

Someone you
know depends
on us

Planned Parenthood of Maryland
Annual Report Fiscal Year 2011



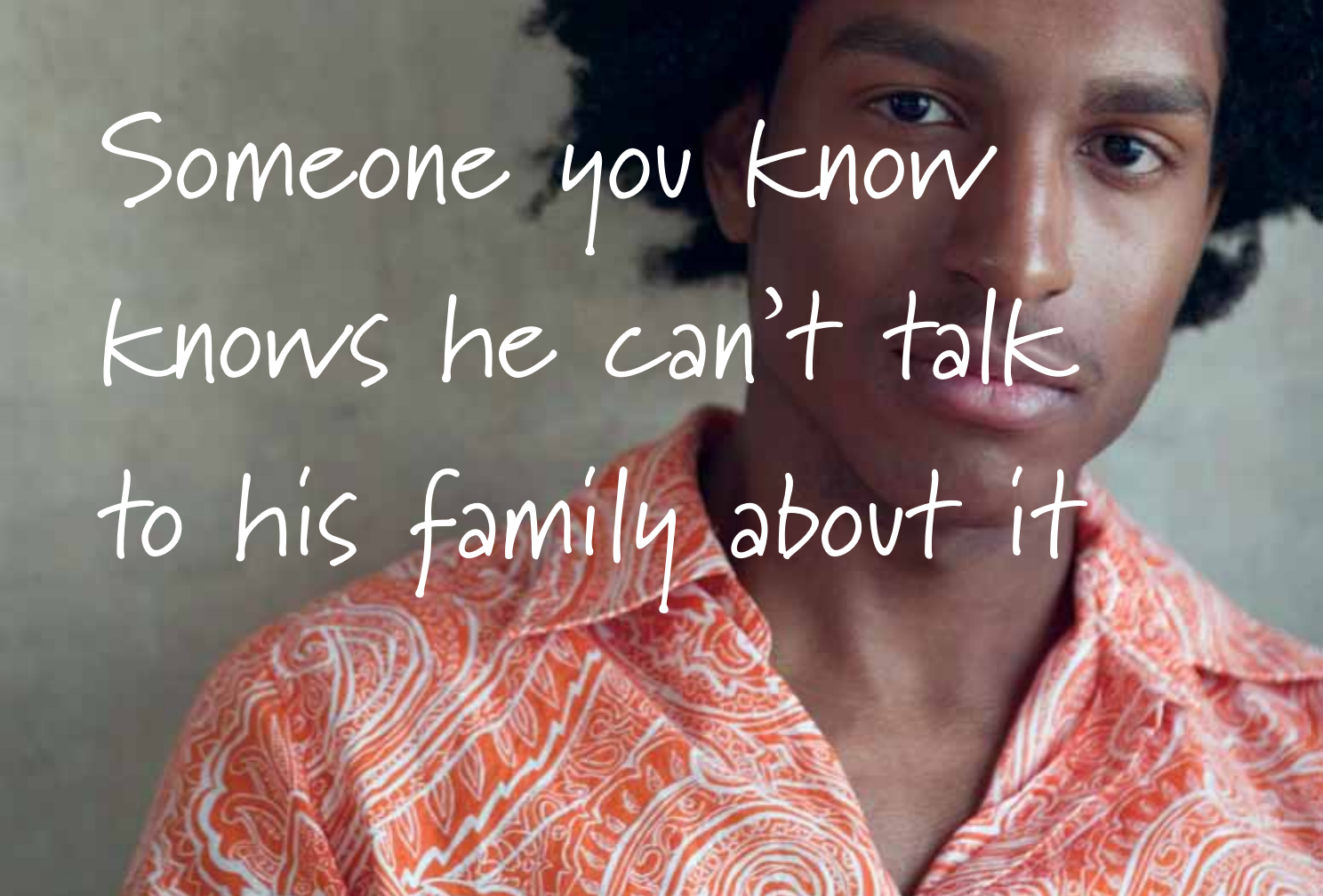
Planned Parenthood[®]
of Maryland, Inc.

WE'RE HERE.[™]

You can count on Planned Parenthood of Maryland. We work every day to reduce the number of unintended pregnancies and to keep our communities healthy.

In fiscal year 2011 (July 2010 – June 2011), we provided high-quality and accessible sexual health care to thousands of men, women, and teens throughout the state. We served as a resource in your community by providing accurate information in our education classes and outreach events. We protected the reproductive choices and freedoms of you and your loved ones. We kept you connected to fellow advocates and supporters. We're here for you and for someone you know.

Planned Parenthood of Maryland (PPM) is here for every person, every family, and every community.



Someone you know
knows he can't talk
to his family about it

PPM Medical Services 2011

Someone you know depends on us for high-quality health care.

For almost a century, Planned Parenthood of Maryland has been providing accessible health care services to prevent unintended pregnancies and STDs. With 75% of our clients uninsured, underinsured, or on Medicaid, PPM proudly serves those who otherwise may not have access to quality health care. In fiscal year 2011, we provided family planning counseling and reproductive health services to more than 25,300 women, men, and teens across Maryland. We increased our visits by 9.5% over the previous fiscal year, and:

- Implemented Rapid HIV testing at all eight health center locations. Clients can now get results in just 20 minutes instead of waiting the standard two weeks.
- Began offering the HPV vaccine for males and females ages 9 to 26 to protect against cervical cancer and genital warts.
- Now offer moderate sedation to any surgical abortion client who desires this service so that she can feel comfortable and calm throughout her procedure.
- Expanded abortion services from two locations to three with the initiation of medication abortion services at the Salisbury health center.

MEDICAL VISITS

39,634	Total medical visits
34,857	STD/HIV prevention and safer sex counseling
34,637	Birth control methods and counseling
33,336	Health promotion counseling
11,138	Chlamydia tests
11,117	Gonorrhea tests
9,286	Pregnancy tests and options counseling
5,948	Abortions
5,733	Annual exams
5,398	Breast exams
2,170	Syphilis tests
1,859	HIV tests
1,318	HPV tests
277	Colposcopies
44	Vasectomies

A young man and woman are smiling and looking towards the camera. The woman has blonde hair and sunglasses on her head. The man has dark hair and is wearing a light blue shirt. The background is a blurred green outdoor setting.

Someone you
know is
in love

PPM Education, Training, & Outreach 2011

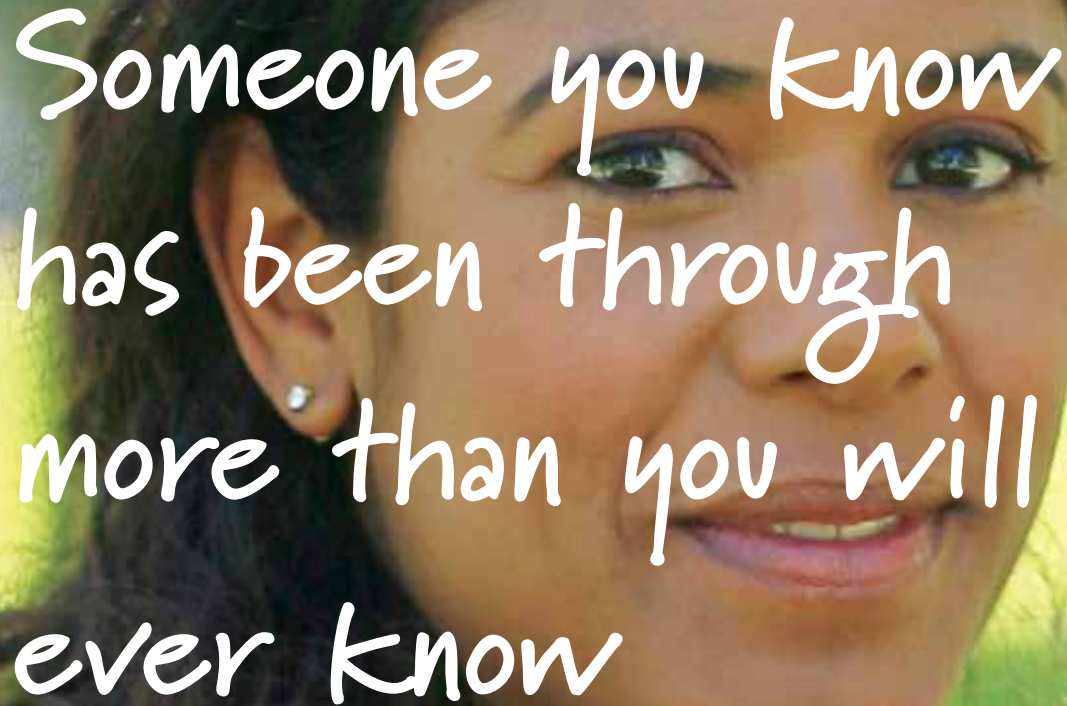
Someone you know needs reliable information.

PPM provides an open door to teens who may not have an adult to answer questions, and to the adults who may not have all the answers. In fiscal year 2011, we almost doubled the amount of students, parents, community members, and youth-serving professionals that our education and training programs reached compared to the previous fiscal year. We're here because everybody has questions, and we're the experts! In fiscal year 2011 PPM:

- Provided new education programming to East Baltimore Community School, High Road School of Baltimore County, Ains/Geraldine Young Family Life Center, Americorps NCCC, Deer Park Middle, & JHU Epidemiologic Students Organization (STD & contraception education for recent adult immigrants).
- Provided abortion values clarification training to the surgical team at Planned Parenthood of Minnesota, North Dakota, South Dakota.
- Partnered on two 5-year Federal Grants focusing on teen pregnancy prevention for youth in foster care.
- Served Caroline County youth with two new programs: Sexting Consequences (consequences of sexual text messaging) and Risky Business (the risks of combining drugs/alcohol and sexual situations).
- Staff and volunteers represented PPM at community outreach events throughout Maryland, educating the community about the services that PPM provides.

EDUCATION OVERVIEW

11,900	Youth and adults educated
378	Single-session education classes
47	Community outreach events
44	Multi-session education classes
33	Trainings for youth-serving professionals
15	Teen Peer Educators



Someone you know
has been through
more than you will
ever know

PPM Advocacy 2011

Someone you know depends on us to protect her rights.

At PPM, we will always protect women's health and reproductive freedoms. We believe that everyone should have access to capable health care professionals, to quality facilities, and to be able to make decisions about their health based on medical facts – not whether they can afford the care they need.

- Planned Parenthood faced the most devastating attacks in recent years in 2011, as conservatives in Washington, DC attempted to completely defund Planned Parenthood nationally. In Maryland, a federal funding ban would have devastated our clients – and our clinics. Thankfully, Maryland Senators Barbara Mikulski and Ben Cardin stood with and spoke out in defense of Planned Parenthood.
- PPM faced 11 anti-choice bills in the Maryland General Assembly, including measures that would have required reporting of personal information about women's abortion decisions to the Maryland Department of Health and Mental Hygiene, eliminated access to abortion services throughout Maryland by imposing unnecessary regulations on providers, and prohibited the provision of any family planning or abortion services through a Personhood Amendment to the Maryland Constitution. All 11 anti-choice bills were defeated.
- Maryland went against the national grain and expanded access to family planning services. With the enactment of the Family Planning Works Act, more Maryland women will be able to access family planning services through the expanded Maryland Medicaid Family Planning Program, thanks to a dedicated bipartisan effort.



Someone you
know knows
we'll be there
for him

PPM Financial Overview & Client Demographics 2011

SOURCES OF FUNDS



%		\$
60	Client Fees	\$5,106,139
23	Grants	\$1,944,392
13	Contributions	\$1,136,041
2	Special Events	\$135,306
1	Other	\$116,564
<1	Client Donations	\$72,007
	Total:	\$8,510,449

USES OF FUNDS



%		\$
80	Health Services	\$6,500,142
10	Management & General	\$824,303
5	Education	\$376,687
4	Fundraising	\$339,185
<1	Public Affairs	\$49,087
	Total:	\$8,089,404

VISITS BY LOCATION



%		
27	Baltimore	10,685
18	Frederick	7,321
16	Annapolis	6,487
12	Towson	4,719
10	Owings Mills	3,860
7	Waldorf	2,610
5	Easton	2,076
5	Salisbury	1,876
	Total:	39,634

CLIENTS SERVED BY AGE



%		
59	20-29	14,873
22	30-44	5,609
16	15-19	4,195
2	45 and Older	516
<1	Under 15	195
	Total:	25,388

A photograph of three women of different ages smiling together. The woman on the left is middle-aged with reddish-brown hair, the woman in the center is older with grey hair, and the woman on the right is a young adult with dark hair. They are all wearing light-colored tops. The text is overlaid in a light blue, handwritten-style font.

Someone you know
is planning for her
family's future

PPM Events & Volunteers 2011

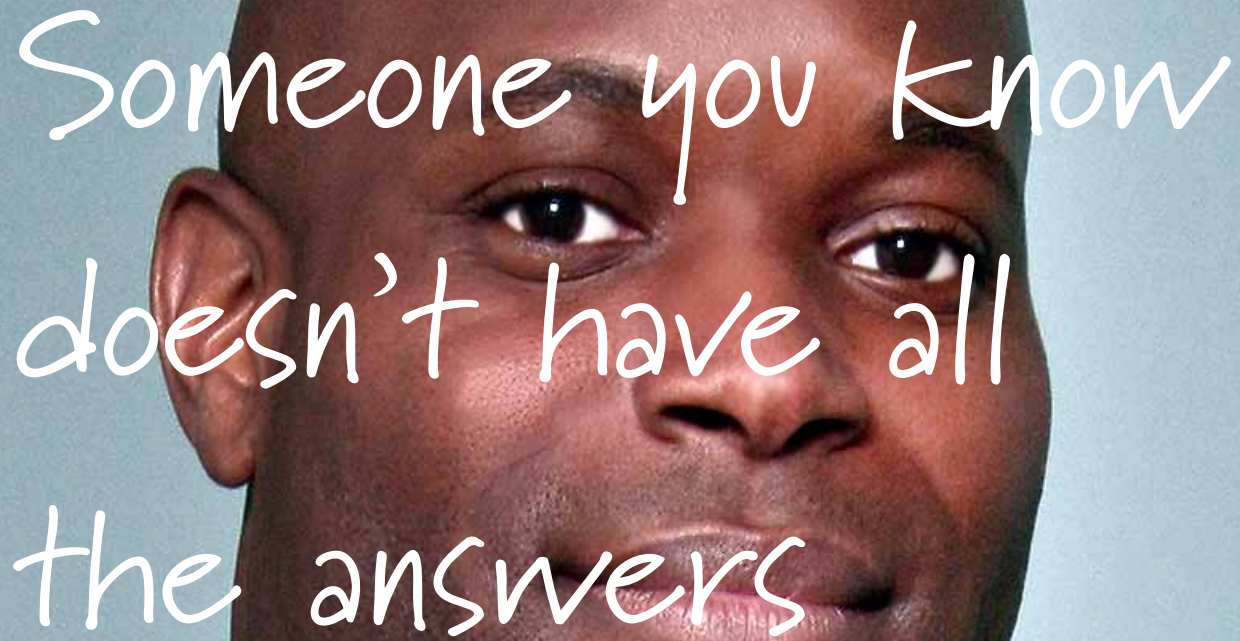
Someone you know wants to help.

Each year PPM hosts several community events with the help of dedicated and steadfast Board Members and volunteers.

- A group of young PPM volunteers commemorated World AIDS Day with a film screening of “The Universe of Keith Haring” at the Baltimore Museum of Art to build awareness of the HIV/AIDS epidemic in Baltimore, to make our community aware of the broad range of services provided by PPM, and to commemorate the life and work of artist, Keith Haring, who died of AIDS in 1990.
- Our 6th Annual signature event, *Celebrate Our Right to Shoes* was as fabulous as ever, with Special Guest Rain Pryor, NAACP Theatre Award winning actress, author, acclaimed singer, director, and daughter of the late Richard Pryor. The event featured over 200 auction items donated by Maryland businesses and individual donors, a raffle for a brand new iPad, as well as prizes for the best shoes at the event.
- PPM held the first ever *Sex. Art. Rock N Roll.*, a magical evening of entertainment and camaraderie with artwork from local artists on display and available for silent auction. Guests were treated to several live music performances, and one lucky raffle winner went home with a 2005 Kawasaki Eliminator motorcycle, which was generously donated to the event.
- For the second year, PPM participated in the Baltimore Women’s Classic 5k road race, once again winning the award for the largest team. The PPM team was comprised of staff, Board, volunteers and supporters all promoting the work of PPM on the city-wide B’More for Healthy Babies initiative, which works to improve birth outcomes and reduce health disparities among Baltimore’s African American communities.

THE NUMBERS

- 350 Guests celebrated their *Right to Shoes*
- 225 Supporters rocked out at *Sex. Art. Rock N Roll.*
- 200 Attendees at World AIDS Day
- 115 Volunteers
- 50 Baltimore Women’s Classic 5k team members



Someone you know
doesn't have all
the answers

PPM Health Center Locations 2011



Annapolis
929 West St.
Suite 305
Annapolis, MD 21401

Baltimore
330 N. Howard Street
Baltimore, MD 21201

Easton
8579 Commerce Drive
Suite 102
Easton, MD 21601

Frederick
170 Thomas Johnson Drive
Suite 100
Frederick, MD 21702

Owings Mills
9129 Reisterstown Rd.
Valley Village Shopping Center
Owings Mills, MD 21117

Salisbury
Court Plaza Shopping Center
1506 S. Salisbury Blvd.
Salisbury, MD 21801

Towson
Loch Ridge Shopping Center
1714 Joan Avenue
Towson, MD 21234

Waldorf
Gateway Plaza
3975 St. Charles Parkway
Waldorf, MD 20602

To schedule an appointment
call: 410-576-1414

To reach our administrative
offices call: 410-576-1400

A young couple is shown from the chest up, smiling warmly at the camera. The woman on the left has long, dark hair and is wearing a dark blue sweater with a green and white diamond pattern. The man on the right has short, dark hair and is wearing a plain olive green t-shirt. They are positioned closely together against a plain, light-colored background. Overlaid on the image is white, handwritten-style text that reads: "Someone you know is glad that we're here for them".

Someone you know
is glad that we're
here for them

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Niela Magwood, Vice President of Planning, Audit, and Compliance

ChristieLyn Diller, Director of Communications

Jenny Trust, Interim Director of Development

Jenny Black, Incoming President and CEO (June 2012)

ADMINISTRATIVE OFFICE

330 N. Howard Street

Baltimore, MD 21201

(410) 576-1400

WEBSITE

www.plannedparenthood.org/maryland

MISSION

The mission of Planned Parenthood of Maryland (PPM) is to enable all Marylanders to have access to a wide range of high quality, affordable, reproductive health services. By providing medical services, education, training and advocacy, PPM seeks to help individuals make informed decisions about their reproductive health, family planning options, and sexuality.