

2015-2016

Annual Report



Letter from our Chair & President...

It was an unusual year – and it said a lot about Planned Parenthood.

Fiscal Year 2015-2016 opened optimistically.



Our new metro Phoenix headquarters and flagship health center were set to be ready for occupancy within a few weeks.

The State of Arizona had agreed not to enforce its newest restriction on abortion health care due to the strength of the legal case on which we'd collaborated with other providers and groups like the American College of Obstetricians and Gynecologists.

Most important, a 14 priority Strategic Plan on which the Board of Directors had worked for six months was ready for implementation.

Prospects were bright indeed.

Then, on July 14, 2015, just two weeks into the new fiscal year, an unprecedented anti-Planned Parenthood campaign launched featuring grossly misleading videos.



people at a PP facility in Colorado Springs, Colorado.

Arizona Governor Ducey exploited the manufactured controversy to ban state employees from personally donating to Planned Parenthood through the annual state charitable fundraising campaign.

And yet the anguish triggered by the controversy, the doubts the opposition tried to sow about Planned Parenthood, soon reversed and began a steady decline.

The reason was simple: the misrepresentations stitched together by Planned Parenthood's opponents didn't match the real-life experience of thousands and millions of women and men who come to us for health care or education. The videos bore no connection to their reality.

In a heartwarming display of support countless patients and supporters pushed back against the way Planned Parenthood was being maligned. The spontaneous rally at our metro Phoenix Headquarters on August 22, 2015 was a most vivid example.

Through all of this, we were able to move the 2016-2018 Strategic Plan forward. We got the new Phoenix HQ opened, built a larger, modern health center in Mesa, and started work on a conference center in Tucson. We worked with elected school board members to increase the number of districts committing to teach comprehensive sexuality education.

It wasn't easy and it's likely we would have made more headway without the opposition's distractions.

What this period revealed was our resilience. We staged events and participated in those of others to connect Arizonans who are concerned about the direction of our state and, specifically, want to protect access to women's sexual and reproductive health care at Planned Parenthood.

This flexibility and can-do spirit of our staff, volunteers and Board members undoubtedly bolstered us this past year, and enabled us to celebrate Planned

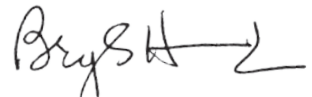
 **100 YEARS**
Parenthood's national 100 year anniversary on October 16. For 100 years, Planned Parenthood health care providers have provided quality, supportive care, no matter what. **And for 100 years, Planned Parenthood has been bold, fearless, and revolutionary.**

Your generosity has made all of this possible. Thank you for your support and leadership.

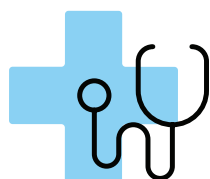



Kerry Blume, Chair
Planned Parenthood Arizona



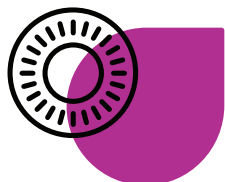

Bryan S. Howard, President
Planned Parenthood Arizona

Our impact by the numbers:



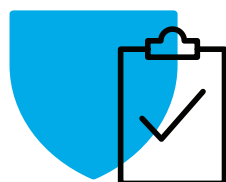
33,181

patients walked through our doors and made 52,325 visits



45,658

(87%) visits were for routine, preventive care, including 3,137 pap tests, 23,317 birth control services, 2,525 IUD and implant insertions, 15,770 tests and treatment for sexually transmitted infections



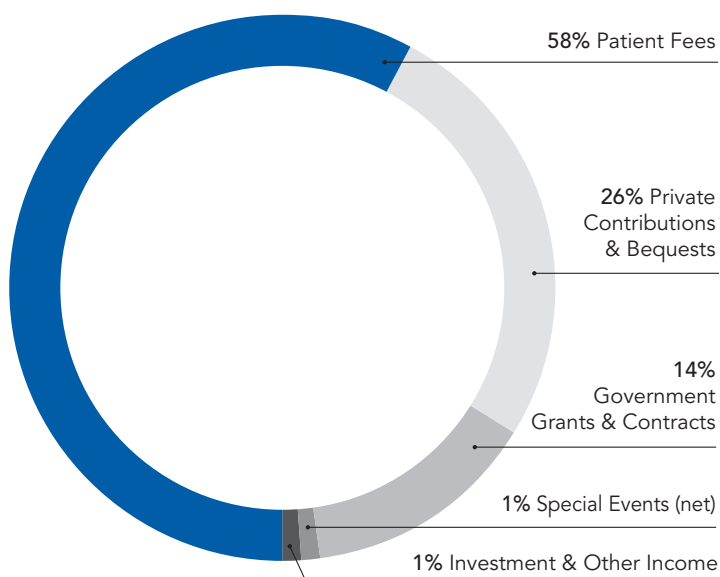
6,667

(13%) visits were for abortion care

Payment Method for all services

- 38% paid out of pocket
- 26% used commercial insurance
- 9% AHCCCS (Medicaid)
- 21% Title X federal family planning funding
- 6% charitable donations

Revenue

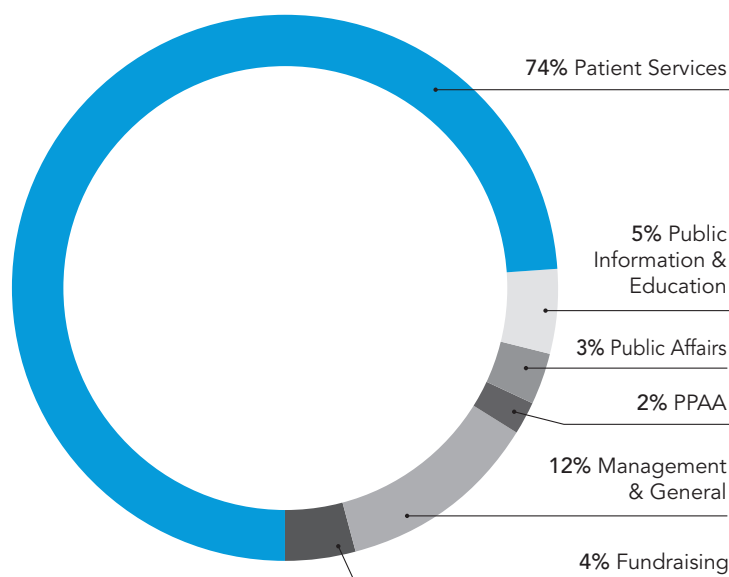


Audited Fiscal Year 2016 Financial Statements

Combined statement for Planned Parenthood Arizona and Planned Parenthood Advocates of Arizona
(for the year ended June 30, 2016)

REVENUE	\$13,850,029
Patient Fees	\$8,080,272
Private Contributions & Bequests	\$3,578,894
Government Grants & Contracts	\$1,986,207
Special Events (net)	\$69,570
Investment & Other Income	\$135,086
EXPENSES	\$12,730,729
Patient Services	\$9,408,085
Public Information & Education	\$614,157
Public Affairs	\$337,836
Planned Parenthood Advocates of Arizona	\$274,272
Management & General	\$1,573,736
Fundraising	\$522,643
Change in Net Assets	\$1,119,300

Expenses



Please note: This statement of revenue, allocation and expenses is the responsibility of the management of Planned Parenthood Arizona. PPAZ, as a 501 (c)3 organization, maintains a system of internal accounting controls designed to provide reasonable assurance the transactions are properly executed and recorded in all aspects.

We **educated** more young people and **advocated** for sex education that includes all young people...

MOBILIZATION FOR POSITIVE FUTURES

In southern Arizona, Planned Parenthood Arizona, along with our partners, Child and Family Resources, Sunnyside Unified School District and Teen Outreach Pregnancy Services successfully completed year one of a five year, \$4.5 million federal grant to implement effective, evidenced-based, medically accurate sexuality education for 11,900 middle and high school students in the Sunnyside district and surrounding community.

Highlights in year one include facilitating over 88 hours of curriculum and facilitation skill building training to district and partner staff, implementing nine parent workshops, including *Yo Soy Tu Nina*, which uses dramatic video to highlight one family's struggle to communicate effectively about dating, healthy relationships, and sexuality, at schools across the district.

The partnership enabled Maria Rodriguez to join PPAZ as Teen Pregnancy Prevention Coordinator in our Education department staff.



COMMUNITY EDUCATION

Schools and community organizations across the state, including college, high school, and middle school students, turned to us to for presentations on birth control methods, healthy relationships, consent, and sexually transmitted infections. Chrysalis, Tumbleweed Center for Youth Development, Southwest Leadership Academy, and Eagle College Prep Elementary School counted on our skilled educators to deliver vital sexual and reproductive health information to their clients and students.



In an effort to reach **underserved** and **vulnerable** youth, we partnered with **Children First Leadership Academy**, a Phoenix charter school that serves students who are either homeless or live below the poverty line, to implement the FLASH curriculum with 8th grade students. We will be returning to the academy in 2016-2017 school year with a plan to move implementation into lower grades.

SHARE

Sexual Health And Responsible Education

The **SHARE INITIATIVE** has taken a targeted approach to educating communities and school boards about the importance of inclusive comprehensive sex education. Efforts to pass a statewide policy providing medically accurate and inclusive education have been thwarted at the Capitol. Through Planned Parenthood's sophisticated **grassroots organizing efforts**, parents and students have worked with school boards to pass comprehensive and inclusive policies that ensure students receive medically accurate sex education including teaching on risk reduction behaviors, bullying, consent, dating violence and healthy relationships.



School boards like Creighton Elementary School District, Sunnyside Unified School District, Phoenix Union High School District, Tempe Unified School District and Tucson Unified School District have adopted policies that equip students with decision making skills while affirming a role for abstinence for some young people.



Our efforts to mobilize youth in school districts to advocate for inclusive policies earned PPAZ a Volunteer Excellence Award from the national Planned Parenthood Federation of America.

To-date, the SHARE Initiative has led school districts with over 114,000 Arizona students to adopt policies implementing comprehensive sex education. That is nearly 10% of Arizona public school students. One district went further, adopted a resolution condemning the state law that prohibits including sexual health information for LGBT students. Progress is being made but much more needs to be done. Fortunately, communities around Arizona have shown they can get things done.

In a recent poll of 700 Arizona households statewide, **support for inclusive comprehensive health education** was encouragingly high. **Here's what the Behavior Research Center poll found:**

76% of Arizonans

favor comprehensive, medically accurate sex ed [72% favor **requiring** it for all students]

- **91%** Democrats
- **81%** Independent
- **64%** Republicans

We **launched** innovations encouraging people to take **charge** of their health...

MEETING OUR PATIENTS WHERE THEY ARE

With new insights and strategies, we meet people where they are so that Planned Parenthood's care seamlessly integrates into their lives.



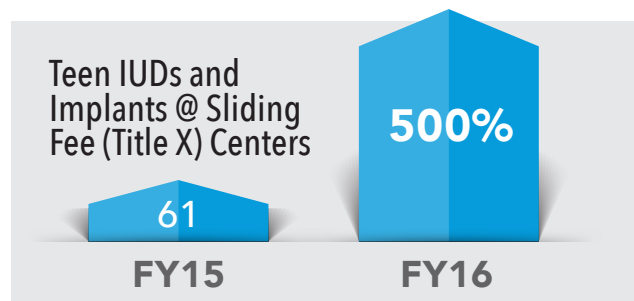
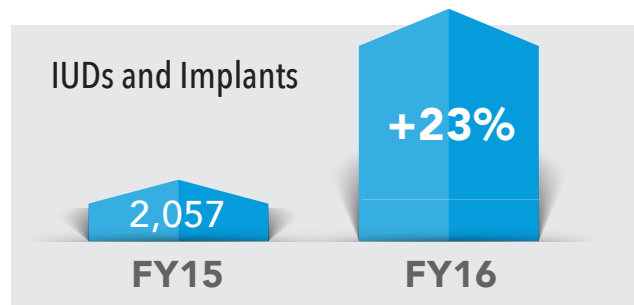
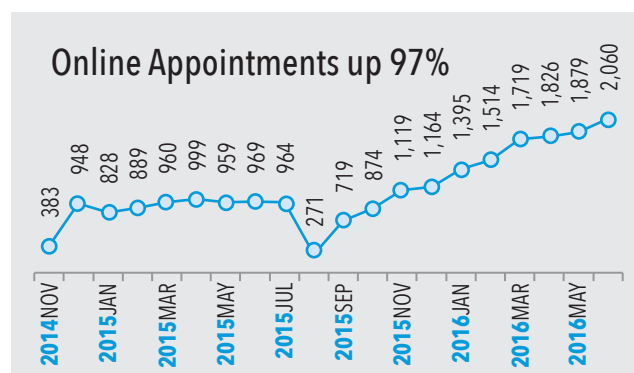
Digital public information campaigns brought people to our doors and empowered them with information on what "Care. No Matter What." means at Planned Parenthood. Focusing our efforts on younger generations and targeting geography surrounding our health centers resulted in an incredible 97% increase in appointments made online. We proved that with new technology and social media ads on Facebook and Pandora, we can reach the communities and people most in need of expert advice and encourage them to take charge of their health.

Birth control - our founding service - became top of mind with a 23% increase in IUD and implants which are some of the most effective contraceptive options available. Teenagers accounted for nearly 19% of these low maintenance birth control methods and more than two thirds received federally subsidized Title X care. This is a triumph and credited as one of the reasons behind the steep decline in teen pregnancy throughout the country. Planned Parenthood informed young people about the benefits of methods like IUDs and implants and made them accessible at low cost allowing teens to be able to plan their futures.

Despite the decrease in teen pregnancy rates, the simultaneous rise of sexually transmitted infections is becoming a critical public health concern. With the noticeable increase in Arizona of sexually transmitted diseases such as chlamydia, gonorrhea, and syphilis, Planned Parenthood stepped in to educate and

encourage prevention and risk reduction through frequent testing. STI testing grew 21% through campaigns like Get Yourself Tested that utilized a digital presence plus on-the-ground community outreach to minimize the spread of infection and reduce stigma. Short videos developed by Planned Parenthood reaching tens of thousands online users daily, reminding them that safe sex - pairing condoms with a chosen birth control method - protects against both pregnancy and the chance of contracting infections that impact future health.

Planned Parenthood remains at the forefront of this fight to prevent and protect people through education, testing, and treatment. The messaging delivered directly to our audience through innovative media channels has proven to be a successful way to get vital care to all, no matter what.



And **expanded** care in upgraded facilities...

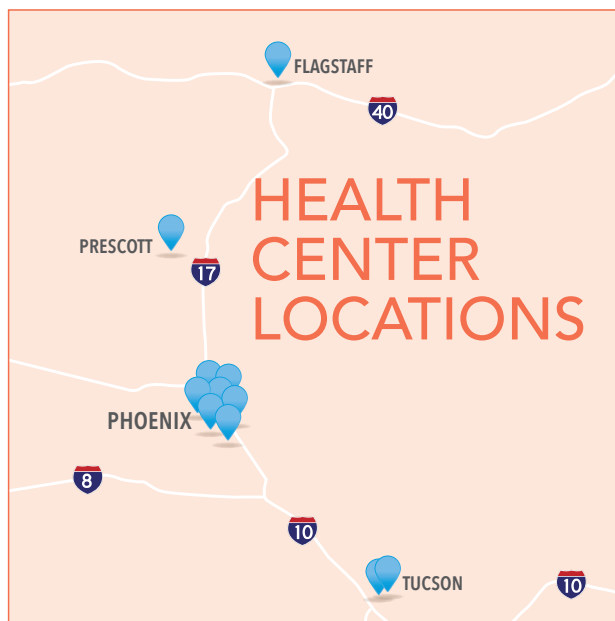


Having served East Valley communities for over 30 years, we opened the doors of a **new**, state-of-the-art **Mesa Health Center** in May. To better meet patient needs, we renovated a larger suite next door to our former location and increased staff numbers. Patients continue receiving quality care in a safe setting, now sensitively designed to increase comfort and enhance service delivery. In these turbulent times, we continue improving and protecting patient access to critical health care – **no matter what!**



to office space for our Tucson based development, education and outreach staff we now have a beautiful **conference center** that we look forward to sharing with the community.

We also were fortunate to renovate our Tucson **administrative offices** thanks to a generous gift from Tucson supporter Bonnie Kay. In addition



CENTRAL VALLEY

Regional Health Center and Headquarters

4751 N 15th St, Phoenix, AZ 85014

Northeast Phoenix

3131 E Thunderbird Rd, Suite 48, Phoenix, AZ 85032

West Valley Regional Health Center

5771 W Eugie Ave, Glendale, AZ 85304

Maryvale

4616 N 51st Ave, Suite 210, Phoenix, AZ 85031

EAST VALLEY Regional Health Center

1250 E Apache Blvd, Suite 108, Tempe, AZ 85281

Chandler

610 N Alma School Rd, Suite 48, Chandler, AZ 85224

Mesa

1235 S Gilbert Rd, Suite 7, Mesa, AZ 85204

NORTHERN ARIZONA

Regional Health Center

2500 S Woodlands Village Blvd, Suite 12
Flagstaff, AZ 86001

Prescott

Northern Arizona Regional Health Coordinator
dperez@ppaz.org

SOUTHERN ARIZONA

Regional Health Center and Headquarters

2255 N Wyatt Drive, Tucson, AZ 85712

Tucson Women's Center

5240 E Knight Drive, Suite 112, Tucson, AZ 85715

We **advocated and litigated** for reproductive rights and social justice....



In the **last 4 legislative sessions**, 32 bills restricting abortion access, resources and education have been introduced; **22** have been **signed into law**. And, as you've come to expect

from us, when bills get passed that create barriers to reproductive health care or information, we immediately take to the courts to defend reproductive rights and access to care.

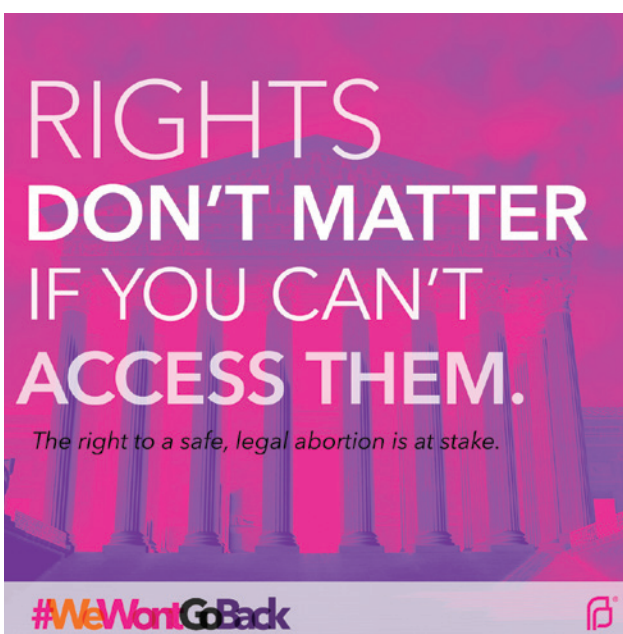
The 2016 session was unusually embarrassing for the state's chief anti-choice groups. In a single legislative session they passed and then were forced to repeal their 2016 centerpiece, Senate Bill 1324. The bill mandated doctors dispense abortion medication according to an outdated, 16 year-old drug label in order to make medication abortion much more difficult and expensive for patients. Anti-choice Governor Ducey signed the bill even though the U. S. Food and Drug Administration had approved a new label days earlier.

The repeal of 1324 struck nearly all the restrictions imposed on medication abortion in recent years, bringing state law in line with the medical standards for which Planned Parenthood and the mainstream medical community have been advocating. One such annulled restriction known as the "junk science" bill was passed in 2015. It required doctors to incorrectly counsel patients that it is possible to reverse a medication abortion. We sued in Federal court to prevent enforcement of this mandatory and erroneous counseling and won a preliminary injunction. The case then stalled due to the state's inability to find a medical expert to testify in support of the reversibility of abortion. Fortunately, with the repeal of this abortion restriction this year, **doctors no longer have to lie to their patients or promote junk science**. The Arizona Department of Health Services also had to remove all information on so-called abortion reversal from its website.

Our supporters' advocacy and the pressure they put on politicians to stop meddling in reproductive care made an impact in achieving the repeal.



There are stories like these that come out of every legislative session; and while there were five different bills signed into law, a larger theme became clear: regardless of ideology, Arizonans are not keen on wasting money – especially taxpayer money. Since 2010, Arizona has squandered **over \$1.1 million** in tax dollars on **defending unconstitutional** abortion restrictions.



WHOLE WOMEN'S HEALTH V. HELLERSTEDT

History was made this summer when the U.S. Supreme Court issued its ruling in *Whole Women's Health v. Hellerstedt*. The Center for Reproductive Rights (CRR) challenged Texas abortion restrictions passed in 2013. At issue in the case were two restrictions that severely restricted access to safe, legal abortion across Texas: (1) a mandate that abortion-providing health centers comply with requirements for much more complex ambulatory surgery centers and (2) a requirement that abortion-providing doctors obtain admitting privileges at a local hospital – despite the fact that abortion almost never results in a hospital admission.

The Court, in a 5-3 decision, struck down both restrictions, protecting current access to abortion in Texas and allowing for expanded access in the future. Most powerful was Ruth Bader Ginsburg's statement "it is beyond rational belief that H. B. 2 could genuinely protect the health of women... the law would simply make it more difficult for them to obtain abortions. So long as this Court adheres to *Roe v. Wade* and *Planned Parenthood of Southeastern Pa. v. Casey*, Targeted Regulation of Abortion Providers laws like H. B. 2 that do little or nothing for health, but rather strew impediments to abortion, cannot survive judicial inspection."

The decision was great news, not just for Texas, but Arizona as well. Planned Parenthood Arizona and our patients are burdened by a number of requirements enacted over the years that do nothing to protect health and safety, but rather, simply make it more difficult to access constitutionally protected health care. We look forward to working for a repeal of these statutes, or if necessary, filing suit to strike them down.



When the decision was announced we held a press conference to call on the Arizona state legislature to repeal all burdensome laws and regulations that seek to impose unconstitutional burdens on women and the health care they seek.

TITLE X ("TEN") – FEDERAL FAMILY PLANNING PROGRAM

In September the Obama Administration announced a proposed rule that would protect basic health care for more than 4 million people by once again making it clear that politically motivated efforts to block women from accessing care at Planned Parenthood and other providers violate federal law. The rule will ensure those most in need -- those who have very low-incomes or lack health insurance -- still have access to lifesaving care such as cancer screenings, birth control, STI testing and treatment, and well-woman exams. This includes 33,568 people in Arizona who rely on care funded by Title X that is provided by Planned Parenthood and other trusted sources of this care.



The Obama Administration's proposed rule makes it clear that it is against the law for states to prevent low-income women from accessing preventive health care through the Title X program at Planned Parenthood or other women's health centers on the basis that they also provide abortion.

President Obama's action couldn't come at a better time. In the last year alone, politicians in 24 states, including Arizona, have tried to block women from cancer screenings, STI tests, birth control and other care at Planned Parenthood and other quality family planning providers. Shockingly, some of these states have argued women can instead receive this care from dentists, optometrists, nursing homes, and other inappropriate places for reproductive health care.



Planned Parenthood is proud to support the Obama Administration in this effort – and thanks

the Arizona Family Health Partnership, the agency that distributes federal Title X family planning funding. This financial resource plays an invaluable role in our ability to provide sliding fee health care in Flagstaff, metro Phoenix and Tucson.

We **emboldened** and **energized** a new generation of leaders who are committed to challenging the status quo...

THE DEMOCRATIC NATIONAL COMMITTEE'S PLATFORM

In the run up to the 2016 political nominating conventions, one of our youth leaders who is a member of Planned Parenthood Advocates of Arizona, had the opportunity to offer platform positions that would increase health care access, abortion care and inclusive comprehensive sex education for all Americans. Joseline Mata addressed the DNC Platform Committee during its hearing in Phoenix in June. Carried nationally on C-SPAN, Joseline eloquently delivered a vision of a world where women and health care are treated with trust and respect.



THE VOX PROGRAM – or Voices for Planned Parenthood – supports college students who form education and advocacy organizations so their peers can learn about healthy relationships, safer sex and the role of government in the lives of individuals. VOX organizations associated with Arizona State University and University of Arizona registered voters, raised money and awareness for all the resources at Planned Parenthood: education, health care, advocacy.

YOUTH POWER SUMMIT

Oracle, Arizona's sunsets, rock formations and myriad stars in the night sky were the backdrop for Planned Parenthood's Youth Power Summit. Forty students seeking to mobilize communities around reproductive freedom and sexual health care gathered in this southern Arizona outpost north of Tucson.

We must build and strengthen relationships and coalitions to combat legislative majorities determined to strip our civil liberties, restrict access to abortion and ban transgender people from simply using the bathroom. The Summit armed young leaders with different tools that will empower them to speak out and take action to ensure we have better representation at the local, state and national levels.



During the Youth Power Summit, participants recorded video messages to send to Senator McCain expressing their expectation that the Senator fulfill his responsibility to fill the current vacancy on the U.S. Supreme Court.



ADVOCATES FOR REPRODUCTIVE HEALTH AND JUSTICE (ARHJ), our volunteer young professionals who are passionate about maintaining access and personal rights to reproductive health care hosted a variety of events, including a Planned Parenthood float at Phoenix Pride and *Stand Out, Speak Out*, an advocacy mixer. Young leaders learned how to engage and create dialogue with people about women's health issues, what Planned Parenthood does, and why advocacy is important to create change.

Thank you, Planned Parenthood Leaders and Supporters...



Planned Parenthood Arizona, Inc.

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.

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Our Mission

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, Inc.

ppaz.org

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Fundraising: 602.263.4215

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www.ppazdonate.org

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