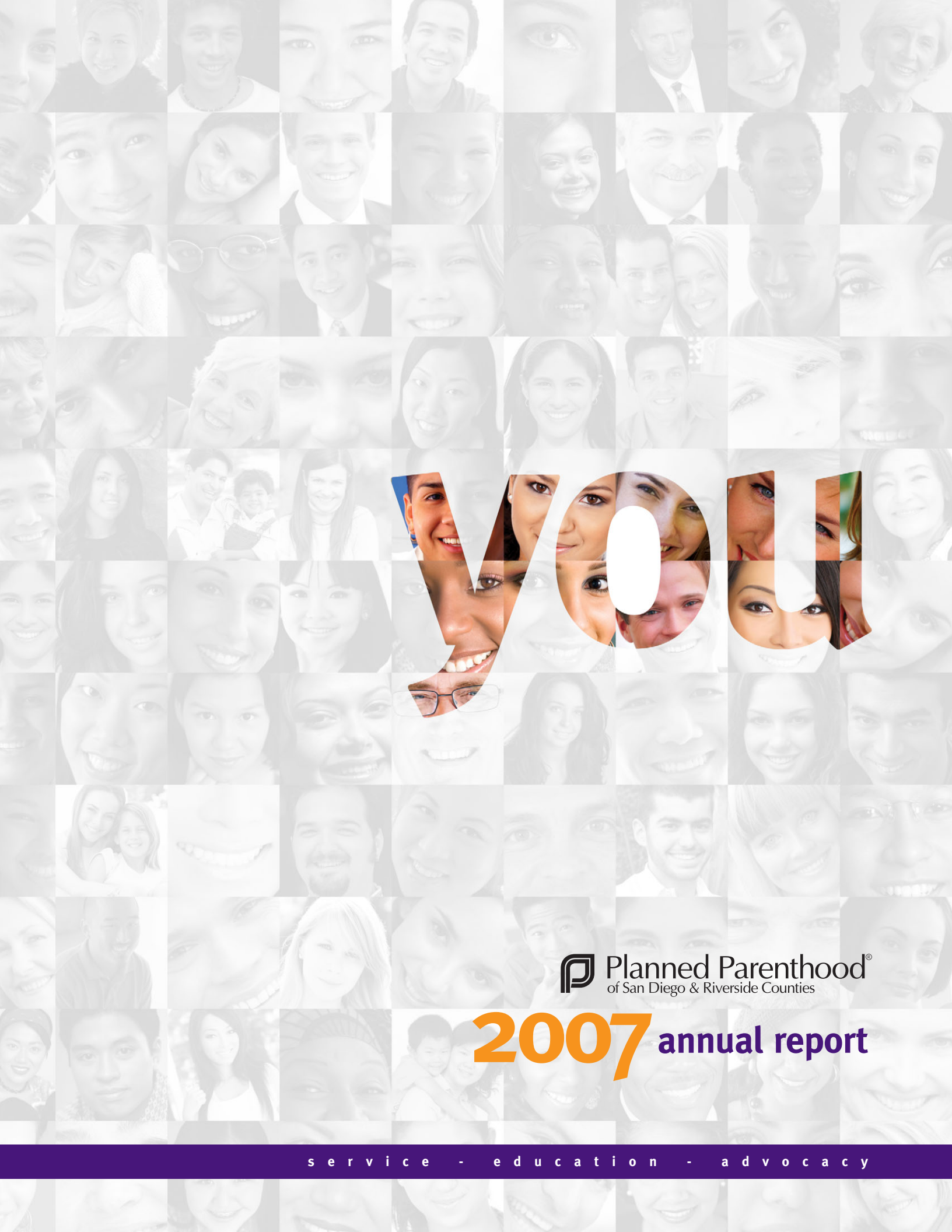


you



 **Planned Parenthood<sup>®</sup>**  
of San Diego & Riverside Counties

# 2007 annual report

s e r v i c e - e d u c a t i o n - a d v o c a c y

# dear friends,



Darrah DiGiorgio Johnson



David Preskill, M.D.

At Planned Parenthood, we recognize that the communities we serve and the people who make our programs and services possible are one in the same, which is why this annual report is dedicated to someone very special: you. With your help, we were able to roll out critical new services over the course of 240,000 patient visits while continuing to stabilize our finances and plan for the future. 2007 was truly a year of regeneration and growth and it was all made possible by the generous donations from people like you.

Under the leadership of Rosanne Holliday, our organization raised \$3.8 million in private grants and contributions; contributions that are crucial because they make possible important programs that have no other income sources, especially education and advocacy efforts.

Because of your support, our Public Affairs department was able to fight throughout the year for a long-overdue Medi-Cal reimbursement rate increase that was finally achieved through the passage of Senate Bill 94. This crucial piece of legislation provides a much-needed revenue increase for years to come, an essential safety net helping us to serve the growing needs of our community.

Our Education & Training department was able to launch the innovative “New 3Rs” approach to sexuality education based on the ideas of Rights, Respect, and Responsibility. We believe that it’s essential to give young people the information they need to make intelligent, responsible decisions about their health and well-being. And expanding youth development programs like MARCH and STAR to Riverside and Coachella Valley provided the foundation for making better connections with more young people at an even earlier age.

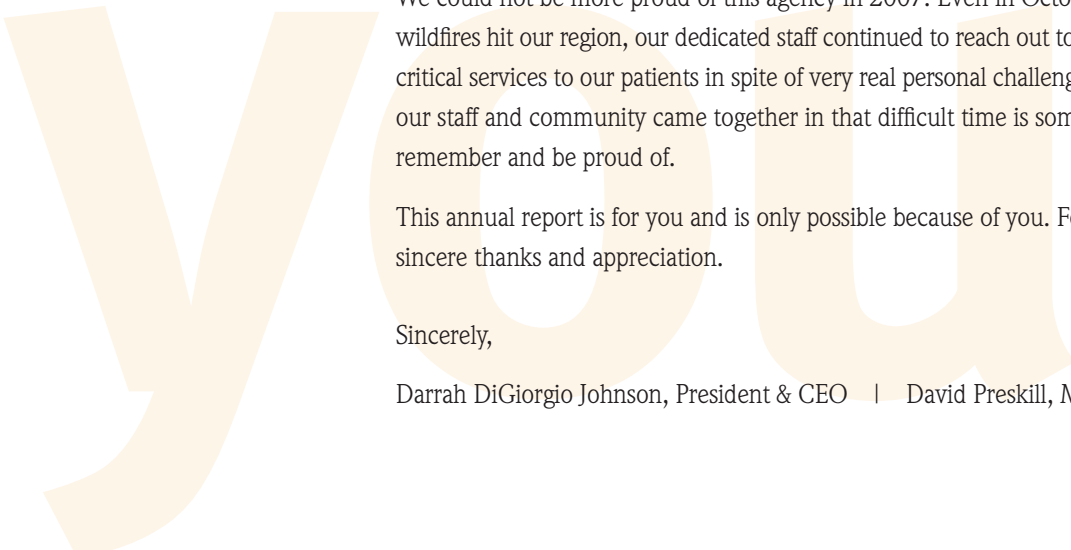
You are not just supporters. You are also our patients. We launched our new in-house laboratory to bring you lab results in a more timely, cost-effective manner. We began offering the new 100% effective HPV vaccine to protect the lives of our sisters and daughters. And by connecting with over 11,000 migrant workers and low-income residents of Coachella Valley, we were able to provide reproductive health services to those who would not otherwise receive this important care.

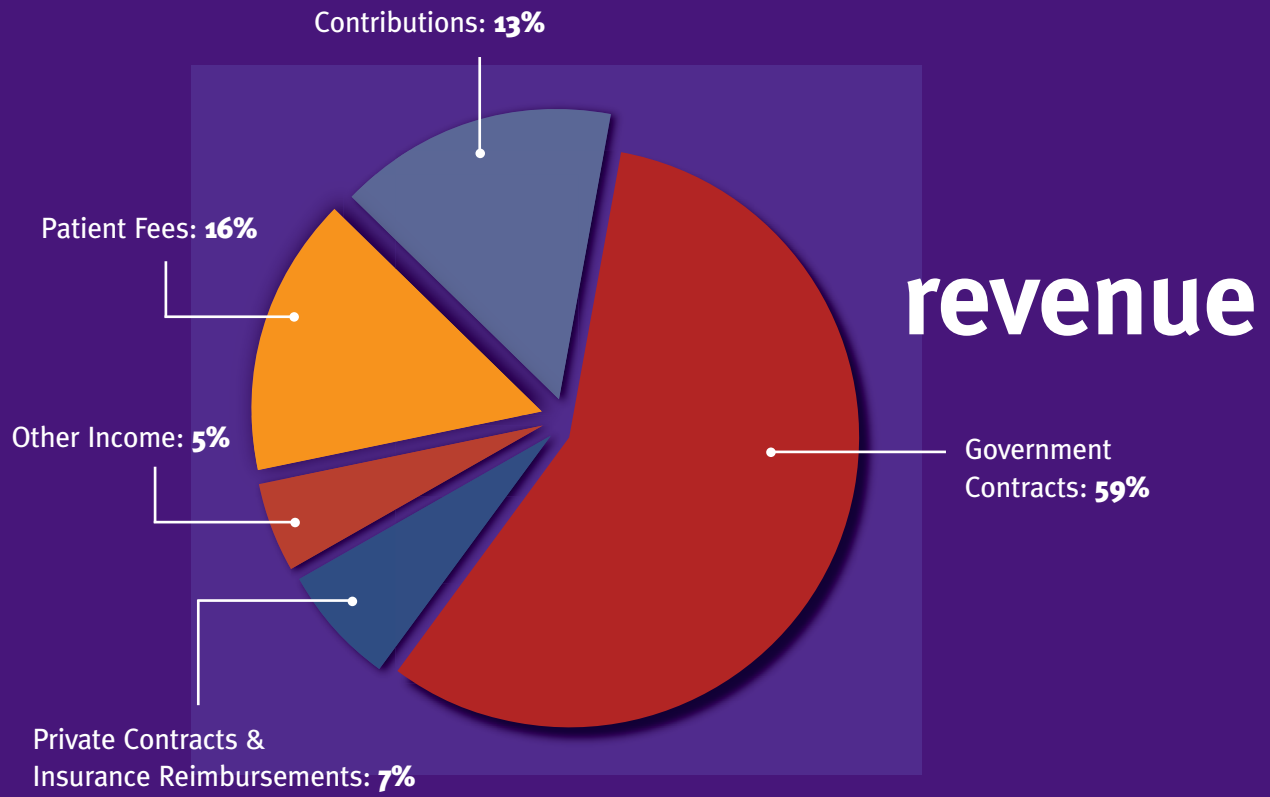
We could not be more proud of this agency in 2007. Even in October when devastating wildfires hit our region, our dedicated staff continued to reach out to those in need and provide critical services to our patients in spite of very real personal challenges and obstacles. The way our staff and community came together in that difficult time is something we will always remember and be proud of.

This annual report is for you and is only possible because of you. For that we give you our sincere thanks and appreciation.

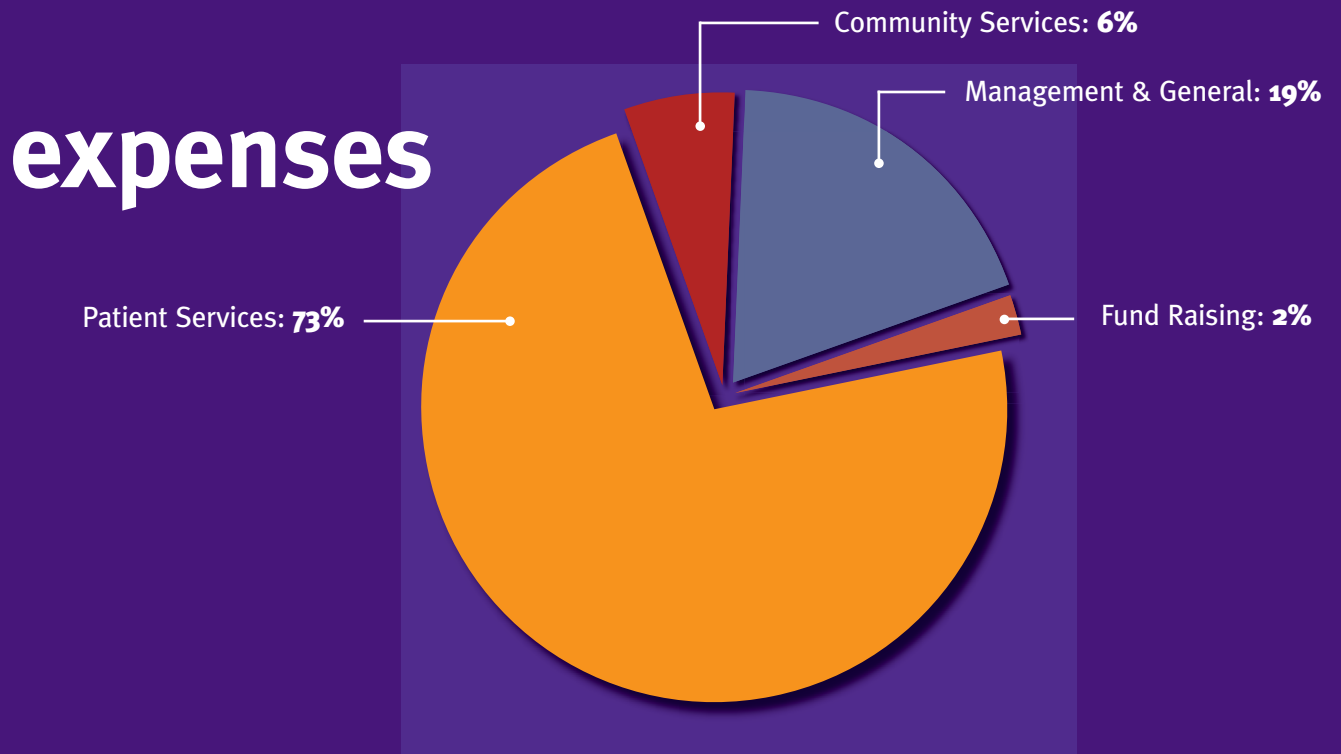
Sincerely,

Darrah DiGiorgio Johnson, President & CEO | David Preskill, M.D., Board Chair





# revenue & expenses



# financial statement

## December 31, 2007

### REVENUE

Operations		
Contracts with Government Agencies	\$	23,069,797
Patient Income		6,333,751
Private Contracts & Insurance Reimbursements		2,743,291
Service Income		928,252
Grants		811,704
Other		72,125
<b>Total Revenue</b>		<b>33,958,920</b>

### EXPENSES

Program Services		
Patient Services		27,709,593
Community Services		2,293,896
Total Program Services		30,003,489
Supporting Services		
Management and General		7,314,666
Fund Raising		705,229
Total Supporting Services		8,019,895
<b>Total Expenses</b>		<b>38,023,384</b>

**Operating (Loss)** **(4,064,464)**

### OTHER SUPPORT, INCOME (LOSS)

Contributions and Bequests, Unrestricted		2,156,267
Net Assets Releases from Restrictions		2,620,800
(Loss) on Disposal of Fixed Assets		(162)
Net Long-Term Investment Gain (Loss)		164,646
<b>Total Other Support, Income (Loss)</b>		<b>4,941,551</b>

**Increase (Decrease) in Unrestricted Net Assets** **877,087**

### CHANGE IN TEMPORARILY RESTRICTED NET ASSETS

Contributions, Restricted		1,694,568
Change in Split-Interest Agreements		(17,909)
Net Assets Released From Restrictions		(2,620,800)
<b>(Decrease) Increase in Temporarily Restricted Net Assets</b>		<b>(944,141)</b>

**Change in Net Assets** **(67,054)**

### NET ASSETS

Beginning of Year		14,418,707
End of Year	\$	14,351,653



education

tools

resources

services

wherever **you** are

Regardless of where you are in your life, financially or geographically, Planned Parenthood of San Diego & Riverside Counties knows that providing real service to the community means reaching you wherever you are. That's why we go to schools, to the fields of Coachella Valley, and to our neighbors in Tijuana to provide educational tools, resources, and services—regardless of cost.

Last year we received over 240,000 patient visits at our 19 health centers around San Diego and Riverside Counties.

We expanded our education outreach by implementing the Youth Development Programs MARCH and STAR in Riverside and Coachella Valley, and we became members of several local coalitions such as SHIFT (Sexuality Health In Families Today) that provides sexuality education forums and presentations in Southeast San Diego.

We continued our outreach across the border as we worked with Fronteras Unidas Pro Salud to help secure funding for mammograms, gynecological exams, tubal ligations, vasectomies, prostate and cervical cancer screenings, nutrition workshops, and education programs for over 5,000 men, women, and teens from the Mixteco community of Valle Verde. And our Promotores program reached over 11,000 migrant workers in Coachella.



Right: Promotoras go door to door to educate the people of Tijuana.



Above and to the right: In 2007 we were excited to expand our MARCH and STAR programs to young people in Riverside County.



Above: Farmworkers pick crops in the fields of Coachella Valley.



mom



daughters



lisa



grandparents



we know you



dad



scott



son

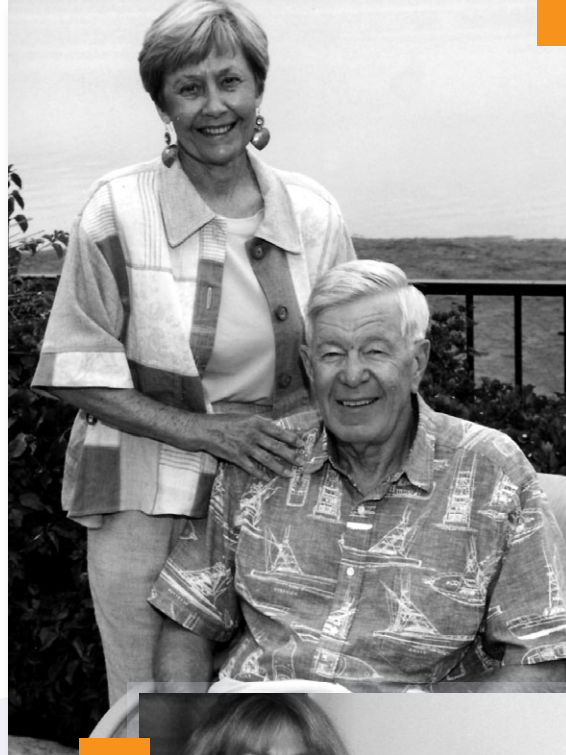


megan



You are our neighbors. You are our sons and daughters. You are our brothers and sisters, our mothers and fathers. We know you because we are you and because we listen to what you need.

We know you want the same high-quality reproductive healthcare today, tomorrow, and in the future, which is why in 2007 we established the Future Generations Fund. This fund of \$50 million or more will help PPSDRC weather the vagaries of government funding and annual donations. In addition, we were able to raise \$3.8 million in private grants and contributions under the leadership of Rosanne Holliday. This money is crucial because it is the only source of funding for the education and advocacy efforts you want and expect from Planned Parenthood.



Left: Betty and Ed Law, members of the Legacy Circle.



Above: Three generations of PPSDRC supporters: Rosanne Holliday with daughter Katherine Sohn, granddaughter Anna Day Sohn, and daughter-in-law Nicole Holliday.



Above: We launched Cocktails for Choice in 2007 as an informal way of engaging our young adult supporters.



President's Council Speakers Series Event

**Neighbor TO Neighbor**  
Supporting Planned Parenthood Locally





want



services

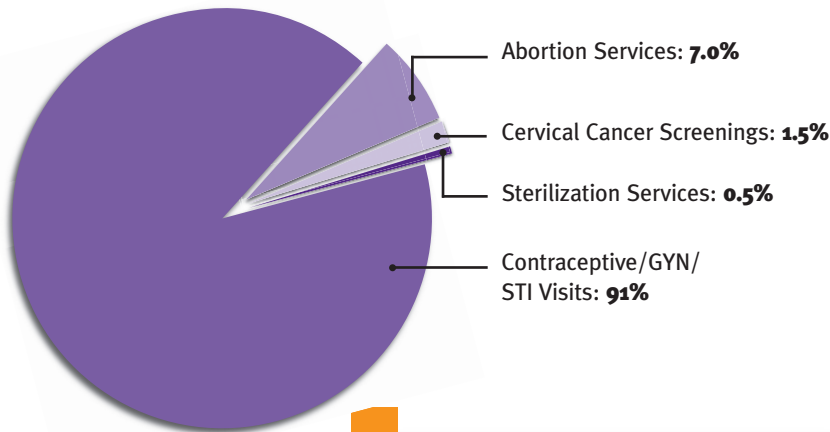


need

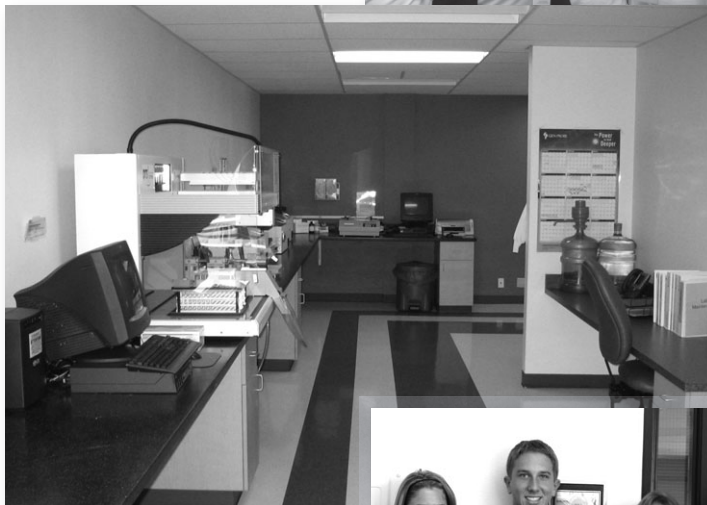
we care for you

You are patients who care about your health. You are donors and activists who care about the community. Whoever you are, Planned Parenthood cares for you by providing the information and services you want and need.

**Types of Visits - 2007** Total Visits: 240,686



Right: Volunteers and staff lobbied 29 elected officials during the Second Annual Teen Lobby Day in Sacramento.



Above: The David V. Karney Lab at the Michelle Wagner Center was funded by Susanna Flaster & Family, in memory of her father.



Above: Andrea and Mathew Valji with Susanna and Michael Flaster.

Nowhere was a need better met than with the introduction of Gardasil, the vaccine that's been shown to be 100% effective at preventing the strains of the Human Papilloma Virus (HPV) that cause 80% of the cases of cervical cancer. 2007 was also the year our appointment reminder system was put in place and our in-house lab opened for service. And funding for all these services was increased through our extraordinary advocacy efforts. Our affiliate spoke with the media, made hundreds of phone calls, sent over one thousand faxes and letters, and mailed more than seven thousand postcards to elected officials in Sacramento, helping to pass SB 94, the first raise in Medi-Cal reimbursement rates to reproductive healthcare providers in 30 years.



healthy

informed

powerful

safe

**you deserve to know**

Whether it's medically accurate comprehensive sexuality education or information about a proposed law that could affect you and your family, PPSDRC believes that you have the right to know. Knowledge is power and there is no more powerful tool for keeping you and your loved ones safe and healthy than having access to the information you need.



Above: A VOX member gives SDSU students a sexuality quiz.



Above: Youth educators talk to MARCH participants about self-esteem and peer pressure.

To this end, PPSDRC adopted the new 3Rs sexuality education model, which is based on the following three premises:

**Rights** - We believe that youth have the right to accurate information and access to health services.

**Respect** - We respect youth as valued members of the community, with much to offer.

**Responsibility** - We trust youth and adults to make responsible decisions when they are provided information, taught skills, and given support to do so.

Keeping the community informed about political developments that affect access to reproductive healthcare was once again a priority for our affiliate as we reached over 8,000 people on college campuses and throughout the community through our pro-choice presentations.

# thank you

## 2007 Donors

Every attempt has been made to assure accuracy in the donor's list. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors. We appreciate the opportunity to correct our records. To make corrections, please call the Development department at (619) 881-4626.

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## Planned Parenthood of San Diego & Riverside Counties 2007 Annual Report

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**Holliday Family  
Administration Center**  
1075 Camino del Rio South  
San Diego, CA 92108  
(619) 881-4500

**Riverside  
Administration Center**  
3845 10th St.  
Riverside, CA 92501  
(951) 222-3126

### SAN DIEGO COUNTY & RIVERSIDE COUNTY HEALTH CENTERS For appointments, please call 1-888-743-PLAN (7526)

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1820 Marron Rd., #110  
Carlsbad, CA 92008

**Chula Vista**  
1295 Broadway, #201  
Chula Vista, CA 91911

**City Heights Express**  
4305 University Ave., #350  
San Diego, CA 92105

**Coachella Valley**  
49-111 Highway 111, #6  
Coachella, CA 92236

**College Avenue  
Sarah Weddington Center**  
4575 College Ave.  
San Diego, CA 92115

**El Cajon**  
1685 E. Main St., #301  
El Cajon, CA 92020

**Escondido**  
347 W. Mission Ave.  
Escondido, CA 92025

**Euclid Avenue  
Francis Torbert Center**  
220 Euclid Ave., #30  
San Diego, CA 92114

**First Avenue  
Michelle Wagner Center**  
2017 First Avenue  
San Diego, CA 92101  
Family Planning: Suite 301  
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San Diego, CA 92111

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4501 Mission Bay Dr., #1C  
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Moreno Valley, CA 92553

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Riverside, CA 92506