

HERE FOR A REASON

2020-2021
Annual Report



Contents

06

Message From Our Leadership

08

Health Care

14

Education

18

Protecting access for all

24

Health Service Data

32

Summary of Financial Activities

33

Directors & Leadership

34

Planned Parenthood on Social Media

Last year was a year like no other.
As the COVID-19 pandemic continued,
Planned Parenthood remained
committed to the communities we
serve. As patients delayed getting some
kinds of care, we were here with the
care that couldn't wait. And not just in
600 health centers across the country –

we were here, in every pocket,
in the palm of every hand, wherever
and whenever people needed us.
Because in a year like no other,
we had to provide care and education
in new ways, and protect access to
care more fiercely than ever before.
We're here, for a reason. You.

Message From Our Leadership

Who are we going to be?

This is the question we've been asking ourselves, in the final months of nationwide abortion rights under *Roe v. Wade*. And the answer to that question comes from Planned Parenthood's mission of providing care and fighting for everyone's right to access it, no matter what. The mission doesn't change.

As we look to the future, Planned Parenthood Federation of America will continue to work to **ensure access to care for everyone we can, everywhere we can, in every way we can.** We will continue to educate millions. And, backed by 18 million Planned Parenthood supporters, we will continue to build a movement that fights for each and every person's ability to make their own decisions about their body, their health, and their future.

At the heart of that work is equity. We cannot advance health equity without addressing racism. Structural racism continues to harm Planned Parenthood patients,



Alexis McGill Johnson
President and CEO
Planned Parenthood
Federation of America



Dr. Kulleni Gebreyes
Board Chair
Planned Parenthood
Federation of America

preventing them from achieving their optimal health outcomes. Health equity is the end goal – race equity is the path to get there. At this historic moment, we are committed to centering the people we serve, driving resources to communities most impacted, and improving experience, outcomes, and belonging at a time when sexual and reproductive health will be significantly harder to access.

The years ahead will be full of uncertainty and hardships – for Planned Parenthood patients, providers, staff, and the movement for reproductive health, rights, and justice. But one thing is certain: We will not back down.

So who are we going to be? Planned Parenthood will continue to be the voice on the other end of the line saying “we’ll get you an appointment.” We are going to be the linked arms of LGBTQ+ people and people of color and immigrants – because none of us are free until all of us are free. We are going to be builders of a new foundation for our rights.

Planned Parenthood is here for care. Planned Parenthood health centers will continue to provide that care as best they can. And we will keep fighting to ensure all people have access to the health care and education they need to control their body and their future.

We are here for a reason.

Health Care



Health Care

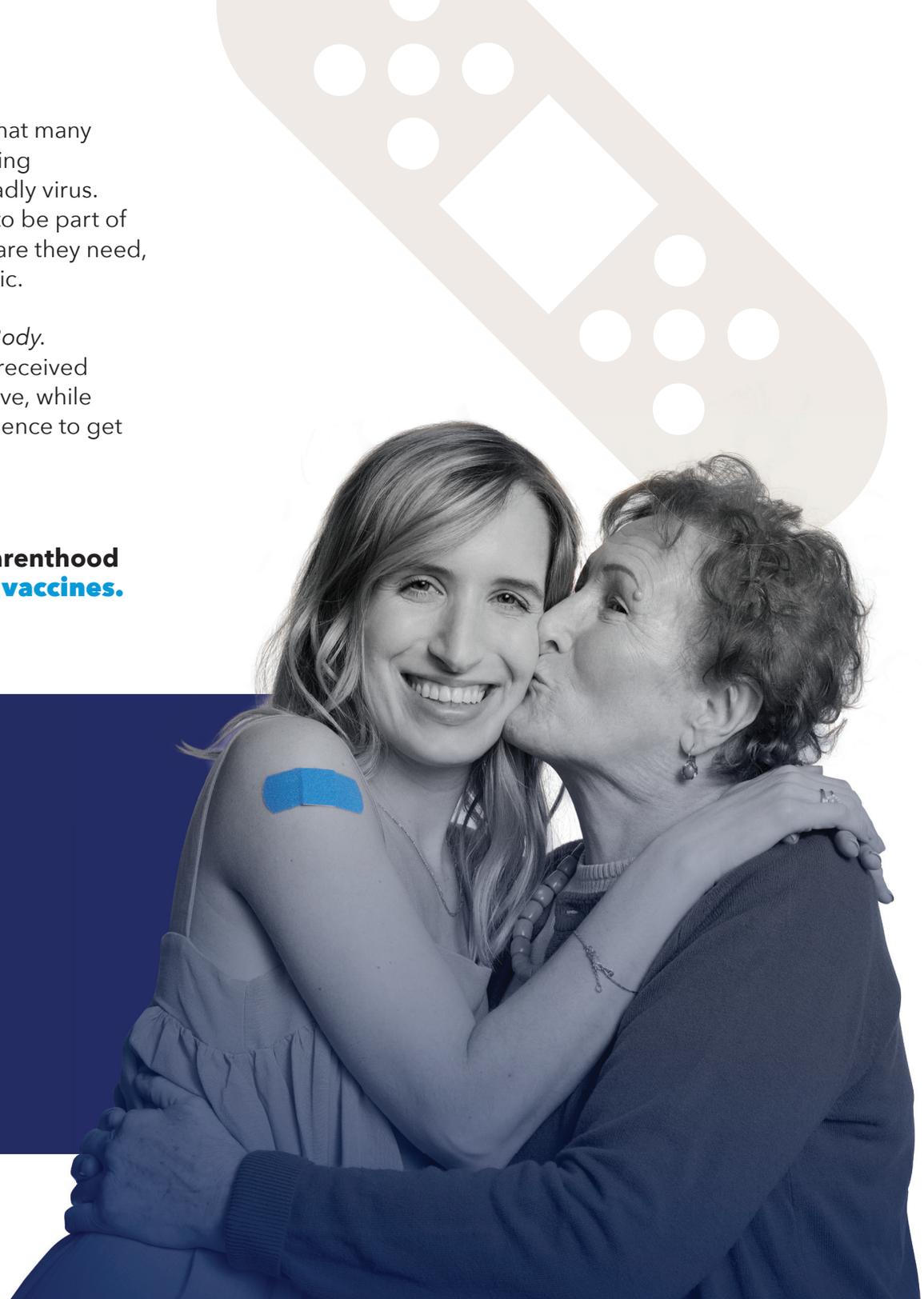
The ongoing COVID-19 pandemic meant that many patients had to put off care to avoid exposing themselves and their loved ones to the deadly virus. Planned Parenthood is working every day to be part of the solution – to ensure people have the care they need, wherever they are, and to end the pandemic.

We launched the bilingual *Protect. Every. Body.* campaign to ensure that our communities received the information and health care they deserve, while informing and encouraging a broader audience to get the lifesaving COVID-19 vaccine.

Between January and June of 2021, Planned Parenthood health centers administered **13,105 COVID-19 vaccines.**

 **PROTECT.
EVERY. BODY.**

 **PROTEGE A
TODAS LAS PERSONAS**



HEALTH CARE BY THE NUMBERS



2.16M
patients



8.65M
services



372,000
Pap tests & breast exams



2.19M
birth control services



4.45M
STI tests & treatments

TELEHEALTH / TECHNOLOGY

236,407

telehealth appointments

42 affiliates

providing telehealth

Launched integrated language interpreter services in **65 languages**, available to 30 affiliates

1.9M appointments booked through online appointment scheduling, the highest number of online bookings in a year



Health Care

ABORTION

Planned Parenthood health centers are proud to provide abortion. That's never been more true than during the COVID-19 pandemic. Abortion is essential health care that cannot wait for the end of a pandemic or the whims of politicians. Every day, patients walk through the doors of Planned Parenthood health centers, knowing we will be there – with high quality, compassionate care. No matter what.



Dr. Gupta: My Story | Planned Parenthood Video



Illustrated patient graphics by Eugenia Mello

RESEARCH

30 affiliates participated in 75 studies on topics including:

- **abortion care**
- **new tests and treatments for sexually transmitted infections**
- **new methods or new ways to use existing methods of contraception**
- **gender affirming care**
- **telehealth**

Planned Parenthood Federation of America and affiliate researchers published 25 articles in peer-reviewed journals.

In 2021, PPFA launched the Minimal Contact Medication Abortion Study, in partnership with six affiliates. This study looks at new ways of delivering high-quality, patient-centered medication abortion care – through telehealth with no and reduced testing before the abortion – which hold real promise for maintaining access through the COVID-19 pandemic and beyond.

Education



Education

During the COVID-19 pandemic, disruptions to the education system mean how sex education happens looks different – and getting it to people who need it is just as important as ever. From questions about how to build healthy and fulfilling relationships during isolation, to resources for parents as their kids learned from home, Planned Parenthood is there to make sure people across the country and world still get the information and skills they need now and into the future.

TAKING EDUCATION ONLINE

- **4 million** education videos views
- **1.2 million** sessions on educational Decision Making Quizzes
- **184,181 conversations** with live health educators on Chat/Text and Chatea/Textea
- **256,285 conversations on Roo**, Planned Parenthood's sex education chatbot
- **178 million** people visited [plannedparenthood.org](https://www.plannedparenthood.org)

Despite limited opportunities for in-person sex education, Planned Parenthood affiliate educators reached more than 563,000 people this year.

Education programs reached **309,000** participants

Training programs reached **21,000** participants

Community outreach reached **233,000** participants

PPFA supported affiliate sex educators with Connection Calls to bring together people educating in similar communities, in virtual spaces, and more, where they could share best practices, lessons learned, and support each other. This year, the Education team hosted 43 Connection Calls bringing together more than 500 Planned Parenthood educators on a range of topics.

Planned Parenthood launched a new series of videos for teens in English and Spanish called "Ask The Experts." The videos answer common questions that young people ask online about sex, sexual health, and their bodies – with shame-free, gender-inclusive, and age-appropriate answers.



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PLANNED PARENTHOOD EN ESPAÑOL

Last year, Planned Parenthood expanded our Spanish language resources, including Chatea/Textea and Spot On en Español. Through this expansion, we can reach more people and better serve Latinx digital users and patients by reducing language barriers and increasing PPA's cultural competency.

Global



For 50 years, Planned Parenthood Global has worked with partner organizations in Latin America and sub-Saharan Africa to advance sexual and reproductive health and rights in our partners' countries. We are committed to growing and sustaining the locally led, globally connected movement for sexual and reproductive health and rights.

PLANNED PARENTHOOD GLOBAL:

- collaborates with grassroots networks and providers to help them increase access to health care and information in ways that respect individual autonomy and dignity.
- provides financial and technical support for our brave partners as they destigmatize family planning and advance acceptance of sexual and reproductive health care as both a public health and human rights priority.

Planned Parenthood Global worked with 90 partners across nine focal countries in Latin America and sub-Saharan Africa.

- **950,000 people** received sexual and reproductive health services and information – more than half of whom were young people
- **15,000 advocates and champions were trained** by our staff or our partners.
- **55 laws, policies, regulations, or public funding initiatives** were influenced – including Ecuador's historic decriminalization of abortion in cases of rape.

Protecting Access for All



Protecting Access for All



Artwork copyright Shepard Fairey & Obey Gian

Planned Parenthood patients faced an increasingly hostile environment as they tried to access sexual and reproductive health care, including abortion care. As Planned Parenthood health centers across the country continue to provide the care all people deserve, Planned Parenthood Federation of America is dedicated to protecting access to that care through advocacy and cultural change work.

COURTS

Last year, PPFA's Litigation and Law program managed a docket of 40 cases challenging laws and policies in 21 states that threatened access to sexual and reproductive health. In approximately two-thirds of those cases, as a result of our legal action, the harmful policies were blocked. For example, new challenges were filed against Arkansas's near-total abortion ban, South Carolina's 6-week abortion ban, as well as medically unnecessary restrictions on medication abortion in Indiana, Ohio, and Tennessee.



The Foundation for a Better Future

As we work together to rebuild from the devastation of the pandemic, the economic crisis, and centuries of systemic racism, reproductive health, rights, and justice cannot be an afterthought.

For women, Black, Indigenous, and other communities of color, LGBTQ+ people, young people, and people with low incomes, personal freedom and access to health care is the foundation of a better future. It's how we build families, careers, and communities.

Across the country and around the world, the Trump administration robbed countless people of the right to control their own bodies and access sexual and reproductive health care, including abortion.

The Biden-Harris administration must undo the harm of Trump policies and expand access to sexual and reproductive health care, starting by:

- 1 Revoking the global gag rule and providing clarity on the law to restore and extend health care, including abortion care, across the globe.
- 2 Rescinding the domestic gag rule on Title X, the nation's program dedicated to affordable birth control; the refusal-of-care rule; rules that restrict the ACA birth control coverage benefit; and other rules that limit access to sexual and reproductive health care.
- 3 Lifting medically unnecessary restrictions on medication abortion that expose patients to needless risk during the pandemic.
- 4 Issuing a budget proposal to end the discriminatory and racist Hyde, Weldon, and Helms amendments to expand access to abortion for people with low incomes.

The Blueprint for Sexual and Reproductive Health, Rights & Justice represents more than 90 organizations united for sexual and reproductive health, rights, and justice.

[Learn more at ReproBlueprint.org.](https://ReproBlueprint.org)

PAID ADVERTISEMENT

Advocates for Youth, In Our Own Voice, National Black Women's Reproductive Justice Agenda, National Asian Pacific American Women's Forum, National Women's Law Center, Planned Parenthood Federation of America, Power to Decide

BLUEPRINT COALITION

Planned Parenthood helped build a coalition of more than 90 reproductive health, rights, and justice organizations to push for federal policies that will expand access to care and protect the rights of the communities Planned Parenthood serves.

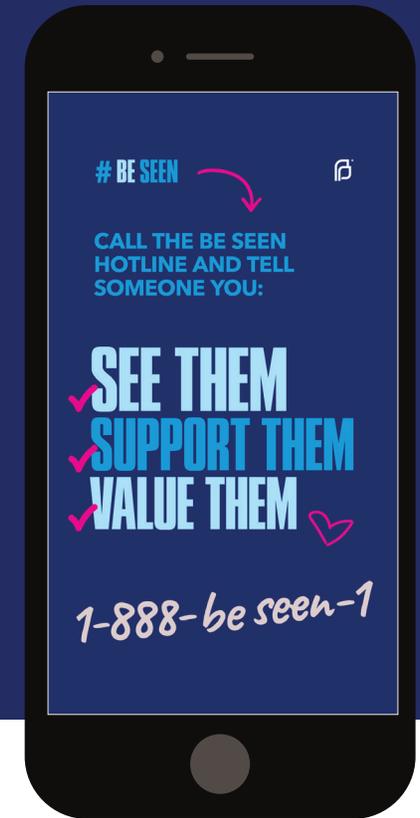
Together, the coalition has been a powerful force to advance efforts including repealing the Hyde Amendment, rescinding the global gag rule and Title X gag rule, and more.

The Blueprint for Sexual and Reproductive Health, Rights & Justice in the Washington Post

BE SEEN campaign

Planned Parenthood launched *Be Seen*, a brand mission campaign that creates an opportunity to talk about Planned Parenthood’s values with a priority audience: 18- to 29-year-olds in Black and Latinx communities.

This partnership spanned five Planned Parenthood affiliates in the key markets Atlanta, Detroit, Philadelphia, Orlando, and Miami, reaching hundreds of millions of people and bringing new influencers to the Planned Parenthood movement – including on new platforms like TikTok.





163 million earned media impressions
73 million paid media impressions
43 million listens/video views
31 influencers created Be Seen content
19 celebrities posted key creative, reaching **34 million** followers



CORPORATE AND ARTS & ENTERTAINMENT HIGHLIGHTS

This year, Planned Parenthood partnered with corporations, business leaders and cross-industry associations – from fashion and beauty to finance to professional sports leagues to the UN Global Compact – to raise awareness of the impact of sexual and reproductive health on the workforce and the economy.

The Business for Birth Control campaign grew to engage 28 companies, and the deep partnerships we built laid the groundwork for companies to take decisive action when access to reproductive health care, including abortion, is threatened.

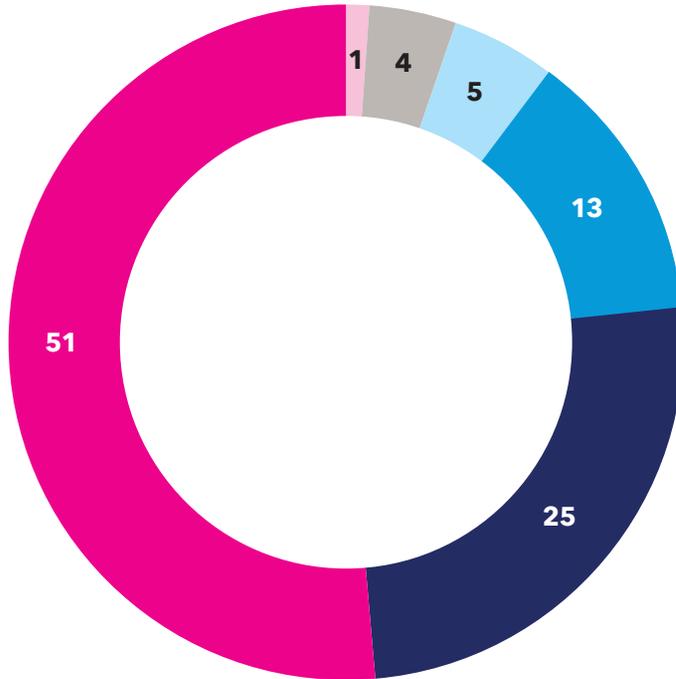
PPFA provided script review, legal guidance, media training, and filming locations for two groundbreaking 2020 films about the abortion access crisis in the U.S., in addition to collaborating on abortion and sexual health stories in many popular TV shows. This work means that popular media treats these stories with nuance, compassion, and realism in ways that **change culture and reduce stigma.**

Health Service Data



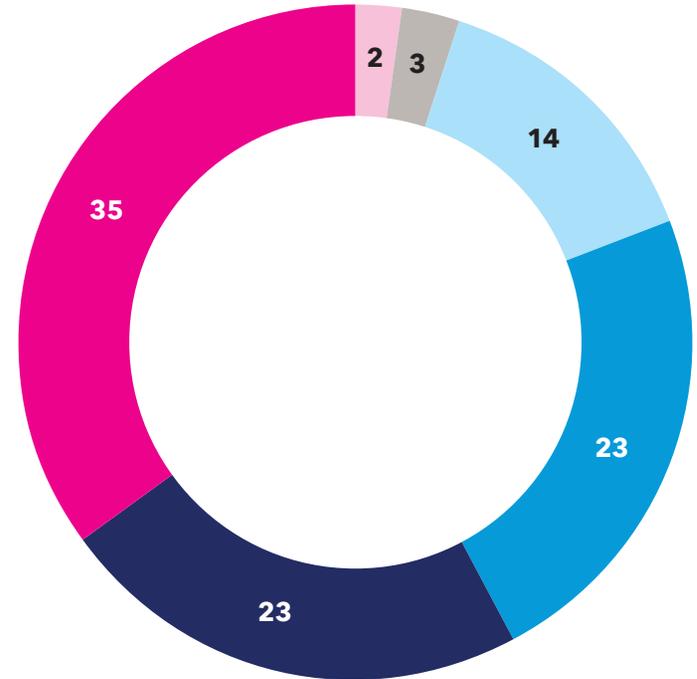
Health Service Data

AFFILIATE MEDICAL SERVICES
by percentage



- STI Testing and Treatment
- Contraception
- Other Women's Health Services
- Cancer Screenings and Prevention
- Abortion Services
- Other Services

CONTRACEPTIVE SERVICES
by percentage



- Oral Pill
- Other
- Long-Acting Methods (IUD & Implants)
- Progestin-Only Injectables
- Combined Hormone Ring
- Combined Hormone Patch

Breakdown of Affiliate Medical Services

STI Testing & Treatment	4,448,976
STI Tests	3,744,804
HIV Tests	672,651
Genital Warts (HPV) Treatments	16,198
Other STI Prevention & Treatments	15,323
Contraceptive Services	2,193,205
Reversible Contraception Clients ¹	1,546,911
Emergency Contraception Kits	505,855
Female Sterilization Procedures	49
Vasectomy Clients	2,297
Other Contraceptive Services	138,093
Cancer Screenings & Prevention	416,956
Breast Care	173,653
Pap Tests	198,102
HPV Vaccinations	26,340
Colposcopy Procedures ²	13,138
LEEP Procedures ³	1,305
Cryotherapy Procedures ⁴	97
Other Diagnostic Procedures ⁵	4,321
Other Reproductive Health Services	1,087,934
Well-Woman Exams	127,095
Pregnancy Tests	949,271
Prenatal Services	8,775
Miscarriage Care	2,793

Abortion Services	383,460
Abortion Procedures	383,460
Other Services	118,547
Family Practice Services ⁶	55,024
Adoption Referrals	1,940
Urinary Tract Infections Treatments	45,681
Other Procedures ⁷	15,902
TOTAL SERVICES⁸	8,649,078

1 Contraception clients are those who received contraceptive counseling and care at a Planned Parenthood health center at least once between October 1, 2019 - September 30, 2020.

2 A colposcopy examination aids in the diagnosis and treatment of abnormal growth cells in the cervix.

3 LEEP is a treatment for abnormal growth cells in the cervix.

4 Cryotherapy is a treatment for abnormal growth cells in the cervix.

5 Includes biopsies, samplings, ablations, and other gynecological surgeries.

6 Family Practice Services: Some affiliate health centers offer primary care services, which may include treatment of acute and chronic disease, minor office procedures, evaluations for referral to specialists, authorization for hospital care, health assessments, and well-person/well-child preventive maintenance. Other affiliate health centers provide limited Family Practice Services, which may include assessment and management of uncomplicated conditions related to the skin (e.g., acne, contact dermatitis, tinea corporis, etc.); the gastrointestinal system (e.g., diarrhea, gastroenteritis, irritable bowel syndrome, etc.); ear, eye, nose, throat, and respiratory system (e.g., bronchitis, conjunctivitis, sinusitis, etc.); medication management of previously evaluated controlled hypertension; and medication management of previously evaluated hypothyroidism.

7 Some examples in this category include WIC services (a federally funded nutrition program for low-income women, infants, and children up to the age of five), pediatric care, transgender services, other adult preventive care, and high complexity visits, including infertility services.

8 A service is a discrete clinical interaction, such as the administration of a physical exam or STI test or the provision of a birth control method. In 2020, Planned Parenthood health centers saw 2.16 million patients, collectively delivering more than 8.6 million services.

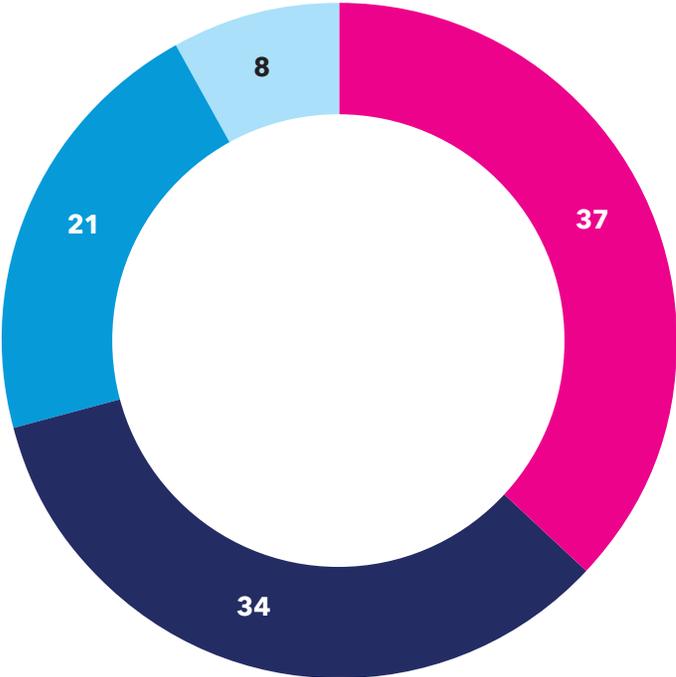
Planned Parenthood Federation of America, Planned Parenthood Global, and Affiliate Financial Data

COMBINED BALANCE SHEET:
501(c)(3) PPFA/Planned Parenthood Global & Affiliates
June 30, 2021 [All Amount in Millions]

	Affiliates	PPFA+PPG	Eliminations [b]	Total[a]
Assets	\$ 2,110.0	\$ 468.9	\$ (35.9)	\$ 2,543.0
Current Assets	1,195.4	360.5	(35.9)	1,520.0
Property, Equipment, Endowment, Other	917.7	108.4	0.0	1,026.1
LESS: assets eliminated as part of consolidated audit	(3.1)			(3.1)
Liabilities	\$ 349.9	\$ 82.8	\$ (35.9)	\$ 396.8
Current Liabilities	227.5	60.3	(35.9)	251.9
Mortgages, Notes Payable, Other	125.7	22.5		148.2
LESS: liabilities eliminated as part of consolidated audit	(3.3)			
Net Assets	\$ 1,760.1	\$ 386.1		\$ 2,146.2
Without donor restrictions	668.9	250.8		919.7
Property & Equipment, Net	698.8	9.7		708.5
With donor restrictions	392.1	125.6		517.7
LESS: net assets eliminated as part of consolidated audit	0.3			0.3
Total Liabilities & Net Assets	\$ 2,110.0	\$ 468.9	\$ (35.9)	\$ 2,543.0

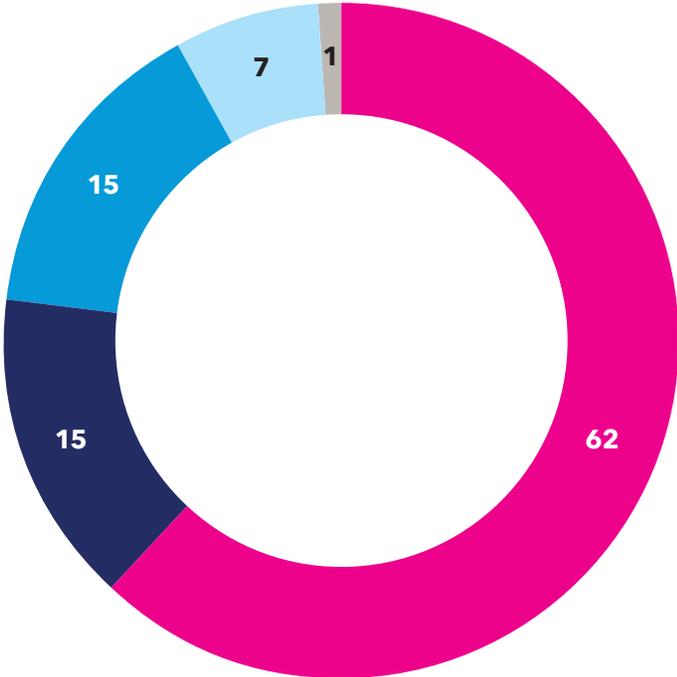
COMBINED REVENUE AND EXPENSES BY PERCENTAGE

REVENUE
by percentage



- Government Health Services Reimbursements & Grants
- Non-Government Health Services Revenue
- Private Contributions & Bequests
- Other

EXPENSES
by percentage



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

Planned Parenthood Federation of America, Planned Parenthood Global, and Affiliate Financial Data

REVENUE

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

[All Amount in Millions]

	Affiliates	PPFA+PPG	Eliminations [b]	Total [a]
Revenue	\$ 1,451.3	\$ 369.1	\$ (106.0)	\$ 1,714.4
Government Health Services Reimbursements & Grants	633.4			633.4 [c]
Non-Government Health Services Revenue	353.9			353.9
Private Contributions & Bequests	387.4	295.8	(103.9)	579.3 [d]
Support from Affiliates		1.9	(2.1)	(0.2)
Other Operating Revenue	76.6	71.4		148.0

EXPENSES
For the year ended June 30, 2021
Operating & Other Funds
[All Amount in Millions]

	Affiliates	PPFA+PPG	Eliminations [b]	Total [a]
Expenses	\$ 1,371.9	\$ 314.8	\$ (106.0)	\$ 1,580.7
Programs	1,092.6	224.1	(103.9)	1,212.8 [e]
Medical Services	982.4			982.4
Sexuality Education	49.1	2.4		51.5
Public Policy	43.9			43.9
Engage Communities	17.2			17.2
Health Care Support		150.2	(83.9)	66.3
Advocacy		68.3	(19.6)	48.7
Research		3.2	(0.4)	2.8
Supporting Services	257.6	90.7	0.0	348.3
Management & General	199.7	37.4		237.1
Fundraising	57.9	53.3		111.2
Other Expenses	21.7	0.0	(2.1)	19.6
Payments to Related Organizations	12.3		(2.1)	10.2
Non-Program Related	9.4			9.4

Summary of Financial Activities

Our broad base of committed donors provide approximately 80.1% of the national organizations' revenue and 26.7% of affiliate revenue – evidence of our robust grassroots support.

Planned Parenthood Federation of America, Inc. (PPFA), is a tax-exempt corporation under Internal Revenue Code section 501(c)(3) and is not a private foundation (Tax ID #13-1644147). Contributions are tax deductible to the fullest extent available under the law. Planned Parenthood affiliates have the same 501(c)(3) tax status.

Planned Parenthood Global, Inc., is a tax-exempt supporting organization under Internal Revenue Code sections 501(c)(3) and 509(a)(3) that oversees the global programs of PPFA.

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

- [a] National organization figures reflect operations of Planned Parenthood Federation of America, Inc. and Planned Parenthood Global, Inc. for the year ended June 30, 2021. Affiliate figures reflect the operations of 49 Planned Parenthood affiliates and are based on amounts reported in affiliate audited financial statements for fiscal years ended during 2020.
- [b] Payments and receipts between affiliates and the national organization have been eliminated. These include dues and contribution-sharing arrangements and other grants. Related adjustments have been made to the balance sheet.
- [c] The report groups revenue by source (either government or non-government) rather than the manner of disbursement (income versus grants and contracts). Payments from Medicaid managed care plans are listed as "Government Health Services Reimbursements & Grants" to reflect the ultimate source of the funds.
- [d] Includes foundation grants, corporate contributions, and support from nearly 590,000 active individual contributors. This also includes \$20.6 million of bequests.
- [e] 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.

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Planned Parenthood on Social Media

Planned Parenthood

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@PPFA (twitter.com/PPFA)

@PlannedParenthood (instagram.com/PlannedParenthood)

youtube.com/PlannedParenthood

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

Planned Parenthood Global

@PPGlobe (twitter.com/PPGlobe)

genhealth.tumblr.com

medium.com/@ppglobal

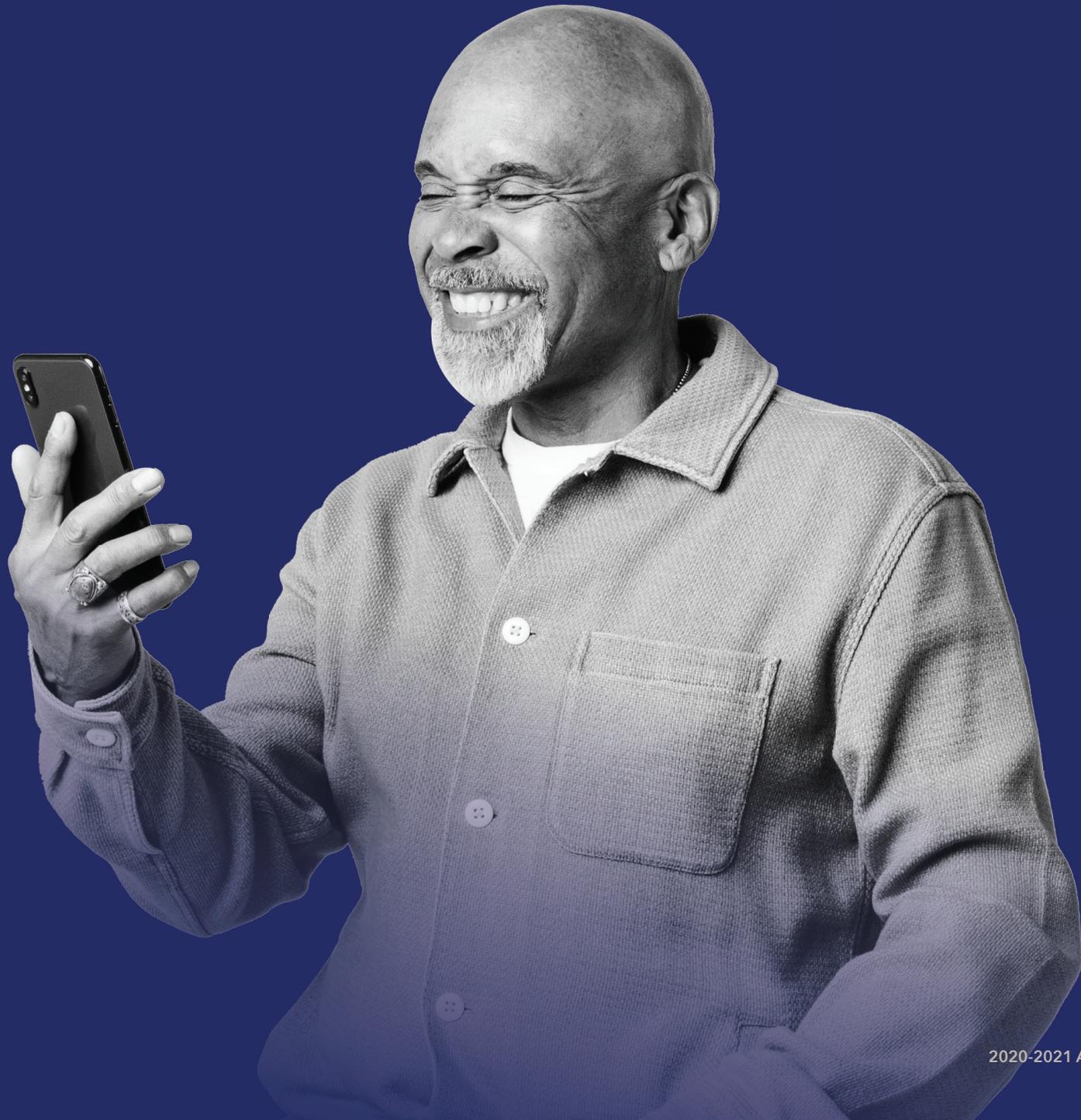
Latinos for Planned Parenthood

facebook.com/PlannedParenthoodEspanol

@latinos4pp (twitter.com/Latinos4PP)

Planned Parenthood Black Community

@PPBlackComm (twitter.com/PPBlackComm)





[plannedparenthood.org](https://www.plannedparenthood.org)