



**ANNUAL REPORT FISCAL YEAR 2017**



*I grew up in a conservative, religious Texas community. Remarkably, there was a Planned Parenthood in my community. Because of the education, support and services I received at Planned Parenthood, I gained the confidence I needed and the ability to make decisions for myself about my health.*

**GRACE, SAN DIEGO**



*It was hard for me to get the care I needed because so many doctors wouldn't listen. When I went to Planned Parenthood, they did listen, and I feel like I got my life back.*

**EBONEY, SAN DIEGO**



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## **MISSION STATEMENT**

The mission of Planned Parenthood of the Pacific Southwest is to ensure broad public access to sexual and reproductive health care through direct service, education, and advocacy.



*I am thankful that Planned Parenthood provided me with reproductive education and health care when I was younger. Here in Coachella Valley, we have a shortage of health care providers. Now I am standing up for Planned Parenthood to make sure that the people in my community continue to get the care that was so valuable to me.*

**NEFTALI, COACHELLA**



*Planned Parenthood gave me a space where I could ask my questions and look out for my health without any stigma or any taboo that is so prevalent in my culture.*

**ALEX, SAN DIEGO**



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*When I was in high school, there was no LGBTQ community here in Imperial Valley. I realized as I got older that if I wanted care, I had to fight to get Planned Parenthood here. When I went to the Planned Parenthood here, they were a lot more open ... and a lot less judgmental.*

**KETZIA, IMPERIAL VALLEY**



*As a bilingual person who is both white and Latina, I can educate so many people in my community in English and Spanish about the sensitive services that Planned Parenthood provides. These services have helped many of my friends and family members, and I want to make sure everyone in my community understands that these services are available for them too.*

**MIRANDA, RIVERSIDE**

**DEAR FRIENDS,**

Since the day Planned Parenthood first opened its doors 100 years ago, we have weathered storms, defied expectations, and brought care, hope, and information to countless women, men, and youth. This year was no different. With new health centers, expanded services, and an opportunity to reach out to the most diverse population in American history, Planned Parenthood of the Pacific Southwest is laying the foundation for the next 100 years.

Your support plays a vital role in how we move forward.

Our movement – decades in the making, built and sustained by tireless advocates who refuse to go back to a world without reproductive freedom – is fueled by a diverse generation of social justice activists who are challenging this country to do more and do better, to be unapologetic champions for the rights of all people to access affordable reproductive care, including safe and legal abortion. At rallies and marches, online and in person, in exam rooms and classrooms, Planned Parenthood is connecting with these young leaders where they are, listening to what they need from us to create the future they want and deserve.

Despite the challenges we face and those ahead, we are resolved to ensure that all people – regardless of who they are, where they were born, where they work, how much they make, whom they love, or where they live – have compassionate, high-quality care.

In the last year, the need for Planned Parenthood of the Pacific Southwest has continued to grow. Staff at our 17 health centers provided expert medical care during 259,997 visits. We strive every day to meet the increased demand for birth control services, testing and treatment for sexually transmitted infections, and cancer screenings. We also educated 37,536 people throughout San Diego, Riverside, and Imperial counties, delivering the critical knowledge that will enable them to make informed decisions and lead healthy lives.

Planned Parenthood of the Pacific Southwest is proud to be one of many torches lighting the way toward a healthier future. Now is the time to lift up the voices of our allies and move forward together, as one powerful and growing community. Now is the time to educate, to inform, to speak up and to stand up, and to recognize and remove every barrier between patients and their health care providers.

We could not do this without you! Thank you for being engaged and energized, for asking questions and demanding answers, for your generosity and courage, and for standing with Planned Parenthood.



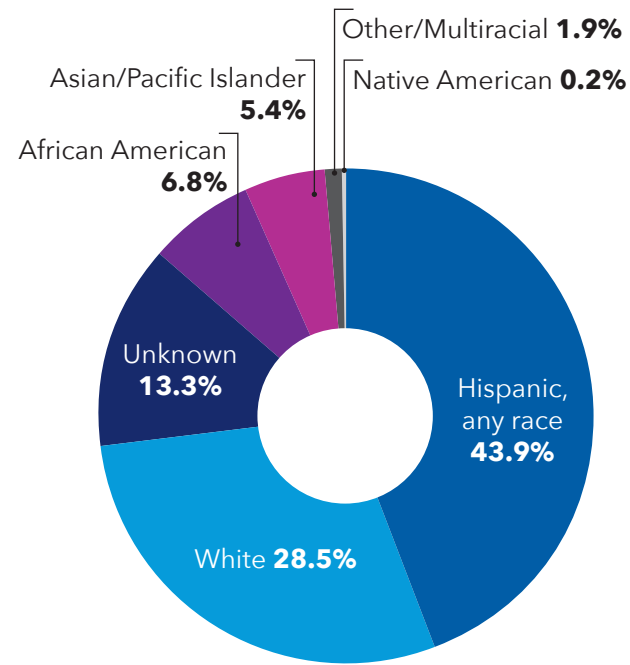
**Darrah DiGiorgio Johnson**  
PRESIDENT & CEO



**Lisa Walters-Hoffert**  
CHAIR, BOARD OF DIRECTORS

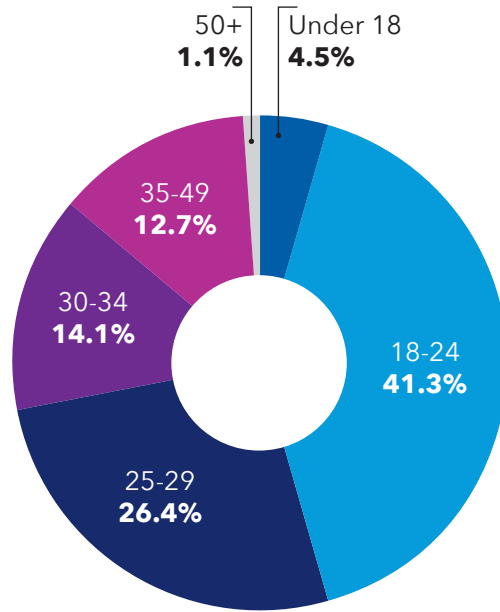
## PATIENT DEMOGRAPHICS\*

Total Patients 130,340



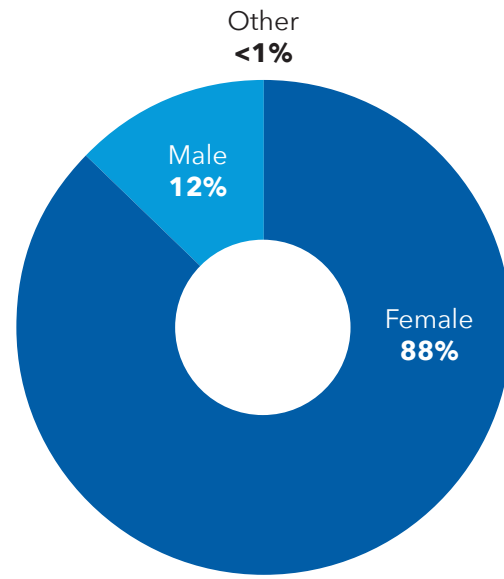
### BY RACE/ETHNICITY

Hispanic, any race	57,249
White	37,150
Unknown	17,335
African American	8,873
Asian/Pacific Islander	7,060
Other/Multiracial	2,415
Native American	258



### BY AGE

Under 18	5,862
18-24	53,786
25-29	34,358
30-34	18,351
35-49	16,614
50+	1,369



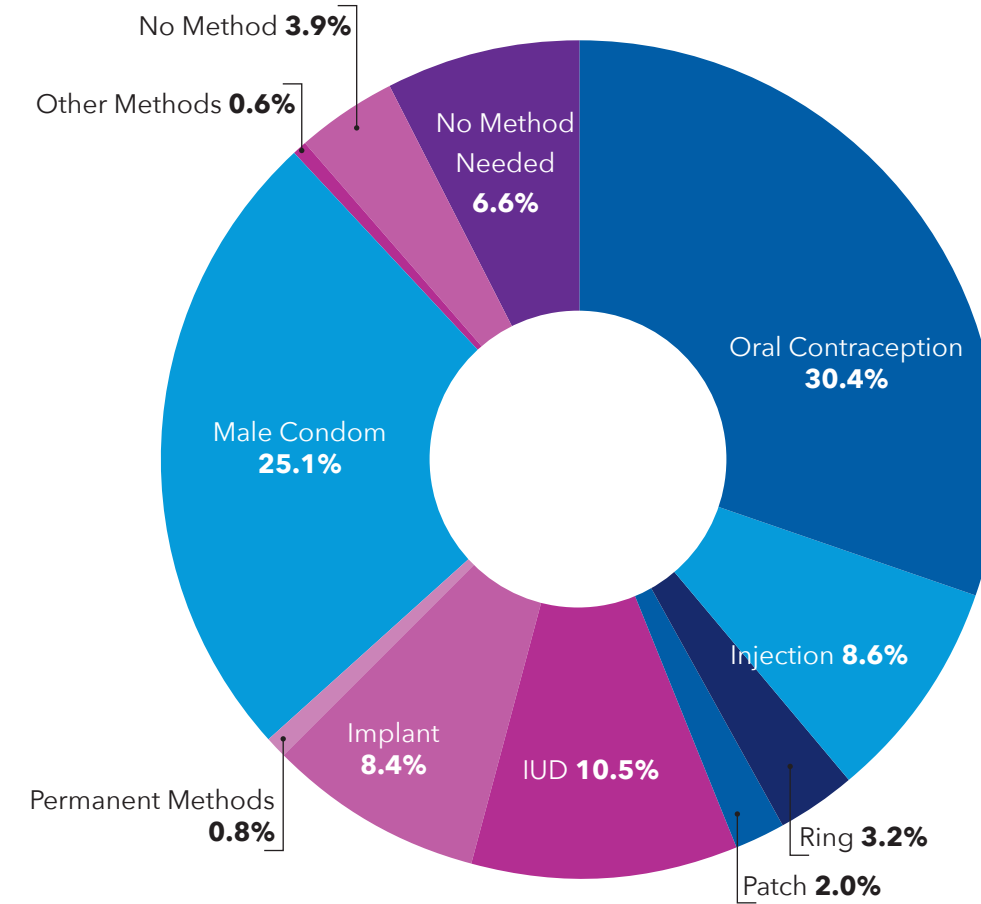
### BY GENDER

Female	114,446
Male	15,887
Other	7

\*percentages do not add up to 100 due to rounding

## CONTRACEPTION\*

Types of birth control our female patients were using during their most recent visit to our health centers



### BIRTH CONTROL METHODS

Oral Contraception	34,768
Injection	9,850
Ring	3,623
Patch	2,251
IUD	12,056
Implant	9,605
Permanent Methods	961
Male Condom	28,672
Other Methods	721
No Method	4,439
No Method Needed	7,500
<b>TOTAL</b>	<b>114,446</b>

\*percentages do not add up to 100 due to rounding



When you don't have health care insurance, it's difficult to get the care you need. At Planned Parenthood, I got the care I needed; that changed my life.  
**ZHYANDIA JOI, SAN DIEGO**

## OVERVIEW OF SERVICES

**TOTAL PATIENT VISITS 259,997**

### CONTRACEPTION VISITS

Reversible Hormonal	
Oral Contraceptives	35,549
Injection	22,872
Ring	6,601
Patch	4,151
Reversible Long-Acting	
Hormonal IUD	5,092
Copper IUD	2,885
Implant	7,994
Permanent Birth Control	
Male	347
Female	121

**EMERGENCY CONTRACEPTION 33,949**

### STI TESTING

Chlamydia and Gonorrhea Tests	231,542
HIV Tests	35,210
Other STI Tests	23,071
<b>Total</b>	<b>289,823</b>

### CANCER SCREENING AND PREVENTION

Pap Tests	14,706
Clinical Breast Exams	7,752
HPV Treatments	1,744
Colposcopy/LEEP Procedures	1,232
<b>Total</b>	<b>25,434</b>

### ABORTION SERVICES

Medication	8,329
In-Clinic	8,670
<b>Total</b>	<b>16,999</b>

**PREGNANCY TESTS 74,541**



## MILESTONES OUR DOORS STAY OPEN



### HERE'S TO THE NEXT 100 YEARS

Planned Parenthood kicked off a yearlong celebration of our 100th Anniversary in October 2016 with a steely resolve to keep our doors open for another 100 years. To mark this national milestone, we held events in all three counties. In San Diego, staff dressed as representatives from each of the last 10 decades complete with bell bottoms and flapper dresses, then cut a cake in the shape of a giant birth control pill pack. We trumpeted this milestone all year by hanging 100th anniversary banners outside our main administration building and several health centers.

### THE MARCH THAT IGNITED A MOVEMENT

We helped make history in January 2017 when we joined social justice allies and our most passionate supporters at Women's Marches across our three-county region. These events were held in solidarity with the Women's March in Washington, DC, and many others across the country; millions marched, millions strong. This unprecedented outpouring of support for women's health and rights unified many organizations and galvanized us all for the political fights ahead.





## MILESTONES OUR DOORS STAY OPEN



### POETRY, COMEDY, AND MORE SUPPORT THAN EVER AT OUR ANNUAL DINNER

We were thrilled to celebrate Planned Parenthood of the Pacific Southwest's 54 years of service at the 2017 anniversary dinner, *Now More Than Ever*, with nearly 1,600 guests. Our stellar event co-chairs Randy Clark and Tom Maddox, MD, stood out with their bold leadership and unwavering support. Emcee Cameron Esposito provided comedic relief and biting truths at a time when both are so needed, and performance poet Sonya Renee Taylor closed the event with a powerful poem she wrote specifically for Planned Parenthood. The event raised a record-breaking \$2.7 million – with more than \$750,000 raised that night from our matching gift challenge, all of which supports our efforts to create healthier, safer, and more informed communities in San Diego, Riverside, and Imperial counties.

### NEW LAW = BETTER SEX EDUCATION

We helped pass a revolutionary new sexual health education law in 2016: The California Healthy Youth Act requires public school districts to provide middle school and high school students with sexual health and HIV prevention education that is comprehensive and LGBTQ-inclusive, as well as information about sexual assault, sexual harassment, and abortion. Our education team has been instrumental in teaching these expanded sexual and reproductive health education courses throughout San Diego, Riverside, and Imperial counties. We trained more than 1,000 additional community health workers, medical professionals, and youth-serving professionals to provide sexual health education. Our education team also started providing classes at Las Colinas Women's Detention Facility to many women who had never received any education about their reproductive health.



### WE RALLIED IN THE FACE OF POLITICAL ATTACKS

In every corner of our territory from Coachella Valley to Balboa Park, Planned Parenthood supporters rallied behind us as we faced unprecedented political attacks on women's health care. Two high school students showed us the next generation of feminists is fierce when they organized a march in Encinitas to show their support. Thanks to the thousands of people across our three-county region and many more nationwide, we raised awareness that women's health and rights are in the crosshairs of an administration bent on stripping health care from millions.

### VALUE OF VOLUNTEERS: PRICELESS

The number of people devoting their time and talent to support Planned Parenthood skyrocketed after the 2016 election. Last year 391 people gave 5,352 hours of their time to work in our community, administrative offices, and health centers. Altogether, our volunteers' contribution is valued at \$129,197. To us, that dedication to our mission is priceless.





## MILESTONES OUR DOORS STAY OPEN



### PROUD IN MORE PLACES

We celebrated our deep commitment to the health and well-being of the LGBTQ community in all regions of our territory including Coachella, Palm Springs, and Imperial Valley at Pride celebrations. At the San Diego Pride Parade, 150 rainbow-clad volunteers danced, sang, and distributed a record-breaking 20,000 condoms and dental dams to the crowd.

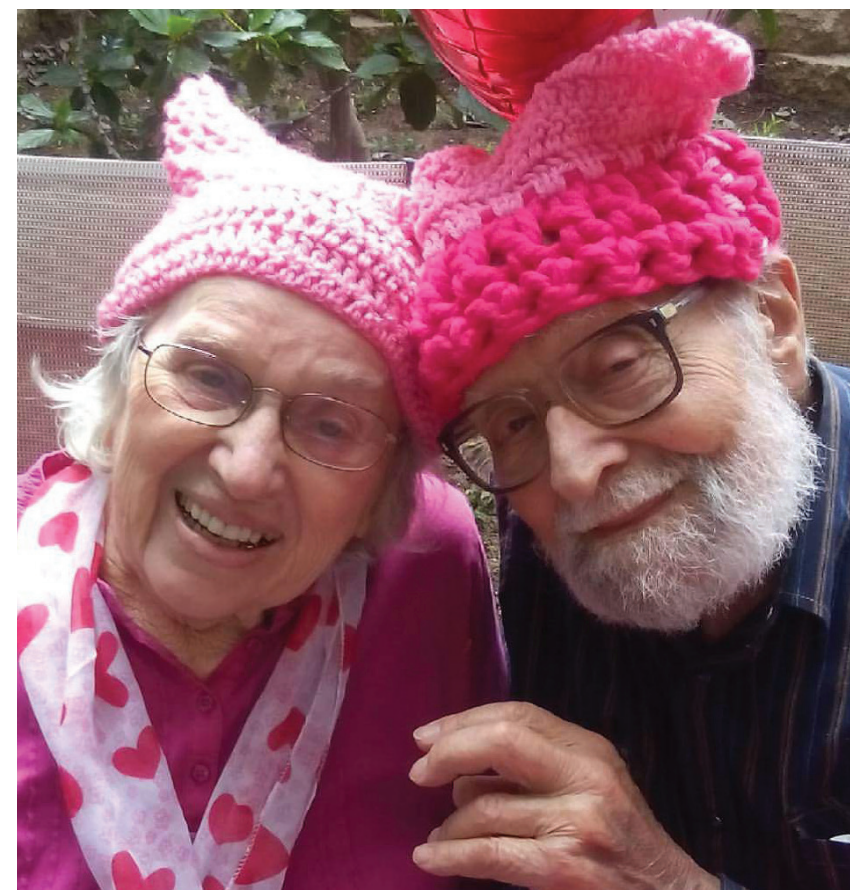


### BROADENING HEALTH CARE SERVICES

After launching our advanced gynecological care practice last year, we expanded these services from San Diego to Riverside County. Our clinicians performed multiple gynecological surgeries and addressed urinary issues, fibroids, abnormal bleeding, and more during hundreds of patient visits. Without Planned Parenthood, many women would have faced a herculean task to get services in regions where health care providers are in short supply.

### EXPANDING CARE IN MISSION BAY

With support from several generous donors, we doubled the size of our Mission Bay Health Center in the fall of 2016. This allows us to see more patients each year in a facility that is designed around their needs. Like our new and redesigned health centers in Vista, Imperial Valley, and Chula Vista, the Mimi Brien Health Center has a comfortable waiting room full of coffeehouse-style seating. In the exam rooms, the clinicians have everything they need at their fingertips so they can focus on the patient. The center was named in honor of longtime supporter Susanna Flaster's mother in appreciation for the Flaster family's years of leadership and generosity.



### RECORD-BREAKING SUPPORT

We received more donations last year – from more new donors – than ever before. We are truly grateful for each donation because this money directly helps our patients lead healthy and fulfilling lives. These donations can't make up for the federal reimbursements for health care services that many legislators have threatened to take away. But these donors still make a world of difference. From the couple who asked friends to donate to Planned Parenthood to honor their 95th birthday to the thousands who gave \$20 for the first time, these donations change lives.





## MILESTONES OUR DOORS STAY OPEN

### 3RD ANNUAL REEL WOMEN'S MOVIE MARATHON (2016)

Nearly 300 supporters shared in a full day of inspiring films about women and helped raise \$30,000, which will allow us to expand breast health outreach, education, and services in Coachella Valley. Gerald Levin, Eileen Stern, and Bill Huff, pictured below, were among the many people who helped us produce this wonderful event.



## #GoodbyeStigma

ENDING THE SILENCE ABOUT ABORTION

### LAUNCHING #GOODBYESTIGMA

We kicked off our #GoodbyeStigma initiative to end the silence and stigma surrounding abortion. One in 3 women will have an abortion by the time she turns 45, but public

conversations rarely include their stories. We know that the silence surrounding abortion contributes to both shame for individuals and harmful legislative policy restricting access for all. We are lifting up the voices of people who have made the decision to have an abortion; amplifying real voices is the sure path to changing the local and national conversation about abortion. Our first step in this long, important journey was training our staff and closest supporters to recognize and eliminate stigma in their own lives and work.



### ANNUAL CAPITOL DAY

Students, staff, and volunteers gathered in Sacramento where they lobbied legislators to allocate new Tobacco Tax funds to increase reimbursement rates for family planning services and advance other legislation critical to Planned Parenthood's mission.

391

people gave 5,352 hours of their time and talent to supporting our work in our health centers and communities.

96%

of our patients would recommend our health centers to their friends and family.

17

health centers in San Diego, Riverside, and Imperial counties.



## BY THE NUMBERS

100%

of teachers from San Diego Unified School District that provide sexual health education were trained by Planned Parenthood of the Pacific Southwest staff.

130,340

people relied on our health centers for sexual and reproductive health care during 259,997 visits.

37,536

people at community events, churches, and schools received sexual and reproductive education and information from Community and Government Relations staff.



*I was blessed to grow up with a loving family, but abstinence-only education was all that was taught at home and at school. At college, I went to Planned Parenthood and learned how to love my body and be proud of who I am. I learned about all the different types of birth control and I found the method that was right for me.*

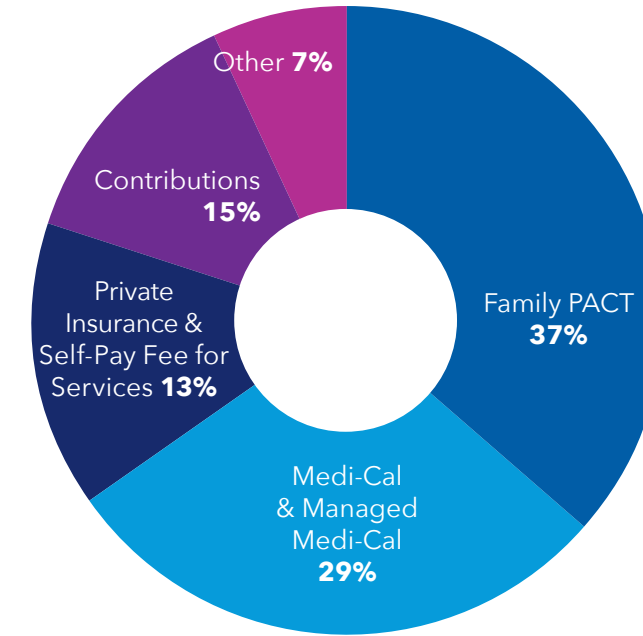
**JENNY, SAN DIEGO**



*As a young woman, I had questions and I couldn't ask anyone at home. Thankfully Planned Parenthood was there for me. The stigma that surrounds women's reproductive health in our society doesn't exist at Planned Parenthood.*

**JACQUELINE, SAN DIEGO**

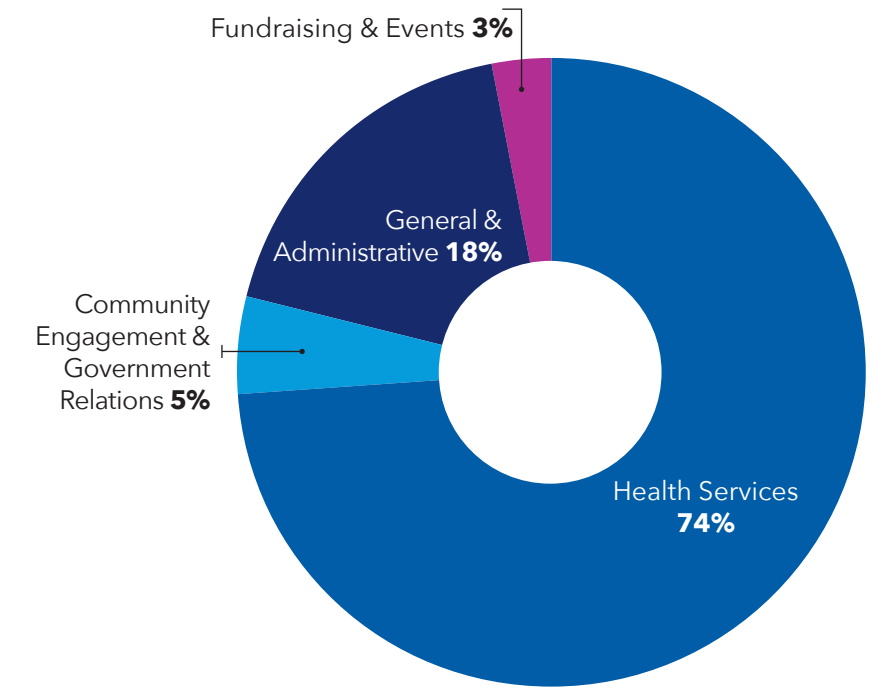
## FINANCIAL OVERVIEW



### REVENUE

Family PACT	\$23,719,409
Medi-Cal & Managed Medi-Cal	\$19,082,974
Contributions	\$9,507,031
Private Insurance & Self-Pay Fee for Services	\$8,113,589
Other	\$4,446,444
<b>TOTAL</b>	<b>\$64,869,447</b>

\*percentages do not add up to 100 due to rounding



### EXPENSES

Health Services	\$45,685,313
General & Administrative	\$11,111,504
Community Engagement & Government Relations	\$2,959,555
Fundraising & Events	\$1,742,995
<b>TOTAL</b>	<b>\$61,499,367</b>

## DONOR LISTINGS

Thank you to the following donors who made gifts from July 1, 2016 to June 30, 2017 to generously support the mission of Planned Parenthood of the Pacific Southwest, enabling us to continue our vital work in our three-county region.

Every attempt has been made to ensure accuracy in the donor lists. However, in compiling such a list, omissions and misspelling sometimes occur. Please advise us of any errors by emailing [development@planned.org](mailto:development@planned.org).

### CHAMPION OF CHOICE CIRCLE \$25,000+

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\*Deceased

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List as of June 30, 2017



*I went back to Planned Parenthood after getting private health care insurance because I know their providers are experts in birth control. They were able to help me find the method that is right for me, and that dramatically improved my quality of life.*

**LAURA, SAN DIEGO**



*When I went to other health care providers to have an abortion, they said that they couldn't keep my medical records private from my parents. Planned Parenthood gave me the privacy I needed to make the decision that was right for me.*

**JESSY, RIVERSIDE**

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*I am 30 years old and I have had two abortions in my life, and I don't regret any of those decisions. Why? I got to live the life that I wanted.*

**ERIN, SAN DIEGO**