

## A letter from PPGMR's Leadership

This report normally celebrates our successes in the past year, but these are not normal times. So you will find our activities in separate sections of our annual report. This letter addresses our challenges in the new Fiscal Year 2009.

More than 7,000 children were born to single mothers in West Tennessee and North Mississippi in the past year. Although some of these were no doubt intentional pregnancies by women who have the economic and emotional foundations needed to raise a child, the vast majority were unplanned pregnancies resulting in children who start life in a most endangered position.

If Planned Parenthood Greater Memphis Region could help these women plan their families, we would save our society millions of dollars in support funding and present better options for these young mothers to fulfill their potentials. And this is our challenge as we proceed into the new year. How do we identify and communicate with teens and young women to encourage them to realize they have options? They can control their fertility to allow them to pursue their educational and career aspirations.

In this bleak economic landscape, our clients and their families will be affected most dramatically. As health care and living costs escalate, even those employed with health insurance will find it difficult to pay for their rent, their groceries, their clothing and their birth control. Our federal, state and local governments are facing financial restrictions that will not allow for any increases in services. Federal and state health care plans will not be able to absorb the increasing strain of the rising unemployed and underemployed. But we know that lack of birth control creates unplanned pregnancies, and poor birth spacing creates sick infants whose lives are at risk during their first years.

Even though your family also may be feeling the impact of our weak economy, we ask you to be generous in helping others whose lives are more precarious than yours. Planned Parenthood is here to help women, but we can't without your help. More than 85% of our spending goes to direct services. Our promise is to use your support wisely to help those in need.

Please give. Please give more than you have given in the past or for the first time, if you haven't in the past. Every gift matters, regardless of size. Your gift is an investment in families and, thereby, directly in the future of our community and country.



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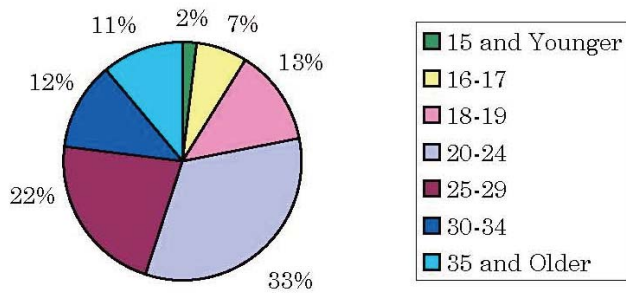
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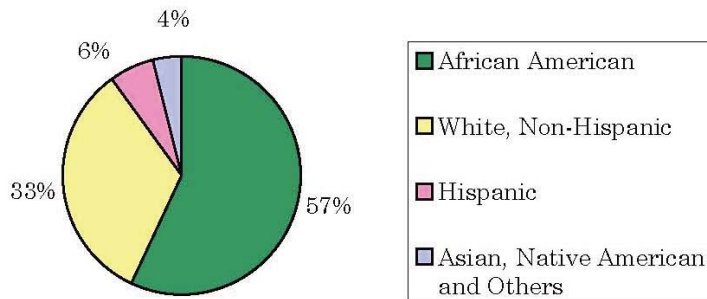
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# PATIENT SERVICES

### Patients By Age

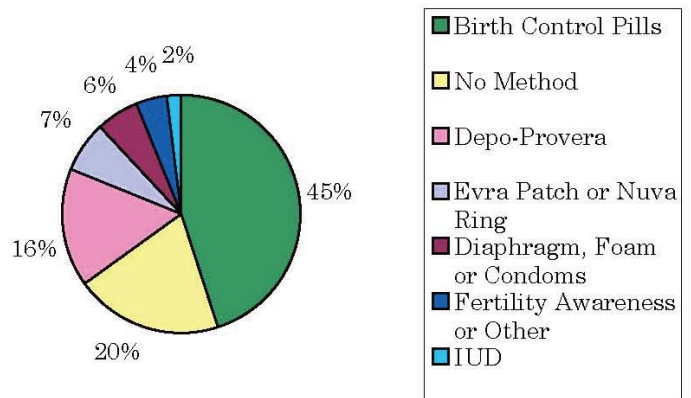


### Patients By Ethnicity



Patient Visits	
Family Planning	9,357
HIV Counseling & Testing	1,425
STD Treatment	169
Pregnancy Testing	1,562
Emergency Contraception	1,260
Abortions	2,673
Other Services	745
<b>Total Patient Visits</b>	<b>17,191</b>

### Patients By Contraceptive Method



# PUBLIC AFFAIRS

PPGMR began FY2008 by presenting Congressman Steve Cohen with the third annual Bob James Award for his unwavering support of the ideals of Planned Parenthood. In October 2007, PPGMR reached out to its younger supporters through the Condom Coronation, at which a Condom King and Queen were crowned by Beale Street's own Silky O'Sullivan.

Planned Parenthood Federation of America Chair Elena Maslia Marks visited Memphis in the spring, speaking at two successful PPGMR events, about the need to treat unplanned pregnancy as a public health problem. In April, PPGMR helped unite college students from across the state at Tennessee's second annual Vox: Voices for Planned Parenthood Live Action Camp. PPGMR celebrated National Women's Health Week in May by offering free services—clients received a total of 36 packages of birth control pills and 27 packages of Emergency Contraception, in addition to 14 annual exams and 186 sexually transmitted infection tests.

PPGMR has continued to increase its media exposure and project a positive image to the public. Partnerships with radio and newspaper outlets have aided our ability to spread information to targeted groups. Further, PPGMR supporter Jim Gilliland helped us ac-

knowledge the significance of the Roe v. Wade ruling by publishing an op-ed piece in the Commercial Appeal on the ruling's 35th anniversary.

We continued to battle attacks from those who would deny women domain over their own bodies. Through the persistence of our supporters, we prevailed against dangerous Title X attacks that would have stripped PPGMR of our ability to subsidize family planning services for low-income women.

FY2008 culminated in the creation of Planned Parenthood Advocates Mid-South, our local advocacy and political arm. Through PPAM, we are able to conduct electoral activities that are forbidden under PPGMR's tax code, such as the endorsement of candidates.

As PPGMR moves forward into FY2009, it is now providing Gardasil, the cervical cancer vaccine, at low cost to patients who are eligible for TennCare or Medicaid, or who do not have health insurance.

PPGMR is indebted to our supporters, who are the bedrock of our existence. Without you, we could not accomplish our mission of providing broad public access to reproductive health care services and education, while also advancing sound public policies that best enable families to make responsible decisions. We sincerely thank you for your continued support.

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PPGMR thanks the following donors for their generosity and commitment:

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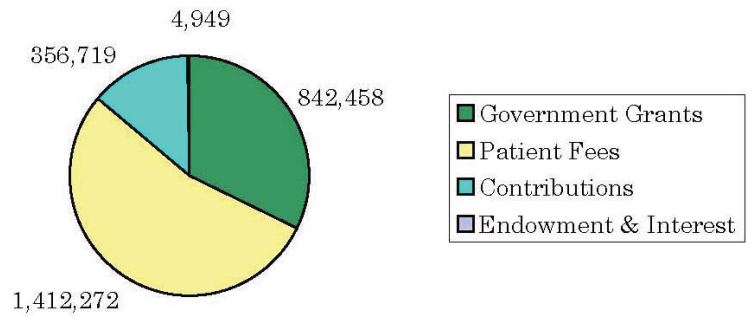
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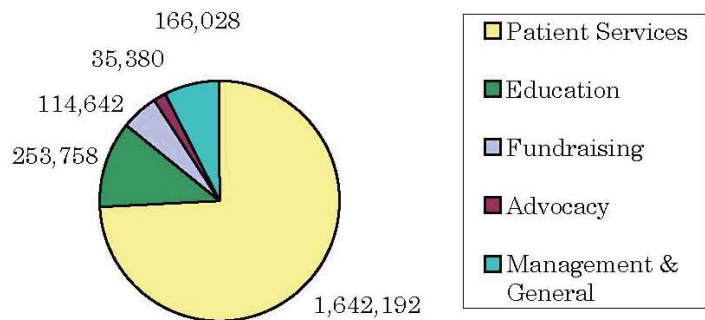
## Operating Revenue

Government Grants	842,458
Patient Fees	1,412,272
Contributions	356,719
Endowment & Interest	4,949
Investments	(47,382)
<b>Total</b>	<b>2,569,016</b>



## Operating Expenses

Patients Services	1,642,192
Education	253,758
Fundraising	114,642
Advocacy	35,380
Management & General	166,028
<b>Total</b>	<b>2,212,000</b>



# EDUCATION

In FY2008, Planned Parenthood Greater Memphis Region provided free, age-appropriate, medically accurate, comprehensive sexuality education to 11,000 participants in nearly 300 encounters. PPGMR's two community health educators interacted with women, men and children through more than 7,000 contact hours. The education department collaborated with 72 community agencies, including churches, public and private schools, and community centers. By helping individuals in the Mid-South access honest sexual health

information, PPGMR supports individuals in making healthy, informed decisions.

FY2008 also saw the incorporation of OraQuick Rapid HIV tests into outreach education settings. This method provides a needle-free HIV test with results available in 20 minutes. PPGMR offers free HIV testing and counseling, and educators performed 175 HIV tests in the community during the last fiscal year.

From Head Start programs to high schools, PPGMR education programs provide accurate information about sexual health. While state guidelines steer public schools toward abstinence-only curricula, Tennessee still lacks a comprehensive, standardized sexuality education program. PPGMR educators delve into subjects neglected by local school systems by presenting lessons about abstinence as well as contraception, healthy communication, responsible decision making and prevention of sexually transmitted infections. College students at Ole Miss, the University of Memphis, Lemoyne-Owen College, Rhodes College and Southwest Tennessee Community College also benefit from PPGMR's educational initiatives.





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## **Planned Parenthood Greater Memphis Region Fiscal Year 2008 Annual Report**

**PPGMR's mission is to ensure broad public access to reproductive and related health care through health center services, education, advocacy and community partnerships in serving 42 counties in West Tennessee, North Mississippi and East Arkansas.**