Seventy five years ago we began our journey to help Houston families live healthier lives by providing affordable health care and accurate information. From our humble beginnings in a small cottage in what is now downtown Houston to our new seven-story flagship health center and administrative headquarters on the Gulf Freeway, and our 12 health centers across Houston, Southeast Texas and Louisiana, we have continued down that path and remained true to our mission.

So much has changed during the past three quarters of a century and yet so much remains the same.

- In the late 1930s, the nation was still dealing with the impacts of the Great Depression—the most severe economic slump experienced by the industrialized Western Hemisphere. Beginning in 2009 we found ourselves in this century’s most severe economic downturn—the Great Recession. Today we are still managing the impact and anticipating the long-term effects.

- Due to our long-term commitment to Margaret Sanger’s mission of helping women manage their reproductive and sexual health, today there are a myriad of effective birth control options available and yet women continue to struggle to access contraception due to high costs and lack of health insurance coverage.

- In the late 30s, the Comstock laws, part of a campaign to legislate morality, were still used to prohibit the distribution of information about birth control. Thanks to Margaret Sanger’s efforts the laws were eventually lifted. Yet, in 2010 Texas and Louisiana state laws still require that if students receive sex education in public schools that instruction does not have to include medically-accurate information and instruction about contraception methods.

- In the late 30s abortion was illegal but not uncommon. In 1973, the U.S. Supreme Court ruled that women have a constitutional right to privacy and to decide when and if to continue a pregnancy. Today we continue to face relentless restrictions and regulation on access to safe and legal abortion care.

- In the 1930s, the Texas and Louisiana Legislatures were nearly 100% male and the same was true for the U.S. Congress. In 2010, women represent only 16% of the Louisiana legislators, 21% of Texas legislators, and only 18% of the seats in the U.S. Congress.

As we celebrate our victories and continue fighting many of the same battles, we remain resolute in our commitment to our founders’ vision. Margaret Sanger bravely began the journey in 1916 in the communities of Brooklyn, New York. Twenty years later Agnese Carter Nelms and Dr. Judson Taylor continued it in Houston. Nearly 70 years later in 1983, Terri Bartlett and Dr. Jane Bertrand led the way to opening health center doors in New Orleans. Countless others have helped us stay the course and walked with us on our journey to become Planned Parenthood Gulf Coast, a regional provider of high-quality, affordable reproductive health care and information for Southeast Texas and Louisiana.

Thank you for your ongoing support as we work toward realizing our vision—

We seek a world in which all children are wanted and cared for, all women and men have equal rights and dignity, sexuality is expressed with honesty, equality and responsibility, and the decision to bear children is private and voluntary.

Peter J. Durkin
President and CEO
As more women and men across Louisiana and Texas lack health insurance and access to affordable, basic reproductive health care, we continue striving to meet their needs.

In 1936, PPGC’s first health center, the Maternal Health Center offered Pap tests, diaphragm fittings and family planning information. These services were offered for 50 cents if patients could afford it, otherwise they were free.

Today, our 12 health centers provide a wide variety of family planning options. For many women a family planning clinic is their entry into the health care system and they consider their family planning provider their primary source of health care. We take that role seriously and aim to provide a warm and welcoming environment in all our locations. This year we completed construction on Prevention Park and moved in May 2010. We built and moved into our expanded Southwest Health Center to meet the increasing demand for services in that area. Both locations provide increased accessibility for our clients, visibility, and security. Despite these major initiatives, we increased our visits and clients served over the prior year.

In 2010, our two health centers in Louisiana and ten in Texas provided the following:

- 110,471 health care visits (family planning, HIV and dysplasia visits) for women, men and teens
- 59,374 unduplicated clients served.
  - 52,027 women
  - 7,347 men
  - 3,386 teens (female and male clients under age 18)
- 17,489 Pap tests
- 104,179 tests for sexually transmitted infections
- 23,929 HIV prevention counseling and testing visits (in health centers and various community sites)
- 1,270 women received care for precancerous cervical conditions
- 18,515 estimated unintended pregnancies averted through birth control

*In 2003, the Texas Legislature required Planned Parenthood to establish separate corporations for providing family planning services and abortion services.
Almost 100 years ago the Planned Parenthood movement began with Margaret Sanger and a few smart, tenacious women who were dedicated to providing accurate information about birth control and pushing against restrictive, ideologically driven laws that put women’s health at risk.

Today, the faces and names are different but the commitment and mission are the same.

Especially during difficult economic times, making sure our communities know about us and engage in our advocacy and education efforts is equally important as providing them with affordable health services.

Reforming our national healthcare system and providing broader access to health care was a major advocacy push this year. We engaged thousands of our grassroots supporters and actively communicated with our elected officials to ensure that health care reform was implemented and that Planned Parenthood was recognized as an essential community provider. As most of our advocacy efforts go, this important work is ongoing. We will continue to push forward so more women in our area and across the nation have access to affordable, high-quality reproductive health care.

Access to accurate information about sexuality goes hand-in-hand with health services. Together they provide women and men the tools they need to live and love the way that is best for their individual circumstances. We continued providing all segments of our communities – teens, parents, professionals- with medically-accurate, comprehensive sexuality education, as well as the communication tools to start and continue important conversations within families.

We implemented the Real Life. Real Talk® initiative, in partnership with community organizations, to increase parent-child communication about sexuality. The Real Life. Real Talk® program and our traditional sexuality education programs were provided to audiences of all ages by professional educators, Spanish-speaking promotoras and trained teen educators.

We remain dedicated to informing our communities about our mission and the important role Planned Parenthood plays in keeping women and men healthy. Social and online media – as well as traditional broadcast and print media- has facilitated these efforts. Through strategic use of outdoor media, we easily informed our clients and supporters alike of our new Prevention Park location with no loss in client volume. Our website, weekly Enewsletter and Facebook page provided our supporters with a platform to engage and partner with us, and our audiences continued to increase.

In 2010, our education, advocacy and communications staff and volunteers provided the following services to our communities:

* 14,751 people received education, training and information through various outreach activities including:
  * 4,608 teens
  * 3,186 Spanish-speaking adults
  * 820 parents through Real Life. Real Talk seminars
  * 335 professionals
  * 12,561 people signed on as advocates for reproductive health care
  * 400 volunteers contributed 6,068 hours to support our mission
  * 18,527 people, on average, received information each month through our website, www.ppgulfcoast.org
  * 66,376 people received our weekly Enewsletter with latest the PPGC news, reproductive health care information, and opportunities to get involved with our movement
We continued to endure one of the most severe economic downturns in recent history. Federal and state governments struggled with budget shortfalls. Families faced job losses, the stock market plunged to record lows, and foundation support decreased. Our clients are among those hit the hardest by the resulting unemployment and loss of healthcare options.

In our ongoing commitment to prudent fiscal management, PPGC took many steps to decrease expenses and maximize our efficiencies and service delivery. Rebounding unrealized gains in our endowment and the sale of our former Fannin campus added to our bottom line. Despite the dire economic environment and the relocation of two health centers that represent one-third of our medical services, we successfully lowered our expenses as a percentage of our expenses and had one of our best fiscal years of the past three years.

In April, Nancy McGregor Manne and Neal Manne chaired our gala honoring Melanie Gray and Mark Wawro. The gala celebrated our 75th anniversary and grand opening of Prevention Park, and became one of our most successful gala events in our history—raising nearly $500,000. Many of our clients who were grateful for the affordable and compassionate services they received contributed more than $109,000 in health center donations. The average individual client donation was $8. Through special events, generous client donations, and individual and foundation giving from supporters across Louisiana and Texas more than $2.1 million was raised in support of our medical services, education and advocacy.

Steady adherence to our Board policy and conscientious stewardship of gifts ensured that we continued to advance our mission. We exceeded our Board policy that at least 73% of our expenses are devoted to providing medical services, education and advocacy to our communities. Last fiscal year, 89% of our expenses were directed to providing direct service to our communities.

* The charts on these pages reflect the consolidated financials of Planned Parenthood of Houston and Southeast Texas, Inc., Planned Parenthood of Louisiana and the Mississippi Delta, Inc., and Planned Parenthood of Southeast Texas Surgical and Comprehensive Health Services, Inc.
Service Area & Health Centers

PPGC Service Area - 10 Health Centers in Texas and Two Health Centers in Louisiana

Baton Rouge
3955 Government Street, Suite 2
Baton Rouge, LA 70806
225.387.1167

Bryan
4112 E. 29th Street
Suite 200
Bryan, TX 77802
979.846.1744

Dickinson
33114 S South
Dickinson, TX 77539
713.514.1105
409.945.5572

FM 1960
3995 FM 1960 West
Houston, TX 77068
713.514.1102

Greenspoint
11834 Airline Drive
Houston, TX 77068
713.514.1100

Huntsville
2405 Avenue I
Suite C
Huntsville, TX 77340
936.295.6396

*Planned Parenthood of Southeast Texas Surgical and Comprehensive Health Services, Inc.

Lufkin
205 Shands Drive
Lufkin, TX 75904
936.634.4646

New Orleans
4018 Magazine Street
New Orleans, LA 70115
504.897.9200

Prevention Park
4600 Gulf Freeway
Suite 100
Houston, TX 77023
713.522.3976

Rosenberg
4203 Avenue H,
Suite 7
Rosenberg, TX 77471
713.514.1104

Southwest
5800 Bellaire
Building 1B, Suite 120
Houston, TX 77081
713.541.5372

Stafford
3727 Greenbriar
Suite 118
Stafford, TX 77477
713.514.1100

*In 2003, the Texas Legislature changed state law to require Planned Parenthood to establish separate corporations for providing family planning services and abortion services.
My mother was diagnosed with cervical cancer when she was 37. Luckily she had a Pap smear and caught it early. I know how important it is to have regular well-woman exams. Thanks to Planned Parenthood I’m able to get my regular check-ups and stay healthy for my daughter just like my mom did for me.

Friends of Planned Parenthood
Annual Gifts of $50 to $999
As women in our communities turn to Planned Parenthood for affordable health care, we look to you for support to help fund Planned Parenthood services for our neighbors in need. Your generous donations helped us provide more than 110,000 medical visits to women and men across Houston, Southeast Texas and Louisiana. Your ongoing annual support ensures that women and men receive the compassionate and nonjudgmental health care they deserve.

President’s Circle
Annual Gifts of $1,000+
A group of committed and loyal advocates, President’s Circle donors believe deeply in the mission of Planned Parenthood. They support equal rights and dignity for all women and men and believe that sexuality is best expressed with honesty, equality and responsibility. Giving at this level demonstrates a leadership commitment to Planned Parenthood Gulf Coast’s work in building stronger, healthier communities, one family at a time.

To learn more, call (713) 831-6574 or email giving@ppgulfcoast.org.
Donate online at www.ppgulfcoast.org/donate

“It is ever a pleasure to be a part of something so unquestionably proved of value, something so fundamentally right.”
Margaret Sanger, Founder of Planned Parenthood

Our Mission
The mission of Planned Parenthood is to ensure the right and ability of all individuals to manage their sexual and reproductive health by providing health services, education and advocacy.

Our Vision
Planned Parenthood seeks a world in which all children are wanted and cared for, all women and men have equal rights and dignity, sexuality is expressed with honesty, equality, and responsibility, and the decision to bear children is private and voluntary.