

IN EVERY CENTURY

IT'S ABOUT

CARE

**NO MATTER
WHAT**



Planned Parenthood California Central Coast

**Annual Report Fiscal Year
2016-2017**

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 leaders

Dear Friends,

This year was Planned Parenthood’s centennial anniversary of providing care. From the first birth control clinic to the first birth control pill, from the fight for the right to an abortion to the passage of the Affordable Care Act—our first century has changed health care and education for generations of women and men.

With the shocking election of Donald Trump and Mike Pence, the world seemingly changed for Planned Parenthood and for our patients overnight. Immediately, the newly elected Trump-Pence administration and conservative majority in Congress began taking aim at Planned Parenthood, birth control, and the Affordable Care Act. The very real threat that Planned Parenthood could lose the ability to serve Medicaid patients ignited our Board and staff to begin contingency planning for several scenarios—each increasingly catastrophic.

Defunding Planned Parenthood could mean that 28,000 of our patients along the Central Coast would no longer be able to access care at PPCCC. How would we continue to be here for them? How would we keep our doors open? It was unimaginable that in our centennial year, we literally felt that we were in for the fight of our life and for the lives of our patients.

To keep our doors open for our patients and fight back against defunding, we knew we needed to prepare to financially support the implementation of some or all of our contingency plans. We had planned to launch a *Second Century Campaign* to expand services. Instead, we were now raising \$3 million for the *Fight Back Fund*, an emergency fund established to ensure that we would have resources

to keep our doors open and fight back against defunding. During this year, we have raised \$2.1 million of our goal.

Faced with extreme uncertainty, we leaned into our core mission of providing care—no matter what. Our Board and staff, with input from our patients and community stakeholders, created a forward-looking strategic plan to guide us operationally for the next three years. The four priorities are based on patient care, community presence, innovation, and staff resilience and development.

We have been heartened and strengthened over the past year by our donors, volunteers, friends, community partners, patients, and young advocates. Following the election, we were overwhelmed by an outpouring of support—which inspired all of us to fight forward. We had 3,600 new donors this year which more than doubled our total number of annual donors. Amazing! Thank you for standing with us, for caring, and for your generosity.

Sincerely,



Karen Engberg
Board Chair



Jenna Tosh, PhD
President & CEO

Health Services

Planned Parenthood California Central Coast began work on the Community Needs and Assets Assessment (CNAA) for sexual and reproductive health with LGBTQ+ community members. The information gathered will be vital in helping Planned Parenthood and our community partners develop strategies to better serve and address the needs of our local LGBTQ+ community. PPCCC has also responded to the rapidly increasing rates of syphilis infection in our area by offering syphilis treatment for the first time at each of our health centers. Additionally, we have started offering pre-prophylaxis (PrEP) and post-exposure prophylaxis (PEP) drug regimens that help prevent HIV. We are confident that these steps will contribute to lower STI rates along the Central Coast.

Advocacy

Planned Parenthood and our committed supporters continue to be passionate advocates for public policies that ensure individuals living along the Central Coast have access to the reproductive and sexual health care and education they want and deserve. This year, in the face of unprecedented attacks, we worked to protect access to preventive 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.

Cindy Cruz,
Community
Health Educator



Education

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

By the Numbers

493 parents, professionals, teens, and adults throughout the Central Coast received sex education. Additionally, 8 Spanish-speaking Promotrx peer educators reached 380 peers in Santa Maria, and supported 277 of them in getting HIV tests.

Planned Parenthood California Central Coast served 32,724 unduplicated patients in 59,086 health centers visits.

Staff and volunteers represented Planned Parenthood at more than 100 presentations and community events. Since the November election, 7,500 new supporters have joined our online supporter network. Planned Parenthood advocates along the Central Coast sent nearly 5,000 petitions and letters in support of state and federal legislation to protect and expand access to reproductive health services. Staff made 20 legislative visits with local, state, and federal elected officials.

The election inspired a truly incredible outpouring of support from our community. We gained 3,600 new donors, which more than doubled our number of annual donors to an all-time high of 6,100!

People from all demographics have come through our doors: the affluent white male, people who are homeless, college students. Each has shared stories of feeling judged by their other health care provider. Others have shared that their other health care provider felt uncomfortable talking about issues of reproductive health. And that’s why they come to Planned Parenthood.

- Sara Thurman, Nurse Practitioner



Why we do what we do



A young woman visited our Ventura Health Center hoping to get an intrauterine device for birth control. She informed our health center staff that she was especially desperate to obtain birth control because she and her husband were living out of their car. They were worried about bringing a child into their unfortunate situation. The woman had health insurance but could not afford her high deductible. She hoped that we would be able to help her.

When we let the woman know that we would be able to cover the majority of her deductible through our assistance fund, her face lit up. She was incredibly relieved and thankful.

This patient was going through a difficult time, and our health center was able to make things a little less challenging for her. She paid \$15 for her visit and was able to take charge of her reproductive health.

- 1916** Margaret Sanger, Ethel Byrne, and Fania Mindell open the country's first birth control clinic in Brooklyn, New York

1951

Planned Parenthood awards a grant to three researchers to begin development of the birth control pill
- 1964** Planned Parenthood opens its first health center in Santa Barbara

1965

In Griswold v. Connecticut, birth control is made legal for married couples
- 1970** President Nixon signs Title X of the Public Health Services Act into law, providing public funding for family planning services and sex education

1971

Planned Parenthood Federation of America forms Planned Parenthood Global, its international arm
- 1973** In the historic case Roe v. Wade, the Supreme Court rules that the constitutionally protected right to privacy extends to a woman's decision to have an abortion

1978

The Katharine Gray Center opens at 518 Garden Street
- 1979** PPSBVSLO begins providing abortion services

1983

Planned Parenthood expands to Ventura County and opens its first health center on Meta Street
- 1989** Planned Parenthood Federation of America forms the Action Fund under Faye Wattleton's leadership

1990

Ventura Health Center opens on Ralston Street
- 1993** Santa Maria Health Center is damaged by arson, rebuilt, and reopened

1995

San Luis Obispo Health Center is gutted by arson
- 2000** The FDA approves medication abortion

2002

The Rev. Mark Asman helps establish our local Clergy for Choice
- 2007** The Santa Barbara Health Center is remodeled and a new administration building is built

2010

The Affordable Care Act is signed into law The Thousand Oaks Health Center moves to a larger, remodeled site
- 2014** PPSBVSLO celebrates "50 Years of Caring," 40 years of the Mary Jane McCord Planned Parenthood Annual Book Sale, and 25 years of Choice Affairs fundraising events

2016

Planned Parenthood Santa Barbara, Ventura and San Luis Obispo changes its name to Planned Parenthood California Central Coast
Planned Parenthood turns 100



Planned Parenthood California Central Coast

Board of Directors

- Karen Engberg, M.D., Chair
- Sue Ehrlich, Vice Chair
- Richard Jensen, Treasurer
- Ayesha Shaikh, M.D., Secretary
- Madhu Bajaj
- Jeannette Bauer
- Leslie Bhutani
- Lisa Giegerich
- Lisa Griffiths
- Juan Higuera
- Kristin Kirby
- Tatiana Lawler
- Deborah Longstaff Lynch
- Nicole Miller
- Zahra Nahar-Moore
- Mary Olson
- Jennifer Randall
- Richard Saenz
- Bob Shapiro
- Cindy Young

Management Team

- Jenna Tosh, Ph.D.,
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, M.D., Medical Director

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

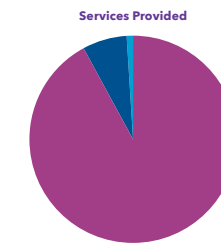
Administration

- 518 Garden St.
Santa Barbara, CA 93101
805.722.1517

Health Center Appointments
888.898.3806

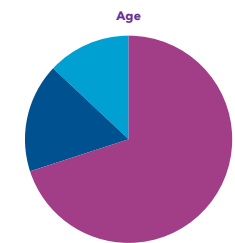
ppcentralcoast.org

Health Services



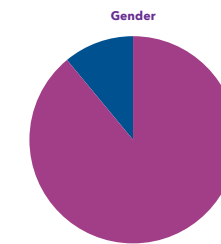
Services Provided

- 94% Family Planning Services
- 6% Abortion Related Services
- <1% Sterilization/Permanent Birth Control



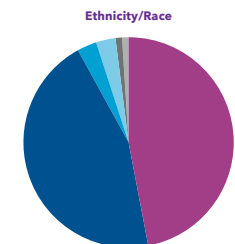
Age

- 70% 20-34
- 16% 12-19
- 14% 35 and over



Gender

- 86% Female
- 14% Male



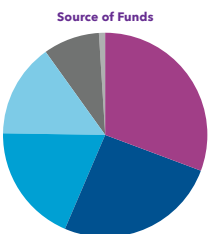
Ethnicity/Race

- 47% Hispanic/Latino
- 45% Caucasian
- 3% Other
- 3% Asian/Pacific Islander
- 1% African-American
- <1% Native American

Financials

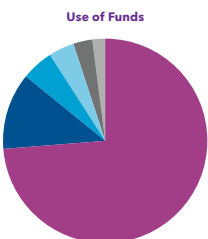
Source of Funds

Contributions/grants from individuals, foundations, government, and events	\$6,375,598	30%
Family PACT (State Family Planning Funding)	\$5,303,738	26%
Medi-Cal	\$3,999,705	19%
Private insurance/self-pay fee for service	\$3,010,506	15%
Investment	\$1,854,892	9%
Other	\$215,376	1%
TOTAL	\$20,759,815	100%



Use of Funds

Health Services	\$11,405,118	74%
Management and General	\$1,885,378	12%
Information Technologies	\$855,730	5%
Fundraising	\$568,517	4%
Public Affairs	\$483,641	3%
Education	\$389,324	2%
TOTAL	\$15,587,708	100%
Net Income/Loss	\$5,172,107*	



*Net income of \$5,172,107 includes non-routine items: \$2,106,217 in contributions to the Second Century Campaign/Fight Back Fund; a \$1 million Charitable Lead Annuity Trust; and \$1,854,892 in investment income.