



FOCUS

ON PLANNED PARENTHOOD

Planned Parenthood of the Great Northwest

Winter 2012

We Heard You: Lessons Learned from Our Donor Survey

by Liz Reilly, Development Director

Last summer, we conducted a survey

to better understand our donors' motivations for giving and their sense of our success in meeting our mission. We're so grateful to the 1,875 supporters who took the time to share their impressions.

Here are some of our key discoveries from this survey: 91 percent of respondents felt we are doing an excellent or good job fulfilling our mission. A commitment to health care access was the most mentioned reason for supporting our work.

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Three Washington State Health Centers Close at End of 2011

by Kristen Glundberg-Prossor, Media Relations Director

The December 31, 2011 closures of our Oak Harbor, Silverdale, and Forks Health Centers were part of a general reduction and restructuring of the organization. Additionally, we will be downsizing operations in Sitka, Alaska and moving to a smaller location.

The decision to close these particular health centers was not made lightly. Throughout this economic downturn, it was previously possible for PPGNW's larger health centers to subsidize the smaller locations. Now, with additional loss of state and federal funding and increased patient eligibility requirements for family planning programs, fewer can access services.

Critically important in making this decision was ensuring that PPGNW patients could continue to receive needed health care services at nearby Planned Parenthood health

centers. Oak Harbor patients are being referred to Planned Parenthood health centers in Mt. Vernon, Everett, Lynnwood, or Marysville. Silverdale patients are referred to our Bremerton health center, just six miles away; and Forks patients have been referred to our Port Angeles health center.

We will open a smaller facility in Sitka to accommodate our patients via telemedicine services. The Sitka health center will serve as the pilot project for a new and more efficient care delivery model for PPGNW's rural service areas. Our hope is that this model will enable PPGNW to reach many new patients throughout Alaska and other remote areas of the Great Northwest.

The closures and downsizing will impact 2,866 patients out of 90,075 or about three percent of PPGNW's total patient volume. To assure continuity of care for our affected patients, PPGNW has coordinated with other Planned Parenthood health centers and community providers as needed to maintain access.



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Executive Update Message from Christine Charbonneau

Economic Forecast and Election Year Politics

You don't know how grateful I am for each of you,

the supporters of PPGNW. It is hard to turn on the TV these days without hearing any number of candidates running for the highest office in the land describe how the first thing they would do with their executive powers would be to defund Planned Parenthood. Only your commitment to our ability to provide medically accurate sexuality education and the birth control services to back up the personal plans of the women and men we see, keeps me sane. Thanks to you, we stay open.

I came back from my sabbatical convinced that we will prevail in this battle for the hearts and minds of the people in this Country, because at the end of the day, Planned Parenthood is a good idea. It is an upstream idea which means that we can ensure that children are born wanted by parents prepared to love and care for them. It creates an optimal start for a child that prevents many subsequent problems. I believe that a strong majority of Americans agree, and during the defunding attack against us last April which nearly shut down the US Government, nearly a million new supporters collectively came to our defense and supported the Planned Parenthood Federation of America.

Looked at only from a financial perspective, funding Planned Parenthood saves a state \$4 for every dollar they invest. Preventing an unintended, mistimed, or unwanted pregnancy is vital for budget planners, because all states now fund about half of the births in the state each year. Despite this "pay now or pay later" reality, family planning is not state funded in Idaho or Alaska. Washington State has funded family planning services for low income women in past years, but since the zenith of funding in 2006 has, in stages, decreased funding for family planning by eight million dollars a year, just to this organization.

We scrambled to make up the funds with heavy fundraising appeals (my thanks and my apologies to you!) [and we beat the bushes for insured women who could come in to keep the lights on while we weather this economic storm.]

The unfolding nightmare is that once we were unable to tell impoverished women that they would, for certain, get their services free, many of them stopped coming to get the most effective birth control methods available. As you might guess, while our contraceptive visits dropped, our morning-after treatments and abortion service visits did not. This is not the preventative, smart society we have dreamed of creating together, but ahead are some opportunities that could take us to our goal. With your support we successfully lobbied for the inclusion of contraception as a basic part of health care.



Now, if Health Care Reform survives court challenges, contraception with no co-pay will be added to existing insurance plans in August of 2012, with people who are currently uninsured added in 2014. That will be a huge boon to struggling women and their families today.

With over 90 percent of women having the means to plan their pregnancies either at Planned Parenthood, or anywhere else they chose to get care, we would need to plan on how to serve the seven to ten percent of the population that for one reason or another, falls through the cracks of these systems. Compared to working out ways to serve half of the young women in the Country, this challenge would be a pleasure!

Between here and that dream, lies a recovering but sluggish economy, states in financial crisis, a Supreme Court decision about insurance mandates, and many elections in which it could not be more important than to support candidates who share your world view.

Christine R. Charbonneau

Christine Charbonneau, CEO

Legislative Report

by Kristen Glundberg-Prossor, Media Relations Director
and Sara Kiesler, Planned Parenthood Votes Northwest

Policy Update: Good Riddance to 2011!

2011 anti-choice leadership in the House

of Representatives launched an unprecedented attack on women's health care –everything from attempting to de-fund Planned Parenthood to eliminating Title X – America's family planning program. Instead of focusing on jobs and the economy, out of touch law makers spent their time passing bills that would cut basic lifesaving health care services to women, including breast exams, cancer screenings, and birth control.

According to the Guttmacher Institute, state legislatures passed more than triple the number of abortion restrictions than in 2010. Twenty-four states enacted 92 new abortion restrictions in 2011, shattering the previous record of 34 adopted in 2005.

We fared a bit better in the Northwest – mainly due to our amazing public affairs team and your calls and emails.

Alaska

PPGNW and Planned Parenthood Votes Northwest

(PPVNW) have officially signed on and are providing financial support to One Anchorage, the community coalition working to pass a citizen's initiative to extend basic protections to gay, lesbian, and transgender Alaskans in Anchorage. On December 15 the ballot initiative was certified by the City of Anchorage and will appear before voters on the city's April 3, 2012 ballot. Planned Parenthood has long protected equal rights and we are honored to stand next to our community partners in support.

Alaska public affairs staff continue to garner support for a statewide solution to reduce the high rates of Chlamydia in Alaska. We are also closely watching the implementation process around the health care reform federally mandated health care insurance exchanges.

Alaska continues to be the only state that has not sought Federal funding to set up the exchange, but the Governor's office began the work, which will be funded by state general funds.

Idaho

Currently, it is legal to fire someone or evict them

from their home in Idaho solely based on their sexual orientation and gender identity. We are excited to urge the Idaho Legislature to add the words "sexual orientation and gender identity" to our state non-discrimination law, the Idaho Human Rights Act. We have been holding a number of phone banks in our office and working with college campuses to educate students and to urge them to contact their legislators.

We are also watching to see how the implementation of health care reform in Idaho protects access to women's health care. While the Idaho Human Rights Act and health care reform are at the top of our legislative agenda for the 2012 session, we know that won't be all. We anticipate many of the anti-choice attacks that are all too common in Idaho and plan to face these challenges head on.

Washington

Governor Gregoire's recent budget

proposed cutting family planning services such as birth control and life-saving cancer screenings by \$1.8 million for the biennium. However, the Washington Legislature Special Session wrapped up in December with no new family planning cuts. But the state still has a \$1.5 billion budget gap to close in the regular legislative session. We are urging legislators to look beyond cutting reproductive health care programs while granting unfair tax breaks, and get creative raising revenue as a solution to the budget crisis.

We lobbied in Olympia at both our January 16 PPGNW Teen Lobby Day and our January 30 PPVNW Lobby Day to ensure that Washington State health care reform includes comprehensive reproductive health care coverage, regardless of a woman's income. **The new groundbreaking legislation we are working on, called the "Reproductive Parity Act,"** will ensure that any insurance plan sold in Washington State that covers maternity care also covers abortion care. This is crucial now because the federal government inserted provisions in the Affordable Care Act allowing states to roll back abortion rights and we want to ensure Washington values are protected.

Where Did You Wear It?

by Nathan Engebretson
New Media Coordinator

Each year during National Condom Week

(February 13-19) Planned Parenthood of the Great Northwest distributes thousands of condoms to community colleges and universities throughout western Washington. This year each of those condoms will have a sticker with a QR code, a barcode that can be scanned by smartphones and connects users to a mobile website.

With the goal of promoting safe sex and normalizing condom use, PPGNW is excited to announce the creation of a new website, www.WhereDidYouWearIt.com. Set to launch during National Condom Week, Where Did You Wear It encourages users to be “proud to wear protection.” Similar to other geo-location services like Foursquare or Facebook Places, the site allows someone to anonymously “check-in” their safe sex activity. These check-ins populate a map on the website that is searchable by gender, orientation, approximate age, location, and other filters. The site also offers information on how to use a condom correctly, a list of nearby Planned Parenthood health centers where condoms are available, and links to the condom page on plannedparenthood.org.

Condoms are an important tool in preventing unintended pregnancy and stopping the spread of sexually transmitted infections (STI), including HIV. Yet, too often safe sex messages use fear and negativity as a way to encourage condom use. By lightening the tone of safe sex promotion, PPGNW hopes to change people’s opinion of condoms as a fun part of making responsible decisions.



No Refusal Allowed for Birth Control Coverage!

On January 20, the Obama administration announced that it would protect access to affordable birth control for millions of women and not further expand the refusal provision to the birth control coverage benefit under the Affordable Care Act. This is very good news for women and families.

The President’s decision is grounded in sound medical science and health policy and ensures that millions of women will have access to affordable birth control, including women who are employed by a religiously affiliated hospital, university, or other religiously affiliated organization that serves the broader public.

Birth control use is nearly universal in the United States, even among Catholic women. According to the Guttmacher Institute, 99 percent of all women and 98 percent of Catholic women will have used birth control at some point in their lives.

As you may remember, an integral part of the Affordable Care Act is the new benefit requiring health plans to cover preventive health care, including cancer screenings, immunizations, and birth control, with no co-pays.

Last summer, the respected, nonpartisan Institute of Medicine (IOM) recommended birth control be covered as a women’s preventive service because it is fundamental to improving women’s health and the health of their families. Increased access to birth control is directly linked to declines in maternal and infant mortality, as well as other health benefits and positive health outcomes. Among other things, birth control can protect women against debilitating symptoms of endometriosis and can reduce the risk of ovarian cancer.

Unfortunately, over the past several months, conservative House members and Catholic bishops have been lobbying the Obama administration for an enormous and harmful expansion of the refusal clause in the new Affordable Care Act that would undermine millions of women’s access to affordable birth control.

They wanted to exempt religiously affiliated universities, hospitals, social service agencies, and schools from the birth control with no co-pay benefit and cut off access to affordable birth control for nurses, secretaries, teachers, and other workers of all faiths, intruding on individuals’ ability to practice their own religion or faith, including their personal decisions about health care.



Fortunately for women and their families, the Obama administration rejected this effort. Our victory did not come without a lot of passion and hard work from Planned Parenthood affiliates, supporters from across the country, and our friends on the Hill. Everyone from college students to top donors participated in this effort, and we generated so many calls that the White House had to literally shut down their phone lines. Thank YOU for making your voice heard!

Announcing the Someone You Know Fund

by Liz Reilly, Director of Development

We don't need to tell you it's been a crazy time for Planned Parenthood and women's health. With your support, we stood our ground against last year's unprecedented attacks, and we anticipate continued attacks this election year. Because of cuts to state and federal funding for family planning, we have had to make the difficult decision to close three health centers (see story page one). Despite these challenges, we remain determined to keep our key health services accessible to those who need them most.

Last August, we received more calls to schedule appointments than any month *in our history*. More than 8,000 people will turn to us for help in the next 30 days. A third of our clients cannot afford to pay the full cost of their visit, and while last year we discounted \$2 million in services for those in need, we are currently not able to reduce the cost of services for all those who seek our help.

To ensure that our essential preventive services are accessible no matter who is in charge in the halls of Congress, we are focused on growing the *Someone You Know* Fund — a pool of donated dollars designated specifically to keep basic, preventive health care services (including exams, sexually transmitted infection (STI) tests, vasectomies, colposcopies, HPV vaccines, and birth control) available to our uninsured and low-income clients.

Our vision is a fund that serves as a safety net for our clients — a source of help that PPGNW health center managers can tap into when clients' available resources won't fully cover the cost of needed care. Rather than turn them away until they can scrape together more money, we will make up the difference and serve them immediately. These funds will only be made available when all other sources have been tapped, and only for preventive services. (We are also establishing a separate Abortion Access Fund.)

This fund will ensure we remain here for people like Lisa who recently told us:

"The care I receive at PPGNW is the best I've ever had. They treat me with dignity and respect, unlike many other low-cost clinics, and keep me informed about important health issues. I depend on them for my annual exam and for birth control. Without them I would be forced to live in a frightening guess-world about my own health, hoping that things would be fine but never certain of the facts until it became too late. I am so grateful to PPGNW!"

Gifts to the *Someone You Know* Fund will be put to immediate use. Below are some examples of what gifts of various amounts make possible for someone in need:

- **\$25: the cost of one month of birth control pills** (A third of American women report having interrupted their use of the pill because of a brief time they couldn't afford it; a gift of just \$25 can ensure continuity of care and prevent an unplanned pregnancy.)
- **\$100: a sexually-transmitted infection (STI) test**
- **\$250: a colposcopy** — a potentially life-saving diagnostic test that can help prevent cervical cancer
- **\$800: a vasectomy** — helping a man take control of his reproductive destiny and limiting his family to the size he feels is best for him (Nationwide demand for vasectomies has increased during the down economy, when many are focused on caring for the children they already have.)

2011 Closures

from page one

“We don’t want any of our patients to fall through the cracks and we will work with them to transition their care,” said Chris Charbonneau, PPGNW CEO / President. “We will make every effort to get our patients the care they need.”

We are deeply saddened that federal family planning restrictions and inadequate state funding have contributed to the closure of these health centers. Washington State Family Planning programs have been cut by \$3.53 million during the last four years. In this harsh economy, we can no longer sustain operations in these locations and with future cuts projected, there may be additional closures.

Family planning is basic health care. It is wise public health and fiscal policy to ensure that men and women have access to preventive family planning services. Almost 50 percent of pregnancies in the Northwest are unintended and for every \$1 spent on family planning, the state saves over \$4 in pregnancy related costs.

We salute our excellent staff who have worked tirelessly to provide the community essential health care like life-saving cancer screenings, birth control, well-woman exams, education programs, STD prevention and treatment, and other family planning services.

We would like to express our gratitude to all of our donors and supporters who have stood with Planned Parenthood to provide quality affordable health care for our patients. As we navigate the current economic downturn, we hope that you will continue to support the mission of Planned Parenthood of the Great Northwest.

Donor Survey

from page one

Respondents under 35 years old and typically giving less than \$500 a year were the most likely group to plan to increase their giving. We are a high philanthropic priority for three-quarters of respondents.

Results were overwhelmingly positive, and many people asked for opportunities to get further involved, such as volunteering, exploring planned giving options, or taking a tour of a health center.

We could do a better job of communicating the impact of our work and your gifts. Several respondents felt that we could better communicate to the broader public (including those on the fence about supporting us) about our community impact. Your advice is wise counsel. We need to make sure our experts are seen and heard as the source for accurate reproductive health information, and we need to better communicate the stories about our positive impact on thousands of lives each year.

“ I love and adore what you do, your mission. I shed tears when I read of attacks or budget cuts on Planned Parenthood, I just don't get it. Use the women and men that you help, whose lives you changed for the better, to be your voice. Politicians and naysayers need to know what a positive force, a light, a life line you guys are!! All my friends know that half the reason I want to be a millionaire is to give it all to Planned Parenthood. Carry on!!”

However, we do want to let you know that we heard a couple of key concerns, and we’re addressing them:

Sometimes we go a little overboard with the frequency of our communications. We admit that. We’re working to better coordinate both internally and with other branches of Planned Parenthood [including Planned Parenthood Votes Northwest (PPVNW) and the national Planned Parenthood Federation of America (PPFA)] so that we don’t inundate you. I hope you’ve already begun to notice a difference.

Thank you again for your participation. We will continue to consider how we can heed your valuable advice, and we will occasionally pull out your comments like the one above (one of my favorites), to remind ourselves of the incredible support we have throughout the Northwest.

PPGNW Young Professionals



by Patricia Goodwin, YP Staff Representative

PPGNW Young Professionals (YP) is a group of volunteers, aged 21-40, who not only organize successful PPGNW fundraising events in Washington, but are also monthly recurring PPGNW donors at a level that is significant for each individual. This year, YP carried out four successful events and raised \$10,000 for the *Someone You Know* Fund (page 5), which helps clients access preventative services when they have no other way to pay for them.

YP events this year included *Chic for Choice*, YP's signature event for the past four years, which garnered the help of Seattle-area salons to donate their space and stylists to raise money for PPGNW by offering \$45 haircuts—all of which was donated to PPGNW. BalMar offered the use of their bar for the second year in a row, where a \$10 wristband bought supporters happy hour prices on food and drinks all night. Two events, *Sexy Salon Days*, where aestheticians offered a percentage of their earnings from salon services for a week, and *Scintillate and Advocate*, a burlesque show held at the Rendezvous Jewel Box Theater, were new for YP and wildly successful. *Scintillate* sold out two weeks in advance!

Next year, YP will host *Chic*, *Scintillate*, and BalMar, as well as a benefit concert with The Tempers, a theater event, a pub crawl, and a trivia night. Although these events will be held in the Seattle metro area, all proceeds from these events will continue to be allocated to the *Someone You Know* Fund, which benefits all three states in our affiliate.



As Mandi Moshay, the 2012 YP President notes, the true success of YP events is not only financial—these events bring together supporters of all ages and at all giving ranges. Their events are casual and community-focused, allowing both long-standing donors and new donors alike to support PPGNW. Watch for YP event announcements on Facebook and on PPGNW emails! If you have any questions about

PPGNW YPs or upcoming events, please contact Tricia Goodwin at 206.328.7529 or tricia.goodwin@ppgnw.org.

Sing with Planned Parenthood – Sex Positive Benefit Album Available Now!

by Miles Gaborit
Annual Campaign Manager

Following last year's national effort to defund Planned Parenthood, thousands of people spoke up and showed their support. For some that meant sending gifts, attending rallies, or hosting events, but for Planned Parenthood supporter and PPGNW Board of Advocates member Alicia Dara it meant doing what she does best: making great Northwest music.

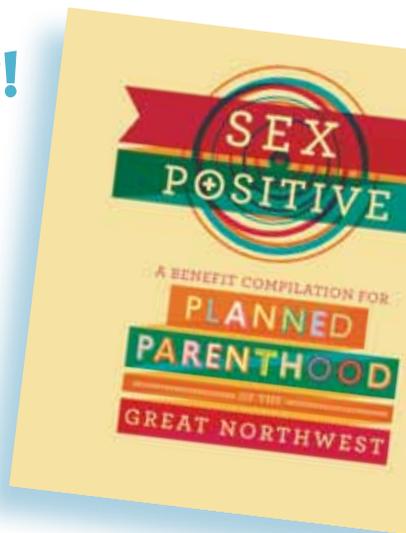
Beginning in early 2011, Alicia started reaching out to other Seattle-area musicians, asking them to contribute songs for an album to benefit Planned Parenthood. The response was very positive.

As Alicia recently explained, “musicians and artists are quite often uninsured, and finding quality healthcare is a huge challenge for us. PP has taken care of all of us — men and women — for decades in Seattle. They help keep us healthy while we pursue our dreams. We are honored to make music for them!”

Eighteen local acts, including Alicia's band The Volcano Diary, Star Anna, RA Scion (of Common Market), NoRey, Choklate, Land of Pines, and Another Perfect Crime contributed (mostly) new songs for the album. All of Alicia's hard work came to fruition last November, when *Sex Positive: A Benefit Compilation for Planned Parenthood of the Great Northwest* was released at a packed benefit concert hosted by Neumos in Seattle. (Stay tuned for word of another concert this spring!)

Sex Positive is available now for only \$10, and 100% of the proceeds benefit Planned Parenthood of the Great Northwest. You can find *Sex Positive* on iTunes and Amazon Music, and CDs can be purchased online at CDBaby.com. Also, if you're in the Seattle area, you can pick up your copy at Sonic Boom Records, Everyday Music, or Easy Street Records.

Many thanks to Alicia, and to all of the artists who contributed to *Sex Positive*!





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Thanks to our loyal donor! LaRae Jones, Juneau, Alaska

by Caitlin Hedberg, Major Gifts Officer

During the past 11 years, LaRae Jones has played an instrumental role in supporting Planned Parenthood in her hometown of Juneau. Recently, she celebrated her 65th birthday by asking her friends and family to donate to PPGNW - raising over \$4,500! WOW! This is the second birthday LaRae requested donations be sent to PPGNW in lieu of presents. LaRae has also been a monthly donor to PPGNW since 2003. LaRae says, "I was raised to donate on a regular basis," and giving monthly helps maximize her yearly gift budget as well as making it easier for her to give through debit. "I would encourage everyone to be a monthly donor and ask that all my Alaska friends give a portion of their Permanent Fund Dividend to PPGNW." LaRae has also provided for PPGNW in her will, ensuring protection of reproductive rights and health care for future generations.

For more information about becoming a monthly donor, or about including PPGNW in your will, please contact Caitlin.Hedberg@ppgnw.org or 907.770.9715.

