On Tuesday, March 1, Planned Parenthood of Southwest and Central Florida presents our 45th Anniversary Annual Dinner Celebration.

The annual dinner—our largest fundraising event—celebrates Planned Parenthood’s work on behalf of sexual health, women’s reproductive rights and prevention education and outreach throughout our 15-county service area.

At the event, Planned Parenthood will honor U.S. Representative Kathy Castor, a longtime and staunch supporter of reproductive rights and accessible health care, and former State Senator Betty Castor. The Youth Courage Award winner this year is SOURCE Teen Theatre participant Christina Norcia. Keynote speaker is John Avlon, author of *Wingnuts: How the Lunatic Fringe is Hijacking America*.

John Avlon is senior political columnist for “The Daily Beast.” Prior to *Wingnuts*, Avlon wrote *Independent Nation: How Centrists Can Change American Politics*, and served as a columnist and associate editor for the *New York Sun*. He is the creator of the “Wingnuts of the Week” segment on

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Dear Friends,

You, the Board of Directors and the staff of PPSWCF have occasion to celebrate the start of 2011 as our affiliate recognizes its 45th anniversary of empowering local women and their families to be in charge of their own futures. From our humble beginnings in the donated basement space at Sarasota Memorial Hospital, our focus has been on providing preventative sexual health care and education.

The good news is that we have made enormous strides over the years in expanding our reach to 15 counties: with seven health centers serving almost 27,000 clients, and reaching more than 23,000 young people and advocates through our outreach education efforts. We have added necessary medical services dealing with cancer diagnoses, abortion care and new services for men and teens. We have built a new headquarters, upgraded and expanded our clinic locations and made it easier for a more diverse group of clients to reach us through a centralized call center and appointment-making online. We are trying to reach young people where they are —on their cell phones and computers—to deliver access to health information. And we are readying ourselves to compete in health care reform as Essential Community Providers for health care. Our operations have grown from a budget of several thousand dollars, managed by the leadership of volunteers, to a public-private partnership business of nearly 100 staff members—doctors, nurses, licensed medical assistants, educators and administrative professionals—with an annual budget of $8.5 million.

Our affiliate has grown and changed, yet change does not always come quickly or easily, particularly with constant funding and political pressures. The bad news now is that the newly-elected, bold majority of opposition that is leading legislative efforts in Tallahassee and the U.S. Congress will daze us with their concerted efforts to shut down women’s access to information, options and empowerment.

This work is hard. We must again be ready to push forward. Florida is at risk of becoming one of the cruelest states in America on women’s health issues. There is NO room for complacency as this will be an epic struggle, with the lives of our daughters and granddaughters held hostage.

So, as we balance celebration with the anticipation of a horrific fight, we will do what we have done for 45 years . . . with courageous, generous and supportive activists like you. Joined together, we will charge forward to battle for our right to keep needed Planned Parenthood programs in our community.

Please don’t be silent. Thank you.

Barbara A. Zdravecky
President/CEO
Annual Dinner continued from page 1

CNN and is on sabbatical as a senior fellow at the Manhattan Institute.

Other highlights at the 45th Celebration will include an insider’s view of the latest news provided by Barbara Zdravecky, President/CEO of the local Planned Parenthood, a silent auction and dinner catered by Michael’s On East.

Additionally, we will be the first organization in Sarasota to utilize an exciting new technology via a company called BidPal. Our attendees will be given their own personal handheld devices—iPod Touches—on which they can bid, keep tabs on their chosen items, receive notifications when someone outbids them, view items with no bids, and even donate to Planned Parenthood programs.

Co-chairs for the 45th Celebration are Judy Cahn, Betty Schoenbaum and Sally Yanowitz. The event takes place at the Sarasota Municipal Auditorium (801 N. Tamiami Tr., Sarasota) and begins at 5:30pm. Tickets start at $150. To register or for further information, go to www.MyPlannedParenthood.org or call (941) 365.3913, ext. 1124. To preview our spectacular silent auction, go to www.BiddingForGood.com/myplannedparenthood.

Longtime staff member retires

On Jan. 18, Adele Lazik worked her last day as an ARNP with Planned Parenthood after 22 years of dedicated and exceptional service, primarily in the Tampa Health Center. Adele attended OB/GYN Nurse Practitioner School at Sheppard Air Force Base and was in the military service for more than 20 years. She worked at a number of air force bases throughout the country and the world – from New Hampshire to Alaska to the Phillipine Islands — “landing” at Macdill AFB right before coming to work for Planned Parenthood.

At a recent staff training day, Adele was honored for her service.
“Choice” is in danger in Florida

The Florida Legislature is more anti-choice than ever before, and we expect anti-choice bills to be introduced by State Legislators during their March/April session, most likely including a ban on abortion in Florida and a mandatory ultrasound bill.

We need YOUR help!

Join Planned Parenthood in Tallahassee to lobby our legislators.

Join us for our.....

TALLAHASSEE LOBBY DAY

Join our affiliate’s busload of supporters, who are leaving from Sarasota and Tampa, for our one-day trip on:

Tuesday, April 12, 2011

(from Sarasota: 5:00am-10:00pm; from Tampa: 6:00am-9:00pm)

OR

You can drive/fly yourself and meet us there, if you prefer!

For more information, contact Wendy Grassi, Director of Public Affairs, (941) 365.3913, ext. 1108 or wendy.grassi@myplannedparenthood.org
In December, Planned Parenthood President/CEO Barbara Zdravecky and Medical Director Dr. Sujatha Prabhakaran were invited by Planned Parenthood Federation of America (PPFA) CEO Cecile Richards to be members of a panel titled “The New Abortion Providers” at the annual PPFA Leadership Council meeting in Washington, D.C. The Leadership Council is a group comprised of major supporters of PPFA. At its annual meeting, supporters are educated about current issues facing PPFA and have an opportunity to provide input about the direction of the organization.

The panel was a follow-up to the July 2010 New York Times article of the same title and was intended to provide the Leadership Council with exposure to members of the new generation of abortion providers, as well as inform the council about efforts in the last decade to increase the pool of abortion providers.

In the last two decades the number of abortion providers in the country has fallen and there is a “graying” of providers as many near retirement. When this phenomenon became apparent, efforts to train more abortion providers began. These included the creation of a family planning fellowship as well as residency family planning training.

These efforts are beginning to have an impact on the availability not only of abortion providers, but also on the supply of young leaders of family planning organizations. The panel shared the real-life effects of these efforts on physicians and the organizations for which they work.

Zdravecky provided an organizational perspective, speaking about our affiliate’s struggle to find a full-time medical director and the benefits of having a full-time physician on staff. Dr. Prabhakaran highlighted influential experiences on her path to becoming medical director and an abortion provider, including international work, effective mentorship and early work at Planned Parenthood. In a follow-up letter, Richards stated that the panel was “the highlight of the entire two days.”
Planned Parenthood’s research program recently closed a busy and successful inaugural year. The accomplishments this year include the creation of a research ethics module, which will be used by all clinic staff. This module equips clinic staff with an understanding of the criteria needed to perform ethical research and empowers staff to protect subjects if they believe research is being conducted unethically. The module will be further developed in the upcoming year so that it can be viewed online and, possibly, be shared with other Planned Parenthood affiliates.

After preparing staff with the ethics training, Ashley Sweet, our Research Program Coordinator, and Dr. Suzie Prabhakaran, our Medical Director, began working with the health center and call center staff to recruit patients for a number of projects completed this year. In June 2010, enrollment was completed for the Depo self-administration study, to assess women’s interest in and ability to administer their contraceptive injections at home. Participants have completed two at-home injections with high levels of success and satisfaction with the process. This study will help pave the way for an additional contraceptive option for women.

Another major project this year is our participation in a Planned Parenthood Federation of America Clinical Trials Network study. The study evaluates an innovative pap smear, which may increase the detection of severe precancerous cells of the cervix. These are the type of cells most likely to lead to a cancer, so early detection is important. Patients benefit because they receive a free pap smear and a gift card for participation. Staff members in the Fort Myers and Tampa Health Centers, where patients are being recruited for this trial, have been enthusiastic about this opportunity to help patients and contribute to the body of medical knowledge.

In the upcoming year, Dr. Prabhakaran and Sweet look forward to working on another PPFA Clinical Trials Network study, as well as working on our own projects, such as development of an “Emergency Contraceptive Access Station” where patients might access emergency contraceptives 24 hours a day, instead of being limited to times pharmacies are open.
Guttmacher study finds that
ABORTION RATE IN U.S. REMAINS UNCHANGED

In a recent report by the Alan Guttmacher Institute released in January (conducted in 2009, analyzing 2008 data), key findings included:

- The U.S. abortion rate remained largely unchanged between 2005 and 2008, with 19.4 abortions occurring per 1,000 women in 2005 compared to 19.6 per 1,000 women in 2008.
- The largely unchanged rate may signal the beginning of a slowdown in the 30-year trend of declining abortion rates.
- During the same period of time, there was increased use of early-medication abortion (performed before the ninth week of pregnancy) in lieu of surgical procedures. The number of medication-induced abortions administered by non-hospital providers rose 24 percent — from 161,000 in 2005 to 199,000 in 2008.
- That increase, coupled with CDC data, suggests that abortions are increasingly occurring earlier in pregnancy when the procedure is safest.

There were some important secondary findings related to abortion provider experiences:

- Overall, the number of abortion providers in the U.S. changed little between 2005 and 2008, from 1,787 to 1,793, respectively.
- There was an increase in the percentage of large non-hospital providers reporting anti-abortion harassment — from 82 percent in 2000 to 89 percent in 2008.
- In 2008, 88 percent of all abortion providers reported experiencing some form of harassment, including picketing, vandalism, blocking patient access, and bomb threats.
- Some states experienced an increase in their abortion rates as a result of neighboring states decreasing the number of facilities providing abortion services.

Planned Parenthood believes that this report provides an opportunity to clearly communicate the need for access to affordable birth control and effective sex education:

- The Guttmacher study highlights the need for our leaders to ensure that women and their partners have access to affordable birth control options.
- The most effective way to prevent unintended pregnancy, and reduce the need for abortion, is to improve access to affordable birth control and effective sex education.
- That’s why Planned Parenthood has launched its Birth Control Matters campaign to advocate making prescription birth control available without co-pays and other out-of-pocket charges through the new health care law.
- Planned Parenthood does more than any organization in the U.S. to help women and their partners (3 million patients a year) prevent unintended pregnancy through family planning and sex education.
- Planned Parenthood invites people of good will with divergent views on legal abortion to work with us to ensure that every woman has the information and access to birth control she needs.
Between 2008 and 2010, Planned Parenthood saw our patient visits at the Tampa Health Center increase from nearly 15,300 to more than 19,000. While it is our busiest center — and open seven days a week — it is also one of the smallest, at around 2,000 square feet.

In January of 2010, we purchased an additional condo space that became available adjacent to our Tampa Health Center. Tampa is the only other center that we own, besides our Sarasota Headquarters. Considering the patient numbers and demand for additional services, the Board could not pass up the opportunity to purchase the additional 1,000 square feet.

In an effort to keep all health centers consistent in look and feel, PPSWCF contracted with Apex-Studio Suarez to provide us with architectural services and NDC Construction to complete the renovations — the same companies used to complete our Sarasota Headquarters.

The renovation will allow us to expand our medical services in Tampa to include surgical abortions (at this point, only medical abortions have been available to our Tampa patients), increase the number of exam rooms from two to five, and increase the size of each room for patient safety. The expanded center will also allow us to accommodate resident education and training for USF medical students.

During the renovation we have worked to meet Americans with Disabilities Act requirements and current building codes. We are also using Green building practices at every step. The clinic has Icynene insulation sprayed to the underside of the roof for increased efficiency, new HVAC systems to increase cooling efficiency, and low water volume sinks and toilets. The floors will be stained concrete, eliminating the need for vinyl tile that would need to be stripped and waxed every three months. We plan to move back into the renovated center on Feb. 25.

The total projected cost for the project is $548,000. Through targeted fundraising, we have raised $329,450 to date, including recent leadership gifts from Ruth Gorton in honor of her late husband, David; the Hon. Helen Gordon Davis; Sara Golding Scher; Joe Redner; and Alex Sink; plus $20,000 raised in response to a challenge gift at our recent Choice Affair Luncheon in Tampa.

To find out how you can help us complete the Tampa expansion campaign (and put your name or the name of someone you love and admire on a room at the health center), please call Jan Chester, Vice President/COO, at (941) 365.3913, ext. 1113.
Whether working at a charity luncheon or on the rink with the Bradentucky Bombers, Heather Generous has always been an advocate for strong women and comprehensive sexual education and services.

Heather grew up in Bradenton, Florida, and first realized her interest in sex education when a fellow student discovered she was pregnant and did not understand how it happened. Since Heather’s mother was open and honest about sexual health, she thought every family talked openly about this subject. When she learned there was an organization like Planned Parenthood that helps educate the community about their sexual choices, she knew that she wanted to support and learn from them.

Heather is currently a student at USF in Sarasota-Manatee, majoring in Social Work and Women’s Studies. She became involved with PPSWCF when invited to attend a local Women’s Equity Luncheon with a close friend — her friend introduced her to PPSWCF Vice President/COO Jan Chester, who gave her information on volunteer opportunities and linked her with the USF VOX (Planned Parenthood’s Voices for Choice) chapter president. At her first VOX meeting, Heather kept the tables stocked with condoms and information about the group. The female condom was a real hit: about 75 percent of the students and faculty who stopped at the table had never heard of it!

Since then, she has done extensive work with Planned Parenthood, including canvassing and phone banking and going to her first peaceful counterprotest. She made supportive signs, brought a football and hula hoops, wore her roller skates, and had the opportunity to talk to and escort a young woman who was upset and intimidated by anti-choice protesters, which she found a truly empowering experience.

Working with the PPSWCF development team, she has also done fundraising and community outreach, learned about implementing charity events like the Choice Affair Luncheon and Safe Sex: Halloween Bash, and gained arts & crafts experience making condom leis.

Also close to Heather’s heart is her roller derby team, the Bradentucky Bombers. She has been in the Derby League for the last three years, improving her physical strength and becoming more assertive and self-confident, as well as becoming more aware of issues that women face. With the support system she receives from her derby sisters, her wonderful husband, Marck, and the staff at Planned Parenthood, she has the confidence and resources to continue fighting for the rights of women everywhere!
If you are 70½ or older and own an IRA, the late December Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 (H.R. 4853 extended the 2006 Pension Protection Act) allows you to make a tax-free gift from your IRA — directly to a charity — through December 31, 2011.

Previously, if you wanted to make a gift from your IRA, you had to withdraw taxable money from your IRA and then contribute it — the deduction for the contribution may or may not have offset the tax.

Another benefit of this Act is that the funds transferred from your IRA to a charity can count toward your mandatory withdrawal — up to a total of $100,000 this year. Certain limitations apply to these non-taxable charitable IRA distributions.

Of course, your IRA is still gold after this December, too! Contributing all or a portion of your retirement plan assets to Planned Parenthood of Southwest and Central Florida is a wonderful way to invest in the future of reproductive health, rights and sex education.

IRA plans don’t avoid taxes — they delay them until a time when you may be in a lower tax bracket. But even with mandatory lifetime 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.

One caveat: 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 and may even trigger increased taxes!

For more information about making an IRA gift to Planned Parenthood, or if you have any questions about including Planned Parenthood in your estate planning, please call our Development Office at (941) 365.3913, ext. 1113.

Jan Chester, Vice President/COO at Planned Parenthood of Southwest and Central Florida, was honored with the 2010 Fundraiser of the Year Award during the national Planned Parenthood Development Officers Council (DOC) annual conference in Miami last summer in recognition of her outstanding development performance and leadership. This award specifically recognizes that all of the following attributes make a successful development officer: creativity, perseverance, enthusiasm, personal relationship building skills, team building skills, intelligence, vision, courage, resourcefulness, leadership, commitment and service.

Chester, who has been with the local Planned Parenthood affiliate for 17 years, was nominated by our affiliate President/CEO, Barbara Zdravecky (who made a surprise appearance to personally deliver the award), and her selection as winner was made by a panel of her peers from across the country.
At the Hillsborough County Choice Affair Luncheon, which took place at Maestro’s at the Straz Center for the Performing Arts, more than 180 guests enjoyed socializing and an action-packed program. Event co-chairs Juli Greenwald and Rachel Tilow welcomed attendees, then PPSWCF President/CEO Barbara Zdravecky updated guests on PPSWCF news and upcoming legislative issues. After guest speaker Michelle Goldberg’s presentation, “Sex, Power and the Future of the World,” Zdravecky returned to the stage to discuss the need for greater access to services in Tampa — the health center is being expanded to meet fast-growing needs. Health center Assistant Manager Fiona Gerrard told two heart-wrenching stories about patients who could have been helped with greater capacity of our services. Then Zdravecky — with the help of honored guests and Planned Parenthood friends Helen Gordon Davis and Alex Sink — solicited donations from guests to help us complete the Tampa Health Center expansion. Our guests responded enthusiastically: $20,000 was raised in response to a $10,000 challenge gift!

Lee County

Planned Parenthood’s annual Cocktails at Cove Café event featured a provocative program this year, enjoyed by 80 guests. On Nov. 14, three local religious leaders participated in a panel, addressing the topic “Sex and Religion in 2010: Teaching Sexual Responsibility in a Sexually Permissive World.” Panelists discussed how they help members of their congregations make well-informed decisions about sexuality and family planning. Many thanks to Rabbi Jeremy Barras of Temple Beth El, The Rev. Allison Farnum of Unitarian Universalist Church of Fort Myers, and Rev. Bob Hennagin of Saint Hilary’s Episcopal Church for their participation.

A capacity crowd of 110 guests enjoyed the Lee County Choice Affair Luncheon at

continued on next page
Ellington’s Jazz Club & Restaurant. After the welcome and introductory words by Board members Judy Goldenberg and Dr. John Harries, PPSWCF President/CEO Barbara Zdravecky gave an affiliate update and then guest speaker Michelle Goldberg presented “Sex, Power and the Future of the World.” She discussed how the fight over birth control and reproductive choice is really all about women’s struggle for control over their own bodies and life decisions.

**Manatee County**

On Oct. 19, we opened our event season with our **Manatee Choice Affair Luncheon**, co-chaired by Board members Carol Buchanan and Sue Revell. More than 120 guests enjoyed guest speaker Michelle Goldberg’s discussion, “Sex, Power and the Future of the World.”

![Manatee County Choice Affair co-chairs Carol Buchanan and Sue Revell](image)

**Polk County**

Our Lakeland Health Center is currently undergoing some cosmetic upgrades to enhance our patients’ experience and ensure consistency between other health centers within our affiliate. The landlords are repainting the entire facility, installing new linoleum floors and installing new counter tops. Additionally, there will be new chairs in the waiting room. Work is projected to be completed by the last week of February.

**Sarasota County**

Planned Parenthood, led by event co-chairs Liebe Gamble and Kyla Weiner, turned Van Wezel into “Cirque Sinister” for our annual **Safe Sex: Halloween Bash**. Nearly 400 attendees were treated to over-the-top twisted circus themed décor, cocktails and late-night bites by Michael’s On East, thumping tunes courtesy of DJ Imminent, fire blowing/spinning by Pyromancer, various clown talents by Toby Circus Ballantine, dancing by Black Diamond Burlesque, and a dramatic performance at midnight by Vertical Fitness. Major sponsors included Tervis Tumbler, Liebe & Billy

Gorgeous weather and Van Wezel’s breathtaking water view accompanied our 14th Annual High Tea at High Noon luncheon and fashion show. After a mimosa reception, the nearly 270 guests enjoyed finger sandwiches and decadent desserts by Michael’s On East, and a spectacular fashion show, coordinated by Marsha Panuce and featuring fashions from Dream Weaver, Addison Craig, Oh My Gauze! and L. Kids. Circus Sarasota clown talents Karen Bell and Billy Bob Steinberg added their comedic talents, and NUOVO Salon donated hair and makeup services. Co-chairs were Kathy Bush, Mindy Mast and Carol Williams.

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**Impact**

*Special thanks to the following organizations and foundations:*

**Appleby Foundation** for its support of our prevention and health care programs in Sarasota County.

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

**The Ehrhart Family Foundation** for its support of our programs and services in Sarasota and Polk counties.

**The Gulf Coast Community Foundation of Venice** for its gift in support of our Gompertz Family Regional Headquarters Green Building/LEED certification.

**The Mark and Carol Hyman Fund**, and **Kathy and Tom Cook**, for support of our SOURCE Theater program.

**Zonta Club of Sanibel-Captiva**, for its continued support of prevention health care and support for the purchase of new family planning equipment needs in Lee County.
You’re a devoted pro-choice advocate. This evening you are attending a lovely winter cocktail party at your friend Mary’s home, but she has warned you not to talk politics because one of her houseguests is vehemently anti-choice. But when you meet this guy, he says without hesitation, “Oh, you’re the one! You’re the pro-abortioner. Hasn’t all this latest technology convinced you yet that life begins at conception?” You’re outraged and you’re not letting this pass — but you don’t know where to begin? Here you go:

“My good man, throughout history theologians, philosophers and scientists have debated the question of when life begins. In a country like ours that embraces a variety of religious views, it’s important to avoid foisting one’s own religious convictions on another. Each woman must be free to make decisions based on her own moral, ethical and religious beliefs, including the decision of when life begins. The critical question is: who decides, the woman or the politician? And, by the way, I am not pro-abortion — I am pro-choice!”
Mission Statement
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 direct services, education, and advocacy.

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Fort Myers Center
239.481.9999

Lakeland Cowles Center
863.665.5735

Manatee Center
941.567.3800

Sarasota Walt Cannon Center
941.953.4060

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