

# THE **SAFE**CAMPAIGN

**FORTIFYING ACCESS TO CARE. NO MATTER WHAT.**



 **Planned Parenthood**<sup>®</sup>  
Northern California

Dear Friend,

On June 24, 2022, attacks on reproductive freedom reached a crisis point. Fifty years of precedent ended when the U.S. Supreme Court struck down Roe v. Wade. Planned Parenthood Northern California's (PPNorCal) next bold move to protect reproductive freedom began on this day.

Following the Dobbs decision, PPNorCal announced the SAFE - Securing Abortion, Freedom, & Equality - Campaign to fortify patient access to care. SAFE embodies our spirit of determination and our path forward. This \$5.8MM effort builds upon the tremendous success of the previous Safe Haven Campaign, which increased our ability to be a strong and sustainable provider at the forefront of the reproductive freedom movement.

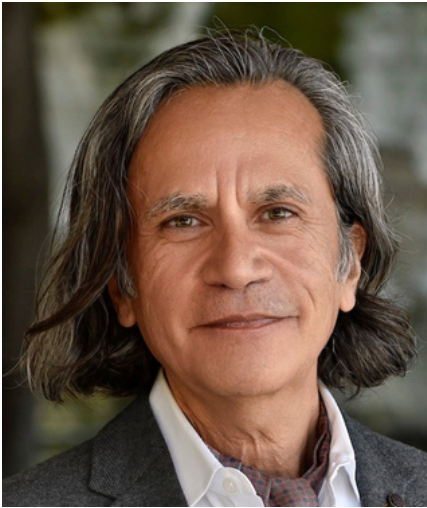
*Though SAFE will come to a close on June 30, 2024, its impact – your impact – will be felt for years to come. With your support, PPNorCal will be stronger and our services more robust.*

We invite you to deepen your investment in PPNorCal as we enshrine access to care for all - no matter what. Please join us as we relentlessly fight to advance reproductive freedom.

Thank you for standing with us.



**Gilda Gonzales, MPA**  
CEO



**Jesus Ramirez-Valles,**  
MPH, Ph.D Co-Chair,  
Board of Directors

"PPNorCal's leadership in advancing health equity is what inspires me to serve on the Board of Directors. Our shared goal of building health care resources to break down barriers such as socioeconomic status or zip code is critical for the well-being of our community at large.

The SAFE Campaign comes at a historic moment. Now it is up to us to fight for reproductive freedom. I invite you to learn more about SAFE, and to consider how you will join us."

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"Planned Parenthood Northern California serves as a beacon of hope for thousands of patients. As a health care professional, I am honored to count PPNorCal as a trusted sexual and reproductive health care partner. All who come to our health centers are treated with respect and dignity no matter what.

The SAFE Campaign is the next powerful step in our future. It is an invitation to all those who believe in this work to invest more deeply and passionately. I hope you will join us in this ambitious campaign."



**Nicole M. Barnett, DHSc, MBA,**  
RN CNL, NEA-BC Co-Chair,  
Board of Directors



# Planned Parenthood Northern California's **P R O M I S E**

In partnership with our donors, we are building a robust future that promises we will serve as a destination for anyone seeking sexual reproductive care. The Dobbs decision did not make us waver - it affirmed our work and ignited our spirit. PPNorCal will never back down.

Thanks to thousands of donors, \$2 million was secured to support the goals of the Safe Haven Campaign which was completed on June 30, 2022. This campaign invested in our entry-level health center staff, recruitment and retention of hard-to-hire clinician roles, and provided additional funds for uncompensated care. Due to the success of this campaign, we launched our 2023 fiscal year stronger and well-prepared for a post-Roe world.

We can't stop there. We know that the overturning of Roe v. Wade disproportionately impacts marginalized communities. People of color, people with low incomes and/or disabilities, and those who may be undocumented all deserve equitable access to care. This is an opportunity to start anew. Roe was never perfect; our work will rise above its limitations. We're building something bigger.

SAFE ensures PPNorCal is the leader in equitable reproductive health care for our local community, and beyond. We clearly see our future mandate as advancing reproductive freedom for all. This is our promise, and we need your support to realize it.

# With your help, our patients can count on us.

“ As a long-time PPNorCal Volunteer,

I have seen the passion and commitment to serving patients. I have worked closely with our Eureka Health Center and understand firsthand the challenges that patients in our Northern Counties face seeking care. The SAFE Campaign is an important effort that will expand access to care, increase the number of clinicians we have, and break down geographical barriers so many face. I believe in PPNorCal, and I am honored to support SAFE!”

*Laura Hussey  
PPNorCal Volunteer*

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“Throughout our history,

Cal Wellness has been a vigorous advocate for patients' health. We fund a range of organizations providing direct services and engaging in policy advocacy to safeguard reproductive health. Regardless of income or circumstances, all people should have access to the information, services, and health care providers they need to make decisions about it, how, and when they plan their families. We are proud to partner with Planned Parenthood Northern California and the SAFE Campaign.

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*The California Wellness Foundation*

# CAMPAIGN

## Protect

As the legal ramifications of providing abortion care are rapidly changing, PPNorCal needs to focus on the legal protection of our organization, clinicians, and patients through the engagement of additional legal counsel.

## Secure

We are actively recruiting and retaining key health center staff, which will strengthen our capacity to support a higher volume of patients, increase timely abortion care appointment availability, and close health equity gaps caused by social determinants of health and access.

## Serve

We will increase the number of staff trained in surgical abortion care. PPNorCal has seen firsthand that increasing the number of Advanced Practice Clinicians providing surgical abortion care results in more appointment availability, decreased wait times, higher patient satisfaction, and reduced abortion stigma.



# PRIORITIES



## Access

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We will be able to hire additional Patient Navigators to support patient calls seeking guidance and support with their health care journeys. Patient Navigators are the first point of contact for many patients and serve as a lifeline for information and resources. SAFE will also provide funding to pay for uncompensated care.

## Equip

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Ongoing measures are required to increase access, such as equipment and medications. PPNorCal has experienced a rise in expenses regarding staff time, medication, supplies, equipment, and other resources necessary to provide consistent, high-quality SRH care that our patients expect from us.

## Sustain

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The heart of SAFE is our health centers and our staff. We need your help to maintain our excellence in care for patients and health center staff as our patient volume continues to rise post-Roe. With your support, we will be ready for whatever may come.



# MEASURABLE RESULTS

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Here are a few examples of what SAFE dollars will enable us to do over the next two years:

- Hire **8 to 10** new clinicians
- Hire **2** new patient navigators
- Provide funds for uncompensated care
- Expand hours of service at locations based upon patient demand

This translates to:

- At least **100** more patients served per day with additional hours
- Approximately **600** new patients guided by patient navigators per year
- At least **37,440** more patients served per year by new clinicians



"You [PPNorCal] were truly a blessing providing coverage for procedures and tests that I couldn't afford. When I'm back on my feet, I will certainly donate to PPNorCal to help others. I'm so grateful to have been helped!"

*An anonymous patient who benefited from uncompensated care*

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"The Eureka Health Center recently added two additional clinicians. Having multiple clinicians on staff has dramatically increased our ability to serve the community and is vital to patients' care, especially in a rural area like Humboldt County, where access is limited and challenging. Hiring additional clinicians made all the difference for our patients!"

*Eureka Health Center Staff*





# FORGING THE PATH FORWARD.

SAFE is the power to serve patients—no matter the circumstances. Nationally, we know things will get worse before they get better. But with you by our side, we will never back down. Not now. Not ever.

*Determined.*  
*Energized.*  
*Committed.*

These are the words driving our team forward.

We are Planned Parenthood Northern California. Together, we can meet this moment.

Join the movement today.

# FROM THE BOTTOM OF OUR HEARTS, **THANK YOU**

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"Now is the time to strengthen and secure sexual reproductive health care access. It is going to take all of us to meet this moment."

*Gilda Gonzales, CEO*



SCAN HERE  
TO LEARN  
MORE  
AND GIVE  
ONLINE!



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For more information, please contact:

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THIS IS THE VISION.  
THIS IS **SAFE**.



 **Planned Parenthood**<sup>®</sup>  
Northern California