





## MISSION STATEMENT

Planned Parenthood Northern California generates healthier communities through the delivery of quality sexual and reproductive health care services.

## Message from our Board Chair and CEO

Dear Planned Parenthood Northern California (PPNorCal) Supporter,

This past year, all our lives and communities were impacted by the COVID-19 virus, which has been devastating for so many. Despite the daily challenges, PPNorCal prioritized executing our mission and keeping our doors open throughout this past year. We are proud that PPNorCal continued providing essential reproductive health care even on the worst of days.

Because of your support, PPNorCal was able to achieve other significant accomplishments. On March 9, PPNorCal proudly announced the opening of our new San Francisco Flagship. The journey to complete this vision took a total of six years. With the amazing generosity of 877 donors, the total project cost of \$22M was 100% donor-funded! As a result, the Flagship health center will increase patient access and serve generations to come.

Also, this year, we were the first Planned Parenthood affiliate to successfully go live to the Epic Electronic Health (EHR) Record System in February, followed by a staggered implementation completed in May. Epic is a fully integrated EHR system and is the most widely used EHR in the U.S. As a result, patients are now active on MyChart and receiving text reminders.

PPNorCal is strong today, and we must continue to reinforce our health care operations so we can always be here for our Northern California patients or anyone else coming to us for care. As we continue seeing attacks aimed at deteriorating safe and legal abortion, PPNorCal must be ready to serve those who may come to us from other states. We want you to know that despite efforts by those who oppose abortion and our organization, PPNorCal will always remain focused on providing our patients equitable, accessible, and high-quality reproductive health care services they need and deserve, no matter what!

We are stronger together, so we extend our heartfelt thanks for your continued support. We invite you to enjoy the highlights of our work for the Fiscal Year 2021, beginning on July 1, 2020, and ending on June 30, 2021.

Be well and take care,



*Nicole M. Barnett*

Nicole M. Barnett, RN, MBA, DHSc  
Chair, Board of Directors



*Gilda Gonzales*

Gilda Gonzales, MPA  
President and CEO



# Patient and Medical Services

## PPNorCal is Live on Epic!

Planned Parenthood Northern California (PPNorCal) is proud to be the first Planned Parenthood affiliate live on Epic. In February, we kicked off our Epic pilot at the Fairfield health center, followed by a staggered go-live at remaining locations. This approach allowed for better support at each go-live site. We completed the final wave of go-live the week of May 14, followed by a stabilization week. Epic is a fully integrated electronic health record (EHR) system and is the most widely used EHR in the U.S. To date, more than 50 percent of the U.S. population have their medical records in Epic. In addition, patients are now active on MyChart and receiving appointment text reminders. Thank you to the Go-Live Team and all staff involved for their hard work!

## What is My Chart?

MyChart is a secure online portal where patients can view and manage their medical information whenever convenient for them! MyChart offers patients personalized and secure online access to portions of their medical records. It also enables users to securely use the internet to help manage and receive health information.



## The PPNorCal COVID-19 Response

The PPNorCal COVID Response Team managed the affiliate's response to the COVID-19 pandemic by ensuring that our health centers remained open for patients to receive the essential, high-quality care they deserve. This collaborative and multi-faceted team supported the PPNorCal response, including contact tracing, a staff testing program, infection prevention policy implementation, PPE procurement, and communication about public health guidance.

## San Francisco Flagship: 1522 Bush Street

PPNorCal was excited to open our new Flagship health center and started serving patients on March 9. The Flagship health center provides all our expert health care services, as well as new additions, including vasectomies, expanded abortion care, and mental health services. Our Flagship is a centrally located, 12,000 square foot space that allows for a higher volume of patient visits, enabling San Francisco and surrounding communities to take advantage of our expanded services.



This modern facility and its advanced equipment and technology allow us to increase our service capacity, reduce wait times, and host internal and external gatherings in our state-of-the-art multipurpose rooms. Our most commonly sought-after appointment types are sexually transmitted infection (STI) screening and treatment, birth control, pregnancy testing, and breast and cervical cancer screenings.



The SF Flagship will allow us to increase access to health care and serve generations to come.

# Case Management

## Support Services

Our Case Management team in Solano County has worked tirelessly throughout the pandemic to continue to serve our clients. The team distributed 2,004 bags of perishable and nonperishable foods from our on-site food closet to 68 different families, who continue to experience food insecurities.



Additionally, our case managers provided critical wrap-around support services to approximately 68 clients by supporting them with services like transportation assistance, emergency/permanent housing assistance, utility assistance, job referrals, etc. These efforts included: 36 families receiving 349 months of rental/mortgage assistance to prevent homelessness during the pandemic, five clients receiving 20 months of paid rent, and six families receiving 22 months of paid utilities.



# Education

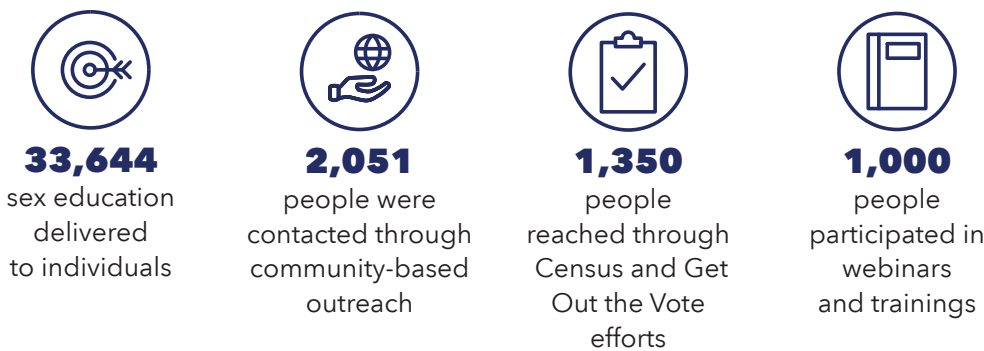
## Online Education Initiative

Last year, PPNorCal launched the Online Education Initiative to continue providing our community with comprehensive and medically accurate sexual health education. The Education team hosted 10 Facebook Live events and reached more than 1,700 participants on topics such as: Picking a Birth Control method, Men's Sexual Health, and Abortion Stigma. They also hosted numerous webinars and trainings with more than 1,000 participants. Our health educators were essential in maintaining our community partnerships with local, community-based organizations and provided them with safe sex resources and materials as needed.



Our Promotores program continued to provide community members with sexual health education information and COVID-19 vaccination resources. This past year, our Promotores also took part in Census and Get Out the Vote (GOTV) outreach efforts. This work led to 1,350 individuals being reached via phone.

We delivered sex education to 33,644 individuals and 2,051 individuals through our community-based outreach efforts.





# Public Affairs

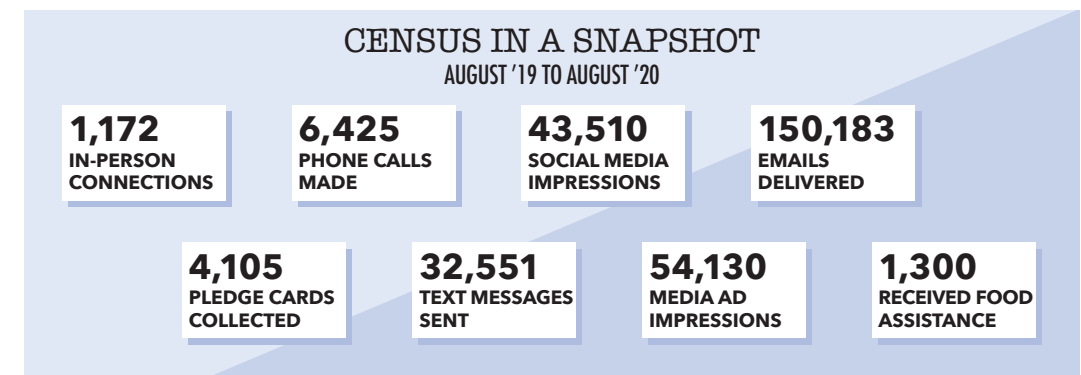


## Advocacy

Planned Parenthood Northern California's sister organization, Planned Parenthood Northern California Action Fund, in conjunction with Planned Parenthood Affiliates of California, hosted a week of lobby meetings with local elected officials, known as Capitol Week. Planned Parenthood Northern California Action Fund met with nine elected officials to discuss our priority bills for the 2021 legislative year, which included AB 32 (Aguiar-Curry) Telehealth: Expand Healthcare Accessibility, SB 245 (Lena Gonzalez) Abortion Accessibility Act, AB 1184 (Chiu), AB 1356 (Bauer-Kahan), extending telehealth access, maintaining Prop 56 supplemental payments, and supporting Medi-Cal lab rates and limit clawbacks. Overall, all meetings were successful. No elected official declined to support any of the supported legislation, and all were happy to meet with staff and listen to volunteer storytellers.

## Census Outreach

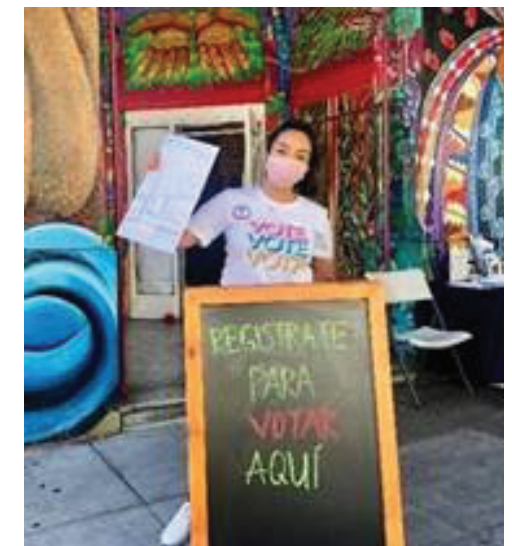
The PPNorCal Public Affairs team collected more than 7,000 census pledges from supporters and patients, sent over 32,500 text messages and 150,000+ emails and made 6,400 phone calls reminding residents to complete the census. Through the digital census outreach campaign, the Planned Parenthood Northern California census-related social media posts received 43,510 impressions. Due to COVID-19, census outreach shifted to include a food distribution program in partnership with organizations in San Francisco, Concord, Vallejo, and Antioch. Food and census education materials were distributed to 1,300 clients and supporters in need.



## Voter Education

Public Affairs Officer Daisy Prado teamed up with the Women's Building in San Francisco for National Voter Registration Day to help San Franciscans register to vote in English and Spanish.

On September 19 and September 26, PPNorCal Action Fund staff and volunteers phone banked with PPAC to help register Californians in Southern California. In total, more than 25 volunteers from the PPNorCal region volunteered, and over 200 people in this key region were provided voter registration information.



# Development

## Fundraising Highlights

*PPNorCal had an incredibly successful year because of our generous donors and institutional partners. More than 15,000 donors generously contributed over \$10.5 million in philanthropic support of the courageous work PPNorCal is doing in our communities. We are so grateful for your continued support despite the many challenges this past year presented. We could not have done it without you. Thank you!*



### Stronger and Healthier Together

On May 1, 2021, donors and friends came together for *Stronger and Healthier Together*, the first PPNorCal virtual fundraising event. The evening was an opportunity to unite the entire affiliate under the inspiring message from which the event got its namesake: We are stronger and healthier together. Award-winning journalist and author, Lisa Ling, and Award-winning actress and equal rights advocate, Laverne Cox, took the virtual stage and captivated the audience at home with a dynamic

and moving conversation. The discussion touched on the challenges and successes of the past year, the importance of public health advocacy, the future of reproductive justice, and more. We were so grateful to be joined by these two inspiring women, and Bay Area journalist John Sasaki, as our host, and the San Francisco Gay Men's Chorus as our special guest performance. The fund-a-need for our ongoing Safe Haven campaign was a huge success, far out-raising our initial goal. Thank you to all our generous supporters who sponsored and attended this unforgettable evening of celebration.

## Protecting Roe v. Wade – in 2021 and Beyond

To celebrate the 48th anniversary of the *Roe v. Wade* ruling, we hosted expert guests Helene Krasnoff, Vice President for Public Policy Litigation and Law Department at Planned Parenthood Federation of America, and Lisa Matsubara, General Counsel and Vice President of Policy at Planned Parenthood Affiliates of California, together in conversation with PPNorCal CEO Gilda Gonzales. The three leaders engaged in a spirited discussion on the history of Roe in California and nationwide, as well as the path forward.



### Safe Haven Campaign

Our Safe Haven Campaign kicked off in spring 2021, committed to ensuring California remains a safe haven for all. Donors have been generous in supporting our goal to cement PPNorCal as a strong, sustainable health care provider at the forefront of the reproductive access movement. Donations to this Campaign will help build our infrastructure by

recruiting and retaining health care providers, growing our own providers by investing in clinical staff, and providing critical financial assistance for our patients who need care. After the past year's challenges, we are excited to announce that our Safe Haven Campaign will run through May 2022!

The necessity of the public health safety net's strength and stability is as important as ever. Please join us in our effort to offer inclusive, comprehensive sexual and reproductive care to those who need it the most.

If you would like to make a gift to support the Safe Haven Campaign, please visit: [www.wearepp.org/safehaven](http://www.wearepp.org/safehaven), or contact Lisa Moore for more information at 925.887.5232.

# Commitment to Diversity, Equity, and Inclusion (DEI)

## PPNorCal Commitment Statement:

Our commitment to respect and honor all people means we intentionally create an inclusive environment where we all feel valued and supported and can contribute our best. We celebrate and encourage diversity in all forms and promote equity through our practices, policies, systems, and behaviors.

## Vision:

The PPNorCal bold DEI work increases our ability to truly see, hear, and believe our patients and each other. We are making investment and implementing change that represents a “forever commitment” to advance DEI. Through our work, we will:

- Increase awareness on DEI
- Enhance organizational processes and policies
- Act and never stop taking action
- Hold all levels of the organization accountable for doing the work
- Benchmark desired outcomes
- Report our work
- Create and maintain a positive work environment
- Live up to our stated and aspirational organizational values

## DEI Business Imperative:

Expanding access to reproductive health care services depends on successfully decreasing micro-aggressions among our staff, therefore minimizing micro-aggressions experienced by our patients, leading to higher patient satisfaction.

## CENTERS AND LOCATIONS

### REGIONAL OFFICES (925) 676-0505

1522 Bush Street, San Francisco 94109

2185 Pacheco Street, Concord 94520

3225 Timber Fall Court, Suite B, Eureka 95503

### BUTTE COUNTY

3100 Cohasset Road, Chico 95973

(530) 342-8367

### CONTRA COSTA COUNTY

1104 Buchanan Road, Suite C10,

Antioch 94509

(925) 754-4550

2185 Pacheco Street, Concord 94520

(925) 676-0300

320 El Cerrito Plaza, El Cerrito 94530

(510) 527-5806

2970 Hilltop Mall Road, Suite 307, Richmond 94806

(510) 222-5290

200 Porter Drive, Suite 200, San Ramon 94583

(925) 838-2108

1357 Oakland Boulevard, Walnut Creek 94596

(925) 935-3010

### HUMBOLDT COUNTY

3225 Timber Fall Court, Suite B, Eureka 95503

(707) 442-5700

### LAKE COUNTY

14671 Olympic Drive, Clearlake 95422

(707) 995-2261

### MARIN COUNTY

2 H Street, San Rafael 94901

(415) 459-4907

### MENDOCINO COUNTY

242-A Hospital Drive, Ukiah 95482

(707) 462-4303

### NAPA COUNTY

1735 Jefferson Street, Napa 94559

(707) 252-8050

### SAN FRANCISCO COUNTY

1522 Bush Street, San Francisco 94109

(415) 821-1282

### SHASTA COUNTY

2935 Bechelli Lane, Suite C, Redding 96002

(530) 351-7100

### SOLANO COUNTY

1325 Travis Boulevard, Suite C, Fairfield 94533

(707) 429-8855

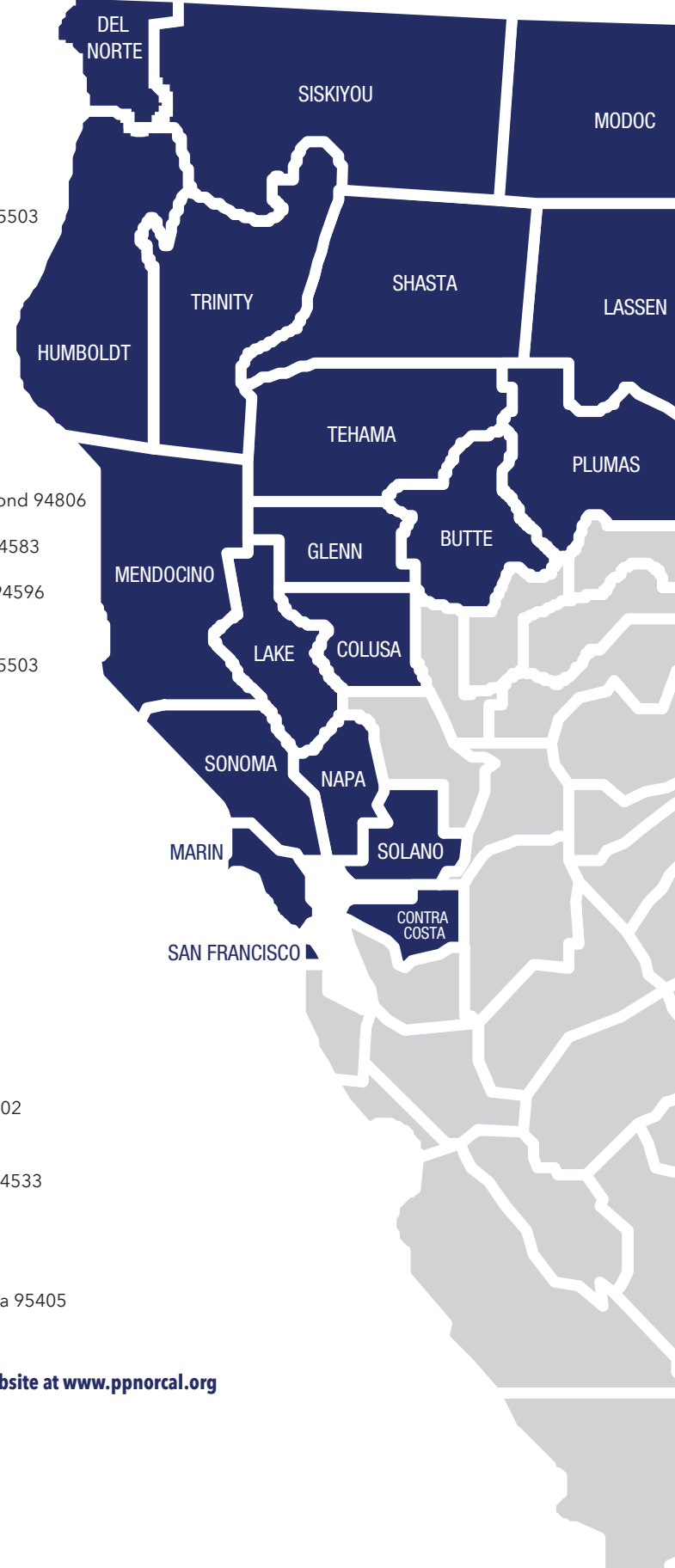
303 Sacramento Street, Vallejo 94590

(707) 643-4545

### SONOMA COUNTY

1140 Sonoma Avenue, Bldg. 3, Santa Rosa 95405

(707) 527-7656



For more information, please visit our website at [www.ppnorcal.org](http://www.ppnorcal.org)



# #IStandWithPlannedParenthood



"Patients can count on Planned Parenthood to provide compassionate and quality care when they need it most. I strongly support Planned Parenthood and the critical work they do to provide these essential services. As we continue to see unprecedented attacks on a patient's right to make health decisions about their own body, I'll continue to stand up to those who threaten to block the life-saving services millions rely on each year." ~ **U.S. Senator, Alex Padilla**

"Planned Parenthood provides critical health care services to so many in our communities. They are an invaluable resource and a lifeline for many low-income and immigrant communities. That is why I've made it a point to support Planned Parenthood and work in partnership with them to expand access to care for all Californians."

~ **State Assembly Member, David Chiu**



"Planned Parenthood has not only been there to provide women's reproductive health services for decades, but has advocated effectively to protect a woman's right to those services. It's more than that, though - it's about equality. For women to enjoy their right to equality and to participate fully in the economic and social life of our country, they must have full control of their bodies and their lives. Planned Parenthood has been with them every step of the way and for that, I am very grateful."

~ **State Assembly Member, Jim Wood**

"I was thrilled to welcome Planned Parenthood Northern California to District 2 earlier this year. For more than 90 years, Planned Parenthood has provided San Franciscans with life-saving services, including cancer screenings, pregnancy care, and critical health education. At this incredibly challenging time for equity in health care, reproductive justice, and the fight to make sure our policies reflect our values, I'm committed to standing with them to make sure that we can continue this tradition for another 90 years and beyond."

~ **District 2, San Francisco Supervisor, Catherine Stefani**



## OPERATING REPORT

FY 2021 Pre-audit figures

### Revenues

State Office of Family Planning	\$26,077,991
Medi-Cal and Medicare	12,847,254
Government Grants	1,172,393
Private Insurance and Self-Pay Fees	4,346,497
Contributions and Private Grants	9,082,356

**TOTAL Operating Revenues \$53,526,491**

Other Revenues, including Investment Gain (1)	\$672,953
Contributions to Capital Campaign (2)	843,471

**TOTAL Revenues \$55,042,916**

### Expenses

Health Services	\$41,742,987
Management and General	5,566,241
Community and Government Relations	3,100,238
Fundraising	1,773,824
State and National Affiliation Dues	202,145

**TOTAL Operating Expenses \$52,385,435**

Revenues over Expenses (net surplus) including Contributions to Capital Campaign	2,657,480
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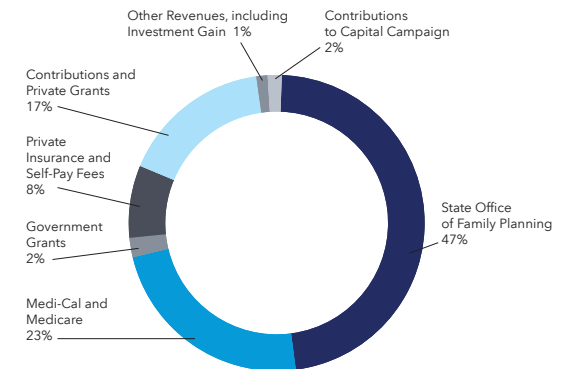
**TOTAL Uses of Revenues \$55,042,916**

Capital Expenditures	\$9,461,212
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Notes:

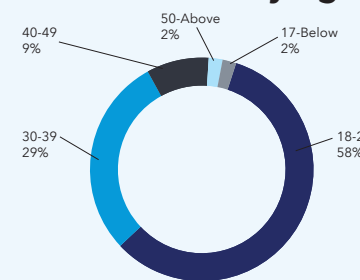
(1) FY 2021 Other Revenues include non-recurring items of a) (\$496,710) Investment Gain - net of Dividends/Interest, and b) \$534,589 of Bequests received.

(2) FY 2021 Revenues Over Expenses include Contributions to Capital Campaign in the amount of \$843,471. These contributions are restricted funds designated for the SF Flagship Building.

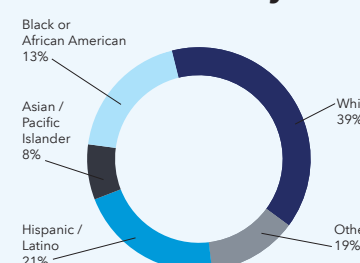


## HEALTH SERVICES PATIENT PROFILE

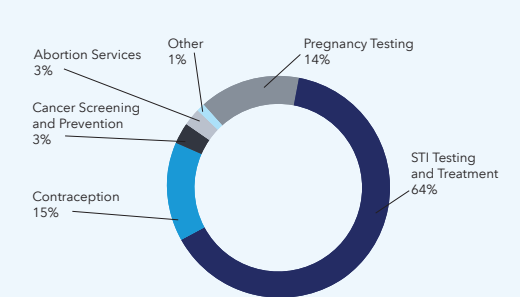
### Patient Profile by Age



### Patient Profile by Ethnicity



### Breakdown of Services Provided to Patients



In FY 2021, PPNorCal served 71,622 medical patients during 140,657 visits.

A total of 16% of our patients are men.

87% of our patients are English speakers. Spanish speakers follow as the next highest linguistic group, at 8% of our patient population.

56% of our patients live at or below 100% of the 2021 federal poverty level (\$12,880 for one person, \$26,500 for family of 4).

For the fiscal year ending June 30, 2021. Numbers are rounded.



# 2021 - 2022 BOARD OF DIRECTORS

## Officers

Nicole M. Barnett, DHSc, MBA, RN, CNL, Chair

Jesus Ramirez-Valles, PhD, MPH, Vice Chair

Robert Benavidez, Treasurer

Debbie Findling, Ed.D, Secretary

## Directors

Mary Jung

Leslie Lew

Sue McIntyre

Dionne Cruz Miller, MPH

Nikita T. Mitchell

Dr. Lester Reffigee

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 their tenure until June 30, 2021. Most of these dedicated individuals were termed off in June 2020 but agreed to serve an additional year, through the COVID crisis, to ensure our stability. Our profound thanks and appreciation are extended to each of them.

Stacey E. Bressler

Joshua Dick

Amy Jester

Loren Kieve

Jamie Litchmann

Dave Turner

Prentiss Willson



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