

# 2009 ANNUAL REPORT



Joachim



## Dear Supporters,

At the start of 2009, we didn't quite know what to expect. The country was feeling the impact of the economic downturn and here at Planned Parenthood we knew it would be a difficult year financially. Personally, I knew I would be spending the better part of the year working alongside Mindi Alterman, my predecessor, who was serving her second year as Board Chair. A long-time supporter—she began volunteering with Planned Parenthood when she was in college—Mindi has served on our Board for eight years with steadfast determination and an unwavering dedication to our mission. Thank you Mindi for all that you did, and continue to do to further this important work.

You all, like me, know this part of the world. From San Antonio to Kingsville to Alice, our community faces many challenges including families struggling to climb out of poverty, high rates of too-soon pregnancy and sexually transmitted diseases. Through education, outreach, public affairs and advocacy, and most importantly, clinic services, Planned Parenthood addresses these issues head on, ensuring women, men and teens have the information they need to make important decisions about their health. The 2009 Annual Report reflects this commitment to public health. I hope that you share it with your friends and colleagues so that they too know Planned Parenthood's impact on the people we serve. Thank you for your support.

Sincerely,

Rev. Jon D. Lowry  
Board Chair



We provide and protect the sexual and reproductive health care and information people need to plan their families and their futures.

## table of contents

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President's Message	page 3–4
Clinical Services	page 5
Clinical Operations by the Numbers	page 6
2009 Highlights & Demographics	page 7–8
Staff Testimonials	page 9–10
Financial Information	page 11–12
Fundraising	page 13–14
Advocacy & Public Policy	page 15–16
Community Outreach & Health Education	page 17–18

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*Special thanks to The Bill & Sally McNutt Foundation (Janet McNutt) for funding this publication.*

On the cover:  
Jacinto Guevara  
*Maguay*, 2010  
oil on panel

Planned Parenthood recognizes the importance of art as an integral element of community – a source of inspiration and a reminder of humanity's potential for greatness.

# PRESIDENT'S MESSAGE

## **2009 was an important anniversary year for Planned Parenthood—70 years of service to the families of San Antonio and South Central Texas**

was certainly worth a salute, and our anniversary luncheon with noted historian Doris Kearns Goodwin was a great way to celebrate the occasion. On a personal note, 2009 marked my fifteen year anniversary with Planned Parenthood and my ten year anniversary as President & CEO. I remain committed to this important work and devoted to our clients.

During this noteworthy year we experienced great success in our service delivery, achieving the mission in larger ways than ever before. I like milestones. In 2009, for the first time in the history of our organization, we provided health care to more than 30,000 different people. Outstanding. Amidst those people were more than 2,000 men—that's a record in itself. You can see all of these details on page 6. You will also see how much work we did in the area of cancer prevention: education, screening, detection, treatment, and referring people to begin cancer treatment with other health care partners in the community. And while I am proud of our standing as a provider of abortion care, I am exceedingly proud that **more than 90% of the people who walked through our clinic doors were not seeking abortion care, rather they were here to access the family planning they need to avoid becoming pregnant in the first place.** That's pure prevention. That's Planned Parenthood at its best.

We are saving lives—our work on cancer prevention and early detection, our HIV testing, and annual exams. We are changing lives—educating teens and adults about sexual health and responsibility, **providing family planning!** This is great work, and we're doing a great job.

But 2009 included one significant disappointment, and a reflection of that can be easily seen in the financial information on page 11. As you may well recall from several communications I sent last year, we were surprised to learn from the Department of State Health Services (DSHS) that previous instructions about where we needed abortion facility licenses were not correct. We had organized our clinical operation around their instructions. The fines we were assessed and the changes we made to comply with their new instructions reduced our emergency reserves by \$306,911. This is the first time we have used our Emergency Reserve and we will need to replenish those funds. Further, as a growing organization, we need to

The agave plant, or maguey as some call it, is an apropos image for The Planned Parenthood Trust of San Antonio and South Central Texas. It is endemic to our geography, strongly linked to Mexico. It is tough and long living. It thrives in hot and dry environs that would kill other plants. And it is beautiful.



strengthen our overall financial position and cash balances to keep pace with the size of our operation. We're a lot bigger than we were when I took this job in 1999.

Going forward, we are wiser and stronger than ever before. After the celebrations and disappointment of 2009, the organization is certainly solid, resilient, capable, enduring; and these qualities were on my mind when we selected the painting for the cover of this annual report.

Thank you for your support of Planned Parenthood in 2009. I hope you will be strong with us and continue your philanthropic partnership **to provide and protect the sexual and reproductive health care and information that people need to plan their families and their futures.**

A handwritten signature in black ink that reads "J Hons".

Jeffrey Hons  
President & CEO



**70 years**  
timeline >

# CLINICAL SERVICES



## **ANNUAL EXAMS FOR WOMEN**

physical examination that includes chest, heart, lungs, abdomen and genital area; pelvic exams; Pap tests for early detection of cervical cancer; and clinical breast exams that can detect abnormalities, including the early signs of breast cancer

## **MALE SEXUAL HEALTH EXAMS**

physical examination that includes chest, heart, lungs, abdomen and genital area; screening for testicular cancer and instruction for performing a testicular self-exam to detect for lumps or bumps that may be cancerous

**BIRTH CONTROL** barrier, hormonal, and intrauterine

## **NON-SURGICAL PERMANENT BIRTH CONTROL**

**PREGNANCY TESTING** urine and blood testing

## **EMERGENCY CONTRACEPTION**

within 5 days of unprotected sex to reduce the risk of unintended pregnancy

## **“PEACE OF MIND” STD TESTING & TREATMENT**

## **STOP CERVICAL CANCER**

abnormal Pap test follow-up, evaluation and treatment to stop the progression of cervical cancer

**MENOPAUSE CARE** including mammogram referrals

**ABORTION CARE** the abortion pill and in-clinic procedures

## **REFERRAL FOR ADOPTION**

special relationship with Adoption Affiliates for adoption counseling and planning

## **REFERRAL FOR PRENATAL CARE**

**1939**

The Maternal Health Center is established.

**1940**

**1946** The Maternal Health Center is incorporated as Planned Parenthood Center of San Antonio (PPCSA). Diaphragms are available to clients requesting a reliable birth control method.

# CLINICAL OPERATIONS

## by the numbers

*New medical protocols are reducing number of visits needed to provide same amount of health care*

*For the first time ever, number of male patients surpassed 2,000*

### 2008

83,350

27,121

1,842

34,381

15,593

14,948

14,581

6,332

602,713

644

8.5%

28,963

### 2009

77,788 TOTAL CLINIC VISITS

28,136 WOMEN SEEN IN OUR CLINICS

2,074 MEN SEEN IN OUR CLINICS

42,018 STD & HIV TESTS PERFORMED

16,540 PREGNANCY TESTS PERFORMED

14,977 PAP TESTS PERFORMED

15,230 CLINICAL BREAST EXAMS PERFORMED

4,786 EMERGENCY CONTRACEPTION DISPENSED

651,588 WEEKS OF PROTECTION OUR PATIENTS RECEIVED (condoms, oral contraceptives, injectable contraception, contraceptive vaginal ring, contraceptive patch, single-rod implant, intrauterine device, etc.)

478 STOP CERVICAL CANCER PROCEDURES PERFORMED

7.6% PERCENTAGE OF PATIENTS WHO RECEIVED ABORTION CARE

30,210 TOTAL NUMBER OF PEOPLE WHO RECEIVED HEALTH CARE IN OUR CLINICS



# 2009 HIGHLIGHTS

**30,210** patients served in 2009—the greatest number of people we have served in a single year

**12.6%** increase in male clients

**4.5%** increase in clinical breast exams

**3.8%** increase in pelvic exams

**35.6%** increase in Long-Acting Reversible Contraception (LARCs)—contraceptive patch, contraceptive vaginal ring, injectable contraception intrauterine device, and single-rod implant

**18.5%** increase in total patient education sessions in clinic

**16.2%** increase in condom distribution

**82.7%** increase in HIV testing and a 92.3% increase in syphilis testing—results of new medical protocols that call for more testing to ensure public health



**1960**

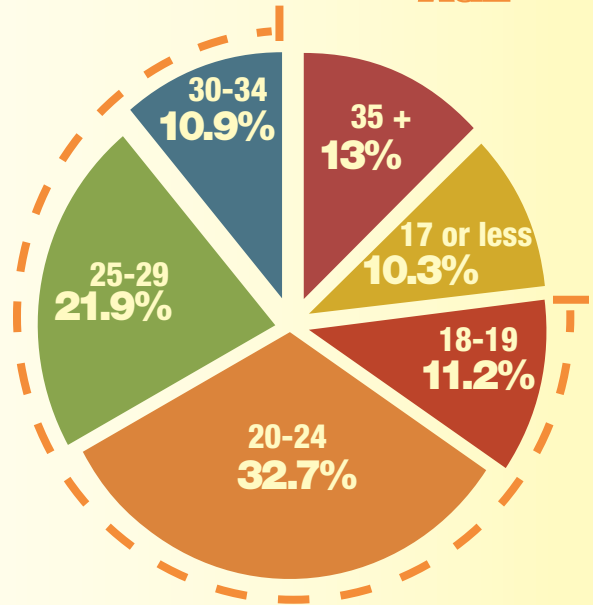
The FDA approves the birth control pill. Today, 19% of women between the ages of 15 and 44 use the pill.

**1965**

Landmark U.S. Supreme Court decision in **Griswold v. Connecticut** paves the way for laws that provide all women with the right to use contraception.

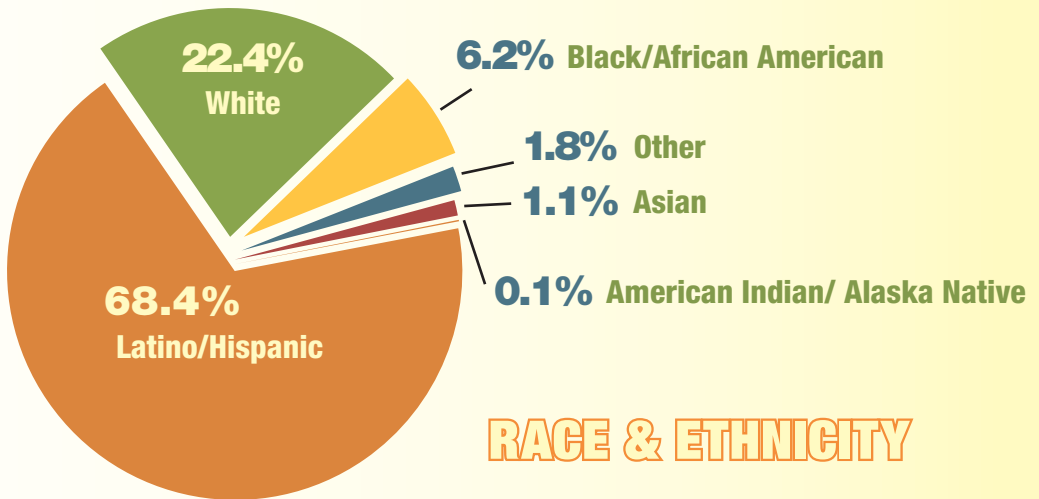


## AGE



**Primary Service Populations  
Ages 18-34 (76.7%)**

# DEMOGRAPHICS



## RACE & ETHNICITY

1970



**1973** The U.S. Supreme Court's decision to legalize abortion in **Roe v. Wade** revolutionizes freedom of reproductive choice for women across the country.

**1975** Angie Molina, Clinic Supervisor for the Northeast Clinic begins working at Planned Parenthood. Today, Angie is our longest working employee.

# STAFF TESTIMONIALS

Our clinic staff provided the utmost care for patients, often times discovering illnesses. Below are some staff testimonials regarding patients they treated in 2009:

Kudos to Barb and Carla for bending over backwards for a patient with a breast mass. The efforts that they made to help this patient see the physician to have the mass evaluated, and then, when the patient did not show up to the appointment, the effort they made to get the patient to attend the appointment was amazing. The patient was, unfortunately, diagnosed with breast cancer. Carla was always making a phone call or sending a letter to the patient to connect with her, which was a great help to Barb, too. The patient is in the care of an oncologist.

**-Dr. Boozer, Medical Director**



I had a patient who said, "Oh, I remember you – I'm glad it is you. You're the one who found the thyroid problem. Thank you so much because now I'm getting radiation treatment. I'm seeing an endocrinologist now at University Hospital." It was nice to actually see the results of these referrals, because most of the time we don't see them. The patient was happy to come back to us for her annual exam. It was nice to see that she got the care that she needed. **-Carla Barba, Nurse Practitioner**



*At Northeast, I had a patient who came in to get an STD and Pap test. She went through the whole process and we talked. After the visit she said, "You all do such a good job. I am so glad that I came here." She had been interviewed by Annie and greeted by Angie and she was very pleased with the whole process. When she checked out, she gave us a donation. -Barb Myers, Nurse Practitioner*

*I had a male patient come in for an exam who had a lump on his testicle. He told me he was gay and after we talked, I recommended that he get an HIV test. His rapid test came back positive and the confirmatory test came back positive. He went to a urologist to evaluate the tumor and found out he had AIDS. He came back this week and was very thankful for our care. The patient said, "I'm glad you picked up on that tumor, because that is what got me into the urologist." -Bea Arrambide, Nurse Practitioner*

# FINANCIALS



The new instructions from DSHS regarding abortion facility licensing were a cloud over 2009, and you can see it here as the extraordinary item. We handled this situation with funds from our Emergency Reserve. Established with donor-specified gifts, the Emergency Reserve is a separate fund we maintain to handle a crisis without interrupting service delivery – think insurance.

Using funds from the Emergency Reserve reduced the strength of our balance sheet by the same \$306,911 you see as the extraordinary item. If you subtract that from 2009, it would appear that our operations produced a negative net effect on cash of \$140,651. But that analysis would be incomplete. When DSHS gave us their new instructions, we also learned that we needed to return Women’s Health Program Medicaid revenue at the affected clinics. We were averaging \$23,160 per month in WHP-Medicaid revenue at those clinics. Without this disappointment, 2009 would have seen an estimated \$277,920 in WHP-Medicaid revenue, and that would have put us in the black and then some. I say all of this to show you that **the fundamentals of our operation are solid.**

It is a testimony to our strength that we were able to withstand this upset, continue service delivery, and remain a dependable provider of vital health care and education. Further, budgets and monitoring plans for 2010 were made with all of these lessons in mind, and we are on track for a breakeven operation in 2010.

**1982**

As federal funds for family planning begin to shrink, the decision is made to open the first self-pay clinic at 104 Babcock Road.

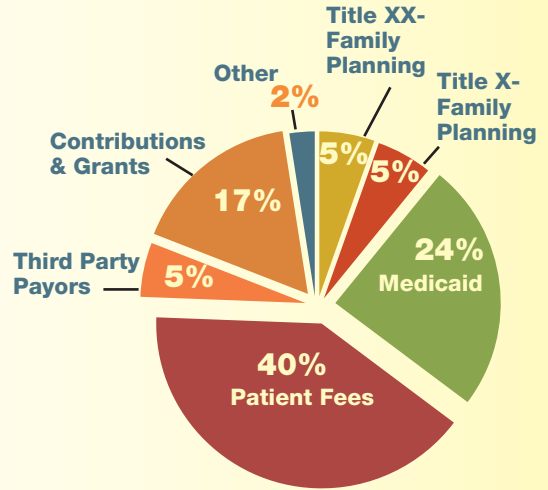
1980

**1990** A merger with Planned Parenthood of the Chaparral Country, based in Kingsville, creates Planned Parenthood of San Antonio and South Central Texas (PPSA&SCT).

1990

## Revenues and Support

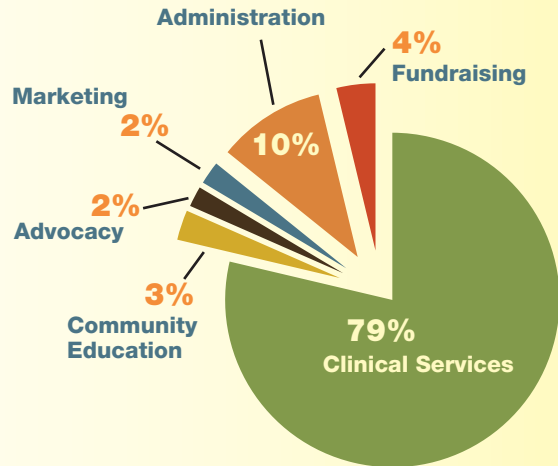
Title X - Family Planning	359,764
Title XX - Family Planning	363,201
Medicaid	1,618,988
Patient Fees	2,683,792
Third Party Payors	353,388
Major Foundation Grants	334,500
Contributions	769,888
Management Contract Fees	162,432
Miscellaneous	1,790
<b>Revenues Before Investment Gain</b>	<b>\$6,647,743</b>
Net Investments Gain	160,750
<b>Total</b>	<b>\$6,808,493</b>



## 2009 REVENUES

## Expenses

Salaries & Employee Benefits	3,613,567
Medical Expenses	1,966,863
Office & Programs	313,966
Travel & Training	81,770
Space Costs	407,180
Other Expenses	319,869
Depreciation	206,152
<b>Total</b>	<b>\$6,909,367</b>
Decrease in Net Assets	(100,874)
Extraordinary Item	(306,911)
ADD: Depreciation	206,152
ADD: Loss in Endowment	
LESS: Gain in Endowment	(160,750)
LESS: Capital Expenditures for Equipment & Improvements	(85,179)
<b>Net Effect on Cash Flow</b>	<b>(\$447,562)</b>



## 2009 EXPENSES

1991 Las Palmas clinic opens.

1992 The Southeast and Northeast clinics open.

1993 PPSA opens its Bandera Road clinic.

1997 PPSA&SCT adds first-trimester abortion care services in San Antonio.



Patron-level donors and longtime friends of  
The Planned Parenthood Trust of San Antonio and South Central Texas

## TOTAL FUNDRAISING IN 2009

# \$997,099.52

- 1,307 people made gifts to Planned Parenthood. Of them, 553 people have been doing so for **10 years or more!** Just over 200 people have been giving for 20 years or more. We welcomed **159 new donors** to the Planned Parenthood family.
- For the second year in a row, the number of **Patron-level donors reached an all-time high. In 2009, we had 134 patrons**—donors whose annual support meets or exceeds \$1,000.
- Our **Px2 campaign** raised **\$50,516.58** through gifts and pledges. Px2 is a matching challenge campaign where new or increased gifts are matched dollar for dollar by the Steve and Marty Hixon Family Foundation.

### 1998

A new community education program is created, **Habla Con Tu Hermana<sup>SM</sup>**, to reach Latina women with information about family planning and women's health.

# FUNDRAISING



Annual Luncheon Honorary Chair Laura Richmond, Luncheon Co-Chairs Pat Smothers and Lyn Selig, with Guest Speaker Doris Kearns Goodwin



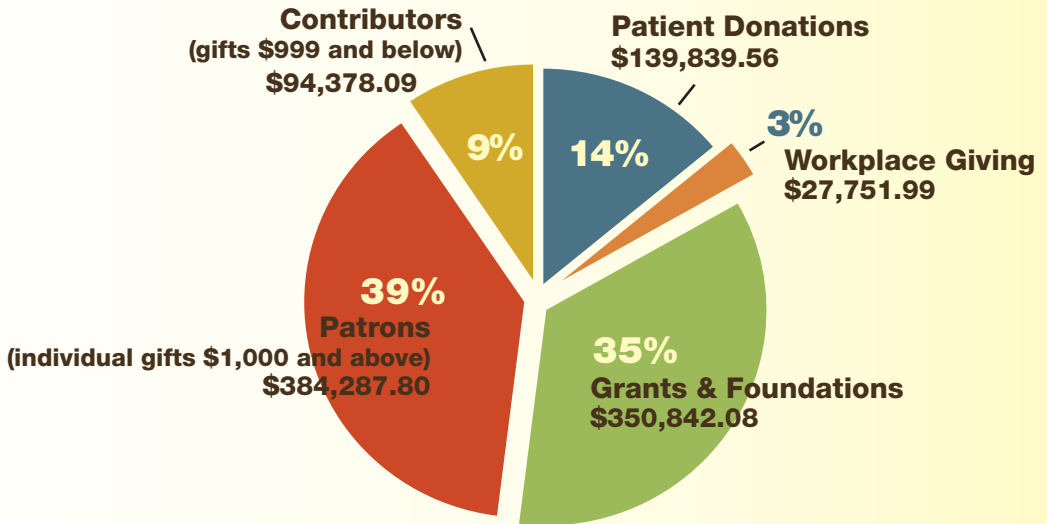
Guests at the 2009 Annual Luncheon



Luncheon Underwriter Janet McNutt and Doris Kearns Goodwin

The Annual Luncheon to celebrate our 70<sup>th</sup> Anniversary was a phenomenal success, raising **\$163,808.97** after expenses in 2009. A total of 793 people attended the **sold-out event** that featured **Doris Kearns Goodwin**.

**84¢** of every **\$1** raised was used for clinical services or on-the-ground, mission-driven community education, outreach and advocacy programs.



**1999** New medical services are initiated to treat abnormal Pap test findings – this becomes our **Stop Cervical Cancer** project.

# ADVOCACY & PUBLIC POLICY

Our public affairs work in **2009 focused primarily on the 81<sup>st</sup> Texas legislative session**. Our supporters stood up for women's health care and responsible sexual health education like never before.

Activists and volunteers sent thousands of e-mails and letters to the Texas Capitol, made hundreds of calls to their elected officials and participated in five phone banks. **A record 600 people volunteered their time to attend Planned Parenthood lobby day on March 12**, including 75 attendees from San Antonio and South Central Texas. And our efforts made a difference. **None of the anti-choice bills were passed this session!**



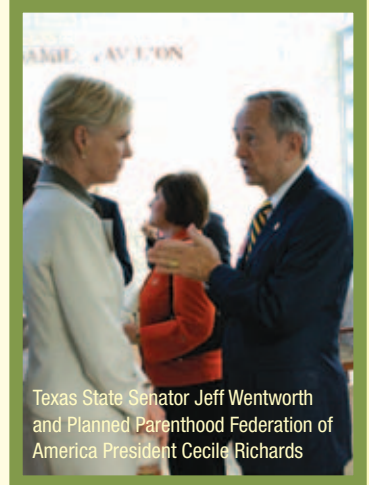
**Our public affairs work is essential to our mission. We work to ensure access to quality, affordable family planning and sexual health care, sex education that is based in science and a woman's right to choose.**

Ginger Purdy and Candice Anderson show their support at Lobby Day

**Of all of our successes, one stands out above all: Key reimbursement rates for family planning were increased for the first time in 30 years with an additional \$7 million in general revenue.**



Bexar County members of the Texas State Legislature, Reps. Jose Menendez, Joe Farias, Joaquin Castro and Mike Villarreal with Cecile Richards



Texas State Senator Jeff Wentworth and Planned Parenthood Federation of America President Cecile Richards

**Planned Parenthood–supported sex education legislation made significant progress**, but unfortunately did not pass into law. *Education Works*, an abstinence-plus sexual health education bill received a hearing for the first time since initially being filed in 2003. Statewide coalition support led by Planned Parenthood contributed to a spirited hearing in the House Public Education Committee. The bill’s primary author Rep. Joaquin Castro (D-San Antonio), with the support of joint author, Rep. Mike Villarreal (D-San Antonio), as well as a long list of co-authors, urged the Committee for a favorable vote. Unfortunately the Committee succumbed to political pressure and did not take a vote on *Education Works*. However, the bill created vast awareness among the members of the Texas Legislature and received support from leading Texas medical and public health organizations.



Representative Joaquin Castro and *Habla Con Tu Hermana* promotoras, Maria Luisa Santiago, at Lobby Day



*Habla Con Tu Hermana* promotoras Guadalupe Cornejo at the International Women's Day march

**2008** A sex education program for teens, **get SMART<sup>SM</sup>**, is launched. SMART stands for SexWise, Maturity, Awareness, Responsibility, Teens.



**2009** The Planned Parenthood Trust of San Antonio and South Central Texas celebrates 70 years of family planning and reproductive health care.

# COMMUNITY OUTREACH & EDUCATION PROGRAMS

**get SMART** teen educators Evelyn Posada, Lianna Lee and Marghi Halff, and **get SMART** Program Coordinator, Tanya Khalfan, at the 2009 PPFA Annual Meeting in Houston, Texas



## get SMART<sup>SM</sup>

**get SMART** is designed to increase teens' knowledge of sexual health and responsibility through peer education, parental engagement, technology and community education. The **SMART** acronym stands for **S**exWise, **M**aturity, **A**wareness, **R**esponsibility and **T**eens. The program is a response to a problem in our community: teenagers are reaching adulthood without sufficient knowledge about sexual health and responsibility that is scientifically accurate and complete.



**get SMART** teen educators Grace Phipps and Inge Sullivan at Lobby Day

The goal of the **get SMART** peer educators is to provide medically and scientifically accurate sexual health and responsibility information to their network of friends, dispel commonly heard myths, and navigate teens to our clinics if they are in need of services.

**get SMART** peer educators provide information to their

friends through various communication channels including word-of-mouth, small group presentations, text messaging, e-mail and social networking sites such as MySpace, Facebook and Twitter. In 2009, **get SMART** had 16 active peer educators compared to eight peer educators in 2008, the program's inaugural year.



**get SMART** peer educators Nicole Vargas and Lianna Lee, Congressman Charlie Gonzalez, Tanya Khalfan, and Yvonne Gutierrez, Vice President for Public Affairs at PPFA lobby day in Washington, DC

# Habla Con Tu Hermana<sup>SM</sup>

Celebrating its 12<sup>th</sup> year of outreach, **Habla Con Tu Hermana** is a community education program designed to reach Latinas with information about family planning and women's health. The bilingual program is designed by, for and about the population to be served, and utilizes volunteers from within the community to be trained as volunteer community health educators called *promotoras*.

In 2009, staff for **Habla Con Tu Hermana** grew to include two part-time educators who have been assigned to lead a small group of volunteer *promotoras* in a specific geographic area (we call a "splash zone") of San Antonio. The addition of new staff has enhanced efforts with health education, promotional outreach, community networking and patient navigation.

**Habla Con Tu Hermana** reached 5,651 women through education in homes and at community centers, worksites, and health fairs.



**Habla Con Tu Hermana** Program Manager Valerie Mascorro provides education at *Clinica Festival*



Planned Parenthood staff and **Habla Con Tu Hermana** *promotoras* and staff at the Komen Race for the Cure

**Habla Con Tu Hermana** *promotora* Maria Luisa Santiago at *Clinica Festival*



**2009** The Planned Parenthood Trust of San Antonio and South Central Texas celebrates 70 years of family planning and reproductive health care.

[www.pptrust.org](http://www.pptrust.org)

## CLINIC LOCATIONS

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**6749 Bandera Rd., San Antonio, TX 78238-1438**  
210.681.7800

**104 Babcock Rd., San Antonio, TX 78201-2900**  
210.736.2262

**8725 Marbach Rd., San Antonio, TX 78227**  
210.674.2222

**803 Castroville Rd., San Antonio, TX 78237-3153**  
210.434.4811

**11514 Perrin-Beitel Rd., San Antonio, TX 78217-2113**  
210.590.0202

**120 W. Ashby Pl., San Antonio, TX 78212-5838**  
210.736.2475

**2346 E. Southcross Blvd., San Antonio, TX 78223**  
210.333.5454

**313 E. First St., Alice, TX 78332**  
361.664.0831

**1028 S. 14th St., Kingsville, TX 78363**  
361.592.2649