



 **Planned
Parenthood[®]**
of Southwest and Central Florida, Inc

ANNUAL REPORT 2014



Growing the promise...

Our Mission

The mission of Planned Parenthood of Southwest and Central Florida, Inc. is to ensure the right of all individuals to manage their sexual and reproductive health by providing medical services, education and advocacy.

Our Vision

Planned Parenthood of Southwest and Central Florida seeks a world in which all women and men have equal rights, dignity and privacy; where sexuality is expressed with honesty, equality and responsibility.

We believe that every child should be wanted and cared for and that the decision to bear children is private and voluntary. We believe in the fundamental right of each individual to manage her or his sexual health, regardless of income, marital status, race, religion, ethnicity, sexual orientation, age, national origin, or residence.

Our Board of Directors

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Carol M. Poteat-Buchanan, Vice Chair
Gregory J. Porges, Esq, Vice Chair
Nancy Natilson, Treasurer
Clare Segall, Secretary

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Juli Robbins Greenwald; Sandra R. Hughes; Tom Nolan
Renee Richardson Kling; H. Sara Golding Scher; Felice Schulaner
Brenda B. Sheridan; Barbara Siemer; Krista Toomre, MD
Kyla Weiner; Emma Wolin

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Jan L. Chester, VP of External Affairs
Kellie Dupree, VP of Public Policy and Communications
Pauline Parrish, VP of Finance/CFO
Sujatha Prabhakaran, MD, MPH, FACOG, VP of Medical Affairs/Medical Director
Kathleen Wiggs-Stayner, VP of Clinical Business Operations

Growing the Promise

Planned Parenthood's promise to our patients and our community is to advocate for and provide accessible, affordable, trusted reproductive health care and prevention information.

Our affiliate has been able to serve our community for the past 49 years because of our commitment to this promise, and our dedication to making sure that our programs, health centers, and staff are responsive to the changing needs of our community.

This determination to be proactive in our work means that we never stop looking for ways to improve our services. As we honor and recognize our accomplishments from this past year, we are also – always – looking forward to ensure that those successes will continue.

Leadership Update

Dear Planned Parenthood Supporter,

We are pleased to share our Annual Report covering our most recent fiscal year (July 1, 2013 – June 30, 2014) – filled with wonderful successes and very real challenges.

We welcomed the Affordable Care Act which provides community members greater access to health care and insurance coverage, including birth control and reproductive health care with no co-pay. As an essential community provider, our Planned Parenthood worked with our national consultants to examine and revamp our business model to:

- assure our health centers are open during hours to best serve our patients
- contracted with private and Medicaid insurance companies to accept third-party payments from twenty insurance plans
- realign health center staffing to make best use of our resources
- incorporate the final transition to electronic health records to modernize our patient care and provide the ability to capture health care data.

We further embraced technology by implementing 24/7 online appointment setting, allowing our patients to set up their own appointments from their computers and mobile devices, and by highlighting the new Planned Parenthood “text” and “chat” options on our website and social media sites – allowing patients to reach out and ask questions at any time of day or night of trained educators and clinical staff.

Our collective voice for health care was heard loud and clear in protest at the end of June 2014, when the US Supreme Court announced their Hobby Lobby decision which opened the door for bosses to interfere in a woman’s personal decisions about birth control. We immediately launched a campaign to push back. We:

- created a “Dissent” website and activated thousands of email messages to members of congress to express disapproval of any restrictions on access to birth control
- established a texting hotline for women who had questions about access to birth control or who were being denied coverage
- worked with Congress to create the “Not My Boss’s Business Bill” to register further dissent.

As we face the fallout from the November 2014 elections, we will continue to work with our supporters and advocates to monitor adverse health care legislation and to advocate for rights, access, and information.

At Planned Parenthood, we stand firm in our belief that all people deserve high quality, affordable health care. Because we care. No matter what.

Respectfully,



Barbara A. Zdravecky, President/CEO



Carolyn Johnson, Chair of the Board of Directors

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tion • equality •

With Gratitude: Legacy Spotlight



Carol Poteat-Buchanan

“I included Planned Parenthood in my legacy because I want to do all I can to ensure that future generations, like my grandchildren and those who come after them, will always be able to count on good, affordable care.”

Born and raised in Washington, DC, Carol Poteat-Buchanan grew up with a number of strong role models in her world. She saw the women in her family thrive as teachers or working for the federal government and maintain their independence after marriage. She planned to follow in their footsteps, but when she graduated from college in 1950, she moved to New York City in part to avoid pressure to marry right away. Her great-aunt “believed that at 21 if you were not engaged you were destined to be an ‘old maid’ – a fate worse than hell.”

She explored a few different positions in New York before she began teaching in 1963 and fell in love with the work. To her great-aunt’s delight, she also got married and enjoyed 18 years of life with her husband, until he passed away in 1971.

Throughout her teaching career, she fought against the inequities women and African Americans faced in the workplace, notably the ongoing issues of equal pay. That drive to fight against inequality didn’t change after she retired in 1992, but found

a new home. In addition to being the Vice Chair of our board, she is also the Co-Chair of Embracing Our Differences, the Manager of the Gulf Coast Community Choir, and a member of a number of other boards and advisory councils for local and national groups.

Carol had been aware of Planned Parenthood for years, and had seen the effects of back alley abortions in the years before abortion was legally accessible. Her personal involvement with Planned Parenthood began after she and her second husband moved to Sarasota. She particularly admires the ways in which our affiliate and leadership “handles all of the attacks on Planned Parenthood while keeping the health centers above reproach by those who are hoping to shut us down. What would the world be like without Planned Parenthood?”

Planned Parenthood depends on Legacy Society members like Carol - and YOU - to play a critical role for the future and everyone who depends on our services.

Please consider joining the Margaret Sanger Legacy Society today and becoming an integral part of our sustainability. Contact Jan Chester at (941) 556-1246 or jan.chester@myplannedparenthood.org to take the next step in creating your meaningful legacy.

Medical Services

This year, we brought a number of projects to fruition while continuing to provide an excellent level of care to our patients. Being able to enter the home stretch with these multi-year initiatives has been incredibly rewarding! Our work throughout last fiscal year yielded results at the beginning of our current fiscal year. Here are a few examples:

Electronic Health Records

Our Patient Services Leadership Team made the final preparations for our Electronic Health Record initiative, which has now been implemented at all of our health centers. Electronic health records will allow us to more easily share information between health centers and providers and to reclaim the space that has been taken up with paper charts.

Patient Satisfaction

To make progress toward our goals of seeing patients in a timely and efficient manner, we modified our staffing and health center hours. The changes were implemented in July 2014, and have been making a difference in helping us to meet our patients' needs. We will be monitoring patient wait times and satisfaction as well as productivity to make more changes as needed to achieve our goals.

Doctors on a Bus

Dr. Sujatha Prabhakaran, our Medical Director, also serves as the Florida State Director for Doctors for America. She helped organize a four city bus tour throughout Florida to educate the public about their access to health insurance coverage through the Affordable Care Act. She was joined at the Jacksonville stop by Dr. Vanessa Cullins, Vice President for External Medical Affairs for Planned Parenthood Federation of America.

KEY MEDICAL SERVICES

Total Patients	23,869
STD Tests	18,282
Plan B (emergency contraception)	4,424
Pregnancy Tests	5,164
HIV Tests	1,906
Surgical Abortions	3,776
Abortion by Pill	2,185
Colposcopies*	178
Vasectomies	191

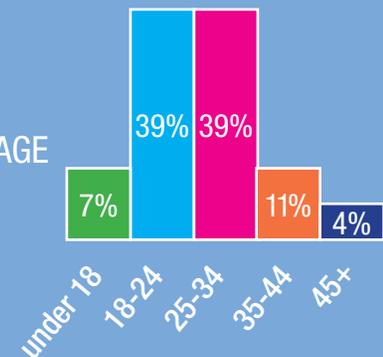
*procedure to evaluate an abnormal Pap smear

From a patient:

"Prevention is my choice – but I am thrilled to know that if anything ever happened and I was pregnant, I could come here and have the freedom to deal with it in my own way. Thank you Planned Parenthood for making it OUR decision and having the facilities available to help."



PATIENTS BY AGE





TOP® club members planting a community garden.



*Growing the promise...
by educating our youth*

Education

On TOP of it all

We completed the second year of the federally funded, evidence-based teen pregnancy prevention program, The Wyman's Teen Outreach Program (TOP®). In the 2013-14 school year, our Education Team served 374 at-risk youth in various partner sites across Hillsborough, Pinellas, Polk, and Manatee counties. These sites include schools for at-risk youth, public housing facilities, and foster care programs.

SOURCE Across the Country

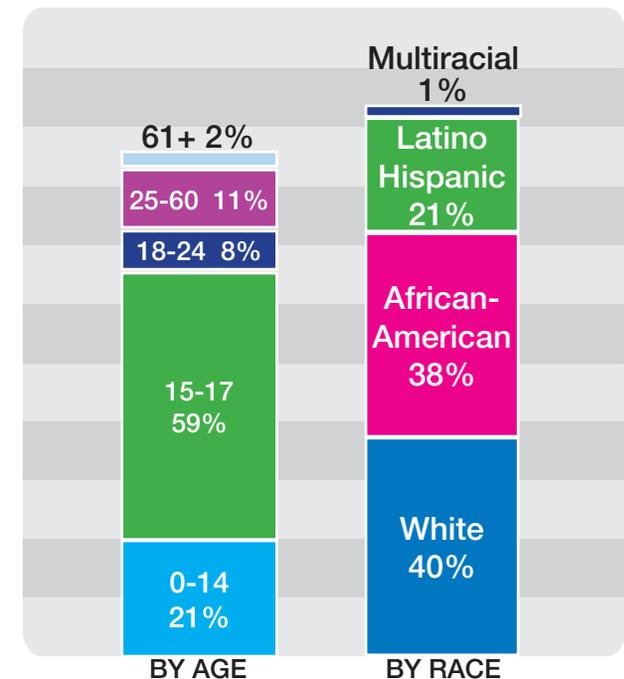
Our SOURCE media productions team worked long hours with a ten person crew and fifty actors to create, film, edit, and promote "The Holding Cell", a movie highlighting the issue of drug and alcohol abuse adapted from the play created a few years ago for the SOURCE Teen Theatre troupe. The film has found tremendous success, and was accepted into film festivals across the United States, including Sarasota Moonlight Madness; Shining Light Film Festival in Indianapolis; Commfest in Toronto; Reel Recovery in Las Vegas, New York City, Los Angeles, and Delray; and the Boston International Kids Film Festival.

Additionally, our SOURCE Teen Theatre produced and toured *Read My Lips*, a middle school play about bullying and its affects, and *SECRETS*, a series of monologues and vignettes created by SOURCE members which addresses a myriad of issues affecting teens, from sexuality to body image to suicide.

Community Outreach

Our Education Team also provides classes on condom use, birth control, and STD prevention at sites such as the Manatee and Fort Myers Juvenile Detention Centers, youth shelters in Lee, Polk and Sarasota counties, and in at-risk high schools in Pinellas and Hillsborough counties.

EDUCATION CONTACTS



ACA Affordable Care Act

It was a big year for Public Policy at Planned Parenthood of Southwest and Central Florida! Last fall, our affiliate launched an intensive Health Center Advocacy Program (HCAP) in five of our seven health centers – Tampa, St. Petersburg, Lakeland, Winter Haven, and Sarasota. We had organizers in the waiting rooms talking to people about the ACA and helping them enroll, register to vote, become a supporter, or all three.

We are incredibly proud of the work we did to get the word out about the Affordable Care Act and its benefits. More people have access to health care than ever before, and we're continuing our outreach work now that the next open enrollment period has begun, running from November 15, 2014 through February 15, 2015.



Just in Southwest & Central Florida

Our local Health Center Advocacy Program:

- Helped 852 people begin the enrollment process
- Signed up 2,875 new supporters
- Distributed 424 voter registration forms

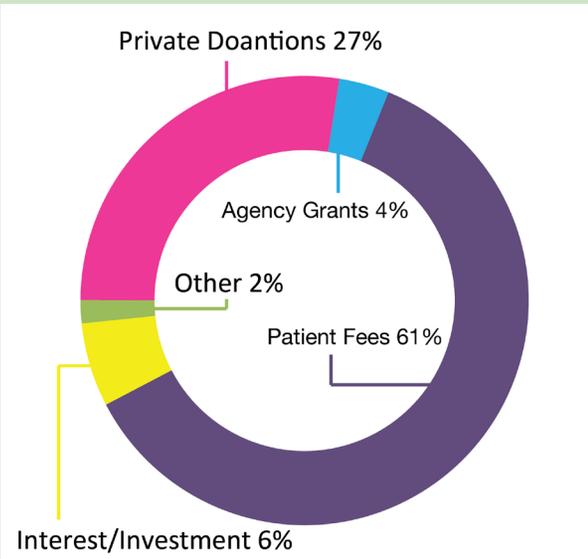
By the Numbers

In addition to successes with ACA, other highlights from the last fiscal year include:

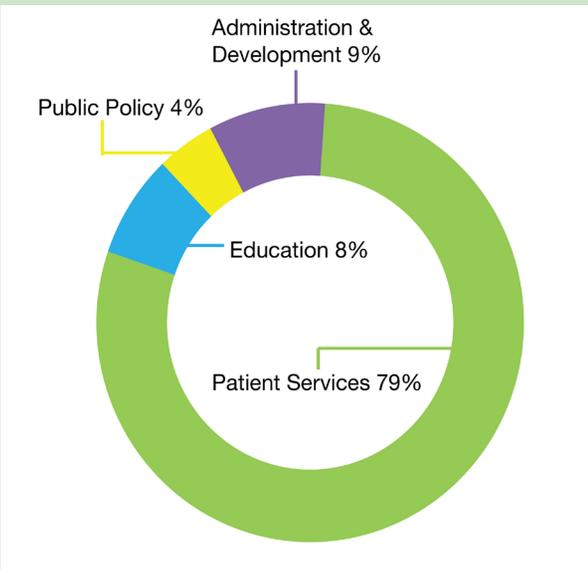
- 17 of our college-age supporters traveled to Tallahassee to lobby state legislators on protecting women's access to health care and closing the coverage gap by expanding Medicaid.
- More than 200,000 people registered with #JointheDissent and participated in the national #NotMyBossBusiness campaign to fight back against the Supreme Court's disappointing Hobby Lobby decision to give bosses the power to decide a woman's access to contraception.
- To aid in the effort to grow Planned Parenthood's voice, we grew our Public Policy department to include two new positions – an Advocacy & Volunteer Coordinator and a Communications & Advocacy Coordinator.
- And through it all, we added 12,705 new names to our supporter list.

Unrestricted Fund Financial Report

PROGRAM REVENUE & SUPPORT



PROGRAM EXPENDITURES



Earned and Support Revenue General Operations

	2014	2013
Patient Fees	6,499,719	6,635,263
Interest/Investment	137,975	119,870
Other	175,623	260,510
Private Donations	2,610,451	1,976,619
Agency Grants	384,653	268,678
Total Operating Revenue	\$9,808,421	9,260,940

Gain/Loss on Investments	504,136	39,721
Gifts for Capital Use & Planned Gifts	304,469	238,381

Program and Support Services *(depreciation not included)*

Patient Services	7,544,106	7,181,191
Education	725,481	678,093
Public Policy	420,003	424,903
Administration & Development	843,087	838,595
Total Expense	\$9,532,677	\$9,122,782

Net Assets at End of Year	\$9,178,933	\$8,696,798
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Marketing and Outreach

Online updates and information

We completed an overhaul of our website and have seen a great return on this investment! The new website is optimized for visitors using mobile devices or tablets, which are now the majority of our patients and online audience.

So far, we've seen:

- A 43% increase in website users
- A 49% increase in website visits
- Positive feedback from our patients, who've mentioned visiting our website during their health center visits.

Radio: Music, Advertising and More

One of our biggest marketing events each year is Jingle Ball, an annual concert in Tampa. Working in partnership with 93.3 FLZ, our sponsorship of the event has led to over \$17,000 worth of Public Service Announcements, exposure on affiliated station webpages, and exposure to our main patient demographic for the months leading up to the concert.

We are continuing to make use of Planned Parenthood's nationally-available online tools, such as the text and chat features, and are working with our national colleagues on opportunities for more digital marketing strategies, reaching out patients where they are – online.



"I am just writing to say thank you – I'm really glad that PP is here to help kids like me. I think I might be pregnant. I can't talk to my Mom and Dad and I don't know where I would be without you. I want to tell you that what you are doing is really worth it!"

UPCOMING 2015 EVENTS

LEE CHOICE AFFAIR

Wednesday, January 28, 2015
Lexington Country Club

MANATEE CHOICE AFFAIR

Thursday, February 5, 2015
Renaissance on 9th

TAMPA BAY CHOICE AFFAIR

Wednesday, February 4, 2015
Maestro's at the Straz Center

Celebrate! Planned Parenthood DINNER EVENT

Thursday, March 5, 2015
USF Sarasota-Manatee Campus

For information about sponsorships, please contact us at (941) 365-3913 x 3000.
To purchase tickets, please visit www.myplannedparenthood.org

New Web Visitors

Our patients are finding us online through their smart phones, computers, and tablets. Recent website traffic shows that new users of www.myplannedparenthood.org fall into the following age brackets:

18-24	32%
25-34	34%
35-44	15%
45-54	9%
55-64	7%
65+	3%

Event Season Highlights



CELEBRATE! PLANNED PARENTHOOD
2014 Dinner Chairs: Clare and Rich Segall

2014 High Tide at High Noon Chairs:
Laura Proctor, Allison Scanlan,
Bianca Lawrence



2014 Manatee Choice Affair Luncheon:
Co-Chair Amanda Horne, CEO Barbara Zdravecky,
Co-Chair Mary Ann Turner, PPFA VP of Education Leslie Kantor,
and Co-Chair Kim Hoenle Boyd

CELEBRATE! PLANNED PARENTHOOD
2014 Dinner: Cecile Richards & Barbara Zdravecky



Cove Café 2014, Ft. Myers: (l-r) Adrienne Prokop, Fran Rose,
Caroline LeGette, Alice Walzer, Muriel Schindler (seated),
Marge Peterson, Shirley Blumenfeld



2014 Safe Sex Halloween Bash Chairs:
Jenn McAlister, Kyla Weiner, Christina Fraser



2014 Tampa Bay Choice Affair Luncheon:
CEO Barbara Zdravecky, Board Member Sara Golding Scher,
Board Member Dee Jeffers, PPFA VP of Education Leslie Kantor,
Board Chair Carolyn Johnson



2014 St. Petersburg Pride parade



2014 Lee Choice Affair Luncheon:
Standing: Jill Dillon, Adrienne Prokop,
Board Member Judy Goldenberg,
Marge Peterson, Alice Walzer,
Seated: Mildred Schindler, Fran Rose

Community Events



Hamburger Mary's Tampa 2014



Declare Your Sexual Independence



Sarasota Pridefest



VOX (College Advocates) Summer Training



Lobby Day: Supporters on the Tallahassee Capitol Steps at this year's Legislative



Coverage is Good Medicine: Dr. Sujatha Prabhakaran, Dr. Owen Linder, and Dr. Vanessa Cullins

Growing the promise - Looking Ahead

Planned Parenthood's promise to provide and advocate for accessible, affordable, trusted reproductive health care and prevention information is one that we hold at the center of all that we do.

As we enter 2015, we are nurturing that promise. We will:

- Continue our technological development: from chat systems that answer patient questions to online education videos to being one of the first affiliates to use online appointment scheduling, we are making sure that we are available online, where our patients are looking for us.
- Expand our medical health care to provide limited primary care services, including diagnosis and treatment for early onset diabetes, hyperthyroidism, obesity, hypertension, and asthma.
- Connect with more community members with information on health and health care services through social media and marketing outreach.
- Work with our sister affiliates in the state of Florida to promote our mission of providing access to affordable, trusted health care.



Growing the promise...

*to our patients,
to our supporters,
to our community*

**Gompertz Family
Regional Headquarters**

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Sarasota, Florida 34236
Phone 941.365.3913
Fax 941.957.1050

OUR HEALTH CENTERS

Fort Myers
239.481.9999

Lakeland Cowles
863.665.5735

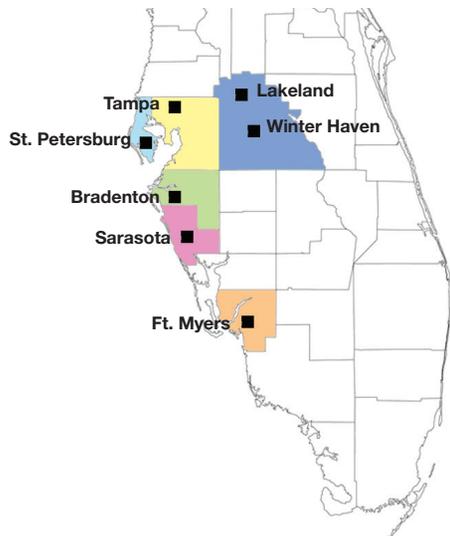
Manatee
941.567.3800

Sarasota Walt Cannon
941.953.4060

St. Petersburg
727.898.8199

Tampa
813.980.3555

Winter Haven
863.293.7494



AT PLANNED PARENTHOOD, CARE IS MUCH MORE THAN THE SERVICES WE PROVIDE; IT'S THE WAY WE APPROACH OUR WORLD.

WE CARE.

DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.

WE ARE UNWAVERING IN OUR BELIEF THAT ALL PEOPLE DESERVE HIGH QUALITY, AFFORDABLE HEALTH CARE. WE ARE TIRELESS IN OUR EFFORTS TO PROVIDE EDUCATION AND INFORMATION SO PEOPLE CAN MAKE THEIR OWN HEALTH DECISIONS. WE PROUDLY FIGHT FOR WOMEN TO BE ABLE TO GET THE REPRODUCTIVE SERVICES THEY NEED. WE DO ALL OF THIS BECAUSE

WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE LEAD HEALTHY LIVES.

NO MATTER WHO THEY ARE. NO MATTER WHERE THEY LIVE. WE WILL DO EVERYTHING WE CAN TO GET THEM THE CARE THEY NEED. BECAUSE WE BELIEVE THAT WHEN PEOPLE ARE TRULY CARED FOR, THEY WILL MAKE THEIR LIVES, THEIR FAMILIES – AND EVEN THE WORLD – BETTER AND HEALTHIER. **PLANNED PARENTHOOD. CARE. NO MATTER WHAT.**



HEALTH CENTER PATIENTS BY COUNTY

Health Center	Patients
Ft Myers	5,300
Lakeland	1,975
Manatee	1,116
Sarasota	3,800
St Pete	3,014
Tampa	6,678
Winter Haven	2,015
Total:	23,898

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