



Planned Parenthood®
of Southwestern Oregon

WE'RE HERE.™

2010

IMPACT REPORT

Launching a decade of transformation



Planned Parenthood of Southwestern Oregon is dedicated to building a strong, healthy community by providing essential health services, education, and advocacy.

For over 45 years, adults, young people, and families in Southwestern Oregon have relied on Planned Parenthood for expert reproductive health services and sexuality education. Every day, our staff, volunteers, and supporters provide our clients with the important health services and information they need to be safe and healthy, prevent unintended pregnancies, and to plan for families when they are ready.

PPSO's comprehensive, respectful sexuality education – along with access to their health center services – helped to eliminate teen pregnancies in my school for the past five years.

» High school principal, Lane County

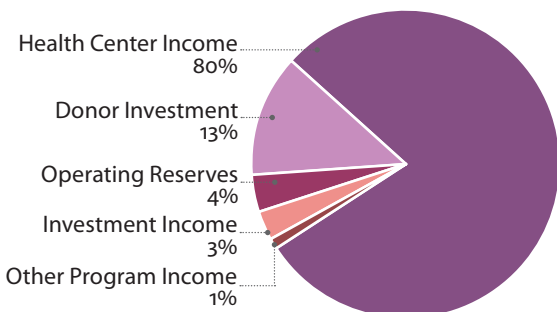
Financial Data

Statement Of Operations Year ending December 2010

REVENUES

Health Center Income	\$6,145,247
Individual Gifts	1,012,418
Operating Reserves	287,506
Investment Income	203,000
Other Program Income	68,510

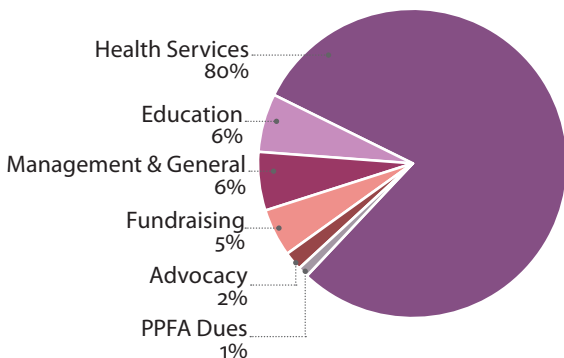
TOTAL REVENUE \$7,716,681



EXPENSES

Health Services	\$6,162,651
Education	428,950
Management & General	445,752
Fundraising	402,907
Advocacy	185,546
PPFA Dues	90,875

TOTAL EXPENSES \$7,716,681





Dear Friends,

As a gynecologic oncologist, I know that Planned Parenthood of Southwestern Oregon improves health outcomes for families and young people throughout our region. I regularly treat patients whose cancer has been detected early by PPSO medical staff—their dedicated work is saving lives.

As a parent of three children, I know that the lives of families in Southwestern Oregon are immeasurably improved by PPSO's comprehensive sexuality education and our education staff's successful collaborative efforts to transform the state's approach to sexuality education.

2010 was an exciting and transformative year for PPSO. We renovated our health center in west Eugene, expanding a cramped site into an inviting and efficient health center. We undertook significant staff training and changes to our medical systems to begin providing medication abortion care for the first time. And we made the bold decision to build a new regional health and education center that will allow PPSO to serve many more adults, teens, and families well into the future.

Thanks to the dedication of our staff, our community partners, our friends, and our supporters, we continue to build on our success—changing social norms around healthy sexuality, saving lives through early detection of cancers, and advocating for reproductive rights for all.

Thank YOU for being an integral part of this transformational year!

Audrey Garrett, MD, MPH
Board Chair

I started to be more open with my mom after you came here and talked to us.
» High school student, Springfield

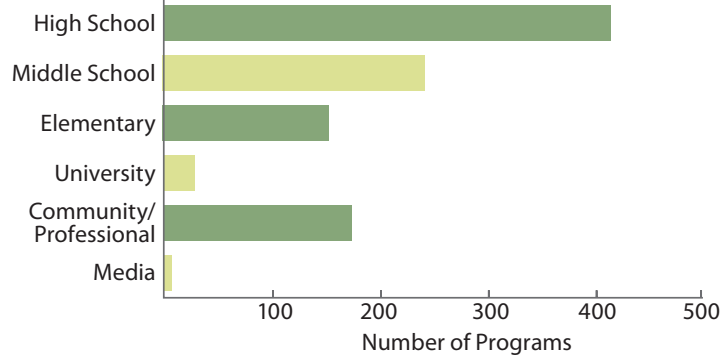
Education & Training

Rights, respect, responsibility

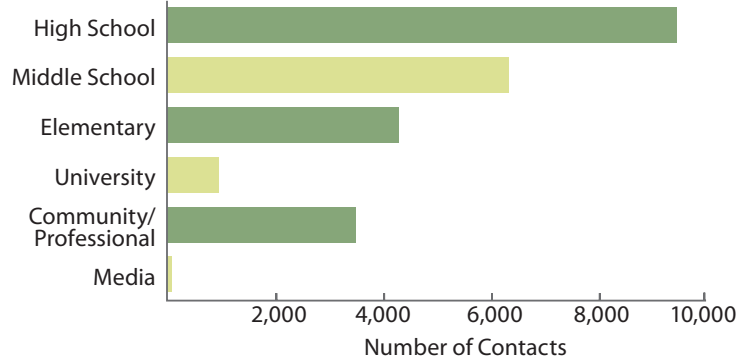
PPSO's education department is committed to providing young people and adults with information they need to take responsibility for their sexual and reproductive health. By educating parents, faith leaders, and other adults throughout the community, we are helping to create a network of "askable" adults who can support young people in making wise choices for their future.

- PPSO is the region's most respected provider of age-appropriate sexuality education for youth and adults, as well as training for professionals who work with youth and families. Our educators made over 25,500 youth and adult contacts through our education and training programs in 2010.
- As a member of Oregon's WISE Team, PPSO worked with state and community partners to provide training, support youth leadership, and promote community awareness and advocacy for comprehensive sex education in eight school districts.
- At PPSO's annual Sex Ed Boot Camp, 32 community and school-based educators, leaders, and youth service professionals learned to be more effective in providing sex education and support for youth.
- The Adolescent Healthcare Communication Project trained 210 current and future health care practitioners. AHCCP features youth-led trainings that improve communication between providers and their teen clients, and ultimately improves the delivery of health services to youth. Regional and national foundations provide support for this innovative program.

EDUCATION PROGRAMS



PARTICIPATION



- In Jackson County, PPSO is the lead community partner in establishing a community-academic partnership to promote improved Latina reproductive health. This collaborative places special emphasis on teen pregnancy prevention, cervical cancer prevention, and improved birth outcomes for Latinas and has garnered local and regional funding. In 2010, the six-member Latina Health Coalition sponsored the first annual Latina Health Fair, attended by more than 300 Latino men, women and youth.

I would like to make this (\$13,000) donation in honor of my grandfather. I inherited this money from him, but I believe that by giving it to you, it will benefit a far greater number of people.

» Anonymous

Health Services

Ensuring healthy families

In 2010, Planned Parenthood of Southwestern Oregon provided our expert reproductive and sexual health care to 26,558 clients at 41,406 visits at our eight health centers. Services include life-saving cervical and breast cancer screenings, annual well-woman exams, birth control counseling and services, STD testing, prevention and treatment, and HPV vaccinations.

2010 Milestones:

- Thanks to a grant from United Way of Lane County, we expanded and renovated our Express Health Center in west Eugene, doubling the square footage and the number of exam rooms. The health center is now spacious and comfortable, and exam visits have increased by 23%.
- To ensure continued access to safe, legal abortion in our region and continuity of care, we added medication abortion to our services at two of our eight health centers. This service amounted to less than 1% of our patient visits in 2010.
- We collaborated with the Community Health Center of Lane County and School Based Health Centers on Soy Sano, a program to help provide vital reproductive and sexual health services to non-citizens age 19 and under, free of charge.

Advocacy

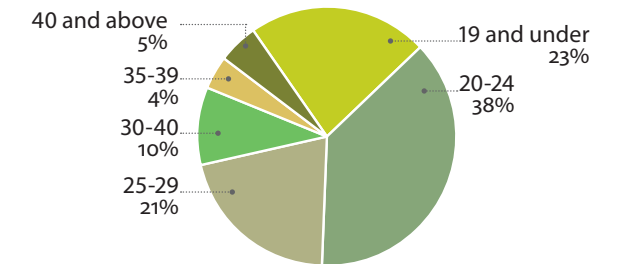
Giving voice to the majority

Planned Parenthood of Southwestern Oregon continued our support and participation with Planned Parenthood Advocates of Oregon (PPAO), the state-wide advocacy arm. PPAO, along with Planned Parenthood PAC of Oregon, made a significant impact on Oregon's 2010 elections.

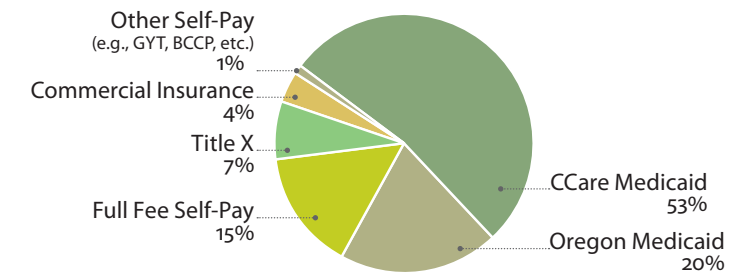
Achievements include:

- Creating the first-ever *Pro-Choice Voter's Guide for Oregon*.
- Expanding endorsements to 60 candidates, the largest number to date. 40 of the 60 candidates won in a year that was challenging for progressives.

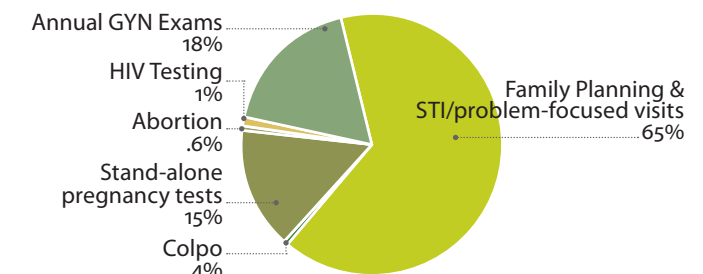
AGE OF CLIENTS



TYPE OF PAYMENT



TYPE OF PROCEDURE



Thanks to you, growing up isn't so scary.

» 4th grade student, Ashland

- Putting PPAO's organizing power behind Governor John Kitzhaber's campaign, ultimately helping him to get elected in a close race decided by fewer than 20,000 votes.
- Making 265,912 contacts with pro-choice voters across Oregon via mail, phone, and canvass programs.
- Using new media to connect with pro-choice voters, including a website, Facebook page, video, and e-mailing.

Leadership

2010 Board of Directors

Brie Akins
Dan Bryant
Sue Cutsogeorge
Barbara Dellenback
Ann Fidanque
Dr. Audrey Garrett
Emem Ibanga
Tamara Irminger-Underwood
Patricia Jett
Platon Mantheakis
Anne Mattson
Joanne Noone
Constance Palaia Marr
Sandra Sawyer
Vicki Silvers
James St. Clair
Colin Stevens

Board of Director Officers

Dr. Audrey Garrett, Chair
Barbara Dellenback, Vice Chair
Sue Cutsogeorge, Finance Chair
Tamara Irminger-Underwood,
Development Chair

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Sandee Bybee, VP of Human Resources
Frosty Cummings, VP of IT
Mary Gossart, VP of Education
Marilyn Helton, VP of Patient Services
Jane Scheidecker, VP of Development
Charlie Ward, VP of Finance
Valerie Warner, VP of Finance

I'm 21 now with no kids. I thank Planned Parenthood because I see a lot of young women having kids and I see how hard it is.

» Planned Parenthood client, Eugene

Medical Advisory Committee

Judith Anderson, N.P.
Jackie Barbour, M.D.
Jill Betterton, M.D.
Kathleen Cordes, M.D.
John DiTomasso, M.D., OML
Deborah Dotters, M.D.
Geoffrey Gill, M.D.
Michael Herz, M.D.
Paul Kaplan, M.D., Chair
Gary LeClair, M.D.
Katria Mertz, M.D.
Patsy Moser, RPh

Administrative Offices

360 E 10th Ave., Suite 104
Eugene, OR 97401



When I was 17 years old, I went into Planned Parenthood for the first time, I was there to get my very first pap smear and start birth control. I was scared and nervous, but treated with sensitivity and respect. And you know what? Planned Parenthood ended up saving my life that day because I was diagnosed with an ovarian mass and went in the very next week for surgery.

» Client, Medford

Please be in touch!



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twitter.com/ppsoorg.org

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Planned Parenthood of Southwestern Oregon is a 501(c)(3) non-profit organization. Gifts to PPSO are deductible for federal and state income tax purposes in accordance with the law.