



## #ThanksCecile

### Cecile Richards Leaves Planned Parenthood Stronger!

After 12 years of incredible service, Cecile Richards has stepped down as President of Planned Parenthood Federation of America this month. While there is no easy time to leave Planned Parenthood, Cecile knows that this organization has never been stronger. Planned Parenthood and its affiliates have more donors, volunteers, supporters, and activists than at any point in its 101-year history. This is why we are more than ready to continue facing every challenge that is thrown our way.

Under Cecile's leadership, Planned Parenthood has been a leader in the fight for women's reproductive health equity and access to safe and legal abortion. Working together, the national office and Planned Parenthood affiliates have gained contraceptive coverage through the Affordable Care Act, created new online tools to provide care and information, and expanded access to affordable reproductive health care, including abortion. All of this was done in the face of fierce opposition. Cecile's efforts to lead the Federation's work to defend and expand women's access to reproductive health care has helped lead to a 30-year low in unintended pregnancy in the United States.

*Leading Planned Parenthood over the last 12 years has been the honor of my lifetime. Together, we have made real progress in this country, expanding access to services and making reproductive rights a central priority of our nation's health care system. I'm deeply proud of the progress we've made for the millions of people Planned Parenthood health centers serve across the country each year. Every day we see the incredible power that grassroots voices can have — there has never been a better moment to be an activist. You can bet I'll be marching right alongside them, continuing to travel around the country advocating for the basic rights and health care that all people deserve. I've been an activist my entire life — and that won't stop any time soon. — Cecile Richards*

Planned Parenthood patients were at the center of everything Cecile Richards fought for. She put patients first — connecting them with health care providers faster through innovative projects such as online appointment scheduling and online health services, working to expand access to health care in underserved communities, lifting up their stories, and advocating for them to lawmakers.

Cecile shared a departing message with us at this year's Birds and Bees Bash, thanking Leslie Bhutani for her amazing work and friendship and thanking Planned Parenthood California Central Coast for providing compassionate care. Cecile wanted us to know that it has been a privilege to work alongside all of us — donors, supporters, and activists.

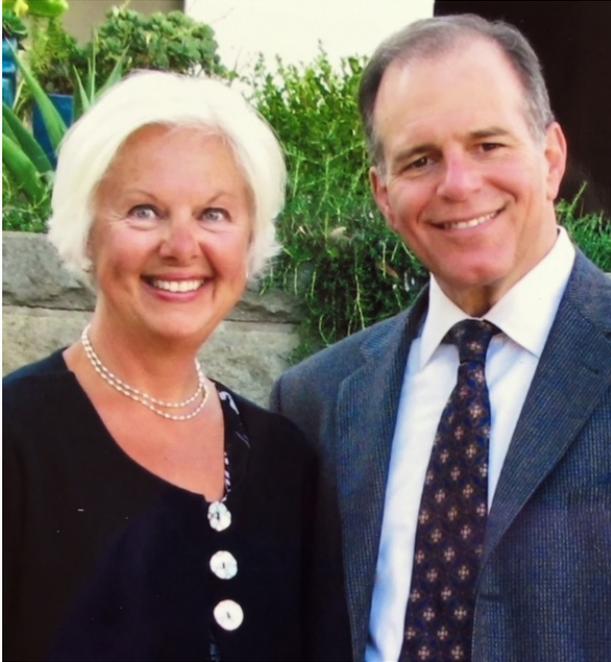


*Cecile gets acquainted with feathered friends at the 2015 Birds and Bees Bash*

# Why We Give to PPCCC

by Marty Claus and Chip Visci

We made our first donation to Planned Parenthood more than 25 years ago, deeply moved by the motto, “Every child a wanted child.” That seemed to us to be a great first step in solving so many of the world’s problems.



Marty Claus and Chip Visci, Shell Beach, California

Because Planned Parenthood’s services make such good sense, we assumed that the organization would become — and remain — a trusted, valued and cherished part of this country’s social safety net.

We never imagined that a President of the United States — and the majority of Congress — would be hostile to an institution that has proven to be such a constructive part of our society for more than 100 years.

Yet here we are.

On Election Day, 2016, we decided to strengthen our commitment to Planned Parenthood. We found new and different ways to support the organization.

By sharing our experiences here, we hope others will be motivated to increase their support. So many Americans are looking for something to DO to combat the regressive powers that be. Engaging with Planned Parenthood has helped us feel like we are fighting back.

Here’s what we’ve done:

**1. We included Planned Parenthood in our estate plan.** Last year, when two generous donors contributed \$10 million to a national “bequest challenge,” we responded. All told, Planned Parenthood California Central Coast (PPCCC) recorded \$9.6 million in future gifts — the fifth highest among the 56 affiliates nationwide — earning \$247,000 from the bequest challenge for current local work.

Confirming our estate plan, we became members of the Legacy Society and attended a donor appreciation luncheon where Dr. Virginia Siegfried was the keynote speaker. Dr. Siegfried, who has served as medical director for PPCCC since 2009, told us:

- *We are essentially the only provider of pregnancy termination in our three counties (San Luis Obispo, Santa Barbara and Ventura).*
- *We do approximately 3,600 abortions a year. We see everyone — undocumented, homeless, students, working and professional women, inmates, stay-at-home moms, substance abusers, women referred by their private doctors.*
- *Coming for an abortion at our clinic is a really big deal. It is not a decision made lightly — patients have to walk past protestors at most of the clinics, and there are often other factors at play (such as sexual assault, domestic abuse, serious medical conditions, or a very much wanted but abnormal pregnancy).*
- *No day is ever the same, and we have to be ready to handle almost anything — suspicious packages, fights in the parking lot, power going out, unruly protestors. ... Very recently a patient said something to me that I had never heard before. As I asked her how she was feeling, she turned to me and asked how I was, saying, ‘This must be hard for you, too.’*

**2. Mightily impressed by Dr. Siegfried, we made a donation to PPCCC’s donor-restricted endowment,** which specifically ensures annual operating sustainability. We want to be sure that PPCCC can continue to recruit and retain courageous doctors like Dr. Siegfried and her fearless medical staff.



Dr. Virginia Siegfried,  
Medical Director PPCCC

**3. We co-sponsored our first house party,** to tell our friends about PPCCC's good work and its current challenges. Staff members Jenna Tosh, President & CEO, Sherry Madsen, VP Development, and Gloria Soto, Regional Development Manager, helped us present compelling evidence that Planned Parenthood is essential to our community:

- Each year (at five clinics in three counties) PPCCC serves nearly 33,000 patients and prevents more than 7,000 unintended pregnancies.
- Today in California, for every \$1 invested in family planning, \$9 is saved in public costs.
- Through the provision of preventive health care, PPCCC saves the local health care safety net more than \$36 million each year.
- As a result of better sex education and more access to birth control, America's teen pregnancy rate is at a 30-year low.



Beth Parker, Chief Legal Counsel PPCCC

By hosting a house party, we were able to share information about the critical need for Planned Parenthood's programs and services. Now more of our friends are informed and engaged in supporting the organization's good work.

**4. We attended the annual Roe SLO Luncheon,** commemorating the 45th anniversary of *Roe v. Wade* and a woman's right to make her own health decisions. Beth Parker, Chief Legal Counsel for PPCCC, told us:

- The nationwide rate of unintended pregnancy is at a 30-year low. The rate of teen pregnancies has never been lower, and the rate of abortion is the lowest since *Roe v. Wade* was decided in 1973.
- The teen birth rate in California declined 71% in the last 25 years. The number of abortions fell by half.
- Support for reproductive justice — including the work of Planned Parenthood — is as strong as it has ever been. According to a Quinnipiac poll, 70% of Americans support the legalization of abortion and 69% oppose defunding Planned Parenthood.

**Impressive facts and impressive people** persuade us that Planned Parenthood continues to make good sense — providing reproductive health services and sex education, contributing to research in reproductive technology and advocating for the protection and expansion of reproductive rights.

We believe in accessible health care for all, and we believe — as do most Americans — that abortion should remain safe and legal.

Empowering men, women and young people to make wise decisions, to control their bodies and their futures — these are services that change lives and help build healthy communities.

We are proud to stand with Planned Parenthood, now more than ever.

## When we all help one another, everybody wins.

HOW CAN YOU HELP?

**Safe, secure online donations:** Your gift to PPCCC is protected by VeriSign. Enjoy secure credit card convenience when you visit [www.ppcentralcoast.org](http://www.ppcentralcoast.org) and click the "Donate" link at the top of the page.

**Pledge your monthly support:** A small amount each month makes an important difference each year. Call Brittany at 805.722.1517 to start your monthly giving.

**Remember PPCCC in your will:** "Tomorrow's dollars" are just as important as "today's dollars." Adding a charitable bequest to your existing will takes just a quick phone call to your legal or estate advisor. Or call Sherry Madsen, VP Development, at 805.722.1516.

We are always looking for volunteers for the **Mary Jane McCord Planned Parenthood Book Sale**. Our volunteers work year-round sorting and pricing books for the sale. If you are interested in volunteering please visit [booksale.ppcentralcoast.org](http://booksale.ppcentralcoast.org) or call Brittany at 805.722.1517.

Looking for other volunteer opportunities with PPCCC? Please email [volunteers@ppcentralcoast.org](mailto:volunteers@ppcentralcoast.org)



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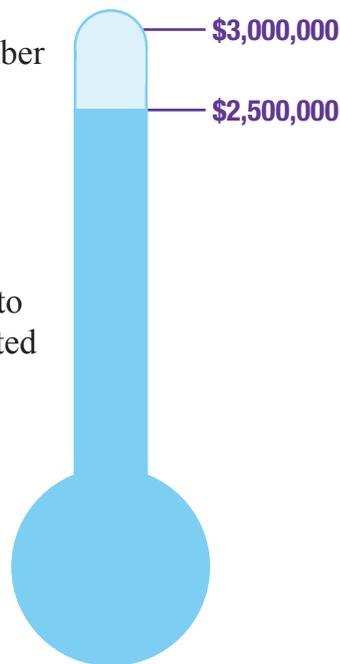
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# Fight Back Fund

After the results of the November 2016 election, we established the Fight Back Fund. This contingency fund is providing the resources we need to keep our doors open and fight back to protect our patients' access to care in the face of unprecedented threats.

As a result of your generosity, we have reached \$2.5 million of our \$3 million goal! We cannot thank you enough for standing with us!



# Choice Affairs

**Tickets still available!**

- May 31** - Glam Bam Thank You Ma'am!
- June 3** - Treat Yourself "Spa Day"
- June 9** - "Who-Done-It" Murder, Mystery & History
- June 9** - Rock N' Roll Revival
- June 10** - A SLO Stroll
- June 24** - Fashion, Food & Fun

To reserve your tickets online, please visit the website

<http://choiceaffairs.ppcentralcoast.org>



44<sup>th</sup> Year of the Book Sale

## THE MARY JANE McCORD Planned Parenthood

# ANNUAL BOOK SALE

## SEPTEMBER 20-30<sup>th</sup>

at the Earl Warren Showgrounds **FREE Admission**

Thursday, September 20, 5 - 9 pm: Opening Night Preview Sale  
\$25 admission (opening night only)

9/21	9/22	9/23	9/24	9/25	9/26	9/27	9/28	9/29	9/30	50% OFF
FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN	
10-8	10-8	10-6	12-8	12-8	12-8	12-8	12-8	10-8	10-6	

805.722.1517 or [booksale.ppcentralcoast.org](http://booksale.ppcentralcoast.org)