



*Citizens for Choice promotes reproductive justice through education,
healthcare access and advocacy.
We exist to inform and enable choice.*

Help Citizens for Choice continue to *grow!*

- Tell one new person about Citizens for Choice this year.
- Share with us why you are a supporter.
- Consider a first-time financial gift or an increase in your giving this year.
- Follow us on Facebook!

www.facebook.com/CitizensforChoiceNevadaCounty/

At *The Clinic!* your sexual and reproductive health is *always* your choice.

In 2015 Citizens for Choice increased our savings to \$10,000.00 which will extend covering clinic expenses for 7 months. We hope to add another \$5,000.00 in 2016. With the help of the careful Clinic staff at Women's Health Specialists, our electric usage was below our previous year at peak period usage, giving us a refund of \$154.39 that was applied to our December bill. *Thank you for all you do!*

In 2015, over 271 individuals supported Citizens for Choice with financial contributions and countless others lent their support through volunteering, we could not do it without you. *Thank you!*



2015 Clinic Visit Totals:

- 105 Annual exams
- 333 STI checks
- 985 Birth control visits
- 76 Pregnancy screenings
- 322 Other GYN (infections, herpes, not pap smears)

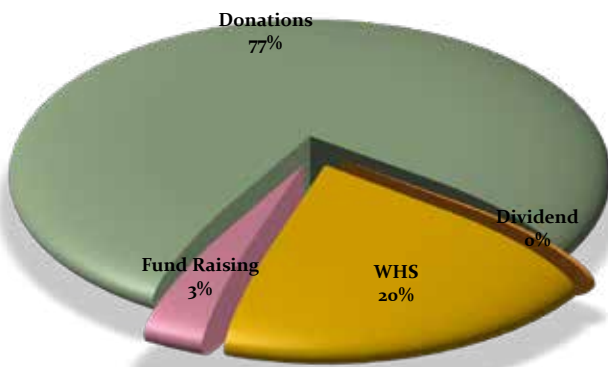
A total of 1821 visits!

21,476 visits since we've opened the doors in 2006.

2015 Financial Highlights

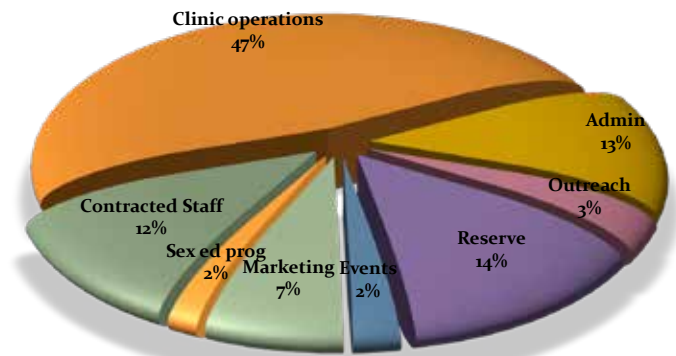
7% increase in net income between 2014 and 2015
9% increase in expenses

2015 Income



Asset Type	Amount
Donations: 77%	\$39,484
Dividend: 0%	\$168
WHS: 20%	\$10,200
Fund Raising: 3%	\$1,646
Total	\$41,129
In Kind Board Hours 700 @ \$26.43	\$18,501

2015 Expenditures



Asset Type	Amount
Contracted Staff: 12%	\$4,307
Clinic Operations: 47%	\$17,300
Admin: 13%	\$4,696
Outreach: 3%	\$1,230
Events: 2%	\$895
Marketing: 7%	\$2,636
Sex Ed Program: 2%	\$599
Total	\$37,911

Thank you, Citizens for Choice Community!

In 2014, your donations made it possible for *The Clinic!* to counsel and distribute birth control 1,045 times, resulting in a significant reduction in local unintended pregnancies. You also made it possible for *The Clinic!* to treat over 760 cases of STDs. In 2014, over 20,000 services were provided by *The Clinic!* to our community, including annuals, mammograms and testicular exams, at free or low cost.

I am also very proud to share with you that Citizens for Choice initiated conversation and was invited by the Superintendent of Schools' Sharyn Turner, RN (Countywide Health Coordinator and Curriculum Coordinator-Safe Schools/Healthy Students) to participate in an ad hoc committee to discuss how to deliver a comprehensive evidence-based curriculum to all districts in grades 6 through high school in 2015.

Administrative

- Liason between WHS and C4C re status of *The Clinic!* and reported stats to C4C board. Addressed concerns of board.
- Organized and created agendas and ran board meetings for 2015
- Fielded and addressed e-mails/phone calls from various members re questions and inquiries of possible volunteers
- Created content for Voices articles
- Created fundraising letters
- Created topics for the Citizens for Choice website blog
- Created opportunities for individuals to join Health Worker training created KI &OI presentation for NEO.

Legislative

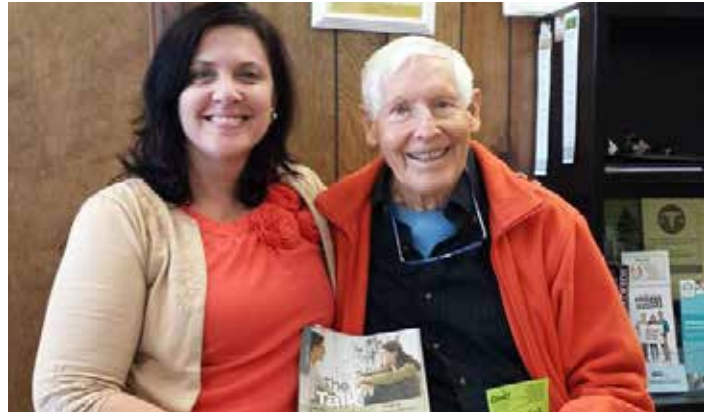
- Attended CCRF meetings when available. Kept board in the loop through communication and CCRF group of upcoming legislative work and activities
- Worked to sign on to important bills and letters on behalf of work with CCRF and C4C
- Help organized, attend and participated with URGE for Reproductive Freedom Week at the Capitol. Lobbied various Congressmen and women re important bills

Advocacy

- Attended and represented C4C at Nevada County Sex-Ed Council for first four meetings where we created our Mission Statement and identified groups goals and first steps.
- Know It & Own It – Finished content and added to PowerPoint Template. Presented program twice to NEO.
- Presented to Sierra College Psychology of Women Class
- Presented to Democratic Women's Club
- Presented to Rotary Club
- Established contact Deputy County Conservator to develop calendar of presentations for at-risk teens.

Community Leadership

- Participated in GV Farmers Markets x 2 introducing myself and C4C to community.
- Met with Living Well organization as an ambassador of good will
- Visited and represented C4C at WHS Clinic and took tour of facility
- Presented at Annual Fall Fundraiser Movie
- Contacted and established relationships with Stonewall Alliance and NC PFlag
- Met with John Holland at The Clinic to honor his great work with C4C
- Maintaining communication with C4C founders.



Kimberly D'Urso, President Nevada County Citizens for Choice pictured with Clinic Founder John Holland.



Representing at the State Capitol.



Reproductive Freedom Day, State Capitol.



Democratic Women's Club.

Our community outreach took many forms in 2015. On Feb. 14th we marched and tabled at One Billion Rising along with AAUW and BPW and a wide variety of organizations with missions focused on women and girls in our community and the larger world. Attending meetings of the Community Support Network, BPW, and ACLU kept our name and information in the minds of those who are active in work which impacts our clients and supporters.

I joined Aimee Murray, Marketing Coordinator at the PFLAG of Nevada County Board meeting where she presented our Backup Plan information, provided an overview of our current focus and answered questions. Our waiting area now has an LGBTQ poster which we hope will convey our mission of inclusivity to all.

The Grass Valley Thursday Night Market gave us the opportunity to meet potential supporters and re-connect with our friends. Special thanks go to Aimee and Aaron Rutledge, Volunteer Coordinator, who did all the detail work, to all who tabled, and to Debra and family who had an unpleasant encounter which necessitated a police report. The market was from June 18th through Aug. 6th.

As a basketeer I have the Spirit Center- which now has 2 baskets, Yuba Docs, both Sierra Care Physicians offices, SNCS, and the Foster Youth's Independent Living Program. These sites are visited or contacted monthly. We connected with the eco-friendly Sustain Condoms company and received samples and information.

The highlight at the end of 2015 was the visit of former Board member, John Holland. John was responsible for negotiating with our landlord, Roger Baker, to site the Clinic in his building. Elaine Sierra was on the Board with John and joined Kimberly and me to host John at the Clinic on Nov. 27th.



Sharon o'Hara and Debra Worth distributing condoms at the CA Care Force community health event.



Debra and Sharon tabling at the One Billion Rising event-Grass Valley, 2/14/15

Debra Worth, Outreach Coordinator and Condom Queen

In the late spring and Valentina's new store at the corner of Brunswick and Sutton Road was added to our list of basket locations. I met with Condom fairies in June, August, September and October.

Also in July I participated in the Grass Valley Thursday Market on the 9th, 23rd and 30th. We had mostly good contacts and one or two people actually gave us some money. We had a sign to prop against our booth that said, "We proudly stand with Planned Parenthood." A woman from Chico, who works at PP, tearfully thanked us for putting up the sign. On August 6th I worked at the last Thursday market with Susan, Ed and Eden. A male approached our booth and threw coffee at my daughter and our table. We filed a police report since it was an assault. Nothing came of it since we couldn't positively I.D. the man. We need better lights for our booth next year. I brought out one of our clinic signs to place on the table as well since a lot of people had not heard about the clinic on Richardson St.

In August, we added another condom fairy and she is excellent! Also during August I met with the Democratic Women and secured C4C a place at the November Health Care Event for a condom basket and a lube basket. The basket was placed at the last table as patrons exited from the medical triage area and I stayed close by as I was at the table registering people for glasses and dental work. We gave away 150 lube and over 400 condoms. Most people were fine with the condoms as it was a health event. I had our C4C brochures and the green sheets for the clinic on display as well and many of the green sheets were taken.

I began meeting with the Nevada County Task force that is rewriting Family Life Education FLE (this is code for sex education). We meet on the 4th Thursday of each month from 2:50 to 5 pm. Aaron has now joined the committee and I think that it will be a good fit to have a man or two on the committee to give a more balanced view to this important work. We will not meet again until January 28th unless we meet in smaller breakout sessions due to the law suit that one of our committee members has joined to block the very work that we are going on this committee. I was on the subcommittee for the guest speaker's list guidelines and I believe that we have them about done.

In September I met with Dr. Rachelle Soles of Sierra College in an attempt to revitalize the C4C Sierra College Club. When Holly and Nate left they were essentially the club. We have had little success in bringing the club back although I have been talking to my granddaughter and her friend Charlotte about leading it or merging it into the LGBTQ group which is a small but stable group. I will contact all the players after Xmas break. The problem is that most of the groups graduate every two years. I have talked to Dr. Soles last month and she also thinks that the small enrollment at the school is not helping us either. Also in September I added two more basket locations that are both off the books and behind a counter; they are What's Up Coffee?

I have promoted C4C at the Democratic Women's Breakfast on the first Saturday of the month and they have been a good resource for us. Kimberly spoke to the group in October about Know it and Own it and about the Clinic. She was a smash hit. I saw a lot of Democratic women at our film event in November.

I have been calling Corr (Counsel on Responsible Recovery) several times over the last few months since they wanted to talk to me or someone about the services offered at the clinic as the people that they serve are a perfect match for the clinic. I am still trying to connect with Ariel.

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In November I helped out with the film and popcorn event at the Nevada Theatre. I womaned the bar for the free popcorn and cookies and Charlotte and John and I did the walk through the week before. It was a small but solid group that supported us on this event.

I have tried to make all our meetings including the end of the year card folding event and our monthly meetings. You are a super bunch of wonderful people and I am so proud to be a part of this group. Thank you.



Debra and Ed our Fall Fundraiser premier showing of Sister

Newsletter

- Maintain the quarterly newsletter
- Distribute via print and email
- Provides a way to publish what Citizens for Choice is doing, here, in Nevada County

Blog

- We lost one of our two bloggers this year. Still looking for a replacement.
- Elaine Sierra continues to provide information bimonthly

Other duties

- Attended monthly Citizens for Choice Board meetings
- Represented Citizens for Choice at several Thursday Night Markets

Marlene Katz, Donor Relations

Donor relations involves calling donors to Citizens for Choice regardless of size of donation. Phone calls are made to thank them for continuing to support our mission. People often respond to thank us for calling as well as telling us to continue the good work of the organization. To update our files in the past they have been called to respond to having their names included in Voices. A great number of donors do respond to include their name as being a sponsor. Often it is necessary to leave a phone number to return the call and know there is a real person doing the phoning.

Aaron Rutledge, Volunteer Coordinator

- Attended training and obtained certification for Family Planning Health Worker credentials.
- Staffed table for Thursday Night Market event x3
- Fixed loose bathroom sink fixture
- Attended Family Life Education/Sex Education Committee Meeting at Nevada County Superintendent of Schools' office – subsequently joined the committee
- Helped staff C4C movie night fundraising event
- Helped configure online ticket purchases for fundraising event

Nevada County Parent's Resource Guide Magazine:

OBJECTIVE: Advertise *The Clinic!* as a valued resource for reproductive services in Nevada County. Utilize a local publication's advertising cost to also write neutral articles about reproductive health—reinforcing C4C core values and the advantage of having an unbiased clinic in our community.

ACTION:

- 4 Ads, 4 articles
- Spring: What is Reproductive Freedom, Summer: Protection (Contraception) Fall: The Talk, (Sex Ed) Winter: Honesty (CPC)

National Reproductive Freedom Week:

OBJECTIVE: Represent C4C at Sierra College discuss and define what reproductive freedom means to an individual and why they should consider it an important issue for everyone.

ACTION:

- Designed presentation for Know it and Own it sex-ed slideshow and reproductive freedom graphics.
- Posted 5 Social media memes & messaging in keeping with recognized national dates.

Thursday Night Markets:

OBJECTIVE: Represent in the community. Present a neutral position on all forms of contraception. Reinforce the advantages of education and a knowledge of effectiveness rates, best individual fit (life plan, abstinence, physical side effects etc.)

ACTION:

- Back Up Plan Campaign: Created contraception methods pros/cons program book, banner, handouts and condom tins

Outreach PFLAG:

OBJECTIVE: Identify at-risk behaviors as they apply to LGBTQ teens: unintended pregnancy, STIs. Propose sex-ed presentation.

ACTION:

- Met to reintroduce C4C as an organization with shared goals.
- Provided statistics on reproductive health concerns as they apply to the LGBTQ community
- Proposed to create a LGBTQ specific Sex Ed class, which was decided and executed instead as a combined (straight & LGBTQ) presentation and given at NEO.
- 2016 goals: presentation of risk behaviors at a regular PFLAG meeting, establish schedule for annual NEO presentations with additional LGBT specific meeting if requested.

Fall Fundraiser:

OBJECTIVE: Provide entertainment in the form of a documentary (Sister) to integrate the message of global women's crisis in reproductive health to local needs in funding *The Clinic!* and sex education programs. Main Philanthropy annual event.

ACTION:

- Venue was advertised through The Union, poster/postcard distribution, social media/eblast mailing, GV Chamber and website.
- Executed within budget, while supporting a local venue (Nevada Theatre)