



Planned Parenthood of  
Metropolitan Washington, DC

# IMPACT REPORT 2023

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# Message from PPMW leadership

This year, without a doubt, has been one of the most challenging we've experienced. Since the Supreme Court's *Dobbs* decision reversed the longstanding precedent set by *Roe v. Wade*, states across the country have imposed abortion bans and restrictions that have stripped away the right of millions of Americans to control their own bodies and futures.

PPMW stepped up to support patients traveling hundreds of miles to reach care at our health centers, in addition to thousands of local residents. The majority of patients our patient navigator supported in FY23 traveled from the Southeast or Gulf states to PPMW health centers for abortions.

This includes patients like a woman who came to PPMW for a second trimester abortion procedure because she couldn't get the care she needed in Georgia due to the six-week abortion ban there. She and her partner had driven up that morning. PPMW offered to provide a hotel room as she recovered that evening, but she said, "No, we have to drive back home to Georgia tonight. We can't take off work tomorrow." These are not abstractions. These are real people.

PPMW has been able to meet patient needs thanks to our amazing team, our board of directors, and the supporters who make this work possible. This includes our Pink Cape Society, which endowed the Abortion Access Fund. This fund helps pay for care, travel, lodging, and food for those who have to travel from afar to reach our doors. It also supports care for low-income DC residents who are prevented from using Medicaid health insurance to cover the cost of abortion care. The Abortion Access Fund has helped hundreds of patients to date.

PPMW remains a safe place for primary health care for all as well as a trusted provider of gender-affirming hormone therapy. We are planning to deploy a new mobile health center to provide comprehensive affordable health care to underserved neighbors in our region. We've also been transitioning to a new electronic health records system with an online portal for patients to quickly access health care information, test results, and reschedule appointments, and more.

Our education outreach continues to grow through programs such as Promotoras de Salud, the Health Training Institute; Sisters Informing, Healing, Living, and Empowering (SIHLE); AMIGAS; birth control educator kits; and a project that brings period supplies to local college students, addressing a significant health equity issue.

Our advocacy team co-hosted rallies, recruiting more than two thousand attendees, and held dozens of events, recruiting over three hundred new volunteers. We launched our Ambassadors, Health Center Advocacy Program, and Storytellers programs and started the Black Organizing Program (BOP) and Raíz (Latine Organizing). Generation Action (campus organizing) chapters were started on three new campuses, joining five existing chapters. The Reproductive Freedom Bill Package of 2023 became law in Maryland, and three bills protecting sexual and reproductive health care became law in DC.

PPMW will continue to expand the impact of our work in FY24 throughout DC, Maryland's Montgomery and Prince George's Counties, and Northern Virginia, to achieve health equity for all. We are stronger together and we will continue to be here, providing care. No matter what.

With Gratitude,

Laura Meyers, Ph.D.  
President & CEO

Adrián González Sierra  
Chair, Board of Directors



## Living out our EDIB values

By Tameka Lowe, Assistant Vice President of EDIB

In FY23, the Equity, Diversity, Inclusion, and Belonging (EDIB) team and Equity, Diversity, and Inclusion Council strove to effectualize one of PPMW's cardinal workplace values: respecting and honoring all people. We planned and promoted a broad range of initiatives to help our staff feel valued and respected for all they bring to our organization and to value and respect each other.

Our initiatives focused on our shared work environment and prioritized the employee experience through engagement opportunities available and visible to all staff. We also encouraged individual success and growth for all staff in the areas of equity, diversity, inclusion, and belonging.

### We coordinated the following initiatives in FY23:

- Completed the second and third sessions of our three-part pronoun training and distributed pronoun pins, badges, and postcards to all staff and at all three health centers
- Launched monthly BIPOC and White Awareness affinity groups
- Hosted a quarterly "Lunch with Leaders" event series
- Launched the EDIB Resource Platform, which serves as a hub for resources and guidance on EDIB issues and is linked in the monthly EDIB newsletter
- Partnered with Moxie Exchange to test a pilot project that gave PPMW staff access to the Everyday Inclusion app, which offers short, accessible videos, activities, and tips on inclusion and belonging
- Launched a monthly EDIB newsletter
- Launched three-minute, third-party EDIB micro-learning videos on Paylocity, with initial videos focusing how colleagues engage with each other on issues of disability and names from diverse linguistic traditions.
- Launched a virtual antiracism training and in-person intersectionality training at our All-Staff Day
- Celebrated Hispanic/Latinx Heritage month through a social event and educational materials
- Honored Juneteenth with a spoken word artist and transformed the Nancy Duncan Living Room into a Juneteenth Art Museum
- Hosted a speaker at our Suitland and Gaithersburg health centers to honor Mental Health Awareness Month
- Hosted an Asian American and Pacific Islander Heritage Month speaker at our Washington, DC health center to honor the month
- Launched a six-week Psychological Safety email series
- Launched monthly EDIB health center flyers to foster inclusion at all three health centers
- Offered NameCoach to promote proper name pronunciation

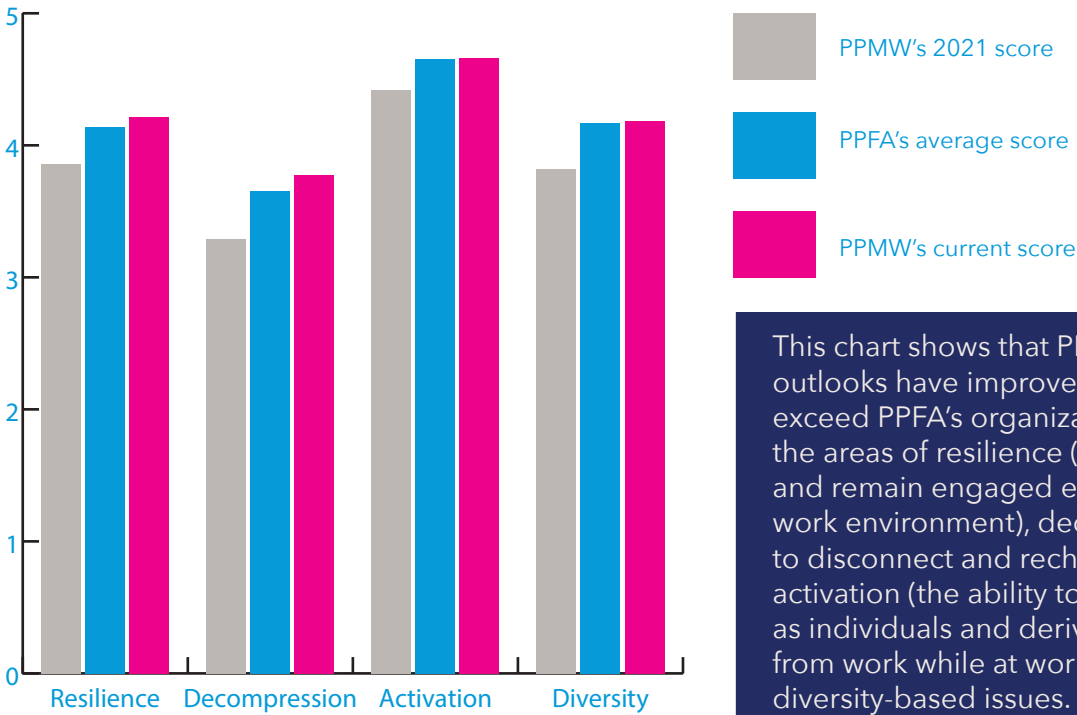
### We recognized the following heritage months and acknowledgement days:

- Native American Heritage Month
- Transgender Day of Remembrance
- Dr. Martin Luther King, Jr. Day
- Black History Month
- Women's History Month
- International Women's Day
- Transgender Day of Visibility
- Diversity Month
- Cinco de Mayo
- Pride Month

We will continue to build a culturally competent organization, develop and reinforce an inclusive culture where everyone feels valued, and ensure fair and equitable treatment for our staff in the coming year.

## By the Numbers

PPMW’s latest employee engagement survey had a response rate of 91% and revealed insights on how staff feel about working at PPMW and how we can continue to work to improve the employee experience. This optional and anonymous survey, consisting of approximately 56 questions, is offered every 18 months.



This chart shows that PPMW employee outlooks have improved since 2021 and exceed PPFAs organization-wide averages in the areas of resilience (the ability to recover and remain engaged even in a challenging work environment), decompression (the ability to disconnect and recharge outside of work), activation (the ability to engage patients as individuals and derive intrinsic value from work while at work), and diversity-based issues.

This figure illustrates areas of significant change in employee response as compared to 2021. It reflects significantly improved outlooks in six important areas and minimal declines in two important areas.

### Greatest Changes since 2021

↑

**Improvements:**

- +0.57 Decompression items (*four* items ranging 0.39 to 0.57 improvement)
- +0.49 Different work units work well together in this organization.
- +0.43 My ideas and suggestions are serious considered.
- +0.43 This organization treats employees with respect.
- +0.41 Workforce diversity/equity (*four* items about 0.3 improvement)
- +0.39 My pay is fair compared to other healthcare employers in this area.

↓

**Declines:**

- 0.01 The person I report to cares about my job satisfaction.
- 0.13 I understand how my actions can affect the financial health of the overall organization.

β

## By the Numbers

The data shown here depict strongly favorable employee attitudes regarding their work quality and experience, treatment by managers, and views of the organization as a whole.



This set of data highlights areas in which employee feedback became less favorable compared to the prior survey. This information will be used as a basis for ongoing improvement efforts.



## Prioritizing health equity, abortion access, and the patient experience

Providing high-quality, compassionate health care for all is central to PPMW's mission. Since the reversal of *Roe v. Wade* in 2022, many states have limited access to reproductive health care in profound ways, with a wave of abortion bans rolling through the South and Midwest. PPMW saw an increase in patients traveling hundreds of miles to reach our health centers for care in FY23. We've responded to meet both these new needs and the ongoing needs of our local communities in DC, Maryland, and Northern Virginia, including patients who utilize Medicaid and Title X support.

A key part of our response was adding the position of patient access navigator to help patients who are facing barriers to care. Now, over 73% of the patients our navigator works with are traveling to PPMW centers from the Southeast or Gulf states for abortions.

### Abortion Access Fund

Supporting this work is the Abortion Access Fund, created through the core value that access to health care should not depend on your zip code. In FY23, the Abortion Access Fund supported care for nearly 700 patients across all three PPMW health centers.

The fund helps pay the cost of flights, lodging, and food for those who have to travel far distances to reach our doors. It also supports care for DC residents with low incomes, many of whom are prevented by the Dornan Amendment from using Medicaid funds to cover the cost of abortion. We have also used the fund to cover additional sedation for those who otherwise could not afford it.



### Patient Experience

During PPMW's Gala in September 2023, CEO Dr. Laura Meyers shared the story of a patient who came to PPMW for a second-trimester procedure from North Carolina, where she was prohibited from accessing care due to an abortion ban. PPMW's patient navigator used Abortion Access Funds to book her a hotel for the evening and pay for meals, ground transportation, and a flight home. Before heading back to North Carolina, she shared,

***"I'm glad I trusted in the right place for this experience."***

(Continued on next page)

### Patient Experience (Continued)

Another patient was able to travel from Texas for abortion care at PPMW thanks to support with hotel, food, and ground transportation costs. She was initially worried about accessing support funds, for fear that her information could be accessed by law enforcement in Texas, where an abortion ban is in effect. Our patient navigator was able to explain how PPMW prioritizes patient privacy and protects sensitive information.

Apart from the Abortion Access Fund, compassionate providers truly make a difference in our patients' experiences every day. One patient drove for hours with their partner to access an in-clinic abortion at PPMW from a state with abortion restrictions. When they arrived, a care provider greeted them and asked their pronouns. They responded, "Wait, people really do that here? You will call me by my pronouns?" The patient proudly shared that they use they/them pronouns, which were honored throughout their care experience.



***"Wait, people really do that here? You will call me by my pronouns?"***

### Preparing for exciting improvements

Over the course of FY23, PPMW's staff, particularly in our health centers, completed hundreds of hours of preparation and training for the launch of a new electronic medical record system (EPIC) and patient portal (MyChart), slated to go live in early FY24.

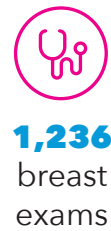
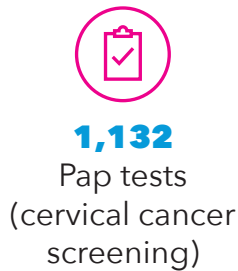
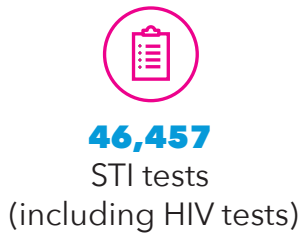
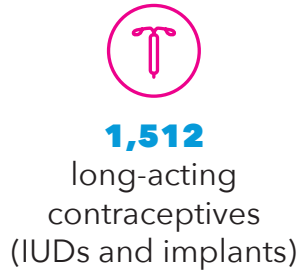
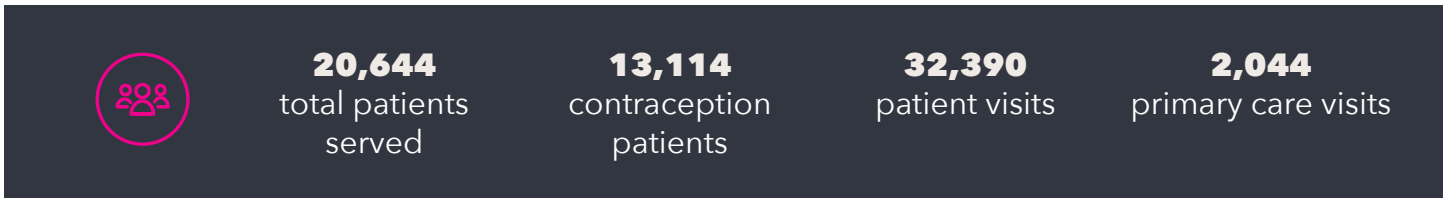
This represents a significant investment of time and resources, with the goal of improving the patient and provider experience and increasing efficiency, so we can maximize the number of patients we serve. The new system, for example,

will enable patients to easily reschedule appointments online, see test results online, and pay bills online. It will also improve patient-provider communication.

We are also preparing for the future construction of a health care center in Northern Virginia and deployment of a mobile unit - essentially a health center on wheels. This expansion will help us provide comprehensive, affordable health care to currently underserved communities in our region.



# Health Care Highlights for FY23



## Health Equity Data

In FY23, PPMW saw strong health services metrics in several areas that reflect our focus on increasing health care access and health equity:

- 6,093 visits by patients using Medicaid
- 7,824 Title X center visits
- 1,952 gender-affirming hormone therapy visits
- 4,731 telehealth and direct-to-patient visits



## Speaking out for health care access

Chief Medical Officer Dr. Serina Floyd and CEO Dr. Laura Meyers spoke to several media outlets across FY23 about the importance of providing equitable access to high quality, compassionate sexual and reproductive health care, particularly abortion care.

**One high-profile interview appeared on NBC Nightly News, where Dr. Floyd focused on access to medication abortion.**



Dr. Floyd and PPMW abortion storyteller Brittany House also appeared in a segment on France24 marking the one-year anniversary of the reversal of Roe. Dr. Floyd described how abortion bans and restrictions have had a disproportionate impact on marginalized populations.

Dr. Meyers spoke in a live interview aired on WJLA about the impact of Roe’s reversal on access to essential health care for millions of Americans, and the increase in out-of-state patients coming to PPMW for care.



# Boosting empowerment and fighting stigma through SRH education

Highlights from these offerings demonstrate their reach and impact in FY23

- The Health Training Institute, which trains youth-serving professionals, reached 213 people over 11 sessions and introduced a new “Options Counseling” course.
- SIHLE (Sisters Informing, Healing, Living and Empowering), a program that facilitates conversations about sexual health among Black and Latina women, reached 105 participants. They were very engaged in the program, resulting in a high level of sexual health knowledge and 95% program satisfaction.
- AMIGAS, a program providing sexual health education to Latina youth, reached 68 participants, 80% of whom indicated satisfaction with their experience.
- Promotoras de Salud, a group of Spanish-speaking peer educators, organized and led conversations for 187 Latina women on sexual and reproductive health topics.
- PPMW sold 326 birth control kits, primarily to schools and community-based organizations across the U.S., from California to Texas, Florida, and West Virginia. They serve as an important tool for sexual and reproductive health education.
- PPMW Project: More Than A Period is a menstrual product subscription program designed for college students residing in the DMV area. The program distributed 1,352 period kits to 175 enrolled students at American University and Montgomery College.
- PPMW launched the Spill the Tea College Ambassador program, which is an innovative initiative aimed at empowering Black college women to reshape discussions on HIV/STI prevention and stigma. The program trained 12 college students from various colleges in the DMV area on HIV prevention and PPMW’s Spill the Tea Curriculum.
- PPMW hosted two Shop Chats for Beauty Professionals, reaching 12 participants. The program, supported by a grant from ViiV Healthcare’s Positive Action Risk to Reasons initiative, provides training on sexual and reproductive health and rights for hairstylists, nail techs, lash techs, makeup artists, and other beauty professionals, to inform their conversations with clients.

PPMW PRESENTS

## ShopChat

FOR SALON PROFESSIONALS

**Calling all DC beauty professionals!**

Help your clients keep it safe AND sexy... and receive \$150!



**Are you a hairstylist, barber, nail tech, wax tech, lash tech, or makeup artist?**

**All are welcome.**

**Our January 22 workshop will help you handle conversations with clients about HIV, STIs, and safe sex.**



**Participants receive \$150 and a swag bag!**

Register today and share the link with fellow beauty professionals.



Supported by **POSITIVE ACTION ViiV**

**Planned Parenthood**  
Care. No matter what.

Planned Parenthood of Metropolitan Washington, DC

## Spotlight on Promotoras de Salud

PPMW's Promotoras de Salud are Spanish-speaking peer educators who teach their communities about sexual and reproductive health, rights, and services. In FY23, the Promotoras organized and facilitated five sessions of A Calzón Quitado, a program that provides a judgment-free space for Latinas in Montgomery County to hold discussions on challenging topics related to sexual health and pleasure.



As experts, peers, and neighbors to those they serve in Montgomery County's Spanish-speaking community, the Promotoras have earned a high level of community trust. They are a vital asset in connecting community members to essential care, answering their questions, and helping them feel informed and empowered. The Promotoras play an instrumental role in fulfilling PPMW's mission to provide high-quality, compassionate health care in the metro Washington DC region.

Watch a video about Promotoras by scanning the QR code or visiting [bit.ly/PPMWpromotoras2023](https://bit.ly/PPMWpromotoras2023)



Sex educator Erica Easter-Young (left) speaks with Shop Chat participants, joined by Lesley Bryant (right).

## PPMW Shop Chats help beauty professionals connect with clients about sexual health

By Casca Dominiski, Communications Manager

**Lesley Bryant** is known locally as The Lady Clipper, owner of the eponymous barber shop in Washington, DC. Here, Bryant takes a holistic approach to cutting hair, prioritizing the comfort and individual self-expression of her clients in a space she describes as "open-minded." To those she serves, Bryant is much more than a barber, and her shop is much more than a place to get a haircut.

Bryant is a trusted confidante to many who sit in her chair. For this reason, The Lady Clipper serves as the perfect stage – and Bryant the perfect host – for the Planned Parenthood of Metropolitan Washington, DC (PPMW) Shop Chats program.

## Shop Chats in session

PPMW's Shop Chats program brings together beauty professionals of all kinds to learn more about sexual health and wellbeing. This gives them the confidence and knowledge to be prepared for conversations with clients about life, love, and relationships that often come up in the salon.

The Shop Chats program began in 2019 as an initiative of the national Planned Parenthood Federation of America (PPFA), explains PPMW Associate Director of Education **Aleia Mays**. The first iteration of Shop Chats, then called Shop Talk, took place at a beauty salon in Detroit, Michigan. The idea was to hold small gatherings at Black-owned beauty salons and barber shops, during which clients could discuss the issues affecting their communities. The Detroit program was well-received, and PPFA encouraged affiliates across the country to envision their own versions of it.

PPMW received initial Shop Chats funding from PPFA and the Washington AIDS Partnership to host sessions centered on HIV education and prevention. These early iterations of Shop Chats were aimed at educating clients directly. After receiving a 3-year, \$450,000 grant from ViiV Healthcare's Positive Action Risk to Reasons initiative in 2022, the program shifted



Erica Easter-Young leads a Shop Chat session at The Lady Clipper

towards teaching beauty professionals how to educate clients themselves and focused on a broader range of topics related to sexual and reproductive health.

This gave rise to Shop Chats for Beauty Professionals, an ongoing series of Shop Chat sessions focused more broadly on sexual and reproductive health and rights. Beauty professionals are invited to The Lady Clipper for a full day of learning, networking, and discussion on how to have informed sexual health conversations with clients.

Why beauty professionals? "We know beauty businesses are places where Black women go consistently, and they build very strong relationships with these professionals," says Mays. "So we want to make sure that they have the resources they need in order to support their clients when they come in and share very intimate details about their relationships and health."



Aleia Mays (right) speaks during a Shop Chat session

### Breaking down stigma, building confidence

The Shop Chats curriculum, taught by sexual health educator Erica Easter-Young, centers on ViiV Healthcare’s Risk to Reasons initiative. This initiative, designed to inspire awareness and action around HIV prevention and care for Black women, reframes common narratives surrounding “risk” of contracting HIV to instead focus on the individual’s reasons for pursuing HIV prevention and care.

In bringing this initiative to Shop Chats sessions, Easter-Young begins by helping participants deconstruct their sense of the term “risk.”

“Let’s look at this word, ‘risk.’ Let’s examine how what we learned growing up affects the use of the word ‘risk.’ What does risk mean to you? How do you feel about it?” Easter-Young begins. On this point, Easter-Young provides participants with historical and social context that can help them deconstruct their own internal stigmas and biases surrounding sexuality.

“Most of the time, women, femmes, non-conforming folks, we are living in a world that is built upon white supremacy and patriarchy...and so a lot of the work I do as a sex educator is helping folks break down these walls and things that they were taught,” she explains.

After exploring “risk,” a term Easter-Young describes as “inherently judgmental,” she then asks participants to consider each client’s unique “reason”—the purpose that guides and informs their behaviors. In this way, beauty professionals are taught to speak on topics like safe sex and HIV prevention in the manner most effective for each individual client.



During a session, participants share goals for their salons on a Shop Chat poster

***“We want beauty professionals to be comfortable enough to talk about PrEP, to talk about HIV, to talk about safer sex. And in bundling all that together, also thinking about self-care, pleasure, and how all of that relates to safer sex. We want them to be leaders in those conversations.”***

***—Aleia Mays***



Shop Chat participants, presenters, and PPMW staff pose after a September 18, 2023 session at The Lady Clipper

## Building comfort and community

Now, after joining several trainings, Bryant feels much more prepared when topics related to sexual health come up in conversations with clients. “For me, I can say I have more comfortability, you know, discussing it and figuring out ways to approach it when I get that opportunity,” Bryant says.

This is the program’s core goal, Mays explains. “We want beauty professionals to be comfortable enough to talk about PrEP, to talk about HIV, to talk about safer sex. And in bundling all that together, also thinking about self-care, pleasure, and how all of that relates to safer sex. We want them to be leaders in those conversations.”

An additional benefit of the program has been facilitating networking among local beauty professionals who care about sexual health, Mays explains: “Not just connecting them with us, but connecting them with each other, so we can all effectively support the community together.”

This commitment to community impact drives program participants. Easter-Young notes that many beauty professionals care deeply about being someone their clients can trust and confide in. Bryant agrees, sharing, “If [beauty professionals] want to establish a position in the community, if they want to connect with the world, it’s important to get the knowledge so they can pass it on.”

“It’s just really great to see that these providers want to be there,” says Easter-Young. “Most stylists, beauty professionals, they have, like, one day off. And they give us that one day, because they’re so interested and want to do it.”

***“We not only want to make you look good, we want to make sure that you’re safe,” says Bryant. “We have a duty to protect the people who invest in us. It’s as simple as that.”***

## Expanding reach

In light of the Shop Chat Program’s success, PPMW is looking to expand its reach to Prince George’s County and Montgomery County in Maryland, as well as northern Virginia. And as Shop Chats continues to grow, The Lady Clipper stands firm as an example of what beauty professionals can be for the community members who trust them. “We not only want to make you look good, we want to make sure that you’re safe,” says Bryant. “We have a duty to protect the people who invest in us. It’s as simple as that.”

## Building support and advocacy for abortion rights

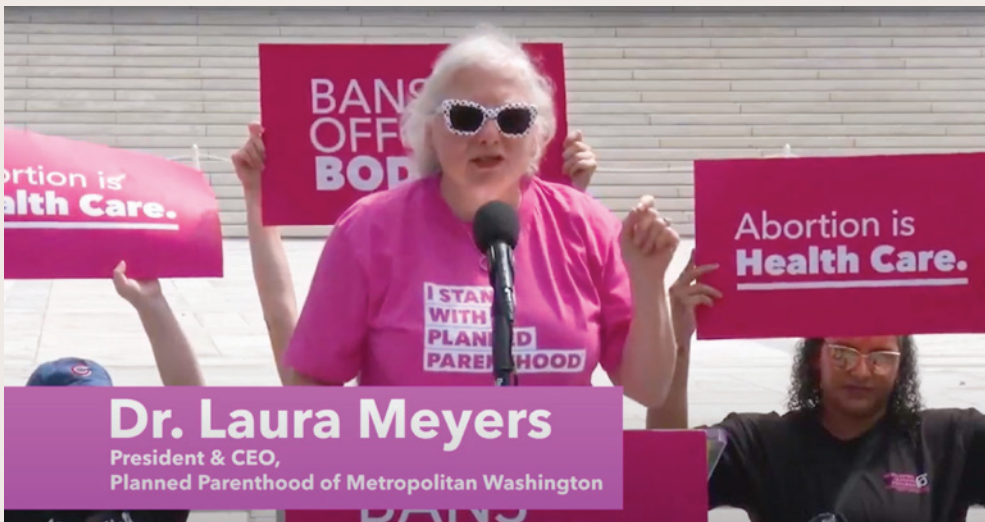
PPMW's policy and advocacy work saw important growth in FY23, informing and engaging thousands of community members as supporters of sexual and reproductive rights at a time when abortion is under threat.

### Rallies and events

PPMW hosted two rallies in FY23. One was in April 2023 in response to Judge Kacsmaryk's ruling in *Alliance for Hippocratic Medicine v. FDA*, a case that threatens access to mifepristone. The other was in June 2023 in partnership with ACLU, ACLU DC, and Reproductive Freedom for All (formerly NARAL Pro-Choice America), on the anniversary of the *Dobbs v. Jackson Women's Health Organization* decision that reversed *Roe v. Wade*.



PPMW's Dr. Divya Shenoy speaks at the April 2023 rally.



More than 2,000 attendees participated in these rallies and they garnered significant press coverage, including on NPR and NBC Washington, and in the *Washington Post*.

Overall, Public Affairs staff held over 25 events in FY23, recruiting over 300 new volunteers.

Among these events was the virtual panel discussion "DC Statehood and Our Continued Right to Abortion" on March 27, 2023, hosted with the Women's Bar Association of DC and DC Lawyer Chapter of the American Constitution Society. That event included DC Councilmember Robert White, Georgetown Professor of Law Jill Morrison, Hunton LLP Partner Lorelie Masters, and DC Vote's Kelsye Adams. They discussed the impact of DC's lack of statehood on reproductive health and rights, as well as how DC residents can advocate and get involved. It was moderated by PPMW Chief of Policy and Advocacy Betsy Harned.



## Engagement programs

In addition to continuing popular initiatives like the Developing Leaders Program, the Public Affairs team relaunched three important engagement programs: Ambassadors, Storytellers, and the Health Center Advocacy Program. We also started two new programs that have been highly effective for other Planned Parenthood affiliates: the Black Organizing Program (BOP) and Raíz (Latine organizing)

Previously, PPMW supported Generation Action (campus organizing) chapters at Howard University and George Mason University. In FY23 we expanded that work through establishing chapters at the University of Maryland, College Park; American University; and George Washington University. We plan to expand to two additional campuses in FY24.



Celebrating the graduation of the 2023 Developing Leaders Program cohort.

## Legislation

PPMW supported the Reproductive Freedom Bill Package of 2023, which became law in the state of Maryland. That package included bills for:

- electronic health record data privacy;
- protecting abortion providers, patients, and supporters;
- ensuring that students at Maryland's 4-year residential public colleges can access abortion, STI testing/treatment, contraceptives, and emergency contraceptives; and
- allowing a constitutional amendment to ensure every person in Maryland has the right to prevent, continue, or end their own pregnancy.

We also supported three bills that became law in DC, further expanding protections for patients and providers related to sexual and reproductive health care:

- Human Rights Sanctuary Amendment Act of 2022: Prevents D.C. from cooperating with out-of-state investigations or proceedings that seek to punish anyone in D.C. for protected conduct in the statute, including abortion and gender affirming care. The bill also allows a private right of action for parties with claims against them for engaging in protected conduct.
- Enhancing Reproductive Health Protections Amendment Act 2022: Strengthens protections for self-managed abortion care.
- Protecting Health Professionals Providing Reproductive Health Care Amendment Act 2022: Prohibits adverse action against a licensed health care provider for providing abortion care and reproductive health care services to patients in DC who are coming from states where those services are illegal.

## Helping donors find community and see their impact at PPMW

The Development team plays an essential role in funding PPMW activities across all areas – from health care services, to education programming, to policy and advocacy work. A core element of sustaining donor support for PPMW is inspiring donors to become engaged and stay engaged by making sure they can see the impact of their current

and planned contributions and by helping them build community with one another as a network of PPMW supporters.

In FY23, the team focused on increasing inclusion and belonging among PPMW supporters through events and communications as engagement tools.

### Impact Gala

One key example of this focus is the PPMW Impact Gala, PPMW’s primary opportunity to bring together our entire community – funders, advocates, volunteers, partners, program participants, staff, and current and former patients who are now storytellers and supporters.

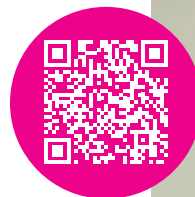
community members to give online – quickly, easily, and at whatever level worked for them. This was an important way to reach community members unable to attend the PPMW Impact Gala or who were still building their connection to PPMW and wanted to show support in a way they felt comfortable.

The 2023 Gala was particularly successful in welcoming these community members and more into one room for an inclusive, shared experience of celebration. In this way, the community was able to truly see the impact that PPMW as an organization can have, and all of the resources, talents, and voices that make our work possible, as well as articulate the challenges we will take on together.

To achieve this, PPMW welcomed supporters to attend through traditional means (ticket sales and sponsorships) and provided complimentary tickets to community members who have not traditionally attended but whose presence was essential to creating a truly successful event, such as local students from Howard University and Montgomery College, and members of the Promotoras de Salud community health educator program.

The active participation of these attendees boosted the energy level of the event, showcased the impact and vibrancy of the organization, and informed and inspired PPMW supporters.

Leading up to the Impact Gala, PPMW also organized the Impact Maker Challenge as a way for



Check out the video of McKinley Seale introducing the Impact Maker Challenge by scanning the QR code

## Philanthropy communities and events

The Development team also worked to help connect PPMW supporters with one another through organized groups and affiliation-based events, building a sense of community and belonging. This includes launching the Power of Choice Network, a groundswell of Northern Virginia residents dedicated to supporting reproductive rights and health care.

Cocktails for a Cause served as a chance for PPMW supporters who are members of the legal community and young professionals to connect more with the organization and with each other, and to hear from a local legislator.

A special Pink Cape Society event provided an opportunity for a very special group of our most committed supporters to connect more closely with PPMW and our CEO, and to truly see the impact they are having on the future of abortion access in the DC metro area. Prior to the Gala, the 25 inaugural members of our Pink Cape Society contributed at least \$50,000 each to endow the Abortion Access Fund, which was able to help around 700 patients access abortion care in FY23.

For FY24, Development will focus on growing engagement for Liberty Circle (mid-level donors) and Legacy Circle (our planned giving group), as well as continuing to expand the Power of Choice Network as we expand PPMW health services in Northern Virginia.



## PPMW raises more than \$250,000 in ten minutes to support abortion access

By Dinah Winnick, Assistant Vice President of Communications



PPMW supporters Dominique and Kichelle Joseph participate in the Impact Gala auction to benefit PPMW's Abortion Access Fund

PPMW hosted its annual Impact Gala on Friday, September 29, 2023, attracting more than 450 registrants and raising record funds to support access to essential health care services.

***"I was so incredibly heartened and inspired to be in a room full of people dedicated to the Planned Parenthood mission," says PPMW President and CEO Dr. Laura Meyers. "With their support, PPMW can continue to grow to serve more people in more places with critically needed medical and educational services."***



One year after the Supreme Court's decision overturned *Roe v. Wade*, the event brought together leaders and supporters from throughout the capital region as champions for access to reproductive and sexual health care and education.

A major highlight was an action-packed "Fund Our Future" auction, which raised more than \$252,000 for PPMW Abortion Access Fund within ten minutes. This fund supports people who might not otherwise be able to access abortion care, particularly patients traveling to PPMW health centers from states with abortion bans.

In total, the Gala raised over \$500,000 dollars to support PPMW's essential work - providing safe, compassionate, and accessible health care, no matter what.

## Collective effort

Diana Bruce and Imani Ford served as co-chairs of the 2023 PPMW Impact Gala. Ford shares, "The PPMW Gala was a remarkable gathering, uniting hundreds of passionate people committed to reproductive health care. The shared enthusiasm and collective effort made it so memorable. This energy is fueling the ongoing success of PPMW."

Director, producer, author, and advocate Tonya Lewis Lee hosted the Gala. Lee's most recent film, *Aftershock*, focuses on the U.S. maternal mortality crisis. During the Gala, Lee described maternal health and access to abortion care as inextricably linked, with abortion bans catastrophically harming people who are or can become pregnant.

## Honoring trailblazers

The Gala also honored four trailblazers with awards for their significant contributions to reproductive health care, access, equity, and choice.



### PPMW Ally Award:

Congressman Jamie Raskin, U.S. House of Representatives

### PPMW Disruptor Award:

GRAMMY® Award-nominated producer, songwriter, and performer Maggie Rogers

### PPMW Champion of Reproductive Health Award:

Maryland State Senator Ariana B. Kelly

### PPMW Catalyst Award:

Patient advocate Brittany House

Maggie Rogers received the Disruptor Award in recognition of how she has used her platform as an artist to boost access to the health care services Planned Parenthood provides. She has hosted local Planned Parenthood affiliates in the lobby of nearly every show she's played, including a PPMW table at her show immediately following the Gala. Accepting the honor, she shared, "This award belongs to the volunteers that have filled the lobbies of those shows."

Each awardee also spoke of their ongoing commitment to fighting for abortion access, education, and de-stigmatization in the years to come. In accepting his award, Rep. Raskin shared, "I will work to deserve this award every day that I'm in public life and public office."

Information for this section will be available later in 2024, after the FY23 financial data is audited. For additional details, contact **[communications@ppmw.org](mailto:communications@ppmw.org)**

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Planned Parenthood of  
Metropolitan Washington, DC