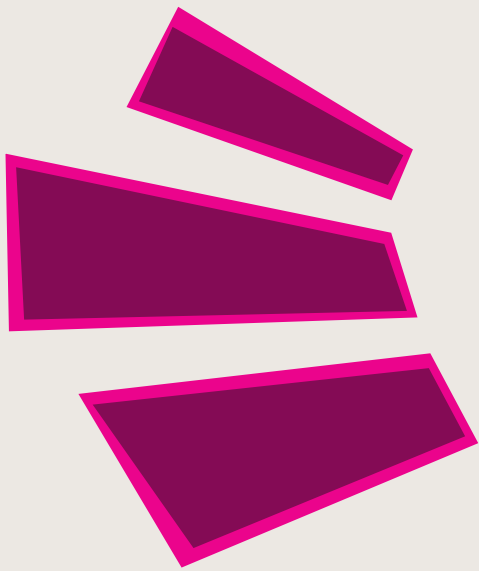


2024

PLANNED PARENTHOOD ADVOCATES MAR MONTE REPORT



Planned Parenthood[®]

Planned Parenthood Advocates Mar Monte



2024 PROGRAM SUMMARY

Primary Election Recap

The California March primary presented numerous opportunities to elect champions of reproductive freedom, both locally and in the California (CA) State Assembly and Senate, as many incumbents termed out. It was a remarkable election for state legislative candidates that support reproductive rights.

Planned Parenthood Advocates Mar Monte (PPAMM) candidates had significant victories. Notably, in the Central Valley battleground districts, [Rhodesia Ransom in CA Assembly District 13](#) and [Jerry McNerney in CA Senate District 5](#) triumphed over Democrats who are only moderately supportive of reproductive rights, shifting the balance of power in the legislature.

Seventeen local PPAMM-endorsed candidates won outright in the primary election across several regions: [Alameda County](#), [City of Fresno](#), [Monterey County](#), [City of Sacramento](#), [San Mateo County](#), [Santa Clara County](#), [City of San Jose](#), [City of Santa Cruz](#), [City of Modesto](#), and [Yolo County](#).

Additionally, PPAMM endorsed [Beth Smith for the Washoe School Board](#), was victorious in the Nevada Primary on June 9. These successes underscore our commitment to electing leaders who will advocate for reproductive freedom and support the values of Planned Parenthood Advocates Mar Monte.

TOPLINES

- Of the 72 candidates endorsed in primary and 2023 Special Elections, 80% won their races.
- PPAMM fiercely defended our champions in the California Senate and Assembly, ensuring their continued leadership and commitment to reproductive rights.
- We Vote contributed \$55,350 to candidates and independent expenditures in the Central Valley.
- Increased endorsements by 53% from the California 2022 primary election.
- Highest views of the voter guide are from San Jose and Oakland.
- Opportunity to flip CA Assembly District 7, with Porsche Middleton advancing to the general election.
- Opportunity to double the number of Black/African American women in the California legislature.



Endorsements

72 PPAMM-Endorsed Candidates

15

Counties with endorsements

134

Candidates Assessed

55

Candidates Rated 100% by PPAMM

80%

of our PPAMM-endorsed candidates won in the CA Primary

45

BIPOC

38

Women

33

Men

7

LGBTQ+

1

Non-Binary

TOPLINES

Investments (We Vote - Nosotros Votamos)

Candidate Contributions

\$44,350

to 39 Candidates in the California's 2024 primary election

\$10,000

in AD 13 and SD 5

Ballot Initiatives

\$ 250,000

to Nevadans for Reproductive Freedom

\$ 50,000

to Floridians Protecting Freedom

\$ 50,000

to Ohioans United for Reproductive Rights

Coordinated Staff Time

115

Hours of staff time

130

Volunteer shifts

4,258

Doors

2

Fundraisers

13

Canvasses

1

Phone bank

1

Text bank

26,000

Texts sent to California voters with over 500+ responding that they had a plan to vote or had already voted

Independent Expenditure Staff Time

5

Hours



Paid for by We Vote – Nosotros Votamos – PPAMM Committee, www.ppamm.org, and not authorized by any candidate or candidate's committee.

Your contributions to We Vote – Nosotros Votamos – PPAMM committee are not tax-deductible as a charitable contribution.

TOPLINES

California Legislative Advocacy

As of July 2024, all of PPAC's sponsored bills have successfully moved forward through both house policy committees and are either eligible for a floor vote in the second house or are in Appropriations.



SB 1131

(Gonzalez) Streamline Family Planning Program Requirements

Addresses impediments to the Family PACT program to improve and streamline the ability for health care providers to serve California's Family PACT patients. (Sponsors: PPAC, California Academy of PAs)



AB 2239

(Aguilar-Curry) Improve Access to Telehealth

Expands Medi-Cal coverage of asynchronous telehealth services and addresses barriers to accessing care via health care mobile apps. (Sponsors: PPAC, National Health Law Program (NHeLP))



AB 2085

(Bauer-Kahan) Facilitate Health Center Permitting

Prohibits municipal interference with the delivery of constitutionally protected health care services by establishing a streamlined approval process for development of new health centers. (Sponsors: PPAC, Reproductive Freedom for All, Training in Early Abortion for Comprehensive Healthcare (TEACH))



SB 959

(Menjivar) Ensure Comprehensive Access to Information

Establishes an online resource that offers information to patients, health care providers, and families about available support for transgender, gender-diverse, and intersex (TGI) individuals and their families in California. (Sponsors: PPAC, Equality California)



AB 2099

(Bauer-Kahan) Protecting Reproductive Health Clinics

Strengthens enforcement of the Freedom of Access to Clinic Entrances (FACE) Act when use of force, threat of force, or bodily injury takes place.



AB 2442

(Zbur) Expedite Licensure for Providers Committed to Gender-Affirming Care

Ensures that licensure applications for providers of gender-affirming care are prioritized to guarantee a robust network of providers in the state. (Sponsors: PPAC, Equality California)



AB 492

(Pellerin) Behavioral Health Integration in Reproductive Health Clinics

Two-year bill - Requires DHCS to provide grants and incentive payments for Medi-Cal managed care plans and providers to develop and implement reproductive and behavioral health integration pilot programs.

Testifying in support of California Legislation



Planned Parenthood Advocates Mar Monte staff and storytellers testified on behalf of AB 2085 and AB 2099 in legislative hearings to advance access and safety to reproductive health care.



CAPITOL DAY **2024**

45 student volunteers attended in-person or virtual lobby meetings.

We met with 25 elected officials that represent districts within the affiliate service region.

We lobbied to support 7 bills.



“Capitol Day made speaking to your legislator tangible and important. I would have never imagined myself as capable of demanding audience from people in those high-level positions, but talking to them made me realize they’re just people whose job it is to represent me and my community.”

Annabel, Student from UC Davis

TOPLINES

Ballot Measure

Nevadans for Reproductive Freedom (NV4RF)



MAY 2023

Nevada Legislature passes SJR7 to amend the Nevada Constitution to establish certain rights relating to reproductive health.



NOVEMBER 2023

Anti-abortion activist Donna Washington and the Coalition for Parents and Children sue to remove SJR7 language from the ballot, and the NV circuit judge ruled in favor of these plaintiffs.



DECEMBER 2023

Nevadans for Reproductive Freedom proposed new language, narrowly tailored to abortion, to be on the 2024 ballot.



APRIL 2024

The Nevada Supreme Court ruled in favor of granting ballot access to a broad “reproductive freedom” ballot question seeking to enshrine rights to a wide range of birth control, fertility, and abortion options into the state constitution.



MAY 2024

NV4RF turned in 200,000 signatures, almost double the number needed to qualify for the 2024 ballot. PPAMM raised over \$1.2 million in support of the ballot initiative.



JUNE 2024

NV4RF reproductive rights amendment qualifies for the November ballot!



NOVEMBER 2024

Nevadans vote whether to enshrine abortion rights into the state constitution and if passed will vote again in 2026.



CONTRIBUTIONS

WHEN ABORTION RIGHTS ARE ON THE BALLOT, FREEDOM WINS: SUPPORTING ACCESS NATIONWIDE

FLORIDA

The Planned Parenthood Advocates Mar Monte board voted to contribute \$50,000 to Floridians Protecting Freedom's effort to restore abortion-access by codifying it in the state constitution.

The FPF campaign submitted over 900,000 petition signatures to qualify the ballot measure. Florida's conservative Supreme Court approved the measure despite the state attorney general's attempt to disqualify it.

Florida's 6-week abortion ban took effect on May 1, 2023, restricting access to abortion for a majority of the Southeast population that relied on Florida for care since the overturning of *Roe v. Wade*.

Floridians must approve the measure in November with a 60% threshold to restore access to abortion in January 2025.



OHIO

The Planned Parenthood Advocates Mar Monte board voted to contribute \$50,000 to the Ohioans for Reproductive Freedom effort to codify the right to abortion and other reproductive rights in their state constitution. Despite attempts by the Ohio legislature to stifle these efforts, an overwhelming majority of Ohioans voted in November 2023 in favor of the ballot measure, restoring abortion access to over 2.2 million.



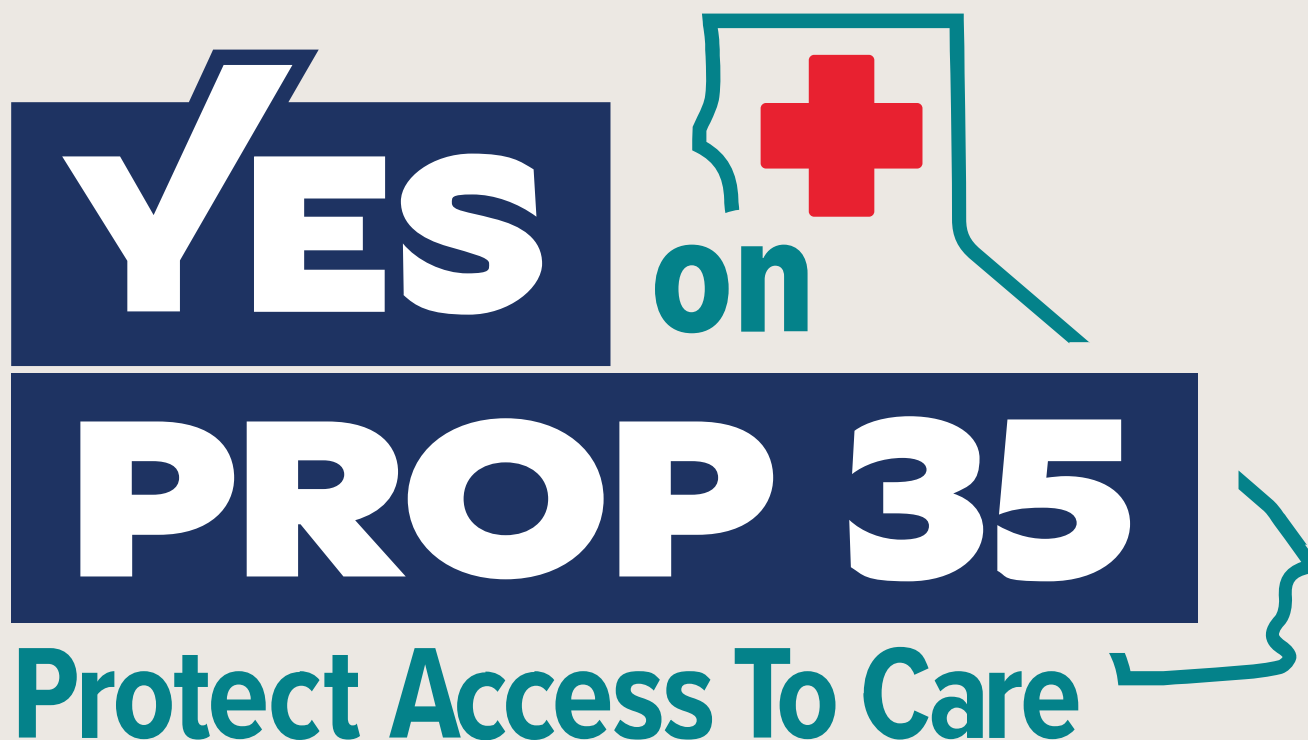
CONTRIBUTIONS

WHEN ABORTION RIGHTS ARE ON THE BALLOT, FREEDOM WINS: SUPPORTING ACCESS IN CALIFORNIA

CONTRIBUTION TO MCO TAX - YES ON PROP 35

The Planned Parenthood Advocates Mar Monte board voted to contribute \$214,482 to the managed care organization (MCO) tax ballot Initiative in January to support expanding revenue streams for Medi-Cal patients. California has had an MCO Tax since 2008-2009. Billions of dollars in federal matching funds have been directed to the state General Fund. Medi-Cal Health Plans pay 99% of the tax and are refunded per federal requirements.

The Protect Access to Healthcare Coalition would mandate ongoing reauthorization of the MCO tax. It would establish permanent spending categories and create a stakeholder advisory committee to operationalize the revenue. The MCO Tax is an opportunity to solve one crucial piece of the puzzle: the long-term sustainability of sexual and reproductive health care providers. If passed, the MCO plan would include an initial \$90 million for abortion and family planning through 2027.



TOPLINES

Storyteller Bureau

The 2024 Storyteller Bureau cohort is a powerful tool, empowering individuals to share their personal experiences with reproductive health care.

This year's group focused on recruiting storytellers from Reno, Nevada and the Central Valley region of California, to strategically contribute to ensuring reproductive freedom across both states.

In total, this year's storytellers bureau recruited 13 volunteers from different areas in the Central Valley region and 15 volunteers from the Reno, Nevada region.

Through comprehensive training, support, and numerous platforms for sharing, volunteers are making significant strides in increasing awareness, reducing stigma, and advocating for access to reproductive health care.

This program not only amplifies the voices of those often directly impacted communities but also contributes to meaningful social and policy changes.



GEN ACTION



We maintained active and robust Generation Action chapters by fostering a supportive and empowering environment for young advocates. Through strategic initiatives, engaging events, and continuous education, we inspired our students to champion reproductive freedom on and off campus.

Our grassroots organizers have made an impact on the following campuses:

- **University of California Davis**
- **CSU Sacramento**
- **UC Santa Cruz**
- **UC Berkeley**
- **College of the Sequoias**
- **Fresno City College**
- **Fresno State University**
- **University of Nevada, Reno**
- **San Jose State University**
- **Santa Clara University**
- **Stanford University**
- **Delta College**
- **University of the Pacific**



PLANNED PARENTHOOD
GENERATION
ACTION
Planned Parenthood Action Fund

GEN ACTION EVENTS

- **University of California Davis (UCD)**

- Planet Her: Day of the Girl Child event with Associated Students of University of California, Davis (ASUCD) and Gender & Sexuality Commission (GASC)
- Period Positive Roundtable
- Gun Violence and Reproductive Rights in the Courts
- Jobs in Reproductive Justice panel
- Activist Roundup for Abortion Rights
- Plant Her 2
- Period Drive kickoff Meeting
- DIY Heating Pad workshop
- SRF takes on the involvement
- Student data manager training

- **UC Merced**

- CARE Domestic Violence Awareness Month Health Fair

- **CSU Sacramento (CSU)**

- SSIS joint council kick off
- Sexual Assault Awareness Month (SAAM) Day of Action Fair
- Teal Tuesday

- **University of Nevada (Reno)**

- PPGA member mixer
- Abortion stigma discussion
- Tabling on campus
- Cookie decorating events
- Women's Herstory event



GEN ACTION EVENTS

• UC Santa Cruz (UCSC)

- Cornocopia (PPGA Outreach tabling booth/club fair)
- Plant Parenthood
- 1st PPGA Meeting (Repro Painting & Chat)
- FCA Picnic Teach-In/107th Birthday
- General meeting: Phone bank training
- Epsilon Omicron Gamma Phi Beta x PPGA UCSC chapter fundraiser for Girls on the Run Silicon Valley
- GOTV Virginia phone bank
- Beyond the Sheets 'Sex Ed Trivia'
- Trans awareness/LGBTQIA+ 'Beyond the Sheets'
- Menstrual Talk
- VDay/Galentines Circle 'Safe Sex Kit Making'
- Galentines Tabling 'Condom Crawl'
- BYO(Ballot) party
- All Things Vaginal Health
- Elections information Meeting
- Pleasure-based sex ed workshop (SHOP, Slug Love, PPGA UCSC)
- Election Day 'PPGA Convention'
- Storyteller event, 'Amy Krauss'



GEN ACTION EVENTS

- **San Jose State University (SJSU)**

- PPGA Paint & Sip
- Yoga Day
- World Contraceptive Day
- 'Sexy Talk' - Sex Education Workshop and Panel
- BYO(Ballot) Party
- Get Together
- World Contraceptive Day and Student data manager training
- San Jose Roadshow
- Mental Health Awareness 'Yoga Self Care Day'
- Self Care Day Social (PPGA, PHSA, PHHS)
- Fire on the Fountain 'FCA Booth/107th Bday'
- Menstrual supplies/baby supplies drive
- Final meeting of semester/EOY celebration
- Abortion after-care kits 'Remembering Roe'
- GOTV Domingo Candelas PPGA Canvass
- Valentines Day '7th St Condom Crawl'
- BYO(Ballot) party
- Women's History Month information tabling
- "Sexy Talk" sex ed event
- SAAM movie screening
- End of year celebration

- **Delta College**

- Tabling event for Women's Empowerment



GEN ACTION EVENTS

- **UC Berkley (UCB)**

- BYO(Ballot) Party
- Students for Sexual & Reproductive Freedom: Kit Crafting for National Condom Week
- False Claims Act teach-in
- 'Zine-making night
- Sexual Health Education Program (SHEP) Safer Sex
- Abortion on campus info session
- Pleasure workshop
- Safe Sex , goodie bag-making
- Welcome back night
- Movie night: The Jane Collective
- False Claims Act (FCA) Teach-in
- Repro/sexual health coloring books
- Welcome meeting
- Gear shed (regular tabling on campus)
- Health resource fair tabling
- "Take Back the Night" resource fair



GEN ACTION EVENTS

- **College of the Sequoias (COS)**

- Club Rush tabling
- False Claims Act teach-in
- Mar Monte Monday - Student Leaders in Action
- Visalia Pride
- Halloween campus event
- Trans Day of Remembrance
- Campus clubs holiday event
- End-of-the-year celebration/voter education teach-in
- Campaign kickoff: for Soria & Corona
- Healing the Past, Shaping the Future Summit
- Ballot Party
- STI Awareness Week Tabling
- PPGA/Pride Club STI Presentation
- Youth Pride Night w/The Source LGBTQ Center

- **Santa Clara University**

- Qpocalypse
- The VP Kamala Harris Reproductive Freedom Tour
- Slut Walk
- Denim Day

- **Stanford University (SU)**

- PPGA Tabling
- PJ Party/Plan C Movie Screening
- PPGA x ECEC tabling
- National Condom Week kit making
- Valentines/Galentines Tabling
- SAAM Survivor Share Aloud
- Paint Your Orgasm 'Sex Positive Painting'
- Period Party (Menstrual Kit Making)



GEN ACTION EVENTS

- **Fresno City College (FCC)**

- Volunteer Fair tabling
- False Claims Act Teach-in
- Mar Monte Monday - Student Leaders in Action (C3)
- Phone banking for Fresno County supervisor candidate, Jennifer Cruz
- Phone banking for candidate for State Assembly, Angel Ruiz
- Canvass for Tulare County supervisorial candidates Joe Soria & Benny Corona
- Fill out your ballot party
- Fresno Pride

- **Fresno State University (FSU)**

- Boba with Baddies social
- False Claims Act teach-in
- Trans Day of Remembrance event
- Tabling - Condom/STI outreach
- Gender Affirming Care listening sessions
- Take Back the Night event
- Take Back the Night poster-making and club meeting
- Fresno Pride

- **University of the Pacific**

- Women's Empowerment Tabling Event
- Women's Empowerment Conference



FUNDRAISING

Palo Alto House Party

The We Vote - Nosotros Votamos PAC hosted a series of fundraisers this fiscal year. We Vote kicked off 2024 with a house party hosted by Planned Parenthood Mar Monte board member Jesse Dorogusker and his partner Jennifer DiBrenza. Speakers included PPAMM President & CEO Stacy Cross and Generation Action SJSU President Jessica Vu.

The event raised \$50,000 for the We Vote PAC



Fund the Fight: Oakland

At the iconic Grand Lake Theatre in Oakland, 150 donors and guests attended the event, speakers included UC Berkeley Law Professor Dr. Khiara M. Bridges, Political Strategist, Jim Messina, PPAMM President & CEO Stacy Cross, VP of PA Lauren Babb, UC Berkeley Generation Action President Mila Colfer, and CA Assemblymember Mia Bonta.

The event raised over \$180,000 for the We Vote PAC



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Your contributions to We Vote – Nosotros Votamos – PPAMM committee are not tax-deductible as a charitable contribution.

FUNDRAISING

Nevada Ballot Measure









Planned Parenthood Advocates Mar Monte (PPAMM) has helped to raise over \$1.2 million dollars toward the 2024 Nevada ballot initiative. PPAMM hosted fundraisers in Sacramento, San Jose and solicited gifts throughout the affiliate service area from small dollar and major donors to support the constitutional amendment change needed to protect and expand abortion access in Nevada.

PPAMM has helped raise over \$1.2 million dollars toward the 2024 Nevada ballot initiative



GOALS

FY 24 RESULTS, c4

-  Continue to build PPAMM brand understanding with staff, elected officials, candidates, community partners, donors, staff and volunteers with an emphasis on forging relationships in rural, BIPOC, and immigrant communities.
-  Create opportunities for campus and student organizing to flourish to support reproductive rights and advocacy.
-  Policy wins that advance health equity.
-  PPAMM will endorse and support electing pro reproductive freedom champions who help build a bench for the future. Invest in PAC contributions, voter engagement and trainings.
-  PPAMM will endorse over 100 candidates: PPAMM endorsed 72 candidates in 15 counties (53% increase from 2022). 134 candidates were assessed, and 55 candidates were rated 100% by PPAMM.
-  PPAMM will have a higher than 70% win-rate: 80% of PPAMM endorsed candidates won their primary (55 out of 69).
-  We Vote will contribute to at least 60% of the PPAMM endorsed candidates: We Vote contributed \$54,350 to 41 candidates (57%).
-  **On track to meet goal: Grow We Vote fundraising to contribute more to 2024-2026 elections. Raise \$315,000 from the PPAMM board and staff appeals: We Vote has raised \$254,601, by the end of FY24.**

YEAR AT A GLANCE

JULY 2023

- PPAMM endorsed Katie Valenzuela for reelection to Sacramento City Council
- PPAMM endorsed Scott Dosick for Natomas Unified School Board (special election)

AUGUST 2023

- PPAMM board conducted candidate interviews
- Moral Monday's Women's Right Protest against Rep. David Valadao (CA-21)

SEPTEMBER 2023

- Fundraiser for Katie Valenzuela
- Sacramento Young Dems Latinas in Leadership panel
- PPAMM endorsed in crucial races: Moe Sarama (special election for San Jose Unified School District board), Porsche Middelton, and Rhodesia Ransom
- Kern County Fair Election Outreach

OCTOBER 2023

- We Vote PAC house party
- PPAMM & Nosotros Votamos canvass for Scott Dosick
- Davis Dems presentation
- Fundraisers for Asm. Cecilia Aguiar-Curry, Porsche Middelton, Rhodesia Ransom
- NWPC Fundraiser
- Check presentation to Asm. Jasmeet Bains, for AD 35, Kern County Region, for State Assembly campaign

NOVEMBER 2023

- CA Democratic National Convention
- Phone bank for Schuyler VanValkenburg (Virginia)
- Canvass for Moe Sarama
- PPAMM Party for Parity
- Asm. Lori Wilson Fundraiser, Liliana Udang Fundraiser, and Mario Enriquez Reception
- Tower Bridge Awards honoring Sacramento Mayor Darrell Steinberg

DECEMBER 2023

- Fundraiser for Liliana Udang
- Fundraiser for Roger Dickenson
- Fundraiser for Katie Valenzuela

YEAR AT A GLANCE

JANUARY 2024

- Dorogusker/DiBrenza house party
- GOTV for Katie Valenzuela
- Campaign Kickoff Event for Joe Soria and Benny Corona
- Press conference for Jerry McNerney for CA State Senate
- Tulare AD 33 Candidate Forum

FEBRUARY 2024

- Canvass for Lisa Gauthier for San Mateo Board of Supervisor
- Canvass for Domingo Candelas
- GOTV for McNerney, Udang and Wright
- Fund the Fight
- GOTV for Angel Ruiz
- GOTV for Benny Corona and Joe Soria
- Phone bank for Jennifer Cruz
- Fundraiser for Sheila Allen

MARCH 2024

- GOTV for Porsche Middleton
- GOTV for Katie Valenzuela
- GOTV Text bank
- GOTV for Lisa Gauthier
- GOTV for Jennifer Cruz
- GOTV for Patrick Ahrens
- Capitol Day volunteer trainings
- Sacramento Transgender Sanctuary City Resolution

APRIL 2024

- Storyteller's Bureau Training (Central Valley, Northern NV)
- Capitol Day volunteer trainings
- Capitol Day - over 20 in-person and virtual meetings with elected officials
- Provided testimony for the SAFE Act at the Safety & Security Committee meeting with B Street patient escort Kiersten
- UC Davis College Dems Indigo Awards Sponsorship
- California Coalition for Reproductive Freedom (CCRF) advocacy week
- PPAMM staff compliance training

MAY 2024

- Nevadans for Reproductive Freedom fundraiser in Sacramento
- "Women's Rights Are on the Ballot" event by Placer and Sacramento Women Democrats

JUNE 2024

- Nevadans for Reproductive Freedom, and PPAMM fundraiser: An Afternoon for Reproductive Freedom in San Jose



Special thanks to our Board of Directors

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