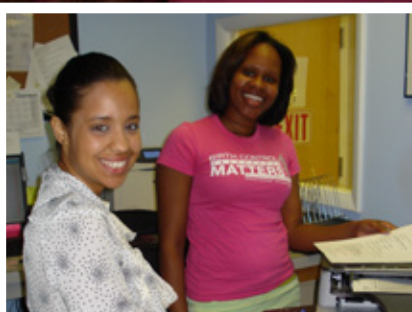




 **Planned
Parenthood®**
Care. No matter what.

Planned Parenthood Health Systems, Inc.

2013 Annual Report



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PRESIDENT/CEO

* MEMBER OF THE EXECUTIVE COMMITTEE



Planned Parenthood Health Systems, Inc.
100 S Boylan Ave., Raleigh, NC 27603
(919) 833-7526 • www.pphs.org

Planned Parenthood Health Systems is a private, nonprofit 501(c)(3) organization operating in four states and headquartered in Raleigh, NC. Our organization is an accredited affiliate of Planned Parenthood Federation of America, the world's largest and most trusted voluntary reproductive healthcare organization.

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**Visit PPHS online or follow us on
Twitter and Facebook.**

Cover photos: Two PPHS activists in South Carolina; mother and daughter at PPHS event in Virginia; Charles and Hilda Farrar flank Sarah Bryant at PPHS event in Charlotte; Staff at our Winston-Salem health center; Clinician at our Raleigh health center



Walter Klausmeier
PRESIDENT/CEO



Al Knighton
BOARD CHAIR



Bonnie Smith
INTERIM CEO,
April-August 2013

Dear Friends and Supporters:

The Planned Parenthood Health Systems 2013 Annual Report is a snapshot of recent milestones and achievements highlighting the advancement of the Planned Parenthood mission. During the past year, our regional Planned Parenthood affiliate has faced new challenges, created promising opportunities and sought to establish innovative ways to serve our clients and our communities. While we are proud of our growth and progress, we know that you and other supporters like you are responsible for our success.

With your support, PPHS expanded access to reproductive health care for thousands of uninsured, low-income families while increasing health insurance opportunities to thousands of others. Your generosity helped us to invest in new technologies to better serve our patients and to enable our education clients to remotely access contraceptive services. Over the past year, you marched and petitioned and raised your voices to beat back dozens of state legislative measures that aimed to restrict women's healthcare options. Your continuing dedication has allowed PPHS to expand access as more and more women, men and teens turned to Planned Parenthood for trusted advice and expert care. We appreciate your generous gifts, of time, treasure and advocacy!

We are especially appreciative of the leadership and dedication that Bonnie Smith provided during the 2013 President/CEO sabbatical. From April through August, Bonnie led our affiliate with great distinction as the Interim CEO. We are also profoundly grateful to our staff, volunteers, and you—our supporters and advocates. Our collective efforts give life and vitality to the Planned Parenthood mission this year and every year.

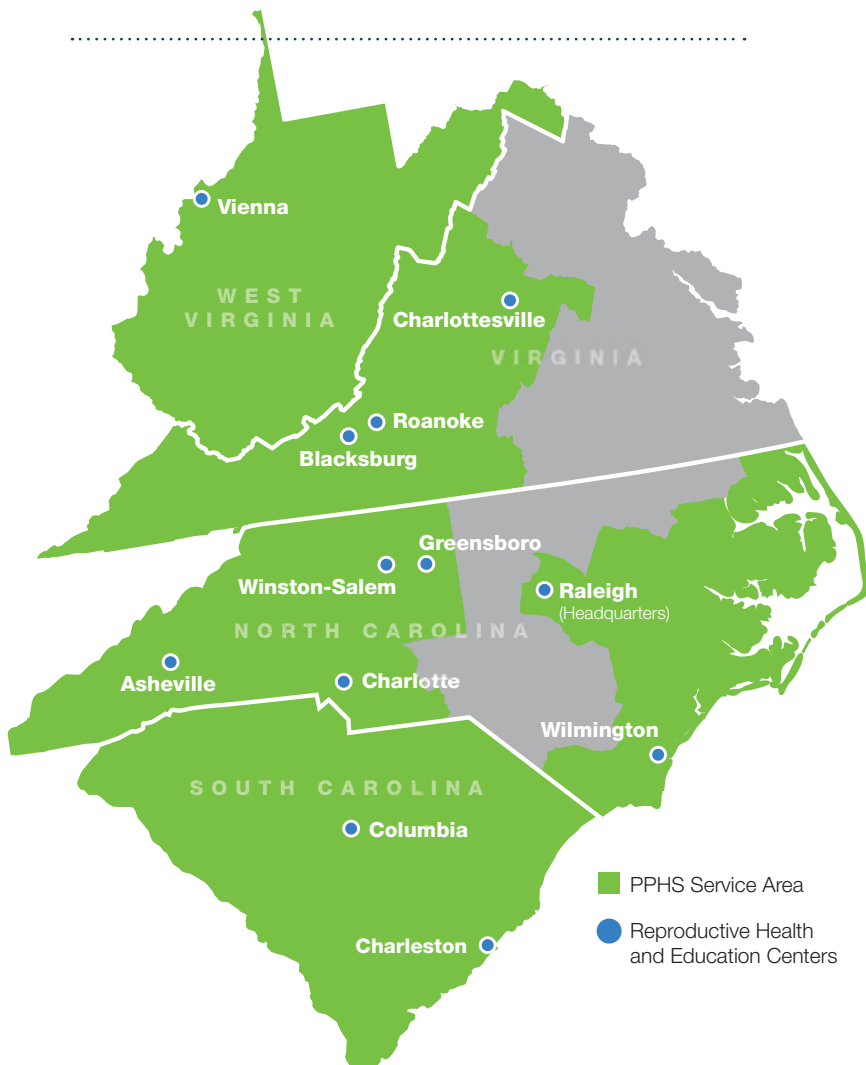
Walter W. Klausmeier, Jr.
PRESIDENT/CEO

Al Knighton
BOARD CHAIR



**Vice President of
Development Joyce
Mitchell-Antoine (left)
with Board member
Hilda Templeton,
MD. Dr. Templeton
is Vice Chair of the
Board Governance
Committee and serves
with Joyce on the
Board Development
Committee.**

PPHS Service Area



PPHS Audited Financials

As of June 30, 2013

BALANCE SHEET

Assets	June 30, 2013	June 30, 2012
Cash and Equivalents	3,464,220	\$3,254,118
Receivables	2,745,010	1,150,606
Buildings, Land, and Equipment	6,232,577	5,358,228
Other Assets	1,287,753	1,187,581
Total Assets	13,729,560	10,950,533

Liabilities

Payables	430,258	276,928
Other Liabilities	994,975	476,387
Total Liabilities	1,425,233	753,315

Net Assets

Unrestricted	9,165,656	8,110,263
Restricted	3,138,671	2,086,955
TOTAL	12,304,327	10,197,218

Total Liabilities and Equity	13,729,560	10,950,533
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STATEMENT OF ACTIVITIES

Revenue

Health Centers	8,674,210	6,857,786
Development	3,649,268	3,148,178
Other	247,377	47,725
TOTAL	12,570,855	10,053,689

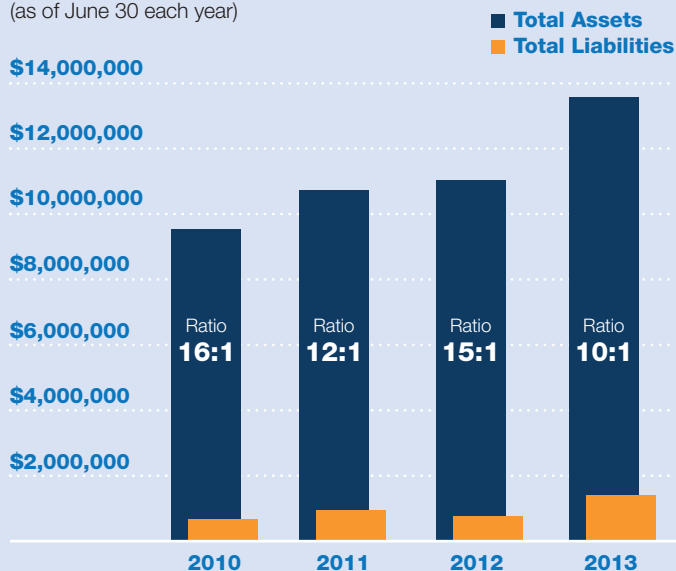
Expenses

Health Centers	6,949,764	6,341,402
Education	568,663	593,135
Public Affairs	506,713	423,370
Development	1,115,22	1,090,185
Administration	1,323,381	1,320,369
TOTAL	10,463,74	9,768,461

Increase in Net Assets	2,107,109	285,228
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Ratio of Total Assets to Liabilities

(as of June 30 each year)



Our Pickin' for Planned Parenthood event in Blacksburg (VA) featured savory food, live music, games, face painting and lots of families with children.

Medical Services: Milestones of 2013



Our Greensboro health center staff received extensive training before implementation of our Electronic Health Record

Milestone: 40,669 Medical Visits

In 2007, PPHS recorded more than 30,000 patient visits for the first time. This year, we achieved a new milestone: over 40,000 medical visits. The 2013 increase in patients is attributed entirely to greater demand for preventive family planning services.

Milestone: Electronic Health Record (EHR)

In 2013, three of our health centers migrated from paper medical charts to a sophisticated EHR platform. The new system provides powerful tools to enhance patient outcomes, collaborate with other medical providers and analyze patient trends. By next fall, all 12 PPHS health centers will be utilizing our Electronic Health Record system.

Milestone: Future Asheville Health Center

In 2013, we purchased and have since begun renovating a medical office building that will serve as the future home of our Asheville Health Center. The new center will enable us to see a higher patient volume and offer an expanded array of services. Based upon current fundraising projections, our future center is scheduled to begin operations in the late summer of 2014.

Milestone: More Federally Funded Health Centers

In 2012, PPHS succeeded in obtaining federal funding to provide subsidized family planning services in four of our North Carolina health centers. This year we received additional federal funding for our Virginia health centers in Blacksburg, Charlottesville and Roanoke. As a result, patients at or below 250% of poverty can now receive preventive family planning services at little or no cost. These preventive services include cancer screenings, annual exams, STD testing and treatment, and contraception.



Our newly purchased health center in Asheville, NC

Education: Milestones of 2013



Educator Monique Ingram speaks about PPHS educational services to an audience of several hundred in Virginia



One of our newest Educators, Christian Chambers, gathers materials for use during a local health fair in Winston-Salem

Milestone: Educator Telemedicine Program

In 2013, PPHS initiated a unique grant-funded pilot that enables our education clients to remotely receive contraceptive services. This innovative program uses video conferencing and virtual private network (VPN) technology to enable a PPHS clinician to provide services to education clients in communities that lack access to family planning services. Education staff facilitates the process and assists the clinician by recording vital signs and obtaining a complete patient history.

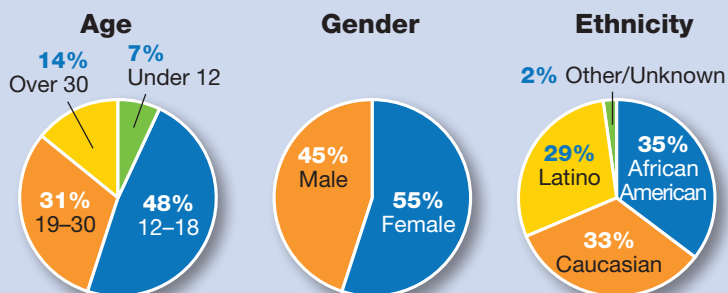
Milestone: Community Expansion

In the spring of 2013, PPHS received grant funding to add a part-time Community Health Educator to provide preventive educational services to at-risk youth and young adults in Winston-Salem. During the summer, we also expanded our Education program in Asheville. Our ten Educators customize their efforts to best address community need. For instance, unintended pregnancy and access to contraceptives are of particular concern in Asheville and the surrounding counties. The greater Winston-Salem area shares similar concerns and also experiences high rates of sexually transmitted infections.

Milestone: Health Center Integration

One of our Educators' primary goals is to encourage at-risk clients to obtain preventive health care services from Planned Parenthood or another trusted provider. Throughout 2013, PPHS surveyed all first-time patients to determine which had been motivated to seek medical care after receiving PPHS educational services. As of December 2013, PPHS recorded 703 education clients that had scheduled new appointments to receive reproductive health care and one-on-one counseling with a clinician. This innovative program was recently nominated for a Planned Parenthood Federation of America Affiliate Excellence Award.

Education Client Demographics



Public Affairs: Milestones of 2013



One of our many Planned Parenthood advocates in Charleston (SC) encouraging local residents to join a petition campaign



PPHS maintained a strong presence in the West Virginia State Capitol building throughout 2013

Milestone: Promoting the Affordable Care Act

Public Affairs staff led our affiliate-wide efforts to assist our clients obtaining health care coverage through the Affordable Care Act (ObamaCare). They trained our entire staff on the nuances of the law. They also hired paid interns to oversee Internet kiosks in our waiting rooms so patients could sign up for health care coverage on line. The Public Affairs Department continues to lead our legislative efforts to expand Medicaid coverage in all four of our states.

Milestone: Legislative Successes in West Virginia

PPHS, our coalition partners and our advocates in West Virginia lobbied to ensure passage of the “Maternity Coverage for Dependent Daughters” law. The law requires employee health insurance plans that provide coverage for maternity care and contraception to extend that coverage to dependents. The state also repealed an antiquated law allowing for the involuntary sterilization of people with mental illness. In 2013, West Virginia became the first of our states to expand Medicaid under federal health care reform. This will extend medical coverage to tens of thousands of low-income families.

Milestone: North Carolina TRAP Law

Despite the efforts of thousands of volunteer advocates, North Carolina passed Targeted Regulation of Abortion Providers (TRAP) legislation in 2013. The new law will likely lead to the closure of many women’s health centers around the state. Similar laws in Virginia and South Carolina have greatly impinged on women’s access to reproductive health care.

Milestone: Virginia Election Victories

The Planned Parenthood Health Systems Action Fund joined with Planned Parenthood Advocates of Virginia and the national Planned Parenthood Action Fund in a statewide effort to prevent Planned Parenthood opponent Attorney General Ken Cuccinelli from becoming Governor. The Keep Ken Out campaign was instrumental in helping to elect Terry McAuliffe as Governor. Planned Parenthood’s endorsed candidates for Governor, Lieutenant Governor and Attorney General were all elected in November.

Development: Milestones of 2013

2013 Leadership Gifts (\$25,000 and above):

Fred and Alice Stanback, \$1,300,000; \$500,000 for the Access for All Campaign—Asheville, \$100,000 for the Asheville Health Center, \$700,000 for affiliate-wide support

The Estate of Clinton L. Hoffman, MD, \$551,055 for affiliate-wide support

Anonymous, \$375,000 for the Access for All Campaign—Asheville
US Department of Health and Human Services—Public Health Service, \$205,000 for Electronic Health Records transition in North Carolina

Anonymous, \$155,000; \$100,000 to fund Public Affairs initiatives in VA, WV and SC, \$50,000 for Stay Strong Campaign—Virginia

Jerry Sternberg, \$110,000; \$100,000 for the Access for All Campaign—Asheville; \$10,000 for affiliate-wide support.

John and Ethel W. Piper, \$102,000; \$100,000 for the Access for All Campaign—Asheville, \$2,000 for affiliate-wide support.

Acriel Foundation, \$100,000 for the ACCESS for ALL Campaign in NC

The Merancas Foundation, Inc., \$85,000; \$60,000 for Teens Taking Action program in Charlotte, \$25,000 for adolescent health services in Charlotte

Sheila and Ted Weschler, \$77,500; \$50,000 for the Stay Strong Capital Campaign—Virginia to fund Public Affairs initiatives, \$27,500 for affiliate-wide support

The WestWind Foundation, \$70,000; \$50,000 for the Stay Strong Capital Campaign—Virginia—to fund Public Affairs initiatives in Virginia, \$20,000 for affiliate wide support.

Cone Health Foundation, \$60,000 for the Teens Taking Action Program in Greensboro

United Way of Roanoke Valley, Inc., \$56,774 for Community Health Education in Roanoke Valley

Hunter J. Smith, \$55,500; \$50,000 for the Stay Strong Capital Campaign—Virginia, \$5,500 for affiliate-wide support

Virginia Blue Ridge Affiliate of Susan G. Komen for the Cure, \$54,525 for breast cancer prevention; \$49,073 for Patient Services, \$5452 for Community Health Education in the greater Roanoke Valley

Mrs. Rosemary Antosh, \$50,000 for affiliate-wide EHR support in memory of Dr. Stanley Antosh

Sally W. Simons, \$36,000; \$25,000 for Electronic Health Records transition, \$11,000 for affiliate-wide support

Bruce W. McWilliams and Sarah McWilliams, \$35,000 for affiliate-wide support

Anonymous, \$26,616 for affiliate-wide support

Anonymous, \$25,000, for affiliate-wide support

Lucille P. and Edward C. Giles Foundation, \$25,000 for affiliate-wide support

Sally Pritchard, \$25,000 for Public Affairs initiatives

Ticie Rhodes, \$25,000 for the Access for All Campaign in North Carolina

Your generous support was critical to all of our achievements of this past year. In 2013, you, along with over 4,600 fellow donors of all levels, fulfilled the Planned Parenthood mission through your generous gifts to PPHS.



Betty Carr Muse and Estelle Avner, devoted supporters and friends of Planned Parenthood, appreciate our events as much as we appreciate them

Milestone: Largest Individual Gift in our History

Philanthropists and foundations have recognized that an investment in Planned Parenthood Health Systems will yield positive results and a furtherance of access, health care and education. In 2013, PPHS received its first seven-figure donation from an individual donor, Fred and Alice Stanback. Their generosity will help PPHS to overcome new challenges and will increase our capacity to provide support to our clients.

Milestone: Launch of our Planned Giving Program

In 2013, PPHS formally launched its Planned Giving Program to identify supporters who have included our affiliate in their estate plans and to encourage others to do likewise. We developed our new planned giving brochure, *Planned Giving: A Legacy of Care*, which is now being distributed. We also established a more formalized approach for honoring planned giving supporters and their commitment to Planned Parenthood—now and in the future. PPHS now includes information regarding planned giving on the back page of our publications, including this annual report.

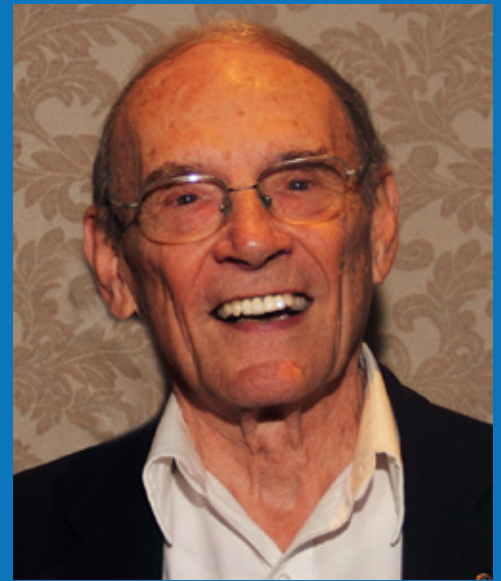
Your Legacy, Our Future

"Unplanned pregnancies and too-early pregnancies can be so disruptive to families. I have seen this first hand as a volunteer reading tutor over the past 12 years. I have seen this when providing rental properties to young mothers. Just as my three daughters benefited as Planned Parenthood clients, I want all young women to have the same opportunities. I feel great joy in sharing my resources with organizations that carry out my goals in life. This includes Planned Parenthood Health Systems. Making a planned gift to Planned Parenthood lets me further my goals long after I'm gone."

~ Woody Clinard, PPHS Supporter

Woody Clinard and his wife, Helen, added an amendment to their estate plan to ensure their long-term commitment to PPHS. Please join them in supporting Planned Parenthood, now and forever.

For more information, visit our website: www.pphs.org/plannedgiving.



Woody Clinard

Asheville, NC

(828) 252-7928

Blacksburg, VA

(540) 951-7009

Charleston, SC

(843) 628-4380

Charlotte, NC

(704) 536-7233

Charlottesville, VA

(434) 296-1000

Columbia, SC

(803) 256-4908

Greensboro, NC

(336) 373-0678

Raleigh, NC

(919) 833-7526

Roanoke, VA

(540) 562-3457

West Virginia

(304) 295-3331

Wilmington, NC

(910) 762-5566

Winston-Salem, NC

(336) 768-2980