



# Health Care Happens Here

**Erica G.**, a proud nurse practitioner  
for Planned Parenthood of Greater Ohio





*Because of Planned Parenthood, I am the first woman in my family that hasn't become a teen mom. I am currently enrolled at Ohio State and plan to pursue a degree in marketing.*

– Stacey, Columbus



*It's better to talk to us about sex than to ignore it. It's going to come up either way - either with facts or misinformation.*

– Dee, Peer Educator, Toledo



Dear Friends,

When it comes to providing high-quality, respectful reproductive health care and health education there is no organization in our state more trusted than Planned Parenthood. **Year after year, tens of thousands of Ohioans turn to Planned Parenthood of Greater Ohio (PPGOH) because they know that *Health Care Happens Here*.**

We are proud to share with you the 2015 Annual Report, which covers the fiscal year ending June 30, 2015. It was a remarkable year and the pages that follow are filled with the successes that **you** made possible.

Inside, you will find reports and data on the health care and health education that we provided throughout Ohio. You will read about the impact these services had on our community: our neighbors, our friends, and our loved ones. You will read about the work being done to tear down the stigma around reproductive health care and abortion. **Your generosity and partnership made all of this work possible.**

**We have been providing high-quality reproductive care to Ohioans since 1928. Today, we are stronger than ever with more patients coming through our doors than in previous years, with active and passionate community support and collaboration, and with record numbers of new donors.**

We hope that this report will provide you with the confidence and motivation to continue to invest in our work.

Thank you for standing with us and ensuring that ***Health Care Happens Here***.



Stephanie F. Kight  
President and CEO  
Planned Parenthood of Greater Ohio



Katie Chatas  
Chair  
Board of Directors



# Health Care Happens Here... Because of You!

Your support provides all Ohioans with access to affordable, trusted health care in a safe and respectful environment.

The individuals that walk through our doors are welcomed, treated, and cared for regardless of their ability to pay.

At Planned Parenthood of Greater Ohio we understand that for many in our community - neighbors, friends, loved ones - we might be their only source of health care.



*I have been using Planned Parenthood as my main health care provider since I was 16 years old, if not younger, and I am now 28. Planned Parenthood has been through a lot with me. I have always known Planned Parenthood was a place that I could trust...somewhere I could go to feel safe, welcome, and supported.*

*I first came to Planned Parenthood as a teenager and was diagnosed with an STI. I was scared, alone, and did not understand the diagnosis. I was able to speak with a nurse practitioner at Planned Parenthood and learned everything I needed to know to protect myself and others in the future. I also received literature on how to talk to my boyfriend and parents about reproductive health issues.*

*I have used Planned Parenthood many times over the past 12 years. My experiences have always been positive, empowering, and educational. Thank you Planned Parenthood!*

– Carmen, Cleveland

# 58,513

Total number of patients

# 120,234

Total number of medical visits

Gender

[ self-identified ]

88%



12%



# Ensuring Access to Health Care for All Ohioans

Your support and partnership allows us to tackle exciting new projects that benefit everyone in our community.

In our country thousands of citizens have to choose between food and health care. At Planned Parenthood of Greater Ohio we believe that everyone should be able to access affordable, respectful health care without sacrificing basic needs. One of our goals is to connect with the uninsured and underinsured to assist them in finding health insurance that works for them and their families.

In FY 2015, Planned Parenthood competed for and received a grant from the U.S. Department of Health and Human Services to provide health insurance enrollment assistance. Our enrollment specialists worked in communities with high levels of uninsured individuals to provide information to the community on health insurance options available to them through the Affordable Care Act and to help them enroll in a plan.

Planned Parenthood of Greater Ohio predominantly serves women, members of racial and ethnic minorities, and lower income Ohioans.

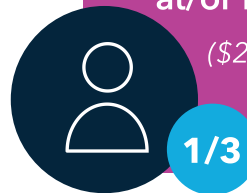
It is this population that is most likely to have to choose between health care and meeting their basic needs. We are uniquely positioned to reach these individuals and provide them with trusted education and assistance in selecting an affordable, quality health insurance plan.

# 4,800

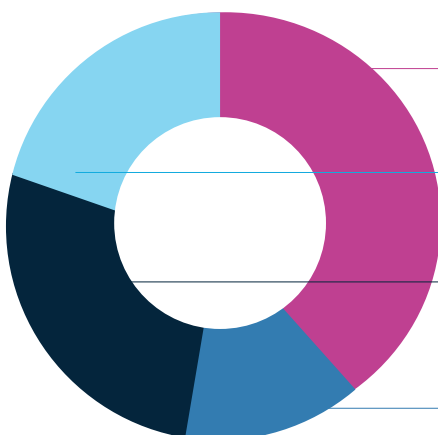
Individuals assisted with health insurance and enrollment opportunities

**1/3** of our patients are at/or below the poverty line

*(\$24,250 annually for a family of 4)*



## HOW PATIENTS PAY FOR OUR SERVICES:



**39% Medicaid** (Government Insurance Program)

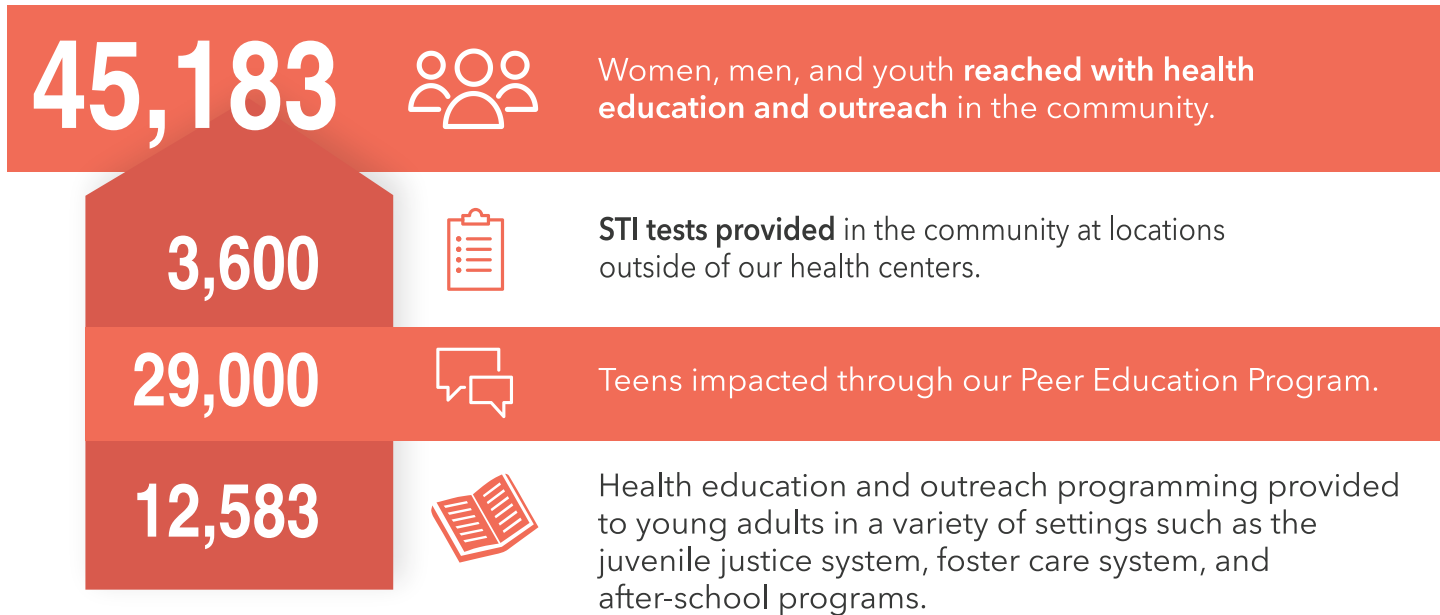
**14% Self-Pay** (100% Paid by Patient)

**27% Private Insurance**

**20% Title X** (Federal Grant Program)

# Empowering People Through Health Education and Outreach

Your generosity and commitment allows everyone in our community to access critical reproductive health education and affords people the opportunity to make decisions based on medically accurate information. At Planned Parenthood we believe that through education we can empower everyone to create their own path to a healthy and meaningful life.



## Peer Education Program

Our Peer Education Program provides young people with the tools they need to prevent unintended pregnancies and sexually transmitted infections. Teen participants are taught how to build healthy relationships, to refuse and delay sexual activity, to make responsible decisions, and to plan for adulthood.

Our teen participants connect with peers in their schools and communities to educate them on the information learned through the Peer Education Program. This program aims to replace misconceptions with facts.



*Having a friend to turn to when I have a question helps me make good decisions. I don't feel embarrassed to ask questions and I get answers that I can trust.*

– Nadine, Cleveland



# Healthy Moms, Healthy Babies

Healthy Moms, Healthy Babies has been part of Planned Parenthood of Greater Ohio for over 19 years. Our goal is to help reduce infant mortality through education and care coordination.

**Our Community Health Workers support and provide education to expectant mothers during their pregnancy and until their baby turns two years old.**

The program is personalized to the needs of each mother but focuses on prenatal care referrals, infant safety and care, and the health and well-being of the woman during pregnancy and postpartum.



**238** pregnant  
or postpartum  
women  
participated  
in the program

*Participating in Healthy Moms, Healthy Babies was life changing. The program taught me the basics of how to care for myself while I was pregnant and after the delivery of my son. It gave me the strength and confidence to make healthy choices.*

— Ikea, Warren



# Defending a Woman's Right to Choose...With Your Support

We are proud to provide safe, affordable, supportive abortion care for women in Ohio. At Planned Parenthood we know that in order for women to have true equality and determine their own future, they need to have access to safe and legal abortion care.

We are committed to defending a woman's right to choose and eliminating the stigma associated with abortion.

Through your support we launched the **"Strong Enough to Listen, Brave Enough to Share"** initiative in Ohio to reduce the negative stigma around abortion and provide the community and our patients with tools to support women who choose to have an abortion.





# Financials

Fiscal year ended June 30, 2015.

SOURCES OF REVENUE		
Contributions: individuals, foundations, private grants, bequests, and workplace giving campaigns	19%	\$ 4,063,293
Government grants: health and education services	5%	\$ 971,466
Title X: federal grant program that provides family planning and health services for individuals who have no other option	19%	\$ 3,930,610
Patient self-pay and sliding fee scale payments	15%	\$ 3,267,214
Medicaid and private insurance	32%	\$ 6,828,403
Reserves: planned investment in health services and health care technology in order to increase access to our health and education services	6%	\$ 1,285,972
Other revenue	4%	\$ 764,857
<b>Total Sources of Revenue</b>		<b>\$ 21,111,815</b>
EXPENSES		
Health services	71%	\$ 15,071,922
Health education and outreach	6%	\$ 1,320,708
Government and community relations	2%	\$ 325,843
Fundraising	4%	\$ 739,289
Management and general	17%	\$ 3,654,053
<b>Total Expenses</b>		<b>\$ 21,111,815</b>

A complete copy of our annual audit is available for review upon request.



# Board of Directors

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# Community Leadership Councils

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Columbus Chair

**150,000** SUPPORTERS

**4,750** DONORS

**f 9,200** FACEBOOK LIKES

**t 3,466** TWITTER FOLLOWERS







Our supporters are the heart and soul of Planned Parenthood of Greater Ohio. Your passion and dedication inspire us.

**Thank you!**



# Will You Join Us?

Planned Parenthood of Greater Ohio's donors provide us with the critical resources we need to think big and bold, to reach more patients and offer more services, and to provide women with a choice. You can impact our efforts in many ways:

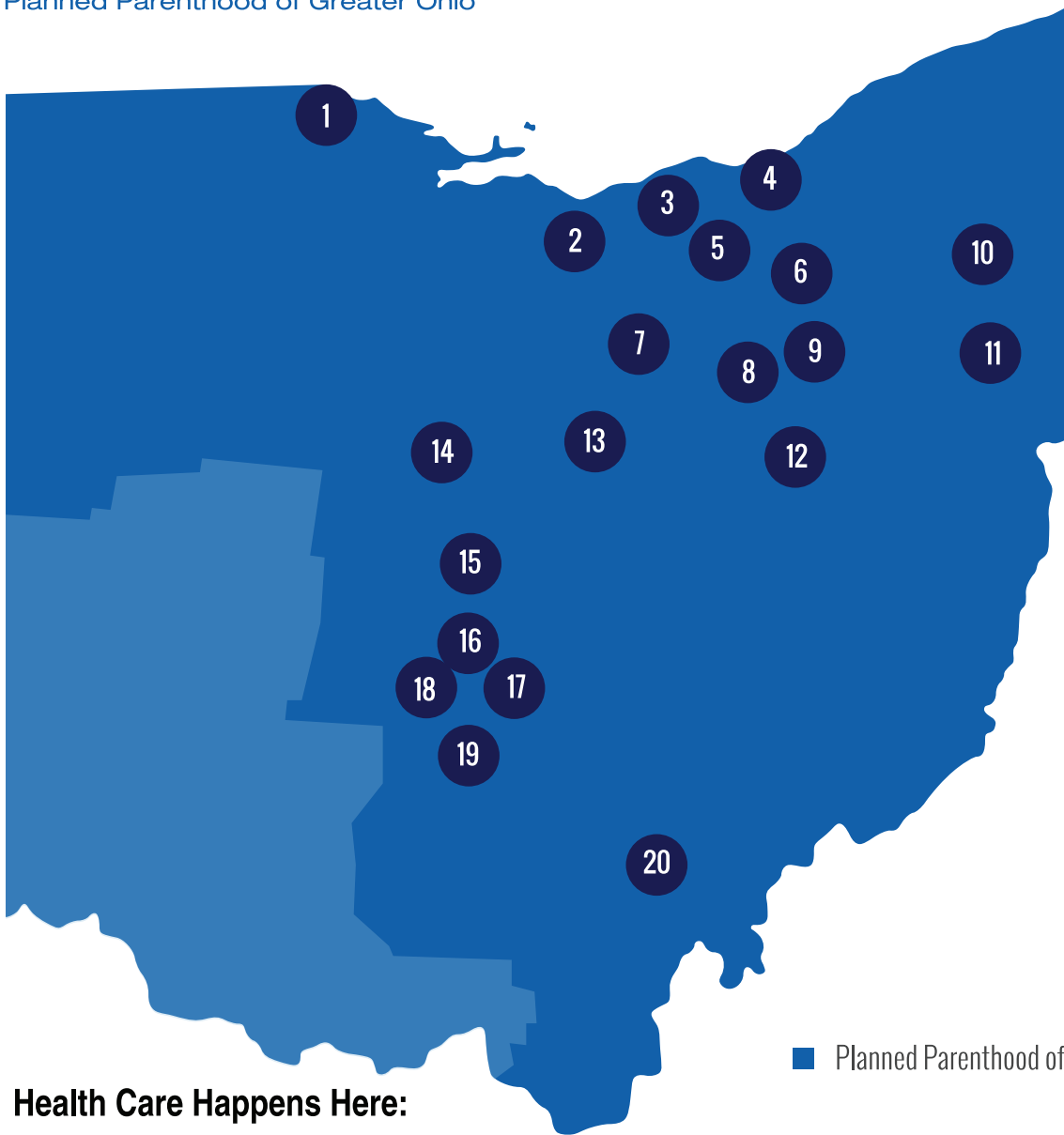
-  Sign up for automated giving and **become a sustaining donor.**
-  Invest \$5,000 or more annually and **join our major donor program.**
-  Include us in your will or estate plans and **join our planned giving program.**
-  Provide a capital gift and **become a capital campaign donor.**

Our donors provide us with the critical funding to further our reach and expand our services. Your investment ensures that our doors stay open to everyone in our communities, regardless of their ability to pay. Thank you!

**To find out more about how you can further your investment in Planned Parenthood of Greater Ohio, please contact:**

**Susan Melnyk**  
*Vice President of Development*  
**614-358-8723 | [Susan.Melnyk@ppoh.org](mailto:Susan.Melnyk@ppoh.org)**





**OUR MISSION:**

We protect, promote, and provide empowered health care for generations of women, men, and families across Ohio.

■ Planned Parenthood of Greater Ohio (PPGOH)

**Health Care Happens Here:**

- |                   |               |                   |
|-------------------|---------------|-------------------|
| 1 Toledo          | 9 Kent        | 15 Delaware       |
| 2 Lorain          | 10 Cortland   | 16 North Columbus |
| 3 Rocky River     | 11 Youngstown | 17 East Columbus  |
| 4 Cleveland       | 12 Canton     | 18 Franklinton    |
| 5 Old Brooklyn    | 13 Wooster    | 19 Circleville    |
| 6 Bedford Heights | 14 Mansfield  | 20 Athens         |
| 7 Medina          |               |                   |
| 8 Akron           |               |                   |