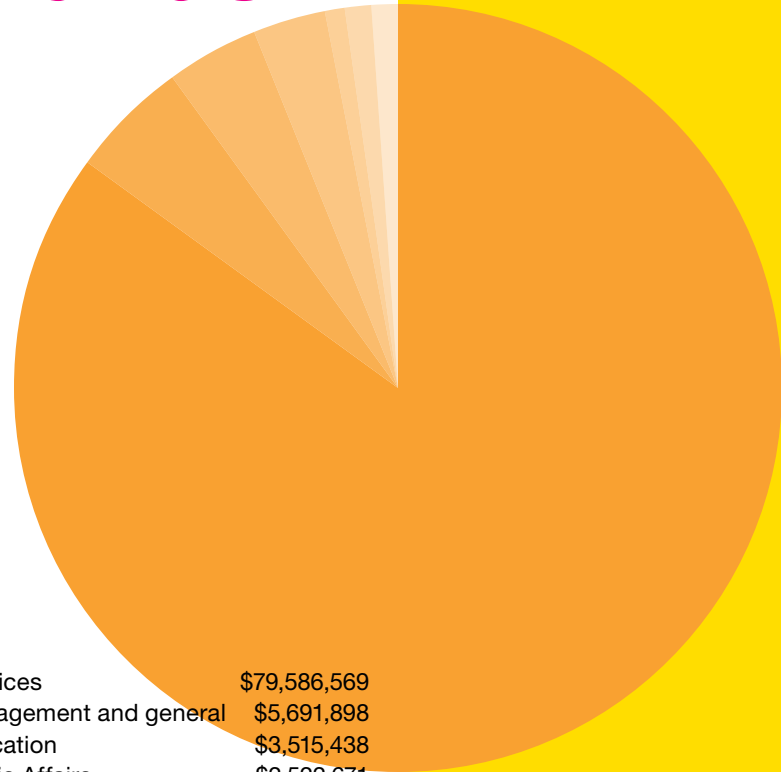
| | | |
|-----|--------------------------------|---------|
| 48% | Latino | 116,923 |
| 27% | White | 66,606 |
| 10% | Asian/Pacific Islander | 23,407 |
| 8% | African American | 20,857 |
| 7% | Multi-racial/Other/Unknown | 16,899 |
| <1% | Native American/Alaskan Native | 1,148 |

Total: 245,840

Age

| | | |
|-----|--------------|---------|
| 67% | 20-34 | 163,588 |
| 17% | 19 and under | 41,902 |
| 16% | 35 and over | 40,350 |

Total: 245,840



Total: \$93,533,600

**replenish reserves for capital expenditures*

Health Center Locations

as of date of printing



- Coverage Area
- Ⓟ Corporate Office
- ★ New Health Center

CALIFORNIA

- | | | |
|--|--|--|
| <p>1 Alameda County Hayward* West Oakland Community Sites</p> <p>2 Fresno County Fresno: Family First Fulton Street Community Site</p> <p>3 Kern County Bakersfield</p> <p>4 Madera County Madera</p> <p>5 Merced County Merced</p> <p>6 Monterey County Salinas Seaside</p> <p>7 Placer County Roseville</p> <p>8 Sacramento County North Highlands Sacramento: B Street Capitol Plaza Fruitridge</p> <p>9 San Joaquin County Manteca Stockton: Eastland Plaza North Tracy</p> | <p>10 San Mateo County ★ Redwood City San Mateo Community Site</p> <p>11 Santa Clara County Foothill College Gilroy Mar Monte Community Clinic Mountain View San Jose: The Alameda Blossom Hill Eastside Community Site</p> <p>12 Santa Cruz County Santa Cruz Watsonville</p> <p>13 Stanislaus County Modesto</p> <p>14 Sutter County Yuba City</p> <p>15 Tulare County Community Sites</p> <p>16 Yolo County Woodland</p> | <p>NEVADA</p> <p>17 Washoe County Reno</p> |
|--|--|--|

*Relocated satellite (formerly Central Hayward)

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