



# PLANNED PARENTHOOD ARIZONA, Inc.

Annual Report | 2020-2021



Planned Parenthood Arizona, Inc.

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## Mission Statement

Planned Parenthood Arizona promotes and protects every person’s freedom and right to enjoy sexual health and well-being, to make reproductive choices, and build healthy, strong families.

Planned Parenthood Arizona proudly serves the entire state of Arizona with health care services, education, and advocacy.

## Executive Team

- Tracy Bannon, *Interim Director of Human Resources*
- Ethan Smith Cox, *Director of Development*
- Brittany Fonteno, *President and CEO*
- Vicki Hadd-Wissler, *Senior Director of Education*
- Veronica Martinez, *Senior Director of Equity, Diversity, and Inclusion*
- Whitney Walker, *Vice President, Public Policy, Advocacy, and Organizing*
- James Washington, *Vice President of Patient Services*
- Dr. Sigrid Williams, *Interim Medical Director*

## PLANNED PARENTHOOD ARIZONA BOARD OF DIRECTORS

**Xanthia Walker**  
*Co-Chair*

**Carminia Muñoz**  
*Co-Chair*

**Sheena Chiang, Esq.**  
*Vice-Chair*

**Adriana Delgado**  
*Treasurer*

**Shasta McManus**  
*Secretary*

### Board Members

- Christina Belin
- Amanda Bruno
- Astrid Henao
- Allyson Israel
- Anna Rojo Keene
- Sedona Lynch
- Shaliqua McCoy
- Rhonda El Murib
- Andrew Norris
- Chesney Richter
- Alex Ross
- Jody Ryan
- Veronica Salcido
- Priyanshi Shah
- Noor Zwayne

### College Directors

- Emily Goldberg
- Zaniel Rodriguez

# MESSAGE FROM PLANNED PARENTHOOD ARIZONA BOARD OF DIRECTORS

*This report reflects the timeframe of July 2020 – June 2021.*

Dear Planned Parenthood Arizona Community,

2021 has continued to challenge us, collectively, as a community and pushed us to lean on each other to accomplish great things. The pandemic has stretched across almost two years now and as our relationship to health, safety, and gathering together continues to shift and evolve, our commitment to exceptional care in service and solidarity with our patients and community remains steadfast. We are honored to share highlights from July 2020 to July 2021 and continued commitments with you.

First of all, we are awed by the Planned Parenthood Arizona (PPAZ) staff and our incredible health center volunteers for continuing to center our patients and communities in providing excellent health care through the ongoing global pandemic. Through many challenging moments this year, there has been no interruption of care or clinic closures. Our doors have stayed open. Furthermore, Planned Parenthood Arizona successfully completed a rigorous re-accreditation process with Planned Parenthood Federation of America (PPFA).

In tandem with our re-accreditation, PPAZ has been engaged in the deep process of analyzing, re-imagining, and growing our systems and structures to cultivate a thriving health care and operations environment with and for our staff, patients, and community partners. PPAZ worked this year with consulting firm *Intergrowth* to understand opportunities to evolve our health care operations and administrative systems to increase functionality and capacity. Currently, a task force of staff is prioritizing and vetting the recommendations and will move them into action over this coming year. This work functions in tandem with our continued onboarding into the Clinical Health Network for Transformation (CHN) with other partner affiliates from across the Planned Parenthood Federation. This work will ensure continued operational stability and increase our capacity to provide excellent and equitable care. As one of the original organizations that participated as CHN architects, we are thrilled to see this work come to fruition.

PPAZ has entered into a multi-year partnership with equity and culture shift firm *For the Culture* (FTC), investing explicitly in our organizational practice of equity. We know that to live our mission, equity must be woven across the entire fabric of PPAZ. We are thrilled to deepen our work through this partnership with FTC. As we move through FTC's process of 'See, Strategize, Strengthen, Shift,' we are creating the support structures for staff and board to work together in the action of creating a space where we live our value of "Care. No Matter What."

On November 1, 2021, Brittany Fonteno assumed the role of President and CEO of Planned Parenthood Arizona and Planned Parenthood Advocates of Arizona. We are absolutely thrilled to introduce you to Brittany. She is a seasoned strategist, trainer, and advocate with 15 years of experience in the movement for sexual and reproductive health, rights, and justice. She has been part of the Planned Parenthood family since 2014, having worked as Chief External Affairs Officer of Planned Parenthood of Southern New England, and at the PPFA national office. To choose the next leader of PPAZ & PPAA, a 15-person search committee was established, made up of staff representatives from each department in the organization, as well as representatives from the PPAZ and PPAA boards, community partners, and donors. All stakeholders reached the consensus that Brittany is the right person to lead PPAZ, in collaboration with our staff, boards, patients, and community, into our next phase of thriving. We are honored that our new leader is a queer, Black woman of faith, and is now only the eighth BIPOC leader of one of Planned Parenthood's 49 affiliates. We are incredibly proud that our affiliate continues leading Planned Parenthood into the future.

As we close out this year, we stand with patients and providers in Texas. Since the passage of the Texas abortion ban, Texans have been forced to travel in order to access abortion care — or continue with a pregnancy. Texas is not alone. Arizona passed a dangerous bill, SB 1457, this year. SB1457 bans abortion based on fetal abnormality diagnosis, delivery of abortion medication, limits insurance miscarriage coverage, and allows partners and parents to sue patients and providers. Several organizations have sued to stop this bill from going into law. The portion of the law that would charge doctors with a felony for inducing an abortion due to genetic abnormality was blocked from taking effect last month. However, other aspects of the law have gone into place and the lawsuit is ongoing. As we continue to deepen our organizational commitments to equity through humanizing, affirming, and accessible health care, we know that abortion care is inextricably linked to our human rights. Anytime access to care is limited it will impact most swiftly and severely Black, Brown, Indigenous, LGBTQ, and people with lower incomes.

We are so grateful to you for your ongoing support of Planned Parenthood Arizona. Please read on in this report to be activated, inspired, and recommitted to our work, together. We will continue to promote and protect every person's freedom and right to enjoy health and well-being, to make reproductive choices, and build healthy, strong families.

**We remain In This Together,  
Planned Parenthood Arizona Board of Directors**

# PPAZ MILESTONES

HEALTH CARE | ADVOCACY | EDUCATION



# HEALTH CARE

## Team-Centered Patient Care

The journey our patients take to access care can be difficult and marked by barriers. Our staff also have burdens to overcome in supporting our patients, including passing by protestors on their way into the health center and navigating the uncertainty of a lingering pandemic. In 2021, we focused on the aspect of patient care we can control: the environment within the health center walls. By examining our patients' experiences once they cross our threshold, we were able to identify tangible areas of opportunity in which we invested and prioritized.

Happily, we hired two staff physicians for the Phoenix-area to provide abortion and expanded sexual and reproductive care alongside our established patient care teams. With the addition of two physicians, we are able to ensure consistent access to care and enrich the stability of our individual health center teams while building genuine interpersonal relationships with trusted, consistent providers.

We also welcomed two new roles to the Patient Services Division – Family Planning Training + Quality Coordinator and Abortion Training + Quality



*“By examining our patients’ experiences once they cross our threshold, we were able to identify tangible areas of opportunity in which we invested and prioritized.”*

Coordinator. With the addition of Lesleigh Zerby Higgins and Alyssa Stenson, we launched the Training Department whose sole focus to orient and onboard all new health center staff and also coordinate ongoing trainings for non-licensed staff to ensure that all patients receive care that reflects the most up-to-date clinical evidence and guidelines. Lesleigh shared that by focusing on continuously training our health center staff, we are making a strong and effective team that can in turn provide our

patients with the best possible clinical care. Additionally, Alyssa shares her long-term vision for building an “inclusive and positive abortion care” model that “include[s] trans and non-binary people” which will improve positive experiences for all patients.

With each new day, we are energized by our health center staff’s dedication to our patients, and are thrilled our team continues to grow in service for our Arizona communities.

# ADVOCACY

## Voter Registration and Get Out the Vote Efforts Continue in a Digital Age

Building upon years of community engagement and empowerment, the Planned Parenthood Arizona External Affairs team continued their massive voter registration effort up until election day 2020. Despite still not being able to engage in door-to-door outreach because of the ongoing pandemic, the team hosted a variety of virtual events, ranging from trainings to town halls and happy hours, to engage supporters and potential voters. In addition, the team led a significant voter engagement campaign on social media platforms such as Facebook, Instagram, and Twitter. During the final push before the voter registration deadline, the team also participated in a #WhyIVote social media campaign where our staff members and supporters submitted pictures of themselves and a caption stating why they are registered to vote.

773

Volunteers

2,502

Shifts Completed

15,821

Calls

161,941

Texts

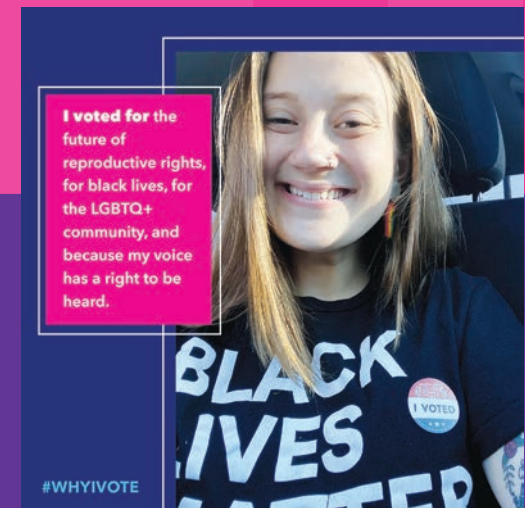
5



Lone Malefho,  
PPGEN U of A Club President 2020-2021



Angelica Romero,  
Regional Youth and Campus Organizer,  
Planned Parenthood Federation of America



Aria,  
Former PPAZ Intern and Current Volunteer

## EDUCATION

In a year of unprecedented change, the Sexual Health and Responsible Institute (SHARE), the go-to resource for Sex Education in Arizona, successfully navigated the challenges of moving some of our education and training programs from in-person delivery to the virtual platform. We have created new content that gives people more opportunities to interact with our team and modified some of our workshops and presentations to meet the demand for sex education in a virtual setting.

*"We remain steadfast in our commitment to our vision to create health equity for Arizona youth through improved access to high-quality sexuality education and building supportive family and community connections that encourage holistic health-promoting behaviors."*

## EDUCATION

We remain steadfast in our commitment to our vision to create health equity for Arizona youth through improved access to high-quality sexuality education and building supportive family and community connections that encourage holistic health-promoting behaviors. Our evidenced-informed, inclusive, up-to-date, and culturally relevant education and training reached 850 people this year. The 175 youth-serving professionals reached through our training programs included K-12 teachers, counselors, school staff, community activists, and PPAZ volunteers.

New, energizing community and affiliate partnerships enhanced our role as thought leaders in sexuality education, in particular as it relates to youth with Intellectual and Developmental Disabilities (I/DD). The SHARE Institute's work with the Arizona Developmental Disabilities Planning Council's Arizona Response to Sexual Violence & Intellectual/Developmental Disabilities Collaborative

played a significant role in the recommendations put forth in *Preventing Sexual Abuse in Arizona Schools: Suggested Protocols for Students with Intellectual, Developmental and Other Disabilities*. These best practice recommendations, issued in April, include "accessible and inclusive lessons on sexual health and relationships." The SHARE Institute, in collaboration with the education departments of Planned Parenthood Rocky Mountains and Planned Parenthood Association of Utah, was awarded a significant grant to build a virtual education and training model for delivering accurate, inclusive, and comprehensive sex

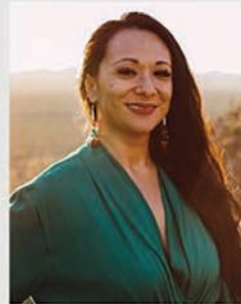
education to people with I/DD. Both projects speak to the need to address the unacceptable inequities in sexual health care and sex education for people with I/DD in general, and Arizona youth who are "at nearly seven times the risk of sexual abuse as their peers, ...are vulnerable to exploitation." A blooming relationship with the Dunbar Pavilion African American Arts and Culture Center in Tucson paved the way for Maria Rodriguez, a SHARE Institute health educator, to be tapped to be a panelist for *Reproductive Justice: Everybody Needs Reproductive Justice*, a two-part virtual event hosted by the Dunbar Pavilion.

# Reproductive Justice

## *Everybody Needs Reproductive Justice*

### Part 2

Moderator



Stephanie Noriega

Panelists



Willbliss



Maria Rodriguez



Lynita Johnson





As a panelist for part two of this event, titled *Reproductive Justice: Nothing About Us Without Us*, she, along with the other panelists shared their personal and professional journeys as BIPOC reproductive justice advocates.



The SHARE Institute staff joined Planned Parenthood Federation of America's Chat/Text Program. The program taps trained health educators from several affiliates to respond to questions posed by adolescents and young adults through text or instant messaging to questions about birth control, emergency contraception, STI/STD testing and treatment, pregnancy testing, abortion, and other topics. These trained educators answer any question related to these topics (and more) and provide medically accurate, non-judgmental responses that encourage positive health behaviors. Chatters are encouraged to visit a Planned Parenthood health center and results indicate that the program not only helps chatters take charge of their sexual and reproductive health, it also increases visits to our health centers.

The robust media plan launched last year to increase SHARE Institute brand recognition and accessibility to sex ed resources continues to grow, and this year we are especially pleased to have increased our Spanish social media presence. We created a new hashtag: #FeelMeUpFriday to elevate our Spanish-only posts. We have seen

“The Chat/Text Program taps trained health educators from several affiliates to respond to questions posed by adolescents and young adults through text or instant messaging to questions about birth control, emergency contraception, STI/STD testing and treatment, pregnancy testing, abortion, and other topics.”

# EDUCATION

new and different engagement with these posts and have enjoyed creating a platform to elevate other national and international events centering on Latinx experiences. *Safer Sex Saturdays* are posted in both Spanish and English and provide tips and links to resources about how to protect your sexual health. *Ask a Sex Educator* has continued as its own scheduled programming on Instagram every other Friday, addressing audience sex ed and resource questions submitted anonymously. Thus far the *Ask a Sex Educator* video on herpes received the highest number of views, at 400 and counting. This video clearly resonated with people and may have done so because the staff's approach is people-centered and creates space to talk about the feelings around diagnosis and why it matters how one's medical provider gives a diagnosis for one's follow-up care and treatment. These programs, and others, like *Resource Spotlight Mondays*, received approximately 80,000 views, with approximately 6,000 engagements.

The established partnership with the state chapter of the Gay, Lesbian, Straight Education Network (GLSEN) had a SHARE educator co-facilitating two different GLSEN trainings. *Ready, Set, Respect: LGBTQ Inclusive Elementary Classroom* and GLSEN's *Safe Space Kit* give school staff strategies on how to provide a welcoming, supportive, and safe environment for LGBTQ students. Just over 115 teachers, counselors, and other school staff attended one of the three trainings offered in the last year.

In 2020, our five-year **Mobilization for Positive Futures Project** came to a close. The Department of Health & Human Services grant funded our work with partners at Child & Family Resources, Inc. and the Sunnyside Unified School District (SUSD) starting in July, 2015. The \$4.3 million award meant that SUSD could implement effective, evidence-based, medically accurate sexuality education to middle and high school students. SHARE Institute staff provided training for teachers and other community agencies on the selected curriculum, along with family workshops that promote communication on sex, love, and dating. In August, the last training for teachers was implemented helping to ensure the capacity for SUSD to continue to offer the curriculum.

The SHARE Institute is grateful for the generous ongoing support received from foundations and donors. This funding enables us to make inroads into expanding and engaging our education clients in new and innovative ways. It also allows us to continue to build on our vision of creating health equity for Arizona youth through connections that encourage holistic health-promoting behaviors. The SHARE Institute believes that sexuality education is a human right.



# OUR IMPACT BY THE NUMBERS

25,285

patients walked  
through our doors

46,453

visits made

41,727

visits were for routine,  
preventive care



1,265

pap tests



20,177

birth control services



4,813

hormonal birth control  
injections



2,049

IUD and implant insertions



4,726

abortion care visits



38,968

tests and treatment of  
sexually transmitted infections

## HEALTH CENTERS

Planned Parenthood Arizona operates 7 health centers throughout the state of Arizona with a variety of sexual and reproductive health care services, including abortion care.

### Flagstaff Health Center

2500 South Woodlands Village Blvd., Suite #12  
Flagstaff, AZ 86001

### Central Phoenix Health Center

4751 North 15th Street  
Phoenix, AZ 85014

### Glendale Health Center

5771 West Eugie Avenue  
Glendale, AZ 85304

### Desert Sky Health Center

2020 North 75th Avenue, Suite #s 10-11  
Phoenix, AZ 85035

### Mesa Health Center

1235 South Gilbert Road, Suite #7  
Mesa, AZ 85204

### Tempe Health Center

1837 East Baseline Road  
Tempe, AZ 85283

### Southern Arizona Regional Health Center

2255 North Wyatt Drive  
Tucson, AZ 85712

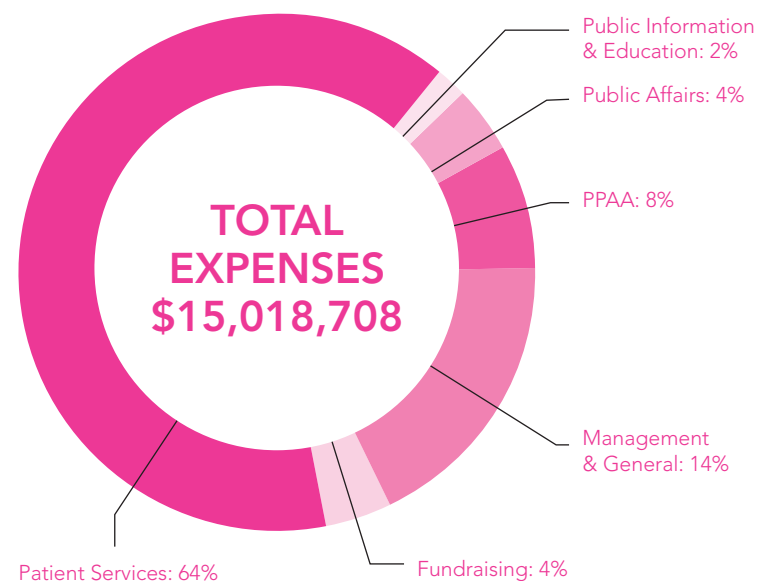
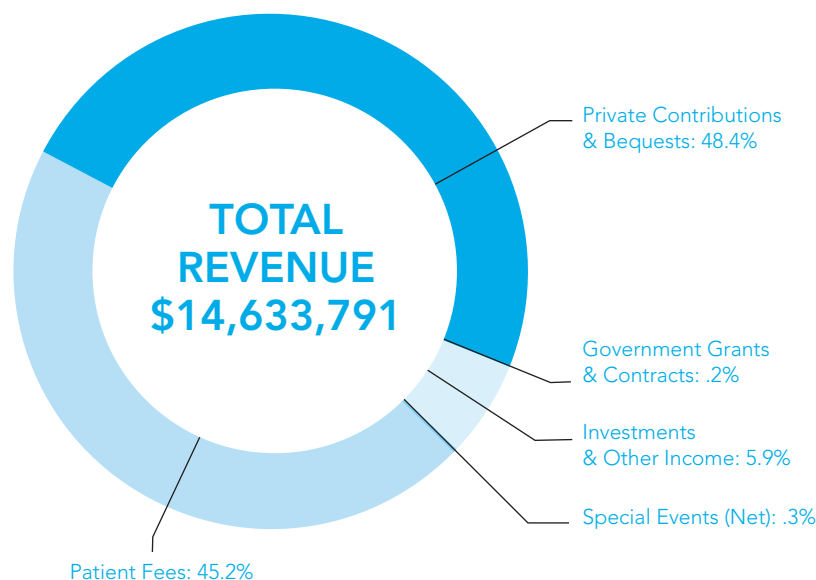
To make an appointment online,  
visit [www.ppaz.org](http://www.ppaz.org). To make an appointment  
by phone, call (855) 207-PLAN (7526)

# PLANNED PARENTHOOD ARIZONA & PLANNED PARENTHOOD ADVOCATES OF ARIZONA COMBINED FINANCIAL STATEMENT

Please note: This statement of revenue, allocation, and expenses is the responsibility of the management of PPAZ. PPAZ, as a 501 (c)(3) organization, maintains a system of internal accounting controls designed to provide reasonable assurance the financial information is free from material misstatement.

## PAYMENT METHOD FOR ALL SERVICES

Paid out of Pocket . . . . .	49%
Used Commercial Insurance . . . . .	33%
AHCCCS (Medicaid) . . . . .	14%
Charitable Donations . . . . .	4%



## REVENUE

Patient Fees . . . . .	6,620,622
Private Contributions & Bequests . . . . .	7,088,992
Government Grants & Contracts . . . . .	26,014
Special Events (Net) . . . . .	41,162
Investments & Other Income . . . . .	857,001
<b>TOTAL</b>	<b>14,633,791</b>

## EXPENSES

Patient Services . . . . .	9,591,808
Public Information & Education . . . . .	336,721
Public Affairs . . . . .	623,169
PPAA . . . . .	1,170,374
Management & General . . . . .	2,721,816
Fundraising . . . . .	574,820
<b>TOTAL</b>	<b>15,018,708</b>
Change in Net Assets* . . . . .	(309,917)
Total Liabilities . . . . .	2,973,611
Total Assets . . . . .	17,138,116

\*Due to strategic investments in equity, diversity, and inclusion work and effects of the ongoing pandemic, PPAZ realized a deficit in fiscal year 2021.



## CONTACT US

**Health Care:** (855) 207-PLAN (7526)

**Fundraising:** (602) 263-4215/donate@ppaz.org


**Education:** education@ppaz.org


**Public Policy:** advocate@ppaz.org


**Media:** media@ppaz.org

**Website:** www.ppaz.org

### Social Media Handles

 **Facebook:** /plannedparenthoodaz

 **Twitter:** @pparizona

 **Instagram:** @pparizona

### Thank you Planned Parenthood Leaders and Supporters...

Planned Parenthood gratefully acknowledges the individuals, organizations, corporations, and foundations who have supported our mission with charitable donations.

Please know we are tremendously grateful for your support. We could not do our work without your investment and we thank you for your trust and commitment.



Planned Parenthood Arizona, Inc.

**Don't Take  
Away Our Care.**

#StandwithPP



STOP  
ON C...

