

## ***Celebrate! Planned Parenthood*** **Annual Dinner 2015**

*Celebrate! Planned Parenthood* is the time of year where so many like-minded people get together to visit and relax, enjoy a wonderful dinner by Michael's On East, bid on fabulous silent auction items, and help raise funds to support the mission of Planned Parenthood of Southwest and Central Florida. Chairs Felice Schulaner and Dennis Rees and CEO Barbara Zdravecky invite friends of Planned Parenthood to join us for this much-anticipated event on March 5, 2015 under the tent at USF Sarasota-Manatee. The theme for this year's dinner is Growing the Promise...the promise Planned Parenthood makes every day to our community – to always be here providing and advocating for safe and affordable reproductive health care.

This year's celebration will be highlighted by special guests Mary Braxton-Joseph and the Honorable James A. Joseph. Mary Braxton-Joseph is an Emmy-award winning journalist and media consultant. She was instrumental in the development of documentaries involving President Nelson Mandela and Archbishop Emeritus Desmond Tutu. Ms. Braxton-Joseph has served on the Rhodes Scholars Selection Committee and several boards including Bennett College for

### **Thursday, March 5, 2015**

- USF Sarasota-Manatee  
8350 N. Tamiami Trail Sarasota
- 6pm: cocktails, condom grab bag, and bidding at the silent auction
- 7:30pm: dinner and program
- General Tickets are \$200; sponsorships are available
- For details, please visit [www.MyPlannedParenthood.org](http://www.MyPlannedParenthood.org), or call 941.365.3913, ext. 1124
- We will be under a tent on grass, so those intending to wear heels... be forewarned!

Early birds can get a jump on the silent auction by visiting our online bidding site: [www.biddingforgood.com/CelebratePP2015](http://www.biddingforgood.com/CelebratePP2015) – make a claim on your favorites now!



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# A LETTER FROM OUR CEO



Dear Friends,

In over 20 years as President of Planned Parenthood of Southwest and Central Florida, I've met women from all sorts of backgrounds who've come to us to get an abortion – for a variety of reasons.

Those women are just like me. My birth control failed, and I got pregnant. I knew that an abortion was the right decision for me and my partner, and it wasn't a difficult decision for me to make. With the support of my partner, I went to a health center near where I lived, and the doctors and health professionals made sure it was a comfortable experience. I felt safe and protected, and I knew I was in good hands.

People ask why I'm willing to share this story now. Women often fear they will be judged and shamed when they share that they've had an abortion. And that's not how it should be. No woman should be forced to justify why she had an abortion. The decision about whether to have a child, end a pregnancy or choose adoption is hers alone with support from her medical provider, her family and her faith. But speaking publicly can help end the misinformation and the stigma surrounding abortion.

That's why I'm sharing my story today. As a leader in Planned Parenthood, and as a nurse and a mother, I think it's important for women to know they're not alone.

My story is common. Studies show that one third of women in the U.S. have had an abortion. Abortion is one of the safest medical procedures performed in the United States. Data, including from the Centers for Disease Control and Prevention (CDC), shows that women in the U.S. experience major complications from abortion less than one percent of the time. In those rare cases when complications do occur, they are similar to those that may occur from miscarriage, which ob-gyns and other health care professionals treat every day.

However, these facts are often ignored in the political arena. It's critical for lawmakers in Tallahassee to hear from both women's health care providers and women themselves. These are people who know that legal abortion is safe — and it will only stay that way if it remains legal and accessible. That's why I invite you to join me in sharing your story.

All the best,

A handwritten signature in black ink that reads "Barbara Zdravecky". The signature is fluid and cursive.

Barbara A. Zdravecky, President/CEO

# NEW YEAR, SAME AGENDA

In January, the Guttmacher Institute released their latest report on state attacks to abortion access and it was just as bad as we feared. In the last four years, state lawmakers have enacted 231 restrictions on abortion. In 2014 alone, lawmakers introduced 335 provisions aimed at restricting access to abortion; by the end of the year, 15 states had enacted 26 new abortion restrictions.

And the Florida legislature has decided to start this year with a bang.

Before 2015 even began, Florida politicians filed legislation that could make safe, legal abortion harder or impossible to access - all under the guise of patient safety. HB 147 filed by Rep. Mike Hill would require abortion providers to obtain admitting privileges at a local hospital. Medical experts like the American Medical Association and the American College of Obstetricians and Gynecologists agree bills like this do not make patients safer.

There is zero evidence that admitting privileges requirements will increase patient safety. The science says that abortion is already an extremely safe procedure – one of the safest medical procedures performed in the United States. Admitting privileges are not a requirement for being a licensed medical provider, no matter what kind of medicine you practice, and are not a designation of the quality of a provider.

Politicians are not medical experts, but politicians have written these laws with the ultimate goal of making safe, legal abortion hard or even impossible to access.

As we get ready for what is sure to be another tough legislative session, we'll be working alongside our supporters on the ground to defeat these dangerous restrictions and make it clear to politicians that women's health is non negotiable. Visit [www.fappa.org](http://www.fappa.org) to state that this is "My Health, My Life, No Matter What" and let Tallahassee politicians know you're ready to fight.

## Changes in Tallahassee!

The Florida Alliance of Planned Parenthood Affiliates is making exciting changes to how our supporters can help us lobby!

In previous years, all of the Planned Parenthood affiliates in the state have gone up to Tallahassee on the same days. This legislative session, however, we're working to make Planned Parenthood's presence at the capitol constant! Each Planned Parenthood in the state will now be adopting "lobby weeks," so we can maximize our presence.

We are asking our affiliates to join us in Tallahassee from March 31st-April 2nd or from April 21st-April 23rd! For more details, please email [publicpolicy@myplannedparenthood.org](mailto:publicpolicy@myplannedparenthood.org).

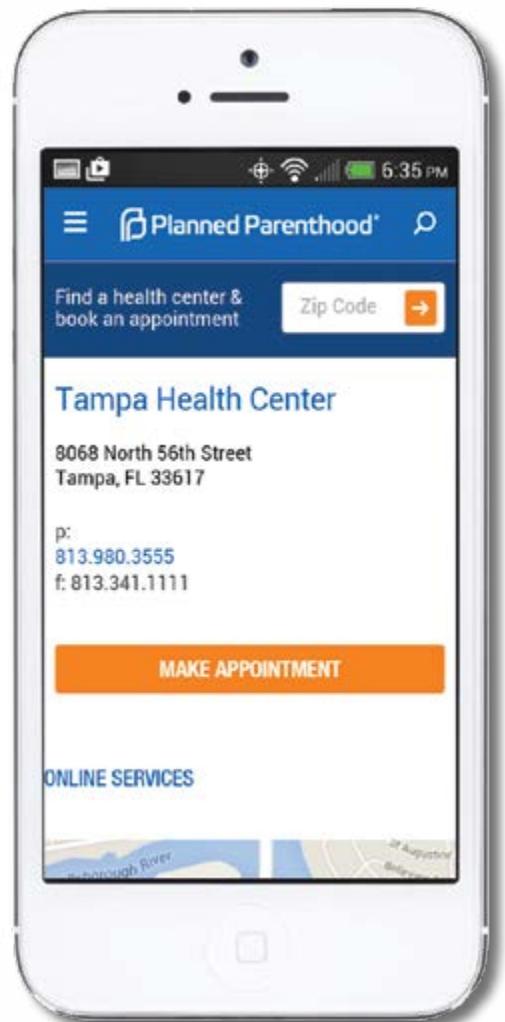
## Any time, any place – we’re here.

We’ve been excited about the implementation of our electronic health records initiative (EHR) this year for many reasons. We can communicate more easily between health centers and save time by ordering and receiving lab tests electronically. We save paper because a visit that used to require at least 10 pieces of paper now requires at most two!

But one of the most exciting changes that’s come from EHR is that our patients can now access our services even more easily with online appointment scheduling. We were thrilled to be among the first Planned Parenthood affiliates in the country using this service, and we have had great experiences with it so far.

Patients can see available appointment times on [our website](#), and can log in to the secure system to make appointments at their convenience. Calling to make an appointment is still an option – one that many patients choose – but making an appointment online is fast and convenient. Our call center is open early and late to be accessible to our patients, but online scheduling is available 24 hours a day. Appointments can be made from a computer, tablet, or smartphone – anytime and anywhere.

We’ve received a lot of positive feedback from patients who appreciate having this simple, convenient service available. Patients said, “This was easy and fast” and “Great option.” We’re happy to combine this with the other online services that are available through Planned Parenthood’s national office, such as the ability to chat and text with a healthcare provider. These new initiatives and programs help us ensure that we’re here for our patients – wherever they are.



## “You have inspired me”

### Middle school students express their appreciation

The high school program of The SOURCE Theatre began the 2014-2015 school year with a bang! After ten weeks of intensive rehearsals, The SOURCE Theatre is thrilled to be touring an original SOURCE play, *Read My Lips*, to middle schools of Sarasota County. Written by SOURCE Artistic Director KT Curran and directed by SOURCE Assistant Director Zara Barrie, this original play tells the compelling story of a twelve year old girl named Ella, who is so desperate to be popular she is willing to pay another girl to teach her how.

This powerful production examines the harrowing effects of the bullying epidemic by taking an in-depth look at the motives beneath peer-to-peer bullying. Each production of *Read My Lips* is followed by a fifteen-minute “talk-back” led by the high school cast, all of whom are trained to educate and empower the younger middle school students. The SOURCE has received incredible feedback from students and teachers alike about the life-changing impact these performances are having at their schools!

*“I enjoyed the play the most because the actors really expressed how their character would feel and act in real life! This play was absolutely AMAZING! Thank you again!”*

*“You have inspired me to change the way I think about things and try not to be someone I’m not.”*



*“I loved the lesson about bullying and watching out for each other. You have inspired me to stop bullying!”*

*“I loved the lesson about bullying because it is very common. You have inspired me to change my attitude about bullies because there might be a story behind why they are acting the way they are. The actors were amazing because they really explored their characters, thank you for everything!”*

# IN THE COMMUNITY

This year, our Choice Affair luncheons hosted over 400 guests to celebrate the 42nd anniversary of the landmark Supreme Court decision which made abortion safe and legal in this country. Our special guest speaker, Dee Redwine, MPH, Latin America Regional Director for Planned Parenthood Global, spoke at all three luncheons, sharing insights and stories about programs and partners in Latin America.

## Choice Affair Lee



### LEE CHOICE AFFAIR

I-r): back row: Herb Goldenberg, Aryln Stein, Mage Peterson, Alice Walzer, Judy Goldenberg, Jill Dillon, Bradford Prokop  
Front row (I-r): Phyllis Brewer, Adrienne Prokop, Fran Rose

## Choice Affair Tampa

### TAMPA CHOICE AFFAIR

(I-r): Juli Greenwald, Sara Golding Scher, Nancy Natilson, Erin Smith Aebel



## Choice Affair Manatee



### MANATEE CHOICE AFFAIR

(I-r): CEO Barbara Zdravecky, event chairs Marie Pender and Lynne Callahan

### CHARITY BAR NIGHT

*The Cast and Crew of "When The Party Ends" as celebrity bartenders at Charity Bar Night, hosted by Polo Grill*



### PATRICK JACKSON CAST MEMBER

*Patrick Jackson gets behind the bar as a "celebrity bartender" for "When The Party Ends" Charity Bar Night!*



**JINGLE BALL 1** – TOP® Coordinator Keith Babb with some of our informational materials at Jingle Ball



**JINGLE BALL 2** – Advocacy and Volunteer Coordinator Lauren Brenzel shares her feelings about the Affordable Care Act at Jingle Ball in Tampa this December



**ROE PRESS CONFERENCE** – Staff and supporters gathered to commemorate the 42nd Anniversary of *Roe v. Wade* at our Sarasota headquarters



# 7 WAYS TO LEAVE A LEGACY

We can't thank our donors enough for their commitment to reproductive health, human rights, and prevention education and helping provide services to those in need in our community. Some donors have shared that they can't make as big a gift as they'd like during this challenging time for reproductive rights.

We can offer a way donors like you to make an impact for generations to come -- by including Planned Parenthood of Southwest and Central Florida in your estate plans.



## Estate planning options to fit your needs:

- Include Planned Parenthood in your will for a particular dollar amount or by establishing a percentage of the estate that will provide a legacy for Planned Parenthood.
- Provide guaranteed life payments for yourself by establishing a Charitable Gift Annuity with stock or cash. Rates are based on age and prevailing rates at the time of the gift. Anyone age 70 or older may establish a Charitable Gift Annuity with a minimum gift of \$10,000 for one annuitant, or \$20,000 for an arrangement covering two lives. Planned Parenthood Federation of America oversees our Charitable Gift Annuity Program. Examples and computations can be readily provided.
- Designate Planned Parenthood as a beneficiary of your life insurance, IRA, or other retirement fund.
- Contribute your real estate now but retain the use of it for the rest of your lifetime.
- Fund a Charitable Remainder Trust now with highly appreciated assets such as real estate or securities and enjoy lifetime income payments with the remainder providing a legacy for Planned Parenthood.
- Transfer assets to your heirs through a Charitable Lead Trust with income to Planned Parenthood for a specified period of years. After the stipulated time, the assets go to your heirs with reduced estate or gift taxes.

When you include Planned Parenthood of Southwest and Central Florida in your will and estate plans you become a member of our Margaret Sanger Legacy Society. You help ensure that young women and men will continue to receive low-cost health care and responsible messages of prevention and safety.

Please call Jan Chester at 941-556-1246 with questions or for more information.

# COCKTAIL CONVERSATION

You're having brunch with your friend Clare, and she said she's not really sure about what the Affordable Care Act does, aside from letting people purchase insurance through the Marketplace.

**She says:** "I mean I just don't get what the Affordable Care Act does for me - I can get insurance through my employer. It's great for people who need to purchase plans through the Marketplace, but does the ACA really help all of us?"

**You say:** "The Marketplace is definitely the best-known change that the Affordable Care Act created, but it's certainly not the only one. Many of these changes benefit anyone with health insurance, even those who purchase it through their employer! Did you know that before the Affordable Care Act was implemented women could be charged more for insurance than men? People could also be denied insurance because of pre-existing conditions, and some of these pre-existing conditions were just wrong. For example, having experienced domestic violence could be considered a pre-existing condition."

The Affordable Care Act changed how women's health services were covered under insurance plans, making them a much greater priority. The ACA gives 47 million women access to guaranteed preventive women's health services. Also, many women's health services are now covered by insurance that previously weren't. The ACA has had a huge impact on the quality and costs of the health care women receive, whether they purchase their plan from the Marketplace or somewhere else!

## Special thanks to the following organizations and foundations:

- **The Appleby Foundation** for support of our ongoing services and mission.
- **George Barrie Foundation** for support of our SOURCE Theatre and Video Productions program.
- **The Brunckhorst Foundation** for its gift in support of our ongoing services and mission.
- **Community AIDS Network** for supporting the creation of a short film focusing on risks and prevention of STD and HIV/AIDS.
- **Community Foundation of Sarasota** for supporting the creation of a short film focusing on risks and prevention of STD and HIV/AIDS.
- **The Cowles Charitable Trust** for support of our Pinellas and Polk County programs and services.
- **Gulf Coast Community Foundation** for support of our *High Tide at High Noon* event and SOURCE Theatre and Video Productions program.
- **The Mark and Carol Hyman Fund** for support of our SOURCE Theatre and video productions program.
- **Planned Parenthood Federation of America** for support of a partnership with the Women's Resource Center of Manatee County and its Latinas Unidas program.
- **Polo Grill and Bar/Fete Catering & Ballroom** for hosting an evening to raise funds in support of our SOURCE Theatre and video productions program.
- **The J. Crayton Pruitt Family Foundation** for support of our Pinellas County programs and services
- **United Way Suncoast** for continuing support of our Outreach and Patient Education Programs.
- **The Rubin Charitable Foundation** for support of our ongoing services and mission.
- **The Tillie, Jennie & Harold Schwartz Family Charitable Foundation** for support of our ongoing services and mission.
- **The Virginia B. Toulmin Foundation** for support of our medical services expansion initiative.

## Safe Sex Halloween Bash 2014: Midnight on the Bayou

Once again, our Halloween bash brought out an eclectic and energetic crowd of 400 supporters, in an array of sexy, scary, and spectacular attire. The costume contest was a great hit once again, and the crowd at Michael's On East was excited to put their best foot forward for Planned Parenthood.

Congratulations to the winners of this year's costume contest!



### Thanks to our 2014 Safe Sex: Halloween Bash sponsors:

- **Delta Queen:** Ann & Norb Donelly
- **Voodoo Master:** Mark Steinwachs & Jarred Wilson
- **The Big Easy:** George Barrie Foundation, the McAlister Family, Nicholas Owens, Sarah Wertheimer
- **Mojo Magic:** Christina & CJ Fraser, Ludwig-Walpole Company, Inc., Mercedes Medical, NUOVO Salon Group, Kyla & David Weiner
- **The Conjurer:** Daniel & Juli Robbins Greenwald, Emily Harris, Carolyn & Bob Johnson, Suzette Jones, Isa & Dean Lambert, Matthew McLendon, Dr. Ricardo Morales, Pauline Parrish & Cathy Wilson, Dr. Suzie Prabhakaran, SarasotaNewsLeader.com, Dr. Krista Toomre & Dr. Harold Johnson
- **In-Kind Sponsors:** 105.9 The Buzz, DJ Jamaal Wilkerson-Day, Don Daly Photography, Black Diamond Burlesque, Sarasota Architectural Salvage, Sarasota Magazine, Sift Bakehouse, Spotlight Graphics, Ticket Sarasota

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Women and as Chair of Planned Parenthood of Central North Carolina.

The Honorable James A. Joseph, professor emeritus at Duke University, has served as United States Ambassador to South Africa and Under Secretary for the Department of the Interior. An ordained minister, author and popular speaker, Joseph has also served as President and CEO of the Council on Foundations, an international organization comprised of more than 2,000 foundations.

Mary Braxton-Joseph and Ambassador James A. Joseph have dedicated their life together to civil activism, and Planned Parenthood is honored to have them as our guests.

## 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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[www.MyPlannedParenthood.org](http://www.MyPlannedParenthood.org)

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