

## Join us for our Annual Dinner Celebration! Featuring comedian and political satirist Lizz Winstead

Come celebrate an incredible year! From defeating Amendment 6 to watching the country express their support for women's healthcare by casting their vote; it's been a year of great achievements!

Beyond the national stage, we're also thrilled by the work that we're doing close to home, including our talented youth performance troupe, The SOURCE, who will dazzle guests with a musical number. Event highlights also include our silent auction, dinner catered by Michael's On East, and an insider's update by affiliate CEO Barbara Zdravecky.

We welcome celebrity guest speaker and Planned Parenthood Board of Advocates member Lizz Winstead, one of the top political satirists in the nation. Co-creator and former

### Celebrate!

- Tuesday, March 5, 2013  
Sarasota Municipal Auditorium  
801 N. Tamiami Trail, Sarasota
- 6 pm Cocktails, Condom Grab Bag & Silent Auction. Bid early!  
[www.bidpal.net/celebrate2013](http://www.bidpal.net/celebrate2013)
- 7 pm Dinner & Program  
Featuring The SOURCE Theatre troupe & speaker Lizz Winstead
- Tickets: \$175; sponsorships available.  
For details, call 941.365.3913 ext. 1124  
or visit [MyPlannedParenthood.org](http://MyPlannedParenthood.org)

head writer for the "The Daily Show" and Air America Radio, her talents as a comedian and media visionary have been recognized by publications such as *The New York Times* and *The Washington Post*, and she's been honored as one of *Entertainment Weekly's* 100 Most Creative People. She has enjoyed numerous TV appearances including "Comedy Central Presents" and MSNBC's "The Ed Show."

This year's co-chairs are Drs. Allison Silver, Hardy Schwartz, Krista Toomre, and Harold Johnson, with Frank Buffone as the silent auction committee chair. The event is sponsored by Gulf Coast Community Foundation and *Sarasota Magazine* is our media partner.



Comedian  
Lizz Winstead

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# A LETTER FROM BARBARA



Dear Planned Parenthood friends,

Planned Parenthood has truly been at the center of the conversation these last few years, from the Congressional assault on the availability of birth control in the Affordable Care Act, to the Komen affair, to the debate on funding Planned Parenthood affiliates with vital Title X funding dollars, to the prominent role that Planned Parenthood played in the primary presidential debate and the number of times – 5 – count them – 5 times – that President Obama mentioned our name in the final debate with Mitt Romney.

In our last two years, we have mobilized nationally more than 2 million new active supporters – nearly half of whom are under the age of 40. There is a whole new generation of young women – and men – joining our cause. These folks are diverse. They are tech savvy. And they are ready to defend our work.

As we enter this new year, we are focusing on three priorities:

- Health care in America is changing fundamentally as Obamacare takes effect and we must insure that the one-fifth of Florida's population that doesn't have health insurance – including 1.5 million women – will get the services that they need, and that our health center staff members are readying our workloads to care for them.
- We are changing the game with advances in technology. The PPFA national website currently receives 4 million visits each month. And our affiliate's call center takes 3,000 calls each week, handling both phone calls and emails for appointments and education information. We are preparing to deliver health care information through texting and will provide health care through telemedicine.
- We are changing the way we talk about abortion. You may have read recent stories about dropping labels like “pro-choice” and “pro-life” because they don't reflect the complex conversation that is happening in America today. An NBC News/Wall Street Journal poll published in January found that 70 percent of Americans support *Roe v. Wade* and safe and legal abortion. To fortify that consensus, we don't have to try to justify why a woman might choose to have an abortion. We need to acknowledge “We're not in her shoes.” It's a decision for the woman and those she chooses to consult – her family, her faith and her doctor – and certainly not for politicians.

As Planned Parenthood prepares to celebrate our 100th anniversary in just a few short years, we will continue to provide services in every state in this country to offer our patients a chance to have a planned life. This is why I am so proud of the work that we have done together. Thank you for being such a vital part of our local Planned Parenthood family.

With respect and admiration,

A handwritten signature in black ink that reads "Barbara Zdravecky".

Barbara Zdravecky, President/CEO

# Your vote is your voice And you were heard!

**From courthouses to Tallahassee to Capitol Hill, we're working to protect access to medical services for women across the country: taking action to ensure that women have affordable health care, no matter what.**

Women's health played a defining role in the 2012 election and the results were clear. On election night, exit polls showed that there was a historic 18-point gender gap between the candidates, and here in Florida we defeated anti-women's health Amendment 6 by 11 points. Our communities overwhelmingly rejected policies that endanger women's health care. This year, we will be working to make sure that our political leaders pay attention to this consensus.

Florida's legislative session officially starts on March 5th, and bills are already being filed as we go to press. 2012 saw the second-highest number of abortion restrictions ever enacted nationally - 43 laws - a sharp decrease from

the record-breaking 92 abortion restrictions enacted in 2011, thanks to the hard work of our advocates and supporters. Here in Florida, we got through the 2012 legislative session without any harmful bills being passed and we're going to work hard to continue that trend in 2013.

Our public policy team is meeting with legislators and building coalitions to protect women's access to health care. We're asking them to focus on things that Florida really needs - jobs, education, and full implementation of health care reform. Join our advocate email list and find out how you can get more involved in this fight!



*Top: Natalie Rella, student advocate with Planned Parenthood's mascot Pillamina.*

*Left: More than 400 people rallied in Tampa in support of women's health care.*

## “Forgettable” contraception decreases abortion rate

**Women who have access to free contraceptives and accurate information obtain abortions at half the national rate**

Forgettable birth control, like intrauterine contraceptives/devices (IUCs) and implants that are inserted once and then last from 3-12 years are much more effective in preventing unintended pregnancy than contraceptives like pills or patches that women must remember to use regularly. IUCs and implants, however, have initial expenses can be quite high, making them out of reach for many women.

This fall, Washington University researchers showed that providing a woman free access to the contraceptive of her choice and thorough counseling had two interesting results. First, most women (75%) chose those very effective IUCs/implants when cost was not an issue and they had access to accurate counseling. This rate is much higher than the current 2% of U.S. women who currently use IUCs/implants. Second, the occurrence of abortion among women who had access to free contraceptives was half the national abortion rate.

As you may have heard, one of the provisions of the Affordable Care Act provides coverage for contraceptives at no cost. Cost is an important determinant in contraceptive use, but so is accurate counseling. Even amongst physicians and nurses, there is a lot of misinformation about IUCs/implants, resulting in many women who could use these methods being told they are not candidates.



Our Medical Director, Dr. Sujatha Prabhakaran, is currently working to educate physicians and nurses about IUCs. Because of her clinical expertise regarding these contraceptives, Dr. Prabhakaran was recently featured in a University of Florida continuing education program designed to educate clinicians about IUCs, hopefully breaking down barriers to their use.



*Dr. Sujatha Prabhakaran, Medical Director*

## One million dollar grant takes us to the TOP®! Program empowers teens to lead successful lives

Wyman's Teen Outreach Program® (TOP®) brings our trained educators to the schools, public housing facilities, and community centers where health, social and economic disparities exist

We are thrilled to be starting Wyman's Teen Outreach Program® (TOP®), a comprehensive, evidence-based youth development initiative that is aimed at increasing school success and reducing teen pregnancy. TOP® promotes the positive development of adolescents through a combination of curriculum-guided group discussion and volunteer service learning. Focusing on how to help prepare at-risk, underserved teenagers for success in adulthood, this program works to promote healthy relationships and career goals throughout Hillsborough, Pinellas and Polk counties. The project is funded by a one million dollar grant over three years from the Department of Health and Human Services Administration for Children and Families.

Planned Parenthood education specialists Pat Wolfson, Kathy Dobson and Keith Babb have the unique qualifications, experience, and progressive training to facilitate this evidence-

based curriculum developed by the Wyman Center, a known leader in empowering teens to lead successful lives and build strong communities. Staff will work with schools, public housing facilities, community centers, Sherriff's Youth Villas and the PACE Center for Girls to create clubs in areas where health, social and economic disparities exist. Planned Parenthood will begin this program with 11 clubs, each with approximately 10-20 teens. By creating supportive environments for their participants, these clubs will encourage members to thrive in all areas of their life, work and education.

TOP® promotes the positive growth of adolescents, developing their skills at reducing risky behaviors while increasing their ability to make healthy decisions. Planned Parenthood is proud to offer this program to teens in our community, working with them to help them achieve their goals.



# IRA charitable rollover is back!



**You can invest in the future of reproductive health, rights and sex education for generations to come.**

The American Taxpayer Relief Act of 2012, signed into law on January 2, 2013, has brought back the popular IRA charitable rollover provision for all of 2013. Donors age 70½ or older are once again eligible to give up to \$100,000 from their IRAs directly to Planned Parenthood of Southwest and Central Florida without tax liabilities. This type of gift is a wonderful way to invest in the future of reproductive health, rights and sex education.

In addition to being able to make gifts directly from your IRA to a charity in 2013, you also always have the option to designate charities as beneficiaries of your IRA. Even with mandatory withdrawals, many people will have very large retirement accounts remaining upon their death. If these assets are part of your estate, they will be subject to income tax and possible estate taxes; if you leave these assets to your heirs, they will

have to pay income tax on the amount they receive. A simple Change of Beneficiary form is available from your IRA-issuing company. It is very important to complete the forms, keep a copy in a safe place, and be aware that simply naming a charity as the beneficiary of your retirement plan in your will is not sufficient – it may even trigger increased taxes!

Of course, you will always want to consult with your own tax accountant or attorney, but if you have questions about how you can work with this change in tax law to directly benefit Planned Parenthood sexual health services, outreach and teen programs, or about including Planned Parenthood in your estate planning, please call our Development Office at (941) 365.3913, ext. 1113.

# FEATURES, FRIENDS & FUNDRAISERS



## The Next Generation

Third year medical students from FSU completing their OB/GYN rotation met for pizza and class with our own Dr. Sujatha Prabhakaran.

Pictured L-R: James Pilkington, Charles Clark, Larry Sorrell, Medical Director Dr. Prabhakaran, and Brian Blumenauer

## High Tea at Noon 2012

This November, we welcomed nearly 300 friends to our annual High Tea luncheon and high-energy fashion show at the Van Wezel. Produced by Marsha Panuce and chaired by Chef Judi Gallagher, guests enjoyed lunch from Mattison's Catering and fashions from Dream Weaver, June Simmons Designs, Foxy Lady, and L. Kids. Hair and makeup were provided by Nuovo Salon. A special thanks to The Spice and Tea Exchange and to our exclusive media sponsor, *Scene Magazine*.

Pictured: Barbara Zdravecky, CEO/President with High Tea Chair Chef Judi Gallagher.



## Roe v. Wade Events

In January, supporters of Roe v. Wade made themselves known! A rally was held downtown in St. Pete and "Roe on the Rocks" was held in Tampa and featured guest speaker Amy Ritter. In Sarasota the first annual "Rock & Roe" event was held at Growler's Pub and showcased the talents of five local bands.

Pictured: St. Petersburg advocates were hard to miss!

# ROE V. WADE TURNS 40

## Choice Affair Luncheons commemorate the 40th anniversary of *Roe v. Wade*



Committee members of the Lee Choice Affair luncheon.

This year, our Choice Affair luncheons hosted nearly 500 guests to celebrate the landmark Supreme Court decision making abortion safe and legal. The events raised funds to support our reproductive health and sexual education programs.

In Lee County on January 29, at Lexington Country Club, guests viewed our SOURCE Theatre's video productions, including the college web series "Freefall" with an introduction by SOURCE Director and Producer K.T. Curran.



Nancy Natilson, Clare Segall, Sara Scher, guest speaker Dawn Laguens, CEO/President Barbara Zdravecky, Carolyn Johnson and Judy Cahn at the Tampa Choice Affair luncheon.

On February 5 and 6, supporters in Hillsborough and Manatee counties heard from guest speaker Dawn Laguens, Vice President and Chief Experience Officer of Planned Parenthood Federation of America. It was a record-breaking year at both locations. Tampa enjoyed its first ever, 260-plus, sold-out crowd that raised \$19,000 for our TOP® Program. In Bradenton, 180 guests gathered to celebrate women's health care and birth control access, making this event the most well attended in Manatee County to date.



Greg Porges, guest speaker Dawn Laguens, CEO/President Barbara Zdravecky, Amanda Horne and Mary Ann Turner at the Manatee Choice Affair luncheon.



# COCKTAIL PARTY CONVERSATIONS

You're at a local alumni gathering and an old friend, Murray, has come over to talk to you. The recent election is a topic of conversation, and Murray shares his thoughts.

## He says:

"I don't think that any woman should be allowed to get an abortion."

## You say:

"You know, Murray, abortion is a deeply personal and often complex decision for a woman, and I don't believe you can make that decision for someone else. It's just not that simple. I don't know a woman's specific situation – I am not in her shoes. Ultimately, decisions about whether to choose adoption, end a pregnancy, or raise a child must be left to a woman, her family, and her faith, with the counsel of her doctor or health care provider."



## COCKTAIL PARTY CONVERSATIONS

## IMPACT!

### SPECIAL THANKS TO THE FOLLOWING ORGANIZATIONS, TRUSTS AND FOUNDATIONS

George Barrie Foundation for support of our SOURCE Theatre and video productions program.

BMO Private Bank for support of our Annual Dinner Celebration.

The Brunckhorst Foundation for its gift in support of our ongoing services and mission.

The Cowles Charitable Trust for support of our Pinellas and Polk County programs and services.

The Mark and Carol Hyman Fund for support of our SOURCE Theatre and video productions program.

Leslie Glass Foundation for support of our Sarasota County programs and services.

Gulf Coast Community Foundation for support of our High Tea and Annual Dinner Celebration events.

Polo Grill and Bar/Fete Catering & Ballroom for hosting an evening to raise funds in support of our SOURCE Theatre and video productions program.

Dorothy Inbusch Foundation for support of our Sarasota County programs and services.

Planned Parenthood Federation of America for support of our breast health services initiative.

Virginia B. Toulmin Foundation for providing the capping grant for our electronic health records transition.

## SAFE SEX HALLOWEEN BASH 2012: Deadtime Stories



The Halloween event of the year brought out a fabulous array of revelers this October! Event co-chairs (L-R) Veronica Pastore, Christina Fraser, Kim Mancini and Kate Atkins hosted more than 500 guests at Michael's On East who danced the night away in ghoulishly graceful style.

*Photo by Don Daly.*

### Thank you to our 2012 Safe Sex: Halloween Bash sponsors:

**Big Bad Wolf:** Norbert & Ann Donelly

**Wicked Witch:** Mark Steinwachs & Jarred Wilson

**Happily Never After:** Leslie Glass/Reach Out Recovery

**Mother Noose:** Richard & Lynn Barrie, Jonathan Coleman, Christina & CJ Fraser, Liebe & Billy Gamble, Robert & Melanie Ludwig, Rae & Mark Mulligan

**Mirror, Mirror:** Denise Barth, Danielle & Grant Beatt, Carlson Studios, Christine & Stewart Green, Maureen Maguire, Kyla & David Weiner, ThisWeekInSarasota, WTBZ-FM/105.9 The Buzz

**In-Kind Donors:** Amy W. Miller, Asolo Repertory Theatre, Beneva Fruitville, Black Diamond Burlesque, Darwin's on 4th, Don Daly Photo, Empire Ballroom Studios, Freeze Frame! Photo Booth by Cat Pennenga, Go to Girl by Molly Klauber, Hangover Gone, Stephen McFadden/McFadden Creative, Players Theatre of Sarasota, Sarah Mattar Photography, Sarasota Architectural Salvage, Sift Bakehouse, Spotlight Graphics, Sweet Things by Jen

**Media Partners:** TicketSarasota.com, Sarasota News Leader, SCENE Magazine,

### SOCIAL MEDIA UPDATE



Did you know our Feronia Project blog site is visited by as many as 31,000 viewers each month? Join the crowd at [feroniaproject.org](http://feroniaproject.org).

"Like" us at [facebook.com/myplannedparenthood](https://www.facebook.com/myplannedparenthood) and engage with 2,000 friends & fans while keeping up with news and events.

Join close to 3,000 people who follow our Pinterest boards including "Art of Safe Sex: A Speakeasy," "Fun & Funny," "Care. No matter what." and more. [www.pinterest.com/plannedparswcf/](http://www.pinterest.com/plannedparswcf/)

Check out The SOURCE's first complete season of "Freefall" the web series at [www.freefallthewebseries.com](http://www.freefallthewebseries.com).

# UPCOMING EVENTS

## Join us! Planned Parenthood's 2013 events

**Annual Dinner Celebration** Tuesday, March 5, 6 pm, Sarasota Municipal Auditorium

Enjoy The SOURCE Theatre troupe, speaker Lizz Winstead, and our fabulous silent auction.

Sponsored by *Sarasota Magazine* and Gulf Coast Community Foundation.

**Art of Safe Sex: A Speakeasy** Friday, April 19, 9 pm, Tampa Museum of Art

Flappers, fedoras, food and fun! Sponsored by Cox Radio, exclusive print media sponsor

*Creative Loafing*, Todd Couples Superstore, and *Watermark Magazine*.

## Save the Date!

**Cocktails at Cove Café:** Sunday, November 10, Cypress Cove in Fort Myers

**High Tea at High Noon:** Thursday, November 21, Van Wezel in Sarasota

**Safe Sex Halloween Bash:** Friday, October 25, Michael's On East in Sarasota

Enjoy the rewards of sponsoring one of our special events!

Contact our development department today by calling 941.365.3913, ext. 1157.

## Care. No matter what.

### Mission Statement

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

### Planned Parenthood®

#### of Southwest and Central Florida

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