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... Learn how our medical staff received special funding and is working hard to spread the word about IUDs as EC.

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...Read more about our launch event and our capital campaign, and view photos from the launch party.

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...Find out the many ways you can support the Sexual Assault Resource Center.

# CHOICE

## A TIME TO BUILD PPSFL LAUNCHES CAPITAL CAMPAIGN IN ITHACA

It was a momentous occasion. On October 18, 2013 close to 300 PPSFL supporters and staff gathered at the Hangar Theatre in Ithaca for the official Public Launch of our regional A Time to Build capital campaign. Thank you for all of you who were able to join us!



*Event performers singing Make Them Hear You*

Words can't express the level of passion, excitement, and talent that filled the room. Special thanks to Rachel Lampert from the Kitchen Theater who executed a brilliant evening filled with stories, song, and dance highlighting the important work we do here at PPSFL, the Hangar Theatre for hosting us, and Serendipity Catering for providing such delectable food for the event.

Today, PPSFL operates five health centers across the Southern Finger Lakes region, in Ithaca, Elmira, Corning, Hornell, and Watkins Glen. Our award-winning educators visit schools, places of worship, and community centers in every county we serve. Our Sexual Assault Resource Center staff and volunteers provide direct care to victims and their families in Steuben, Schuyler, and Chemung counties.

However, except for renovations to our Elmira Health Center in 2007, it has been 30 years since major investments have been made in our facilities. Our centers are overcrowded, aging, and expensive to maintain, which affects the services we can provide. Our Board of Directors and Leadership Team have been working together for years to create an ambitious and necessary plan to meet community needs and provide exceptional health care, honest education, and fearless advocacy in our community.

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## LETTER FROM JOE SAMMONS, CEO

Dear friends:

As the CEO of Planned Parenthood of the Southern Finger Lakes, I have the opportunity to see first-hand the compassionate work and the high quality of our staff – in our health centers, in the schools, and in the community. Our services, education, and programs make a real impact in people's lives, and for many of the people we serve in this rural area of New York, we are the only provider whom they can trust with their sexual and reproductive health.

It would be hard to imagine our community, and our future, without Planned Parenthood and the services and advocacy we provide. We have seen incredible attacks on Planned Parenthood and women's health in Congress and in state capitals around the country. We have seen the effects of the worst economic crash since the Great Depression, and we have seen dramatic changes in health care.

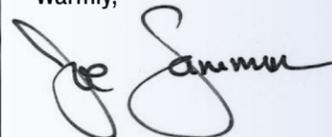
In order to focus as many resources as possible on direct care and education, we have not made major investments or upgrades to our health centers, except in Elmira, in almost 30 years. The result is that our facilities today simply don't reflect the quality of care we provide. Nor do they have enough capacity to serve the thousands of people that we know need our services but aren't getting them.

The attacks on Planned Parenthood underscore how critical it is to move forward, not backward. With each challenge comes great opportunity: the Affordable Care Act will promote increased access to services, including birth control and preventive screenings. Meeting these challenges and opportunities will ensure that Planned Parenthood will be there for this generation, and for generations to come.

We are building that future right now. Our first new health center opened in Hornell last year, and visits are up 20%. Our Ithaca site is under construction, and we hope to be in that building this coming spring and finishing work on our new sites in Corning in late 2014. All total, these new health and education centers will cost more than \$8 million, and we need to raise at least 80% of that investment from our supporters with a fundraising goal of \$6.35 million.

This campaign is not just about buildings. This is our chance to give back, and to pay it forward, really, for the thousands of people whose care, whose dreams, whose lives are at stake. We know what kind of world our patients deserve – we know what kind of world we want to live in. This is our time to build.

Warmly,



Joe Sammons  
President / CEO



## GIVE THE GIFT OF HEALTH

At Planned Parenthood of the Southern Finger Lakes, we believe that all people deserve the information and expert services to make informed, personal decisions that affect their health, their lives, and their futures.

As a supporter of PPSFL, you help us make this possible for the thousands who turn to us for care each year. We hope that you'll consider making a gift to our annual fund so that we may continue to meet the greatest needs of those who rely on us.

Give the gift of health today!

There are many ways to give:

- » Check or money order or by credit card - by mail or online at PPSFL.ORG (select PPSFL from the drop down menu to ensure your gift stays in our community)
- » Stocks or bonds
- » Grant through a family foundation or donor-advised fund
- » Charitable gift annuity
- » Name PPSFL as a beneficiary in your will, life insurance policy, or retirement account

For more information, please contact our Development Department by calling 607.796.0220 x309 or e-mail Georgia at [georgia.rennie@ppsfl.org](mailto:georgia.rennie@ppsfl.org).

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## IUD As EC OUR MEDICAL TEAM IS LEADING THE CHARGE!

Our health center in Ithaca has received a grant from the national office of Planned Parenthood to conduct a demonstration project to integrate and increase the use of the copper IUD as emergency contraception (EC).

With the skills and enthusiasm of medical staff, we are one of a small number of affiliates across the country at the forefront of consistent and timely adoption of best practices that increase access to all effective contraception methods. We have long had an active interest in promoting the copper IUD as EC, but have been stymied by the time and costs entailed in addressing the significant barriers to the acceptance and use of this superior method. Participation in this grant funded project provides our staff with the resources necessary to implement a comprehensive plan in our health center and community. Currently less than 1% of our EC users request IUD for EC.

Our goals are to develop, implement and evaluate strategies that increase the number of patients who

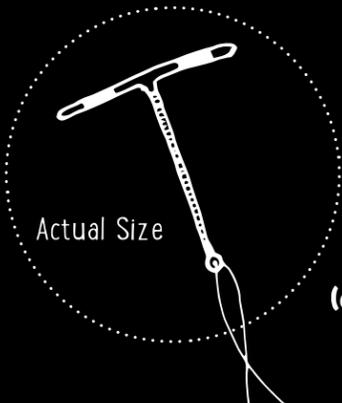
- » are counseled on copper IUD as EC at the time they present for EC (to 25%)
- » are interested in IUD insertion for EC (to 50% of patients counseled)
- » have an IUD inserted for EC (to 75% of patients interested).

We will address internal barriers with a team approach (such as modifying clinic flow to provide prompt EC counseling and accommodate same day insertions) and external barriers through the introduction of compelling messaging about the copper IUD as EC (including our tagline "25 times more effective"), which will be incorporated into patient teaching, educational materials, and community outreach efforts.

Why is this such an important and timely outreach project? Recently, many news stories have covered the research coming from Europe about a method of pill-based emergency contraception which is now going to include information on the label stating that these pills are less effective in women over 165 pounds and are not effective in women over 175 pounds. A rigorous study in 2011 attempted to identify factors associated with failure of emergency contraception, and suggested that Plan B One-Step is not be effective for heavier women, which has led to the new labeling in Europe.

The good news for women is that there are more effective methods of emergency contraception available, including the copper IUD, Next Choice (levonorgestrel EC products, what people think of when we say 'morning after pill'). More study is needed, and this is precisely why we are pleased to announce this important grant funded project about emergency contraception.

"We are committed to providing our patients with full information and access to different forms of emergency contraception, and it is our responsibility to provide them with the most up-to-date research. This information about body weight and how it impacts the effectiveness of pill-based emergency contraception is especially important compared to the effectiveness the copper IUD provided as an emergency contraceptive method, which is 25x more effective," says Joe Sammons, CEO.



If placed within **5 days** of unprotected sex, the copper IUD is **99.9%** effective for emergency contraception (and then provides safe, effective birth control for up to 12 years).



Have you heard? It's EMERGENCY CONTRACEPTION AND it's **25X MORE EFFECTIVE** than PLAN B!

**25X?** You MUST be pulling MY TAIL!



Annie Wall and Steve Ruoff begin the presentation



Katie Thompson, Alicia Kenaley, Katie Foley, and Kate Potteiger mingling after all their hard work



The McLafferty family celebrate the news that the new Ithaca Health Center will be named in Tibby McLafferty's honor.



Performers share the challenges of working in our cramped building in an original musical number



Sandy True and Jean Gortzig were excited to announce the naming of the new Ithaca Health Center



Graham O shows attendees a giant IUD at an educational table about using IUDs as EC

# A TIME TO BUILD Continued from page 1

This exciting plan calls for us to replace and expand our existing health center in Ithaca, renovate and expand our existing health center in Corning and lease new space to increase clinical capacity, and double the space of our health center in Hornell.

We are now embarking on a community fundraising campaign to support the creation of these three state-of-the art reproductive health and education centers throughout our service area. The total cost of these projects is projected to be \$8 million, and we have set an ambitious campaign goal to raise \$6.35 million.

Over the past year and a half we have been quietly raising funds for these projects with the help of a wonderful team of volunteers led by our campaign tri-chairs, Jean Gortzig, Katie Thompson, and Sandy True. Thanks to the incredible generosity of our supporters, we have raised over \$5.2 million toward our \$6.35 million goal. We are so grateful to the many of you who have put your time, energy, and personal resources into this campaign. We can't thank you enough.

Joe Sammons, President/CEO of Planned Parenthood of the Southern Finger Lakes says, "This campaign is not just about buildings. This is our chance to give back, and to pay it forward for the thousands of people whose care, whose dreams, whose lives are at stake. We know what kind of world our patients deserve – we know what kind of world we want to live in. This is our time to build it."



A bird's eye view of attendees arriving at the theatre



Elizabeth Bixler welcomed guests on the pink carpet into the theatre



Educator Christine McLearn poses with guests decked out in boas and mustaches in the photobooth



Grace Chiang is the architect behind our new building



Former CEO Scott Heyman displays our time capsule full of attendee's notes

## BOARD OF DIRECTORS

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 Rebecca Norman, *Secretary*  
 Annie Wall, *Treasurer*

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 Jane Powers  
 Wendy Robertson  
 Kay Rogus  
 Rev. Rich Rose  
 Michael Schaff  
 Jeffrey Silber  
 Carmen Strong  
 Rebecca Weger

## NEED TO CONTACT US?

### Health Centers

Corning	962-4686
Elmira	734-3313
Hornell	324-1124
Ithaca	273-1513
Watkins Glen	535-0030

### Admin. & Development Offices

Ithaca	273-1526
Horseheads	796-0220

### Sexuality Education & Outreach

Tompkins County	216-0021
Chemung County	734-3313
Steuben County	962-4686

Rape Crisis of the Southern Tier  
 888-810-0093

## TRIBUTE GIFTS TO OUR ANNUAL FUND

May 23, 2013 - Dec. 5, 2013

### IN HONOR OF

#### All Women

Leanna Weinert-Watson & Daniel Watson

#### Darcy C. Baxter

Robert B. & Sandra W. Baxter

#### The marriage of Carolyn Christie & Stanley Sears - Congratulations!

Susanne Maloy & Louis Munch

#### Matthew Goggin

Susan Robinson

#### Jean Gortzig

Lynn Bradley Leopold

#### Hilary Kolton

Martha Hamilton & Mitch Weiss

#### Mary Palmesano

Anonymous

#### Kate Potteiger

Lynn Bradley Leopold

#### Devon Ritz

Luca Maurer & Maureen Kelly

#### Katie Thompson

Lynn Bradley Leopold

#### Sandy True

Lynn Bradley Leopold

#### Barbara Warland

Susan Robinson

### IN MEMORY OF

#### Marjorie Helen Adams

Barbara Adams

#### Reba Cartwright

Patricia Vaughan

#### Lorraine B. Chase

Anonymous

#### Annette Fuhr

Marilyn Vogel

#### Jerry Granoff

Barbara & Al Preucill

#### Latesha Green

Janis Carson

#### Richard H. Mandl

Rose Mandl

#### Susan Manes

Leah Horwitz

#### Ruth Schwartz

Seymour Smidt

#### Pearl Tischler

Alan & Susan Zehnder

Lisa Wichman

#### Therese Tischler

Alan & Susan Zehnder

#### Janet Mann Weiss

Sheila Stone

Eugene Endres & Ashley Miller

#### Norma Zahler

Nancy Zahler

## OUR VOLUNTEERS

# Volunteering with SARC

The Sexual Assault Resource Center (SARC) has been assisting survivors of sexual assault in Chemung, Schuyler, and Steuben counties since 1997. As a program of Planned Parenthood of the Southern Finger Lakes, we provide 24-hour phone counseling as well as medical and legal advocacy to community members who have experienced sexual violence at any point in their lives, regardless of their age, gender, or sexual orientation.

We believe that all people have the right to live free of sexual violence, which is unfortunately prevalent even in our communities. In 2012, we responded to approximately 850 hotline calls, went on over 300 accompaniments, and provided over 650 one-on-one counseling sessions. As a staff of six, we would not be able to help as many people as we do without the incredible volunteer counselor/advocates whom we train twice a year. They are DOH-certified rape crisis counselors, and they are invaluable in helping us to provide these important services to our community.

We offer several awareness-raising events and fundraisers each year. On Friday, February 14, we'll be working with various student groups at Elmira College to host a One Billion Rising event, the purpose of which will be to raise awareness of the incredibly sad violence perpetrated against girls and women around the world. Approximately one billion females worldwide will experience sexual violence in their lifetimes. It is unacceptable, and we are proud to support the VDay initiative in this endeavor.

In March, we hope to train a new group of volunteer counselor/advocate recruits! If you are at least 18 years of age, live in Chemung, Schuyler, or Steuben county, and have reliable transportation and access to a phone, please consider committing to a year of volunteering with the SARC program. We provide the 30 required hours of training over a period of two weeks in the Corning PPSFL health center. Training includes topics like healthy sexuality, PTSD, relaxation techniques, and victim's rights. Guest speakers are brought in during most sessions, and we provide meals.

April is Sexual Assault Awareness Month, and we'll have various small events throughout the entire month, ending with our biggest fundraiser of the year: The Vagina Monologues! We'll be hosting two nights of fun, empowering monologues at 171 Cedar in Corning. The monologues were written by Eve Ensler and will be performed by staff, volunteers, friends, and neighbors – many people you may know!

This is a small glimpse of all the work we do at SARC. Would you like to be involved and help us make a difference? Whether it's attending an event, sponsoring meals for volunteer trainees, or committing to a year of volunteering yourself, we would love to have you be a part of our outreach and services. Please call the hotline at 888.810.0093 and ask for Sarah, the Community Affairs Coordinator, or email sarah.blagg@ppsfl.org.

# What Does Obamacare Mean for PPSFL?

We proudly serve patients with and without insurance, and only 40% of the patients we serve have health insurance. Half of our uninsured patients are eligible for Medicaid. If even half of our uninsured patients signed up for coverage under Obamacare, we would be able to reduce our reliance on government grants and invest more in our services and programs.

The new health care law can be confusing, and many people have a lot of questions. Planned Parenthood is here to help you figure out what the law means for you. PPSFL has been building relationships with our local ACA Navigators in order to make sure our patients get the help they need. These Navigators are trained Health Insurance Marketplace experts, and they are available to help anyone by phone, online, or in person. You can also learn more at [www.PlannedParenthoodHealthInsuranceFacts.org](http://www.PlannedParenthoodHealthInsuranceFacts.org), which features a cost calculator to estimate what kind of financial help is available and information on how insurance works.



Care. No matter what.

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## PLANNED PARENTHOOD<sup>®</sup> OF THE SOUTHERN FINGER LAKES

# CHOICE

### UPCOMING EVENTS

#### January 27

##### Get on the bus to Albany!

Join 100 Planned Parenthood supporters from the area for an inspiring rally and Day of Action. Bus transportation is provided, but you must sign up by January 10. Email [action@ppsfl.org](mailto:action@ppsfl.org) to reserve your seat. You can sign up for the event by clicking the link on our PPSFL.ORG home page.

#### February 14

##### One Billion Rising

Join student groups at Elmira College for One Billion Rising, an event to raise awareness about the violence perpetrated against girls and women around the world. Approximately one billion females worldwide will experience sexual violence in their lifetimes. It is unacceptable, and we are proud to support the VDay initiative in this endeavor.

#### March

##### 30-hour Department of Health (DOH) rape crisis counselor/advocate training from SARC

Call the SARC hotline at 888.810.0093 for information about training and volunteering.

#### April

##### Sexual Assault Awareness Month

SARC will offer many small events this month, and one of our largest annual events, The Vagina Monologues will be held on April 25 & 26.

Keep up to date on all our news & events at [www.facebook.com/PPSFL](http://www.facebook.com/PPSFL).