

CHOICE MATTERS

news from planned parenthood of delaware



Fall/Winter 2010

www.ppdel.org



Big changes make The 6th Annual Chocolate Festival an even bigger success!

On Friday, October 22, almost 300 friends and supporters joined the PPDE staff, Board, and volunteers for our Sixth Annual Chocolate Festival.

There were few places you could go in Hagley Museum's Soda House that didn't have the tantalizing scent of chocolate in the air. Our attendees enjoyed various desserts from over fifteen different pastry chefs while indulging in our event's signature chocolate martinis.

A special thank you to our chocolate committee, vendors, auction donors, and Moro Restaurant - who helped us achieve a 50% increase in revenue over last year!



2010 Chocolate Festival

- Over 290 attendees!
- 110 auction items!
- 100 pounds of chocolate!
- 8 cases of wine!



SETI gets a new look!

The Sexual Education Training Institute (SETI) of Planned Parenthood of Delaware will continue to provide comprehensive sexuality education, professional development, and outreach to youth, adults, parents and professionals, but they will do it with a new look...



Newsworthy

A special applause:

Phylicia Johnson is one of the newest faces of PPDE. She started during the summer as a client safety escort. As she became involved, she decided she wanted to do more with Planned Parenthood, and she started working on community outreach and advocacy events. Phylia is pursuing her degree as a Medical Assistant, and is completing her clinical externship in our Wilmington center. However, she continues to be involved with other volunteer opportunities.



Upcoming events:

January 26 – 80th year, PPDE birthday celebration, Greenville Country Club

January 20 – The 38th anniversary of Roe vs. Wade Film Night, Theatre N

March - April – Pledge a Picket Campaign



Notes from Nanci



For the past few months we have watched the media focus on politics, candidates, healthcare and even Delaware. What is not mentioned is the importance of Planned Parenthood of Delaware's mission work and the impact it would

have on the State if we did not exist.

Ask yourself, what would happen to our community if there was no Planned Parenthood? Where would our clients go? We have been around for almost 80 years, and during that time we have experienced many ups and downs. The challenges we face today include the lack of federal and state funding, as well as an increase in clients near or below the federal poverty line. There is no question these are hard times, but imagine a world without a Planned Parenthood.

Thanks to our dedicated supporters we have stayed focused and strong. As we come to the end of a memorable year, I would like to thank the donors, clients, board members, legislators, volunteers, staff, law enforcement and doctors who have helped to ensure that PPDE doors stay open, and clients receive the best possible care.

You have been there for us, and we are committed to be here for our clients.

Nanci Hoffman
President & CEO Planned Parenthood of Delaware

Public Affairs

Delaware Pro-Choice Voters Speak

Pro-choice voters in Delaware had a great election season. Pro-choice legislators were elected on the federal level (Chris Coons for US Senate and John Carney for US House), and the majority of the State Senate and State House remain pro-choice. And Delaware picked up three new pro-choice legislators in the State House.

The Planned Parenthood Advocacy Fund of Delaware (the advocacy arm of Planned Parenthood of Delaware) made over 3400 contacts with pro-choice voters, educating them on the best candidates for women's health issues and supporting choice.

Looking ahead, support among legislators for women's health and reproductive rights will be vital as we face battles over family planning, implementing national health care, and choice.

Thank you to everyone who turned out to support reproductive rights on Election Day!

Collaborations

SETI Collaborative Partnerships

- Boys and Girls Club of Wilmington
- Eastside Charter School
- Stanton Middle School
- Duffy's Hope Glasgow High School – up to 20 students
- YWCA - Marian Hinson Home Life Management Center "Residents" mostly women, some men (couples)
- Baylor Women's Correctional Institution - Women's Pre-Release program

Topics included: Promoting Abstinence, Birth Control, Decision Making, Safe Sex Behaviors



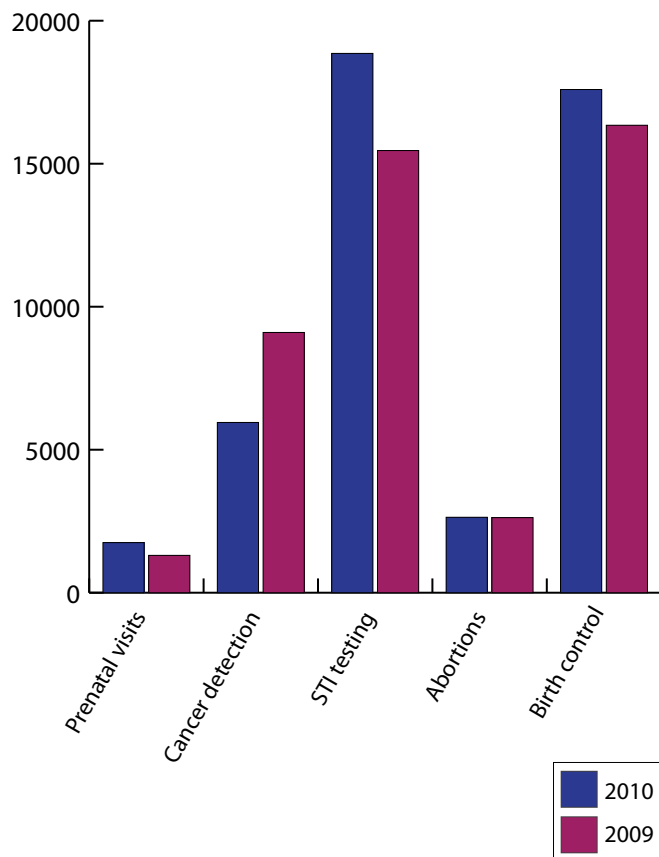
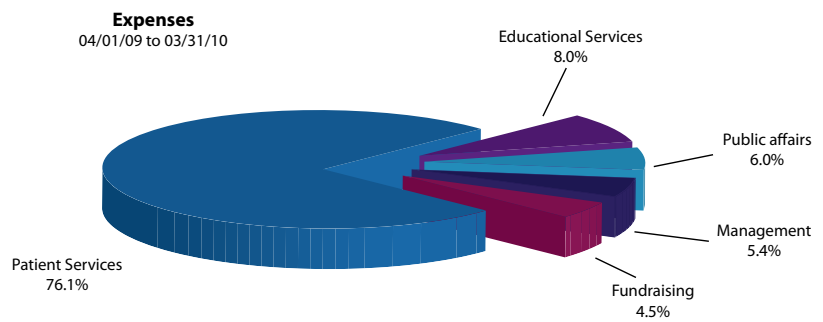
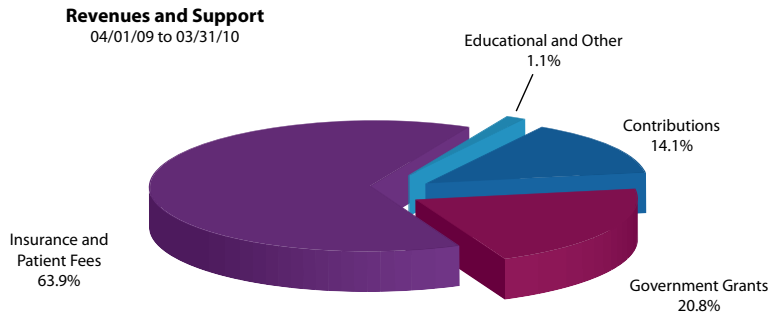
Medical

Summary of Services

Contraception	FY 2010	FY 2009	
	Units Distributed		
Condoms	7431	6402	1029
Pills	4807	4924	-117
Plan B/EC	2130	2035	95
Evra Patch	321	307	14
Nuvaring	948	907	41
IUC	236	147	89
Depo Shot	1722	1623	99
	17595	16345	1250
Cancer Screening	Exams Given		
Pap Smears	3334	3652	-318
Coloscopy	141	104	37
Breast Exams	4736	4469	-2374
Gardasil	383	875	-492
	8594	9100	
STI Procedures Men/Women	Tests Performed		
STI Tests	17898	14445	3453
HIV Tests	959	1016	-57
	18857	15461	
Prenatal			
Visits	753	790	-37
Prenatal clients	192	214	-22
Pregnancy Tests	1752	1306	446
Abortion Procedures			
Abortion Pill	986	918	68
In Clinic Procedure	1652	1708	-56
Summary	FY 2010	FY 2009	
Prenatal visits	1752	1306	446
Cancer Detection/Prevention	8594	9100	-3147
Disease testing	18857	15461	3396
Abortions	2638	2626	12
Birth control	17595	16345	1250

2010

FY 2010 Financials





Did you know?

Clients are confronted by up to 5 protesters per week.

We have been performing contraceptive care since 1932.

65% of our clients are from New Castle County

16 % of our clients are from Kent County

12% of our clients are from Sussex County

7% of our clients are from out of state

PPDE supports the Roller Derby



“Life is a contact sport - just like roller derby. Planned Parenthood can help keep you safe.”

Last season, PPDE teamed up with the Diamond State Roller Girls to promote services during all their games. It was a great opportunity to reach hundreds of derby fans, and a lot of fun.

Volunteers

Department	Hours	% of total hours
Administration	407.75	9.45%
Development	113.5	2.63%
Education & Training	402.25	9.32%
Finance	57.5	4.20%
Medical Services	1916.25	44.40%
Public Affairs	1294.5	30.00%
Total Volunteer Hours	4316.5	100%

Total number of volunteers* 74

*Excludes Board and staff volunteering outside of their job description.

Public Affairs

FY 10 was busy for the Public Affairs Department. With a new emphasis on social media, PPDE completely revamped its website, expanded its Facebook page, and added Twitter to the list of outreach tools. The website is now easier to navigate and contains all new information about sexual and reproductive health, community education and training programs, and advocacy. Twitter and Facebook were used to reach supporters and friends in the new media universe; sharing information and seeking feedback from the Delaware community. An upgrade in the e-mail system allowed local and national Planned Parenthood to message about how to protect choice, strategies for outreach to elected officials, and provide updates on local and national political issues.

On community outreach, Planned Parenthood reached thousands of Delawareans through its information tables in FY 2010. Through events such as the AIDS Walk, Apple Scrapple, Cinco de Mayo and August Quarterly, Planned Parenthood staff and volunteers distributed information on services, family planning, STIs, and women’s health, safer sex packs, and more.

On advocacy, PA staff and volunteers held successful Lobby Days on both the state and federal levels. The federal lobby days were held on Capitol Hill and focused on the need for national health care. The state lobby days in Dover were on clinic security, family planning and preparing for national health care implementation. A special thank you to Senator Tom Carper and Governor Jack Markell for sharing their time.

Public Affairs led several special campaigns, including Get Yourself Tested Month in April for STD testing, National Latino Aids Awareness Day, and Breast Health Month in October. These campaigns were designed to remind Delawareans about the importance of health testing and cancer screenings. PPDE received extensive media coverage from the events; including print media, on-line, and radio.

Finally, volunteers continue to be a key part of the PPDE family. The PA staff recruited, screened, and placed many terrific volunteers in FY 2010. A very special thank you to everyone who gave us their time. We could not do our work without you.

Supporting Planned Parenthood of Delaware

Essential partners in our mission are our funders – generous foundations and individuals who also believe in a place where healthy women can go to be educated and supported while forming a plan. Planned Parenthood of Delaware offers donors the following creative options for helping to support our mission. To use our convenient and secure website to make a gift, log on to www.ppdel.org or call 302-655-7296 extension 33, to speak to someone on our donor services team.

Give an Annual Gift: Would you like to support a specific program? Make a donation to any one of these programs:

Family Planning

Well women exams that include cancer screenings and contraceptive management for women of all ages, as well as sexually transmitted infection testing for women and men.

Prenatal

Comprehensive care for pregnant women through post partum.

Sexuality Education (SETI)

Classroom sessions, professional trainings, one-on-one consultations.

Advocacy

Grassroots organizing, legislative contacts and community outreach.

Development

Help Development continue to raise funds, make new friends and keep the old.

Greatest Need

Wherever I can make the greatest impact.

Legacy Gift: Bequests and life income gifts help ensure reproductive freedom for future generations. If you would like more information on how to become part of the Choice Society or if you would like us to know about your generous act please call.

Gifts of Stock: Receive a charitable deduction for the full, fair market value of your gift to PPDE, along with an exemption from capital gains tax on shares you have owned for at least one year.

Giving in the Workplace: Help sustain Planned Parenthood of Delaware through United Way and other workplace matching gift programs.

Administration

625 Shipley St.
Wilmington, DE 19801
Phone (302)655-7296
Fax (302)655-1907

Medical Centers

Wilmington

625 Shipley Street
(302)655-7293

Newark

140 East Delaware Avenue
(302)731-7801

Dover

805 S. Governors Avenue
(302)678-5200

Rehoboth

18585 Coastal Highway, Unit 19
(302)645-2737

Officers

Steven R. Director
Chair

Susan A. Herrmann
Vice Chair

Francis N. Mase
Vice Chair

Terri L. Tipping
Treasurer

David B. Brown
Secretary

Board of Directors

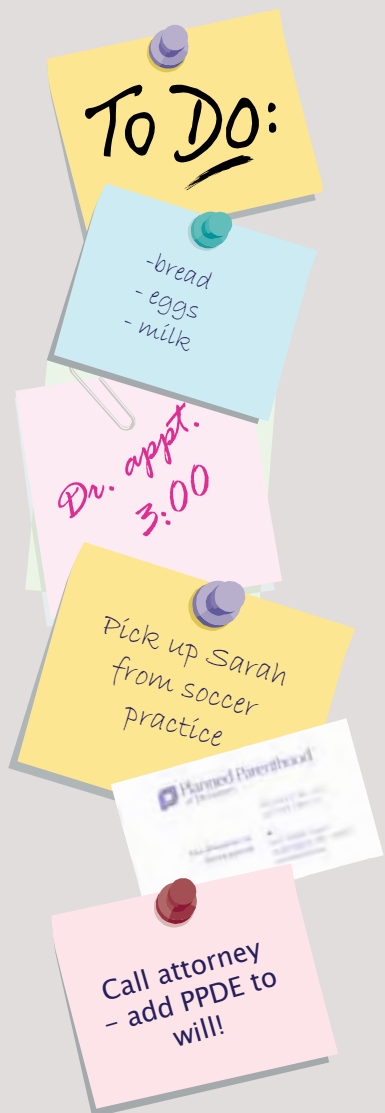
Mary Jo Anderson
Kyle Bottorff
Nancie Congemi
Charles J. Durante
Richard L. Easton
Kathleen Epler
Ruth Frangopoulos
Marilyn Hayward
Douglas Herrmann
Robert L. Hickok, Jr.
Karen Hudson
Amy H. Hughes
Nicole Majeski
Patricia Purcell
Marianne (MQ) Riding
Pamela J.P. Robinson
Jocelyn Scot
Renee Simonton
Marilyn Whittington
Julie Wilgen

President & CEO

Nanci Hoffman

2010

The Choice Society



Give a one time gift today and support any one of our programs. Give a legacy gift tomorrow and know you're the reason those programs will always exist.

For more information on ways to give and getting involved please contact the Development department at 302-655-7296. Elizabeth Dougherty ext.33 and Chris Knowles ext.27 will be happy to assist you.

Gifts of Tribute

These gifts have been made to honor and remember the people we hold dear, and to sustain our hope for the future. Tributes have been made to Planned Parenthood of Delaware in the names of the following:

Gifts received between May 1, 2010 and October 31, 2010.

In Memory of Julian Agoos
Mr. and Mrs. Harold F. Measley

In Memory of Molly O'Hear
Mr. and Mrs. Stanley King
Dr. and Mrs. William D. Shellenberger

In Honor of Dequilla Hurford
Anonymous

Foundation Gifts

Crystal Trust
Longwood Foundation Inc.
Welfare Foundation Inc.



Want to get involved?

Roe v. Wade Commemoration

Thursday, January 20, 2011

6:00 p.m.– 8:00 p.m.

“12th & Delaware”

The HBO Documentary on a Florida street corner with an abortion clinic and crisis pregnancy center.

Planned Parenthood of Delaware & the Coalition for Choice

Theater N
1007 N. Orange Street
Wilmington, DE



Support choice, family planning, age-appropriate sex ed, and other reproductive health issues! Want to do something to protect women's health? **Volunteer!**

You can join an auxiliary group: Clergy for Choice, Republican Choice Action Network, Young Advocates and Vox.

You can also volunteer to escort clients into our building during protests, do community outreach at local events, engage with our Development or Education Departments, help host special events, and get involved in our advocacy work at the state and federal levels.

Regardless of how you get involved, each volunteer allows Planned Parenthood to positively impact the lives of women, men and teens in Delaware.


For more information, contact atanev@ppde.org.

Stand on the Brand

In an effort to strengthen our marketing efforts PPDE has joined forces with the Better Health Consortium in the purchasing of a branding campaign. The campaign came from a west coast affiliate that was offering all Planned Parenthood affiliates the opportunity to use the materials for a small fee. “This is exactly what Planned Parenthood needs; the more the affiliates work together the stronger the impact we have on the community,” said Nanci Hoffman, CEO.

PPDE plans to work with the Better Health Consortium, which includes ten affiliates in Pennsylvania, New Jersey and Delaware over the next year to promote services and build a stronger community presence.

Someone you know has
been through more
than you will ever know.

 Planned Parenthood
of Delaware
WE'RE HERE.™

Well-woman exams · Family planning · Breast health care · Parent education
HIV testing · Emergency contraception · Cancer screenings · Comprehensive sex education
WWW.PLANNEDPARENTHOOD.ORG/SUPPORTPPDE