

ANNUAL REPORT

YOUR PLANNED PARENTHOOD® ARIZONA SPECIAL EDITION NOTICIAS NEWSLETTER | FISCAL YEAR 2010

Board Chair & CEO Message

For Planned Parenthood Arizona (PPAZ), 2010 was the year that will be remembered as the one in which the Great Recession's clouds began to part – and new clouds gathered on a different horizon.

The Great Recession couldn't have come at a

worse time for PPAZ. There is never a good time for economic upheaval and the real calamity it inflicts on families, organizations and communities. Yet as this recession gathered steam, PPAZ was, in essence, a young organization, having been formed by merger less than 12 months earlier. New

team relationships needed to form at both the Board and staff levels. Investments were needed in systems and technology to weave together our far-flung health center network. We were old souls in a new body just learning to walk. Meanwhile, the growing economic conflict around us meant that we couldn't just

walk, we had to sprint toward a new model of sustainability.

In 2010 we truly began to hit our stride. The 27-member Board jelled in a way that facilitated analysis, debate and difficult-but-necessary decision-making and priority-setting. The staff, from management to the

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Planned Parenthood Arizona promotes and protects every person's freedom and right to enjoy sexual health and well-being, to make reproductive choices, and build healthy, strong families.

Proudly serving the metropolitan Phoenix and Tucson areas and the communities of Flagstaff, Prescott, and Yuma.

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Miles Green



Bryan Howard

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professionals who greet patients, coalesced around these revised priorities.

As a result, PPAZ ended the year a much leaner but also a smarter, more relevant and ultimately more durable organization. And, in the end, that's what matters: we are here today and will be here tomorrow for the thousands of women and families who count on Planned Parenthood for honest information, respectful advice and quality, affordable health care.

Yet even as the economic clouds were parting for PPAZ, a

new storm was gathering. Low turnout by moderate voters at the end of 2010 enabled the election of the largest number of zealously anti-Planned Parenthood public officials in modern memory. The result of this political turn of events will be at least two years of extraordinarily aggressive efforts to place barriers in front of Planned Parenthood's ability to serve women and women's ability to make their own health care decisions.

Fortunately, as this new storm roils around us, PPAZ can tap the resilience we've cultivated to ensure that, no matter what our opponents aim at us, Planned Parenthood

Arizona will have the expertise, the determination and the community relationships to continue to be here, today and tomorrow.

Thank you for standing by PPAZ throughout these trying times.

Sincerely,

Miles Green
Chairperson,
Board of Directors

Bryan Howard
President & CEO

Audited Fiscal Year 2010 Financials

REVENUE, GAINS AND PUBLIC SUPPORT

Patient Fees	8,794,381	65.8%
Grants	2,704,797	20.2%
Contributions	1,983,146	14.8%
Special Events	35,690	0.3%
Investment Income	(-196,419)	-1.5%
Other	42,681	0.3%
TOTAL REVENUE, GAINS & PUBLIC SUPPORT	\$13,364,276	100%

OPERATIONAL EXPENSES

PROGRAM SERVICES:

Patient Services	11,585,711	78.7%
Public Information & Education	622,810	4.2%
Public Affairs	192,487	1.3%
Planned Parenthood Advocates	103,380	0.7%
TOTAL PROGRAM SERVICES	\$12,504,388	84.9%

SUPPORT SERVICES

Management and General	1,695,585	11.5%
Fundraising	520,880	3.5%
Total Support Services	2,216,465	15%
TOTAL OPERATIONAL EXPENSES	\$14,720,853	100%
NET INCOME	(\$1,356,577)	

DEMOGRAPHICS

TOTAL PATIENT VISITS **112,053**

PATIENT PAYMENT METHOD

Self-pay	56%
Title X (Federal family planning)	30%
Health Plan/Insurance (Commercial and Medicaid)	14%

PATIENT SERVICES

Annual Gynecological Exam	17,876
Pap Smears	15,635
Pregnancy Tests	12,530
STI Testing Services	17,777
Breast Exams	17,876
Contraceptives and Medications	163,024
Emergency Contraception	8,929
Abortion Care	9,600
Sterilization	180

Please note: This statement of revenue, allocations and expenses is the responsibility of the management of Planned Parenthood Arizona. Planned Parenthood Arizona, as a 501(c)3 organization, maintains a system of internal accounting controls designed to provide reasonable assurance the transactions are properly executed and recorded in all aspects. Assets are safeguarded and established policies and procedures are carefully followed. A copy of the complete certified public audit report is available from Planned Parenthood Arizona. Contact 602.263.4275 or via e-mail at pgross@ppaz.org with your name and mailing address.



Health Care

What an eventful year! In 2010, we opened our new Glendale Health Center, which allowed us to serve our patients in the Metro Phoenix area with comprehensive reproductive health care services, including abortion care services, in a new 6,500 square-foot, state-of-the-art medical facility. The health center was the result of a multi-year capital campaign conducted by Planned Parenthood Arizona (PPAZ) in order to provide community-centered facilities where the public can receive high quality reproductive health care, access to sexuality education information, and hold community meetings or trainings.

A part of the health care community in Arizona for more than 75 years, PPAZ continues to meet the demand for essential health care services when our

patients and their families need us most. Our patients represent those who are most in need of affordable and compassionate care. In 2010, 56 percent did not use any form of insurance (including AHCCCS, Arizona’s form of Medicaid) and nearly 30 percent of our patients qualified for Title X services, falling at or below the federal guidelines for poverty. Whenever possible, we meet the needs of our clients with affordable options, and, when available, subsidies (e.g., Title X Federal Family Planning). Forty-six percent of the patient visits over the last year were provided to that individual for the first time, and an overwhelming majority of them accessed services focused on prevention.

In addition to opening our beautiful Glendale Health Center, we’ve been able to accomplish so much:

- We’ve expanded our participation in important medical research projects;
 - With continued enhancements in our statewide Call Center, our patients found it easier to make appointments, and we were able to serve them more quickly;
 - Patients at 80 percent of our health centers now receive abortion-by-pill services, helping women get greater access to abortion care services and connecting them to the continuum of family planning services;
 - We expanded access to long-acting birth control methods, with more clinicians trained to provide these services. Methods such as IUCs and Implanon, provide contraception that allows patients to use a method that is good for three to 12 years as opposed to a daily, weekly, or even quarterly form of birth control. Long-acting birth control methods provide long-term reversible contraception and are cost effective over time;
 - We provided 17,876 women across Arizona with life-saving breast and cervical cancer screenings
- at all 14 health center locations through annual gynecological exams;
- We partnered with PPFA, the Kaiser Family Foundation, and MTV on the second annual GYT: Get Yourself Tested campaign. One in two sexually active young people will get a sexually transmitted infection (STI) by age 25 – and most won’t know it. The GYT campaign created a social movement and heightened awareness about STI testing. The month-long campaign featured \$25 STI testing packages at seven PPAZ health centers. More than 1,180 patients took advantage of this promotion, getting tested for Chlamydia, Gonorrhea and HIV.
- As we look ahead to 2011-2012, our agency is already hard at work on major initiatives to continue to meet the ever-changing needs of our patients. Moving our Prescott Health Center to a more modern and centrally located facility in Prescott Valley to serve all of Yavapai County and preparing all of our health centers and health care staff for a transition to electronic health records will allow us to provide a better and more efficient health care experience for our clients.





Public Policy

Improving access to preventive health care and supporting healthy families are top priorities for Planned Parenthood Arizona's public policy department. We are committed to promoting responsible sexuality and reproductive health care, thereby reducing the number of unintended pregnancies and sexually transmitted infections through prevention. We do this by working toward reliable sexual and reproductive health education in schools and communities; increasing access to family planning services through responsible policy-making and advocating for Arizonans so they can plan parenthood, healthy pregnancies and healthy families.

Our Community Action Teams (CAT) continue to grow and our CAT volunteers are working every day to promote women's health in communities across Arizona. VOX: Voices for Planned Parenthood, our student advocates for choice, is

present on the University of Arizona and Arizona State University campuses.

We are in our fourth year of our Progressive Candidate Training Program which provides progressive/pro-choice/pro-sexuality-education leaders preparing to run for an elected office with the knowledge, tools, methodology and networks necessary to run a successful campaign. This program is developed and implemented in concert with our partners/co-sponsors, Center for Progressive Leadership (CPL) and Arizona Education Association (AEA).

Despite these efforts, the 2010 legislative session brought us more laws that create yet more substantial barriers to women seeking abortion care and forced us to change the way Planned Parenthood Arizona provides care. We had to work doubly hard to protect the quality of care in the face of the legislature's intervention in

health care delivery design. We continue to fight through the courts to prevent the full brunt of these laws from taking effect.

Planned Parenthood Advocates of Arizona, our political arm and PAC (political action committee), worked throughout the months leading up to the 2010 elections to support our pro-choice champions with considerable voter education and grassroots efforts. While victories were fewer than we had hoped, we were able to significantly impact several key races and positively influence the outcome for our pro-choice candidates. Unfortunately, when the dust settled, we were left with an anti-choice "super majority" legislature and a governor

who, together, have prioritized erecting further impediments to women's health care.

The Public Policy department will continue to work toward a prevention agenda at all levels of government in 2011, including local governments, school boards and the Arizona legislature. We will continue to partner with pro-choice leaders who, with us, will stand up for women, choice, and access to health care and policies that promote healthy families and comprehensive sexuality education. Our advocacy and education programs will continue to impact the work we do in significant and meaningful ways and we will push forward, working to positively change Arizona's political landscape.





Education

The Education Department worked diligently to meet the challenges brought on by a tough economic climate while moving forward with its mission to *offer programming that promotes and embraces sexuality as an essential, lifelong aspect of being human, and empowers individuals to make healthy choices.* We were able to strengthen our education program with the pilot of a newly adopted school-based curriculum, the design and delivery of a new parent workshop for parents with children under the age of nine, and continue with improvements in our adult and youth programs.

Replacing the *Generation SEE* curriculum with the *Family Life and Sexual Health (FLASH)* Program, Grades 9 and 10, provided Planned Parenthood with a nationally recognized sexuality education curriculum designed by the Seattle and King County Health Department in Washington. The curriculum has been adopted and widely used in several school districts around the country and is aligned with the National Health

Standards. FLASH presents an opportunity for Arizona school districts who aspire toward a more comprehensive approach to sex education to have access to a curriculum that spans grades 5 through 12. In late April 2010, we had our pilot of the modified FLASH curriculum in Maricopa County at Camelback High School with approximately 150 students. Assessment results include:

- A 14% improvement in overall test scores after completing the program (based on pre-and post-test scores).
- Ninety-two percent responded that they are better prepared to make decisions about the behavior that will help them protect their sexual health.
- “Is it important for youth to learn about sexuality?” A majority of the responses to this question are similar to the sample cited below:
“Yes, because if they take a class and are taught about all the things that can happen they may decide to wait.”

“Yes, I say this because before the FLASH program I hardly knew anything about human sexuality. Now I learned all the risks and now am better prepared and better educated about this subject.”

We are committed to supporting teachers who want to implement the curriculum with technical and resource assistance.

Our school-based programs (*Generation SEE* and the implementation of FLASH) reached a total of 609 youth in Maricopa, Pima, and Coconino Counties.

Of the youth who participated in our school-based programs...

- Fifty-three percent were between the ages of 12-14.
- Forty-four percent were between the ages of 15-18.
- Sixty-two percent identified as Latino, and 54% were female and 46% were male.

Planned Parenthood enhanced its place as a trusted “go to” resource for parents for sexuality education with the debut of *The Early Years: Promoting Healthy Sexual Development in Young Children* workshop. The addition of this workshop focused on parents with children nine and under,

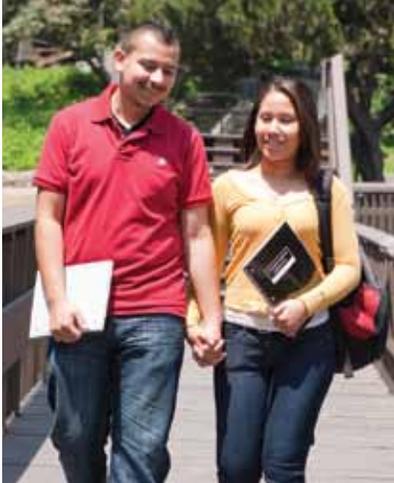
enabling us to offer support to parents as they raise their children from toddlers to teens.

With a dedicated group of Speakers Bureau volunteers augmenting the efforts of our Education staff, our school-based program, parent workshops, and presentations reached 2,891 people in a wide variety of venues across the state. Our audience ages ranged from 10 to 50+ (87% of our Education participants are between the ages of 12-24) and represent an array of race and ethnicities.

Additional highlights include

- A newly reinigorated *Teen Advocacy Group (TAG)* youth program as the result of a robust collaboration between the Education, Communications & Marketing, and Public Policy Departments. Our TAG Program Assistant, TAG Youth Leader, and TAG volunteers bring teen-focused workshops and outreach events to youth in southern Arizona and join our grassroots volunteers to do outreach in the community.
- We offered eleven parent workshops and reached 115 parents. Four of these workshops were delivered in Spanish.





5651 North 7th Street | Phoenix, AZ 85014-2500

We're here
because you care.



Contact Us

Health Care – 800.230.PLAN (7526)
Planned Parenthood Arizona is committed to providing high quality reproductive health care services at an affordable price. Our trained customer service representatives are available to answer any question.

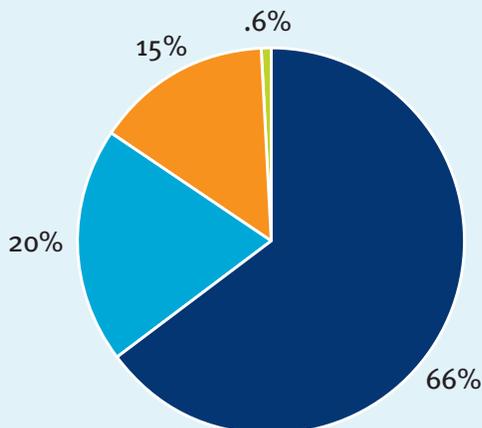
Fundraising – donate@ppaz.org
Your generous donation allows Planned Parenthood to continue providing medically accurate education programs, quality confidential medical services, and public policy advocacy to defend access to reproductive health care. Gifts to Planned Parenthood Arizona can be applied to the Arizona Charitable Tax Credit through calendar year 2011.

Education – education@ppaz.org
Planned Parenthood Arizona educators have the expertise to design and offer customized presentations, workshops and trainings to meet the needs of most groups.

Public Policy – advocate@ppaz.org
Planned Parenthood Advocates of Arizona (PPAA), the political arm of Planned Parenthood Arizona, is a non-partisan membership organization whose purpose is to protect and promote sexual and reproductive health and rights in Arizona by educating voters, public officials and candidates for public office. There are many opportunities to volunteer with the PPAA team in your community.

STATEMENT OF ACTIVITIES

Revenue and Support*

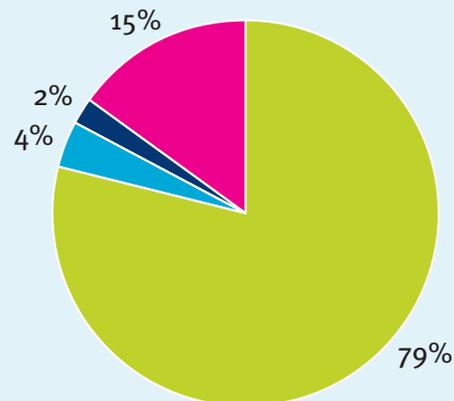


- Patient fees
- Contributions
- Contracts and grants
- Events and other

*Investment income was -1.5%

FUNDING ALLOCATIONS

Program and Supporting Services



- Public information and education
- Patient services
- Public Policy and PPAA
- Management and fundraising

Fiscal year October 1, 2009 to September 30, 2010



To make a donation today, please visit www.ppazdonate.org.