CHANGING LIVES AND THE WORLD

ANNUAL REPORT 2014

Planned Parenthood®
Care. No matter what.

Greater Memphis Region

MANAGEMENT TEAM

Ashley Coffield, President/CEO
Tarsha Elliott, Vice President of Patient Services
Jo Kendrick, Vice President of Finance
Aimee Lewis, Vice President of External Affairs
Alma Foster-Edwards, Health Center Manager
Latrivia Nelson, Director of Communications & Marketing
Jennifer Warren, Associate Director of Education
Grace Weil, Director of Development

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Frank Watson
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PRESIDENT'S MESSAGE

I typically use this space to share the challenges and accomplishments of our previous fiscal year, but recent historic events beg for commentary.

We lost our battle to defeat Amendment 1. This makes my heart heavy, yet strengthens my resolve to meet the challenges ahead. Believe it or not, there is a silver lining in this dark cloud. The two Planned Parenthood affiliates in Tennessee have never created, launched, and fought a statewide political campaign before—and we did this while maintaining the critical health care services and education our communities depend on. In the process we learned that we can "bring it" when women's health care is threatened--we are forces to be reckoned with and we won't stop with our first campaign, despite the loss.

In fact, I'm very proud of the Vote No on Amendment 1 campaign led by Planned Parenthood of Greater Memphis Region and Planned Parenthood Middle and East Tennessee. Together, we raised $4.3 million dollars to defeat this dangerous amendment. We built stronger partnerships with organizations in Memphis and across the state and trained and launched a volunteer army ready to fight for women and families. We started a very important, difficult conversation in Tennessee—one we've never had before in this state—about the right to privacy in medical decision-making. We opened our doors to the media and shared information about abortion—its safety record, current regulations in our state, and how providers like Planned Parenthood deliver high quality, compassionate care. We brought together pastors, doctors, civil rights leaders, and elected officials who all called for protecting women's ability to make their own medical decisions and their right to access legal health care without political interference.

The passage of Amendment 1 may have given politicians more power to legislate our medical decisions, but we will fight back stronger than ever before. We know an extreme agenda is out-of-touch with what we have heard from Tennesseans in every corner of this state. There was a consensus reached among voters that priority number one is safe and legal access to healthcare for women. We intend to hold the legislature accountable for offering bills that are about safeguarding women's health, not restricting access to care or interfering in the doctor-patient relationship.

No matter what comes our way, you can count on Planned Parenthood to fight for women and families. And together we WILL ensure that a woman's access to reproductive health care is protected. Stay tuned for more information about how we will take our political expertise to the next level in 2015.

Ashley Coffield
President/CEO

Gail Tyree, Ashley Coffield, Congressman Steve Cohen, Planned Parenthood of Middle & East Tennessee CEO Jeff Teague

BOARD CHAIR'S MESSAGE

On behalf of the entire board of Planned Parenthood Greater Memphis Region, I want to say first how proud I am of the campaign we waged to fight Amendment 1. We did not achieve the result at the polls we fought so hard for, but we rallied thousands of supporters and built new relationships with people from all walks of life who want to protect access to safe and legal healthcare for all women.

And the really amazing part? Through it all, as we undertook the advocacy work necessary for the campaign, continuity of care at PPGMR never faltered.

We hired our first full-time medical director, adding a layer of expertise and options for our nearly 7,000 patients who relied on Planned Parenthood for services like well-woman care, clinical breast exams, contraception, and STD/HIV tests. To meet our patients' needs in the insurance marketplace, we forged ahead and now accept almost all major insurance carriers, and we secured funding to help our patients and others in the community enroll. We have continued improvements in our Health Center, so patients receive high-quality, nonjudgmental care in an environment that is also warm and welcoming.

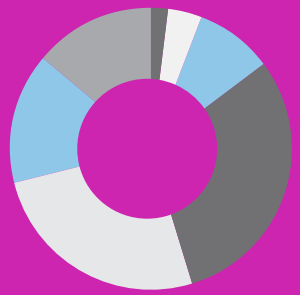
Our educators taught 181 sexual health classes for people of all ages; 106 of those classes reached nearly 1,200 teens. Free Condoms Memphis, PPGMR's signature condom distribution program, gave away over 166,000 condoms at 69 locations to prevent the spread of HIV and other STDs. Free Condoms Memphis has been so successful that other affiliates are investigating replicating our program.

None of these accomplishments are possible without you: our donors, our volunteers, our community partners. Your support, financial and otherwise, is an inspiration. You make it possible for us to provide not only affordable and accessible health care, honest education, and fearless advocacy, but to excel. Thank you.

John Jones
Board Chair

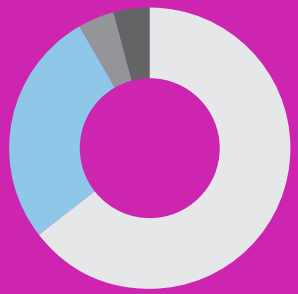
Vote No on 1 volunteers: Sheena Foster, Drew Cadenas, Jayanni Webster, Tony de Velasco, Kaitlin Beck, Lauren Douglass, Karen McKenzie

WHO WE SERVE



PATIENTS BY AGE

15 & UNDER 2%
16-17 4%
18-19 9%
20-24 31%
25-29 26%
30-34 15%
35 & OLDER 14%



PATIENTS BY ETHNICITY

AFRICAN-AMERICAN 64%
WHITE, NON-HISPANIC 27%
HISPANIC 4%
ASIAN, NATIVE AMERICAN, OTHERS 4%

Cara Walker, Megan Rubenstein, Gail Tyree, Rachel Brooks, Rachel McCook, Joan Carr, Kelley Robinson

THE WOMEN'S LEADERSHIP CIRCLE

The Women's Leadership Circle is a group of women dedicated to supporting Planned Parenthood's mission and services openly and without apology, and donating a minimum of $1,000 annually to Planned Parenthood Greater Memphis Region.

Founded in spring of 2014, the women listed are inaugural members of the Women's Leadership Circle. If you would like to join this outstanding and generous group of women leaders in our community, please contact Aimee Lewis at alewis@ppgmr.org or 901.725.3051.

Dr. Lisa Jennings and Dr. Cathy Chapman

Carol Barnett
Marietta Burleigh
Susan Carson
Dr. Cathy M. Chapman
Ashley Coffield
Katherine Connell
Kim Cox
Faye Daniel
Sarah DiNicolantonio
Martha Fogelman
Emily Gay
Gail George
Kathy Gibson
Kathryn Gilliland
Liz Gilliland
Lucia Gilliland
Martha Goldstein
Donna Goodman
Laura Goodman-Bryan
Holly Hagan
Lisa Harris
Ann Hawkins
Amy Howe
Barbara Hyde
Dr. Lisa Jennings
Dr. Rose Johnston
Anne Jones
Happy Jones
Cheryl Kaplan
Phyllis Kaplan
Carol Katz
Sandra Ke
Courtney Gafford Leon
Aimee Lewis
Danita Macon
Perre Coleman Magness
Perre M. Magness
Susan Mallory
Diedre Malone
Sylvia Marks
Snow Morgan
Susan Moskop
Barbara Newman
Linda Nichols
Kathryn Pascover
Virginia Ralston
Robin Rasmussen
Brenda Reed
Judith Richards
Dr. Trish Calvert Ring
Judy Ringel
Yandira G. Salinas
Debby Schadt
Susan Schadt
Mary Scharff
Suzanne Scharff
Betty Louis Sheppard
Anna Bess Sorin
Margaret Tanner
Lynn Thomas
Lynne Turley
Jeanne Varnell
Katherine Warren
Jennifer Watson III
Martha Asbury Wilson
Lyn Yukon

ADVOCACY IN 2014

840
SUPPORTERS GALVANIZED

140
ACTIVE VOLUNTEERS

92
PUBLIC SPOKESPEOPLE

139
VOLUNTEERS AT POLLING SITES

OVER **30**
PRIVATE AND COMMUNITY EVENTS

OUTREACH EDUCATION

166,125
free condoms distributed

75 active College Sexperts on 8 college campuses

181 classes on sexual health topics for people of all ages

106 sexual health classes for 1,189 teens

16 training sessions for other area health professionals

6

MAJOR INSURANCE CARRIERS ACCEPTED AND MORE BEING ADDED:

BLUECROSS BLUESHIELD, CIGNA, HUMANA, UNITED HEALTHCARE, TRICARE, AND MEDICARE. PPGMR ALSO ACCEPTS AMERIGROUP, BLUECARE, TENNCARE SELECT, AND BLUECARE ADVANTAGE.

Shelby County Commissioner Reginald Milton with PPGMR staff

HEALTH CENTER & OUTREACH SERVICES

12,608
PATIENT VISITS

6,824
UNDUPLICATED PATIENTS

5,100
HIV AND OTHER STD TESTS

2,830
MEDICATION AND SURGICAL ABORTIONS

1,217
WELL-WOMAN EXAMS

772
CLINICAL BREAST EXAMS

Memphis Clergy Against Amendment 1

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CONTRACEPTION PROVIDED

8,240
CYCLES OF ORAL CONTRACEPTION

516
IUCS & IMPLANTS

247
BIRTH CONTROL SHOTS

714
EMERGENCY CONTRACEPTION KITS

JAMES AWARD

Because of the courage of her convictions and her tireless work on behalf of Tennessee women and families over her career, Planned Parenthood was proud to honor Senator Beverly Marrero with this year's James Award.

During her tenure in the state House and Senate, and now in the community, Sen. Marrero is a true champion for Planned Parenthood. When we needed an Attorney General's ruling on pending legislation, Sen. Marrero made the request. When state agencies were slow to respond to our requests for information, Sen. Marrero broke up the logjam. Sen. Marrero always spoke out against legislation that harmed women, families and children, even when she stood alone in the Tennessee Senate chambers to do so.

The James Award is named in honor of Bob James, former Memphis City Councilman and local business leader. Bob was a long-time supporter who believed ardently in the mission of Planned Parenthood. When he passed away in 2004, he left an endowment of $1 million to the Community Foundation of Greater Memphis for the annual benefit of Planned Parenthood Greater Memphis Region. The James Award is our highest honor given each year to a Mid-South community member who has shown unwavering support to the ideals of Planned Parenthood.

James Award Recipient Beverly Marrero with her family, Evan Robsion, Adelai Robison, Robin Robison-Hampton, and John Hampton

Ashley Jones, Gail Tyree, Miska Shaw, Jamey Hatley, Antoine Dandridge

Ashley Coffield, Beverly Marrero, John Jones

Mary Jane Gentry and Carol Barnett

Lynnefer Perry and Paul Foster

2014 JAMES AWARD HOSTS & CO-HOSTS

HOSTS

Carol & Bert Barnett
Dr. Cathy Chapman & Dr. George Woodbury Jr.
Ashley & Mac Coffield
Kim & Robert Cox
Kathryn & Jim Gilliland Jr.
Liz Gilliland
Lucia & Jim Gilliland Sr.
Ann & Mason Hawkins
Barbara & Pitt Hyde
Dr. Rose Johnston
Anne & John Jones
Happy Jones
Carol & Gene Katz
Danita Macon
Susan & RJ Moskop
Kathryn & Jim Pascover
Trish & Carl Ring
The Scharff Family
KC & Dr. Jeff Warren
Jennifer & Frank Watson III
Marc Willis

CO-HOSTS

Anne & Jim Apple
Elizabeth Cawein & Justin Entzminger
Susan & Barry Chase
Susan Pack Davis
Kate Duignan & Chris Peck
Holly Hagan
Doug Halijan
Phyllis & Eddie Kaplan
Barbara & George Lapides
Shirley & Mike Lupfer
Susan & B. Lee Mallory
Barbara & Bruce Newman
Renee & Randy Patey
Lynnefer Perry
Robin & Jon Rasmussen
Judy & Nick Ringel
Gabriela Salinas
Anna Bess Sorin & Nate Nowak
Nathan Tipton & Paul Foster
Betsy & Hank Widdop
Jocelyn Wurzburg

Past recipients of the James Award are Barry Chase (2013), the Gilliland Family (2012), the Scharff Family (2011), Dr. Rose Johnston (2010), Betsy Mandel-Carley (2009), Ginger Ralston (2008), Congressman Steve Cohen (2007), Judy Ringel (2006), and Jim Fri (2005).

By following Bob James' example and including PPGMR in your estate plans, you ensure that the next generation of women, men, and teens in our community has access to life-saving cancer screenings, family planning services, HIV and other sexually transmitted disease testing and counseling, and a wide range of age-appropriate sexuality education. For more information, contact Aimee Lewis at (901) 725-3051 or alewis@ppgmr.org.

YOUR DONATION

$100

provides emergency contraception for four patients

$250

one year of oral contraception

$500

STD panel screenings for three clients

$1,000

over 11,000 condoms for Free Condoms Memphis

$2,500

83 hours of age-appropriate sexual health education

$5,000

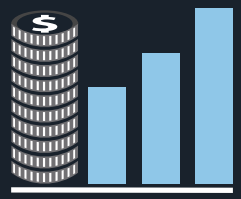
20 well-woman exams including Pap test, clinical breast exam, gonorrhea/chlamydia test, and pregnancy test

$25,000

25 IUDs and office visits for women who want to postpone their next pregnancy

$10,000

Follow up colposcopy (cervical cancer) screening for 16 women who have had an abnormal Pap test



OPERATING REVENUE

Patient Fees	$1,892,732
Government Grants	$ 749,754
Contributions	$1,036,097
Endowment & Interest	$ 56,498
Investments	$ 119,375
Total	**$3,854,456**

OPERATING EXPENSES

Patient Services	$2,304,290
Education	$ 346,707
Fundraising	$ 200,541
Advocacy	$ 125,830
Management & General	$ 243,046
Total	**$3,220,414**

MISSION

OUR MISSION IS TO ENSURE BROAD PUBLIC ACCESS TO REPRODUCTIVE AND RELATED HEALTH CARE THROUGH HEALTH CENTER SERVICES, EDUCATION, ADVOCACY, AND COMMUNITY PARTNERSHIPS SERVING 42 COUNTIES IN WEST TENNESSEE, NORTH MISSISSIPPI, AND EAST ARKANSAS.

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Greater Memphis Region

PLANNED PARENTHOOD
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