

ACCEPTION ABORTION
PREGNANCY STI
NING CARE, CANCER
OMY NO SCREEN
STI MATTER CO
ER WHAT! VASE
PREGNANCY INFERTILI
CONTRACEPTION STI
VASECTOMY ABORTION
STI GENDER-AFFIRMING
INFERTILITY CARE
CANCER
SCREENING
ABORTION

**CARE,
NO
MATTER
WHAT!**

2021-2022

 **Planned Parenthood**[®]
Northern California

Strategic Focus

Dear PPNorCal Friend:

On June 30, 2022, Planned Parenthood Northern California (PPNorCal) completed its Fiscal Year 2022. Just a week prior, on June 24, we experienced the most devastating blow to reproductive freedom in more than a century: the overturning of *Roe v. Wade*. To date, sixteen states and counting have implemented new abortion bans, with more states expected to follow suit. Meanwhile, there are only twelve states that are without restrictions and have protective policies in place, including California. In partnership with our sister Planned Parenthood affiliates in California, PPNorCal is advancing more progressive policies, including a new state constitutional amendment to protect abortion access and reproductive health care. The reversing of *Roe* was devastating but we are not deterred. We remain motivated by our mission to advance health equity through the delivery of equitable, accessible, and high-quality sexual reproductive health care.

Thank you for standing with us through every challenge and believing in our mission.

We want to acknowledge you for continuing to channel collective power and strength with us to meet this moment boldly and with compassion. Amid this national reproductive health care emergency, it is important to take stock of our accomplishments. Join us in celebrating what we were able to achieve this past fiscal year and a preview of what is to come in the year ahead. Our work never stops, and there are many exciting projects to look forward to in this new fiscal year – July 1, 2022-June 30, 2023.

With your support, PPNorCal will stand strong and serve everyone who comes to us – no matter what!

In solidarity,



Jesús Ramírez-Valles, MPH, Ph.D
Co-Chair, Board of Directors



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



Gilda Gonzales, MPA
CEO



Our patient-centered care strives to reduce disparities within sexual reproductive health care so that we empower and provide care to all who come to us. With abortion bans disproportionately harming individuals who already face systemic discrimination and have limited health care access, we live and breathe our new Strategic Plan, the foundation of which is built upon advancing health equity by increasing workforce diversity, continuing in-depth Diversity, Equity, and Inclusion (DEI) staff training, and addressing disparities.

On June 18, 2022, PPNorCal's Board of Directors affirmed a new 2022-2025 Strategic Plan, focusing on three main goals that will guide us forward:

- 1 Activate growth by implementing strategies aligned with advancing health equity supported by PPNorCal's workforce.
- 2 Enhance PPNorCal services and infrastructure to increase access to high-quality health care and advance health equity.
- 3 Embrace and promote all PPNorCal's programs and services as critical to public health outcomes and achieving health equity.

MISSION Planned Parenthood Northern California advances health equity through the delivery of equitable, accessible, and high-quality sexual reproductive health (SRH) care.

VISION Planned Parenthood Northern California fulfills its mission by advancing strong business practices and progressive initiatives anchored by DEI principles and honorable standards.

ADVANCING HEALTH EQUITY

At 17 health centers, PPNorCal is proud to have provided over 69,260 individuals with essential sexual reproductive health care annually, including (June 30, 2021-July 1, 2022):

155,870

chlamydia, syphilis, gonorrhea, herpes, & hepatitis C tests (total combined)

40,660

HIV tests & PrEP/PEP visits

15,250

gender-affirming hormone therapy visits

7,610

abortions

1,970

HPV vaccines

290

vasectomies

108,250

contraception visits

39,330

pregnancy tests & counseling

10,840

cervical cancer screening tests & treatments

4,340

breast exams

720

behavioral health visits

270

infertility evaluation visits

140

expectant management visits

WHO WE SERVE

84% have low incomes
(below 200% of the Federal Poverty Level)

75% Medi-Cal beneficiaries

56% from communities of color

75% between the ages of 18-34

46% Latinx

84% women & nonbinary

12% with primary language diversity

PPNORCAL IS PROUD TO PROVIDE ABORTION CARE AND AID.

We began providing abortions 39 years ago. Today, all 17 of our health centers offer medication abortion (MAB) five to six days a week up to 10 weeks gestation and eight health centers provide In-clinic abortion (ICA) services, with select sites offering ICA up to 18 weeks gestation. In many of our northern, rural locations we are the only abortion provider within 100 miles.

Since the Texas Senate Bill 8 (SB8) passed on September 1, 2021, which banned abortions after six weeks, PPNorCal has cared for out-of-state patients, the majority of whom are from Texas, Nevada, and other states impacted by abortion bans and restrictions. Anxious to receive urgent care, out-of-state patients are grateful for the services they receive once they arrive at our health care centers. This trend is indicative of what's to come – as more states ban abortion, our patient volume will rise.

With SB8 foreshadowing the overturning of Roe, PPNorCal has been steadily preparing for increasing abortion bans and restrictions nationwide. As we follow patient trends and needs closely, we continue to scope and investigate scale-up strategies.

In addition, we continue to refer patients who require financial assistance to Access Reproductive Justice and other local abortion fund organizations as needed. It's vital that no one is turned away from receiving care.

To find abortion care across the country, we recommend **Abortion Finder** (abortionfinder.org).



ABORTION
IS HEALTHCARE +
HEALTHCARE IS
A HUMAN RIGHT

HEALTH CARE HIGHLIGHTS

Together, this past fiscal year we accomplished the following milestones:

Our Medical and Patient Services teams integrated to form the Clinical Operations Department. Increasing organizational efficiency and further centering health equity, this combined department enables PPNorCal to better align organizational goals and health center operations priorities.

PPNorCal's San Francisco Flagship Health Center celebrated its first year serving patients! In the year since opening, SF has served 7,800 patients through 13,600 visits.

Advancement of our Research Department. Located at the SF Flagship, the Research Department trained and onboarded over 30 health center staff across the affiliate to research topics including abortion access, expanding STI screening, and supporting the development of a new rapid testing instrument for chlamydia and gonorrhea.

PPNorCal introduced its first in-house, centralized Contact Center, located in the Concord Administrative building. The first point of contact for individuals calling PPNorCal, the Contact Center plays a critical role in ensuring that patients can easily schedule appointments for sexual and reproductive health care services, free from judgment and centered on reducing barriers to accessing expedient, high-quality care.

PPNorCal launched our first internal Reference Lab at our San Rafael Health Center, ensuring timely and accurate test results, increasing patient access to affordable testing, and improving operational efficiency. Our new Reference Lab also improves specimen tracking and management and streamlines data collection and reporting. With an in-house lab, PPNorCal providers can reach the lab directly and speak with laboratory professionals in real time to answer questions.

We further expanded our highly successful telehealth program, which served over 15% of our patient volume through 24% of patient visits. With nearly two times the number of patients utilizing our telehealth services than in the previous fiscal year, it is clear that these services are increasingly desired by a significant portion of our patients. We are proud to remain a trusted and easily accessible resource for sexual and reproductive health services.

Continue to fight the STI epidemic in California with our "Core 4C Screening" initiative, which offers chlamydia, gonorrhea, syphilis, hepatitis C, and HIV testing to all patients who can become pregnant. These STI rates continue to rise at alarming rates statewide. Since 2009, California rates of congenital syphilis (CS) have increased by 986%, syphilis (all stages) by 349%, gonorrhea by 236%, and chlamydia by 61%. Our intervention is crucial as we strive to lower STI rates in California through education, testing, and treatment.

Did you know? CS is preventable with testing and treatment during pregnancy. Untreated CS can result in infant death, stillbirth, premature birth, low birth weight, and birth defects.



San Francisco Flagship Health Center's entryway water feature (pictured above) and main floor reception lobby (pictured below).

NEW COMMUNITY HEALTH WORKER PROGRAM

PPNorCal launched a new Community Health Worker Program! In Fiscal Year 2023, new Community Health Workers will further PPNorCal's goal of health equity by helping patients navigate the health system, offering culturally and linguistically appropriate care and counseling, providing health education, and advocating for the communities in which they live and work. Through this model, the state will provide reimbursements for services once we meet the state's eligibility criteria.

This effort is led by our new Community Health Department, which includes Behavioral Health, Prenatal Counseling, Education, and Case Management Services.

We are delighted to share our department highlights with you!

Education Outreach

Did you catch us at the Folsom Street Fair or Outside Lands? We tabled at two of San Francisco's largest events, providing a safe space for participants and staff to seek sexual reproductive health information and resources.

We delivered professional development training to the San Francisco Unified School District by supporting approximately 20 elementary school teachers with puberty training and best practices to enhance their health education curriculum and skills!

Our team successfully provided youth with the information necessary to have agency over their lives, bodies, and futures by offering sexual health education programs in middle schools, high schools, alternative school settings, and juvenile justice facilities in Humboldt, Mendocino, and Shasta counties.

The Spare Change Peer Education and Teen Theatre Troupe trained seven participants as peer educators. In addition to extensive instruction on sexual reproductive health and facilitation training, the seven also wrote and created an original dramatic script, filmed a series of sexual health education videos, and delivered in-classroom sexual health education presentations.

We hosted two weekly online "Sex Ed Social Groups" for individuals with disabilities through our partnership with the Redwood Coast Regional Center. Drawing upon a curriculum designed to be responsive and adaptable to group needs, sessions focused on the fundamentals of sexual reproductive health and practicing communication skills.

Our education efforts will focus on a train-the-trainer model for external partners as we continue advancing the Community Health Worker Program.

Case Management

For over 35 years, PPNorCal has implemented Cal-Learn case management programming for pregnant and parenting young people and the Housing Opportunities for Persons with AIDS (HOPWA) program for individuals living with HIV/AIDS throughout Solano County. The Case Management Team provides wrap-around services, including building life skills, youth development, housing assistance, childcare support, parenting skills, transportation costs, connection to health care services, job development, securing employment, and food bags.

100% of our Cal-Learn clients entered and/or remained in school, also showing academic progress

100% of our HOPWA clients obtained and/or maintained safe and stable housing

100% of clients were assessed for health care services and referred appropriately

100% of clients in need of food were provided with enough food for their entire household

Behavioral Health

PPNorCal's therapists provide crisis counseling and ongoing supportive therapy to patients seeking help for mild to moderate behavioral health stressors and challenges, including anxiety, depression, relational concerns, family planning, and adjusting to/managing life stressors. Additionally, in collaboration with the Contra Costa Prenatal Program, our therapists provide ongoing counseling services to prenatal patients and couples as needed. Because of our therapists' highly skilled care, patients have been able to build independence from emotionally abusive relationships, overcome barriers to essential medical care, individuate from family, and lead healthier, happier lives.

“My therapist helped [me] tremendously to cope with my role as a new mother. I was experiencing significant post-partum depression, and she helped me cope with a wide range of feelings to better manage my sadness and stress.”



WE ARE MORE DETERMINED THAN EVER

The U.S. Supreme Court may have failed to protect our rights, but we are not without power.

PPNorCal's sister organization Planned Parenthood Northern California Action Fund (PPNorCalAF) has been in the trenches, fighting for reproductive freedom. In response to the leaked SCOTUS draft opinion and the final decision overturning *Roe v. Wade*, we created rallies, press events, and marches in support of reproductive freedom. Thousands of attendees came together to express grief, outrage, and the determination to keep fighting for reproductive freedom. Notable attendees and speakers included CEO Gilda Gonzales, Congressman Garamendi; California Attorney General Bonta; State Senator Wiener; Assemblymembers Bauer-Kahan, Ting, and Haney; San Francisco Mayor Breed; San Francisco Supervisors Ronen, Stefani, Chan, Melgar, Dorsey, and Preston; Humboldt Supervisor Wilson; Contra Costa District Attorney Becton; and Eureka City Councilmember Arroyo.



BUT WAIT, THERE'S MORE!

PPNorCal's Public Affairs Team passed a buffer zone outside of the Walnut Creek Health Center, protecting patients from anti-Planned Parenthood demonstrators. This is a major accomplishment, and we are proud to have received unanimous support from the Walnut Creek City Council.

We were also able to expand our Patient Escort Program at our San Francisco Flagship, Napa, and Walnut Creek health centers. We are grateful to the hundreds of courageous patient escorts helping our patients across the Bay Area daily.

We were honored to take part in the 2022 San Francisco Pride March, after two years of hiatus due to the COVID-19 pandemic. PPNorCal's CEO Gilda Gonzales spoke at the main stage outside of City Hall, rallying support for reproductive freedom and sharing our pride to stand alongside the LGBTQIA+ community. We were happy to be reunited with so many friends and supporters at this year's event!



Around the world, protests for abortion rights are distinguished in green – green handkerchiefs, scarves, protest signs, and more.

WE'RE HERE BECAUSE OF YOU!

Because of your support, we are more prepared to meet the challenges of a post-Roe world. Together, we met our fundraising goals and increased our capacity to meet this moment head-on.

21,220 unique donors contributed a total of **\$13,271,690**

We completed our Safe Haven Campaign fundraising goal of \$2 million, cementing PPNorCal as a robust, sustainable health care provider at the forefront of the reproductive access movement. Thanks to the generosity of donors and partners like you, we have increased our capacity to serve anyone from the 20 counties across Northern California and beyond.

Your support impacts the lives and careers of PPNorCal's medical staff, like Rachael B. The first time Rachael visited our Napa Health Center, she knew one day she would work for PPNorCal. That dream came true when she joined as a Reproductive Health Specialist (RHS). Rachael wanted to do more and set a goal to become a PPNorCal Clinician. Through the Safe Haven Campaign, Rachel competed and was awarded significant financial support for her continued education.



Together Again!

Themed *Meeting the Moment in a Big Way*, the **Choice Affair** gala was our first in-person fundraising event in two years and was held at the Humboldt Bay Social Club on April 30, 2022. Thanks to all 210 attendees and Special Guest Auctioneer Senator Mike McGuire, it was a great success, with over \$116k in net revenue raised! Our next event was **Napa Stand Up! Reproductive Freedom: Together We Stand** at Feast it Forward on May 4. Two days after the leaked SCOTUS draft opinion, 130 guests heard our call to action and donated over \$113k to support our new Napa Health Center! Finally, on June 2, we came together at The Lodge at the Regency Ballroom for our annual **Acts of Courage** (AOC) event, with the theme: *Reproductive Freedom – Standing on the Right Side of History*. SF Mayor London Breed was presented with our AOC Award, honoring her record of being a reproductive rights and Planned Parenthood champion. The night included an address from Keynote Speaker, CA Attorney General Rob Bonta, and an empowering performance by the SF Gay Men's Chorus, sponsored by the Marin Community Foundation. Together, we raised more than \$192,000 in net revenue.

PPNorCal purchased a new location for our Napa Health Center! Thanks to the generous support of donors like you, the new facility is opening its doors in October 2022. Increasing the number of existing exam rooms from three to six, our new Health Center allows us to double our impact in the community and reduce wait times for appointments. We have served the Napa County community for 40 years and with this new facility, we will be able to continue doing so for years to come. To date, we have raised over **\$400,000!** The Campaign for the new Napa Health Center seeks to raise \$716k for capital improvements – with your help, we can get there! With more resources, more will be possible.



GOING FORWARD TOGETHER

We are excited to share that we have launched our new SAFE (Securing Abortion, Freedom, & Equality) Campaign to fortify patient access to abortion care. With the goal of raising \$5.8MM by June 30, 2024, this campaign focuses on growing our capacity to serve more patients, reducing wait times, and closing health equity gaps that prevent patients from receiving care, including financial and geographical barriers.



This campaign will support the expansion of health center business hours, the introduction of a telehealth medication abortion (teleMAB) program, and an Abortion Patient Navigator program – all to increase abortion care access in the coming fiscal year.

#IStandWithPPNorCal



"The right to choose is personal to me. As a teenager, I had first-hand experience with choice. During my first pregnancy, I went into Planned Parenthood and learned I was pregnant. Planned Parenthood afforded me the option and the opportunity to discuss the different choices that were available to me. As I considered all of my options with the counselor there, I felt supported, I felt cared for, and I felt loved. But most importantly, I felt great strength in knowing I had the choice to decide what my future would look like."

Assemblymember Lori Wilson, 11th Assembly District



"I stand with Planned Parenthood because when I had an unplanned pregnancy at 25, I went to Planned Parenthood and they welcomed me with warmth, respect, and information. Planned Parenthood provided me with the care that I needed and empowered me to make the best decision for my life. I know that Planned Parenthood will continue to provide that care to those who need it here in California – even as other states make it more difficult. I stand with Planned Parenthood because they stand with us."

Assemblymember Buffy Wicks, 15th Assembly District



"With the right to abortion being stripped from people across the country, now more than ever, the critical work of health care champions like Planned Parenthood Northern California is the only way we can ensure access to abortion and to advance reproductive justice. As Chair of the Assembly Select Committee on Reproductive Health, I will continue to fight to protect the right to abortion care and I am proud to partner with Planned Parenthood Northern California to find meaningful ways to protect and expand access. I thank Planned Parenthood of Northern California for their essential work in delivering safe access to abortion and other health care to our communities."

Assemblymember Rebecca Bauer-Kahan, 16th Assembly District



"Planned Parenthood Northern California is an absolutely essential resource for the people of San Francisco. Every year thousands of lives are saved thanks to their high-quality, low-barrier health care services. Planned Parenthood Northern California's work in our community is more vital now than ever. I'm incredibly grateful to them for their support to every single person who walks through their doors."

Supervisor Catherine Stefani, San Francisco District 2

OPERATING REPORT

FY 2022 Pre-audit figures

Revenues

State Office of Family Planning	\$20,603,765
Medi-Cal & Medicare	12,832,052
Government Grants	1,112,518
Private Insurance & Self-Pay Fees	5,045,424
Contributions & Private Grants (1)	11,124,535

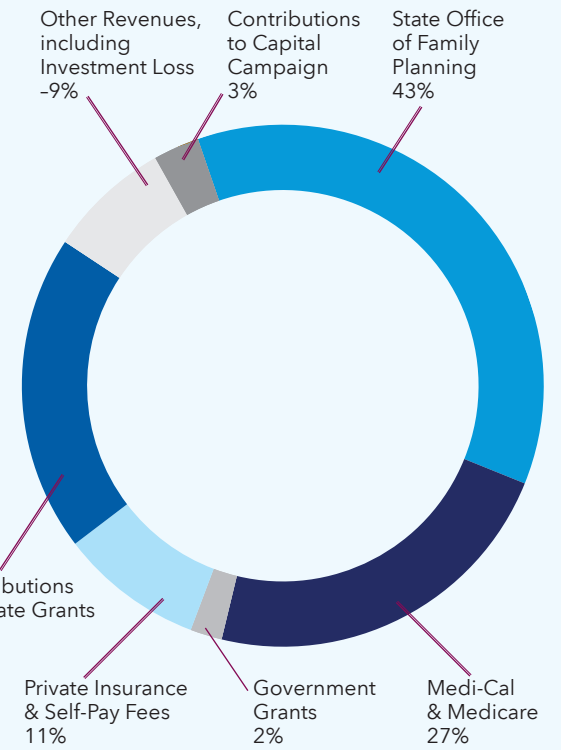
TOTAL Operating Revenues \$50,718,294

Other Revenues, including Investment Loss	\$(4,296,806)
Contributions to Capital Campaigns	1,609,047

TOTAL Revenues \$48,030,535

Notes:

(1) FY22 Contributions and Private Grant Revenue includes \$2,666,777 of Bequests received.



Expenses

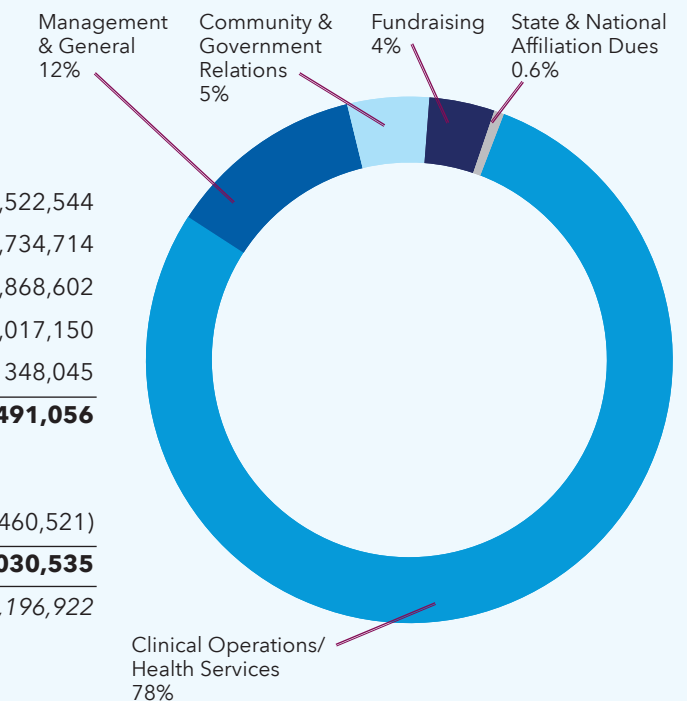
Clinical Operations/Health Services	\$43,522,544
Management & General	6,734,714
Community & Government Relations	2,868,602
Fundraising	2,017,150
State & National Affiliation Dues	348,045

TOTAL Operating Expenses \$55,491,056

Revenue minus Expenses (net deficit), includes Contributions to Capital Campaigns	(7,460,521)
---	-------------

TOTAL Uses of Revenues \$48,030,535

Capital Expenditures	\$2,196,922
----------------------	-------------



2022 - 2023 BOARD OF DIRECTORS

Officers

Nicole M. Barnett, DHSc, MBA, RN, CNL, NEA-BC, Co-Chair

Jesus Ramirez-Valles, Ph.D, MPH, Co-Chair

Vacant, Treasurer

Debbie Findling, Ed.D, Secretary

Directors

Kristin C. Chambers, Esq.

Kanishka Karunaratne Cheng

Noelle Fernandez Hayes

Leslie Lew

Sue McIntyre

Nikita T. Mitchell

Dr. Lester Reffigee

George Weiss, MHA

Sue Y. Young

President and CEO

Gilda Gonzales, MPA

PPNorCal extends its gratitude to the following former Board of Directors who served our mission honorably throughout this past fiscal year. Our profound thanks and appreciation are extended to each of them.

Robert Benavidez
Dionne Cruz Miller, MPH
Mary Jung



Planned Parenthood® is a registered trademark of Planned Parenthood Federation of America, Inc.
The  logomark is a registered service mark of Planned Parenthood Federation of America, Inc.