

Why I Give to Planned Parenthood

by Liz Reilly, Director of Development

Recently, a colleague and I were walking back to the office, laughing and chatting, enjoying a beautiful afternoon—when a couple left the health center and one of them burst into tears. As she cried, her partner held her and murmured softly in her ear.

Seeing them hit me in my gut. I was immediately wondering: What news did they just get? What's made her so clearly terrified?

Just a few years ago, most people passing this couple outside a Planned Parenthood health center would automatically assume, "She's just found out she's

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Executive Update

Message from Christine Charbonneau, CEO

First, let's share a deep sigh of relief. The stakes for women in this election couldn't have been higher, and the race was grueling and intense. But in the end, the country voted to protect women's health and to preserve a woman's right to make her own personal medical decisions. No matter what political party you typically support, I hope that you share my tremendous relief and joy at voters' clear mandate that politicians stay out of these decisions.

As you might imagine, I have spent hundreds of hours in taskforce meetings, on phone calls and in study trying to chart a successful course for PPGNW no matter the election results. However, I must say, the positive results took some of our more complex problems off the table, and make the chances of us realizing our mission much greater. I want to provide a recap of what the results mean for Planned Parenthood of the Great Northwest (PPGNW).

1. Planned Parenthood will not be defunded by the President of the United States. Doing this was going to be tougher than Mr. Romney realized, but I could not figure out a way for us not to feel the pinch of that within six months of the Inaugural Ball.
2. *Roe v. Wade* will not be overturned by the Supreme Court for years to come. President Obama is likely to have one or two Supreme Court appointments to make as the older Justices retire.



3. Health Care Reform will proceed in its current form, with our current assumptions intact. That means that on January 1, 2014, approximately 750,000 additional people in Alaska, Idaho and Washington will have health insurance and will be eligible for the preventative services we provide with no deductible and no co-pay.
4. Having people in the Administration sympathetic to us is especially critical to protect us in Alaska and Idaho. We only get federal money in those states, and neither state plans to run its own health exchange—instead leaving it to the Feds.

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Election Report

By Sara Kiesler, Communications Specialist, Planned Parenthood Votes Northwest

Planned Parenthood Votes Northwest (PPVotesNW) is the political arm of Planned Parenthood of the Great Northwest. Here is a synopsis of PPVotesNW's election news.

The PPVotesNW team worked hard this election season, contacting 220,000 voters in Washington, 22,000 voters in Idaho and 20,000 voters in Alaska. Together with their volunteers, all their efforts resulted in numerous wins!

Alaska

In Alaska, Bill Wielechowski was elected to the State Senate, and Hollis French is still too close to call in another very tough State Senate race. However, due to the out-of-state funds invested in this election cycle, many of the bipartisan Senate coalition members lost their seats in the primary. The state is left with a Senate leadership that could threaten women's health. Regardless, Alaska women are still protected by their Constitution, and we will work with all of our leaders to ensure women get the health care they need.

Idaho

PPVotesNW endorsed four candidates: Cherie Buckner-Webb to the State Senate, and Phylis King, Mathew Erpelding and Holli High Woodings to the Idaho House. Women and their families can count on these leaders to support the constitutional right of Idahoans to make their own health care decisions without government intrusion. Overall, in the state legislature, the number of Democrats and Republicans remains exactly the same. The state has lost some of its mixed choice Republicans and gained one anti-choice Democrat. However, we will continue to work with all leaders in Idaho to ensure women get the health care they need.

Washington

The election of Jay Inslee brings one of the most forward-thinking women's health champions to our Governor's Mansion, and a champion PPVotesNW had a big hand in electing. By approving Referendum 74, Washington also joined Maine, Maryland and Minnesota in voting for love and equality. PPVotesNW dedicated almost every single call to voters to a mention of Ref. 74, and also dedicated Rosa McLeod, our Pierce County organizer, to work half-time for the Washington United for Marriage campaign. Ref. 74 is relevant to Planned Parenthood because we always fight discrimination and pursue the freedom for all of us to enjoy the healthy, consensual relationships we choose. With the State Senate races, PPVotesNW helped to elect 4 of the 6 champions we endorsed.

Save the Date!

40th Anniversary of *Roe v. Wade*

40 years ago, on January 22, 1973, the United States Supreme Court held that a set of Texas statutes criminalizing abortion violated a woman's constitutional right to privacy. Forty years later, attempts to restrict access to and criminalize abortion are greater than ever.

Expect more details on our website soon about events to commemorate *Roe v. Wade* and reaffirm our commitment to keeping abortion safe and legal, no matter what.



Expanding our Breast Health Services

by Kristen Glundberg-Prossor, Director of Media Relations

Planned Parenthood of the Great Northwest (PPGNW) is expanding its breast health program to reach even more un- and under-insured women, particularly those living in remote parts of PPGNW's service area. The expansion is made possible by an outpouring of donations from the public earlier this year after Susan G. Komen for the Cure announced it would stop providing grants to Planned Parenthood. Komen ultimately reversed its decision and PPGNW has since been able to continue its collaboration with Susan G. Komen for the Cure and increase our outreach throughout the Northwest.

Building on its current program, PPGNW will provide even more women access to educational resources and services to help them identify potential breast health issues early. PPGNW will provide education and screening to an additional 350 underserved and hard-to-reach women who would otherwise go without care. The expanded program will also fund diagnostic services for clients who have an abnormal clinical breast exam or mammogram, enabling them to get the care they need with a breast specialist.

PPGNW doctors and nurses play a unique role in delivering breast health care to young women—94 percent of Planned Parenthood patients are under the age of 40. Women under 40 too often aren't aware of their own breast health, dismiss a lump as something that doesn't need attention, or are paralyzed by fear. Though women under 40 make up a small portion of the total number of women diagnosed with breast cancer every year, when cancer occurs, it is often aggressive. Planned Parenthood providers are integral to educating

young women about breast health and often the first to detect an abnormality.

There is tremendous opportunity to expand our breast health work in Alaska. PPGNW's health centers serving Anchorage, Fairbanks, Soldotna, Sitka, and Juneau currently offer the state funded Breast & Cervical Health Check (BCHC). The BCHC provides health screening services to women who meet certain income guidelines, who do not have insurance, who cannot meet

We are again partnering with Susan G. Komen for the Cure in Idaho to provide screenings to the Latino community and the refugee population in southern Idaho where enormous health care disparities exist.

We are excited to launch a pilot project connecting young women who are underinsured to breast specialists in Pierce County, Washington. PPGNW will establish community referral resources and collaborate closely with other providers like Citrine and the Carol Milgard Breast Center in Tacoma to eliminate gaps in care for financially vulnerable women and ensure they get further diagnostic care and the treatment they need.

PPGNW will also be focusing on geographically remote areas that have higher rates of breast cancer. For many years we have worked on Washington's Olympic Peninsula where access to services has been challenging. PPGNW will provide a mobile mammography clinic in rural Clallam Bay, an area which has been grossly underserved.

PPGNW's goal for our expanded breast health program is to improve the health and well-being of underserved, low-income women by providing access

to breast cancer screening as well as culturally-appropriate breast health education. Through leveraging our funding, maximizing our partnerships with other community providers, and targeting areas that most need services, we will change women's lives. We thank our communities for standing with us to ensure that critical breast cancer screening remains an essential part of the health care we deliver every day.



Each orange symbol represents 1,000 of the 128,000 patient visits from last year; each purple symbol represents the patients who also received a breast exam.

their insurance deductible, or whose insurance doesn't pay for breast and cervical health screening. Additionally, PPGNW will be partnering with the YWCA in Anchorage and the Breast Cancer Detection Center in Fairbanks to identify eligible women and provide them life-saving screening as well as bringing a mobile mammography clinic to Soldotna.

PPGNW Offers Expanded Program for Free Birth Control

by Kristen Glundberg-Prossor, Director of Media Relations

*Your life is expensive...
birth control
shouldn't be.
Get it free!*

Call for eligibility.
800.230.PLAN (7526)





"After losing my job and finding a new one that pays less, I'm now on the TAKE CHARGE program. I kept trying to save up for the three-year hormonal implant, but could never quite get there—my car would break down or bills would stack up. When I signed up for TAKE CHARGE it was like 'Yay, I can get the most effective birth control for free!' It really helps."

- Tara Nelson, a 34-year-old Planned Parenthood client

An additional 12,000 Washington women and men will benefit from an eligibility increase to 250 percent of the federal poverty level in the popular TAKE CHARGE family planning program already serving over 64,000. This October 1, 2012 expansion was made possible by a bill sponsored by Senator Karen Keiser and passed by the 2011 Legislature, creating parity between those eligible to receive Medicaid paid pregnancy care and those eligible for birth control coverage.

Per year, an individual making under \$28,000 may now qualify for free birth control for a year. All Washington State Planned Parenthood Health Centers proudly participate in the joint state/federally funded TAKE CHARGE program, providing family planning services to those who do not have insurance, or whose insurance coverage does not fully cover their contraception, which can cost as much as \$800 or more per year.

Seattle AIDS Walk and Free AIDS Testing

PPGNW signed on as a partner organization for the Lifelong AIDS Alliance's Seattle AIDS Walk. Held on September 22, the event was a 5K march of support and remembrance through the streets of Seattle.

Our Seattle AIDS Walk team raised \$5,695 which we will use to support free HIV testing at our health centers from December 10-14 in honor of World AIDS Day 2012.



Executive Update

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So, while we have some short-term challenges, the larger and longer-term picture is much rosier than I would have imagined possible only a week ago. Thank you all for getting out to vote and for participating in the democratic process.

Now, as we put the divisive political season behind us, we want to get on with providing care to people who need our services. You might have noticed our new tagline: Care. No matter what. This refreshed brand identity will launch our entire organization into the next generation of health care—one that is changing exponentially with the implementation of the Affordable Care Act and expansion of the Medicaid program.

This initiative is not just an updated logo or a new marketing campaign; rather, it shapes the very essence of who we are and how we provide care. Nonjudgmentally. Respectfully. No matter who you are. No matter where you live. We will do everything we can to get you the care you need.

The goal of this initiative is to usher in the era of Planned Parenthood as the provider of care and choice to the millions of newly insured across the country. PPGNW will be there, too, for everyone who needs us in our three-state affiliate. Care. No matter what.


Christine Charbonneau, CEO

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pregnant and she's not sure she's ready. She's scared. She's worried about money. She's overwhelmed by the decision she needs to make."

Today, many more people know that this is just one of several possibilities.

Maybe she just learned she has a lump in her breast. In the exam, she might've been stoic, but as soon as it was over, she panicked—thinking of her mother's early death and anxiously wondering what would happen to her own kids if she herself passed away.

Or she could have tested positive for a sexually transmitted infection (STI). Maybe the one holding her isn't her partner, but a friend assuring her that her partner will understand. Maybe she's horrified because she just learned that the STI might have made her infertile, and she's imagining a life without the kids she's always wanted.

No matter what her situation, it was a relief to me to know that she was getting expert, compassionate, non-judgmental care from my amazing colleagues at our health center. I know this because, in a recent survey, *every single patient* (of 108 respondents) said they'd recommend PPGNW to a friend. I also know this because, like one in three women in my area, I've been a Planned Parenthood patient.

My first impression of Planned Parenthood was made by health center staff. Every time I visited, I could tell that each of them felt it was their personal mission to help me understand and take an active, unashamed role in my own health. Their focused attention spoke to their vested interest in me. To them, every day is a chance to help people honor their own bodies and selves. What a noble calling! This feminist was hooked. Since those first visits, I've gotten more and more involved – as a consultant, a donor, a volunteer, and a staff member. These roles have made me a more open-minded, outspoken, and compassionate person. For me, and for many others, Planned Parenthood isn't just an organization: it's an ethos that changes us for the better.

People give to PPGNW for many reasons. Mine is the conviction that the work we do is noble: both the work with individuals – helping them plan their families and live their dreams – and the larger community work we do. *Erasing shame. Providing compassion. Empowering people to determine their own destinies. Engendering community values like inclusiveness, respect, and love.* These are PPGNW's hopes and dreams. They are also my own.

I can only guess what that woman I saw outside our health center learned on that recent beautiful afternoon. We can't know what it is to walk in another's shoes. But what I do know is we will be here for her tomorrow, to help her walk her own path with confidence and dignity. And I'll continue to give as much as I can to ensure we can help others like her.

One of the privileges of my job is getting to hear others' reasons for giving to PPGNW. I'd love to hear yours. Please email me at liz.reilly@ppgnw.org. I promise to keep your story confidential unless you'd like others to hear it.



Interview with Arianne Cohen: Author of *The Sex Diaries Project*

By Liz Reilly, Director of Development

Your new book is called *The Sex Diaries Project*, but you've admitted that while that title helps with book sales it doesn't quite capture the breadth of the diaries. How would you describe the book's real scope?

The book is a tantalizing tour of Americans' private lives – all of which are fascinating. It's the sort of book that you can't possibly read without getting ideas for your own life.

The title came about because I edited New York Magazine's "Sex Diaries" column from 2007-2010, and I originally edited the diaries to showcase the sex. But I quickly found that what was most interesting was peeking into other people's relationships, in the context of the rest of their lives: the whole picture.

Planned Parenthood works hard every day to normalize the discussion about human sexuality and we thank you for writing this book! What inspired you to take up this project?

Voyeurism, followed by fascination. When I began editing the column, it was very personal: I wasn't sure what I wanted in my private life, and thought that reading other people's ways of doing things might give me some ideas. I got many, many ideas.

I quickly discovered that the diaries are really insights into a world that you never see: how people create and handle their private relationships.

These diaries share the inner lives of a very diverse range of people. What values do you think these insights into others' private lives help to foster?

That people have the right to live their private lives out how they choose – and many (ahem, most) will change their minds and reverse course during their lives, landing in completely unexpected relationships or sexual scenarios, which is totally normal.

What was the most important thing you learned yourself during this project?

There are so many. The project has overhauled how I think of relationships: I now find "single/married/divorced" to be profoundly unhelpful in describing relationships, because those terms essentially describe whether someone is legally connected to someone – it doesn't say anything about how they interact with others, sexually or otherwise. I now use the terms "solo", "partnered" and "poly."

Also, a "relationship" means completely different things to different people. To some people, a relationship is about immediacy and constant connection – eye contact, conversation – and if that goes away they break up; to others, a relationship is defined by stability and dependability and meaningful gestures like bringing coffee in bed, or meeting each other at the front door after work. The book identifies the three types of relationships, and the people who populate them.

A number of the 3,500 diaries you collected mention visits to Planned Parenthood. What did you notice from those entries?

Planned Parenthood is something of a trusted, reliable friend in the diaries. Women go all the time, both for standard care and short notice / emergency visits. It's always mentioned as if it needs no introduction, the same way one might refer to a university that everyone knows.

I was amazed by the frequency of gynecological issues that women deal with – really, they're pretty constant: whether it's birth control side effects or fertility troubles or irregular periods or yeast infections or STD tests, women are constantly taking care of themselves, and many depend on Planned Parenthood for that.

Would you share one of your favorite excerpts?

One hilarious diary written by a young gay guy describes the giddiness – and hyper-analysis – of a first serious relationship. At one point, he worries that his partner is losing interest because he has lately "refrained from using exclamation points in his texts and emails." A moment later, he calms himself down: "I need to dial down my crazy." Who can't identify with that?

Attendees at our recent “Annual Check-Up” events in each state!

Arianne Cohen recently spoke at PPGNW’s “Annual Check-Up” events for major and loyal donors in Boise, Anchorage, and Seattle. These intimate events are opportunities for us to personally connect with key supporters and share stories of our recent work and future plans with those who make that work possible. Thanks to all who attended and thanks to Arianne for joining us!



Top: Board of Advocates members Sarah Seltzer and Carol Stockton (Washington); Middle: Jen Jarvis, Anchorage Health Center Manager; Caitlin Hedberg, Development Officer; Katherine Huffman, Education Manager (Alaska); Bottom: Long-time supporter Kathy Haley with daughter-in-law Carrie Hesterberg (Idaho).

Leadership Honors

Dr. Cam McIntyre: Cam stepped down as PPGNW’s Chief Medical Officer on November 9. For 13 years, Cam led the clinical services team and maintained the very high-quality care we deliver. His calm demeanor, egalitarian values and humanity were present in every conversation. An exemplary leader and physician, Cam will continue to provide services to our patients, while devoting more time to other interests, including training health industry workers in Laos.

Dr. Kara Cadwallader: Kara joined PPGNW as Senior Medical Director on November 12. Kara has been a provider with Planned Parenthood affiliates since 1997, and worked closely with Cam. She is a member of the Planned Parenthood Federation of America (PPFA) National Medical Committee. She also is a Clinical Associate Professor and Director of Grants and Research with Family Medicine Residency of Idaho. PPFA recognized Kara’s achievements, awarding her and PPGNW the Clinical Services Leadership award in 2011.

As they complete their terms on our Board of Directors, we thank Art Wang, Han Nachtrieb and Pam Groves for their dedicated service. While retiring from the Board, they will not be strangers to our Planned Parenthood family.

Art Wang, Planned Parenthood of Western Washington/PPGNW Board, 2001–2012: Art recently retired from Washington State government where he served as State Representative from the 27th District (Tacoma), Chief Administrative Law Judge (director) of the Office of Administrative Hearings, and Court of Appeals Judge, among other positions. Former board chair of PPWW, Art currently serves on the boards of PPVotesNW, PP Votes Washington PAC, Tahoma Audubon Society, and APACE.

Han Nachtrieb, Planned Parenthood of Western Washington/PPGNW Board, 2003–2012: Han is vice-president for human resources at the Fred Hutchinson Cancer Research Center and the Seattle Cancer Care Alliance. Han is past chair of PPGNW, and also serves on the board of OneAmerica.

Pam Groves, Planned Parenthood of Alaska/PPGNW Board, 2003–2012: Pam is a wildlife biologist working as a research scientist and a wildlife paleontologist in Fairbanks. For the last 25 years, her research has focused on muskoxen and other large ungulates. She is currently studying DNA and bones from large arctic mammals that lived in Alaska during the last Ice Age. She is currently board president of the Musk Ox Development Corporation.

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Did you know that some tax incentives for charitable giving are due to expire at the end of 2012?

You may want to speak with your financial planner about tools like trusts which can help you meet your charitable giving goals while providing you with reliable income (often at a higher rate of return than other investments). See the flow chart below for an illustration of how these tools can benefit both you and Planned Parenthood of the Great Northwest. This kind of tool can work for gifts of a wide range of sizes.

To speak with a planned giving officer at PPGNW, please call Caitlin Hedberg at 907.770.9715 or email caitlin.hedberg@ppgnw.org.

Charitable Remainder Unitrust (CRUT)

Strategy for appreciated assets

