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PLANNED PARENTHOOD
OF SOUTHWEST and CENTRAL FLORIDA

ANNUAL REPORT

OUR VISION

OUR MISSION



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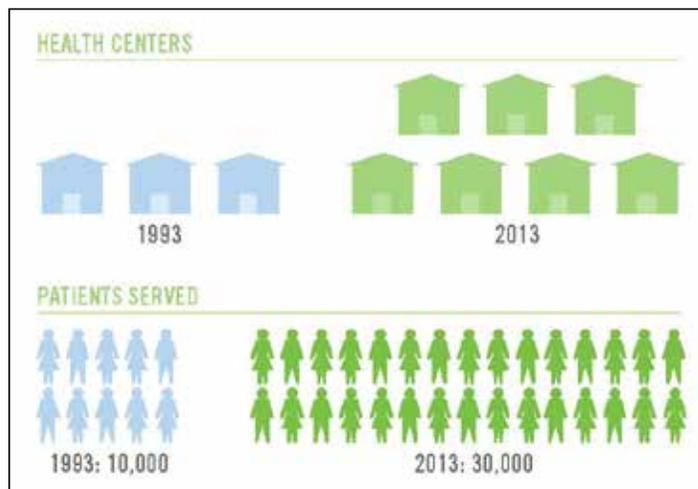
The mission of Planned Parenthood of Southwest and Central Florida, Inc. is to ensure the right of all individuals to manage their sexual and reproductive health by providing medical services, education and advocacy.

Planned Parenthood of Southwest and Central Florida seeks a world in which all women and men have equal rights, dignity and privacy; where sexuality is expressed with honesty, equality and responsibility.

We believe that every child should be a wanted and cared for child and that the decision to bear children is private and voluntary. We believe in the fundamental right of each individual to manage her or his sexual health, regardless of income, marital status, race, religion, ethnicity, sexual orientation, age, national origin, or residence.

CELEBRATING 20 YEARS OF ACCOMPLISHMENTS

Barbara Zdravecky, our CEO and President, embraced her role of leadership at Planned Parenthood of Southwest and Central Florida 20 years ago. In those two decades, she ushered our Planned Parenthood through a period of unprecedented growth and accomplishments. Many of those milestones are highlighted throughout this report. In honoring where we've been, we look to the future with confidence.



1993

Collaborate with the US Government to publish the first SOURCE video for national distribution

1996

Became the first Planned Parenthood in Florida to offer abortion services

Dear Planned Parenthood Supporter:

In November 2013, CEO Barbara Zdravecky reached 20 years of leadership for our Planned Parenthood, and the Board of Directors is recognizing and celebrating her years of service and accomplishments during the coming months and in this Annual Report. As Barbara shares “It sounds trite to say that the time has flown as I never expected to be a ‘Company Girl’, but the passion for our continued struggle, the joy of working with such a tireless and talented local and national staff and the wonder of the gift of time, money and advocacy given so selflessly by the Board Members, volunteers and donors has kept me energized and focused on the women who need our services.”

That motivation has been especially helpful as we dealt with the challenges we faced this past year. Our affiliate joined in the national effort to get the Affordable Care Act rolled out in our communities by educating patients and organizing teams to call and travel door-to-door to help community members with questions and encourage sign-ups. With this policy change, women will finally have the opportunity to access health care without a financial penalty for being female, and will benefit from the preventive care of mammography, pap smears and access to birth control, all with no copayment. As a trusted essential community health provider under the law, we are here to help our patients access that care, no matter what.

Yet the complexities of business operations have increased the expense of keeping our doors open and ready for these newly insured patients. Negotiating this new world of health care with electronic health records and adopting systems for accepting health insurance is a great challenge to have. But our work toward this broader mission has impacted our margin, and we are grateful to our supporters for their commitment and generosity in securing the financial gap during this time of great transition.

As we focus on reaching out to our patients, we also face an alarming number of political challenges. The opposition to family planning and abortion services has dramatically increased in state legislatures, cutting off funding and access to care. More than 700 restrictive provisions were introduced in early 2013 related to reproductive health care, sex education and birth control, with more than half focused on abortion access. So many of these laws, as we’ve seen in Texas and North Carolina, lead to unnecessary and expensive regulations that could put Planned Parenthood abortion providers - those who also provide vital preventive family planning services - out of business. It’s startling to think that Florida may become the point of access to care for these mostly poor women throughout the southeast. And we must be prepared to engage in our own upcoming legislative battles!

Despite the somber atmosphere, we remain optimistic that the resilience that Planned Parenthood leaders have provided for almost 100 years of struggle will prevail and that our daughters and granddaughters will benefit from this century old effort. The majority of Americans support our work, as recent research and election results have demonstrated. Thanks to the continuing support of so many in our service area, we will continue fulfilling our mission by caring for even more people in the months and years ahead. No matter what.

Respectfully,



Barbara A. Zdravecky, President/CEO



Carolyn Johnson, Chair of the Board of Directors

1996

Introduce services for male patients, which will grow to include the diagnosis and treatment of sexually transmitted diseases, testing and counseling for HIV/AIDS, and vasectomies



Carolyn Fitzpatrick

DO YOUR ACTIONS DEMONSTRATE YOUR VALUES?

Carolyn Fitzpatrick asked that question for over 30 years as a bank Trust Officer and, even after five years of retirement, continues to bring it up with friends when they talk about the causes they support. “A planned gift in any amount is an expression of belief in the mission and work of a charitable organization. It doesn’t affect your current cash flow or change your lifestyle. Most people of all ages, backgrounds and all kinds of financial capacity have the opportunity to create a lasting legacy.”

For Carolyn, including Planned Parenthood in her estate plan was an easy choice. She had been involved with women’s organizations in Sarasota ever since she moved here from Chicago in 1977. When she met Jan Chester and education staff in the mid ‘90s, she was quickly drawn in to numerous projects with Planned Parenthood.

Her commitment has led her to Lobby Days in Tallahassee, planning and attending the 2004 March for Women’s Lives in DC, providing administrative help in the offices and health centers, supporting candidates for office and to chairing the silent auction for the Annual Dinner with her other Planned Parenthood pals for many years.

Her dedication to community involvement extends beyond Planned Parenthood! Carolyn serves on the Partners Board with WUSF Public Media, believing that truth and honest discussion on timely topics in broadcast media is critical.

When she’s not volunteering her time, Carolyn is often out and about enjoying lunches with friends and attending cultural happenings. However, when you see her, don’t be surprised if she steers the conversation to politics and women’s rights. She says, “I tell people ‘you can help your fear of things going backwards by demonstrating your values; make your intentions known today with a planned gift. It will empower you and make you feel great!’”

Planned Parenthood depends on Legacy Society members like Carolyn - and YOU - to play a critical role for the future women and men who depend on our services.

Please consider joining the Margaret Sanger Legacy Society today and becoming an integral part of our sustainability. Contact Jan Chester at (941) 556-1246 or jan.chester@myplannedparenthood.org to take the next step in creating your meaningful legacy.

MARGARET SANGER LEGACY SOCIETY MEMBERS

Members of the Margaret Sanger Legacy Society have made legacy commitments to Planned Parenthood of Southwest and Central Florida through bequests in their wills, gifts of life insurance, gift annuities, real estate, charitable remainder trusts, and other means. Through these gifts, they will continue to fund the services and programs they supported in their lifetime in perpetuity.

MORE NOTABLE MOMENTS

1997

Establish education programs in Lee and Manatee Counties

1998

Merge with Polk County affiliate, adding two health centers in Lakeland and Winter Haven

2009

Hire first full-time Medical Director to oversee health care services, implement research and training programs

2011

Establish medical training programs with University of South Florida for medical and nursing students throughout our service area

2011

Expand Tampa health center and medical services through purchase and renovation of office condominium unit

2012

Anti-women's health Amendment 6 is defeated by 11 points

2012

Raise \$900,000 to fund our transition to electronic health records, keeping our medical infrastructure current and flexible

2012

Receive and match \$300,000 challenge grant in reaction to Komen Foundation threat to defund Planned Parenthoods

2012

Receive first Federal Grant to implement evidence-based program helping at-risk teens stay in school and prevent pregnancy

2013

SOURCE completes its first web-series, Freefall, whose episodes have now been viewed more than 100,000 times

2013

Grow VOX, college chapters of Voices for Planned Parenthood, to five chapters and increased online activist numbers to 60,000

2013

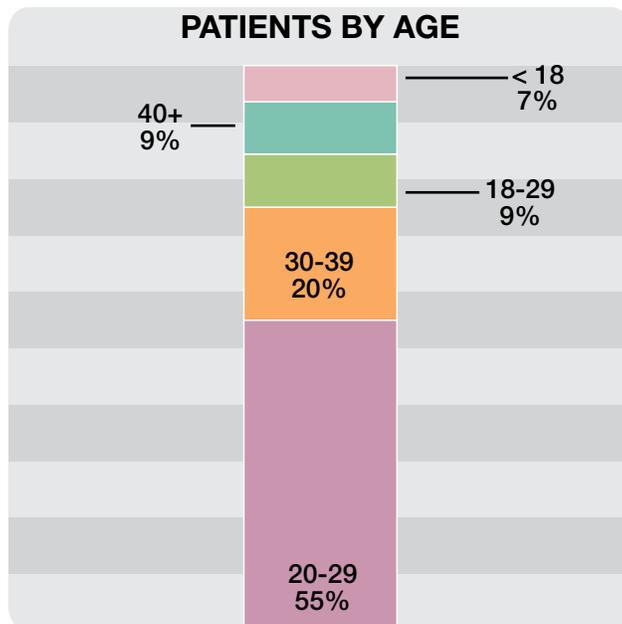
We begin accepting insurance for the first time as we implement new business and patient care systems to meet health care reform needs

SERVICES: MEDICAL

CARE. NO MATTER WHAT.

This past year has brought some remarkable changes to our patient services arena. Some accomplishments that we're particularly proud of are:

- **Becoming more accessible to our patients through accepting insurance.** In May 2013, we began accepting health insurance through an exceptional effort by our patient services and finance staff. This change has been very well received by patients who appreciate being able to use their insurance at a provider they trust.
- **Receiving the Affiliate Excellence Award for Clinical Training from Planned Parenthood Federation of America.** The award recognized our learning environment for trainees such as medical students, nurse practitioner students and Ob/Gyn residents, as well as the ways in which our program creates Planned Parenthood advocates and helps us recruit staff members. Our trainees enjoy their experience so much that many of them choose to work with us once they are finished!
- **Recognition at the state and national level for our leadership team.** Our Medical Director, Dr. Sujatha Prabhakaran, was selected to join the board of the Florida Section of the American College of Obstetricians and Gynecologists, and Melissa Papania, our Director of Patient Services, was elected Chair of the Planned Parenthood National Patient Services Council.
- **Funding to help our patients access breast health services.** A breast health grant allows us to provide access to diagnostic testing for women whose exams reveal a breast lump. This grant has allowed us to provide funding for testing to more than 50 women who might not otherwise have been able to afford the care they needed.



This year, 84% of our patients were between the ages of 18-39

KEY MEDICAL SERVICES

Total Patients	25,869
Plan B (<i>emergency contraception</i>)	5,856
Pregnancy Tests	5,335
HIV Tests	2,590
Surgical Abortions	3,147
Abortion by Pill	2,031
Colposcopies*	290
LEEP**	29
Vasectomies	229

* procedure to remove potentially cancerous cervical tissue

** procedure to evaluate an abnormal PAP smear

1998

Establish education programs in Pinellas and Polk Counties

2000

Open a location in St. Petersburg, bringing our affiliate to six health centers

THE FIGHT NEVER QUITS AND NEITHER DO WE.

From a whirlwind election season to a tough legislative session, we were certainly kept busy last year. Our dedication to building and leveraging the power of our community remained strong through it all, and we added over 12,700 supporters to our Action Network! Together, we had some great successes protecting access to our health care:

- Planned Parenthood defeated Amendment 6 by 11 points on Election Day. With the help of nearly 70 coalition partners across the state, we knocked on over 20,000 doors, called 130,000 voters and sent out nearly half a million pieces of mail! Our efforts made Planned Parenthood the fourth largest PAC in the state in 2012.
- In January we celebrated the 40th anniversary of Roe v. Wade in Tampa, St. Petersburg and Sarasota. Last year we held our first annual *Rock n' Roe* event in Sarasota which brought in new young and diverse supporters.
- We successfully defeated or amended all of the anti-women's health bills in the 2013 Florida legislature.
- 14 college-age supporters came with us to the Youth Organizing & Policy Institute in DC for training to become a Planned Parenthood advocate. They even had the chance to lobby our Congressional representatives and their staff!



Planned Parenthood college supporters after meeting with Congressman Alan Grayson in DC in July 2013.

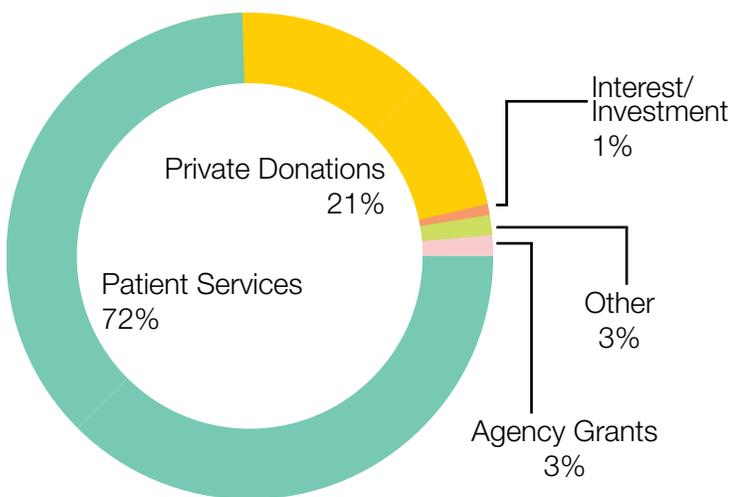
2001
Introduce mifeprestone (medical abortions) as an option to surgical abortions

2004
The SOURCE receives the Red Ribbon Excellence Award for HIV/AIDS prevention education from the Florida Department of Health in conjunction with The AIDS Institute

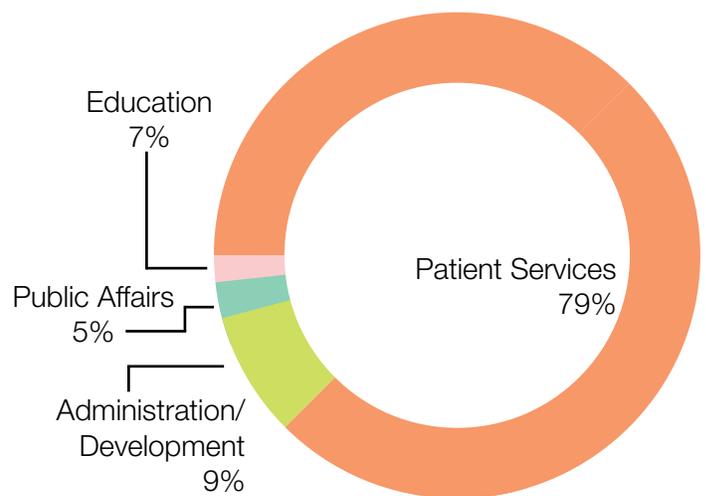
FINANCIAL REPORT

	2013	2012
Earned and Support Revenue		
General Operations		
Patient Fees	\$6,635,263	\$6,494,559
Interest/Investment	119,870	31,588
Other	260,510	163,205
Private Donations	1,976,619	1,832,642
Agency Grants	268,678	74,033
Total Operating Revenue	9,260,940	8,596,027
Gain/(Loss) on Investments	309,721	21,253
Gifts for Capital Use & Planned Gifts	238,381	92,642
Program and Support Services (depreciation not included)		
Patient Services	7,181,191	6,832,488
Education	678,093	531,461
Public Policy	424,903	307,787
Administration & Development	838,595	757,618
Total Expense	\$9,122,782	\$8,652,204
Net Assets at End of Year	\$8,696,798	\$8,641,990

PROGRAM REVENUE & SUPPORT

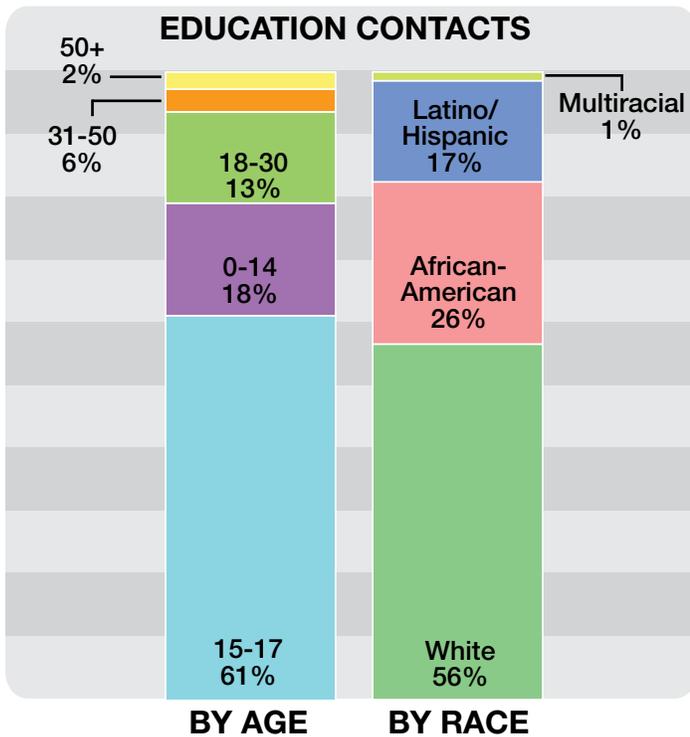


PROGRAM EXPENDITURES



2004

200 advocates and supporters travel to Washington, D.C. to take part in the March for Women's Lives



ONE STUDENT AT A TIME

Our Education team experienced tremendous success this year. One of our most notable accomplishments was the implementation of our first federally funded teen pregnancy prevention program, Wyman’s Teen Outreach Program (TOP®).

TOP® is a nationally replicated, evidence-based program designed to empower teens to stay in school and achieve success. Through a combination of curriculum-guided group discussion and volunteer service learning, TOP® promotes the positive development of adolescents – reducing the risk of problem behavior while developing healthy behaviors, life skills and a sense of purpose in participants.

Between January and June 2013, we implemented a pilot program serving 246 at-risk youth in partner sites across Hillsborough, Pinellas, and Polk Counties. Our partners include public housing facilities, high schools with teen populations identified as at risk for school drop-out and teen pregnancy, foster care facilities, and youth-serving agencies. Teens engage in community service projects such as: creating awareness about breast cancer; community clean-ups; writing letters to veterans; making blankets for homeless individuals; and making and sending hand-crafted jewelry to teens in third world countries.

This success was a tremendous motivation as we launched our first year of the 9 month program, which began in August 2013. Our Education team has already expanded the TOP® initiative, adding two new partner sites in Pinellas and Manatee Counties.



TOP participants create posters for Breast Cancer Awareness month. They put up the finished posters in their buildings, where residents wrote messages of support for survivors.

2004

Planned Parenthood Federation of America awards us the Affiliate Excellence Award for Clinical and Social Research for our joint research study about the human papillomavirus (HPV) with the University of South Florida

EVENT SEASON HIGHLIGHTS



2012 HIGH TEA AT HIGH NOON

Nancy Lyon, Peggy Abt, and Judy Zuckerberg



2013 TAMPA CHOICE AFFAIR LUNCHEON

Nancy Natilson, Clare Segall, Sara Scher, guest speaker Dawn Laguens, CEO Barbara Zdravecky, Carolyn Johnson and Judy Cahn



2013 MANATEE CHOICE AFFAIR LUNCHEON

Greg Porges, guest speaker Dawn Laguens, CEO Barbara Zdravecky, Amanda Horne and Mary Ann Turner



2013 LEE CHOICE AFFAIR LUNCHEON

Phyllis Brewer, Jill Dillon, Alice Walzer, and CEO Barbara Zdravecky



ARTpool

Supporters and advocates show off their winnings after "Sex Trivia in St. Pete" at ARTpool Gallery

2005

Establish partnerships with the Sarasota County Health Department and Truvine Missionary Baptist Church to provide prevention education and basic clinical services to youth

EVENT SEASON HIGHLIGHTS



COVE CAFE 2013, FORT MYERS

Adrienne Prokop, Alice Walzer, Fran Rose, Muriel Schindler, Caroline LeGette, Barbara King (seated), Phyllis Brewer, Shirley Blumenfeld, Judy Goldenberg, and Marge Peterson



2013 ANNUAL DINNER CHAIRS

Drs. Hardy Schwartz, Allison Silver, Krista Toomre, and Harold Johnson



ART OF SAFE SEX 2013

Guests paying homage to the Roaring Twenties in Tampa



2013 SAFE SEX HALLOWEEN BASH

Boyd Lindsley, Jarred Wilson, Pankaj Amin, Mark Steinwachs, and Michael Farmer



SOURCE

Members put on a high-energy show for our 2013 Annual Dinner guests.

Photo by Rebecca Baxter

2006

CEO Barbara Zdravecky receives the prestigious Ruth Green Award, given to an outstanding Planned Parenthood CEO by her peers for service and leadership to the Planned Parenthood family

COMMUNITY EVENTS



MR. BEERY'S

At our Celebrate Your Sexual Independence friend-raiser in July 2013, a supporter shared her reason for standing with Planned Parenthood: "I am in control of my Sexual Health!"



LOBBY DAY

More than 150 Florida activists stood with us in Tallahassee as we defeated or amended eight bills that attempted to restrict women's access to health care.



HAMBURGER MARY'S 2013

Tampa showed their support by joining us for an evening of drag queen Bingo & prizes!



PRIDE

Fifty Planned Parenthood supporters handed out hundreds of condoms and condom leis in St. Petersburg to more than 100,000 upbeat parade attendees at the largest Pride parade in Florida.

UPCOMING 2014 EVENTS

January 28, 2014

LEE CHOICE AFFAIR LUNCHEON
Lexington Country Club

February 4, 2014

TAMPA CHOICE AFFAIR LUNCHEON
Maestro's at the Straz Center

February 5, 2014

MANATEE CHOICE AFFAIR LUNCHEON
Renaissance on 9th

March 13, 2014

CELEBRATE! Planned Parenthood
Annual Dinner Event
USF Sarasota-Manatee Campus

*For information about sponsorships, please contact us at 941.365.3913 ext. 1045.
To purchase tickets online, please visit MyPlannedParenthood.org.*

REACHING BEYOND TRADITIONAL PLATFORMS

We've been building our social media presence for the past few years, and are excited about our recent growth. We're reaching over 80,000 people each year through our posts on Facebook, and have served as a resource for others within the Planned Parenthood family on how to establish a successful presence on Tumblr (a microblogging platform). We're especially thrilled by the fact that our blog, *The Feronia Project*, is reaching out to new supporters: in a recent month, over 90% of our visitors had never visited a Planned Parenthood site before!

We are making use of Planned Parenthood's nationally-available online tools. Their products are targeted at both teens (PlannedParenthood.org/Apps) and young adults (PlannedParenthood.org/All-Access). Young people looking for more individual feedback can now interact live via text or web with health educators. (PlannedParenthood.org/Chat)

We are marketing our services through non-traditional partners, including advertising with local streaming radio stations, establishing a presence on websites that will increase traffic to our own resources, and maximizing the number of potential patients who are seeing our message in digital form.



WORRIED HOW
**HEALTHCARE
CHANGES**
AFFECT YOU?

LEARN MORE

941.953.4060

**Planned
Parenthood***
Care. No matter what.
Planned Parenthood of Southwest & Central Florida, Inc.

**WHO SAYS
HEALTHCARE
ISN'T AFFORDABLE?**

SHOW THEM YOU CARE.
MAKE AN APPOINTMENT TODAY.

NOW ACCEPTING INSURANCE
at Planned Parenthood
health centers.

1.800.203.PLAN
MyPlannedParenthood.org

 **FACEBOOK**
myplannedparenthood

 **TWITTER**
PlannedParSWCFL

 **BLOG**
feroniaproject.org

 **PINTEREST**
plannedparswcfl

 **YOUTUBE**
Planned Parenthood
or SOURCE Theatre

 **TUMBLR**
myplannedparenthood

 **INSTAGRAM**
PlannedParSWCFL

2007

A ground breaking ceremony is held for our new regional headquarters

2008

Manatee County health center opens, bringing our services to a county with one of the highest repeat teen pregnancy rate in the state

FUND FOR THE FUTURE



OUR GOAL:
\$2 million BAZ fund
\$1 million by March, 2014.

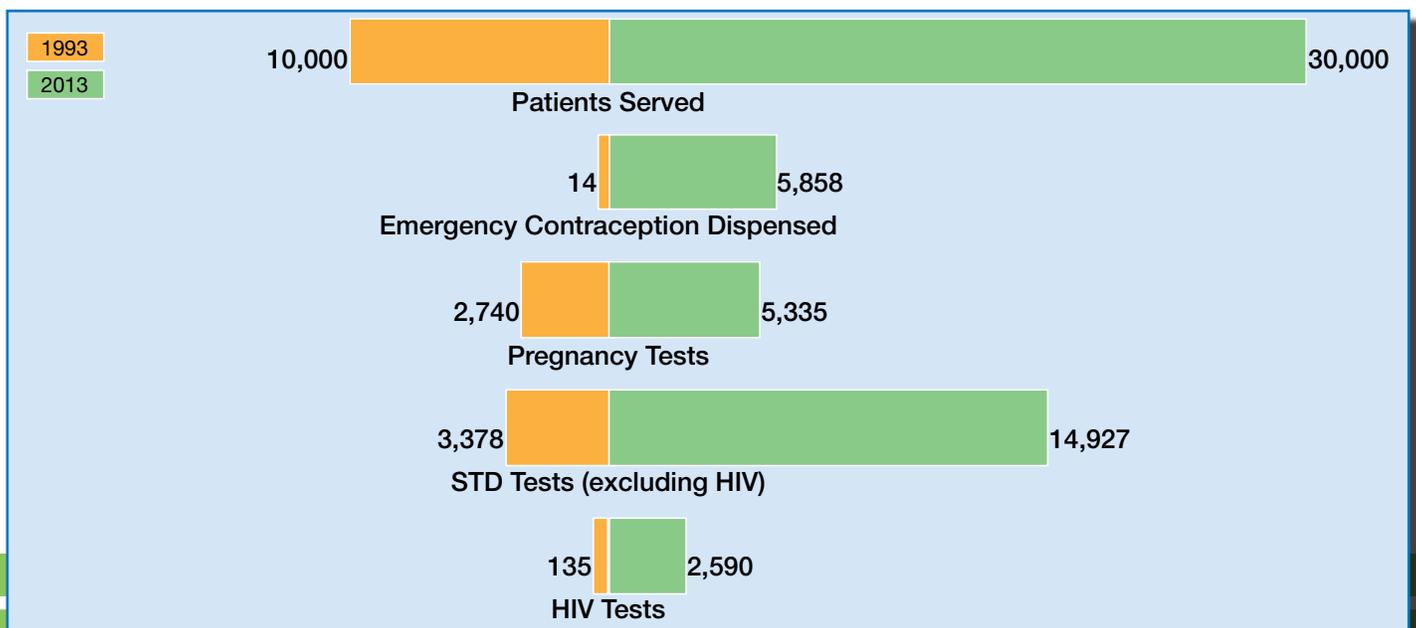
HONORING 20 YEARS OF LEADERSHIP

Supporting her vision for the next 20 years (*and beyond*)

We're proud of our many accomplishments, both in 2013 and throughout our affiliate's history. In recognition of this, and to ensure our readiness to meet future challenges, our Board of Directors has established a new restricted fund. This financial platform will allow us to improve reproductive health and care for new generations in a rapidly changing world. To serve broader patient bases, we must be flexible, open to calculated risk-taking, and work to inspire our region's young people to carry forward the mission of Planned Parenthood.

For more information, or to make a gift or pledge to the Fund for the Future, please contact Jan L. Chester, Vice President of External Affairs by phone at 941.556.1426 or via email at jan.chester@myplannedparenthood.org.

A SNAPSHOT OF 20 YEARS OF SERVICES





Planned Parenthood of Southwest and Central Florida

MyPlannedParenthood.org

Gompertz Family Regional Headquarters

736 Central Ave.
Sarasota, Florida 34236
Phone 941.365.3913
Fax 941.957.1050

OUR HEALTH CENTERS

Fort Myers

239.481.9999

Lakeland Cowles

863.665.5735

Manatee

941.567.3800

Sarasota Walt Cannon

941.953.4060

St. Petersburg

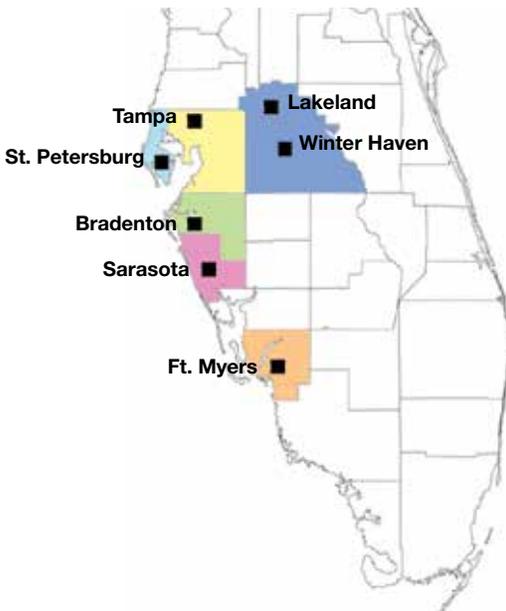
727.898.8199

Tampa

813.980.3555

Winter Haven

863.293.7494



AT PLANNED PARENTHOOD, CARE IS MUCH MORE THAN THE SERVICES WE PROVIDE; IT'S THE WAY WE APPROACH OUR WORLD.

WE CARE.

DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.

WE ARE UNWAVERING IN OUR BELIEF THAT ALL PEOPLE DESERVE HIGH QUALITY, AFFORDABLE HEALTH CARE. WE ARE TIRELESS IN OUR EFFORTS TO PROVIDE EDUCATION AND INFORMATION SO PEOPLE CAN MAKE THEIR OWN HEALTH DECISIONS. WE PROUDLY FIGHT FOR WOMEN TO BE ABLE TO GET THE REPRODUCTIVE SERVICES THEY NEED. WE DO ALL OF THIS BECAUSE

WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE LEAD HEALTHY LIVES.

NO MATTER WHO THEY ARE. NO MATTER WHERE THEY LIVE. WE WILL DO EVERYTHING WE CAN TO GET THEM THE CARE THEY NEED. BECAUSE WE BELIEVE THAT WHEN PEOPLE ARE TRULY CARED FOR, THEY WILL MAKE THEIR LIVES, THEIR FAMILIES – AND EVEN THE WORLD – BETTER AND HEALTHIER. **PLANNED PARENTHOOD. CARE. NO MATTER WHAT.**

ANNUAL REPORT FALL 2013

November 30, 2013

HEALTH CENTER PATIENTS BY COUNTY

Health Center	Patients
Ft Myers	5,579
Lakeland	2,176
Manatee	1,058
Sarasota	4,043
St Pete	3,421
Tampa	7,275
Winter Haven	2,317
Total:	25,869

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