

SPRINGFIELD HEALTH CENTER GETS A NEW LOOK



Updated Lobby



LaKrysta Ford, Selina Matheny, Cindy Trent, Yvette Miller, Holly Myers, Nicole Johnson



Thanks to the generosity of the Young Woman's Mission and the Llewellyn Foundation, the Springfield Health Center was recently renovated. The health center was updated to reflect the recent PPSWO brand colors and image. The renovation included freshly painted walls throughout the center, partial replacement of the flooring, new chairs for the lobby, as well as new signage and a frosted front window etched with the PPSWO logo. An Open House was held on December 3rd to debut the updated health center. Approximately 25 guests attended and enjoyed refreshments while touring the updated health center.

The Young Woman's Mission founded the Springfield Health Center in 1935. It was originally established as a birth control clinic. The clinic served 275 patients the first year. In 1949, the clinic was disbanded when the Mission joined the Planned Parenthood League of America and set up offices in the old Gas Company Building on Fountain Avenue in Springfield. Today the health center is located at 1061 North Bechtle Avenue and serves approximately 3,500 patients annually. The continued support of organizations like the Young Woman's Mission and the Llewellyn Foundation are critical to the health center's ability to provide quality reproductive health care services to patients in Clark and Champaign counties.

"Planned Parenthood Southwest Ohio (PPSWO) is very fortunate to have such loyal supporters from a variety of organizations and individuals in Clark and Champaign counties," said PPSWO's Pres. and CEO Becki Brenner. In addition to the Young Woman's Mission and the Llewellyn Foundation, the Springfield Leadership Council also supports PPSWO by acting as advocates for the Planned Parenthood mission, participating in community outreach efforts, and raising money for PPSWO.

The Springfield Health Center is one of 10 Planned Parenthood Health Centers throughout Southwest Ohio serving Greater Miami Valley, Greater Cincinnati and Northern Kentucky.

PPSWO LAUNCHES FIRST REGION-WIDE RADIO AD CAMPAIGN IN OVER A DECADE . . . AND IT LASTS 3 DAYS!

Continuing down our path to promote Planned Parenthood as the leader in women's health and advocacy, PPSWO builds upon its success with the 'A Word' Campaign, billboards, and TV ads by developing a radio campaign. Using the tag line, **"There for you then; here for you now,"** the campaign's aim is to educate women and families that we are still the trusted health care provider they have always known and we are both accessible and affordable in this challenging economic climate. BUT, the anti-choice community made sure our message was not heard in Cincinnati!

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“There for You. . .” consists of ten, fifteen and thirty second radio spots and online banner advertisements. The text of the thirty-second spot is:

Serving Southwest Ohio for eighty years, Planned Parenthood makes access to affordable health care a priority. Regardless of health insurance; no matter your age, race, or ability to pay, Planned Parenthood is a quality health care safety net for women, men and families. To make an appointment, call 1-800-230-PLAN, or visit online at www.ppswo.org. Planned Parenthood of Southwest Ohio: There for you then, here for you now. Also on Facebook and Twitter.

We worked with two Radio conglomerates to reach our service area, Bonneville International to cover the Greater Cincinnati/Northern Kentucky market and Mainline Broadcasting to cover the Dayton/Springfield market. We scheduled radio spots on seven stations which would reach over 300,000 women age 18-34, not including those who would view our online ads. The campaign launch began with a one-week blitz on all seven radio stations--nearly 100 commercials airing during that week. Three days into that first week, Bonneville International pulled PPSWO’s ads off the air and offline and terminated our agreement.

The stations involved are the following:



Apparently, PPSWO’s cash doesn’t spend the same as other advertisers in Cincinnati . . . our spots were pulled 3 days after they first aired!

The Bonneville International Cincinnati Account Manager stated he had to pull our radio spots from the air and online because of four listener complaint phone calls and/or emails. Astounded, we questioned why Bonneville pursued our business for over a year and reiterated that the message we need to get out to the community is critical--hundreds and thousands of women who could be served by PPSWO are waiting for months for an appointment at local federally qualified health centers or local government-funded or non-profit clinics that either simply do not have the capacity or do not offer the breadth or depth of services Planned Parenthood offers. BUT, that’s not really what this is about, is it?

Do we really believe Bonneville would shut down an entire campaign and more than 7 months of work over 4 listener complaints?

PPSWO’s MISSION, VALUES AND PURPOSES AREN’T FOR SALE! However, Cincinnati’s anti-choice community thinks they are. The fact is that with every marketing/advertising campaign we’ve implemented, we have been met with a very swift and well-funded response. The ‘A Word’ Campaign resulted in a barrage of negative editorials and letters to the editor (in print and online) in the Cincinnati Enquirer and community newspapers. Anti-choice zealots paid for several full-page ads expressing pro-life messages. When PPSWO implemented outdoor advertising, the anti-choice community responded with a greater billboard campaign for Pregnancy Crisis Centers. When we advertised on TV for a modest two-month campaign, within a month, the anti-choice community found a sponsor to begin a TV campaign. That sponsor paid for a year of advertising and has renewed for this next year. We have learned that the abhorrence for Planned Parenthood exists throughout our region. Billboard advertisements for the 2009 Book Fair presented by the Friends of Planned Parenthood were refused by Key Ads in Dayton. NOW THIS. How long will we stand for it? You read the ad. What about it was offensive? Absolutely nothing. The anti-choice community is well-connected and well-funded. **The Pro-Choice Community is too and no less passionate!**

The anti-choice community, in effect, bought our voice and silenced it. It really isn’t unique to Cincinnati; it is particular to Cincinnati because this is the HOME of the Right to Life Movement. Do we want to prevail more than they want to see us fail?

Are you, as Planned Parenthood supporters, ready to help us grow the Pro-Choice Community? Your thoughts, ideas, strategies and proposals for action are needed! Call us today! Laurie Housemeyer: 513-824-7824 or lhousemeyer@ppswo.org.

CONTINUE TO LISTEN FOR PLANNED PARENTHOOD ON THE RADIO IN DAYTON AND SPRINGFIELD

Mainline Broadcasting (92.1 WROU, HOT 102.9, and Kiss Country 101.7) continues to work with PPSWO and we look forward to a long and successful relationship with this organization. Mainline’s stations are heritage radio stations, in that they have been on the air in the same format for more than seven years. The stations we chose reach our core patient demographic age range, 18-34, and feature top morning talent.



UPCOMING EVENTS



Save the Date Tour the Globe with Planned Parenthood Second Stop: Spain

Planned Parenthood Southwest Ohio announces its second annual Tour the Globe event, featuring the lush and historic country of Spain. The festive afternoon includes sangrias, tapas, paella, flan, dancing and more.

Date: Sunday March 14, 2010
Location: El Meson Restaurant, West Carrollton
Enjoy a festive afternoon of Spanish culture including:
a Spanish wine tasting provided by Juan Palomar’s private Spanish reserves
Flamenco dancing by Diana Dinicola
Salsa lessons by Larry Saldavar
Ticket Price: \$75 each

For more information contact Karen Meade at 937-528-4678 or kmeade@ppswo.org.

...FROM THE CEO



Happy New Year!

I hope this finds you happy, joyous and filled with peace as we enter our New Year. The past year provided challenges and opportunities as we faced some of the toughest economic times and financial set backs in recent history; however, Planned Parenthood Southwest Ohio (PPSWO) met the challenges with strength, courage, and determination. I am so proud of our staff that remained committed to our mission and patients, and our donors who recognized the value and need of

PPSWO services for those less fortunate in our communities.

As I reflect on the past year I cannot help but be amazed by those who publically advocate for PPSWO. My sense of purpose is renewed daily when I see our patients crossing through the anti-choice lines of ugly signs, filled with hateful rhetoric and distortions of truth, and questioning our beliefs and faith in God. I have been asked many times, *why do I work at Planned Parenthood?* you have been asked, *why do you support Planned Parenthood?* Your willingness to stand tall and defend PPSWO against our many detractors is what inspires me everyday. All of us advocate for services that could ultimately demand personal and professional sacrifice. I can answer the question for me in the following way –

I am pro-choice because it is life-affirming. I am pro-choice because it is fundamentally just. I am pro-choice because to be anything else is to devalue and harm women, children, families, and my country.

I urge you to read the article included in this newsletter edition about our recently launched radio campaign. This article highlights the recent attempts to silence PPSWO’s message and restrict our ability to provide reproductive services. How sad as we enter the New Year, that women and men who are in desperate need for quality health care are denied the information that would keep them healthy and strengthen their family.

This is the definition of PPSWO and the staff - BRAVERY, to face the daily protesters, INTEGRITY, to deliver quality health services, COURAGE to provide abortion services to women who make an informed choice, PERSISTENCE, to continue to advocate for a society that respects women and their choices and best of all STUBBORNNESS, when we stand proud and defy those in our community who place barriers to our mission and vision.

Happy 2010

Becki Brenner

RECENT PLANNED PARENTHOOD EVENTS

6TH ANNUAL DIAMOND GALA A SUCCESS

The 6th Annual Diamond Gala held November 7, 2009 at the Cincinnati Club welcomed over 230 guests to honor this year's award recipients Mary & Peter Levin. The Gala grossed more than \$100,000 to benefit PPSWO general operations.

The event included a silent auction and raffle with terrific prizes and gifts followed by a delicious dinner and dessert. Last year's Diamond Award honoree Al Gerhardstein entertained the group with his amusing and humbling introduction of Mary and Peter who then inspired everyone to mirror their dedication and generosity to necessary community causes.

Many thanks to Event Co-Chairs Amy Kattman and Elizabeth Leslie and their dedicated Gala Committee: Christine Carli, Anne DeLyons, Patti Gaede, John Hinger, Carol Kabel, Armina Matthews, Kathy Norton, Morry & Pat Passer, Sue Ransohoff, Ellen Reister and Deb Schoolmaster for a perfect evening.



Mary Levin, Al Gerhardstein and Peter Levin



Three Generations: Steph & Arny Stoller, Simon, Brittany and Patti Foster



The Levins with daughters Kate, Jean and Anne

PUSH GROUP HAS COCKTAIL TASTING EVENT PROMOTING "SAFE SEX IN THE CITY"

The PUSH Group (Professionals United for Sexual Health) launched their fundraising campaign to raise money for the PPSWO condom outreach program which provides free condoms to the communities that we serve. A cocktail tasting event held on Oct. 22nd at the Sidebar downtown Dayton was an evening of networking and a sampling of six Sidebar signature cocktails.



The PUSH Group is in the process of planning a series of fundraising events in 2010, proceeds to benefit PPSWO ability to provide free condoms. If you would like to help PUSH with this campaign, please go to www.supportppsw.org and make your contribution today.



Kevin Tibbs, Monica Bartley (PUSH Chair) and Nick Bohardt

FOPP ANNUAL BOOK FAIR

The Friends of Planned Parenthood (FOPP) hosted their 39th Annual Book Fair Nov. 13th, 14th & 15th. It was a huge success grossing more than \$75,000 in proceeds to benefit PPSWO. The FOPP also hosted the Book Fair Preview Party on Nov. 12th where 90 guests enjoyed a sneak preview of more than 250,000 books, CD's, magazines, etc. to choose from while enjoying wine, hors d'oeuvres and live jazz. Thank you to the FOPP Steering Committee, the Book Fair Committee, and the many volunteers who worked throughout the year to make this event happen. For information regarding donating books, the 40th Annual Book Fair, or would like to volunteer for the FOPP please visit www.daytonbookfair.org or phone the Book Loft at 937-274-5835.



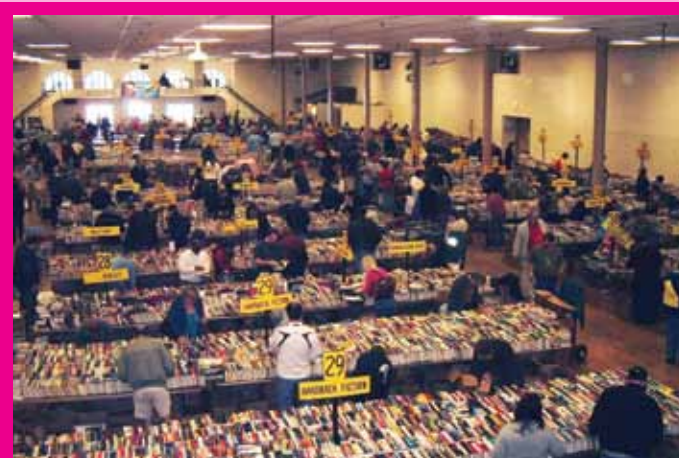
Marilyn Bissett (President of FOPP)



FOPP volunteers Chris Vradelis, Si Felton (Book Fair Co-Chair), Cheryl Felton



PPSWO Staff Members Tara Bonistall and Leslie Mitchell



SPRINGFIELD FUNDRAISER

In October, one of the Springfield Leadership Council members, Gabriele Leventhal co-chaired a fundraising event for PPSWO with long time supporter and past board member Maureen Lynch. The event was held in the home of Maureen Lynch and Richard Lapedes in Yellow Springs. Gabriele and Maureen provided guests with cocktails, hors d'oeuvres and an evening of mingling with other PPSWO supporters from the Springfield and Yellow Springs communities.



Gabriele Leventhal, Maureen Lynch, Karen Meade, Jason & Margaret Morgan



SUMMARY OF FINANCIAL ACTIVITIES

For Fiscal year July 1, 2008 through June 30, 2009

OPERATING REVENUE

Contributions, memorials, projects & special events.....	\$809,708
Net patient fees.....	\$4,329,279
Education program fees, grants, video sales.....	\$141,348
Grants.....	\$1,169,510
Distribution from investment fund.....	\$755,362
Other income.....	\$157,523
TOTAL REVENUE.....	\$7,362,730

EXPENSES

<i>Program Services</i>	
Medical.....	\$5,071,326
Education and training.....	\$323,453
Advocacy.....	\$463,607
Public relations.....	\$22,701
TOTAL PROGRAM SERVICES.....	\$5,881,087

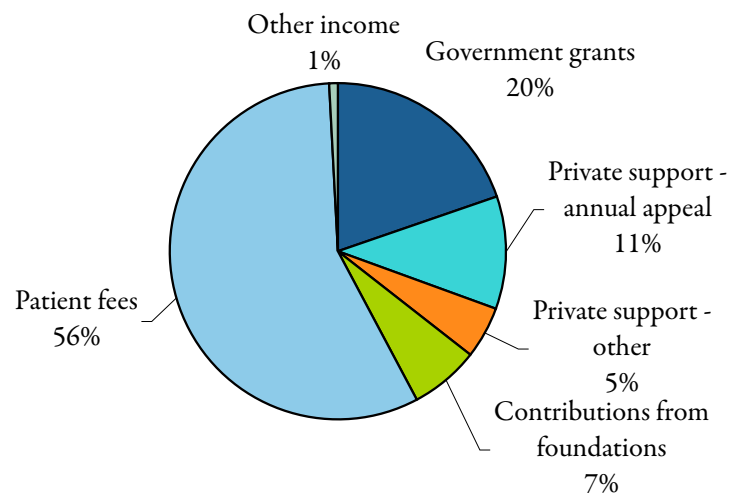
<i>Support Services</i>	
Management and general.....	\$1,251,010
Fundraising.....	\$435,995
TOTAL SUPPORT SERVICES.....	\$1,687,005

TOTAL EXPENSES.....\$7,568.092

EXPENSE ALLOCATIONS

Program Services.....	78%
Management & General.....	16%
Fundraising.....	6%

Agency Income FY2009



CLIENT SERVICES RECAP

July 1, 2008 through June 30, 2009

SELECTED PATIENT NUMBERS

New Patients.....	15,596
Total Male Patients.....	546
Total Prenatal Patients.....	269
Total PPSWO Patients.....	22,886

SELECTED SERVICES

Sexually Transmitted Infection Tests.....	32,771
Pap Tests.....	7,425
Pregnancy Tests.....	12,197
Breast Exams.....	8,410
Emergency Contraceptives.....	3,007
Surgical Abortions.....	2,456
Medical Abortions.....	147
HIV Tests.....	1,343
Colposcopies.....	260

EDUCATION SERVICES

Education Program Participants.....	2,733
Education Training Programs.....	317

CHARITABLE GIFT ANNUITY

With interest rates near all time record lows, you may be in search of higher fixed-rate payout alternatives. If so, the following sample illustrates contributing \$100,000 to a gift annuity offered by our foundation can provide you with attractive, partially tax-free payout rates for your lifetime while generating a substantial income tax deduction:

Individual Annuitant Age	Annual Payout Amount ⁽¹⁾	Tax-Free Payout Portion ⁽²⁾	Available Tax Deduction ⁽³⁾
65	\$5,700	\$3,289	\$4,540
75	\$6,700	\$4,448	\$44,840
85	\$8,900	\$6,752	\$54,080

(1) Based upon current American Council on Gift Annuity Rates. Subject to change.
 (2) The tax-free treatment of the annuity payout continues through a specific time period based upon life expectancy tables.
 (3) Based upon 4.2% federal mid-term rate and quarterly payments, subject to change monthly.

The incentives provided by Congress to motivate American citizens to “give to charity” by using a *charitable gift annuity* are often overlooked. Quite simply, a charitable gift annuity is an agreement that you enter into with our foundation which can be funded with a gift of \$5,000 or higher.

Please let us know if you wish to learn more about this exciting fixed rate, lifetime payout alternative. We are prepared to help you design a *charitable gift annuity* which satisfies your specific needs. Contact Susan Cleverly in our Development Office at 513-824-7810 or giving@ppsw.org for more information.

PPSWO BOARD AND COMMITTEE NEWS

Many thanks to three retiring Board Members: Sue Devoe Allen, Joseph E. Levinson, M.D. and L. David Mirkin, M.D. for their many years of service to PPSWO, we are grateful for their dedication.



Betty T. Gillespie

Sad News. Longtime Board Member Betty T. Gillespie passed away October 30, 2009. Betty has been involved with the Planned Parenthood mission for well over 40 years and sat on both the local affiliate board as well as the national Planned Parenthood board. Betty was both courageous and generous towards PPSWO.

Josephine Joseph passed away December 24, 2009. Josephine was an involved and devoted citizen who immersed herself in this community. For many decades Planned Parenthood benefited from her wisdom, time and generosity.

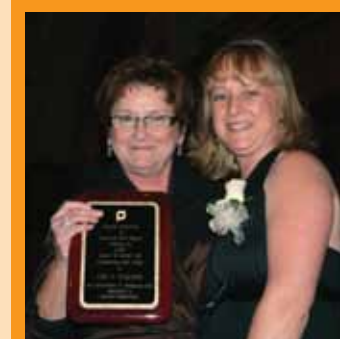
We thank Betty and Josephine for everything; we will miss them.



Josephine Joseph

2009 EMPLOYEE OF THE YEAR

Lisa McQueen, PPSWO employee for 21 years currently is the Health Center Coordinator for Hamilton and Middletown clinics named Employee of the Year at Diamond Gala Award celebration. Lisa is beloved by her patients and fellow staff members; PPSWO is thrilled to honor Lisa's dedication to our mission.



Becki Brenner (CEO) with Lisa McQueen

BARBARA ROSE IS RETIRING AFTER 21 YEARS AT PPSWO

Barbara Rose began her career with Planned Parenthood on April 18, 1988. Barb worked as a Center Manager in the Mary Yeiser Center and Clermont Center as well as trained fellow staff members in all our 10 health centers. Barb is looking forward to traveling with her husband and spending time with her children and grandchildren.



Barbara Rose and Dr. Tim Kress

EASY WAYS TO INDIRECTLY DONATE TO PPSWO:



Here's a new easy way to raise money for Planned Parenthood Southwest Ohio. Just start using Yahoo! powered GoodSearch.com as your search engine and they'll donate about a penny to us every time you do a search! In addition, do all of your shopping through their online shopping mall, GoodShop.com, where you can shop at more than 900 top online retailers and a percentage of your purchases will be donated to PPSWO. You pay the same price as you normally would, but a donation will come here as a result! Here's the web site: <http://www.goodsearch.com>.



The DLM Good Neighbor Pro gram donates to PPSWO through your use of your DLM Club Card. All you need to do is simply choose Planned Parenthood Southwest Ohio from the list and every time you shop and scan your Club DLM card, PPSWO will be “credited” with the purchase. Sign up today at www.dorothylane.com/ClubDLM/goodneighborsign-up.html or ask about the Good Neighbor Program at your local Dorothy Lane Market.

PPSWO Tax ID 31-0536688

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Chuck Vella
Rev. Richard Venus
Richard L. Wright



You can support Planned Parenthood by becoming a patient. Call 1-800-230-PLAN or go online at www.ppswo.org to schedule an appointment.

HEALTH CENTERS

Campbell Center
2314 Auburn Ave
Cincinnati, OH 45219

Mary Yeiser Center
2016 Ferguson Rd
Cincinnati, OH 45238

Clermont Center
834 OH Pike/St. Route 125
Withamsville, OH 45245

Middletown Center
3537 Roosevelt Blvd
Middletown, OH 45044

Mary Stark Center
11 Ludlow Ave
Hamilton, OH 45011

Springdale Center
290 Northland Blvd
Cincinnati, OH 45246

Kettering/Philips Center
224 N. Wilkinson St
Dayton, OH 45402

Springfield Center
1061 North Bechtle Ave
Springfield, OH 45504

Fairborn Center
530 E. Dayton-Yellow Springs Rd
Fairborn, OH 45324

Planned Parenthood Southwest Ohio Region relies on charitable contributions to provide its services.

Planned Parenthood Southwest Ohio Region is a not-for-profit, community supported health care provider and member of Community Shares.



COMMUNITY
SHARES
of Greater Cincinnati

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