



Health Knowledge Opportunity

 Planned Parenthood[®]
Health Systems, Inc.



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Planned Parenthood Health Systems
100 S Boylan Ave., Raleigh, NC 27603
(919) 833-7526 • www.pphsinc.org

Planned Parenthood Health Systems is a private, nonprofit 501(c)(3) organization operating in four states and headquartered in Raleigh, NC. Our organization is an accredited affiliate of Planned Parenthood Federation of America, the world's largest and most trusted voluntary reproductive healthcare organization.

Visit PPHS online or follow us on
Twitter and Facebook.

twitter facebook

Cover photos: Three education clients in Charlottesville, Virginia; two public policy advocates during door-to-door canvassing in South Carolina; Health Center Manager Kari Vanderwerken provides medical advice to a client and her family in Charlotte, North Carolina.

Dear Friends:

We offer the Planned Parenthood Health Systems 2010 Annual Report with our compliments. Thanks to our loyal donors, advocates and volunteers, our efforts of the past year have resulted in greater health, knowledge and opportunity for tens of thousands of individuals and their families.

PPHS's continued success stems, in part, from more than ten years of prudent resource management. Our organizational well-being enables us to focus our attention on the betterment of others. Today, Planned Parenthood Health Systems remains resilient even as more of our clients are unable to pay for the services we provide them.

We expect to be further tested in 2011. The November elections created daunting political obstacles for us and our clients. We will face restrictive legislation in all four of our states. In addition, we must ensure that reproductive healthcare is not undercut during implementation of the new federal health care reform law.

The health care reform law will require PPHS to invest over a quarter of a million dollars in new equipment, systems and personnel. We must update our medical database system, institute paperless Electronic Medical Records and become more technologically proficient in the delivery of medical care.

We will overcome these challenges and many others thanks to our steadfast supporters and the unwavering commitment of the PPHS staff and Board of Directors. Together, we are able to meet the mission and ideals of Planned Parenthood every day.

Walter W. Klausmeier, Jr.
PRESIDENT/CEO

Britton E. Taylor, MD
BOARD CHAIR



Dr. Britt Taylor (left) and Walter Klausmeier with Senator Dianne Feinstein at a Planned Parenthood conference in Washington, DC.

PPHS Health and Education Centers

Asheville, NC
(828) 252-7928

Blacksburg, VA
(540) 951-5184

Charleston, SC
(843) 628-4380

Charlotte, NC
(704) 536-7233

Charlottesville, VA
(434) 296-1000

Columbia, SC
(803) 256-4908

Greensboro, NC
(336) 373-0678

Raleigh, NC
(919) 833-7526

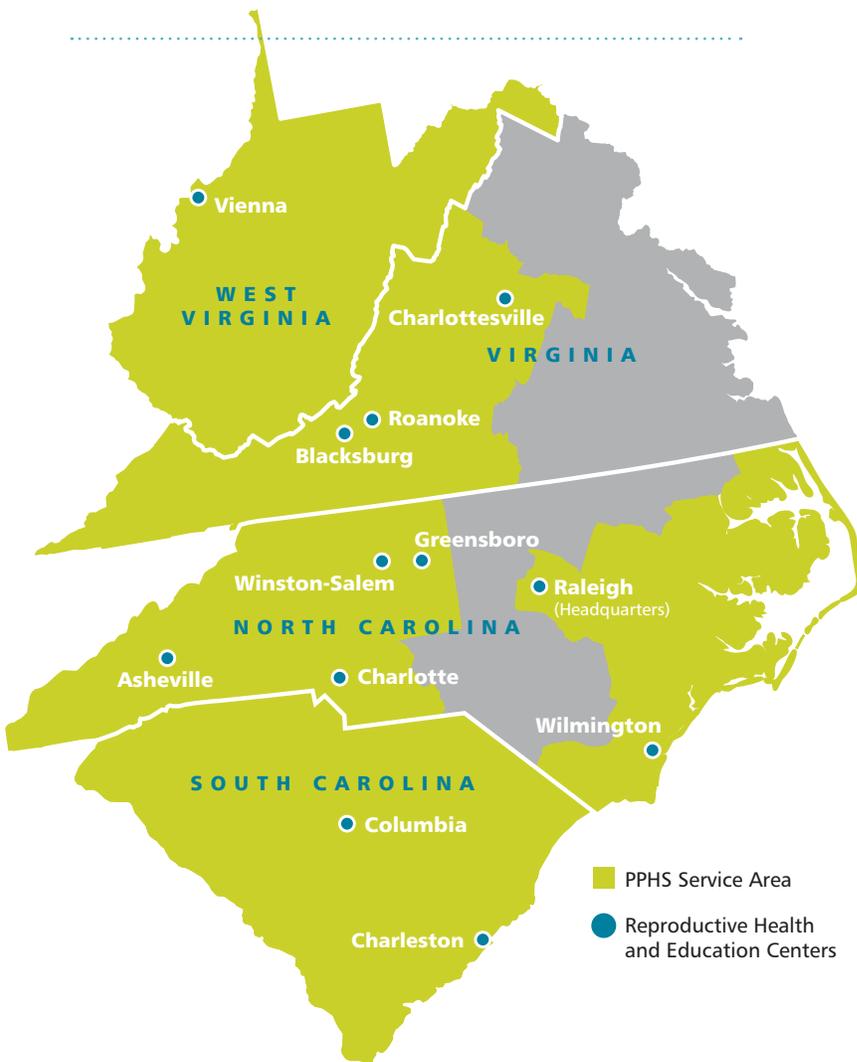
Roanoke, VA
(540) 562-2370

Vienna, WV
(304) 295-3331

Wilmington, NC
(910) 762-5566

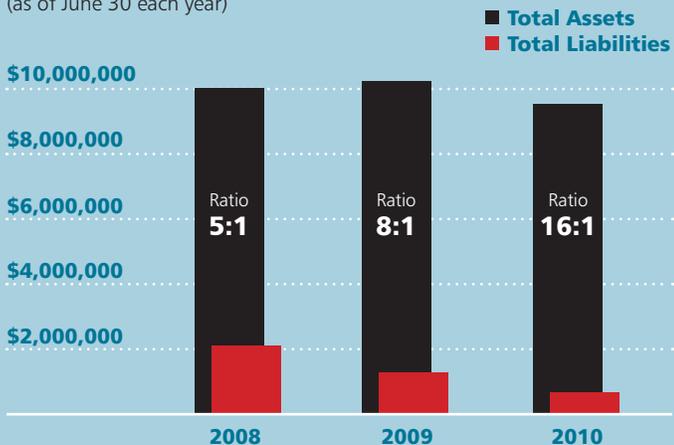
Winston-Salem, NC
(336) 768-2980

PPHS Service Area



Ratio of Total Assets to Liabilities

(as of June 30 each year)



Despite difficult economic conditions, our organization's growing ratio of total assets versus liabilities demonstrates solid financial vigor.

PPHS Audited Financials

As of June 30, 2010

BALANCE SHEET

Assets	June 30, 2009	June 30, 2010
Cash and Equivalents	\$3,518,783	2,925,636
Receivables	620,383	712,252
Buildings, Land, and Equipment	5,061,609	5,223,292
Other Assets	908,006	1,099,019
Total Assets	10,108,781	9,960,199

Liabilities

Payables	302,139	269,721
Building Loans	614,528	0
Other Liabilities	361,647	355,075
Total Liabilities	1,278,314	624,796

Net Assets

Unrestricted	6,727,709	7,577,436
Restricted	2,102,758	1,757,967
TOTAL	8,830,467	9,335,403

Total Liabilities and Equity	10,108,781	9,960,199
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STATEMENT OF ACTIVITIES

Revenue

Health Centers	5,946,127	6,727,744
Education	253,099	256,073
Public Policy	298,637	204,720
Development	3,770,289	2,436,737
Other	34,248	230,487
TOTAL	10,302,400	9,855,761

Expenses

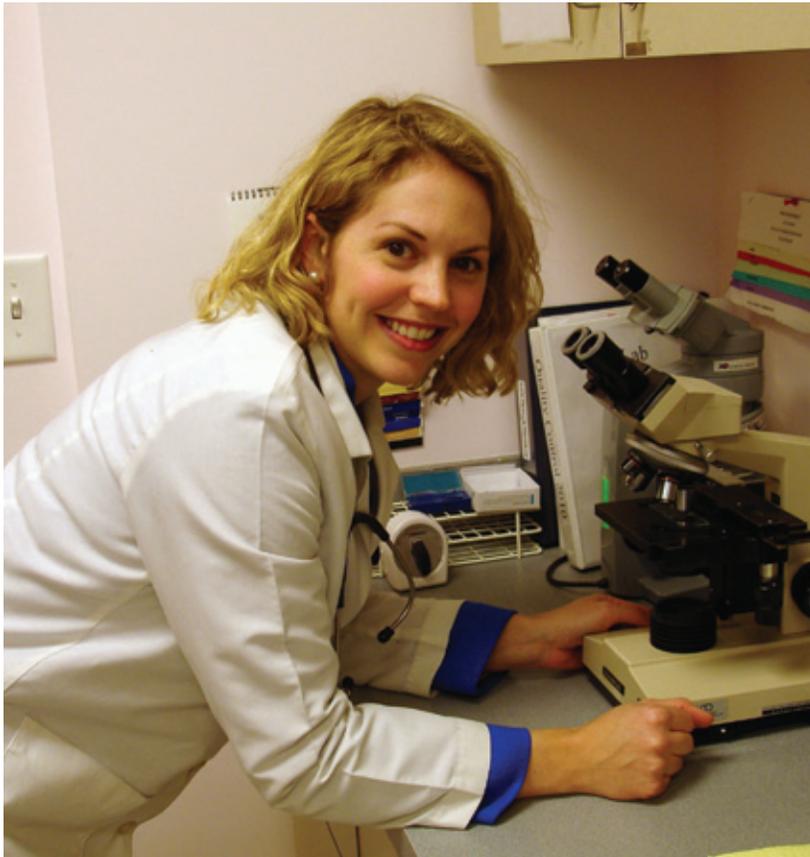
Health Centers	6,075,259	6,206,934
Education	720,748	685,993
Public Policy	383,527	328,100
Development	1,089,474	1,035,652
Administration	1,147,806	1,311,503
TOTAL	9,416,814	9,568,182

Increase in Net Assets	885,586	287,579
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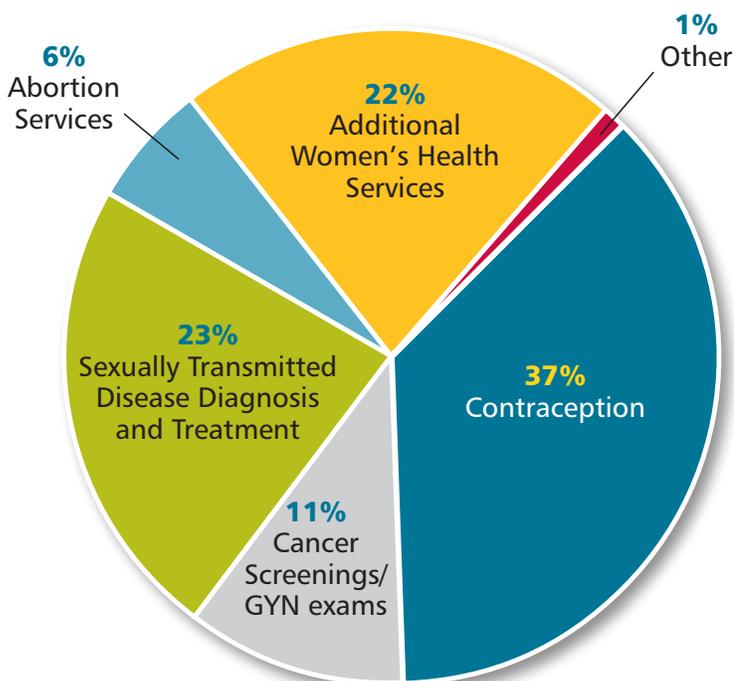
Elaine Pleasants, VP of Operations, and Steve Mayne, VP of Finance, monitor and evaluate the fiscal integrity of PPHS.

Healthcare: Milestones of 2010



Regional Lead Clinician Anne Logan Bass oversees medical care at our West Virginia and Virginia health centers.

Provision of Medical Services



Milestone: Record Client Volumes

For the second consecutive year, total client visits have increased by double digits. In 2010, PPHS recorded 37,899 client visits – far more than any 12-month period in our history. Over 94% of these visits involved clients seeking preventive care and contraceptive services. Our increase in client traffic is consistent with recently reported drops in the birth and pregnancy rates for both teens and adults. The recession appears to have led women and couples to be more conscientious about delaying pregnancy until they can better afford to raise a family.

Milestone: Increased Subsidized Care

Economic distress has reduced our clients' ability to provide for the costs of medical care. The number of clients who could not afford to pay any amount for the preventive healthcare we provided to them more than doubled in 2010. Furthermore, more than half of our clients seeking abortion in 2010 received financial-hardship subsidies and cost reductions for their medical care. Even our clients that carry health insurance have been negatively impacted due to rising deductibles as well as restrictions on their health insurance policies.

Milestone: Successful Research Implementation

Throughout 2010, all twelve of our health centers engaged in medical research to determine effective ways to increase client access to "LARC" – Long-Acting Reversible Contraception. Our research is being funded by the National Campaign to Prevent Teen and Unplanned Pregnancy. LARC methods, such as the IUD and Implanon, are far more effective than other contraceptive methods resulting in fewer unintended pregnancies and fewer abortions. Not only did we succeed in providing LARC to 1,021 clients in 2010, we also amassed a body of data that may have national implications towards reducing unintended pregnancy and abortion rates for years to come.

Education: Milestones of 2010



Teens Taking Action mentors in Charlottesville (VA) engage in exercises designed to build leadership and cooperation skills.

Milestone: Greater Public School Access

In 2010, PPHS expanded our provision of sexuality education in public schools – particularly in areas with high teen pregnancy and birth rates. Our staff employed a variety of approaches to partner with school systems in all four of our states. We made significant gains in convincing school administrators that effective sexuality education programs lead to increased graduation rates. PPHS also commissioned several polls to demonstrate that parents of public school students overwhelmingly support the teaching of sexuality and reproductive health in the classroom. As a result, our educators have been invited to train more public school teachers and are instructing more students than ever before.

Milestone: Expansion of our Teens Taking Action Program

In 2010, our award-winning Teens Taking Action program generated increased impact and reach in communities within our service area - particularly Charlottesville (VA) and Asheville (NC). The program trains cadres of teens to serve as mentors who engage in peer-to-peer education as a means of preventing the consequences of too-early sexual activity. Our youth mentors receive intensive leadership training as well as instruction in sexuality, reproduction and contraception. They then use their new-found skills and expertise to reach youth who may be more prone to listen to a well-informed peer than to a school administrator or instructor.

Milestone: Implementation of the Healthy Youth Act

As of the 2010-11 school year, North Carolina public schools are required to provide age-appropriate, comprehensive sexuality education under the Health Youth Act. Our Community Health Educators are now serving as school-system resources and classroom instructors to assist public schools in meeting the new requirements. (PPHS was instrumental in the passage of the Healthy Youth Act legislation in 2009.)



During the summer, Asheville (NC) teens participated in training programs to become Planned Parenthood peer educators.



Brook Jones, a PPHS peer educator in Greensboro (NC), presenting to youth and adults at a Planned Parenthood event in September.

Public Policy: Milestones of 2010

Milestone: Passage of Health Care Reform

Seeking Congressional passage of the Affordable Care Act of 2010 was the most ambitious four-state lobbying campaign in our history. Most of our efforts were designed to ensure that the federal legislation incorporated safeguards for reproductive healthcare. We succeeded in establishing that all health plans will include preventive care with no cost-sharing for patients. We were also successful in defining reproductive health centers as “essential community providers” that must be included in health insurance plans. Since passage and throughout the summer and fall, we have continued to lobby for the proper implementation of the new law in each of our four states.

Milestone: Election Day Setbacks

Most of the pro-choice candidates that earned the endorsement of our PPHS Action Fund were successfully elected in November. Nevertheless, a wave of voter disaffection led to the defeat of some of our most supportive elected officials at the state and Congressional levels. As a result, we anticipate greater activity and momentum for the passage of new restrictions on reproductive health care and sexuality education. After the elections, our public policy staff initiated new strategies to overcome a more hostile political landscape in 2011 and beyond.

Milestone: Opposing State and Local Restrictions

In 2010, PPHS succeeded in defeating over 95% of legislation to restrict reproductive healthcare. Nevertheless, we suffered setbacks in all four states. The South Carolina legislature passed a mandatory delay bill affecting abortion patients, though we successfully lobbied for a less severe version of the measure. The West Virginia legislature passed an ultrasound bill that sets the stage for more restrictive measures in the future. In North Carolina, we generated extensive press coverage and mobilized constituent opposition as more than two dozen local municipalities considered dropping abortion coverage from their respective employee health plans. In Virginia, all restrictive legislation was defeated in 2010. However, the new Attorney General issued an alarming opinion claiming that unelected bureaucrats can force facilities providing first-trimester abortions to operate as hospitals – even without legislative approval.

Milestone: Excellence in Public Policy

In 2010, PPHS was the co-recipient of Planned Parenthood Federation of America’s Excellence Award for Public Policy. Our staff and volunteers are well deserving of this national recognition.



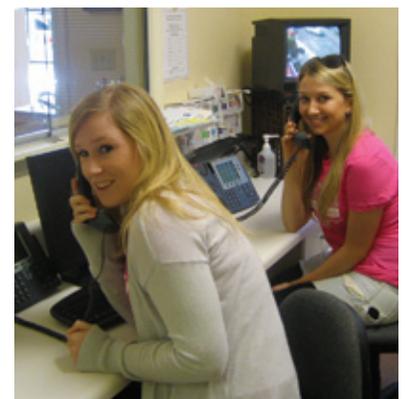
West Virginia lobbyist Kira Miskimmin arguing for preventive healthcare on the floor of the West Virginia Senate.



PPHS volunteers write thank you letters to legislators for their courageous votes.



South Carolina volunteers after a long day of door-to-door canvassing to identify and recruit new Planned Parenthood advocates.



During off-hours, PPHS volunteers use the phones in our health centers to engage and energize thousands of Planned Parenthood supporters.

Development: Milestones of 2010

2010 Leadership Gifts (\$25,000 and above):

Anonymous, \$441,892 for the Fund for Choice

Fred and Alice Stanback, \$400,000 (\$300,000 for affiliate-wide support; \$100,000 for the Asheville Health Center)

Z. Smith Reynolds Foundation, \$140,000 for public policy initiatives in North Carolina

Anonymous, \$110,000 for public policy initiatives

The Merancas Foundation, \$85,000 for Teens Taking Action program and services for adolescents in Charlotte

United Way of Roanoke Valley, \$60,500 for community health education in the Roanoke Valley

Moses Cone-Wesley Long Community Health Foundation, \$50,000 for Teens Taking Action program in Greensboro

R. Ted Weschler and Sheila Weschler, \$45,000 (\$25,000 for public policy initiatives; \$20,000 for affiliate-wide support)

Karen and Bert Latil, \$38,527 for education services in Charlottesville

Planned Parenthood Federation of America, \$36,063

WestWind Foundation, \$30,000

Acriel Foundation, \$25,000 for medication abortion in North Carolina

Lucille P. and Edward C. Giles Foundation, \$25,000

DeWitt Cordell Endowment Fund, \$24,692 for the Winston-Salem Health Center



Hundreds of young donors attended our Charleston (SC) ReNude event. All invitations were sent electronically using social media platforms.

Milestone: Engaging the Next Generation of Donors

We rely upon our most loyal donors to further the mission of Planned Parenthood. We will soon need the support of their grown children as well. In 2010, PPHS began a multi-faceted regional effort to cultivate the philanthropic tendencies of the next generation of Planned Parenthood contributors. We organized new local groups of budding supporters in their 20s and 30s. We utilized Facebook, Twitter and other social media platforms to attract and engage younger supporters. We inspired our young public policy activists to contribute more than their much-needed time and talents. Few of them currently have the capacity to make very substantial donations. Nevertheless, they have begun to carry on the legacy and promise of the devoted supporters who came before them.

Milestone: Real Sex Ed Saves Lives Campaign

This past year, we launched our Real Sex Ed Saves Lives initiative to bring medically accurate, age-appropriate sex education (including birth control information) into Virginia's public schools. In collaboration with affiliated organizations and public school administrators, we have developed a multi-year strategy to change school health curriculum and policy at the grassroots level. In 2010, Charlottesville supporter Hunter Smith pledged \$50,000 toward this effort if we can raise an additional \$100,000 by June 2011. At the close of 2010, we were within \$20,000 of meeting her lofty challenge. Many of our greatest public policy achievements have been fueled entirely by the generous support of PPHS donors.



Members of our Greensboro (NC) Friends for Choice group (Kelly Dassow, Nicole Doren and Cassi Falls) represent the next generation of loyal Planned Parenthood supporters.

Our Legacy Can Be Your Legacy

Planned Parenthood's values are your values. We share a commitment to ensuring that each generation of children are wanted and cared for. By including Planned Parenthood Health Systems in your estate plans, you extend our mission to the next generation.

Anne and Al Strickler have made that commitment. They want their children and their grandchildren to live in a world that values and safeguards health, knowledge and opportunity. They support Planned Parenthood now and in the future.

A planned gift can be as simple as a one sentence amendment to your will. It can also be a charitable remainder trust that provides benefits to you until your passing. Please call Planned Parenthood Health Systems and speak with one of our Development Officers. Please make our legacy your legacy.

For more information, visit our website: www.pphsinc.org/plannedgiving.

To discuss your planned giving options, please call your nearest Planned Parenthood office:

Asheville, NC

(828) 252-7928, ext. 23

Blacksburg, VA

(540) 951-5184, ext. 23

Charleston, SC

(843) 628-4380, ext. 23

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Raleigh, NC

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West Virginia

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Wilmington, NC

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Winston-Salem, NC

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Al and Anne Strickler of Charlottesville

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