



PLANNED PARENTHOOD OF SOUTHWESTERN OREGON  
2008 ANNUAL REPORT

## Our VISION

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

## Our MISSION

The mission of Planned Parenthood of Southwestern Oregon (PPSO) is to ensure the right of all individuals to manage their sexual and reproductive health, by providing health services, education, and advocacy.

## VOLUNTEER BOARD AND STAFF LEADERSHIP

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# Dear Friends,

As we reflect on a banner year for women's health in 2008, there is enormous optimism about the new direction of our country and new opportunities to make lasting change in the lives of women and families. The education and health care that women, men, and teens receive from Planned Parenthood of Southwestern Oregon is a foundation upon which families can build a future.

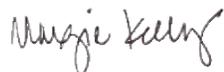
Over the past year, a number of remarkable accomplishments furthered Planned Parenthood's goal of ensuring access to health care services for women and families:

- PPSO provided quality health care services at our eight health centers to more than 22,000 patients.
- Vox: Voices for Planned Parenthood chapters at the University of Oregon, Southern Oregon University and Oregon State University took part in the national campaign to highlight skyrocketing birth control pricing, and college students met with Oregon senators to drive home the point.
- PPSO education programs reached well over 35,000 Oregon youth and adults.
- PPSO was chosen by the National Institute for Reproductive Health as one of three organizations in the nation to pilot an Adolescent Health Care Communication Project.
- PPSO established partnerships with other safety net health care providers through Lane County's 100% Access Coalition.
- PPSO partnered with United Way of Lane County and other youth serving agencies in a pilot program – HOPE (Helping Open Doors by Preparing and Empowering Young Women) to provide services for 10 foster girls who will be transitioning out of the foster care system.

We continue to look for ways to fuel new ventures by generating change from inside the organization and exploring opportunities that arise in our communities. Prevention services and prevention-based policies will continue to be the cornerstone of Planned Parenthood. During the 2009 legislative session our policy agenda included:

- Modernization of Oregon's Sex Education Statute
- Expedited Partner Therapy
- Insurance Coverage of the HPV Vaccine
- Time to Care for Oregon Families Act (Paid Leave)
- Children's Safe Products Act

We are truly grateful for your support. With your deep and consistent commitment, despite the chaotic economy, we pledge to be here for you and your family, and for others you care about, for a long, long time.



Board Chair



President & CEO



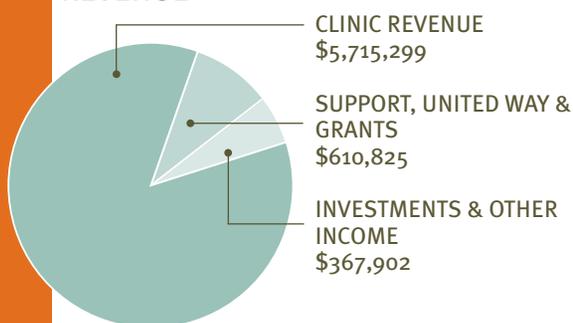
Margie Kelly  
Board Chair



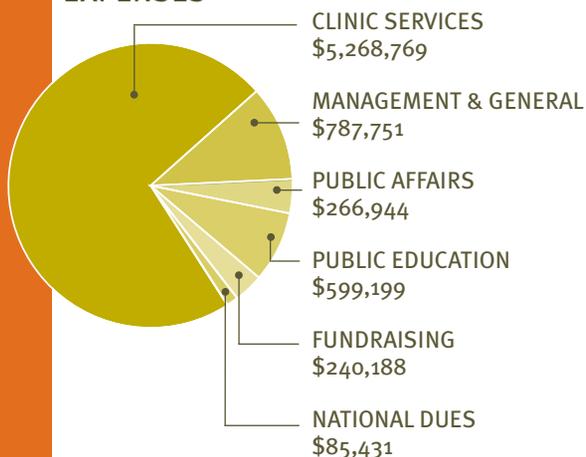
Cynthia Pappas  
President & CEO

# Financial Statement

## REVENUE



## EXPENSES



PPSO weathered a 'perfect storm' of financial blows during 2008: Medicaid funded clinic revenue continued the decline begun in 2006 and turmoil in the financial markets dealt a significant blow to reserves that accumulated during our profitable period between 2002-2005. Federal law changes that began in 2006 reduced Medicaid funded clinic revenue through the Oregon Family Planning Expansion Project (FPEP) and the Oregon Health Plan. These revenue sources continued to make up the majority of our revenue stream albeit at a level more than 20% below 2005 levels. Although this drop in revenue was precipitous, reimbursements through these two programs leveled off during 2008. The combination of the drop in operational revenue and investment losses resulted in a \$3.2 million decline in net assets during 2008. As disastrous as that seems, PPSO remains adequately funded and positioned to face future challenges in a proactive and strategic manner. We accomplished this by strategic cost-cutting and staff reductions.

We continued to transition away from heavy reliance on FPEP and other government funding to a more diversified revenue stream. That diversification included increased private pay and commercial insurance fees for service, and stepped-up fundraising efforts. We also implemented a new model of fees for the educational services that we provide. We continued to strive for the proper balance of margin and mission. The demand for our services increased both in our clinics and in classrooms throughout our service area. As we met these demands we continued to examine and implement new business initiatives that will stabilize and enhance our financial viability.

In comparison to non-profit organizations generally and other Planned Parenthood affiliates specifically, we have adequate operating resources and liquidity. We carry only normal recurring liabilities; we have not borrowed money to support our operations or facilities. At December 31, 2008 net assets totaled \$10,392,347 of which \$5,903,623 has been designated in support of our education and advocacy programs. We entered 2009 facing continued uncertainty concerning governmental support of our patient services. However, we remain committed to providing these free to low-cost essential services while expanding our base of fee-for-service and public support.



*Former PPSO Board Member Marissa Gaulton, with her mother and grandmother at the Safe Sex & The City Event. 3 generations of supporters!*

*PPFA President Cecile Richards and PPSO's Southern Oregon Clinic Manager, Stacy Kostenbauer.*



*Good friends enjoy good times at the Safe Sex & The City Event!*



*PPFA President Cecile Richards joins staff and volunteers at the 2008 Gala.*

# Volunteers

Planned Parenthood of Southwestern Oregon receives tremendous support from volunteers who make a meaningful contribution in a variety of ways throughout the organization. PPSO is honored to partner with talented members of our community who share our vision for protecting the individual right to make private decisions with regard to reproductive health. Our volunteers give of their time and talent by supporting clinic staff with a myriad of administrative tasks, staffing our fundraising events, making countless phone calls to identify pro-choice supporters and raise awareness about key issues, and advocating for youth sexual health. We are also privileged to have loyal volunteers who regularly work in operational areas producing marketing materials, stuffing envelopes, and organizing files. No matter how large or small the task, the contribution does not go unnoticed. Continued support for our mission is evident with each volunteer's service. Volunteers serve as a reminder of the value in the work we do. They encourage us to continue diligently working toward our mission.

In 2008, Planned Parenthood furthered its mission through its volunteer program by utilizing 9,100 hours of service. Our volunteer partnership included 1,482 generous supporters resulting in a measurable savings of \$184,270. PPSO looks forward to future volunteer opportunities and building our relationships within the community.



*Volunteers help support registration at the Safe Sex & The City Premiere Event!*

# Clinic Services

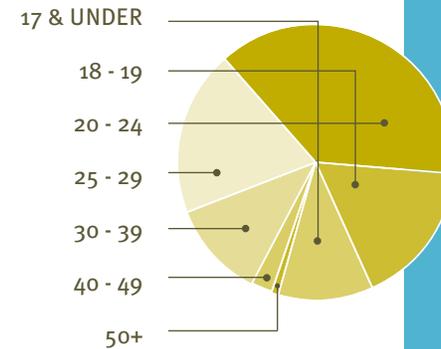
In these challenging economic times Planned Parenthood continues to play an important role in keeping both individuals and our communities healthy. Women and men who have lost jobs or insurance turn to affordable sources of health care in an effort to maintain their reproductive health. In 2008 PPSO saw 41,862 patient visits representing nearly 22,000 individuals (unduplicated clients). Hormonal contraception continues to be the overwhelming favorite contraceptive choice for our clients with 80% of women choosing from birth control pills, patch, ring, implant and injectable. The many highly effective birth control methods available at PPSO allow women and families to decide if and when to become pregnant, and are safe and easy to use after proper screening. We continue to be strong advocates for women having emergency contraception (Plan B) on hand in case they need it. This allows women to consider using it without challenges or delays when it may be needed. Nearly 32,000 packages of Plan B were dispensed last year and were readily available if women/couples required it.

The Family Planning Expansion Project (FPEP) began covering vasectomy services for men in the last quarter of 2007. 2008 brought 117 men in for vasectomy counseling, with 88 of them following through with the vasectomy procedure performed by our generous community physicians that participate in this program.

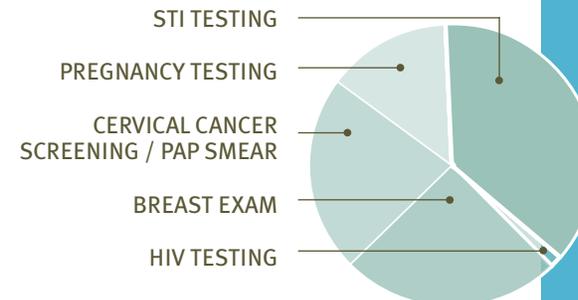
PPSO is viewed as a significant community provider of sexually transmitted infection screening services. Over 600 positive tests for chlamydia, gonorrhea and herpes were identified and treated in 2008, in addition to a high number of findings related to genital warts (human papilloma virus).

Teens aged 19 and under continue to represent about 30% of our client population and are an age group we especially cater to with most services available free of charge and on a walk-in basis. For many teens the traditional women's gynecological exam is no longer needed until they reach their late teens, and birth control and sexually transmitted disease screening is their primary concern. The largest age group we serve is 20-24 at 38%, and clients between the ages of 25 and 29 represent 20% of our entire client group. The remaining 12% of our clients range in age from 30-65.

CLIENTS BY AGE



CLINIC TESTING

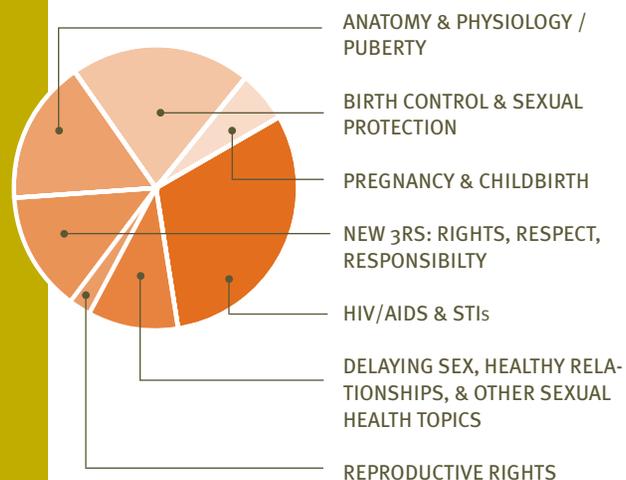


# Education Programs

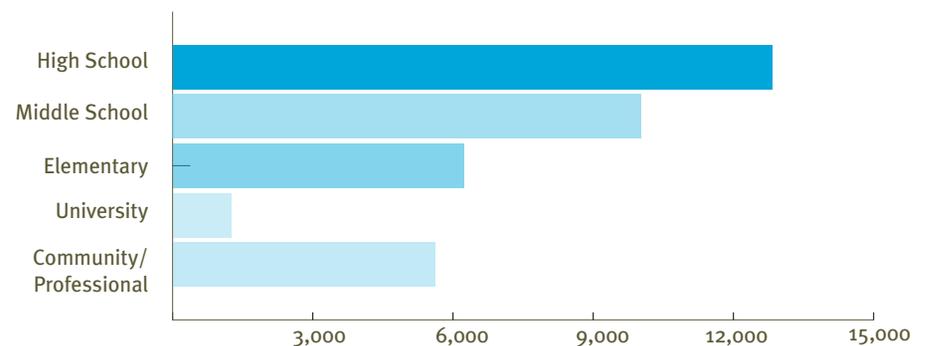
PPSO had nearly 36,000 youth and adult contacts through its education and training programs in 2008. In its commitment to increase community access points through which young people can receive comprehensive sex education, PPSO education staff:

- taught 1,061 classes for youth through public elementary, middle and high schools in 23 school districts;
- provided sex education in 32 alternative education sites, including alcohol and drug treatment programs, youth correction facilities, job skills training programs, GED programs and others;
- reached 4,795 youth and adults through Teen Theater performances that explored issues around sexual health, relationships and growing up;
- supported more than 2,500 parents and families – through workshops, education sessions, and parent information packets – in talking more openly and effectively with their children about sexual issues, values and beliefs;
- supported three faith communities in providing the comprehensive sex education curriculum, Our Whole Lives (OWL), to middle- and high-school-aged youth in their congregations; and,
- provided technical support and advanced training to 35 OWL educators.

EDUCATION SESSIONS FOR YOUTH



EDUCATION CONTACTS BY GROUP



# Advocacy

Planned Parenthood of Southwestern Oregon is a powerful voice for reproductive health care in our communities, our state, and our country. In 2008, we reached out to voters to continue building a base of support for the vital work of PPSO and for fundamental reproductive rights.

PPSO is uniquely positioned to engage voters in the ongoing struggle to promote and protect reproductive rights in southwestern Oregon. On a national level, 1 in 4 women will utilize Planned Parenthood's health services to meet their reproductive health care needs. This contact with individuals cultivates a level of trust between Planned Parenthood and people that have benefited, either directly or indirectly, from our care. We have found that this trust also applies to our advocacy work. Our success over the last five years has shown that we are the best voice to drive a women's health agenda while educating voters on our issues.

In 2008, our volunteer activists staffed 48 outreach events at various fairs and festivals throughout southwestern Oregon. We trained 115 volunteer activists to effectively reach out to voters at these events to educate them on the importance of safeguarding reproductive rights during a year full of opportunities and threats. In addition, we also utilized these events to mobilize our base while strengthening our organization's status as the strongest advocacy organization in the state of Oregon when it comes to reproductive health care. We held over 8,000 conversations with voters regarding the important role that reproductive health care plays.

Through our summer tabling program we engaged the community by:

- Recruiting 1,021 new interested volunteers;
- Gathering 8,069 signatures of supporters committed to protect choice;
- Collecting 5,166 new people to join our on-line activist network.

PPSO also conducted outreach on college campuses. We worked to engage young people in the dialogue on reproductive health while also developing them as leaders for the movement. To that end, we had Campus Organizing Interns based at Southern Oregon University and the University of Oregon who worked alongside pro-choice student groups. Our Campus Organizers led the charge on the Affordable Birth Control Campaign. Through the Affordable Birth Control Campaign, our Campus Organizing Interns put together visibility events using 385 packets of ramen noodles to demonstrate how much food could be purchased at the new high cost students were forced to pay for their birth control. Students also gathered postcards from their peers, calling upon Congress to restore affordable birth control. Hundreds of these postcards were hand delivered at a local Town Hall Forum hosted by Senator Wyden where he publicly committed to help solve the issue. Overall, the birth control pricing crisis and our efforts to address this issue received 11 media hits across the state, including print and television broadcast.

# Health Center Locations

## EUGENE

1670 High Street  
Eugene, OR 97401  
541.344.9411

## EUGENE EXPRESS

793 N. Danebo Ave.  
Eugene, OR 97402  
541.463.9731

## SPRINGFIELD

225 Q Street  
Springfield, OR 97477  
541.744.7121

## FLORENCE

4969 Highway 101  
Florence, OR 97439  
541.902.7861

## COTTAGE GROVE

1450 Birch  
Cottage Grove, OR 97424  
541.767.0566

## GRANTS PASS

160 NW Franklin Blvd.  
Grants Pass, OR 97526  
541.474.2784

## MEDFORD

125 S. Central, Suite 201  
Medford, OR 97501  
541.773.8285

## ASHLAND

1532 Siskiyou Blvd.  
Ashland, OR 97520  
541.482.8700

## ADMINISTRATION

360 E. 10th Ave, Suite 104  
Eugene, OR 97401  
P | 541.342.6042  
F | 541.342.6088

125 S. Central, Suite 201  
Medford, OR 97501  
P | 541.770.3331  
F | 541.282.0588

Visit us on the web!  
[www.ppsworegon.org](http://www.ppsworegon.org)  
[www.New3Rs.info](http://www.New3Rs.info)  
[www.noplacelikehome.org](http://www.noplacelikehome.org)

**43** Years serving Southwestern Oregon  
women, men, young people,  
and their families.

**8** Health centers in  
**7** Oregon cities

**22,000** Patients served

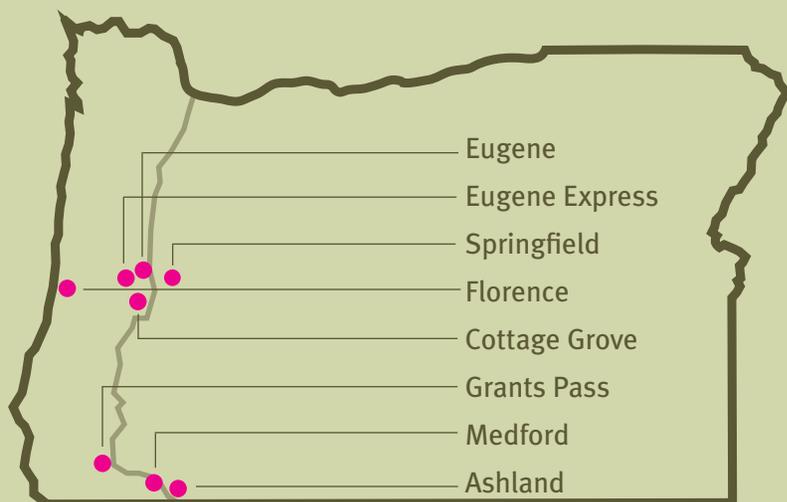
**36,000** Individuals reached through  
our education programs

**1,500** Activists

**1,482** Volunteers donated **9,100** hours  
of service realizing a financial savings  
to the organization of **\$184,270**

**112** Employees

## ONE MISSION



Planned Parenthood of Southwestern Oregon is supported  
by United Way of Lane and Jackson Counties.

