



2020-2021
Annual Report

**Our movement.
Our moment.**

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Planned Parenthood on Social Media

In 2020, everything was on the line. Our health, our rights, our lives. But **Planned Parenthood Action Fund** was built for a fight. We were built to defend access to care and education when the odds were stacked against us.

The Planned Parenthood movement
is **18 million strong, and growing.**
Now is the moment for the Action Fund
to protect the progress we've made
and push for a future where all people
can get the care they deserve.

Message From Our Leadership

When Planned Parenthood Action Fund was founded in 1989, our mission was to protect access to sexual and reproductive health care against a new wave of political attacks. While the political landscape has changed dramatically in the decades since, **our mission has never wavered.** Now, the movement for reproductive freedom faces its greatest challenge: the overturning of *Roe v. Wade* and the need to reconstruct a new infrastructure for our right to control our own bodies and futures.

The stakes for 2020 were high: the loss of Supreme Court Justice Ruth Bader Ginsburg, the threat to democracy through voter suppression and misinformation, and whether the U.S. Senate and the White House could be won for champions of sexual and reproductive health. Some fights we lost, and some we won. But through every struggle, the Action Fund grew stronger and more resolved to fight for the people and communities Planned Parenthood serves.

We will need that strength and resolve in the coming years, as the Planned Parenthood Action Fund and partner organizations across the country fight state by state to protect and expand access to abortion. At the same time, we know we will also have to defend our communities against attacks on access to birth control, gender-affirming care for trans patients, and other rights built upon the foundation of *Roe*. The years ahead will be full of uncertainty and hardships – for Planned Parenthood patients, staff, supporters, and the movement. But one thing is certain: **the Action Fund will not back down.**

Planned Parenthood Action Fund was built on the belief that everyone should have the power to control their own bodies, lives, and futures. We deserve elected officials and judges – across all levels of government – who share that belief.

This is the moment we were built to meet. Generations before us have fought tirelessly to gain and protect the rights we have today. Now it's our turn to pick up the mantle. This is far from over. We will rebuild and reclaim the freedom that is ours.



Alexis McGill Johnson
President
Planned Parenthood
Action Fund



Joe Solmonese
Board Chair
Planned Parenthood
Action Fund

Building the Future We Want



Building the Future We Want

This year was about restoring access to care and protecting the rights of all. It was about ensuring that all people, no matter where they live, have access to sexual and reproductive health care and education. It was about organizing our communities to advocate for their rights.

Planned Parenthood advocacy and political organizations came to 2020 ready to work.

Activists:

134,104

Volunteers:

5,432

New supporters:

1,258,297

Actions:

33,900

Petition signatures:

310,982

Events:

4,217

In January, the Action Fund held a national action forum – featuring Sen. Rev. Raphael Warnock, Sen. Patty Murray, actress and activist Alyssa Milano, a Planned Parenthood patient storyteller, and Action Fund President Alexis McGill Johnson – to lay out policy priorities and ask supporters to **join our digital organizing ‘virtual volunteer program.’**

WE DECIDED, NOW WHAT?

A conversation with:



HOPE
WOLLENSACK



JASMINE A.
CLEMONS



JADA
THOMPSON



W. MONDALE
ROBINSON



MAURICE
MITCHELL



MODERATED BY
MONICA MASSAMBA
Manager, Black Campaigns, PPA + PPAF

FEBRUARY 25
6:00 P.M. ET

SPEAKER
REMARKS BY:

Tiffany Boone



Photo credit: Irem Ruten

During Black History Month, the Action Fund held “We Decided, Now What?”, an event to reflect on the role of Black voters in securing 2020 electoral victories and previewing future organizing efforts. The event featured leaders from the Movement for Black Lives and Planned Parenthood’s Black Organizing Program.

The Black Organizing Program and the Latinx-focused organizing program reached the **highest participation in program history** by welcoming nine and 18 new local organizations into their programs, respectively.

As state legislatures went back into session, Planned Parenthood advocacy and political organizations helped hold the line on a number of disturbing attacks on reproductive health and rights, restrictions on trans people and children’s civil rights and health care access, and voting rights.

Alongside partners, Planned Parenthood advocacy and political organizations are **fighting for federal policies that would mitigate harmful state policies** – including the Equality Act to establish new federal civil rights protections for LGBTQ+ people, and the John Lewis Voting Rights Restoration Act to make it more difficult for states to take away voting rights and access, especially among communities of color.

Equality Act:

A historic bill to amend the Civil Rights Act to protect LGBTQ+ people.



Why We Work, Why We Win



Why We Work, Why We Win

To the Planned Parenthood Action Fund, policy wins aren't about a score board. They're about real people, living real lives, whose ability to access health care and make decisions about their bodies is at stake every. single. day. We fight for them, and we win for them.

Global gag rule rescinded

Planned Parenthood organizations continue to push for permanent repeal of the harmful global gag rule, including a week of Action in June – during which the Action Fund collected and delivered nearly **15,000 letters** to Congress demanding the end of the global gag rule.

Title X gag repeal process begins

Planned Parenthood supporters submitted **141,000 public comments** advocating for the end of the Title X gag rule – in just 30 days.

Hyde Amendment

For the **first time in decades**, the president's budget proposal did not include the Hyde Amendment or restrictions on Washington, D.C. using its own funds to cover abortion.

COVID-19 relief packages supported access to sexual and reproductive health, more important than ever during the pandemic.

- **\$50 million** for Title X providers in COVID relief
- **No abortion or sexual and reproductive health restrictions** in COVID relief package

Sexual and reproductive health champions, including more than a dozen Planned Parenthood alumni, have taken positions throughout the administration.



The champion – and the fight – we lost

After the heartbreaking death of Supreme Court Justice **Ruth Bader Ginsburg**, Planned Parenthood advocacy and political organizations knew that the fight for her seat on the court would be one of the most important for people who rely on Planned Parenthood. We also knew it would be one of the hardest in our history. But we don't back down, and we don't give up. The loss of that fight is already having profound consequences on the people Planned Parenthood serves, and will shape our movement, and the course of history, for decades to come.

Then-President Trump and then-Majority Leader Mitch McConnell rushed the nomination and confirmation of Justice Amy Coney Barrett, just weeks before the 2020 election and as millions of Americans had already cast their votes.

Planned Parenthood advocacy and political organizations mobilized to raise the alarm on Justice Barrett's record and what her confirmation would mean for reproductive freedom – including by elevating the voices of storytellers whose access to sexual and reproductive health care, including abortion, changed their lives.

Protecting Our Rights at the Polls:

2020 Election



2020 Election

★ WE DECIDE ★ 2020

Organizing to elect champions of sexual and reproductive health and rights looked different in 2020. Less door-knocking, more phone and text banking. Fewer face-to-face conversations, more building out the resources people need to decide which leaders will **fight for their rights and protect their health.**

Photo by Adam Schultz

ENDORSEMENTS

Planned Parenthood Action Fund's endorsement validates that federal candidates will stand up for their constituents to protect and expand access to sexual and reproductive health. The Action Fund's endorsement is eagerly sought after, as it comes with the power of Planned Parenthood Action Fund's members and outstanding organizing.

The Action Fund endorsed 316 federal candidates in the 2020 election cycle. Nearly 50% of the Action Fund's endorsed candidates identify as women, 60% identify as people of color, and at least 5% identify as LGBTQ+.

In 2020, more than 70% of Action Fund-endorsed candidates were victorious.

More than 200 artists signed the We Need Every Voice statement encouraging people to vote, which was published the week before the election in six swing state papers. On social media 44 artists posted about the ad, including Ashanti, Sia, Amine, Death Cab for Cutie, Big Freedia, St Vincent, and Bon Iver, with a potential reach of more than 25 million followers.

DEMOCRATIC NATIONAL CONVENTION PARTICIPATION

During the 2020 DNC Convention, Planned Parenthood Action Fund put sexual and reproductive health and rights front and center.

- Held the Action Fund's largest-ever virtual membership event, with more than 1,700 members attending
- Collaborated with partners like All* Above All and the Women's Summit
- Put a spotlight on issues, partners, and champions every night during the convention
- 14,000 people tuned in to Action Fund President Alexis McGill Johnson's remarks at the Women's Caucus



**PLANNED PARENTHOOD ACTION FUND
IS PROUD TO ENDORSE
JOE BIDEN FOR PRESIDENT.**

A photograph of the U.S. Capitol dome, showing its iconic white dome and classical architecture with columns and statues.

**The Action Fund endorsed
316 federal candidates
in the 2020 election cycle.**

2020 Election

Count Every Vote

The Action Fund and local c4s in key target states joined movement partners in making sure that every vote was counted and that the state and Electoral College certification process went as smoothly as possible.

The Action Fund supported national mobilizations soon after Election Day to demand and celebrate that every vote be counted.

Participated in intensive on-the-ground partner coordination in states like Michigan to mitigate intimidation of poll workers.

After the January 6 insurrection in the U.S. Capitol, the Action Fund added our voice and power to condemning all involved, from then-President Trump to his allies in Congress to the white supremacist groups that fueled the violence.

Planned Parenthood Votes¹

Planned Parenthood Votes made more than **13 million** attempts to reach voters through mail, text, calls, and door knocks.

Planned Parenthood Votes digital advertisements **reached 7.8 million people.**

Created first-ever **Spanish-language** voter information section on the website.

The **“States in Spotlight”** series launched in target states with state-specific information about the target races, voter registration, and ballot request deadlines.

Planned Parenthood Votes’ **National Voter Guides** launched in September, highlighting key races, Action Fund endorsements, and voter registration information.

During confirmation hearings for Justice Amy Coney Barrett, Planned Parenthood Votes joined Women’s March, Supermajority, and other progressive organizations in a “Count on Us” nationwide get-out-the-vote (GOTV) event, followed by a GOTV text-a-thon, focused on the power of women voters in this election. **More than 10,000 people marched in Washington, D.C., in addition to more than 430 sister marches in all 50 states.** Participants sent more than 3 million texts to get out the vote.

¹ For Planned Parenthood Votes financial information, see FEC reporting, FEC ID #C00489799, at <https://www.fec.gov/data/search/>

GEORGIA RUNOFF

After Planned Parenthood Action Fund's endorsed candidates won the White House and the majority in the U.S. House, control of the U.S. Senate came down to the run-off in Georgia. Planned Parenthood advocacy and political organizations went all in – as we always do when access to care is on the line. And we won.

- Planned Parenthood Votes volunteers made **19.4k calls** and sent more than **1.3M texts** in Georgia in the runoff election period.
- Planned Parenthood Votes reached **1 million voters** through digital ads and knocked on 62k doors during the Georgia runoff elections.



**GEORGIA,
VOTE
EARLY!**



**VOTE FOR
REV. WARNOCK
AND JON OSSOFF
BY JAN 5TH.**

Planned Parenthood 501(c)(4) Organizations Financial Data



Building the Future We Want

Planned Parenthood Action Fund, and the 46 separately incorporated state and local Planned Parenthood advocacy and political organizations, fight for access to health care and for reproductive rights through lobbying, grassroots organizing, educational, and limited electoral activity. The IRS classifies them as tax-exempt, section 501(c)(4) social welfare organizations. Contributions to 501(c)(4) organizations are not tax deductible.

Combined Balance sheet

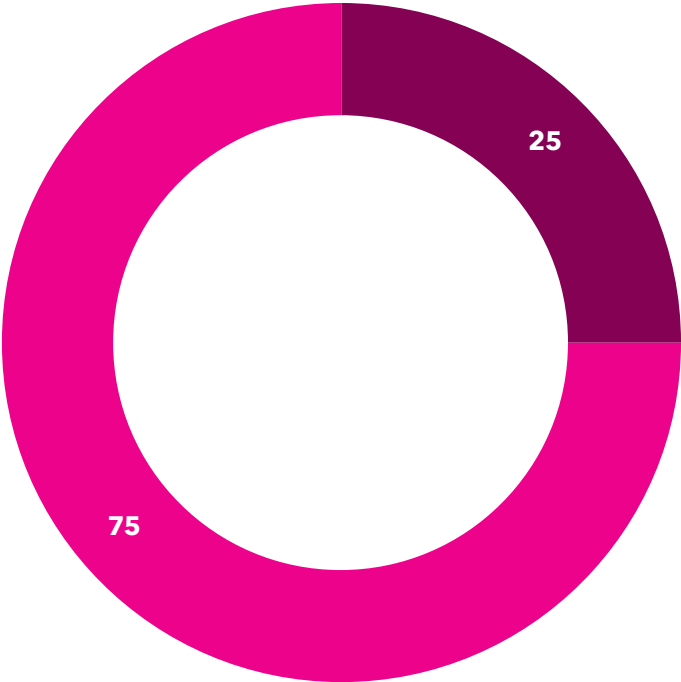
June 30, 2021

[All Amount in Millions]

	Local 501(c)(4) organizations	Action Fund	Eliminations [b]	Total [a]
Assets	\$ 26.4	\$ 11.3	\$ (1.2)	\$ 36.5
Current Assets	25.9	11.3	(1.2)	
Property, Equipment, Endowment, Other	0.8	0.0	0.0	
LESS: assets eliminated as part of consolidated audit	0.3			
Liabilities	\$ 4.7	\$ 2.3	\$ (1.2)	\$ 5.8
Current Assets	4.7	2.3	(1.2)	
Property, Equipment, Endowment, Other	0.0	0.0	0.0	
LESS: assets eliminated as part of consolidated audit	0.0			
Net Assets	\$ 21.7	\$ 9.0	\$ -	\$ 30.7
Without donor restrictions	17.6	2.0	0.0	
Without donor restrictions	4.4	7.0	0.0	
LESS: assets eliminated as part of consolidated audit	(0.3)			
Total Liabilities & Net Assets	\$ 26.4	\$ 11.3	\$ (1.2)	\$ 36.5

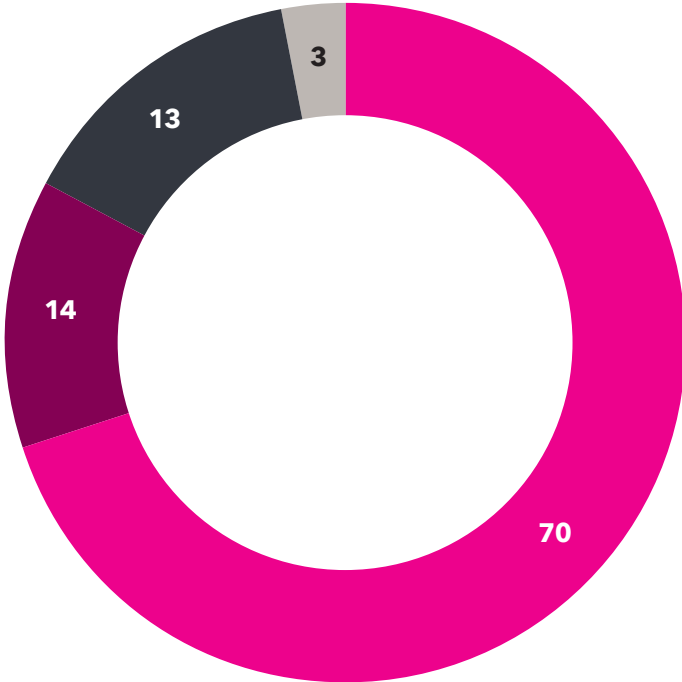
COMBINED REVENUE AND EXPENSES BY PERCENTAGE

REVENUE
by percentage



- Private Contributions & Bequests
- Other

EXPENSES
by percentage



- Program Services
- Management & General Support
- Fundraising
- Other

Planned Parenthood 501(c)(4) Organizations Financial Data

REVENUE

For the year ended June 30, 2021 | Operating & Other Funds

[All Amount in Millions]

	Local 501(c)(4) organizations	Action Fund	Eliminations [b]	Total [a]
Revenue	\$ 40.3	\$ 50.6	\$ (10.2)	\$ 80.7
Government Grants	0.1			0.1
Private Contributions & Bequests	23.4	47.5	(10.2)	60.7 [c]
Other Operating Revenue	16.8	3.1		19.9

EXPENSES

For the year ended June 30, 2021 | Operating & Other Funds

[All Amount in Millions]

	Local 501(c)(4) organizations	Action Fund	Eliminations [b]	Total [a]
Expenses	\$ 35.2	\$ 57.5	\$ (10.2)	\$ 82.5 [d]
Programs	25.9	42.2	(10.2)	57.9
Supporting Services	6.9	15.3	0.0	22.2
Management & General	4.9	5.5		10.4
Fundraising	2.0	9.8		11.8
Other Expenses	2.4	0.0	0.0	2.4
Payments to Related Organizations	2.3			2.3
Non-Program Related	0.1			0.1

Summary of Financial Activities

Our broad base of committed donors provide approximately 94% of the national organization's revenue and 58% of revenue to local 501(c)(4) organizations – evidence of our powerful grassroots support.

The IRS classifies the national Planned Parenthood Action Fund and the state/local Planned Parenthood advocacy and political organizations as section 501(c)(4) tax-exempt organizations. Contributions are not tax deductible.

A list of all organizations that received contributions from Action Fund during the year that ended June 30, 2021, may be obtained by writing to Planned Parenthood Action Fund, 123 William Street, New York, NY 10038. Audited financial statements are available on the PPFA website.

- [a] Figures reflect operations of Planned Parenthood Action Fund, Inc. for the year ended June 30, 2021. Local 501(c)(4) organization numbers include 45 separately incorporated state and local Planned Parenthood advocacy and political organizations and are based on amounts reported in relevant audited financial statements for fiscal years ended during 2021. Planned Parenthood Pennsylvania Advocates is excluded from this year's report.
- [b] Payments and receipts between local 501(c)(4) organizations and the Action Fund have been eliminated. These include dues and contribution-sharing arrangements and other grants. Related adjustments have been made to the balance sheet.
- [c] Includes foundation grants, corporate contributions, and support from nearly 175,000 active individual contributors. This also includes more than \$1 million of bequests.
- [d] Expenses do not include capitalized expenditures for property, plant, and equipment and repayment of related loans, but do include depreciation and amortization of such property, plant, and equipment and interest expense on such loans.

Directors & Leadership

Planned Parenthood Action Fund Board of Directors

Chair

Joe Solmonese

Secretary

Kate Jheveri

Treasurer

Colleen Foster

Members

Jennifer Allen

Tanuja Bahal

Landis Becker-Young

Kersha Deibel

Quinn Delaney

Monique Dorsainvil

Lisa Gardner

Maya Harris

Peter Harvey

Mayra Macias

Henry Muñoz

Harris Parnell

Nathalie Rayes

Jennie Rosenthal

Meghan Stabler

Gabriel Stricker

Luz Towns-Miranda

Planned Parenthood Action Fund Executive Leadership

Alexis McGill Johnson

President

Kelley Robinson

Executive Director

Jacqueline Ayers

Senior Vice President for Policy,
Advocacy and Campaigns

Jethro Miller

Chief Development Officer

Kristen Tilley

Chief of Staff

Kumiki Gibson

General Counsel

Melanie Roussell Newman

Senior Vice President of
Communications and Culture

Vickie Barrow-Klein

Executive Vice President and
Chief Operating Officer

Planned Parenthood Action Fund on Social Media

Planned Parenthood Action Fund

facebook.com/PlannedParenthoodAction

@PPact (twitter.com/PPact)

@ppact (instagram.com/PPact)

PPAction Snapchat

medium.com/@ppact

@plannedparenthoodaction (<https://www.tiktok.com/@plannedparenthoodaction>)

Planned Parenthood Generation Action

facebook.com/PlannedParenthoodGenerationAction

@PPGenAction (twitter.com/PPGenAction)

@PPGenAction (instagram.com/PPGenAction)

Latinos for Planned Parenthood

facebook.com/PlannedParenthoodEspanol

@latinos4pp (twitter.com/Latinos4PP)

Planned Parenthood Black Community

@PPBlackComm (twitter.com/PPBlackComm)

In this together.





plannedparenthoodaction.org