Planned Parenthood of America

SWOT ANALYSIS

A summary

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OVERVIEW

Planned Parenthood of America is a nonprofit organization dedicated to giving everyone access to resources to manage their own fertility, through medical support, education, and political lobbying. They do not discriminate due to race, gender, nationality, income, or other factors that could affect delivery of equal care (Planned Parenthood of America, 2016).

This organization’s key goals are to:

- Advocate for public policies that support women and reproductive health.
- Promote educational programs for all age groups.
- Advance research into medical technologies designed to improve reproductive health.
- Encourage reproductive and medical ethics in the sciences.
- Provide comprehensive reproductive health care to a wide and diverse population.

The organization operates national, regional, and state-level offices around the country, along with outreach programs in 13 countries around the world. Planned Parenthood states that they operate over 650 health centers in the United States alone, and provide care to approximately 5 million individuals annually. Many of these patients have no other family planning options available to them (Planned Parenthood of America 2016).

This organization has a long history, dating back to its foundation in 1916, and continues to operate despite the government restrictions put in place and sometimes overturned during the past century. Although providing family planning services has occasionally proved difficult, this nonprofit continues to provide care around the country to typically low-income populations (Planned Parenthood of America 2016).

STRENGTHS
- Readily available financial reports. Shanahan notes that people are more likely to donate to nonprofits when they can see the organization is supporting positive social change, in a truthful and responsible manner (2012). Due to this, the organization is funded primarily by private donors and grassroots activism campaigns.

- Excellent fiscal responsibility, with operating costs being reported as significantly lower than the costs associated with bringing service to patrons (GuideStar 2016). This demonstrates good nonprofit management and responsibility towards the community the organization serves - by using donated funds to further the organization’s mission statement, it increases public trust and opinion (Shanahan 2012).

- The organization offers a variety of medical services like mammograms, pap smears, birth control, and addresses general health concerns. Despite opponents’ statements, it does not only provide abortions.

- Planned Parenthood has created a strong organizational identity since its inception as a fertility and family planning clinic in 1916. Throughout its history, Planned Parenthood has advocated for medical recognition of birth control, legalization of abortions, and affordable care giving it a large positive public presence (Planned Parenthood of America).

- Planned Parenthood is affiliated with multiple different Political Activism Campaigns (PACs) along with their own Action Fund, giving the organization some measure of political power despite opposition (Planned Parenthood Action Fund, 2016).

**WEAKNESSES**

- The organization lacks many outspoken allies in Congress, especially among right-wing and Republican members. This limits political opportunities and power in Congress, which could negatively affect company interests through legislation.

- Planned Parenthood is currently receiving significantly less financial funding from the government than it has been in the past, making up less than one percent of total funding in 2014 (GuideStar USA Inc., 2016).

- Along with receiving less government funding, some branches of the organization are underfunded, and are unable to bring advertised care to some communities, resulting in a lack of trust and faith in the company (Hollar 2013).
Little progress has been made in regards to Planned Parenthood’s perceived reputation as an “abortion factory,” which affects funding because donors believe that Planned Parenthood is a socially irresponsible company (Shanahan 2012).

**OPPORTUNITIES**

- Despite the nonprofit’s size and history, there is still great potential for growth and expansion both nationally by opening clinics and education centers, and internationally by sponsoring more outreach initiatives in countries with typically poor maternal health. With these opportunities comes potential employment positions in communities where new branches and programs open.

- Currently Planned Parenthood of America offers a wide variety of health-related programs for all genders, and if their financial situation allows they could potentially offer even more options other than solely women’s reproductive health.

- There is significant opportunity to gain more political allies to help obtain funding and support for Planned Parenthood and affiliated programs that offer public health outreach, affordable care, and community health services.

**THREATS**

- Significant opposition from political parties, religious groups, and the pro-life movement that can result in violence, vandalism, smear campaigns, and preventing people from using Planned Parenthood sponsored resources. 2015 saw an increase in anti-abortion related violence and obstruction including 45 clinic blockades and culminating in three murders in November (National Abortion Federation 2016).

- In 2013, 70 new abortion restrictions were quietly passed with little media publicity. If people do not know about legislations like these due to lack of media coverage, the organization could potentially suffer. If donors do not know about these restrictions through the news, then they cannot help to advocate against them (Hollar, 2013).

- Government restrictions can also result in prevention of daily operation of clinics and service offerings, severely limiting the efficacy of Planned Parenthood, especially in lower income or rural areas the clinics serve (Hollar, 2013).

- Due to nonprofit status, Planned Parenthood is implicitly reliant on financial donations from others, and bad press due to political activism, news stories, or any other source that could affect public opinion might risk a decrease in funding (Shanahan, 2012).
COMPETITION

- In recent years, Planned Parenthood has faced competition from “crisis pregnancy centers,” typically clinics with a strong pro-life affiliation that masquerade under Planned Parenthood’s mission statement without delivering the same levels of care. These clinics and centers might offer biased information or prevent women with unexpected pregnancies from getting abortions through coercive materials or delaying treatment to the point that abortion is no longer a viable option.

- IntegraMed is another competitor in the family planning business, but unlike Planned Parenthood they focus on in-vitro fertilization procedures instead of pregnancy prevention. Although they seem to be in direct competition with Planned Parenthood in the family planning market, the services offered are so different that there seems to be little overlap (IntegraMed, 2016).

COMPANY OUTLOOK

Despite the organization’s multiple opponents, Planned Parenthood of America remains singular in its dedication to bringing reproductive health care and education at a low cost to those who need it most. The organization has a strong history and foundation across the country and will most likely continue to provide services to at-risk populations.

To be a more effective and well-received company overall, it would be advised that Planned Parenthood of America more vocally dedicate itself to public health education and other medical services. It holds a reputation as solely being an abortion provider which significantly affects its potential support base. Proving that it is one of the best low-cost providers of reproductive health care could potentially go a long way to garnering support from those who might not otherwise approve of the clinics.


