

*Someone
you know
relies on
your
support.*

**PLANNED
PARENTHOOD**

OF GREATER WASHINGTON AND NORTH IDAHO

2010 ANNUAL REPORT

Someone You Know

One in five women has used Planned Parenthood at some point in her life. This means Planned Parenthood has most likely served someone you know.

For too many years, Planned Parenthood has been defined by a small but very vocal opposition. By utilizing a strong voice and image, we can show our communities what Planned Parenthood is really about — the breadth of services we provide, the people we serve and stand up for, and the great work we do every day to build healthier communities.

Someone you know counts on Planned Parenthood. We're here.



"Planned Parenthood found the lumps in my throat in 2007 that turned out to be cancer. I'm still alive because of you! THANK YOU!"

Board Chair Barrie Ryan and CEO Anna Franks sat down to talk about Planned Parenthood's work in 2010.

Interview with the Chair & CEO

What were some of Planned Parenthood's greatest accomplishments in 2010?

Anna: Completing the merge to form our new Planned Parenthood affiliate was a major accomplishment. We also opened a new health center in Pasco and moved to a newly renovated building in Ellensburg. Both sites now have beautiful buildings with respectful, comfortable room for our patients and, in Pasco, our billing team and call center.

Barrie: Both of our large fundraisers—the Yakima Fall Fundraiser and the Walla Walla Wine Auction—were very successful. We had phenomenal turnout, a lot of fun, and felt a lot of community support.

What do you think everyone should know about PPGWNI?

Anna: We're here to serve people in our community who really have nowhere else to go. No other entity in our communities specializes in sexual health care and has the reproductive health professionals we have. With so many community resources closing, there is no one else who can match our ability to effectively and quickly see people who need vital health care.

Barrie: It's important people know we are an organization of deeply compassionate, caring individuals whose goal is to provide the highest quality medical care and personal compassion to every person who walks through our doors. We're here to serve anyone in need.

Why is the support of our donors and community members so important?

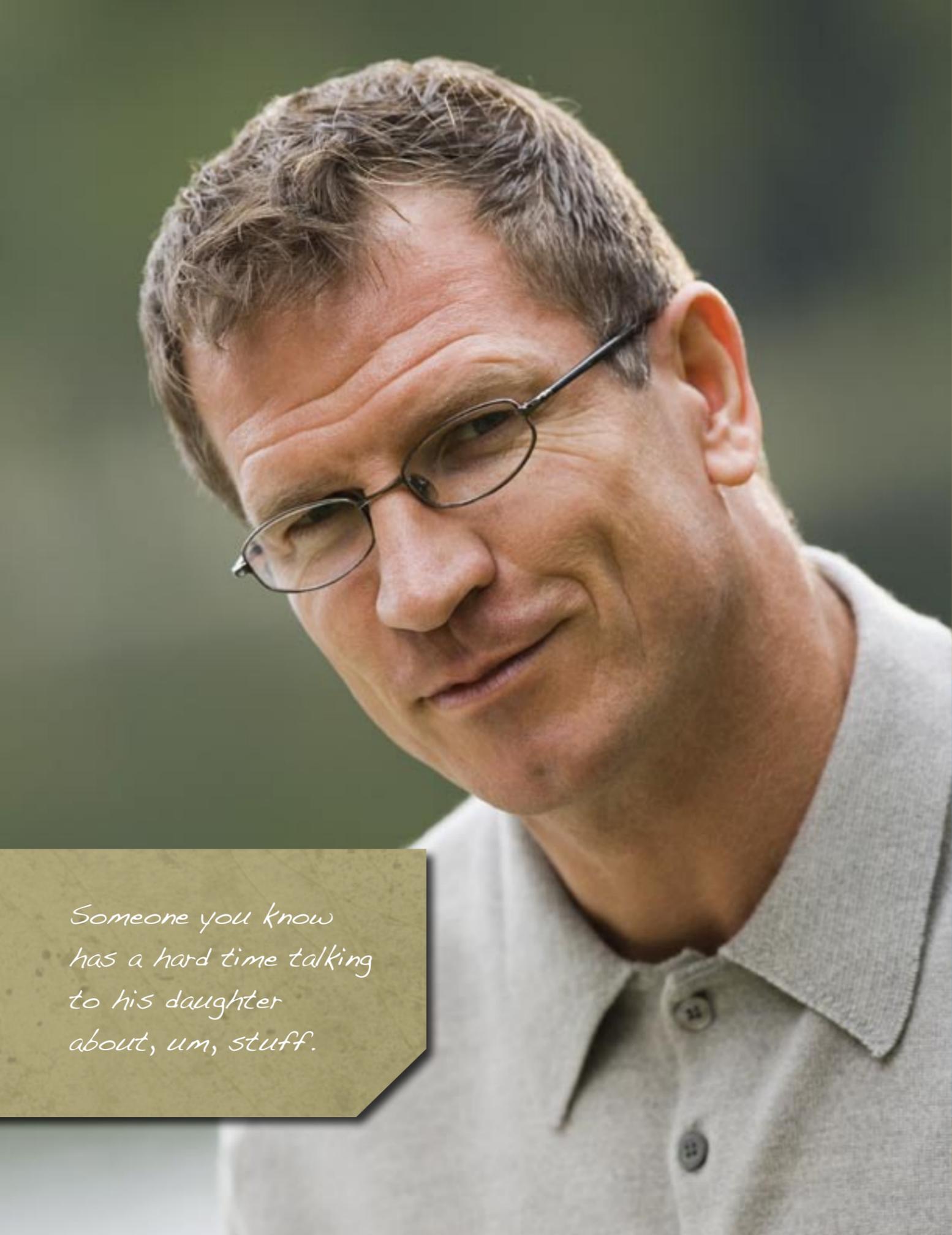
Anna: We've endured enormous financial challenges, yet we are committed to seeing patients at low or no cost when they can't afford care. 2010 saw decreased governmental support, so we had to prove we can still see patients and provide education with fewer resources. As a non-profit committed to growth, this is a trend we're not pleased with. We count on private donations to help clients who can't afford care. We want people to know their money is being spent well and wisely on charity care.

Barrie: As Anna said, our financial challenges have been tremendous and I believe they will continue to be very challenging. For PPGWNI to continue to fulfill and grow our mission, it is clear we have to grow our fundraising.

Anna 



*We're here because
of your generosity
and we are grateful
for your support.*



*Someone you know
has a hard time talking
to his daughter
about, um, stuff.*

Board of Directors

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Karen Ireland, MD
Kristy Larson
Kay McGlocklin
Rev. Jane Newall
Becky Scholl
Archie Sutton
Norm Walker
Elizabeth Wise, MD
Thomas Zeilman

ALSO SERVED IN 2010

Rachel Browning
Rich Cowan
Michelle Keith
Ginger Metcalf
Emily Washines

PRESIDENT & CEO

Anna Franks

On the Horizon

Looking forward, Planned Parenthood of Greater Washington and North Idaho is continuing to fight for the life-saving services and education our communities rely on. We've successfully defeated national threats to Planned Parenthood's funding and weathered a historic budget crisis in Washington State. Additionally, PPGWNI said goodbye to Anna Franks, President & CEO, as she relocated to Texas to be with her family. PPGWNI's longstanding COO, Karl Eastlund, has stepped in to fill the role of Interim CEO while the Board of Directors searches for our next President & CEO.

For questions about the search process or to meet with the Interim CEO, please contact us at 1-866-904-7721.

Exceptional Health Care

“We’re Here.”

In 2010 we improved access to our services by:

- Expanding with a new health center in Pasco;
- Moving to a newly renovated building in Ellensburg;
- Purchasing property in Pullman for a new site to be built in 2011;
- Expanding vasectomy services to four sites.



“When our clients walk into a PPGWNI health center, we want them to know they deserve quality health care.”

—Anna Franks,
President & CEO

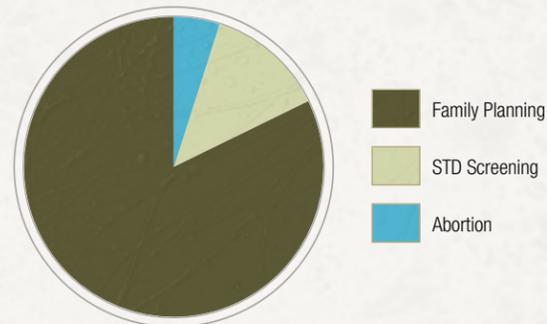
Why our clients visit Planned Parenthood:

36,268 patients seen in 2010

82% Family Planning, Including 336 Colposcopies and Vasectomies

13% Sexually Transmitted Infection Screening

5% Abortion



Someone you know had nowhere else to turn.



*Someone you know counts
on Planned Parenthood.*

Honest Education

We're here to provide the most sophisticated instrument in medicine: accurate information.

Young people especially benefit from access to facts and information about their own bodies. Planned Parenthood provides education and health services that have significantly reduced teen pregnancy rates. We are a trusted resource for the basics of sexual and reproductive health.

OUR WHOLE LIVES (OWL)

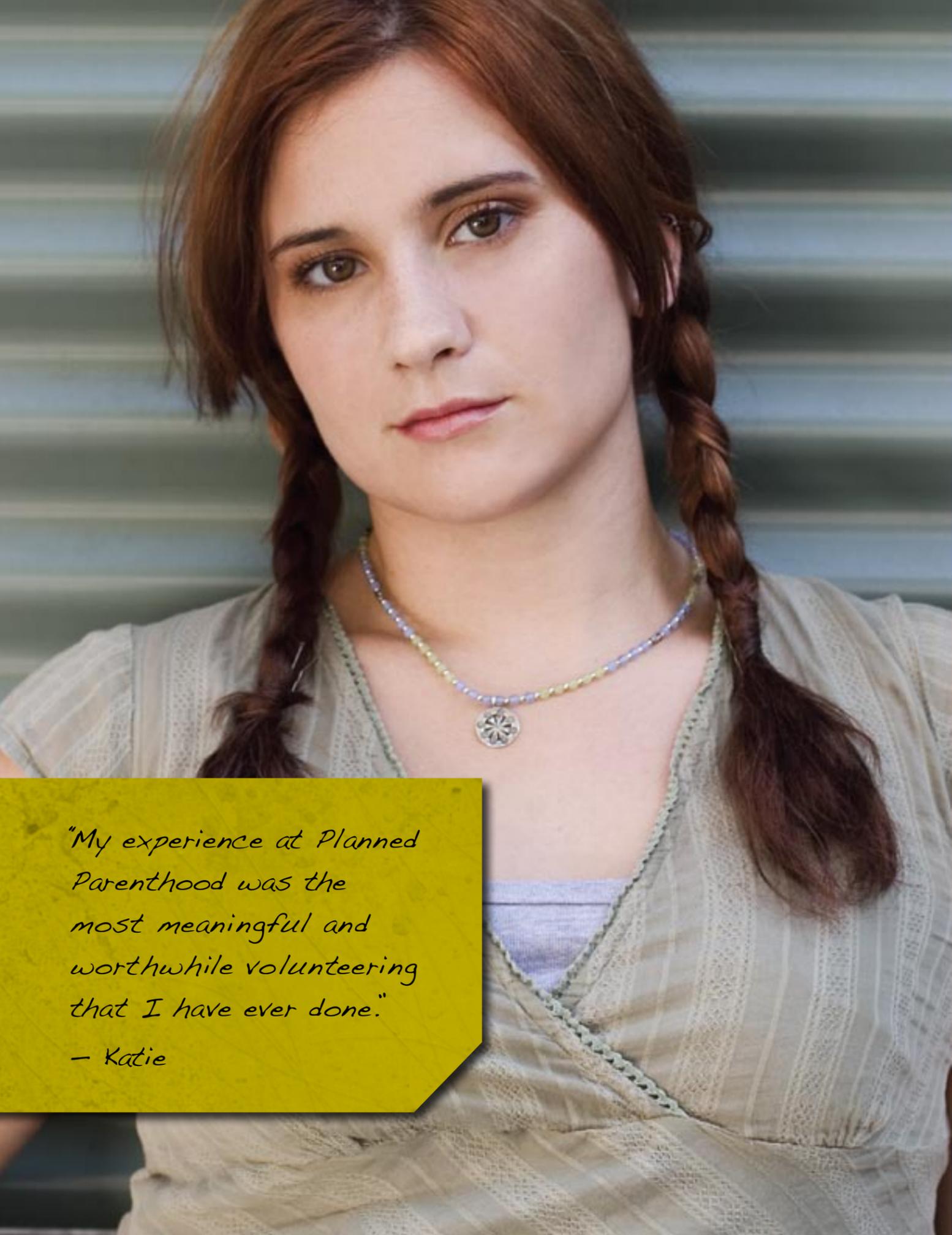
OWL, a faith-based curriculum, provides age-appropriate education to young people with a focus on fostering open and honest communication between all members of the family. Through a coalition of churches in Spokane, Yakima, and the Tri-Cities, PPGWNI educators presented a combined 47 hours of material to 39 young people. All parents attended a two-hour orientation session prior to enrolling their child in the program. Throughout the program, educators maintained communication with the families in order to enrich conversations at home.

The Spokane OWL program included a guest panel discussion on sexual orientation and gender identity.

PROMOTORES DE SALUD (PROMOTERS OF HEALTH)

Yakima has the highest rates of chlamydia in Washington. To help address this public health issue, ten Promotores de Salud volunteered nearly 400 hours for PPGWNI, using culturally-appropriate literature and strategies to raise awareness about the effects of untreated chlamydia. Strategies included:

- **Door-to-Door Canvassing.** Promotores spoke with 500 families in Yakima to raise awareness about the effects of untreated Chlamydia.
- **Community Engagement.** At a conference in Yakima, Promotores spoke about medical barriers facing Latino populations in rural areas. They received a standing ovation from more than 50 medical professionals.
- **House Parties.** Promotores facilitated 31 house parties that had 169 participants. House parties covered topics such as PPGWNI's services, HIV prevention, puberty, and parent-child communication.



Fearless Advocacy

In a year when state programs were being cut, Planned Parenthood supporters and activists worked with the Washington State Legislature to pass a supplemental budget that protected access to family planning for women at or below 200% of the poverty level. The common-sense nature of ensuring that low-income women have access to birth control helped protect family planning.

While reproductive health advocates are certainly counting 2010 as a victory, current funding levels are still insufficient. Access to the Medicaid family planning program in Washington is almost 50% below the levels of 2005. The Guttmacher Institute estimates that nearly 400,000 Washington women were in need of publicly funded contraceptive services in 2006, but according to the Department of Health, in 2007, fewer than half of those women were able to access family planning services.

"My experience at Planned Parenthood was the most meaningful and worthwhile volunteering that I have ever done."

— Katie

- *The Planned Parenthood Action Network, our list of online supporters, grew 16% to 19,871 in PPGWNI's service area.*
- *On February 1, 2010, 46 Eastern Washington residents traveled to Olympia to meet with legislators to protect family planning for those most in need.*
- *As opinion leaders, staff and volunteers wrote 108 letters to the editor and PPGWNI received 113 proactive media mentions in newspapers, radio shows, and television broadcasts across Eastern Washington and North Idaho.*
- *In November 2010, Planned Parenthood rolled out the "Birth Control Matters" campaign in all of our health centers. This campaign connects patients with ways they can advocate for continued and increased funding for family planning both locally and nationally.*

Community Support

We at Planned Parenthood value the support of our communities. We cannot do this essential work without your generosity, and we are grateful for your trust and commitment.

Planned Parenthood was founded by volunteers, which we rely on to this day. Each year, volunteers of PPGWNI contribute many hours of service to our mission.

18 college interns from schools including Central Washington University, Eastern Washington University, and Whitworth University were professionally trained by staff while volunteering their talents across the region.

Summary

of Planned Parenthood Volunteer Contributions: Fiscal Year 2010

Source	Hours	Value ¹	Number of Individuals
Advocacy	2,677	\$57,181	217
Board and Administration	1,164	\$24,863	51
Education	1,120	\$23,923	34
Fundraising	1,112	\$23,752	95
Health Care	1,201	\$25,653	33
Total	7,274	\$155,372	430

¹ Based on a rate of \$21.36 per hour, as calculated by Independent Sector

Number of donors:
1,715

Amount fundraised:
\$894,807

Amount donated by patients:
\$128,751

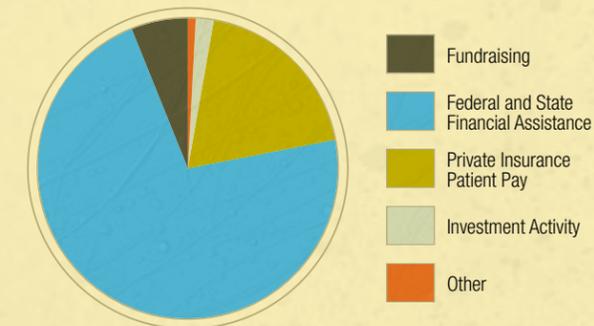
2010 Financials

Funding

REVENUE SOURCE	AMOUNT	PERCENT
Fundraising	894,807	6%
Federal and State Financial Assistance ¹	10,111,758	72%
Private Insurance / Patient Pay	2,683,720	19%
Investment Activity	248,336	2%
Other ²	139,341	1%
Total	\$14,077,962	100%

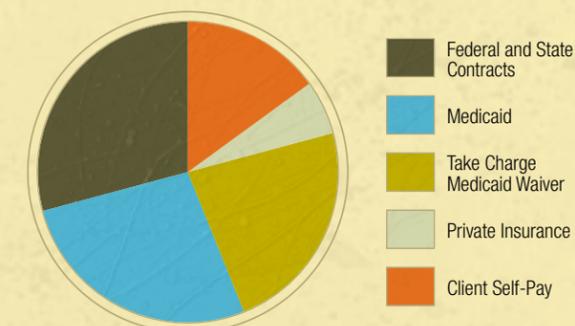
¹ Includes Medicaid and Take Charge

² Includes payment for education programs and other miscellaneous revenue



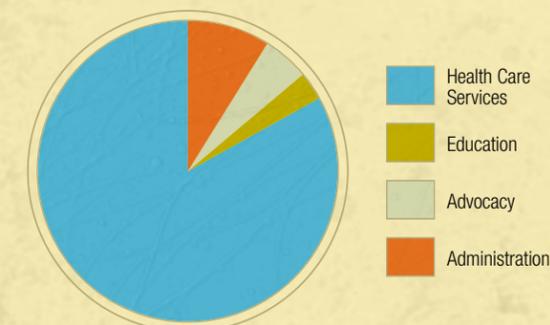
Our Patients' Resources

REVENUE SOURCE	AMOUNT	PERCENT
Federal and State Contracts	3,715,845	29%
Medicaid	3,399,707	27%
Take Charge Medicaid Waiver	2,996,206	23%
Private Insurance	707,166	6%
Client Self-Pay	1,976,554	15%
Total	\$12,795,478	100%



How Planned Parenthood Spent Money

EXPENSE CATEGORIES	AMOUNT	PERCENT
Health Care Services	11,652,883	83%
Education	484,675	3%
Advocacy	650,582	5%
Administration	1,215,452	9%
Total	\$14,003,592	100%



PLEASE NOTE

This report to the community is the responsibility of the management of Planned Parenthood of Greater Washington and North Idaho.

Planned Parenthood, as a 501(c)(3) organization, maintains a system of internal accounting controls designed to provide reasonable assurance that transactions are properly executed and recorded in all aspects. Assets are safeguarded and established policies and procedures are carefully followed.

A copy of the complete certified public accounting audit report will be available by June 30, 2011 from Planned Parenthood. To receive a copy, contact Kim Nelson at 866-904-7721 or kim.nelson@ppgwni.org with your name and mailing address.

"I started volunteering at Planned Parenthood when I was 16. My experiences have always been very rewarding. It's just really hard to stay away!"

— Molly



FULL SERVICE HEALTH CENTERS

Ellensburg
 Kennewick
 Pasco
 Pullman
 Spokane (two locations)
 Spokane Valley
 Sunnyside
 Walla Walla
 Yakima

Counties We Serve:

Washington

Adams
 Asotin
 Benton
 Chelan
 Columbia

Douglas
 Ferry
 Franklin
 Garfield
 Grant

Kittitas
 Klickitat
 Lincoln
 Okanogan
 Pend Orielle

Spokane
 Stevens
 Whitman
 Walla Walla
 Yakima

Idaho

Benewah
 Bonner
 Boundary
 Clearwater
 Kootenai

Latah
 Lewis
 Nez Perce
 Shoshone



MAILING ADDRESS

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 Yakima, WA 98902

CONTACT INFORMATION

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