

# WE'RE HERE

PLANNED PARENTHOOD OF THE SOUTHERN FINGER LAKES  
ANNUAL REPORT 2010

Exceptional. Honest. Fearless.



♻️ printed on recycled paper with soy-based inks

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Our mission is to promote healthy sexuality and reproductive choice through **exceptional services**, **honest education**, and **fearless advocacy**.

DEAR FRIENDS,

We are so pleased to present to you the 2010 Annual Report of Planned Parenthood of the Southern Finger Lakes (PPSFL).

For more than **40 years**, our communities have trusted Planned Parenthood to provide exceptional health services, honest education, and fearless advocacy. In 2010, we provided nearly **22,000 visits in our five health centers**, more than **94% of which were preventive health care** such as cancer screenings, family planning and birth control, health exams, and STI testing. We **added a full time educator** in Steuben County, dramatically increasing the number of young people, teachers, and parents who have participated in our honest, accurate sex education programs. And we **fought back** hard against efforts in Washington D.C. to include draconian restrictions on access to safe, legal abortion services.

But numbers and activities simply don't capture the power and the promise of Planned Parenthood. That's why in our annual report, we are sharing **real stories from real patients, staff, and volunteers**. Despite the endless stream of efforts to politicize women's health is-

With great respect and determination,



**JOE SAMMONS**  
PRESIDENT / CEO



**STEVE RUOFF**  
BOARD CHAIR



**KATHLEEN GOOD**  
IMMEDIATE PAST BOARD CHAIR

ues and demonize Planned Parenthood, we're here, and the women and men in Chemung, Schuyler, Steuben, and Tompkins counties can count on PPSFL to provide expert, trusted care designed to prevent unintended pregnancy and promote sexual and reproductive health.

Our goal in 2010 was to ensure that we advanced the mission, even in the difficult, turbulent times we have faced. We are proud to say that is exactly what we did – **not only did we continue the core work of our affiliate**, but we pushed ahead with plans to implement electronic medical records and to rebuild or renovate our facilities across the region. Our entire family of staff, board members, volunteers, and supporters throughout the affiliate are **completely committed** to these goals.

We are so grateful that you are part of that family. Over the years, as new attacks on Planned Parenthood have surfaced, we have kept our doors open so that women and men of all ages have a trusted, expert provider of sexual health care and information. Because of your support and spirit, we have been able to say throughout 2010 that **we are here, and we always will be**.

WE'RE  
HERE

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Where was PPSFL this year?

2010 also saw trips to:

LEGEND

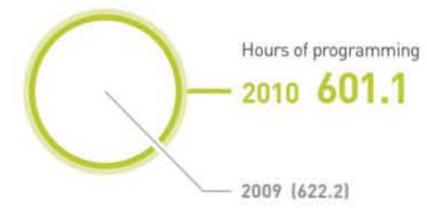
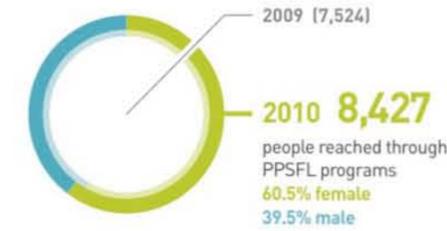
- Educational programs, workshops, trainings
- Community committees, special meetings
- Community outreach, lobbying, special events.
- RCST Community committees, special meetings
- RCST accompaniments - hospitals, law enforcement, social services
- RCST Educational programs, workshops, trainings
- PPSFL Health Center
- PPSFL Administrative Office
- City visited by PPSFL in 2010
- Other city
- Major highway
- Major road
- Minor road



- HAMILTON, NY
- ALBANY, NY
- BOSTON, MA
- SALT LAKE CITY, UT
- ONEOTA, NY
- SAN DIEGO, CA
- NEW YORK, NY
- ST. LOUIS, MO
- MORRISTOWN, NJ
- WASHINGTON, DC
- PHILADELPHIA, PA
- ATLANTA, GA
- CHARLOTTE, NC
- MIAMI, FL



# WE'RE EDUCATORS



In 2010, PPSFL's Education Department brought outreach and programming to more than **8,400 people** – a **12% increase** over 2009 – and our educators provided nearly **500 education program sessions**. We received a steady increase for multi-session program series and repeat requests for programs. Our sexuality educators were invited into new schools and organizations including Dryden Middle School/High School in Tompkins County, and we were delighted to establish an exciting new partnership with Ithaca's New Roots School. New Roots students are now able to take a **semester-long sexuality education course** at our Education & Outreach Center on Seneca Street in Ithaca.

The department was thrilled to bring on Christine McLear, our new sexuality educator for Steuben County, in March. Along with the schools and organizations we've worked with in the area before, McLear began providing program for the Corning Area Youth Center monthly teen nights and with Steuben's Advantage After School Program to educate middle school students about pregnancy prevention, and she has also provided programming for the Addison Youth Center, Big Brothers Big Sisters of Steuben County, and Safe Text programs for all Corning East High School students.

Over the summer, our education team tried a new approach to professional development in our communities with several short mid-day Lunch & Learn events throughout the region. In Tompkins County, PPSFL offered **four Lunch & Learns** about meeting the many and varied needs of the lesbian, gay, bisexual, and transgender (LGBT) community through our grant-funded

LGBT health and wellness program Out for Health. In Chemung and Steuben Counties, we hosted Contraception Updates and presentations titled **Once Bitten Twice Shy** – Using the Twilight Movies to Talk to Teens about Sex and Relationships for teachers, human service professionals, and community educators.

In September, we launched a **new on-site LGBT Youth Group**, funded through our Out for Health program grant, and began meeting every other week. The group provides a supportive, empowering environment for LGBT youth to express themselves; it is a judgment-free space for youth to ask questions, make new friends, and share their ideas.

With the first full year of our affiliate-wide communications efforts being folded into the education department, we have learned a lot and have moved forward with several new efforts to increase our visibility and presence in the region. Our communications staff have worked diligently to ensure that **PPSFL is reaching our supporters** and those who need our services in the most effective ways.

Building on the successes of 2010, we plan to expand our efforts in 2011, providing honest sexuality education to the women, men, and teens throughout the Finger Lakes region, and working tirelessly in our communications efforts to tell the people in our communities that when they need us, we're here.



JEN M.

JEN M. • I have dreamed about working at Planned Parenthood since college. My parents never talked to me about sexuality, but I was lucky to have an older sister who was informed and comfortable answering my questions. I became dedicated to making sure that young people were receiving the information they needed to be able to make educated decisions. I wanted to be a part of the movement that makes sexuality a normal topic and not taboo.

In my work as a sexuality educator at PPS-FL, I get to meet new people every day and provide them with information that may be

new to them, or help them think critically about a topic. I love that in the years I have been with Planned Parenthood, I have been able to develop relationships with youth and be another trusted adult they feel comfortable receiving information and resources from.

CHRISTINE M. • I am passionate about sexuality education, and Planned Parenthood is synonymous with quality education. I've wanted to work for Planned Parenthood since graduating from college. I believe that accurate, appropriate information about sex leads people of all ages to healthier choices and healthier lives. I also believe strongly in reproductive choice, so I like that when I tell people I work for Planned Parenthood, they immediately understand where I stand on the issues that are most important to me.

I deeply enjoy working with people of all ages, but I absolutely love working with

**"I believe that accurate, appropriate information about sex leads people of all ages to healthier choices and healthier lives."**

teens and young adults. They are full of energy and enthusiasm, and society doesn't give them enough credit. They are smart, passionate, and capable of great things. I get to learn something new every day too, and I'm so grateful to work in a setting where learning is part of my job.

I've also been grateful for the opportunity to provide monthly programs for the Big Brothers, Big Sisters of the Southern Tier on topics like self-esteem, body image, and healthy relationships. After a recent program, one of the "bigs" told me that her "little" started talking to her about a boy she's interested in at school. The "big" was really grateful for the opportunity to talk with her "little" about dating, which might not have come up if it weren't for our program on relationships.

The toughest part of my work at Planned Parenthood is breaking down myths around who we are and what we do. I want people to know that we are so much more than abortions and free con-



CHRISTINE M.



SELLY

doms and that our sexuality education programs offer much more than information about birth control and sexually transmitted infections. We teach about self-esteem, healthy relationships, and so much more – all of those things lead to sexually healthy people through prevention, choices, and personal growth. I encourage anyone

who isn't sure what we're all about to come in and ask.

SELLY • At the age of twelve, I began the process of realizing and accepting that I am gay. I felt incredibly alone; I hated it and fought against it. I'd always been much more masculine than the other girls, and I could never quite will myself to wear tight, form accentuating clothing. But in my first year of middle school, I grew my hair out and forced myself into tight jeans. I tried to find an interest in boys. I couldn't even think the word "gay" because I thought gay meant being alone forever, being different and hated. Coming out to myself was by far the hardest step.

In 7th grade, I fell into what I thought was love with a straight friend. She spent

hours telling me about all the boys she liked, and I'd get jealous and make sniping comments. Soon she was confused and angry, and our relationship became twisted and devoid of anything positive or friendly. Eventually, I grew tired of the crying and yelling, so I got high and drunk and sent her a Facebook message telling her that I liked her, but not to worry – I would never speak to her again. Eventually, she did reply, but we never really did speak again after that.

I was in a great deal of pain over the whole situation; I would drink during the day to glaze over the emotions, stay up all night, get high, and occasionally cut. Suicidal thoughts were an everyday thing, but one day they became over-powering and I attempted to end my life.

A little later, I switched schools and things slowly got better. The community at my new school was very supportive, friendly, and open. When I overheard a group of older students mention a bisexual girl in a conversation, I finally knew I wasn't completely alone or doomed to be miserable forever. But, I still believed I would have to settle for much less than the romantic relationship I fantasized about.

I said the words "I'm gay" out loud for the first time that year. I remember my face flaming, and looking at the ground. The girl I was speaking to shrugged, and moved on in our conversation about teen-

**“It’s been a tough couple of years getting used to myself, but this year, with the help of the Tompkins County LGBTQ Youth Group, I have begun to enjoy it. Being gay isn’t so bad after all.”**

age relationship drama, like it was no big deal. Near the end of 8th grade, I had my first girlfriend. She wasn’t right for me, and it was heartbreaking trying to convince myself that I would never have a fairy-tale love affair, that this was all I could get, and that I should be happy with it. It just seemed like there were too few gay people for me to be selective.

The next summer, I severely overdosed on medication on the anniversary of my suicide attempt. I cannot honestly say why I did it. I was bored, I had no enjoyment, but I wasn’t depressed. I just wasn’t happy. I had come to a certain amount of peace with my gayness; I wasn’t thrilled about it, but it was what it was, and I couldn’t change it. I cannot remember the few days of my life that I spent in the hospital, and the night that I took the pills is a blur. I do remember that I was not trying to kill myself. This makes no sense to anyone, including myself. I think I may have felt that no one understood me, in all that I am, and there was simply a lack of color in my life.

But 9th grade has truly been enlightening for me – a year of reawakening and rekindling the sense that I could live a life full

of the same completeness and happiness that a straight person could. I became close, platonic friends with a bisexual girl who really understands what I’m going through, and I became aware of many more gay and bisexual teens in the Tompkins County region, and some of them have become my friends.

**“I walked into a small, cozy room with a mountain of snacks and drinks in the center of a ring of cushions and chairs that were filled with cool, attractive, loud, funny teenagers.”**

The final cementing step was the day I came to the Tompkins County LGBTQ Youth Group. Someone I know suggested that I go, and I asked a few friends to come along with me one Wednesday in December. I walked into a small, cozy room with a mountain of snacks and drinks in the center of a ring of cushions and chairs that were filled with cool, attractive, loud, funny teenagers. They sprawled around in the chairs and on the floor, so relaxed and happy and enjoying each other’s company. I immediately felt completely at ease

among them, as if I belonged with these people. They were so gay, and yet so normal, and there were so many of them—I hadn’t expected such a large group. I now know of at least twenty kids who identify as gay, transgender or bisexual, and many more who are questioning and open to the idea of people being gay.

It’s been a tough couple of years getting used to myself, but this year, with the help of the Tompkins County LGBTQ Youth Group, I have begun to enjoy it. Being gay isn’t so bad after all.



**CANDACE R.**

● ● ●  
**CANDACE R.** • I first began my role at Corning Community College (CCC) as an Educator and College Nurse in the Health Office over 7 years ago. Despite the complex and varied challenges of providing health services on the campus, only one agency has been an ongoing integral partner with CCC: Planned Parenthood. PPSFL has always been our first choice when referring our students for medical visits, family planning assistance, and support with any area of sexual health. Most of our students’ needs involve STD education and screenings at affordable prices, pregnancy prevention or counseling for an unplanned pregnancy, or lifestyle questions and local support networks.

As a nurse and educator, I frequent the Planned Parenthood website that pro-

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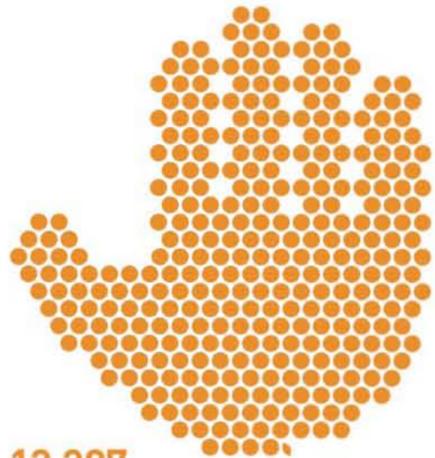
vides education and support to the Southern Finger Lakes, I read every CHOICE Newsletter to stay current with local and nationwide news, new staff and services, and new programs that are coming to our area, and I have attended lunch time workshops with other staff and area high school nurses to receive helpful information and to foster collaboration and collegiality with other school professionals.

In addition to educator resources, PPSFL is on campus monthly, providing education and free condoms to our students. This fall, PPSFL will once again be partnering with our Health, Physical Education/Recreation Department and our Health Office. This year, we are also hoping to establish an ally group on campus to help cultivate a culture of inclusion for all students, regardless of their gender or sexual orientation.

My most sincere thanks to PPSFL and the educators that work so hard to serve our community!



# WE'RE DEFENDERS



13,297

HOURS OF VOLUNTEER WORK CONTRIBUTED IN 2010

● One 40-hour work week

Volunteers for RCST continue to provide tremendous support to our program. In the last year, RCST volunteers have contributed 13,297 hours of service for hotline and medical/legal accompaniments. The 2010 dollar value for RCST volunteer time totaled \*\$284,024.00.

\*The estimated dollar value of volunteer time is \$21.36 per hour as reported by Independent Sector, the leadership forum for charities, foundations, and corporate giving programs.

Since 1996, Rape Crisis of the Southern Tier has provided comprehensive direct services to any person affected by sexual violence in Chemung, Schuyler, and Steuben counties. Our services include a **24/7 crisis hotline** and **24/7 medical and legal advocacy**, short term, non-directive counseling, and referrals to other service agencies.

In 2010, RCST staff and volunteers assisted more than **425 victims and their loved ones** with counseling, advocacy, and accompaniments to local hospitals and legal proceedings. All of these services were provided **free of charge**.

The RCST staff also works tirelessly to improve community awareness and response to sexual violence by providing education and promoting volunteerism. RCST's community outreach efforts touch and inform **hundreds of people each year** through annual fundraising and awareness raising events such as Walk a Peaceful Mile, and The Vagina Monologues, as well as educational programs

in local schools, youth centers, businesses, and civic groups.

Volunteers continue to contribute significantly to our vital work, helping in crises and staffing our hotline. We are extremely grateful for their time, energy, and support. Their assistance ensures that, when needed by anyone who has been affected by sexual violence in our community, we're here.

**KELLY W.L.** • I had my first Pap smear at Planned Parenthood in 1995. The results were abnormal, so I needed to have a procedure done to remove the abnormal cells. I think about how different the quality of my life would be now if I hadn't received those services, as that experience has informed my decisions later in life.

Seeking and obtaining employment with Planned Parenthood has been one of the most fulfilling career decisions I've ever made. Being of service to an organization that once provided me with what I needed in a difficult time makes me feel like I've come full circle.

The best part of my job is being one of the first people to offer kindness to sexual assault victims.



**KELLY W.L.**

... assault victims after their trauma; being able to offer them a choice. Sexual violence is about power and control. When someone has been assaulted, control has been taken from them. During crisis counseling, after I have provided information about treatment and legal options, I say "the choice is yours; this is about you and what you want." It breaks my heart to see the look of surprise on their face, as if no one has ever said that before. We empower our clients to make their own choices.

Sacrificing time with family and friends to ensure continuous coverage of our 24-hour hotline can be challenging, which is why I am so grateful for our volunteers. The fact that our volunteers give their time to obtain training and expose themselves to the vicarious trauma of working with victims of sexual violence continues to amaze me every day. Our volunteers are some of the most caring, selfless individuals that I've ever had the privilege of meeting.

All of my colleagues truly provide exceptional services, honest education, and fearless advocacy – all with tremendous pride. I've never witnessed this type of dedication and alignment between personal values and organizational values in any other workplace.



**LAURA C.** • I grew up in Buffalo and came to Elmira to attend Elmira College. I graduated in 2010 and was quick to seek a job within the Planned Parenthood organization. I had always admired the mission of Planned Parenthood, and I was equally moved by the mission of the Rape Crisis program. After being offered the position of Community Educator



**LAURA C.**

**"I truly enjoy the work I do because I am able to spread much needed awareness and assist people through a difficult and often devastating time."**

for Rape Crisis of the Southern Tier, and happily accepting, I officially moved to the Twin Tiers area. I truly enjoy the work I do because I am able to spread much needed awareness and assist people through a difficult and often devastating time. Advocating for victims is not only a crucial aspect of Rape Crisis but it is also my passion. Although the work can be difficult, the benefit of helping someone in crisis is what keeps me going. Also, the support from a network of coworkers within Planned Parenthood makes coming to work effortless. The mission of Rape Cri-

sis encompasses all aspects of sexual assault prevention, which includes not only the hotline but also counseling, educational trainings, programs to teach kids, and events to promote awareness. With these programs and resources, the organization as a whole is working to change communities for the better.



**KELLY P.** • I am a survivor of domestic violence and sexual assault. I worked for several years as an advocate at the domestic violence program in Steuben County. Once I was no longer working at the domestic violence program, where I was on call 24/7, I wanted to be able to help victims and support the great work that PPSFL does. I am glad to be helping victims by being their voice when needed.



**KELLY P.**

The most difficult aspect of the volunteer work at RCST is knowing that there are things you cannot change or

**"There is nothing in the world like knowing you helped someone get through one of the hardest times they will ever face in their life."**

make go away for the victim. You can only help them deal with their situation. But I am grateful to have the opportunity to support victims and let them know they are not alone. I know that what I do makes a difference for that person at that moment.



**MELISSA B.** • During my freshman year at Elmira College, I fulfilled my community service requirement as a public affairs assistant at PPSFL. When it came time to complete an internship, I was excited to hear there were volunteer opportunities with Rape Crisis of the Southern Tier, and I have been an active volunteer for most of the time since then.



**MELISSA B.**

There has been a lot of discussion in the media recently about cutting Planned Parenthood funding; it is important now, more than ever, that people grasp the positive impact RCST and other Planned Parenthood programs have in our communities.

Volunteering with RCST is very rewarding; there is nothing in the world like knowing you helped someone get through one of the hardest times they will ever face in their life. The clients' gratitude and appreciation is worth every hour spent in a hospital room and every 2:00 a.m. call.

RCST does a lot of the good in the community.



# WE'RE PROVIDERS

An essential health care provider in our community for over forty years, Planned Parenthood of the Southern Finger Lakes continued to provide **exceptional health services** in 2010. We are fortunate to have dedicated, experienced, professional medical staff in Elmira, Corning, Hornell, Ithaca, and Watkins Glen **servicing thousands of women, men, and teens each year.**

Our knowledgeable staff provide a **wide range of services** at our health care centers, including women's and men's health visits, cancer screenings, sexually transmitted infection testing and treatment, pregnancy options counseling, colposcopy, and abortion services.

In 2010, we saw almost **12,000 patients during 21,421 visits.** This is a slight decrease from 2009, largely due to the implementation of new screening guidelines from the American Cancer Society which recommend longer intervals between Pap smears and breast exam screenings instead of the traditional "annual" exam. However, the number of men receiving services at our health care centers **increased by nearly 10%.**

Thanks to our ongoing education efforts, we have continued to make progress toward **increasing the number of patients using Long Acting Reversible Contraception (LARC) methods,** which have been shown to be more effective in typical use for preventing pregnancy. The number of patients using LARCs has **increased from 194 (2%) to 899 (9%) during the last 5 years.** Specifically, Intrauterine Device (IUD) use has **more than tripled in the past**

**5 years,** and the number of patients using Implanon (a single rod implant that's effective for up to 3 years) has **more than doubled.** We have also observed increases in the percentage of patients using other methods of birth control which do not require "daily action," such as Depo Provera, the Patch, and Nuva Ring.

These more effective methods are more costly than the traditional pill and, as a result, our expense for contraceptives in the family planning program has grown by 68% over the past 5 years. While this was one financial challenge among many during 2010, **we remain committed** to providing reproductive health care services for all people in our community regardless of race, color, gender, age, sexual orientation, gender identity, or ability to pay.

**PENELOPE W.** • In 1962, I first became acquainted with Planned Parenthood when one of their excellent educators spoke to my sociology class. This was on the cusp of the “sexual revolution,” and the pill had just been made available to married couples. It’s hard to imagine the impact the educator’s candor had



at a time when real talk about sexuality did not happen—anywhere. In ’62, not only did males and females not share dorms, girls were locked in at 10:30 p.m.! When an unmarried friend suffered an unintended pregnancy, she was sent away by her family in shame to bear alone a child she would never see, but miss her whole life, my mind and heart opened to the importance of legalized abortion. My advocacy for choice carried me to 3 marches in D.C. and 1 in Buffalo. These events, along with the realization

that some of my sixth graders—woefully uninformed—were experimenting with sexual activity, cemented my relationship with, and respect for, Planned Parenthood. I knew I wanted to volunteer with them once I retired.

Ten years as a volunteer exam room assistant (and 3 years as a board member) only increased my respect for, and my dedication to, this organization. I set up exam rooms between patients, tear them down at the end of the day, and file charts. But the job I like most is fluffing the patient’s pillow, sometimes holding her hand and comforting her with conversation, and providing another pair of hands for the nurse practitioner. I’ve seen firsthand the medical staff’s thoroughness, compassion, and discretion. In my heart and mind, I am honored to be a part of Planned Parenthood of the Southern Finger Lakes.



**ROSAIRE K.** • My 23 years at PPSFL have been years of life-altering personal and professional growth. I would not be the person I am today if I had chosen a different place to

**“I can think of no other organization that has such a profound effect on the lives of the people they serve.”**

work. I can think of no other organization that has such a profound effect on the lives of the people they serve — not because we provide dramatic high-tech procedures, but because we treat those who come to us at some of their most vulnerable moments with compassion, dignity, skill, and respect. From a teen who has missed her period and doesn’t know who to turn to, to a transgender client who is having a Pap smear for the first time in years, to a single mom on Medicaid who needs reliable birth control, to a young man who has a positive gonorrhea test. So many come to us expecting judgment and substandard care because that’s what they’ve encountered elsewhere — because they’re poor; or they’re gay; or they’re immigrants; or they belong to a racial or ethnic minority; or they’re pregnant and need an abortion; because in our schizophrenic culture, sex is everywhere but it is still somehow secret and shameful.

I work at Planned Parenthood because it allows me to put some of my deepest values — that we are all connected, that every person should have an equal place at life’s table, that we must be allies to those who have little or no voice or power — into practice. I believe the work we do is sacred, in the same way that sexu-



**DANIETTA J.**

ality is sacred, in that it is deeply intimate and touches the core of who we are.

My pride in this particular affiliate stems from our long-standing commitment to honest education and fearless advocacy as an integral part of our mission because we understand that health services must be balanced by efforts to change the dialogue around sex and sexuality and to ensure that reproductive choice is not a meaningless phrase.

I am inspired every day by the people I work with. They care deeply about the clients they serve, are always suggesting ways to improve services, and constantly go the extra mile for someone who needs their help (even at 4:30 p.m. on a Friday). They make me laugh, they make me cry every time they tell a patient story, and they’re not afraid to speak up and tell me I’m nuts when I come up with an impractical idea.

I get disheartened like everyone else by the increasing complexities of the regulatory environment we operate in, by the constant efforts of the opposition to put us out of business, by the uncertainties of funding streams. But then I remember that I’m not alone, that I’m part of a much larger movement for social justice. I use Audre Lorde’s words printed on a poster in our Ithaca center like a mantra:

“When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

That is what Planned Parenthood is all about to me.



**ROBYN T.** • There have been times, while un- or under-employed, that I didn’t have health insurance. I was so relieved when Planned Parenthood helped me get the Family Planning Benefit Program insurance that covers birth control, exams, and breast cancer screenings. PPSFL was pretty much the only health care provider I saw for two years, and I felt secure knowing I had somewhere I could go. The health professionals at Planned Parenthood always take time to answer all of my questions, provide me with information about my options, and are never judgmental.

I’ve worked with teen educators affiliated with other organizations that supported abstinence-only education, provided inaccurate information about STDs, and used scare tactics to try to prevent young people from having sex. I saw firsthand how abstinence-only education is completely ineffective and harmful. The teens continued to have sex, and they had no information, even about something as basic as using a condom.

I support Planned Parenthood because they work to ensure that everyone has accurate and reliable information about their sexual health, and their commitment to providing health care to everyone without judging an individual’s sexual orientation or their decisions about their sexuality.



**DANIETTA J.** • What I like most about my job is talking with teens and providing them with information about their sexual health, though I think every patient experience has touched me in some way. It’s especially meaningful when I have patients hug me and say, “Thank you for being there for me and not judging me.”

One thing that is difficult about my job is having teens come in for services who don’t have support from their parents regarding their sexual health. An even more challenging aspect of my job is seeing the protesters in front of the Hornell health center. People have this misconception about Planned Parenthood and the services we provide, and they are unaware of the compassion that we have for every person who comes into our office, regardless of age, gender, sexual preference, religion, or ability to pay.



# WE'RE ADVOCATES



With a notable weakening of the pro-choice majority in New York's congressional delegation, our Public Affairs department and allies across the state face greater challenges in advocating for policies that support reproductive justice for women, men, and teens in our community.

After a period of restructuring, PPSFL's Public Affairs department was revitalized in March with the hiring of a new director, Casey Martinson. The first order of business was an urgent call to action in Congress. As the debate over national health care reform approached a final vote, **we joined the fight** to defeat anti-choice amendments to the legislation by organizing local supporters to call their representatives and visit their legislators in Washington D.C. during Planned Parenthood's national Organizing and Policy Summit.

We encouraged local youth activists to form **two new chapters** of the student group known as Vox: Voices for Planned Parenthood - one at Ithaca College and one at Elmira College. Along with the Cornell University chapter, these young advocates worked hard to educate and organize their peers on campus to take a stand for reproductive justice.

In October, PPSFL **hosted over 40 young activists from around the state** during Family Planning Advocates' annual state youth conference, Stronger. Together. Locals took notice and cheered on the enthusiastic group as we marched in demonstration around the packed Commons area during the height of the Ithaca Apple Harvest Festival.

Public Affairs has expanded PPSFL's relationships with progressive local clergy, welcoming **11 new local members** to the state-wide coalition, Concerned Clergy for Choice (CCC), a group that works to counter conser-

vative religious leaders who would legislate their doctrines into our private lives. We also **increased** our list of faith leaders available to patients seeking pastoral counseling **from 3 to 12 members**, and we organized two local meetings of pro-choice clergy to discuss the issues facing our community.

We increased our media outreach on policy issues, placing a guest editorial and two letters in several local papers, and earning **feature articles** both Tompkins Weekly and Ithaca College's Buzzsaw magazine.

We expanded our community presence by tabling with PPSFL's Education department at a **number of community events**, including Take Back the Night and Ithaca's Juneteenth Festival, among others. Public Affairs organized the 2010 Annual Celebration to celebrate our staff and supporters with an unforgettable evening at the Corning Museum of Glass in September. And in December, we partnered with community allies to **raise awareness** throughout our region about the HIV/AIDS epidemic that continues to take an enormous toll on people and families worldwide.

With so much to look back on in 2010, we are **even more excited to take on the challenges of 2011 and beyond**. Our mission to champion the health and rights of women, men, and teens in our community has never been more urgent, and with the help of dear friends and supporters, we will do great things.

**CASEY M.** • As PPSFL's public affairs director, it is my privilege to shepherd the "fearless advocacy" element of our agency's mission. Working with our sister affiliates throughout the state, with Family Planning Advocates in Albany, and with Planned Parenthood Federation of America, I keep an eye on the ever turbulent public and political discussions that impact everything that we do. Equally important, I look for ways to engage local supporters in those discussions to advance that mission.

My work includes identifying opportunities for people to make their voices heard in support of our mission. As a department of one, Public Affairs' success is hinged on the action, support, and work of many dedicated volunteers who seize those opportunities. Whether sup-



**CASEY M.**

porters give a few minutes to sign a petition online and send it on to some friends, or a few hours to travel to a legislator's office to share their perspective in person, these volunteers make a difference.

In October of 2010, I was honored to help organize a state conference that brought over a hundred high school and college activists to Ithaca for some important discussions about reproductive rights, LGBT equality, sexual health, and the way these issues all intersect within a fabric increasingly referred to as "sexual justice."

During this conference, I was consistently impressed by the level of enthusiasm and understanding demonstrated by these young people. What I saw that day, and what I've seen since, has dispelled any myths about a lack in youth engagement. At PPSFL, I'm thrilled to say that young people are increasingly active in our advocacy work.

On the other end of the spectrum, we often hear more seasoned advocates comment on how frustrating it is to still be fighting for issues that should have been a settled matter decades ago. At a recent rally in New York City, I saw this sentiment summed up on the sign of one woman in the crowd: "I'm too old for this [nonsense]." They are right of course.

**"We need young people to join the march for liberty and equality, and we need seasoned activists to shine the light of their experience on the path ahead. Thank goodness, we have so many of both."**

It is absurd that in the 21st century, we are still forced to defend our human right to control our own fertility; that we still can't agree on equality for all people, regardless of sexual orientation or gender identity. And yet, despite the occasional – and justifiable – grumble from the veterans of our movement, they continue to show up and make a difference.

While it is true that the long arc of the universe bends toward justice, we still have a long and challenging road before us. We need young people to join the march for liberty and equality, and we need seasoned activists to shine the light of their experience on the path ahead. Thank goodness, we have so many of both.

**NICOLE M.** • Planned Parenthood allows me to take a stand for what I believe in: the right of every individual to make their own choices regarding their body, and education as the best prevention. If it was not for the hard work and dedication of Planned Par-



**LAUREN S.**

enthood health centers, I would not have the wonderful education that I do today regarding my own personal health, and I surely would not be the strong, confident, and intelligent young women that I am. Planned Parenthood has infused me with health education so that I can be my best self, shaped me into a young woman who will not back down and will speak out for what she believes in,

given me the inspiration to be a voice and advocate for other individuals, and enriched my knowledge in American politics to make me a more proactive and functional member of society. As President of the Elmira College chapter of Vox: Voices for Planned Parenthood, Planned Parenthood sees my potential and gives me the opportunity to really make a difference.

**"From that point on, it seemed not only natural, but also necessary for me to join the fight for women's health and rights. "**

**LAUREN S.** • Being a co-president of the Cornell University chapter of Vox has been extremely rewarding. I come from a long line of Planned Parenthood volunteers and advocates, so joining Vox in my junior year of college seemed like the natural thing to do. Through Planned Parenthood and Vox, I have been able to participate in activism and education about reproductive justice at Cornell and beyond. At a time when sexual and reproductive rights are on the chopping block nationwide, working on behalf of Planned Parenthood is more important than ever. I hope to continue that tradition of advocacy after I graduate and for my whole life.

**KELLY W.** • My interest in reproductive justice was first sparked by my mother, a former educator with Planned Parenthood. My entire life, I grew up hearing about the importance of a woman's right to choose and access to contraception for all women. When I first became acquainted with Cornell's feminist community, I was shocked to learn that not every mother used a banana to teach her daughter how to correctly use a condom, and that access to, and education about, birth control methods was not

a given. I then learned that the rights I had taken for granted, such as my right to a safe, legal abortion, were no longer a given in today's America. From that point on, it seemed not only natural, but also necessary for me to join the fight for women's health and rights. Though I have been a member of other sexual health, advocacy, and reproductive justice groups on Cornell's campus, Vox has been particularly meaningful to me, both because of my personal connection to Planned Parenthood as well as Vox's unique ability to serve as a source of education and inspiration to students on this campus.

I have spoken with many women's liberation activists of the 1970s, who inform me that they are discouraged by the seemingly low numbers of young people who care about reproductive justice issues. My response to that statement is that most young people appear not to care because they honestly do not realize that their rights are in danger, not because they do not think these rights are important. This is the reason that Vox is so incredibly important today: it can serve to remind and inform students at colleges across the country that these fights are not over, and that we need to be proactive both to protect the rights we already have and to secure new ones.

**GIFTS IN KIND**

Ancient Wisdom Productions  
August Moon Spa  
C.S.P. Management (Owner, Jerry Dietz)  
Gokey & Markle, LLC  
La Tourelle Resort  
Olive Garden  
Red Lobster  
Simply Red Bistro

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Katie Johnson  
Irene Komor  
Hetty Krol  
Sharla Lefkowitz Brown  
Heidi Newhart  
Caitlyn Reeves  
Theresa Rodabaugh  
Lauren Schneider

**RCST VOLUNTEERS**

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**GIFTS IN KIND**

**WALK A PEACEFUL MILE**

Aniello's Pizzeria  
Bellohusen Orthodontic Associates of the Southern Tier  
General Revenue  
Zonta Club of Elmira  
The Corning Area Independent Insurance Agents Association

**ANNUAL CELEBRATION**

Anonymous (1)  
Arnold Printing Corp.  
Blumkin, Finlay & Bixler, LLP Attorneys' at Law  
Chemung Canal Trust Company  
Corning Optical Fiber  
Elmira Structures, Inc.  
Holt Architects, P.C.

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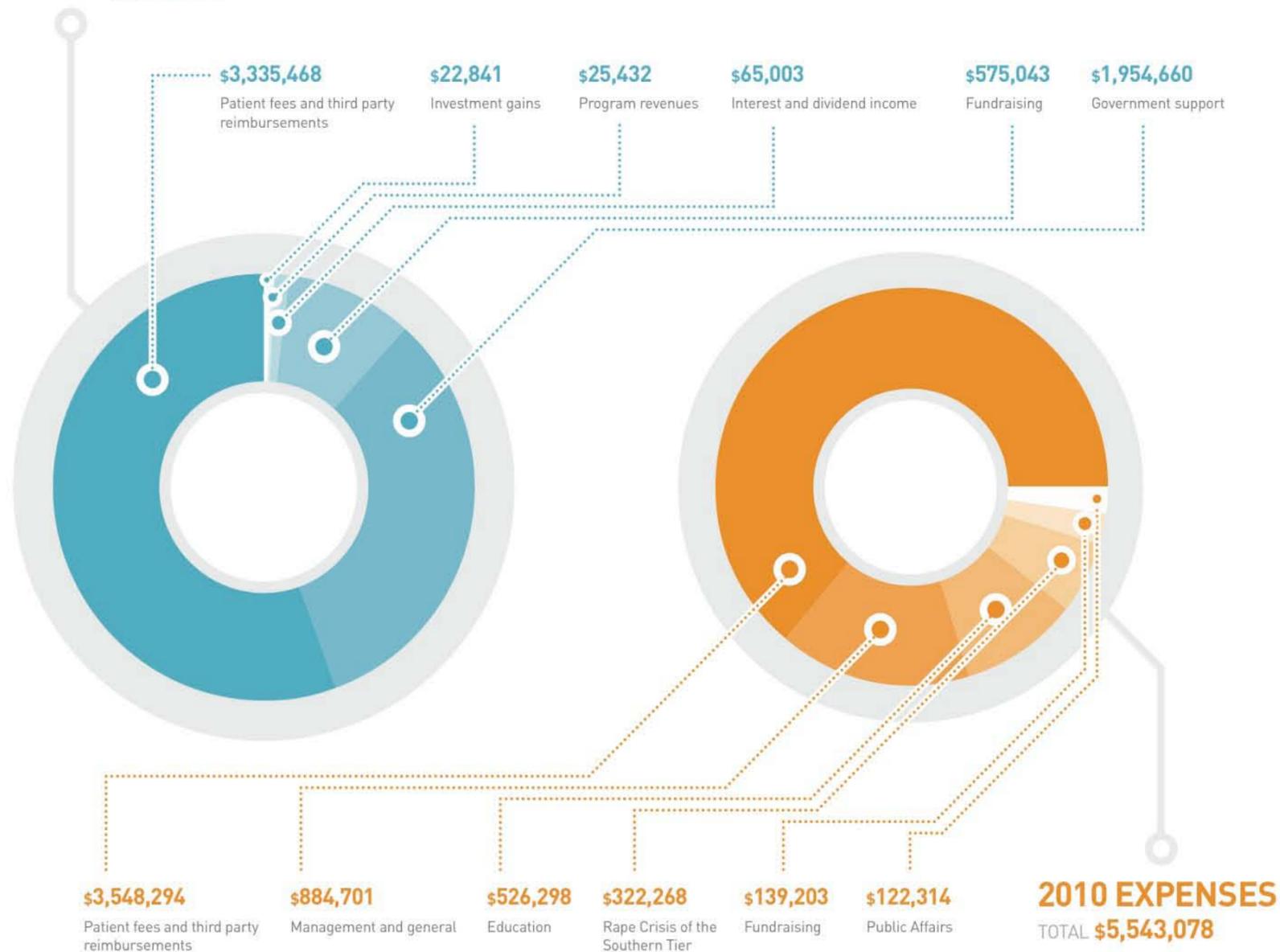
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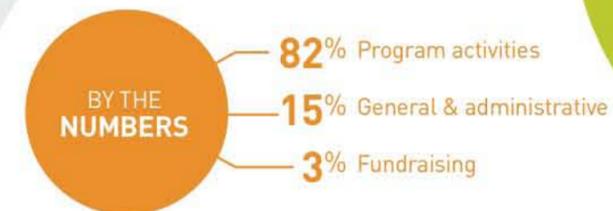
## 2010 REVENUES

TOTAL \$5,978,447



## THE IMPACT OF YOUR SUPPORT

YOUR 2010 DONATIONS MADE A DIFFERENCE!



**\$50** A comfort kit (including clothes and personal care items) for 2 victims of sexual assault.

**\$100** Pap smears for 10 women.

**\$250** An IUD for 1 woman.

**\$500** A one-year supply of birth control pills for 10 women.

**\$1,000** Colposcopies for 4 women.

**\$5,000** Expansion of our LGBT youth group in Steuben County.

### WAYS TO HELP

- ✓ Check or money order
- ✓ Credit card, either by mail or online at PPSFL.ORG (be sure to click on the local button to ensure that the gift remains in your community)
- ✓ Stocks or bonds
- ✓ A grant through your family foundation or donor-advised fund
- ✓ A charitable gift annuity
- ✓ Naming PPSFL as a beneficiary in your will, life insurance policy, or retirement account

### WE'RE HERE.

Please contact our Development Office:

✉ ALICIA.KENALEY@PPSFL.ORG.

☎ 607.273.1526 EXT. 134