

**Honest Education.**



**Fearless Advocacy.**



**Exceptional Services.**

**2009** ANNUAL REPORT

**A LETTER FROM**  
The CEO and Chair

**DEAR FRIENDS,**

Over the past year, we have struggled with an economy in crisis, the loss of jobs and cuts to support services, and the never ending poison and rancor in our political discourse. It seems that positive news has been in short supply, and that stories of good people doing good work can be hard to find. That's why we are so pleased to present to you Planned Parenthood of the Southern Finger Lakes' 2009 Annual Report.

Inside, you'll meet a few of the incredible people doing work that is honest, exceptional, and fearless. They have shared their stories, their hopes and dreams for the future. Educators, volunteers, donors, patients, clinicians and staff—all working together to ensure that our communities have access to high quality, compassionate care in good and bad times.

2009 was a tough year for us—budget cuts, increased costs for vital supplies, such as birth control and medications, and an increased number of uninsured patients resulting from the declining economy, all took their toll.

Fortunately, with your help, we rose to meet these challenges. Last year, we saw more than **12,000 patients** in our five clinics, a total of **21,000 visits—5% more visits** than in 2008. Our Education and Training department saw more than **7,500 people** throughout the affiliate, and our Rape Crisis of the Southern Tier program answered more than **1,000 calls** and provided counseling and advocacy services to victims of sexual assault.

We worked hard to strengthen our cash position so that we can keep providing these services even as the economy continues to stagnate. We took major steps forward with our upcoming capital campaign to create long-overdue new facilities in Ithaca and Hornell, and towards the implementation of electronic medical records agency-wide.

Our goal in 2009 was to survive and thrive in the toughest of times – and to keep a clear eye on the future so that we meet the needs of our communities for years to come. We are proud to share this annual report with you, so that you can see a bit of the good news and the people and stories that make PPSFL such a special family.

We are so grateful that you are a part of our family—indeed, your generosity not only provides the agency with the resources we need to do our jobs, but your spirit touches us every day, gives us strength, and inspires us to keep on going, in good times and in bad.

**JOE SAMMONS**  
President/CEO



**KATHLEEN GOOD**  
Board Chair



**WITH DEEP GRATITUDE AND DETERMINATION,**

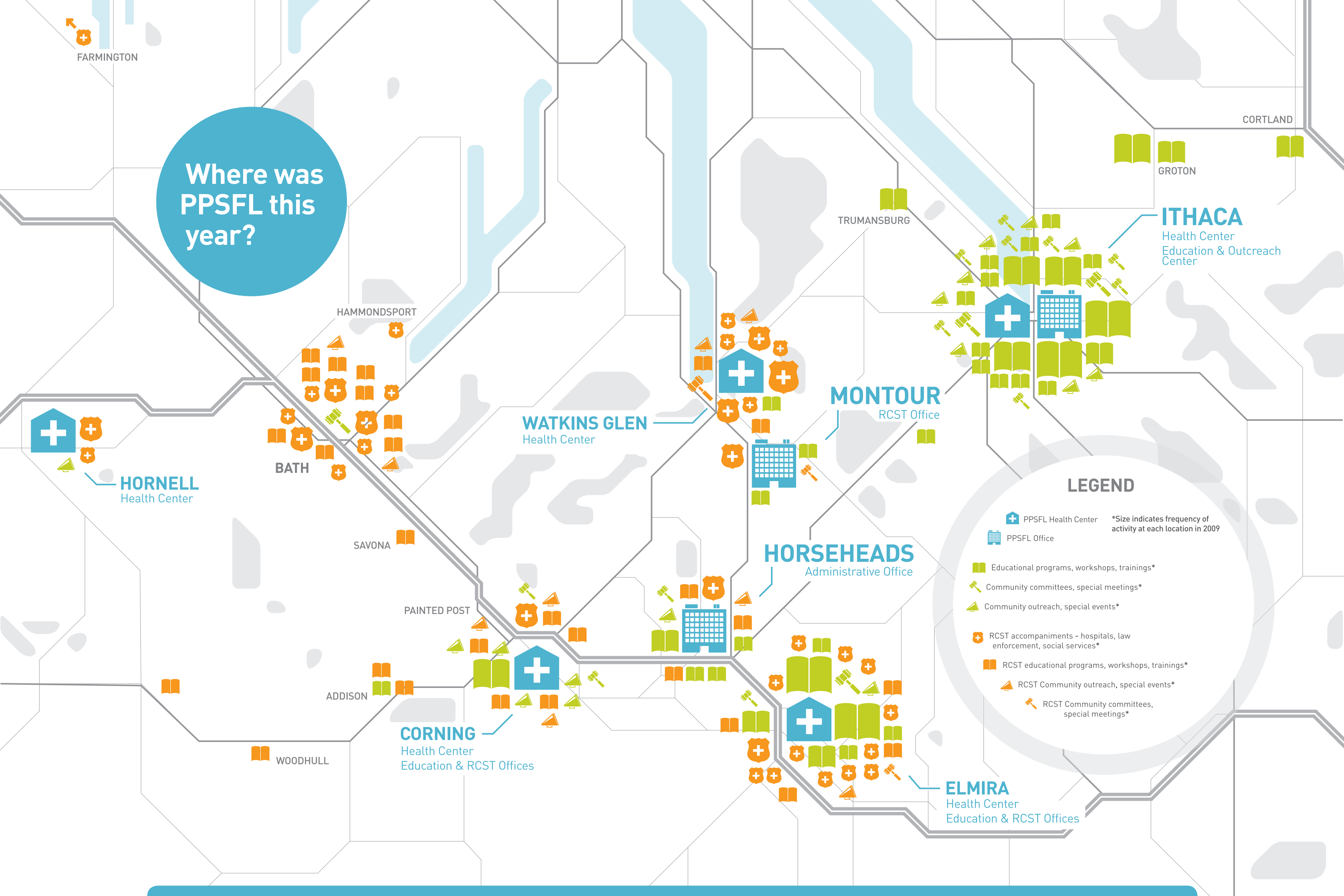
Our mission is to promote healthy sexuality and reproductive choice through **exceptional services, honest education, and fearless advocacy.**

PG 6

PG 10

PG 14

Where was PPSFL this year?



LEGEND

- PPSFL Health Center \*Size indicates frequency of activity at each location in 2009
- PPSFL Office
- Educational programs, workshops, trainings\*
- Community committees, special meetings\*
- Community outreach, special events\*
- RCST accompaniments - hospitals, law enforcement, social services\*
- RCST educational programs, workshops, trainings\*
- RCST Community outreach, special events\*
- RCST Community committees, special meetings\*



## Exceptional Services.

In 2009, PPSFL's Ithaca health center saw more patients for family planning visits than any other Planned Parenthood clinic in upstate New York.

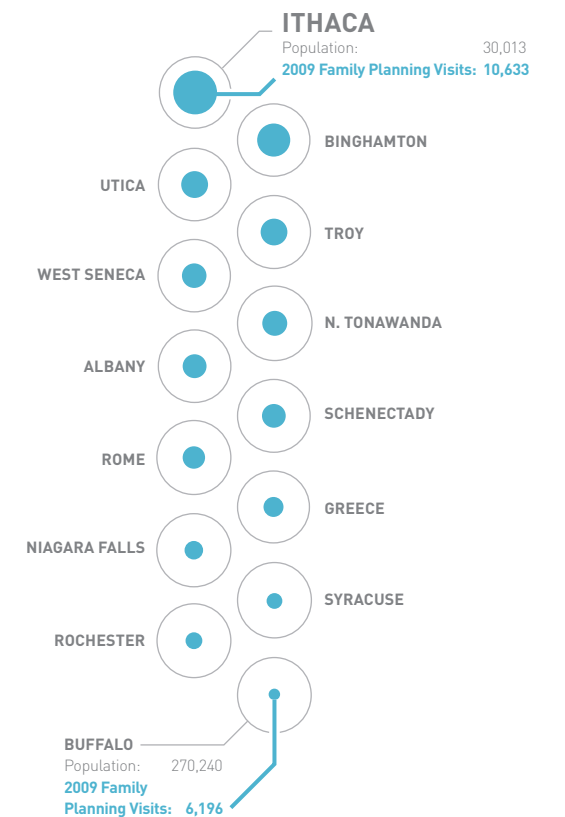
**SINCE 1968**, Planned Parenthood of the Southern Finger Lakes has provided essential health care to our community. Our caring and knowledgeable staff provides a wide range of services, including women's and men's health visits, cancer screenings, colposcopy, pregnancy options counseling, sexually transmitted infection testing and treatment, and abortion services.

In 2009, we saw over **12,000 patients** in our five health centers. The number of male patients visiting our health centers across the four-county region **increased by 7%**.

We've increased our efforts to educate patients about the many benefits of **long acting reversible contraception (LARCs)** with great success. The percentage of patients using Intrauterine Devices (IUDs) has **doubled in the last 3 years**.

And in 2009, we began offering a new LARC option called Implanon, a single rod implant that's effective for up to **3 years**.

Our dedicated Patient Services staff works tirelessly to continually improve our patients' care and experience, and our patients provide valuable feedback, volunteer service, and their unyielding support. We would like to thank them all for another amazing year.



# Leia

Nurse Practitioner.

## ABOUT LEIA

I was born and raised in Greece, in a bilingual family, and moved to the U.S. as a teenager. I studied Latin American History and then worked on labor rights in Nicaragua. In my mid-twenties, I decided to pursue a degree in nursing. I've been at Planned Parenthood since 2002, first full time, and then part time after my daughter was born.

## WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

I like the range of patients we see. And I have a special place in my heart for the farm workers we see. Many have never had a Pap smear or a planned pregnancy in their life. I hear stories of heartbreak and perseverance. I think to myself what it must be like to have been raped and pregnant, desperate and ashamed, and to not know the language, have any money, or know the local norms and customs. And yet, to somehow manage to find our phone number and call. I love that we are there when that call comes through, that we can answer in their language and say "Yes, come, we will see you. We can help."

## WHAT ARE THE MOST DIFFICULT ASPECTS OF YOUR WORK?

The current economic crisis is making us do more and more with less, to a degree that I have not seen before. We are desperate for a new building in Ithaca, as we outgrew our current center years ago.

## LEIA ASKED US TO TELL YOU:

The community may not be aware of the range of services we offer, and that we welcome patients with private health insurance. I have had so many people say to me, "I never thought to come here until a friend suggested it."



"I love being a part of a place that is so safe, where people can count on being treated with compassion and without judgment. So much comes out when we close the door and start talking."

# Lynn

Patient. Donor. Advocate.

## ABOUT LYNN

I grew up in Boulder, Colorado, went to Colorado College, and volunteered at the Planned Parenthood clinic in Colorado Springs.

## WHAT BROUGHT YOU TO PPSFL?

I moved to Ithaca in 1979 and I have been coming to PPSFL ever since moving here, for annual exams and other reproductive health needs. Sometimes it feels a bit odd to be sitting in the waiting room with all the teens and twenty-somethings, but on the other hand, it is important for them to see that reproductive health care follows throughout one's life, beyond the reproductive years. Seeking volunteer opportunities with PPSFL was a logical step after coming for health care.

I joined the Public Outreach Committee, went to Albany a few times for the Family Planning Advocates annual conferences, lobbied our local Assemblyman, and then became a personal solicitor.

## LYNN ASKED US TO TELL YOU:

Planned Parenthood provides so much more than abortions. Unfortunately, this is the part on which many people focus, rather than looking at the holistic approach Planned Parenthood takes with patients and the community. The education program is superb, providing an extremely valuable service to youth and families. I wish there had been those kinds of programs when I was in my teens. Getting the straight facts from qualified, sensitive sex educators goes a long way toward protecting children from myriad problems that come from ignorance about sexuality and disease. I wish people could understand the connection between access to family planning and reducing the need for abortion. Planned Parenthood works very hard to make this connection real.

"I have an undying admiration for all the women and men who created Planned Parenthood here in Ithaca and who have never ceased their support and concern to keep it going. What an amazing group of people!"



LEARN MORE ABOUT LEIA & LYNN AT PPSFL.ORG



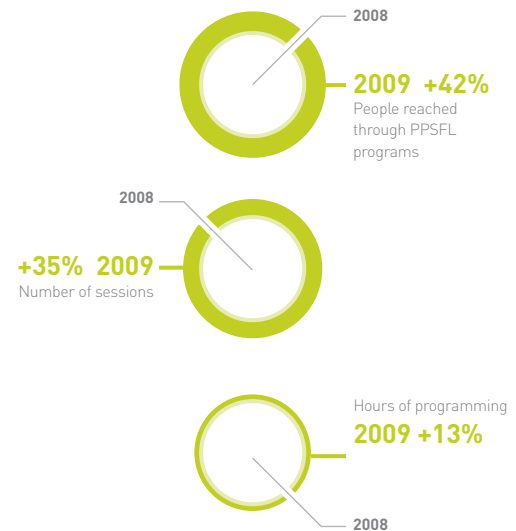
## Honest Education.

In 2009, numbers for PPSFL's educational programs increased across the board, as we introduced new programs and a new website.

PPSFL's education staff hit a **fabulous and productive groove** in 2009. We **introduced new programs** to new schools across the region, **launched a new website**, were **key organizers** in the first annual Teen Empowerment Forum in Tompkins County, offered an **8-week program series** to homeschooled teens, and **moved** from our State Street offices at the Ithaca health center to our new home at 111 East Seneca Street. Near the end of the year, the department **took on all of the communications and marketing work** for the agency, and we immediately saw an impact, most notably with the rave reviews of our redesigned CHOICE newsletter. And that's just a few highlights from our exceptional year of outreach, education, training, and communications efforts in 2009!

We also saw a **42% increase** in the number of people our team reached with educational programs, workshops, and community outreach. This was accomplished by a **35% increase** in sessions and a **13% increase** in the hours of programming provided. What's the story behind the numbers? We have a simply outstanding team of educators who are building their networks, contacts, and programming expertise every year. When they do their work as well as they do, the schools, community groups, and organizations we partner with want to bring them back for more and tell their colleagues about the excellent programming and resources available through Planned Parenthood of the Southern Finger Lakes.

We are grateful to have such talented staff members, committed youth-serving professionals, and supportive community organizations – they all helped to make 2009 a tremendous success.



# Shayna

Teen Success Participant.

## ABOUT SHAYNA

I was 15 years old and a sophomore in high school when I found out I was 4 months pregnant. I was disappointed in myself because school was going really well and I had plenty of friends. My mom was pretty upset about the pregnancy too; she didn't want me to have my daughter at such a young age. I understand now why she was so upset - she was thinking of her baby having a baby, and she just wanted the best for me.



## WHAT ABOUT BEING A TEEN PARENT IS MOST DIFFICULT?

The most difficult thing about being a teen parent is that not every adult thinks of you as another adult, and it can be very hard to get things for my child and me, like Medicaid and food stamps - even a place to live.

## WHAT IS THE BEST PART ABOUT BEING A TEEN PARENT?

The best part about being a teen parent is that even though you don't know very much about being a parent in the beginning, there are people out there who have either gone through the same thing or are going through the same thing. If you don't have support from family, those people are there for you.

## WHAT ARE YOUR GOALS FOR THE FUTURE?

I have graduated from high school and am now attending Corning Community College to become a dental assistant.

"A teacher at my high school recommended that I join the Teen Success Program. I love how welcoming the group is. Everyone is so nice, and they accept you for who you are. I also love that when you have a problem, you can get all of your feelings out and know that whatever you say stays between you and the group."

# Tammy

Director of Education.

## ABOUT TAMMY

I am a lifelong resident of Chemung County and I currently live in Elmira with my 13-year-old son and our dog. I also work as a part-time adjunct instructor in Human Biology at Corning Community College.

## WHAT ARE THE MOST DIFFICULT ASPECTS OF YOUR WORK?

The most difficult aspect is dealing with the fear of the general public—fear that giving youth information will give them a license to be promiscuous, fear of adolescent sexuality, and fear of sex in general.

## WHAT KEEPS YOU GOING?

What keeps me going in difficult times is the support of the Education team that we have here at PPSFL, and knowing that what we do is important and vital to the health of our community.

## TAMMY ASKED US TO TELL YOU:

Planned Parenthood is not just about birth control and STDs. We also provide educational programs on healthy relationships, how to break up, safe texting, puberty, parent-teen communication, gender, sexuality, and much more. We also facilitate the Teen Success Program that provides education and group support to teens who are already pregnant or parenting.

"I love working with teens. They are amazingly, and sometimes brutally, honest. They are searching for someone real to talk to them, give them accurate and non-judgmental information, and advocate for them in the classroom, in their school, and in their community."



LEARN MORE ABOUT SHAYNA & TAMMY AT PPSFL.ORG



## Fearless Advocacy.

RCST volunteers contributed 13,336 hours of service for hotline and medical/legal accompaniments. The 2009 dollar value for RCST volunteer time totaled \$278,056.00\*!

\*The estimated dollar value of volunteer time is \$20.85 per hour as reported by Independent Sector, the leadership forum for charities, foundations, and corporate giving programs.

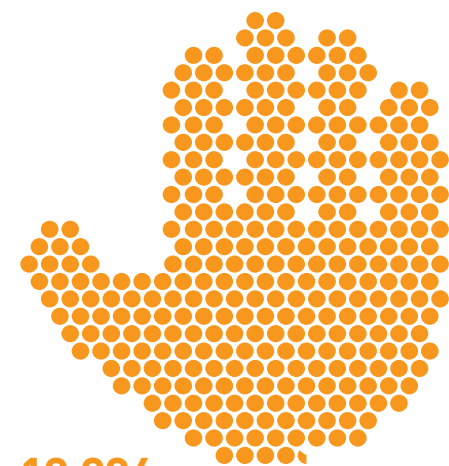
Rape Crisis of the Southern Tier (RCST) is a regional leader in providing free comprehensive services including a **24-hour hotline** as well as **24-hour medical and legal advocacy**, and **counseling** to victims of sexual assault in Chemung, Schuyler, and Steuben counties.

In 2009, RCST staff and volunteers assisted **more than 300 victims** with counseling and accompaniments to hospitals and legal proceedings.

RCST's volunteers are the backbone of the program. Last year, RCST offered **three 30-hour volunteer trainings** to provide new volunteers with the skills and information they need to effectively assist victims of sexual violence. Once trained, volunteers are certified as rape crisis counselor / advocates.

In addition to providing direct services to people in need, RCST is committed to improving community awareness and opposition to sexual violence. Each year, RCST **reaches hundreds** with two wonderful annual events: "Walk a Peaceful Mile" and "The Vagina Monologues." RCST also provides prevention services and interactive educational programs.

These incredibly caring and committed people offer clients comfort, support, and critical information during a very difficult time, while also working to raise awareness throughout the community. Our deepest appreciation goes to every member of the team.



**13,336**

HOURS OF VOLUNTEER WORK CONTRIBUTED IN 2009

● = One 40-hour work week

# Lauren

Rape Crisis of the Souther Tier Counselor/Advocate.

## ABOUT LAUREN

I moved to Corning in 2002, but I was born and raised in Houston, Texas. I am married with two sons, and in my spare time, I enjoy working in my yard, reading, and spending time with my family.

## WHAT BROUGHT YOU TO PPSFL?

I started out as a volunteer at RCST. I found the experience to be very rewarding. After I had been volunteering for a year, the position of Steuben County Counselor / Advocate became available. I didn't have to think twice about applying.



## WHAT KEEPS YOU GOING?

Being an advocate for sexual assault victims can be emotionally difficult. Whereas many people will vent about work to their spouse or friends, we at RCST, because of our strict confidentiality policy, cannot. Fortunately, I have wonderful colleagues that I can go to when I need to debrief after a particularly difficult case or to brainstorm ways to better advocate for a victim.

## LAUREN ASKED US TO TELL YOU:

Some people think that RCST only provides services to primary victims. RCST also provides support to secondary victims (family, friends, and loved ones) as well as people in the community who are impacted by sexual violence. RCST realizes that sexual violence can affect anyone, so we're here to help.

"I really enjoy helping people. Generally, my clients come to me in crisis. They are looking for someone to give them support, encouragement, and help in beginning the healing process. It is truly an honor to be that person."

# Mary

Rape Crisis of the Southern Tier Volunteer.

## ABOUT MARY

I am married with two grown children and I have been a special education teacher for over 30 years. I currently work at East High School in Corning as a Resource Room teacher, and co-teach in a freshman English class.

## WHAT DO YOU ENJOY MOST ABOUT VOLUNTEERING AT RCST?

I know that I can make a difference with the clients that I work with.

## WHAT IS THE MOST DIFFICULT ASPECT OF YOUR VOLUNTEER POSITION?

It is never easy to go on a medical accompaniment. You never know exactly what the situation is until you arrive at the hospital.

## MARY ASKED US TO TELL YOU:

RCST is currently very short of volunteers and could certainly use more help. The training that you receive does prepare you for the work, and you always have adequate back-up to answer any questions that might come up.

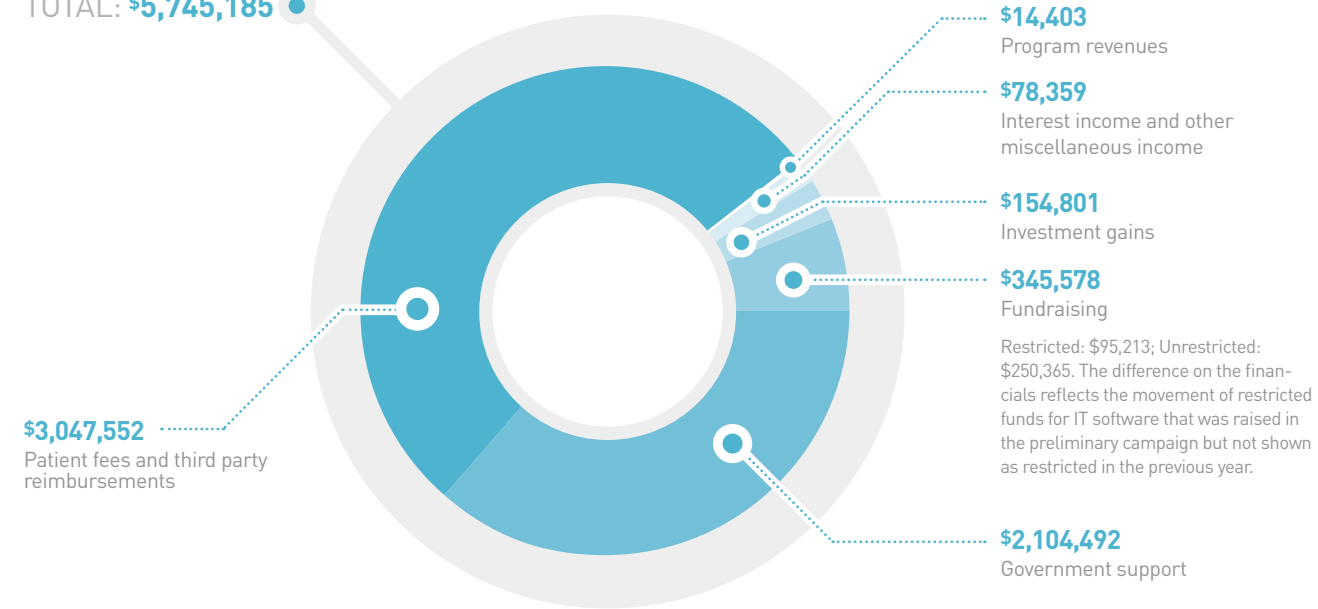
"Knowing that I can be of some help in a very difficult situation is the most satisfying part of volunteering with RCST. I know that what I do is valued."



LEARN MORE ABOUT LAUREN & MARY AT PPSFL.ORG

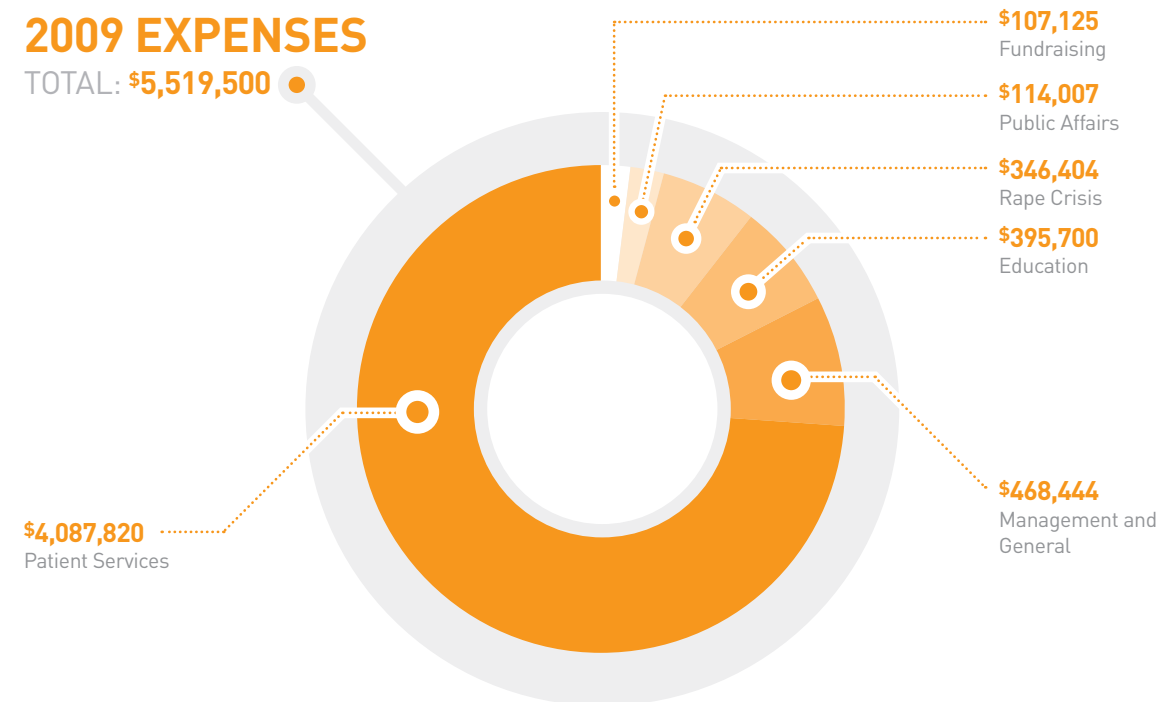
## 2009 REVENUES

TOTAL: \$5,745,185



## 2009 EXPENSES

TOTAL: \$5,519,500



Exceptional. Honest. Fearless.

**Planned Parenthood**  
of the Southern Finger Lakes

Our deepest gratitude to all who helped create our 2009 Annual Report.

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**Exceptional. Honest. Fearless.**

