

ANNUAL REPORT

2010–2011
2011–2012





Every year at Planned Parenthood of Middle and East Tennessee, we celebrate our successes and address our challenges. We are energized by our progress and remain determined to battle the forces trying to prevent us from being here for those young women and men who rely on us.

Beginning in 2010, the Board and staff engaged in a strategic planning process that resulted in an aggressive and visionary multi-year plan. The focus of this plan is to actively engage young people and to build the infrastructure necessary to thrive in the new healthcare environment with the implementation of the Affordable Care Act, commonly called ObamaCare, in 2014. This means making huge investments in staffing with specific skills and experience, upgrading our technology with new phone systems, patient management systems and electronic health records, and renovating our health centers to make them more attractive and comfortable for our clients.

In what is probably the most important strategic business decision ever by our Board, it voted unanimously to reject Federal funding that supports our family planning services. Over several months, the Board reviewed financial information, considered the implications of continued political attacks, and studied the details of ObamaCare. Rejecting the funding allows us to be more flexible in our operations and frees us from threats from the Tennessee General Assembly.

During 2010 and 2011, we were overwhelmed by the outpouring of support from people across Tennessee angered by the attacks on Planned Parenthood. As a result, we saw a sharp increase in the number of online activists, as well as an increase in financial support. Despite this increased support, we still struggle to keep our fees affordable for our clients and to make necessary investments.

In January 2012, we were excited to begin providing family planning services in Johnson City. In the counties of Upper East Tennessee, twenty-five percent of women and children live in poverty and have very limited affordable healthcare options. Through a creative



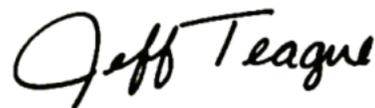
partnership with a local women's center, we are now addressing the incredible health disparities that trap so many families in a cycle of poverty.

In 2012, the Tennessee General Assembly passed two laws that have made our work more difficult. One requires doctors who perform abortions to have admitting privileges in the county where they perform abortions or an adjacent county. This law has nothing to do with protecting women or improving the quality of healthcare. Instead it places an unnecessary requirement on well-qualified medical professionals.

In addition, a new law was passed that limits our ability to provide comprehensive sex education in public schools. The so-called "Gateway Sex" bill mandates abstinence-only sex education. This law allows for punishment and fines for an educator who provides any information that might "encourage" sexual activity. As a result, we are no longer able to provide needed sex education programs in public schools.

The coming years will be filled with more successes and challenges. We hope that you are as proud of the work we do as we are. Without you, none of it would be possible. And, because of you, we are changing lives.

Sincerely,



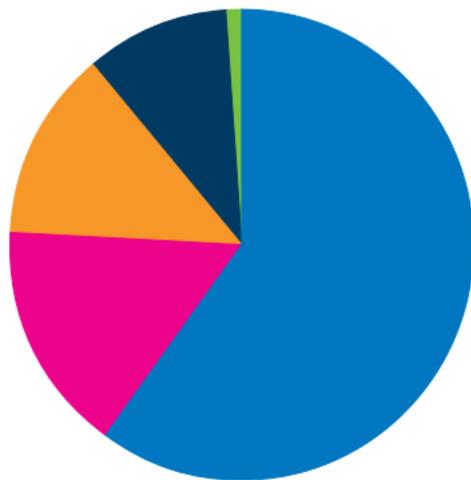
Jeff Teague
President and CEO



Tom Lee
Chair, Board of Directors

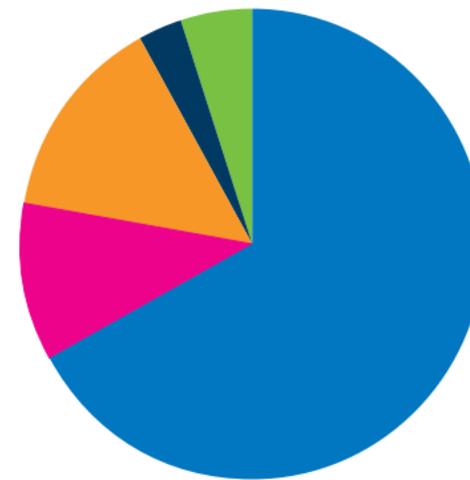
Financials 2010-2011

Revenue
\$3,097,962



Patient Fees	\$1,856,405	60%
Government Grants	\$537,257	16%
Other Program Grants	\$394,564	13%
Contributions	\$297,233	10%
Investment Income/Other	\$12,503	1%

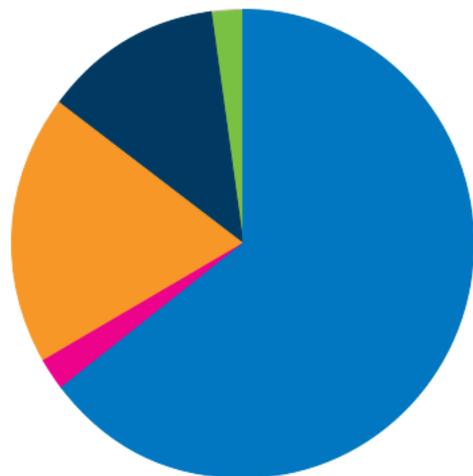
Expenses
\$3,059,368



Medical Services	\$2,059,951	67%
Administration	\$421,876	14%
Education and Training	\$344,886	11%
Public Affairs and Advocacy	\$144,977	5%
Fundraising	\$87,678	3%

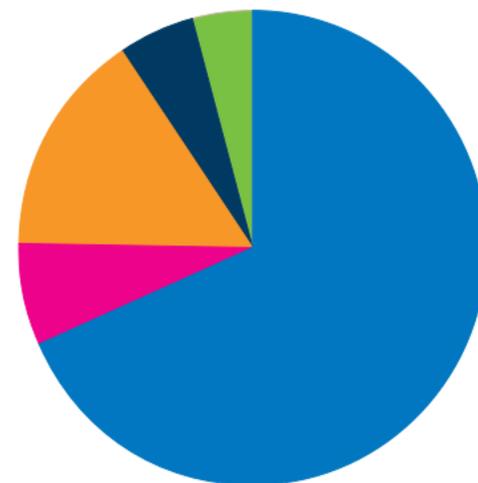
Financials 2011-2012

Revenue
\$3,129,402



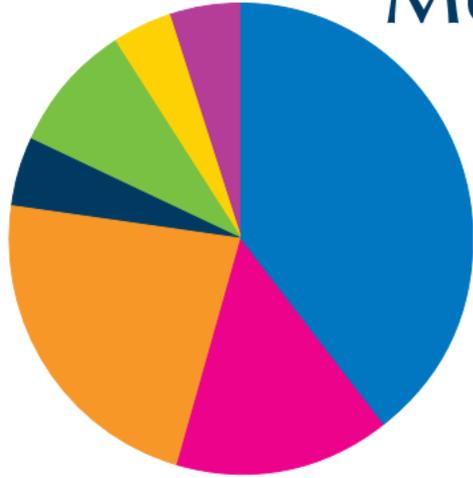
Patient Fees/Insurance	\$2,057,137	65%
Program Grants	\$593,045	19%
Contributions	\$414,881	13%
Government Grants	\$52,805	2%
Investment Income/Other	\$11,534	1%

Expenses
\$2,946,090



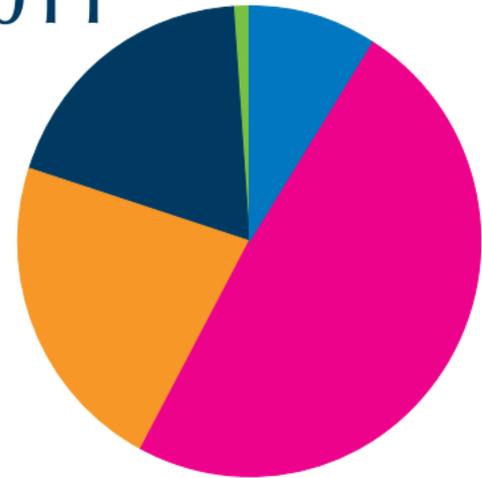
Medical Services	\$2,019,671	69%
Administration	\$451,589	15%
Education and Training	\$199,321	7%
Public Affairs and Advocacy	\$148,988	5%
Fundraising	\$127,150	4%

Medical Services 2010-2011



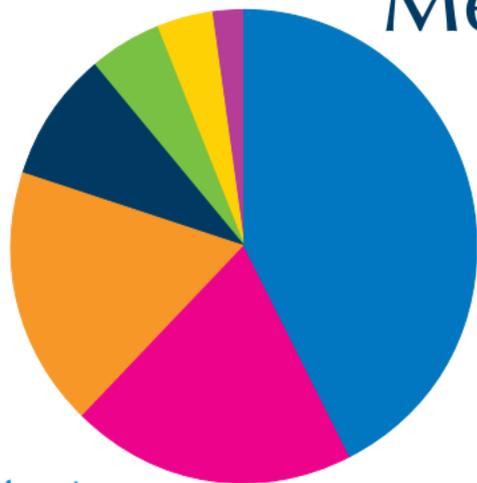
Family Planning	8,142
STI Tests	4,565
Abortion Services	3,124
Pregnancy Tests	1,572
Pap Tests/Cervical Cancer Screenings	963
Emergency Contraception	923
HIV Tests	764
<hr/> Total Visits	<hr/> 20,053

Female Clients	6,298
Male Clients	187
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	6,485



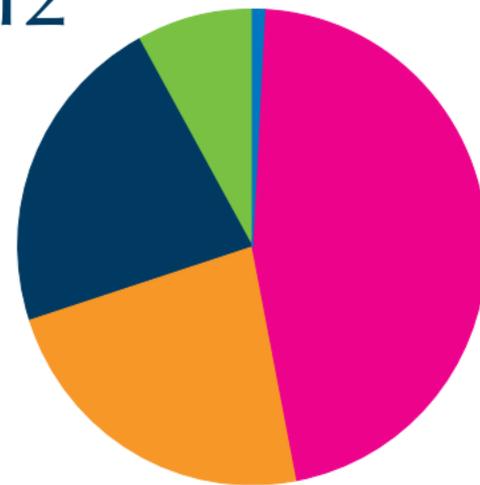
By Age:	
19-24	49%
25-29	22%
30-44	19%
Under 18	9%
45 and up	1%

Medical Services 2011-2012



Female Clients	5,655
Male Clients	214
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	5,869

Family Planning	7,928
STI Tests	3,540
Abortion Services	3,269
Pregnancy Tests	1,716
HIV Tests	845
Emergency Contraception	744
Pap Tests/Cervical Cancer Screenings	459
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Total Visits	18,501



By Age:	
19-24	46%
25-29	23%
30-44	22%
Under 18	8%
45 and up	1%



The J. Paschall Davis Fund

Established in 1992, the J. Paschall Davis Fund provides no-interest loans to assist poor and low-income women who would not otherwise be able to access abortion services. The Fund is named after the Reverend J. Paschall Davis, an Episcopal priest who was an early reproductive rights advocate in Nashville and the husband of one of the women instrumental in founding Planned Parenthood in Tennessee, Evelyn Ames Davis.

This Fund is supported entirely by individual donations, patient reimbursements, and grants from private foundations. No public funding can be used to support the Fund. No woman is ever turned away due to inability to pay.

- In 2011, the Fund provided loans totaling \$11,145 to 37 women. The average loan was \$301.
- For 2012, loans totaling \$12,053 were provided to 75 women, with the average loan amount of \$161.
- The cost for abortion was between \$600 and \$1,000.



PPMET Peer Educators with PPFA President Cecile Richards.



Education and Training

PPMET promotes healthy sexuality by providing youth and adults with thorough, accurate information about their bodies; skills to maintain their physical health and develop healthy relationships; and by supporting norms and values which encourage responsible, healthy attitudes and behaviors.

Our professional educators carry out this commitment through:

- **Promoting Healthy Decisions (PHD)**, a 5 session series that goes beyond the basics to equip teens with skills needed to make and carry out healthy decisions regarding sexual behavior. (Partly supported with CDC funds through the Tennessee Department of Health.)
- **Short-term Education Sessions**, which are delivered on request to middle and high schools, colleges, after-school programs, religious organizations, group homes, and other agencies that serve youth.
- **PG-13 Players**, a peer education theatre troupe in Nashville that brings sexuality and other teen-related issues to life for young audiences. (Supported in part by the National Council of Jewish Women, Nashville Section.)

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- **FYI**, a “guerilla” peer education group tasked with spreading information and skills about healthy sexuality to teens in the Knoxville area.
 - **Rape and Sexual Assault Prevention**, a multi-faceted program that reaches youth through education sessions on college and high school campuses, ad campaigns in college newspapers, professional training, and advertisements on social networking sites. Education sessions and ad campaigns are delivered in the Nashville and Knoxville areas.
 - **Professional Training**, for professionals who serve youth, building comfort and imparting skills to become effective sexuality educators in their own settings. This includes our 20-hour Sexuality Education Training Series (SETS).
 - **Health Fairs and Outreach** on college campuses, in middle and high schools, and at community events.
 - **Partnering** with community-based organizations to promote healthy sexuality, including: Nashville School of the Arts, Stratford and Hunter’s Lane High Schools, Nashville Metro Health Department, Oasis Center, University School of Nashville, The Temple, Second Presbyterian Church, World AIDS Day Coalition, First Response Center, Vanderbilt University, Fisk University, Tennessee State University, Meharry Medical College, Tennessee Coalition to End Domestic and Sexual Violence, Sexual Assault Center, Alignment Nashville, Knoxville Adolescent Pregnancy Prevention Initiative (KAPPI), FAITH Coalition, East Tennessee State University, and The University of Tennessee.

In 2010-2011 our Educators and Trainers reached: 9,587

Program	Groups Served	Individuals Reached
Multi-Session Series	44	1,122
Single-Session Education	125	1,373
PG-13 Players (19 trained)	28	2,583
FYI	(8 peer educators trained)	1,898
Professional & Parent Training	32	378
Health Fairs/Outreach	23	2,233

In 2011-2012 our Educators and Trainers reached: 13,652

Program	Groups Served	Individuals Reached
Multi-Session Series	29	802
Single-Session Series	69	1113
PG-13 Players (17 trained)	17	1196
FYI	(8 peer educators trained)	1,897
Professional & Parent Training	17	234
Health Fair Outreach	52	8410



Members of Knoxville's FYI: For Your Information.



PG-13 Players with State Representative Sherry Jones at Lobby Day 2012.

Community Affairs 2010-2011

- 43 volunteers donated 1,002 hours of their time - a value of \$19,267 in in-kind contributions to PPMET.
- In addition to regular health fairs and community events, we host a monthly Volunteer Night. On those nights, volunteers stuff bags with helpful information including brochures and condoms for our Health Center clients.
- We created a week of activities around the anniversary of the *Roe v Wade* decision, called 'Spirit Week for *Roe*.' Volunteers and staff mailed and handed out 1,000 *Roe* buttons to supporters who pledged to wear them every day during *Roe* week. The activities culminated in over 20 *Roe* supporters braving the frigid temperatures to stand in support of *Roe* at a Honk n' Wave in Nashville.
- *FYI*, our Knoxville peer educators, responded to the decision of the Knox County Public Schools to eliminate all outside sex education speakers (under political pressure against PPMET) by sending thoughtful letters to the Superintendent and school board members, appearing in the media, and speaking at a school board meeting as they sought to protect access to fact-based sex education in schools.
- To celebrate the opening of our new Health Center in Knoxville, we hosted an open house in August. Supporters, volunteers, and staff joined us at our newly purchased location on Cherry Street, a bigger and more convenient facility with space for our education department and peer education program, *FYI*.
- We supported student groups such as *Vox: Voices for Planned Parenthood*, Medical Students for Choice, and other feminist student organizations at Middle Tennessee State University, University of Tennessee, East Tennessee State University, and Vanderbilt.

Community Affairs 2011-2012

- 51 volunteers donated 1,135 hours of their time - a value of \$21,803 in in-kind contributions to PPMET.
- In January, donors and supporters joined us to celebrate the opening of our new Health Center in Johnson City in the Shakti in the Mountains building.
- The PG-13 Players, our Nashville peer educators, and Lyndsey Godwin, our Manager of Education and Training, were featured as experts for Nashville Public Television's Emmy-Award winning "Children's Health Crisis: Sexuality." You can see the episode at: <http://www.wnpt.org/productions/chcv2/sexuality/>
- To celebrate the 39th anniversary of *Roe v Wade*, PPMET coordinated 'Spirit Week for *Roe*' that included a Knock and Drop in Nashville, a neighborhood canvass with volunteers to remind residents that PPMET is a resource for them. We left behind a door hanger with a list of the services we provide. We also mailed and distributed 1,000 *Roe* buttons.
- Volunteers and staff also did a Knock and Drop in the neighborhood surrounding our Knoxville Health Center in April. Our volunteers had a great time letting the community know about our services.
- We participated in a lobby day with Planned Parenthood Greater Memphis Region in March. Twenty-five supporters, donors, and volunteers, including some of our teen peer educators, spent the day at the Capitol visiting with elected officials and making the case for the importance of PPMET, sex education in schools, and continued access to the wide range of preventive health services we provide.
- We supported student groups such as *Vox: Voices for Planned Parenthood*, Medical Students for Choice, and other feminist student organizations at Middle Tennessee State University, University of Tennessee, and East Tennessee State University.

Proposed 2014 Constitutional Amendment

After over 10 years of trying, members of the Tennessee General Assembly who oppose abortion without exception succeeded in passing a proposed constitutional amendment that will remove privacy rights and potentially ban abortion in Tennessee. The language of the proposed amendment is deliberately misleading in an attempt to trick voters into believing that exceptions would be in place for cases of rape, incest, and life of the mother. In fact, it simply states that the legislature has the ability to pass laws in the future protecting women in those circumstances if they choose to.

The full language of the proposed amendment is:

“Nothing in this Constitution secures or protects a right to abortion or requires the funding of an abortion. The people retain the right through their elected state representatives and state senators to enact, amend, or repeal statutes regarding abortion, including, but not limited to, circumstances of pregnancy resulting from rape or incest or when necessary to save the life of the mother.”

Anti-choice members of the General Assembly claim that abortion is completely unregulated in Tennessee and argue that the amendment is necessary in order for them to place restrictions on or regulate access to abortion. However, the Assembly has been passing laws for years that do just that. In addition to already existing informed consent laws, a few of the current restrictions on abortion in Tennessee include: parental consent for minors seeking abortion; a requirement that surgical abortions be done in licensed Ambulatory Surgical Treatment Centers; that physicians who perform abortions must have admitting privileges at a local hospital; and abortion facilities must post signs saying that women can't be coerced into having an abortion.

In November 2014, voters will be asked to vote on the amendment. We plan to wage an aggressive campaign to defeat it. We will ask you to support our effort in every way possible, including providing financial support to the campaign being formed to prevent the passage of this incredibly dangerous amendment. Visit ppmet.org for more information.

Below: PPMET activists braving the cold and standing up for choice!





Development 2010-2011

- PPMET hosted five fundraising events: a new premiere event, *Amuse-Bouche* in Nashville; *Cocktails for a Cause* at Suzy Wong's House of Yum and The Mad Platter in Nashville and The Tomato Head in Knoxville; and our 3rd annual *Vox Rox* benefit concert featuring Gretchen Peters and Matraca Berg at The Rutledge in Nashville.
- We proudly became a partner of Community Shares of Tennessee. Community Shares is a membership-run workplace giving program that enables Tennesseans to donate to PPMET and other local charity organizations directly from their paychecks. For more information, visit www.communitysharestn.org. Community Shares: Giving at Work. Giving that Works.
- We continued to support the work of our new Nashville-based volunteer group, The Young Professionals (YPs). The YPs meet regularly to plan and host fundraisers, including *Cocktails for a Cause* and *Vox Rox*, each year.
- PPMET received over 1,800 individual gifts from donors, including 363 donations through our website.

Development 2011-2012

- PPMET hosted six fundraising events: our second annual *Amuse-Bouche*; and *Cocktails for a Cause* events at Holland House, Yazoo Brewery and Tribe in Nashville and at The Tomato Head and The Public House in Knoxville.
- We received over 2,400 individual gifts, including 866 donations through our website, at least 450 of which were inspired by the Komen Foundation controversy.
- As in every year, employees made contributions through payroll deductions from over 50 organizations including HCA, Dell, Schwab, Wachovia, Community Shares, and various United Way affiliates.



Family Life Educator of the Year Winner Lillian Maddox-Whitehead with Heloise Werthan Kuhn and daughters Joni Werthan and Patricia Werthan Uhlmann.



www.ppmet.org

Our Mission

The mission of Planned Parenthood of Middle and East Tennessee is to proudly provide the highest standards of quality and professionalism in: providing access to reproductive, sexual and complementary health care services and information in settings that preserve and protect the right to privacy; providing educational programs that enhance understanding of human sexuality; and advocating for public policies that guarantee these rights and ensure access to these services.