



2013-2014 Annual Report

Our Health.  
Our Decisions.  
**Our Moment.**



 Planned Parenthood®

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Our Decisions.  
**Our Moment.**

**2013-2014 Annual Report**

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# Message from Our Chair & President

We've come a long way since Margaret Sanger was jailed in 1916 for opening America's very first birth control clinic. Today, 99 percent of sexually active American women at some point in their lives use birth control – and, thanks to Planned Parenthood and the Affordable Care Act, more than 48 million women are now eligible to receive it with no copay.

Until 1973, young healthy American women were dying because of illegal and unsafe abortions. Today, abortion is one of the safest medical procedures in this country.

Thanks to your support, our movement has come so far in nearly one hundred years – and we are building momentum.

Today, we are experiencing an explosion of engagement among the next generation – as activists, patients, and leaders in medical care. They refuse to feel shamed and stigmatized by sex, birth control, and abortion. They are reframing the language we use, infusing innovation into Planned Parenthood's work as health care providers, and setting an agenda for reproductive rights and justice for all women.

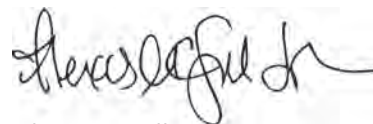
But one thing is constant: people know they can always rely on Planned Parenthood.

Planned Parenthood remains the nation's leading reproductive health care provider and advocate with approximately 700 health centers across the country, seeing 2.7 million patients this year. Planned Parenthood continues to be the largest provider of sex education in the U.S., reaching 1.5 million young people and adults through education and outreach this year.

Our advocacy work is unparalleled; we never stop fighting to protect access to safe and legal abortion and to advance women's health, with Planned Parenthood organizations actively lobbying in state legislatures. And we always seek cutting-edge ways to bring reproductive health care and sex education to the people who need them the most – around the globe, online, and in the most underserved parts of the U.S.

Your generosity helps make all of this work possible. And today, we are stronger than ever, with a record number of supporters – eight million people. You are not just our supporters; you are our partners. We are in this movement together, and we depend on you to continue our forward progress.

Thank you for your support and leadership.



Alexis McGill Johnson  
Chair  
Planned Parenthood  
Federation of America



Cecile Richards  
President  
Planned Parenthood  
Federation of America







# Our moment.

In 2014, Planned Parenthood expanded our reach – and deepened our impact – providing the health care and education that help millions of people pursue their dreams and realize their full potential, and advocating for full access to and equity in reproductive health care. Planned Parenthood Federation of America (PPFA) supports 66 independently incorporated affiliates, operating approximately 700 health centers across the U.S. that have seen 2.7 million patients this year. PPFA partners closely with the affiliates to protect women’s health and rights at the national and state levels. Following are highlights from a year full of big moments and important breakthroughs.

# 01

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## We helped reduce teen pregnancy to a 20-year low.

Planned Parenthood gives young women the tools they need to prevent unintended pregnancies. This year, Planned Parenthood affiliates reached 1.5 million young people and families through sex education and outreach. Planned Parenthood educators trained over 18,000 teachers, school staff, and other youth-serving professionals within their communities. The impact of our work is evident over the long term: Teenage birth, pregnancy, and abortion rates are down to their lowest levels in 20 years. These declines are the result of what Planned Parenthood does better than anyone else – provide sex education and birth control.



*“Birth control has changed my life. It has allowed me to attend college, travel, and be a working woman. I get my birth control at Planned Parenthood because it is accessible and affordable, and because Planned Parenthood advocates for women like me – a young woman of color – every day.”*

**Shireen**

## 02

# We engaged in more than 70 research projects to shape women's health.

This year, Planned Parenthood participated in more than 70 research projects on the affiliate and national levels on topics ranging from use of long-acting reversible contraception to HPV vaccine completion. We then shared our research through journal articles and presentations at conferences ranging from the American Public Health Association to the American Congress of Obstetricians and Gynecologists.







## 03

# We won court victories protecting abortion access.

In both Arizona and Iowa, we fought back against medication abortion restrictions that have no basis in medicine and that would have dramatically reduced access to safe, legal abortion in those states. Thanks to our attorneys' tough, strategic work, these laws remain blocked and women in both states are able to access medication abortion while the cases are on appeal.

In Alabama, a federal judge struck down a harmful state law that would have forced three of the five abortion providers in the state to cease their work, thus severely restricting access to safe, legal abortion and thereby threatening women's health. We're pushing back against similar laws that closed health centers across Texas and threaten access to abortion in Louisiana, Mississippi, Oklahoma, and Wisconsin.



# 04

## **We reached more than 125,000 young people in moments of crisis through our Chat/Text program.**



Teens who need an answer right away to an urgent question can now reach us on their phones or through their computers. Over the past year, 126,494 young people used our Chat/Text program, reaching our staff of over 20 dedicated specialists at urgent moments – for example, following unprotected sex, when they may be worried about pregnancy or STDs and may need emergency contraception.

# 05

## We streamlined and expanded care.



We helped 35 affiliates strengthen their operations – leading to a 25 percent increase in productivity. We worked with all of our affiliates to improve patient health care – from screening for chlamydia and cervical cancer to increasing access to effective methods of contraception. We launched Online Appointment Scheduling, enabling patients to schedule their appointments anytime, day or night. In just a few months, 20,000 appointments were scheduled online at 48 health centers, with more affiliates expected to participate in the months ahead. And Planned Parenthood affiliates opened 10 new health centers – from Tacoma, WA, to Columbus, OH, to Fayetteville, NC – expanding access to help patients in underserved communities get the health care they need.

# 20,000

Appointments were scheduled online at 48 health centers.

# 10

New health centers opened.

## We helped increase use of long-acting reversible contraception.

Over the last five years, Planned Parenthood health centers have seen a 91 percent increase in the use of IUDs and implants – the most effective reversible methods of preventing unintended pregnancies. These are great birth control options for women – including adolescents – who want the best protection and aren't yet ready to start a family.



# 91%

Increase in the use of IUDs and implants.

*“Different women need different options for birth control. I had to try three different methods until I found one that’s right for me. When I asked my doctor at Planned Parenthood about the IUD, she was enthusiastic and insertion only took a few minutes. Many college-age women are unaware of the IUD, but it’s an excellent option for young people.”*

**Kanisha**





## **07 We connected 1 million people outside the U.S. with health care.**

Working in partnership with 53 organizations across Africa and Latin America, Planned Parenthood Global helped organizations that reached over 1 million people with sexual and reproductive health information and services. In addition, we continued to build the capacity of our partners to engage in effective advocacy efforts, including improved protections for reproductive health in Ecuador and greater access to sexual and reproductive health services for youth in Nigeria.

Through Planned Parenthood Global's African and Latin American partners, a network of 1,080 trained Youth Peer Providers provided basic contraceptive counseling and contraceptive access to their peers, classmates, and friends – serving nearly 70,000 young people globally.





## We engaged and trained the next generation of leaders.

We now have more than 200 college campus groups – a 182 percent increase from three years ago – at universities ranging from Yale to Wellesley to Spelman. Additionally, 1,503 peer educators (half of whom are people of color) partnered with Planned Parenthood educators at 42 affiliates and conducted sex education workshops on issues such as healthy relationships and birth control for youth in their communities – reaching nearly 100,000 young people across the country.

*“I first learned about Planned Parenthood from my mom, who would take me with her to the health center. When I was in high school, she told me about the peer education program at my affiliate, and I’ve been involved ever since. My plan is to go to medical school and become an abortion provider. Being part of Planned Parenthood gives me the space to do this work.”*

**Dakota**

## Our health centers provided 487,000 breast exams.



Every day, Planned Parenthood affiliates give women information about breast health and provide breast cancer screenings. Through our partnership with BET Networks, we made it fun and engaging for women to get the breast care they need. We held the Breast Party Ever in Atlanta, with hundreds of influential young women and celebrities. We ran an online contest for women around the country to share their own breast health stories, in partnership with the annual Soul Train Awards, and reached millions of women through media, pop culture partnerships, and social media.

*“When I was 33, I felt two lumps in my breast. The results came back positive: I had breast cancer. During my diagnosis and treatment, I was fearful, anxious, and depressed. One thing that helped me gain a more positive outlook was joining a support group. The other thing was the care and compassion I received from Planned Parenthood.”*

**Natarsha**

## We fought abortion stigma in popular culture.



When the film *Obvious Child* was released this year, it marked a breakthrough for abortion in popular culture – as an edgy, hip, funny, remarkably honest story revolving around one woman’s abortion. Planned Parenthood worked for years with the film’s writer, director, and producers to shape the story, helped them film it in a Planned Parenthood Hudson Peconic health center, and oversaw its release to widespread critical and commercial success.

When NBC rejected an ad for the film because it included the word “abortion,” Planned Parenthood Action Fund led a national campaign to insist the network reverse course and change its practices. The campaign ignited a social media firestorm – and opened a conversation about abortion stigma – and NBC decided to run the ad and clarify its policies.





# 11

## We turned the *Hobby Lobby* decision into a national rallying cry.

In every medium and across every platform, we informed Americans that the U.S. Supreme Court's *Hobby Lobby* decision is dangerous because it gives bosses the power to decide whether or not women can get access to no-copay birth control. Over 250,000 supporters signed Planned Parenthood Action Fund's "Join the Dissent" online petition to send a message to lawmakers, employers, and the Supreme Court that our medical decisions belong to us, not our bosses.

Planned Parenthood shifted public opinion against the ruling, reminding women that they saved \$483 million in 2013 through the birth control benefit, and that more than 48 million are already eligible for this benefit and can therefore plan their families, lives, and futures. The result? Nearly three out of four women voters now say this issue is important to them personally.



## We ran the largest Affordable Care Act canvass for uninsured women in the U.S.

More than 1.7 million people in 18 cities across eight states learned about their eligibility for new health insurance and how to enroll as a result of Planned Parenthood's sweeping community organizing effort during the first ACA enrollment period. We assisted with over 100,000 marketplace applications and registered 15,000 people to vote – including specially targeted outreach to Latino communities. Because of our efforts, many people across the U.S. got health coverage for the first time.



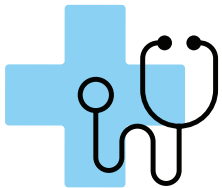
*“After losing my health insurance, I wasn’t making enough money to afford it on my own, so basically I just neglected my health. When I heard about the ACA marketplace, I went to the Planned Parenthood website, typed in my zip code, and found out what my options were. It was easy to enroll online, and I was so excited to have health insurance again. Everyone should have the right to be healthy. I can choose from a range of health care providers, and I choose Planned Parenthood.”*

**Chenoa**

# Health Impact of Planned Parenthood Affiliates

## 865,721

Pap tests and breast exams performed.



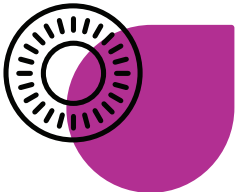
**378,692** Pap tests performed

**487,029** breast exams performed

**87,988** women whose cancer was detected early or whose abnormalities were identified

## 3,577,348

Birth control information and services provided.

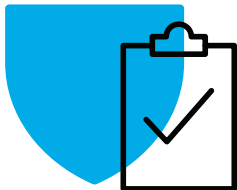


**1,440,495** emergency contraception kits provided

**516,000** unintended pregnancies averted by Planned Parenthood contraceptive services\*

## 4,470,597

Tests and treatment for sexually transmitted infections provided.

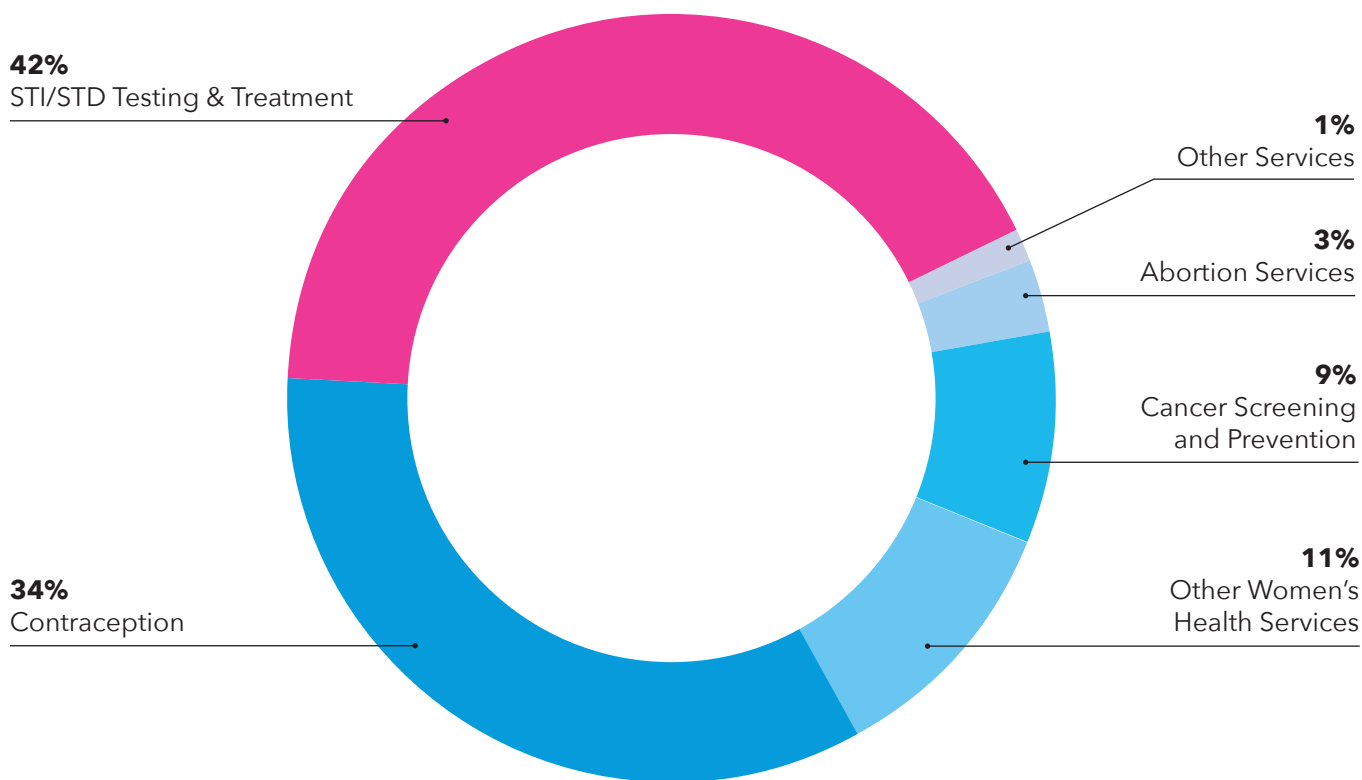


**704,079** HIV tests conducted

**169,008** STIs diagnosed, enabling people to get treatment and to learn how to prevent the further spread of STIs

\* Using formula developed by the Guttmacher Institute.

# 2013 Affiliate Medical Services Data<sup>1</sup>



1. Patient Care Provided by Planned Parenthood Affiliate Health Centers from 10/01/12 - 09/30/13

2. Reversible Contraceptive Methods, Women (percentage) chosen by Planned Parenthood Clients Receiving Contraceptive Services, 2013

Oral	37.0%
Other/Unknown	21.2%
Nonprescription Barrier	14.2%
Progestin-Only Injectables	11.6%
IUD	6.4%
Combined Hormone Ring	5.1%
Contraceptive Implant	2.4%
Combined Hormone Patch	2.1%

(rounded to nearest tenth percent)

(PPFA, 2013)

3. A colposcopy examination aids in the diagnosis and treatment of abnormal growth cells in the cervix. LEEP and cryotherapy are treatments for abnormal growths.

4. Family Practice Services: Some affiliate health centers offer family practice 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.

5. 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, and immunizations, including hepatitis vaccinations.

6. 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 2013, Planned Parenthood health centers saw 2.7 million patients, who collectively received 10.6 million services during 4.6 million clinical visits.

### **STI/STD Testing & Treatment**

STI Tests, Women and Men	3,727,359
Genital Warts (HPV) Treatments	38,612
HIV Tests, Women and Men	704,079
Other Treatments	547
	<b>4,470,597</b>

### **Contraception**

Reversible Contraception Clients, Women <sup>2</sup>	2,131,865
Emergency Contraception Kits	1,440,495
Female Sterilization Procedures	822
Vasectomy Clients	4,166
	<b>3,577,348</b>

### **Cancer Screening and Prevention**

Pap Tests	378,692
HPV Vaccinations	34,739
Breast Exams/Breast Care	487,029
Colposcopy Procedures <sup>3</sup>	32,334
LEEP Procedures <sup>3</sup>	2,095
Cryotherapy Procedures <sup>3</sup>	684
	<b>935,573</b>

### **Other Women's Health Services**

Pregnancy Tests	1,128,783
Prenatal Services	18,684
	<b>1,147,467</b>

### **Abortion Services**

Abortion Procedures	327,653
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### **Other Services**

Family Practice Services, Women and Men <sup>4</sup>	65,464
Adoption Referrals to Other Agencies	1,880
Urinary Tract Infections Treatments	47,264
Other Procedures, Women and Men <sup>5</sup>	17,187
	<b>131,795</b>

<b>Total services<sup>6</sup></b>	<b>10,590,433</b>
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See explanatory footnotes on p. 17



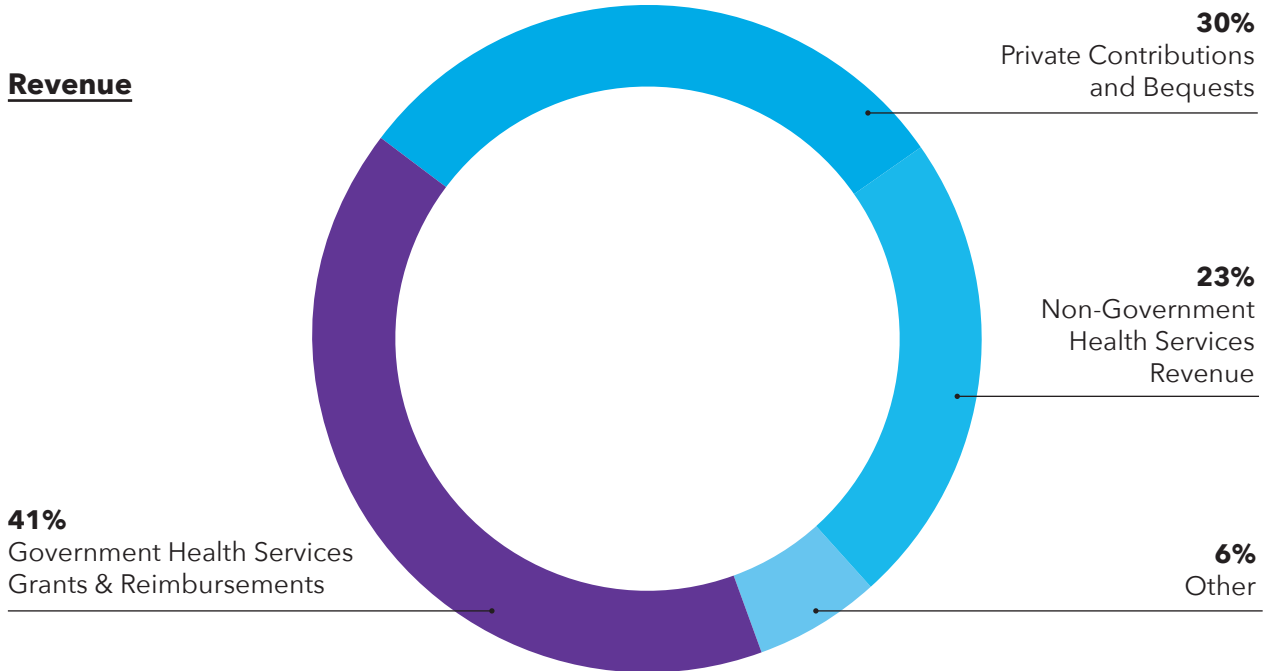
# Combined Balance Sheet: National and Affiliates

June 30, 2014  
[All Amounts In Millions]

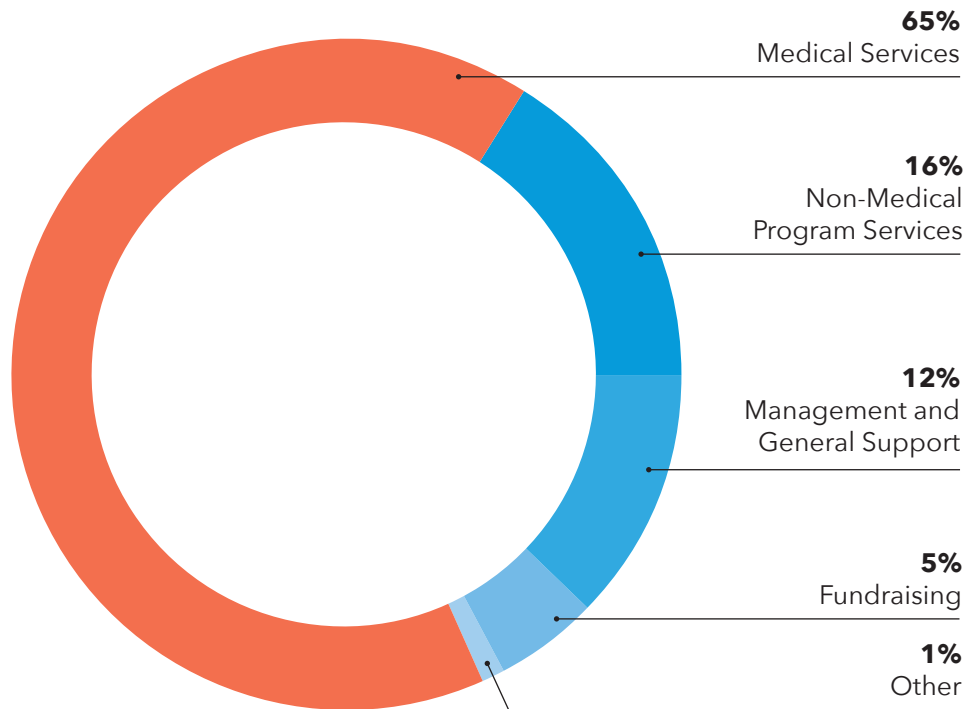
	Affiliates	National Office	Eliminations [b]	Total [a]
<b>Assets</b>				
Current Assets	668.2	93.9	-8.2	753.9
Property, Equipment, Endowment, Other	704.2	273.4	-4.4	973.2
<b>Total Assets</b>	<b>1,372.4</b>	<b>367.3</b>	<b>-12.6</b>	<b>1,727.1</b>
<b>Liabilities &amp; Net Assets</b>				
Current Liabilities	132.8	30.7	-8.2	155.3
Mortgages, Notes Payable, Other	110.0	49.5	-4.4	155.1
<b>Total Liabilities</b>	<b>242.8</b>	<b>80.2</b>	<b>-12.6</b>	<b>310.4</b>
<b>Net Assets</b>				
Unrestricted	470.3	125.1		595.4
Property & Equipment, Net	377.3	21.7		399.0
Temporarily Restricted	121.1	115.3		236.4
Permanently Restricted	160.9	25.0		185.9
<b>Total Net Assets</b>	<b>1,129.6</b>	<b>287.1</b>		<b>1,416.7</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>1,372.4</b>	<b>367.3</b>	<b>-12.6</b>	<b>1,727.1</b>

# Combined Revenue and Expenses: National and Affiliates

## Revenue



## Expenses\*



\*Because of rounding, percentages do not add up to 100.

# Combined Statement of Revenue, Expenses & Changes in Net Assets: National and Affiliates

For The Year Ended June 30, 2014  
Operating & Other Funds  
[All Amounts In Millions]

	Affiliates	National Office	Eliminations [b]	Total [a]	
<b>Revenue</b>					
Non-Government Health Services Revenue	305.3			305.3	
Government Health Services Grants & Reimbursements	528.4			528.4	[c]
Private Contributions and Bequests	257.4	169.3	-34.9	391.8	[d]
Support from Affiliates		16.8	-16.8	0.0	
Other Operating Revenue	54.7	23.2		77.9	
<b>Total Revenue</b>	<b>1,145.8</b>	<b>209.3</b>	<b>-51.7</b>	<b>1,303.4</b>	

## Summary of financial activities for the year ended June 30, 2014

Our broad base of committed donors provides approximately 81 percent of the national organization's revenue and 22 percent of affiliate revenue – evidence of our powerful grassroots support.

Planned Parenthood Federation of America, Inc., 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 similar tax status.

The IRS classifies the Planned Parenthood Action Fund as a 501(c)(4) not-for-profit organization. Contributions are not tax deductible. Many Planned Parenthood affiliates operate ancillary organizations with similar tax status.

A list of all organizations that received contributions from PPFa during the year that ended June 30, 2014, may be obtained by writing to PPFa, 434 West 33rd Street, New York, NY 10001. Audited financial statements are available on the PPFa website.

[a] National organization figures reflect operations of Planned Parenthood Federation of America, Inc., Planned Parenthood Action Fund, Inc. (including its related organizations, the Planned Parenthood Federal PAC, Planned Parenthood Votes, and Community Outreach Group, LLC), The Planned Parenthood Foundation, and Voxent for the year ended June 30, 2014. Affiliate figures reflect the operations of 68 Planned Parenthood affiliates and are based on amounts reported in affiliate audited financial statements for fiscal years ended during 2013.

[b] Payments and receipts between affiliates and the national organization have been eliminated. These include dues and rebates. 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 Grants and Reimbursements" to reflect the ultimate source of the funds.

[d] Includes foundation grants, corporate contributions, and support from more than 584,000 active individual contributors, including individual contributions received through workplace giving campaigns (on-the-job solicitation and contributions through payroll deduction plans for employees of federal and state governments and participating corporations). This also includes \$50.6 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.

For The Year Ended June 30, 2014  
Operating & Other Funds  
[All Amounts In Millions]

	Affiliates	National Office	Eliminations [b]	Total [a]	
<b>Expenses</b>					
Domestic Programs					
A. Medical Services	769.1			769.1	
B. Sexuality Education	44.6			44.6	
C. Public Policy	33.6			33.6	
D. Engage Communities	12.0	14.5	-1.8	24.7	
E. Increase Access		93.5	-28.5	65.0	
F. Build Advocacy Capacity		18.7	-3.9	14.8	
G. Renew Leadership		4.1	-0.5	3.6	
H. Refresh Our Brand		2.0	-0.2	1.8	
<b>Total Program Services</b>	<b>859.3</b>	<b>132.8</b>	<b>-34.9</b>	<b>957.2</b>	
Supporting Services					
A. Management and General	129.7	16.2		145.9	
B. Fundraising	39.0	24.4		63.4	
<b>Total Supporting Services</b>	<b>168.7</b>	<b>40.6</b>		<b>209.3</b>	
Other Expenses					
A. Payments to Related Organizations	19.3		-16.8	2.5	
B. Non-Program Related	7.3			7.3	
<b>Total Other Expenses</b>	<b>26.6</b>		<b>-16.8</b>	<b>9.8</b>	
<b>Total Expenses</b>	<b>1,054.6</b>	<b>173.4</b>	<b>-51.7</b>	<b>1,176.3</b>	<b>[e]</b>
Excess of Revenue Over Expenses	91.2	35.9		127.1	
Other Changes In Net Assets	4.1	0.1		4.2	
Net Assets: Beginning of Year	1,034.3	251.1		1,285.4	
Net Assets: End of Year	1,129.6	287.1		1,416.7	

# Directors and Officers

## Planned Parenthood Federation of America

### Planned Parenthood Federation of America Board of Directors 2014-2015

#### *Chair*

Alexis McGill Johnson

#### *Vice Chair*

Naomi Aberly

#### *Treasurer*

Michael Newton

#### *Secretary*

Veronica Dela Rosa

#### *Members*

Cecilia Boone

Dharma E. Cortés

Kim Custer

Stephen DeBerry

Mallika Dutt

Juanita (Nita) Francis

Colleen Foster

Linda Gruber

Cathy Hampton

Maryana Iskander

Kate Jhaveri

Dr. Paula Johnson

David Karp

Mini Krishnan

Jill Lafer

Ken Lambrecht

Kimberly Olson

Rev. Timothy McDonald

Margot Milliken

Anna Quindlen

Nathalie Rayes

Dale Reiss

Joe Solmonese

Dayle Steinberg

Judy Tabar

Kathleen Tait

Lou Zellner

### Planned Parenthood Action Fund Board of Directors 2014-2015

#### *Chair*

Laura Tucker

#### *Vice Chair*

Maria Teresa Kumar

#### *Treasurer*

Julianna Smoot

#### *Secretary*

Sunita Leeds

#### *Members*

Naomi Aberly

Phillip Agnew

Cecilia Boone

Gov. Jim Doyle

Joanne Egerman

Kiki McLean

Minyon Moore

Elaine Taylor Rose

Sarah Stoesz

Michael Vachon

Urvashi Vaid



# Directors and Officers

## Planned Parenthood Federation of America

### Officers & Senior Leadership Team

*President*  
Cecile Richards

*Executive Vice President  
& Chief Experience Officer*  
Dawn Laguens

*Executive Vice President,  
Health Care (as of January 2015)*  
Kim Custer

*Chief Information Officer*  
Tom Subak

*Chief Development Officer*  
Jethro Miller

*Senior Vice President  
& General Counsel*  
Debra Alligood White

*Chief Financial Officer*  
Wallace D'Souza

*Chief Human Resources Officer*  
Marv Russell

*Vice President  
& Executive Director,  
Planned Parenthood Global*  
Latanya Mapp Frett

### Vice Presidents & Senior Leaders

*Vice President,  
Health Care Innovation*  
Jill Balderson

*Vice President,  
External Medical Affairs*  
Vanessa Cullins, M.D., M.P.H.,  
M.B.A.

*Vice President,  
Planned Parenthood Experience*  
Molly Eagan

*Vice President, Operations  
& Strategic Initiatives*  
Rebecca Epstein

*Vice President, Communications*  
Eric Ferrero

*Chief Security Officer*  
Kelley Hardwick

*Vice President, Education*  
Leslie Kantor

*Vice President of Campaigns  
& Advocacy*  
Angela Kelley (as of February 2015)

*Vice President, Health Outcomes &  
Performance Optimization*  
Katie Magill

*Vice President, Public Policy  
& Government Affairs*  
Dana Singiser

*Senior Medical Advisor*  
Carolyn Westhoff, M.D.

*Vice President,  
Information Services*  
Rebecca Willett

Planned Parenthood Federation of America is a founding member of the International Planned Parenthood Federation (IPPF), which is comprised of 152 Member Associations working in 172 countries. IPPF's Governing Council has 24 members representing each global region.





*President/Chairperson*  
Naomi Seboni, Ph.D.

*Treasurer*  
Sujatha Natarajan


*Director-General*  
Tewodros Melesse

# Social media properties



## Planned Parenthood Health

-  facebook.com/PlannedParenthood
-  @PPFA (twitter.com/PPFA)
-  @PlannedParenthood  
(instagram.com/plannedparenthood)
-  plannedparenthood.tumblr.com
-  youtube.com/plannedparenthood






## Planned Parenthood Global

-  @ppglobe twitter.com/ppglobe  
(twitter.com/ppglobe)



## Planned Parenthood Teens

-  facebook.com/PlannedParenthoodInfoforTeens
-  @HeyPP (twitter.com/HeyPP)

## Planned Parenthood Action

-  facebook.com/PlannedParenthoodAction
-  @PPact (twitter.com/ppact)
-  @ppact (instagram.com/ppact)
-  ppaction.tumblr.com
-  pinterest.com/ppaction

## Latinos for Planned Parenthood

-  facebook.com/PlannedParenthoodEspanol
-  @latinos4pp (twitter.com/latinos4pp)

## Planned Parenthood Black Community

-  @PPBlackComm (twitter.com/ppblackcomm)

## Planned Parenthood Campus Action

-  facebook.com/PlannedParenthoodYouth



