



photo courtesy of Gretchen Mathison

OPENING DOORS, *Changing Lives*

Planned Parenthood of Central North Carolina

2008 ANNUAL REPORT

DEAR FRIENDS,

Five years ago we implemented a strategic plan to transform

our affiliate. The stage was set: in June 2002 our national organization, Planned Parenthood Federation of American, granted us permission to expand our service area into 23 additional counties in central North Carolina.

We looked with pride at all we had accomplished. Our organization was stronger than ever. We had a dynamic board, committed staff, and tremendous support from our community. Thousands of women, men, and young people turned to us every year for honest, affordable, high quality reproductive health education and medical services. We were leaders in the pro-choice coalition in our state and had defeated every anti-choice bill filed in the NC General Assembly in the previous ten years.

But our work was far from over. We knew that unless we expanded our reach and impact into new parts of the region, we would only see more pregnant teenagers; more young people with sexually transmitted infections; more government restrictions on abortion, sex education and family planning. The time was right for us to take on the challenge of our new territory.

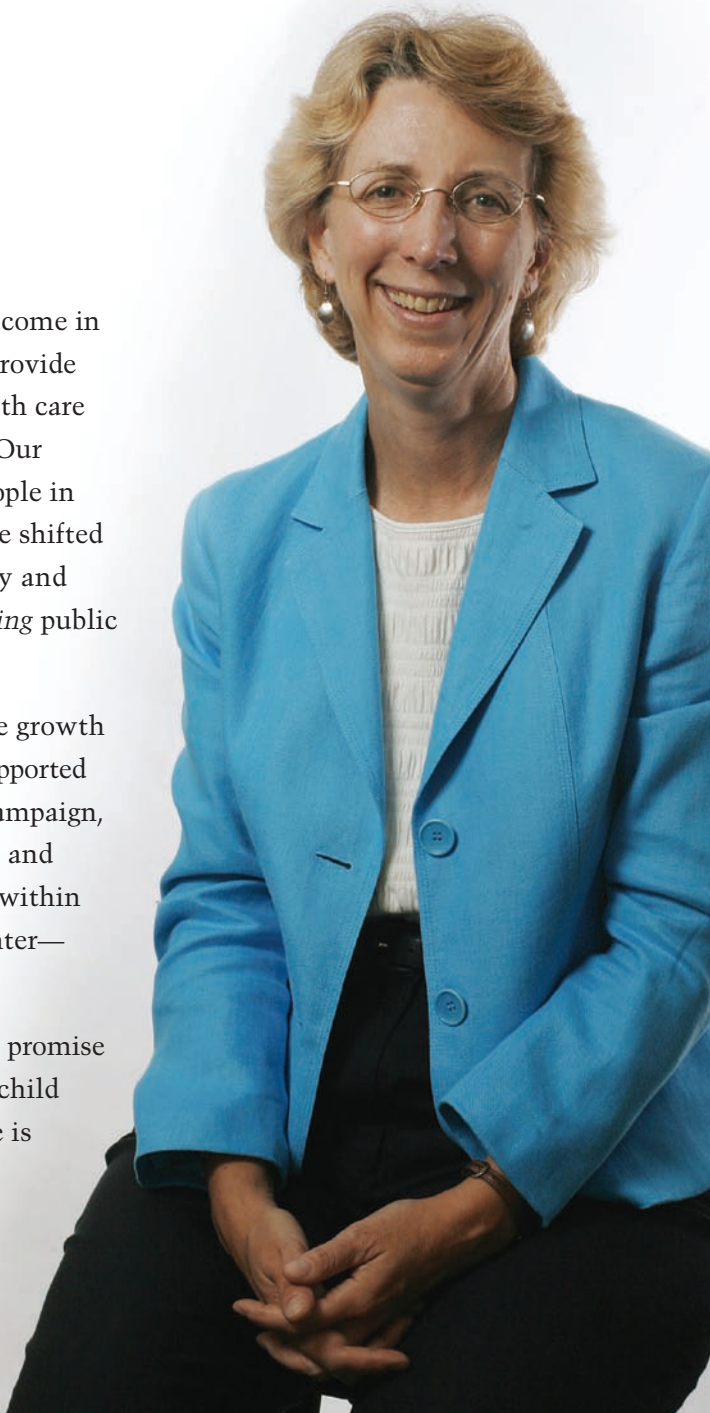
The expansion plan approved by our board centers around two strategic priorities: (1) expanding education and medical services into new parts of central North Carolina and (2) increasing our political clout. We believe that these two priorities complement and strengthen each other. We can use our political organizing to build community support for Planned Parenthood services. At the same time, our services bring us into contact with thousands of people every year, which informs and legitimizes our political work.

This report will show you how far we've come in achieving our plan. Our health services provide high quality, affordable reproductive health care to 55% more people than five years ago. Our education programs now reach young people in seven counties. Our advocacy efforts have shifted from a defensive to a pro-active strategy and for the first time in years, we are *advancing* public policy that supports reproductive health.

Perhaps most exciting of all has been the growth of our services in Cumberland County. Supported by an ambitious expansion fundraising campaign, we have grown our education, advocacy, and fundraising programs dramatically. And, within months, the doors to our third health center—in Fayetteville—will open.

The promise of Planned Parenthood is the promise of a better tomorrow—a day when every child is wanted and cared for; a day when there is more opportunity and less poverty; a day when women are empowered to make their own responsible choices. With your continued support, we cannot fail!

Janet Colm
President & CEO

A handwritten signature in black ink that reads "Janet Colm". The signature is written in a cursive, flowing style.

Health Services

EXPANDING ACCESS

to High Quality Reproductive and Sexual Health Services

Between 2003-2008:

- Planned Parenthood of Central North Carolina (PPCNC) provided 49,760 reproductive health care visits to women and men.
- 7,852 new family planning patients came to PPCNC, including 3,675 to our Chapel Hill site and 4,177 to our Durham Health Center.
- In keeping with our commitment to prevention, PPCNC began offering the HPV vaccine, which is virtually 100% effective in preventing transmission of the two viruses that cause the majority of all cervical cancer.
- In 2003, PPCNC began providing colposcopies for women with abnormal Pap smears who require this care. A colposcope is a magnifying tool that helps prevent cervical cancer by detecting precancerous lesions.
- Women continue to trust PPCNC to provide compassionate, high quality abortion care. And, PPCNC continues to make abortion accessible to women regardless of their ability to pay. Through our Justice Fund, PPCNC raised and provided more than \$300,000 to help low income women pay for abortion services.
- The number of patients served in Durham increased by 48% after we opened a larger, more accessible Durham Health Center. This opening was made possible through the PPCNC *Opening Doors, Changing Lives* Expansion Campaign.
- PPCNC continues to provide the latest in reproductive healthcare. We began offering rapid HIV testing, which allows patients to learn their status within 10 minutes. We added Implanon®, the latest birth control method approved by the FDA, to our growing list of family planning options.
- In 2008, PPCNC began offering permanent birth control for women and men who have decided their families are complete. PPCNC now offers Essure for women and no scalpel vasectomies for men who do not want additional pregnancies or worries about birth control.



“Because of Planned Parenthood, I was able to start my family when I was ready, on my own terms. As a teenager, I felt secure in my choices because of the knowledge and care that Planned Parenthood provided for me. As a new mom, I am comforted to know that Planned Parenthood will continue to be a resource for my whole family.”

Leigh Ann Dasher,
NCCU Law Student,
longtime supporter,
and former staff

Education



“I was really impressed during your class today. You do a remarkably good job of treating the kids with respect and honesty. You also very much create the environment that allows kids to talk seriously.”

Caleb Dolan, principal KIPP:
Gaston College Preparatory

PROMOTING HEALTHY SEXUALITY
through Education and Training

Between 2003-2008:

- PPCNC expanded teen peer education programs to Cumberland and Chatham Counties. Peer educators undergo 12 weeks of training on issues ranging from healthy communication to prevention of sexually transmitted infections. Peer educators in turn teach their friends, relatives and neighbors about how to make lifelong responsible decisions.
- To meet the needs of North Carolina's growing Latino population, PPCNC developed and ran a Spanish-speaking peer education program, Joven a Joven (Youth to Youth), in Durham, Chatham and Orange Counties.
- PPCNC was invited into the classroom to teach sex education to charter school students in Alamance, Orange, Durham and Northampton Counties.
- PPCNC trained 461 peer educators who in turn provided healthy living information to more than 13,650 friends, family and community members in Chatham, Cumberland, Durham and Orange Counties.
- In 2006, we received a four-year grant from the North Carolina Department of Health and Human Services to expand Teen Connections, our education program in Fayetteville. Additional funds to support this program were provided by Youth Growth Stock Trust of Cumberland County.
- Our Cumberland County educators ran a week-long summer camp called "Know Your Self," for 11-13 year olds aimed at helping teach them more about their bodies and healthy decisions.
- Graduates of Teen Connections, starting with its first class in 2003, wanted to stay involved with Planned Parenthood after graduating from the program. So we established PPCNC's first ever peer education alumni group. The alumni voted to work on community-based projects like volunteering at the homeless shelter.

Between 2003-2008:

- PPCNC identified 26,248 pro-choice people and built a pro-choice email network of over 13,000 in Central North Carolina, from rural communities to urban areas.
- PPCNC helped shift legislative debate from abortion to prevention of unintended pregnancies and sexually transmitted infections! PPCNC worked with coalition partners to introduce a record number of proactive bills. These included real sex education, Compassionate Care for Rape Victims (Emergency Contraception in all Emergency Rooms), increased funding for Women’s Health Services, and HPV—the new cervical cancer vaccine parent education.
- PPCNC worked behind the scenes to change state funding eligibility for teen pregnancy prevention programs in North Carolina. As a result, organizations seeking teen pregnancy prevention grants to provide sex education must provide comprehensive sex education not abstinence-only. And, they must refer teenagers for family planning services and other care if needed.
- According to the Silent Epidemic, a study on high-school drop-outs, 26% of students who drop out of high school do so because they become a parent. PPCNC played a leading role in getting the NC Joint Legislative Commission on Dropout Prevention and High School Graduation to include comprehensive sex education and family planning services in their final set of recommendations to the NC General Assembly.
- While legislatures across the country passed more restrictions than ever on a woman’s right to make personal reproductive health decisions—including an outright ban in South Dakota—not a single bill was passed in North Carolina.

Refining and Redefining our Relationship with Diverse Communities

- PPCNC marched with the NC NAACP in their annual HK on J (Historic Thousands on Jones Street) event to build support for their 14 Point Agenda. More than 60 activists, donning pink t-shirts and stickers saying “Real Sex Ed Saves Lives” came out. For many of the teenagers, this was their first march for political and social change.
- Multiculturalism and respect for differing viewpoints are cornerstones of how PPCNC engages with staff, volunteers, and community members. People of color account for 42% of our board and 51% of our staff (compared with 43% of our service area.)

Advocacy

ADVANCING & DEFENDING

Reproductive Freedom for All



“I think the most important thing is that there are bigger things out there than you. I was amazed at the united front on equality for all people. Our involvement in HJ on K motivated my family to get involved and to stay involved.”

Jucenia Prioleau, parent of a Teen Connection student and participant in the HK on J March

“THE DOORS WE OPEN AND CLOSE EACH DAY
DECIDE THE LIVES WE LIVE”

Flora Whittemore, Early 1900’s homesteader



Five years ago, Planned Parenthood opened our doors for the first time in Cumberland County.

We started with one staff member—Monika Simmons Thigpen—and developed Teen Connections, our peer education program. Today, more than 150 peer educators provide accurate information and referrals to other young people in our community.

Like all of Planned Parenthood’s programs, Teen Connections was started to address a real community need. In Cumberland County, 16 teenage girls a week become pregnant.

This is why Fayetteville business woman, Terri Union, said she became involved with Planned Parenthood early on. “One of the things that really caught my attention is the number of teen pregnancies in Cumberland County.”

As a mother and grandmother, Terri understands that teenagers face tremendous challenges in making healthy decisions, from peer pressure to sex-saturated media. “It’s very hard for a teen to go against the crowd.” Programs like Teen Connections help provide young people with the support and self-confidence they need to make lifelong responsible decisions.

The heart of Planned Parenthood is in the local community. Today, there are thousands of Planned Parenthood supporters in the Sandhills.

Local volunteers, like Meredith Stiehl, see their involvement with Planned Parenthood as a natural outcome of years spent working to improve their community. Meredith credits her years working in Fayetteville’s rape crisis program in teaching her about the importance of having local programs that truly empower people in need.

**Fayetteville
Supporters:**

Left to right, front row:
Sylvia Ray, Bob Ray,
Terri Union

Back Row: Sarah
Moorman, Christin
Bellian, Rollin Shaw,
Meredith Stiehl

OPENING DOORS, *Changing Lives*

She also comes from a family committed to improving their community. Meredith remembers her grandparents running a Presbyterian home for children. She says their involvement underscores another reason why she supports Planned Parenthood. “My grandmother said a bazillion times what’s in (Planned Parenthood’s) mission statement word for word...every child has the right to be wanted and loved. That’s the other part of the puzzle that’s there for me.”

Planned Parenthood has always been about personal stories and connections. For self-described community activist and mom, Christin Bellian, her support of Planned Parenthood is about her children’s future. “When I paint a picture of Planned Parenthood as having everything to do with the children that I’m raising, then it gets really personal.”

Christin believes all young people deserve access to medically accurate information, in their health care and sex education classes. This is the reason she supports Planned Parenthood opening a health center in Fayetteville and why she supports Planned Parenthood’s effort to restore comprehensive sex education to schools in North Carolina.

Other community leaders, like Rollin Shaw, Brenda Booth, Carlos Zukowski and Sylvia Ray, from the Women’s Center, have been very generous with their time, advice, ideas and commitments.

Our board of directors now includes three Sandhills representatives-Donna Chavis, Dr. Linda McAlister and Mary Deyampert McCall. Other community members are helping with other committees and our expansion campaign.

We’ve received financial assistance from people who’ve given as little as \$10 and as much as \$50,000. Organizations like the Youth Growth Stock Trust and the Cumberland Community Foundation have supported our work.

More than a thousand on-line activists from the Sandhills have joined the Planned Parenthood Action Network to stay on top of the issues and get involved with campaigns that advance and protect women’s and children’s rights and health.

And our wonderful staff...along with Monika Simmons Thigpen, we also have Hubert Williams (“Will”) who is working to expand our peer education program to reach more young men, to build an alumni program and to engage more parents in our work. Recently, Jessica Ackley has joined to help build our volunteer program.

Planned Parenthood is many things to many people. We are a trusted health care provider, an informed educator and a passionate advocate.

To people like Sarah Moorman, a former pediatric nurse, who has seen first hand the consequences of unintended pregnancies and disparities in healthcare coverage, Planned Parenthood is about helping the whole community

From family planning to effective education programs to lobbying the state legislature for prevention services, Sarah says, “I will always be an advocate for Planned Parenthood. I just really believe in the cause.

To the thousands of you in the Sandhills who have joined with us these past five years—thank you!

EXPANDING ADVOCACY, EDUCATION & MEDICAL SERVICES

to Meet the Needs of our New Service Area

Between 2003-2008:

- PPCNC trained 180 peer educators in Cumberland and Chatham Counties. These teenagers in turn provided responsible sex education information to more than 5400 friends, relatives and community members.
- PPCNC partnered with Fayetteville State University School of Social Work to hold a town hall meeting on sex education in Cumberland County with 114 community members in attendance.
- In a span of 8 months, the Fayetteville Observer ran three articles supporting comprehensive sex education, including an editorial calling on Governor Easley to reject Title V, federal “abstinence until marriage only” funding—the first newspaper in the state to do so! PPCNC worked with the editorial board and reporters on all three pieces.
- PPCNC partnered with a KIPP school in rural Northampton County, which has the fourth highest teen pregnancy rate in the state, to provide comprehensive sex education in the classroom. KIPP schools are free, open-enrollment, college preparatory public schools for underserved students.
- In 2006, PPCNC expanded our Spanish-language peer education program, *Joven a Joven*, to Siler City, which has a 40% Latino population. Latinas have the highest rate of teen pregnancy in North Carolina—nearly 3 times the rate of whites and double the rate of African-Americans.
- PPCNC added 7,089 new pro-choice activists from outside Orange and Durham Counties to our email alert system.



“There is a small but growing army of teenagers, 121 of them in the Cape Fear region, who are receiving accurate information from professionals and quietly passing the knowledge along to their friends. In school hallways and on buses, on sports fields and on the Internet, they are sharing the important medical facts that the Bush administration and conservatives in Congress encourage schools to ignore. The students are graduates of Planned Parenthood’s peer education program.”

From an editorial written by Rochelle Williams, former Fayetteville Observer editorial writer and current education policy analyst for the NC Justice Center.

Development & Administration

STRENGTHENING OUR FINANCIAL HEALTH *to Better Achieve our Mission*



“There are few CEOs in the country who have taken an affiliate from an all-volunteer operation to a full-service health care delivery and education organization, but Planned Parenthood of Central North Carolina (PPCNC) CEO Janet Colm has done exactly that. This affiliate, which has an incredibly strong peer advocacy and teen education program, has really been Janet’s love, and you can tell that she is surrounded by admirers and devoted staff.”

Cecile Richards, President/CEO Planned Parenthood Federation of America

Between 2003-2008:

- PPCNC raised more than \$4.7 million through our “Opening Doors, Changing Lives” expansion campaign to increase our medical, education and advocacy programs—including opening a health center in Fayetteville.
- We moved our Customer Service Center (CSC) to the American Social Health Association (ASHA) to improve customer service, productivity, and the client experience. Our partnership with ASHA offers access to their state-of-the-art call center technology and years of experience in managing national hotlines. PPCNC now provides information, makes appointments and provides referrals to more than 4,000 callers every month.
- We’ve experienced 23% growth in donations from individuals. More than 1,500 donors supported our work this past year, including 330 new donors.
- We raised nearly \$300,000 from 185 donors in our new service area. Donations increased a staggering 1,603% percent from 2002 levels. Included in these totals are grants from local foundations to support our peer education program in Cumberland County.
- We raised more than \$100,000 through Choice Affairs, solidifying the series as both our signature Spring event series and a great way to raise money. Hosts and sponsors generously supported all the parties so that 100% of ticket income went to support our programs and services.
- We completed a major redesign and usability upgrade to our website, www.plannedparenthood.org/centralnc. Visits to PPCNC’s website have increased 380% and online donations have increased tenfold.
- We celebrated 25 years of serving the community this past year. Planned Parenthood Federation of America President, Cecile Richards, and 200 supporters joined us for our 25th Anniversary Dinner and Awards ceremony. We were pleased to present the following awards: Margaret Sanger Awards to Karen Bley, Betty Craven and Michael Warner; the Muriel Easterling Volunteer Award to Dr. Jane Brown; and Responsible Choices Awards to Monika Johnson-Hostler and NC Representative “Mickey” Michaux.
- We received 7 bequests and more than 15 other donors let us know that Planned Parenthood is named in their will.

PLANNED PARENTHOOD OF CENTRAL NC

OPERATING REVENUE AND SUPPORT

	FY07-08
Patient Fees	\$2,030,594
Contributions, Grants, Contracts	\$2,338,445
Other Revenue	\$27,292
	\$4,396,331

OPERATING EXPENSES

Patient Services	\$2,509,807
Education, Training, and Research	\$233,818
Public Affairs	\$228,277
Management & General Expenses	\$272,858
Fundraising	\$495,349
	\$3,740,109



Staff List

Janet Colm

CEO and President

Karen Bley

Chief Operating Officer

Joyce M Mitchell-Antoine

Chief Development Officer

Charles Monteith, Jr., MD

Medical Director

Cari Boram

Patient Services Director

Emily Adams

VP of Education and
Organizational Development

Leigh Sweet

Human Resources and
Administrative Manager

Paige Johnson

VP of Public Affairs and
Communication

Mitchell Price

Director of Development and
Marketing

Ada de la Vega

Alex DeSousa

Alison Kiser

Andee Mulrooney-Jones

Ayana Chandler

Barbara Schroeder

Claudia Clarke

Cora Doss

Darlene Esper, MD

Diana Jimenez

Elizabeth Dicker, PA-C

Emma Seymour

Frances Ventre, CNM

Gontran Aljure

Hubert Williams

Jennifer Benitez

Jennifer Biermann, PA-C

Jennifer Ferris

Jeremy Brown

Jessica Ackley

Julieta Velez

Kara Millett

Karla Rodriguez

Latasha Gerald

LaTosha Hood

Laura Cabrera

Leigh Kaliss

Malana Moshesh, MD

Mary Beth Kaneklides

Mary Dickinson

Mary Jo Hudak, RN

Mayra Rodriguez

Michelle Manges, RN

Molly Chadbourne

Monika Simmons-Thigpen

Nadia Villafana

Nelly Olivares

Osiris Sierra

Pamela Swanson, NP

Liz Perez

Regan Brown, NP

Sydney Spangler, CNM

Vanessa Floyd

Vanessa Roth

Vida Boateng

Walter Faribault Jr., PA-C

PPCNC Board 2007-2008

Tom Fiore,

Chair

Mary Braxton Joseph,

Chair Elect

Donna Chavis

Vice Chair

Kim Strom-Gottfried

Secretary

John Olson

Treasurer

Dan Hudgins

Assistant Treasurer

Angela Gantt

Betty Craven

David Katz

David Work

Frankie Price Stern

Joan Cates

Krista Perreira

Lida Coleman

Linda McAlister

Mary DeYampert McCall

Patti Thorp

Terry Hodges

PPCNC Action Fund Board 2007-2008

Susan Austin,

Chair

Adrienne Fox,

Vice Chair

John Olson,

Treasurer

Janet Colm,

Secretary

Adam Stein

Bob Chapman

Diana Nelson

Ellen Scouten

Jan Allen

John Olson

Lanya Shapiro

Pat Spearman

Rebecca Davidson

Sharon Thompson

Terry Hodges

www.plannedparenthood.org/centralnc

1765 Dobbins Dr.
Chapel Hill, NC 27515-3258
Phone 919 929-5402

105 Newsom St., Ste 101
Durham, NC 27704

951 S. McPherson Church Rd., Ste 108
Fayetteville, NC 28303

“I would love for the controversy surrounding reproductive rights to no longer be an issue in 25 years or sooner... I hope that as a society we can elevate our collective consciousness to a level at which a woman’s right to choose is the norm and where all peoples have access to the education, services, and knowledge that will help them be healthier and more capable of choosing the best for themselves and their families.”

Alex DeSousa,
Family Planning Manager

