Planned Parenthood Federation of America, Inc.

GuideStar Nonprofit Profile Charting Impact Report * Last Updated on 06.03.2014

This report represents Planned Parenthood Federation of America, Inc.'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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<td><a href="http://www.plannedparenthood.org/">http://www.plannedparenthood.org/</a></td>
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Mission:
Planned Parenthood believes in the fundamental right of each individual, throughout the world, to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin, or residence. We believe that respect and value for diversity in all aspects of our organization are essential to our well-being. We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy. We further believe that such self-determination will contribute to an enhancement of the quality of life, strong family relationships, and population stability. Based on these beliefs, and reflecting the diverse communities within which we operate, the mission of Planned Parenthood is: to provide comprehensive reproductive and complementary health care services in settings which preserve and protect the essential privacy and rights of each individual; to advocate public policies which guarantee these rights...
The content of this Charting Impact Report is the sole product and responsibility of Planned Parenthood Federation of America, Inc. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s *Standards for Charity Accountability*. For more information on Charting Impact, visit [www.guidestar.org/chartingimpact](http://www.guidestar.org/chartingimpact)
1. What are we aiming to accomplish?

Planned Parenthood Federation of America (PPFA) works to ensure that all individuals have the right, and the means, to make their own informed decisions regarding sexual and reproductive health and childbearing. We seek a world where there is universal access to sexual and reproductive health care services and education, erasing health care disparities and vastly reducing rates of unintended pregnancy, sexually transmitted infections, and other poor health outcomes. To achieve this goal, PPFA’s work encompasses two major program areas: advocacy and service delivery. On the advocacy front, we work to shape a legal and policy climate that promotes access to services and education at the state and federal levels. This includes fighting off efforts to restrict access to abortion and birth control as well as developing and advancing legislation and policies that actually expand access to quality care and comprehensive sex education. In the service delivery area, we work with our nationwide network of affiliates to ensure that high quality, affordable services are available in communities nationwide, particularly for low-income women and young people. In addition to strengthening service delivery on the ground at Planned Parenthood health centers, PPFA also spearheads several programs that use technology in innovative ways to reach women and young people where they are — overcoming barriers of time, distance, and cost that often prevent them from obtaining the care they need.

2. What are our strategies for making this happen?

In our advocacy work, PPFA employs several complementary strategies to demonstrate strong public support on our issues. We work to build and organize a powerful grassroots base by reaching out to sign up supporters and providing them with ample opportunities to stay engaged and take action — on the phone, online, via social media, and in person at rallies and other events. To ensure that diverse voices are heard — including those most impacted by efforts to weaken women’s health care — PPFA has created special initiatives to engage young people, our patients, and the Latino community. We often complement our grassroots strategies in multilayered campaigns that also include educating policymakers as well as outreach to the media to generate coverage and further increase the visibility of our issues. And should we be unable to prevent harmful legislation from becoming law, PPFA files litigation, whenever appropriate, to preserve women’s access to services.

To ensure the delivery of quality, affordable care at Planned Parenthood health centers, PPFA provides technical assistance and training to our affiliates across the country. These efforts focus on a variety of areas: the development of health information technologies, such as electronic health records; the introduction of new services, products, and delivery models, including online health services and telemedicine; strengthening systems and procedures to improve security and protect patients and staff from anti-choice harassment and violence; and improving business operations to ensure that affiliates are operating their health centers as efficiently as possible. One of our top priorities has been ensuring that our affiliates are well prepared for the changes brought about by the Affordable Care Act, and ready to serve the many more women who are newly eligible for coverage. To expand access to comprehensive sex education, PPFA conducts research and develops programs and tools that use technology in innovative ways to reach young people. We operate a Chat/Text service that answers users’ most pressing sexual health questions in real time. We have also developed a series of interactive digital education tools for smart phones, designed to foster learning and healthy behaviors among young people.

3. What are our organization’s capabilities for doing this?

Alone among major women’s health organizations, Planned Parenthood is both an advocate and provider. As the national organization for Planned Parenthood, PPFA works with affiliates providing services to some three million women and men annually, at more than 700 health centers throughout the U.S. We serve a highly diverse patient population: nearly a quarter are Latina and 15 percent are African American; more than 60 percent report incomes at or below the federal poverty level. As an organization with a nearly 100-year history, Planned Parenthood has served generations of women. In fact, one in five women in the U.S. has visited a Planned Parenthood health center at least once in her life. This history of service gives us unparalleled credibility in the fight for women’s health; it has also earned us a base of passionate supporters who have come...
to know us as their trusted local provider. Today PPFA counts more than seven million supporters on our lists. We mobilize these individuals through a sophisticated nationwide public affairs infrastructure that includes highly trained staff at our affiliates as well as the latest organizing technologies designed to help us target, reach, and engage our supporters as quickly and effectively as possible. PPFA has made youth organizing a top priority and has launched Planned Parenthood Generation to intensify our engagement of Millennials. The program provides training and hands-on organizing experience to build a new generation of movement leaders. We reach out to high school students as well as college-aged youth: there are now more than 250 groups supporting Planned Parenthood on college campuses around the country. In our organizing and litigation PPFA often works closely with our fellow members of the reproductive rights and justice coalition and with many other organizations working on a variety of issues within the wider progressive community. We are committed to building strong partnerships with organizations serving communities of color and have prioritized outreach to groups and coalitions working in the areas of HIV/AIDS, racial justice, voting rights, LGBT rights, and immigration reform. Planned Parenthood is also the nation’s largest provider of sex education, which allows us to draw on significant resources and expertise in this area as we seek new ways to use technology to deliver education more effectively. Our efforts to sustain and expand the delivery of high-quality, affordable health care at our affiliates is spearheaded by our Health Services Support Division, which is staffed by seasoned experts in health center management, health information technology, and business operations. Many of them have years of experience working in health center operations at Planned Parenthood affiliates.

4. How will we know if we're making progress?

PPFA assesses its progress on women’s health in a variety of ways. In the advocacy arena, one measure of our success is how often we are able to defeat anti-women’s health legislation: can we build enough grassroots momentum to prevent bad bills from becoming law, or, should they pass despite our best efforts, are we able to prevent the enforcement of such laws through litigation? In addition, in more favorable political environments, are we able to engage our supporters and legislative allies sufficiently to advance measures that actually expand women’s access to care? One of our top priorities has been ensuring that the Affordable Care Act truly delivers on its promise of expanding access to care. To that end, we have been working to help shape federal regulations implementing this landmark law. Our success here will be determined by whether the resulting policies give women the broadest possible access to community providers and reproductive health services. To help measure our progress in building organizing capacity, PPFA tracks a range of indicators, such as the number of new supporters identified and added to our lists; the demographics of our supporters, to help us assess how well we are reaching diverse audiences; the number of supporters participating in organizing events; the number of activists contacting their representatives as a result of our email, phone, and mail activations; and the number of posts in support of Planned Parenthood across social media. Our efforts to assist our affiliates with service delivery and innovation are measured by their own set of indicators. Here we assess our progress in areas such as patient satisfaction, visit volume, productivity, health center efficiency, and fiscal health. The success of our technology efforts are judged based on how much they expand access to high quality, trusted information and services, as well as user satisfaction. For our Chat/Text program, for example, we can track growth in the number of conversations over time, and, for a subset, monitor the quality of conversations. User surveys also help us identify the demographic make-up of our users and their levels of satisfaction with their text or chat conversations. Our digital education tools face a rigorous evaluation to determine whether their use increases sexual health knowledge and promotes healthy behaviors among teens.

5. What have and haven't we accomplished so far?

PPFA worked long and hard to secure historic protections for women’s health in the Affordable Care Act, reaching out to policymakers, repeatedly mobilizing our grassroots base, and working closely with our coalition partners to build awareness and support. Besides the potential to provide health care coverage to nearly 12 million uninsured women of reproductive age, this landmark law includes several provisions that strengthen women’s access to care. The Women’s Health Amendment requires that insurers cover women’s preventive health services, including birth control and cancer screenings, with no co-pays. The law also recognizes women’s health providers, like Planned Parenthood, as essential community
providers that health plans must contract with, ensuring that women will have access to their trusted local providers. As rules and regulations are written to implement this law, PPFA will remain vigilant to ensure that women’s health needs are met. Unfortunately, despite this tremendous advance, women’s health remains at the mercy of politics. For decades opponents of choice have sought to whittle away at women’s access to abortion and other services; in recent years their electoral gains, particularly in the states, have resulted in relentless attacks on women’s health. These include measures meant to shame and demean women seeking abortion, including mandatory ultrasound, lengthy waiting periods, and biased counseling that forces women to receive ideological, medically inaccurate information. Other laws that target abortion providers with onerous and medically unnecessary requirements are meant to force the closure of clinics and could eliminate abortion access across wide swaths of the country. PPFA is leading the fight against these dangerous laws. As long as women’s health is at risk, we will continue our forceful advocacy and organizing to ensure that all women can get the care they need to live healthy, fulfilling lives.