

Annual Report

FISCAL YEAR 2011

JULY 2010 – JUNE 2011

 Planned Parenthood®
of the Heartland

WE'RE HERE.™

SERVICE

|

EDUCATION

|

ADVOCACY

Mission Statement

TO BE A LEADER IN PROVIDING ACCESSIBLE
REPRODUCTIVE HEALTH CARE, EDUCATION AND
ADVOCACY, RESPONSIVE TO THE NEEDS AND RIGHTS
OF FAMILIES AND INDIVIDUALS.

Friends,

The words “We’re Here” have never been more appropriate than they are in describing this past year, when Planned Parenthood of the Heartland wholeheartedly embraced the “We’re Here” philosophy and took action to make it a reality – in our patient care, education and outreach efforts, and advocacy work.

- **We’re Here** with the hugely successful launch of *Breaking New Ground*, our \$11.5 million capital campaign, which enabled the purchase of new buildings in Cedar Rapids and Lincoln.
- **We’re Here** with the mergers of Planned Parenthood of the Heartland with Planned Parenthood of East Central Iowa and with Planned Parenthood of Southeast Iowa.
- **We’re Here** with education and outreach programming, hiring new educators in Omaha, Council Bluffs and Cedar Falls.
- **We’re Here** with the successful outcome of our lawsuit in Nebraska against biased counseling.
- **And We’re Here** with the opening of our new flagship health center in Omaha, where abortion care was offered for the first time in our organization’s history there.

We made great strides on all fronts, but we also took some blows. Our decades-long battle to keep our hard-won reproductive freedoms is far from over. I was in Washington, D.C., when Congress held hostage the national budget over legislation to defund Planned Parenthood, and every morning I read with growing dismay and anger more news stories reporting outrageous attacks on our organization. Efforts by anti-choice legislators and extremist groups to discredit and take down our organization put the health of our sisters, brothers, friends and neighbors in harm’s way. We cannot and will not let these attacks go unchallenged.

Planned Parenthood of the Heartland is fortunate to have hard-working boards, employees, volunteers and donors who help us stay resilient despite these misguided attacks. You strengthen our resolve to continue fulfilling our mission of providing accessible reproductive health care, education and advocacy for every family and every individual who relies on us. We’re Here because as greater numbers of families and children slip into poverty, we are needed more than ever. Planned Parenthood of the Heartland, I am so proud to say, *We’re Here!*



A handwritten signature in cursive script, appearing to read "Julie Jones", written in a light brown or gold color on a light beige background.

President and CEO
Planned Parenthood
of the Heartland

Interim President and CEO
Planned Parenthood of
Arkansas and Eastern Oklahoma

FRIENDS & SUPPORTERS



ACCESS

PLANNED PARENTHOOD OF THE HEARTLAND IS HERE TO PROVIDE ACCESSIBLE, AFFORDABLE REPRODUCTIVE HEALTH CARE.



In fiscal year 2011 Planned Parenthood of East Central Iowa merged into Planned Parenthood of the Heartland, folding the health centers of Dubuque, and Cedar Rapids into our organization. In all, Planned Parenthood of the Heartland served 68,165 patients across both Nebraska and Iowa last year.

Additionally, we proudly opened the doors of a brand new health center at 3105 N. 93rd Street in Omaha. This state-of-the-art facility incorporates surgical and contraception facilities, a sexual assault exam suite, an Education Resource Center, a community meeting room and office space for administrative staff. We have expanded both our services and our hours at the new health center in order to best serve our patients.

All patient appointments are made through our call center, which takes an average of 21,000 phone calls a month. Bilingual staff and phone interpreter services allow non-English speaking clients to make appointments with minimal language barriers; interpreters and phone translation also are available at all of our health centers.



THE NEW OMAHA CENTER PATIENT ENTRANCE

PLANNED PARENTHOOD OF THE HEARTLAND IS HERE WITH ACCURATE AND SCIENCE-BASED SEXUALITY EDUCATION FOR TEENS, THEIR PARENTS AND OTHER ADULTS.

Planned Parenthood health educators delivered more than 2,595 programs to 40,372 participants across Nebraska and Iowa, with 29,481 of those participants being under the age of 18.

Outreach efforts such as health fairs and booths at community events reached more than 26,600 people.

Our health educators are highly sought after to give presentations to other educators, social workers and health care advocates who work with youth, LGBT, HIV/AIDS and other at-risk populations.

We work closely with Lincoln Public Schools and Education Training Resources (ETR) to provide the “Reducing the Risk Curriculum” to schools. We also provide sexual health presentations in a variety of classroom settings.



OUTREACH DURING UNL'S "BIG RED WELCOME"

ADVOCACY

PLANNED PARENTHOOD OF THE HEARTLAND IS HERE TO FIGHT FOR AND PROTECT EACH INDIVIDUAL'S ABILITY TO MAKE INFORMED, INDEPENDENT DECISIONS ABOUT THEIR REPRODUCTIVE HEALTH CARE.

Planned Parenthood enjoyed a record-breaking year, generating 3,902 new supporters in Nebraska and 3,679 new supporters in Iowa by conducting twice-weekly phone banks. In Iowa, supporters attended 76 legislative forums, where they asked legislators to support family planning and prevention services.

We also set record-breaking attendance at both lobby days: Iowa, 150 attendees and 368 virtual participants; Nebraska, 141 attendees and 243 virtual participants.

In July 2010, we filed suit against the State of Nebraska regarding LB594, the biased counseling requirements bill. A settlement in our favor was reached, as all parties in the case agreed the Act was flawed, unconstitutional and should be permanently enjoined.

Planned Parenthood of the Heartland actively worked against eight anti-choice bills in Nebraska. Those garnering the most attention include: LB22, prohibiting insurance coverage for abortion care; LB521, prohibiting the use of telemedicine for



ACTIVISTS AT THE 2011 IOWA DAY ON THE HILL

abortion care; and LB690, requiring parental consent for a minor to receive abortion care.

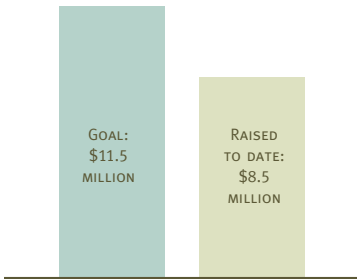
In Iowa, Planned Parenthood took the leading role in working with legislators to stop legislation banning abortion after 20 weeks and to keep access to Medicaid-covered abortion care in cases of rape, incest, fetal deformity or the life of the mother. We also worked with legislators to file and pass the “Cashen” bill, securing the privacy rights of victims of domestic violence.



2011 NEBRASKA LOBBY DAY ACTIVISTS

BREAKING NEW GROUND

In April 2011, Planned Parenthood formally kicked off an ambitious effort to break new ground across Nebraska and Iowa. Generous donors to our capital campaign are helping us build state-of-the-art health centers, modernize existing health centers, deliver new health care services, invest in new technologies and reinforce our foundation to secure the future in the communities we serve.



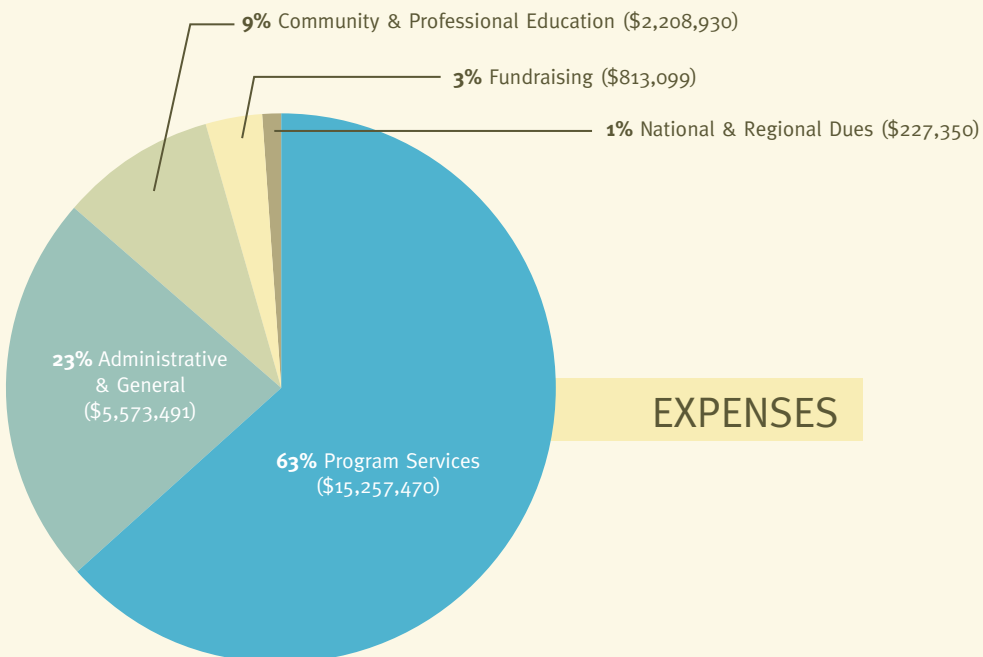
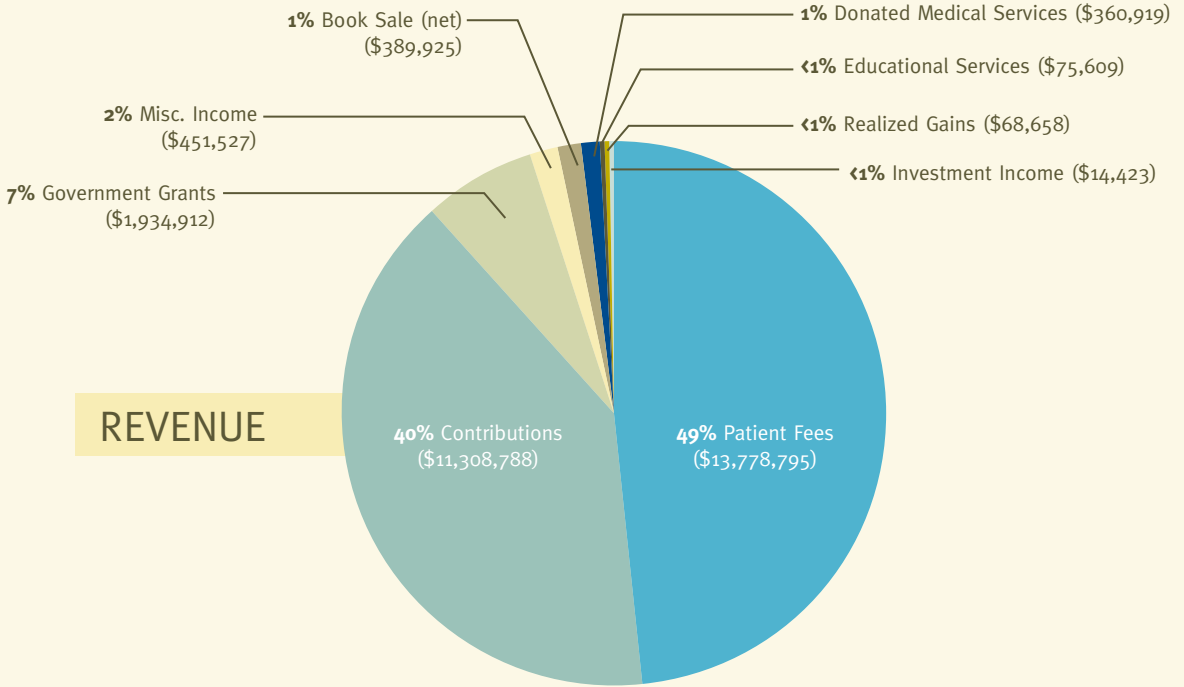
Breaking New Ground is virtually impossible without the appropriate technology. With health care reform, incorporating electronic health records (EHR) within our organization is essential. Upgrades to our technology systems will expedite insurance claim processing, enhance client care, create billing and accounting efficiencies, and improve access of our services to our expanded network of health centers.

We will *Break New Ground* in Nebraska and Iowa, including in rural communities where there is a desperate need for our services. No matter who you are or where you live, everyone deserves access to affordable, quality health care. Learn more at www.ppheartland.org/BreakingNewGround

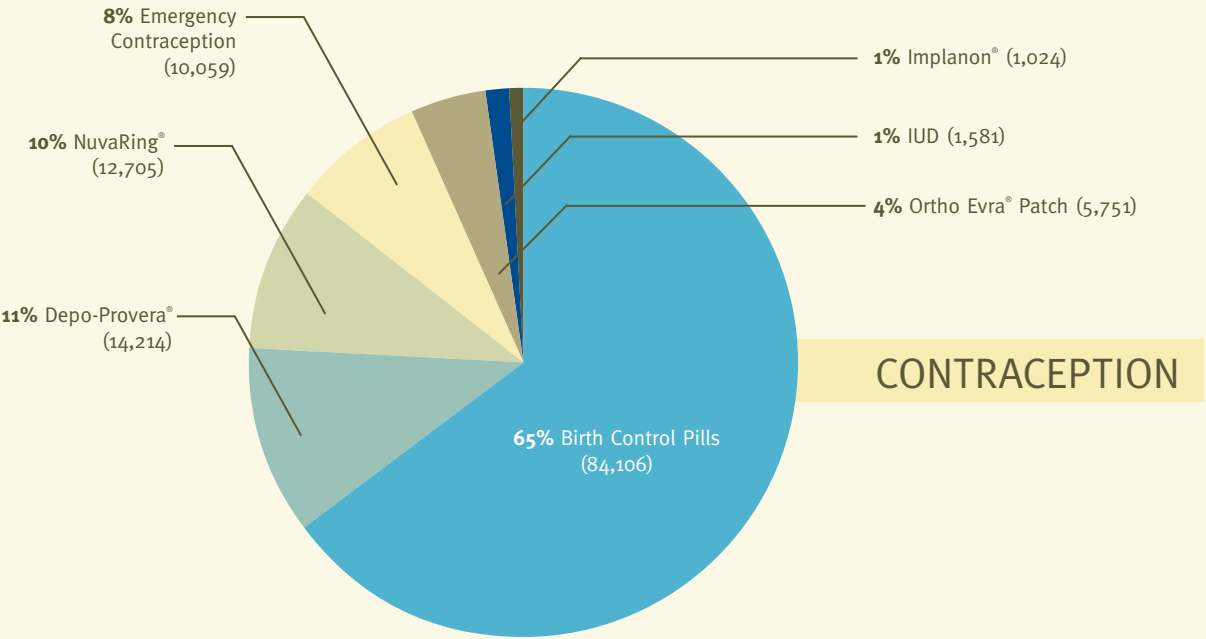
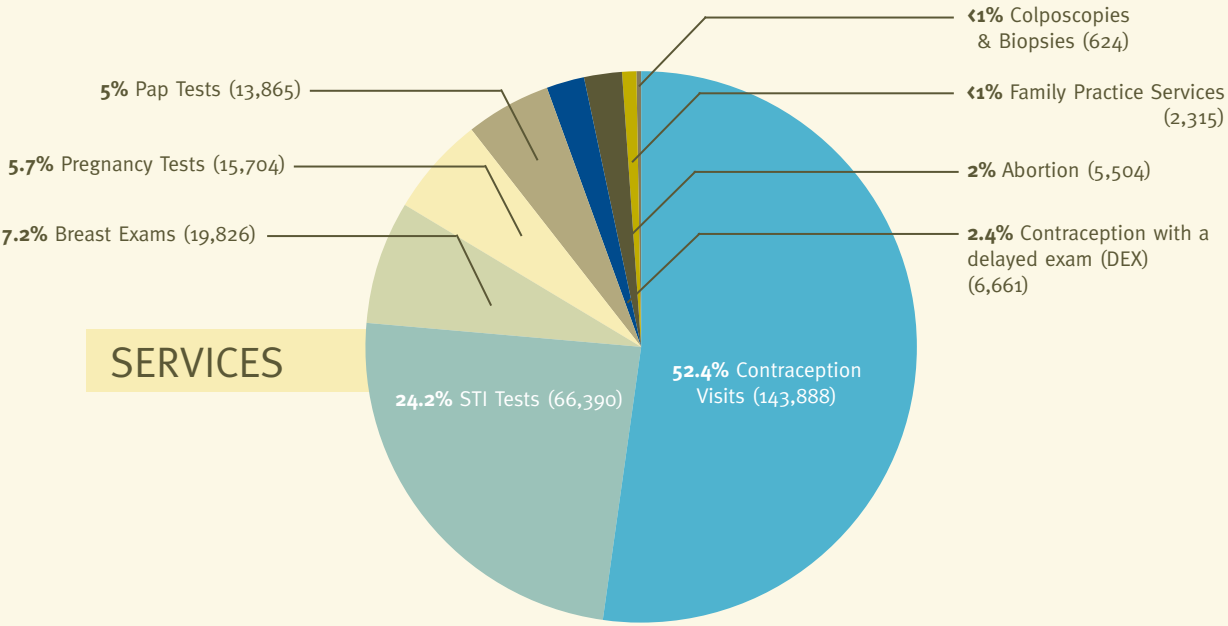


OUR RECENTLY PURCHASED CEDAR RAPIDS FACILITY

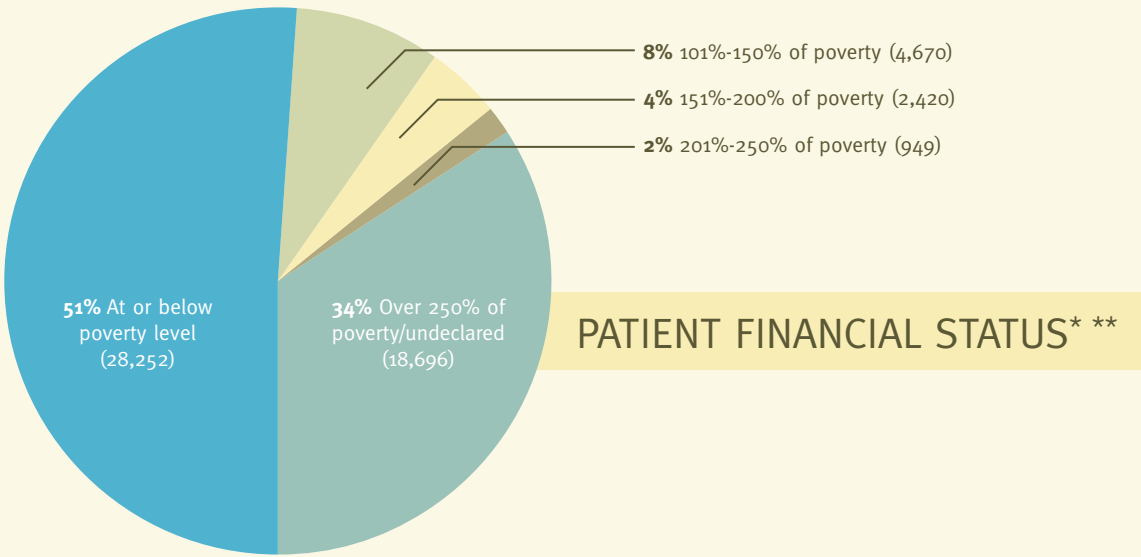
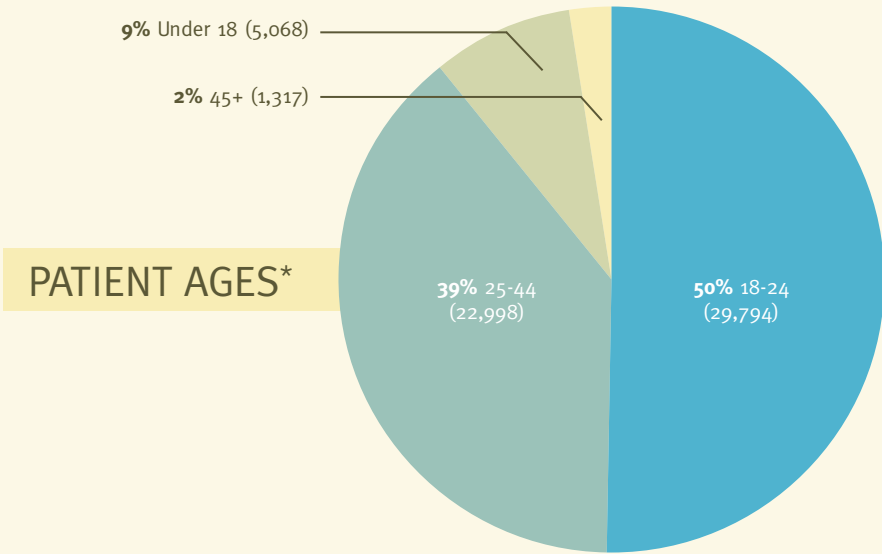
FY2011 FINANCIALS



HEALTH SERVICES

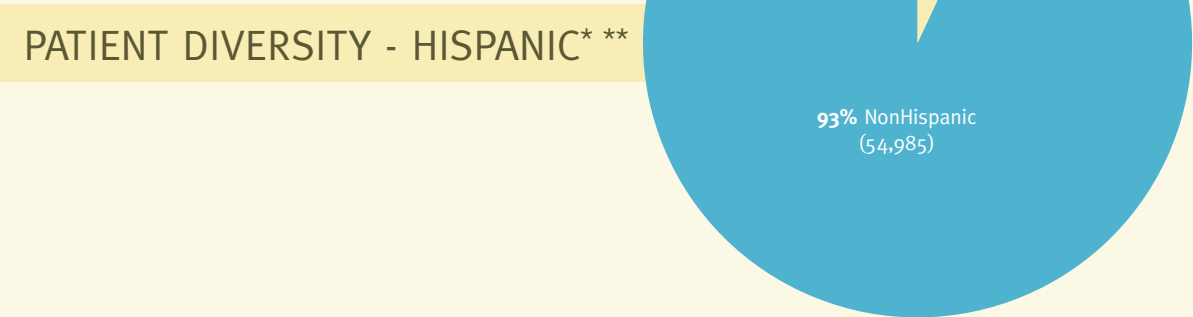
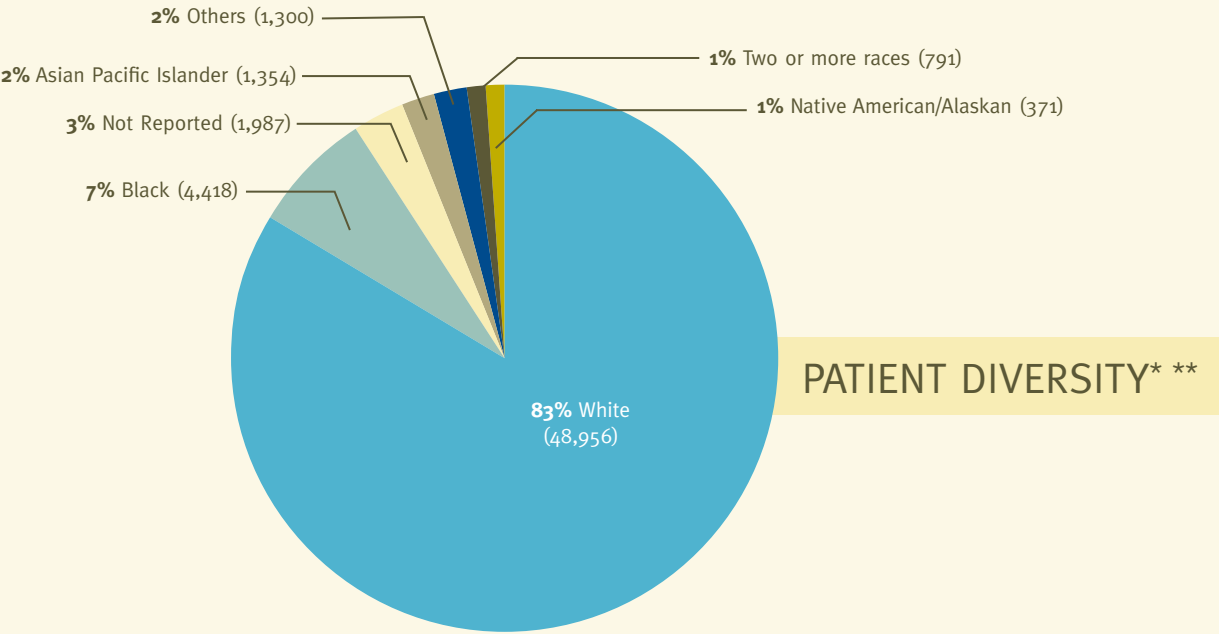


HEALTH SERVICES



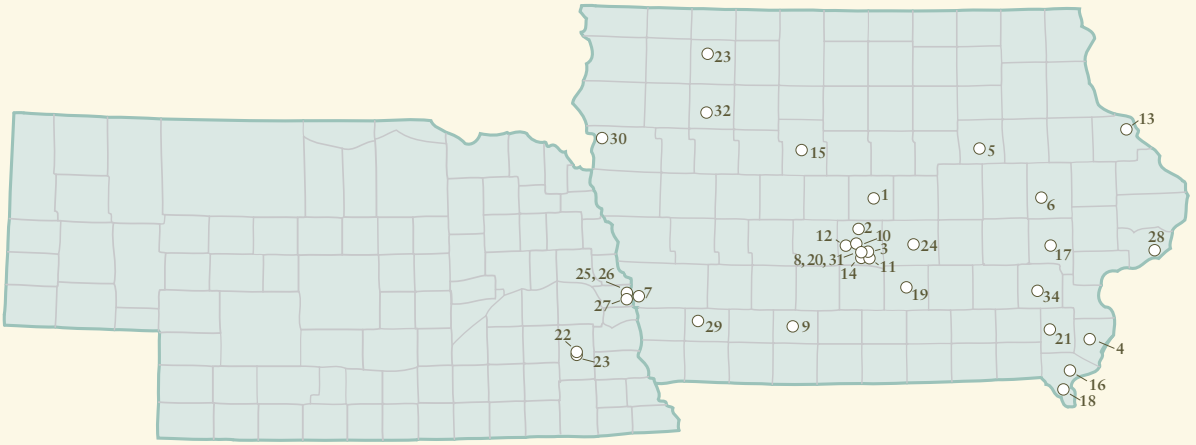
*Does not include East Central Iowa
**Some patients do not disclose

HEALTH SERVICES





*Does not include East Central Iowa
**Some patients do not disclose

OUR LOCATIONS*



- | | | | |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <p>1 AMES
2530 Chamberlain St.
Ames, IA</p> | <p>11 DES MOINES ROSENFELD
1000 E Army Post Rd.
Des Moines, IA</p> | <p>21 MOUNT PLEASANT
114 E Monroe, #111
Mount Pleasant, IA</p> | <p>31 MARY LOUISE SMITH
EDUCATION &
RESOURCE CENTER
1168 6th Ave.
Des Moines, IA</p> |
| <p>2 ANKENY
704 N. Ankeny Blvd.
Ankeny, IA</p> | <p>12 DES MOINES WEST
10534 New York Ave.
Urbandale, IA</p> | <p>22 LINCOLN EDUCATION
& RESOURCE CENTER
2246 'O' St.
Lincoln, NE</p> | <p>32 SPENCER
1900 Grand Ave N.
Spencer, IA</p> |
| <p>3 JACQUELINE N. BLANK
BOOK WORKS
123 Clark St.
Des Moines, IA</p> | <p>13 DUBUQUE
1766 Central Ave.
Dubuque, IA</p> | <p>23 LINCOLN SOUTH STREET
3705 South St.
Lincoln, NE</p> | <p>33 STORM LAKE
720 Erie St.
Storm Lake, IA</p> |
| <p>4 BURLINGTON
620 N. 8th St.
Burlington, IA</p> | <p>14 FAMILY PRACTICE
CENTER
200 Army Post Rd., Ste. 26
Des Moines, IA</p> | <p>24 NEWTON
615 N. 2nd Ave. W.
Newton, IA</p> | <p>34 WASHINGTON
311 N. 4th Ave.
Washington, IA</p> |
| <p>5 CEDAR FALLS
2520 Melrose Dr., Ste. L
Cedar Falls, IA</p> | <p>15 FORT DODGE
30 N 27th St.
Ft. Dodge, IA</p> | <p>25 OMAHA EDUCATION
& RESOURCE CENTER
3105 N. 93rd St.
Omaha, NE</p> | |
| <p>6 CEDAR RAPIDS
3425 1st Ave., Ste. 100
Cedar Rapids, IA</p> | <p>16 FORT MADISON
2201 Ave. H
Fort Madison, IA</p> | <p>26 OMAHA NORTHWEST
3105 N. 93rd St.
Omaha, NE</p> | |
| <p>7 COUNCIL BLUFFS
1604 Second Ave.
Council Bluffs, IA</p> | <p>17 IOWA CITY
850 Orchard St.
Iowa City, IA</p> | <p>27 OMAHA SOUTHWEST
5310 S. 139th. Plz.
Omaha, NE</p> | |
| <p>8 ELIZABETH BATES
COWLES CENTER
1171 7th. St.
Des Moines, IA</p> | <p>18 KEOKUK
1626 Morgan St.
Keokuk, IA</p> | <p>28 QUAD CITIES
2751 Tech Dr.
Bettendorf, IA</p> | |
| <p>9 CRESTON
1109 S. Sumner St.
Creston, IA</p> | <p>19 KNOXVILLE
909 W. Pleasant St.
Knoxville, IA</p> | <p>29 RED OAK
950 Senate Ave., Ste. B
Red Oak, IA</p> | |
| <p>10 DES MOINES
SUSAN KNAPP
2304 University Ave.
Des Moines, IA</p> | <p>20 ELIZABETH & DAVID
KRUIDENIER CENTER
1168 6th Ave.
Des Moines, IA</p> | <p>30 SIOUX CITY
4409 Stone Ave.
Sioux City, IA</p> | |

 = Locations as of June 30, 2011

 = Locations added July 1, 2011

*Current as of November 1, 2011

FRIENDS & SUPPORTERS



PHILANTHROPY IS BASED ON VOLUNTARY ACTION FOR THE COMMON GOOD. IT IS A TRADITION OF GIVING AND SHARING THAT IS PRIMARY TO THE QUALITY OF LIFE.

To assure philanthropy merits the respect and trust of the general public, and so donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare all donors have these rights:

- 1 To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- 2 To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgement in its stewardship responsibilities.
- 3 To have access to the organization's most recent financial statements.
- 4 To be assured their gifts will be used for the purposes for which they were given.
- 5 To receive appropriate acknowledgement and recognition.
- 6 To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- 7 To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- 8 To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- 9 To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- 10 To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



WE'RE HERE.SM

WWW.PPHEARTLAND.ORG