



**Planned  
Parenthood**<sup>®</sup>  
Care. No matter what.

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Planned Parenthood California Central Coast

**Annual Report Fiscal Year  
2015-2016**







Planned Parenthood California Central Coast

### Health Center Locations

743 Pismo St.  
San Luis Obispo, CA 93401

518 Garden St.  
Santa Barbara, CA 93101

415 E. Chapel St.  
Santa Maria, CA 93454

1200 W. Hillcrest Dr.  
Thousand Oaks, CA 91320

5400 Ralston St.  
Ventura, CA 93003

### Administration

518 Garden St.  
Santa Barbara, CA 93101  
805.722.1517

### Health Center Appointments 888.898.3806

### Board of Directors

Deborah Longstaff Lynch, Chair  
Karen Engberg, M.D., Vice Chair  
Richard Jensen, Treasurer  
Ayesha Shaikh, M.D., Secretary  
The Rev. Mark Asman  
Madhu Bajaj  
Jeannette Bauer  
Leslie Bhutani  
Sue Ehrlich  
Lisa Giegerich  
Kristin Kirby  
Tatiana Lawler  
Nicole Miller  
Zahra Nahar-Moore  
Mary Olson  
Jennifer Randall  
Richard Saenz  
Bob Shapiro  
Julia Springer  
The Rev. Dr. Betty Stapleford  
Elizabeth Vogt  
Lucinda Young

### Management Team

Jenna Tosh, PhD,  
President & Chief Executive Officer  
Henrietta Bertelsman, Chief Financial Officer  
Kim Cowles, Vice President Human Resources  
Sherry Madsen, Vice President Development  
Julie Mickelberry, Vice President  
Community Engagement  
Yolanda Robles, Vice President Clinical Operations  
Virginia Siegfried, MD, Medical Director

ppcentralcoast.org

## Mission

**As the most trusted provider of reproductive health care, we promote the ability of all individuals to lead fulfilled lives, build healthy families, and make informed decisions through high-quality health services, education, and advocacy.**

## A message from our our leaders

This year we saw unprecedented nationwide attacks on Planned Parenthood — from a video smear campaign, to presidential candidates vowing to “defund” us, and legislators trying to severely restrict access to reproductive health care. And here at home, our Thousand Oaks Health Center was the site of an arson attack on the night of September 30, 2015. As donors, volunteers, and activists, you helped us fight back and made your voices heard loud and clear: *I Stand with Planned Parenthood. Thank you!*

In the face of these attacks, our patients remained our number one priority. We enhanced patient services to be more personalized, expanded online health services with the implementation of *Spot On* and *PP Direct*, and increased Spanish language communication in the media and through digital outreach.

An organizational highlight of this year was officially changing the name of our affiliate from Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties to Planned Parenthood California Central Coast. With suggestions from Board, staff and community members, this was the

unanimous choice approved by our Board — easy to say and easy to know where we are located.

Our Young Advocates group helped build our movement by engaging the multicultural generation of young people we serve. They established a steering committee, doubled their membership, and recruited patients and community members to travel to Sacramento for Capitol Day. Our Board and staff strengthened partnerships with the health care community on the Central Coast and with progressive organizations driving positive social change that aligns with our mission.

On behalf of our Board, staff, and the patients we serve, thank you for your unwavering support!



Deborah Longstaff Lynch  
Board Chair



Jenna Tosh, PhD  
President & CEO



## Education

Our bilingual community health educators delivered sex education to adults, teens, and families, giving them the tools they need to help them make healthy decisions necessary to build strong and healthy futures. Education topics included communication, healthy relationships, decision-making, pregnancy prevention, and STI prevention.

## Advocacy

Planned Parenthood and our committed supporters continue to be passionate advocates for public policies that ensure individuals have access to the reproductive and sexual health care and education they want and deserve. Last year, in the face of unprecedented attacks, we worked to protect access to health care at Planned Parenthood health centers, while also educating our community and elected officials about the importance of expanding access to safe and legal abortion. We advocated for those who depend on us for care. And, we'll continue to be here. No matter what.

## By the Numbers

**33,663** patients received reproductive health care services through **54,968** visits to our health centers in San Luis Obispo, Santa Barbara, Santa Maria, Thousand Oaks, and Ventura.

Community members volunteered over **15,200** hours in support of programs and fundraising events, such as the Birds and Bees Bash, *Choice Affairs*, and the Mary Jane McCord Planned Parenthood Book Sale.

**4,079** parents, professionals, teens, and adults throughout the tri-counties received sex **education**.

**6 Spanish-speaking Promotorx peer educators** reached 212 peers in Santa Maria with information about Planned Parenthood services and supported **102** of those peers in getting HIV tests at our Santa Maria health center.

**\$2,505,120** was raised through contributions from individuals, foundations, and government grants in support of programs and services for women, men, and teens in the tri-counties.

Over **3,000** petitions and letters were signed by volunteers, staff, advocates, and Board members in support of state and federal legislation to protect and expand access to reproductive health services.

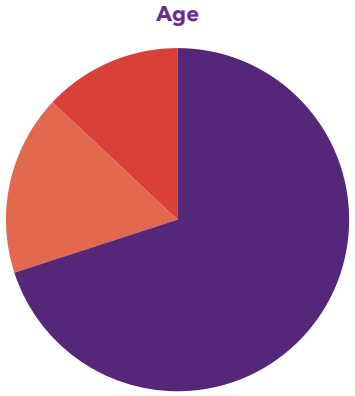
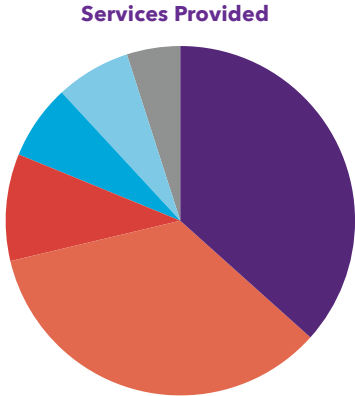
Staff and volunteers represented Planned Parenthood at more than 60 presentations and community events. Staff made **25** legislative visits with local, state, and federal elected officials.



# Health Services

**Services Provided**

37%	Contraceptives
35%	STI testing and treatment
10%	Cancer Screenings Prevention
7%	Other women's services
7%	Abortion related services
4%	Other

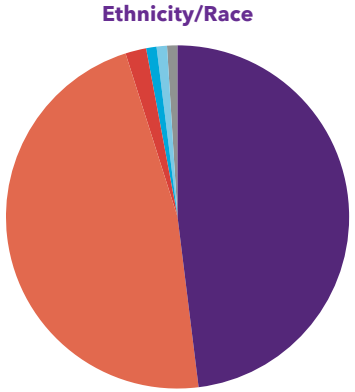
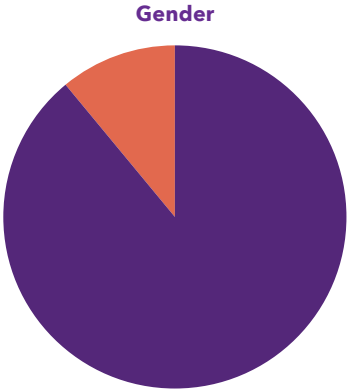


**Age**

70%	20-34
17%	12-19
13%	35 and over

**Gender**

89%	Female
11%	Male



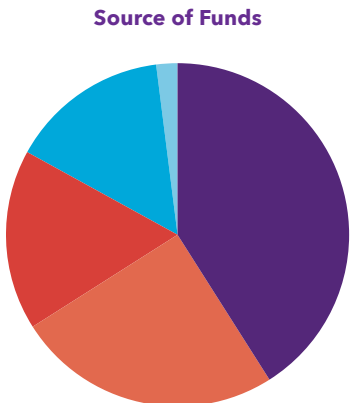
**Ethnicity/Race**

49%	Hispanic/Latino
48%	Caucasian
2%	Other
1%	Asian/Pacific Islander
<1%	African-American
<1%	Native American

# Financials

**Source of Funds**

Family PACT (State Family Planning Funding)	\$5,899,762	41%
Medi-Cal	\$3,530,746	25%
Private insurance/self-pay fee for service	\$2,473,868	17%
Contributions/grants from individuals, foundations, government, and events	\$2,164,263	15%
Other	\$217,973	2%
<b>TOTAL</b>	<b>\$14,286,612</b>	<b>100%</b>



**Use of Funds**

Health Services	\$11,055,375	76%
Management and General	\$2,295,378	15%
Fundraising	\$552,376	4%
Public Affairs	\$428,051	3%
Education	\$304,176	2%
<b>TOTAL</b>	<b>\$14,635,356</b>	<b>100%</b>

Net Income/Loss Before Depreciation (\$348,744)

