



Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties, Inc.

Health Center Locations

743 Pismo St.
San Luis Obispo, CA 93401

518 Garden St.
Santa Barbara, CA 93101

415 E. Chapel St.
Santa Maria, CA 93454

1200 W. Hillcrest Dr.
Thousand Oaks, CA 91320

5400 Ralston St.
Ventura, CA 93003

Satellite Locations

Allan Hancock College, Santa Maria
Santa Barbara City College

Administration

518 Garden St.
Santa Barbara, CA 93101
805.963.2445

Health Center Appointments 888.898.3806

Board of Directors

Pamela McLean, PhD, Board Chair
Deborah Longstaff Lynch, Vice Chair
Lucinda Young, Treasurer
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The Rev. Dr. Betty Stapleford
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Carnzu Clark, Director Emerita

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Patricia Fajardo, Vice President Clinical Services
Rosalind Gilbert, Director Human Resources
Ruben Grigorian, Vice President Financial Services
Christine Lyon, Vice President External Affairs
Sherry Madsen, Vice President Development
Tom Rieger, Chief Operating Officer
Virginia Siegfried, MD, Medical Director

www.ppsbvslo.org

 **Planned
Parenthood**[®]
Care. No matter what.

Annual Report Fiscal Year 2012-2013

Message from Our Chair & President



Pam McLean
Pam McLean
Board Chair



Cheryl Rollings
Cheryl Rollings
President/CEO

Our focus and work this year was driven by a date fixed on the horizon — January 2014 — when the Affordable Care Act (ACA) would become law. As we began our fiscal year on July 1, 2012, we had 18 months to prepare for the changes required under the new law and to plan, as best we could, for the potential, yet unknown, impacts of the new law.

To prepare, Board members and staff focused on planning and implementing actions to meet the ACA requirements for health care providers, streamlining delivery of services, expanding contracts with insurance companies and educating communities about expanded health care coverage through Covered California (our state's program for implementing the ACA).

At the same time we applaud the expansion of health care coverage, we are also concerned about outdated

reimbursement rates and the out-right elimination of reimbursement for some essential medications needed for our patients. As the gap between the cost of providing services and the amount for which we are reimbursed widens, our ability to continue to provide services to everyone, regardless of their ability to pay, will be severely challenged.

While we will continue to face uncertainty as a result of health care reform and cuts to reimbursements, we are very fortunate that so many donors have contributed to our Board Designated Reserve and Endowment Fund over the years. This year, we received an extraordinary \$1.3 million endowment gift from the estate of Susan Trescher — increasing this important Fund to \$8.8 million. As always, the generosity of so many people makes it possible for us to provide care, no matter what.

By the Numbers

36,806 patients received reproductive health care services through **74,102** visits to our health centers in San Luis Obispo, Santa Barbara, Santa Maria, Thousand Oaks and Ventura.

Community members volunteered **12,499** hours in support of programs and fundraising events, such as the Annual Dinner, *Choice Affairs* and the Mary Jane McCord Planned Parenthood Book Sale.

20,038 parents, professionals, teens and young adults received **40,076** hours of instruction and attended over **2,000** presentations in high school classrooms and on college campuses to receive peer training and sexuality health education to help them make decisions based on medical facts.

12 *Promotoras* canvassed neighborhoods and tabled local events in Santa Maria to reach **1,560** people with information about Planned Parenthood services and Affordable Care Act information.

\$2,980,652 was raised through contributions from individuals, foundations and government grants in support of programs and services for women, men and teens in the tri-counties.

Over **2,500** letters and petitions were signed by volunteers, staff, advocates and Board members in support of state and federal legislation to protect and expand access to reproductive health services.



Health Services



Education

Our professional medical staff provides high-quality, confidential health services with care and respect for each individual. The changes generated by health care reform will allow us to reach more patients by working collaboratively with health plans and other medical providers to accept referrals and provide specialized services.

Our first step in preparing for health care reform was to implement electronic health records at all five of our health centers — a project we completed this year. Our next step will be to optimize utilization of the new technology to enable us to provide even higher quality patient-centered care. We will also begin working with our patients to make sure they are fully informed about all their options for health care with the implementation of the Affordable Care Act, especially making sure they know they can continue to get their services at Planned Parenthood — regardless of the program or plan for which they qualify, their personal circumstances or ability to pay.

Planned Parenthood continued to provide women, men and teens with the most sophisticated instrument in medicine: accurate information. Through our comprehensive sexuality health education programs, people were given information to help them make the best decisions about their health and well-being. Classes focused on communication, healthy relationships, decision making, pregnancy and STD prevention, and the Affordable Care Act. Family communication workshops provided families the opportunity to learn together about the emotional and physical changes during adolescence and ways to communicate effectively during this important transition. Our skilled, bilingual educators presented trainings for professionals who work in education, health care and social services in communities throughout the tri-counties.

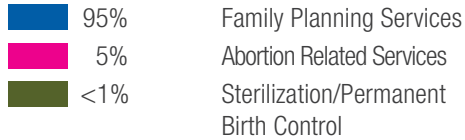
Advocacy

Planned Parenthood and our committed supporters continue to be passionate and vocal advocates for public policies that help women, men and teens living in the tri-counties access comprehensive reproductive and sexual health care and education. Whether it was working to increase access to birth control in California, advocating for contraceptive and preventive health care benefits in the Affordable Care Act or educating our community and elected officials about the importance of expanding access to safe and legal abortion, we were there for the women and families who depend on us for care. And, we'll continue to be here. No matter what.

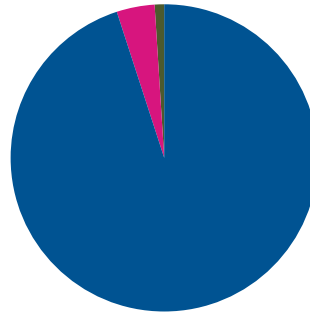


Health Center Statistics

Services Provided

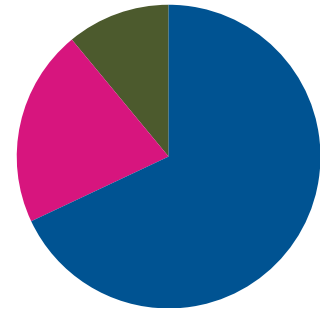
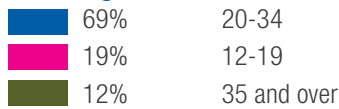


Services Provided



Age

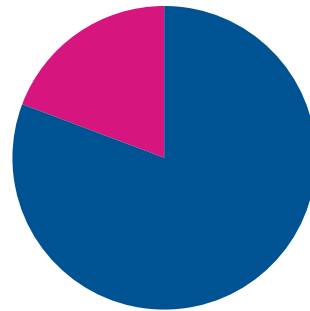
Age



Gender

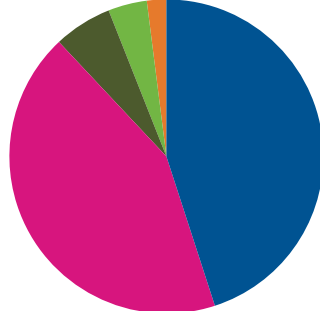
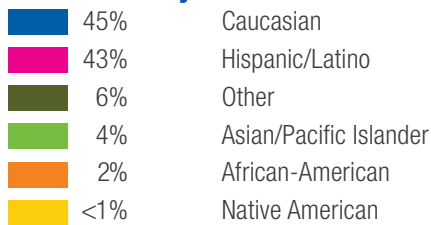


Gender








Ethnicity/Race

Ethnicity/Race

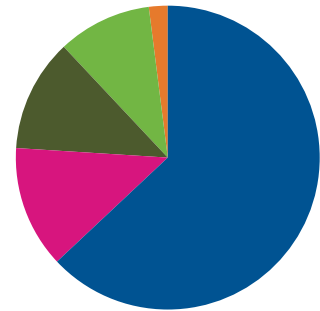


Financials






Source of Funds

	Family PACT (State Family Planning Funding)	\$8,693,616	55%
	Contributions/grants from individuals, foundations, government and events	2,980,652	19%
	Medi-Cal	1,745,454	11%
	Private insurance/self-pay fee for service	1,622,358	10%
	Other	825,326	5%
	Total	\$15,867,406	

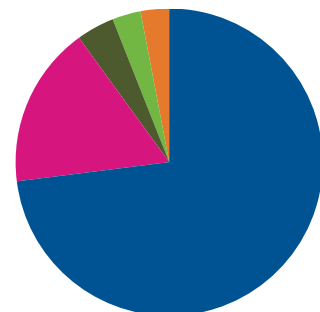
Source of Funds



Use of Funds

	Health Services	\$11,671,428	73%
	Management and General	2,739,304	17%
	Education	651,043	4%
	Fundraising	498,041	3%
	Public Affairs	394,702	3%
	Total	\$15,954,518	
	Revenue less Expense	(\$87,112)	

Use of Funds



Change in Net Assets Fiscal Year 2012 to Fiscal Year 2013: \$292,795