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

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Center Income</td>
<td>$6,145,247</td>
</tr>
<tr>
<td>Individual Gifts</td>
<td>$1,012,418</td>
</tr>
<tr>
<td>Operating Reserves</td>
<td>$287,506</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$203,000</td>
</tr>
<tr>
<td>Other Program Income</td>
<td>$68,510</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$7,716,681</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Health Services</td>
<td>$6,162,651</td>
</tr>
<tr>
<td>Education</td>
<td>$428,950</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$445,752</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$402,907</td>
</tr>
<tr>
<td>Advocacy</td>
<td>$185,546</td>
</tr>
<tr>
<td>PPFA Dues</td>
<td>$90,875</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$7,716,681</strong></td>
</tr>
</tbody>
</table>

### Statement Of Operations

Year ending December 2010

#### Financial Data

- **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 REVENUES**: $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 PPASO 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 PPASO's comprehensive sexuality education and our education staff's successful efforts to transform the state's approach to sexuality education.

2010 was an exciting and transformative year for PPASO. We renovated our health center in west Eugene, expanding a cramped space 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 PPASO 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

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**Education & Training**

Rights, respect, responsibility

PPASO'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.

- **PPASO** 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, PPASO 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.

- **PPASO's annual Sex Ed Boot Camp**, a community and school-based education, 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.

- In Jackson County, PPASO is the lead community partner in establishing a community-academic partnership to promote improved Latina reproductive health. This collaboration 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.

In 2010, Planned Parenthood of Southwestern Oregon provided our expert reproductive and sexual health care to 26,938 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 Sono Sano, a program to help provide basic 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. PPASO, along with Planned Parenthood PAC of Oregon, made a significant impact on Oregon's 2010 elections.

Achievements include:

- Expanding endorsements to 60 candidates, the largest number to date. 40 of the 60 candidates won in a year that was challenging for progressives.

Thanks to you, growing up isn't so scary

> High school student, Springfield

**Health Services**

Ensuring healthy families

In 2010, Planned Parenthood of Southwestern Oregon provided our expert reproductive and sexual health care to 26,938 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.

**Educational Programs**

<table>
<thead>
<tr>
<th>Number of Programs</th>
<th>High School</th>
<th>Middle School</th>
<th>Elementary</th>
<th>University</th>
<th>Community/Professional</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
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<td>180</td>
<td>150</td>
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<tr>
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<tr>
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<td>400</td>
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**Participation**

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<tr>
<th>Number of Contacts</th>
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<th>Middle School</th>
<th>Elementary</th>
<th>University</th>
<th>Community/Professional</th>
<th>Media</th>
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</thead>
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<td>2,000</td>
<td>2,000</td>
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<tr>
<td>Middle School</td>
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<td>4,000</td>
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<tr>
<td>Elementary</td>
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<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
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<tr>
<td>University</td>
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<td>8,000</td>
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<tr>
<td>Community/Professional</td>
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**Type of Payment**

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<th>Commercial Insurance</th>
<th>Title X</th>
<th>Other</th>
<th>Oregon Medicaid</th>
<th>CCare Medicaid</th>
<th>Medicaid</th>
<th>CCare</th>
<th>Commercial Insurance</th>
<th>Title X</th>
<th>Other</th>
<th>Oregon Medicaid</th>
<th>CCare Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
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<td>5%</td>
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</tbody>
</table>

**Type of Procedure**

<table>
<thead>
<tr>
<th>Type of Procedure</th>
<th>Number of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STD/problem-focused visits</td>
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<tr>
<td>HIV Testing</td>
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</tr>
<tr>
<td>Abortion</td>
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<tr>
<td>GYN Exams</td>
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</tr>
<tr>
<td>STD/other</td>
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</tr>
<tr>
<td>Colposcopy</td>
<td>5%</td>
</tr>
<tr>
<td>Pregnancy tests</td>
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</tbody>
</table>

**AGE OF CLIENTS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>15%</td>
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<tr>
<td>15-19</td>
<td>40%</td>
</tr>
<tr>
<td>20-24</td>
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<td>25-29</td>
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<td>30-34</td>
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<td>40-49</td>
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<td>50-64</td>
<td>4%</td>
</tr>
<tr>
<td>65+</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

> 4th grade student, Ashland

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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
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

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

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

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jane.scheidecker@ppsworegon.org

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