



Someone you  
know has nowhere  
else to turn.

Planned Parenthood of Maryland  
Annual Report Fiscal Year 2010



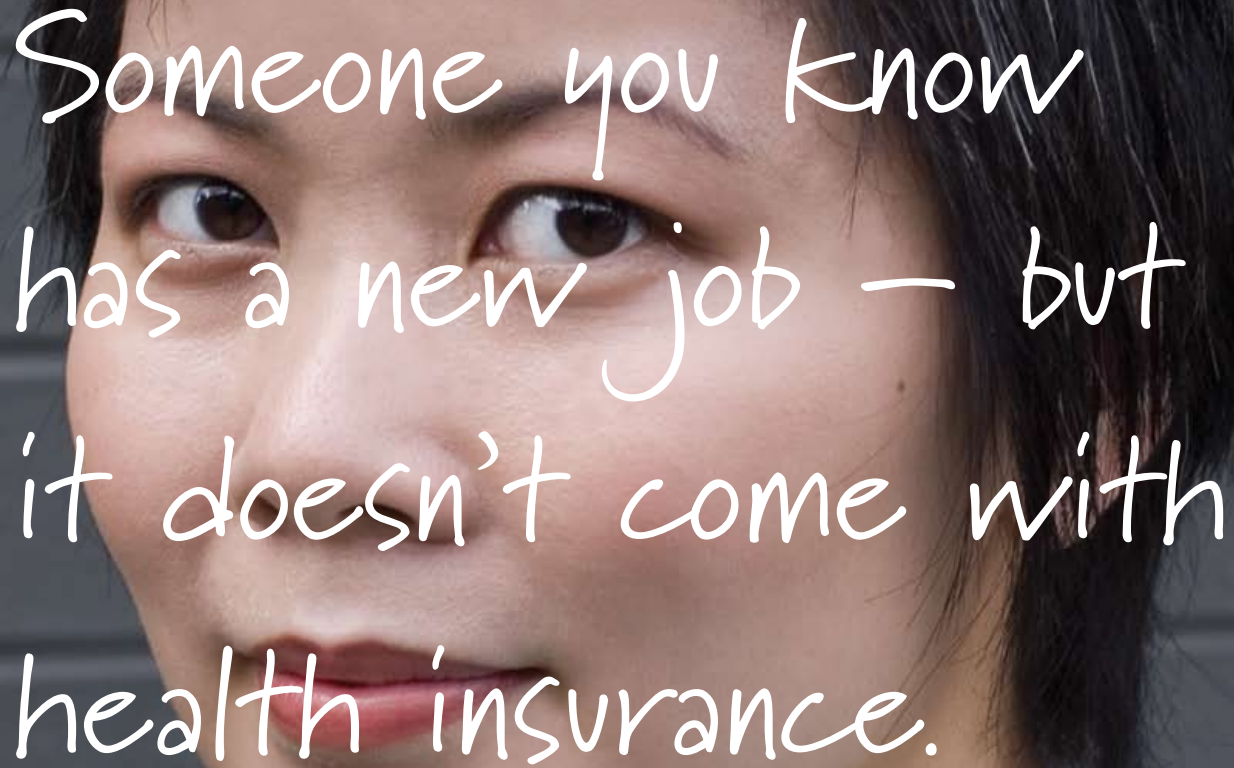
Planned Parenthood<sup>®</sup>  
of Maryland, Inc.

WE'RE HERE.<sup>SM</sup>

Trust. Honesty. Kindness. Compassion. These are values we exemplify at Planned Parenthood of Maryland year after year. Fiscal year 2010 (July 1, 2009 – June 30, 2010) was no exception.

We maintained vital programs that educate and inspire because we know they are essential to building healthy families and communities. We advocated for reproductive freedom at local, state, and national levels. We celebrated the bittersweet victory of national health care reform, which brings relief to millions of uninsured women and families, but also establishes formidable obstacles to coverage for abortion-related care. We rejoiced when the Baltimore City Council passed first-in-the-nation legislation safeguarding women's reproductive options. Our work to ensure continued reproductive freedom for all remained constant, as did our focus on high-quality health care and comprehensive sexuality education.

You can count on Planned Parenthood of Maryland to educate, advocate and continuously provide a safe place for health care in these turbulent times. It wasn't easy, but our efforts were critical to our clients and our communities. Someone you know needs us right now. Today.



Someone you know  
has a new job — but  
it doesn't come with  
health insurance.

# PPM Medical Services 2010

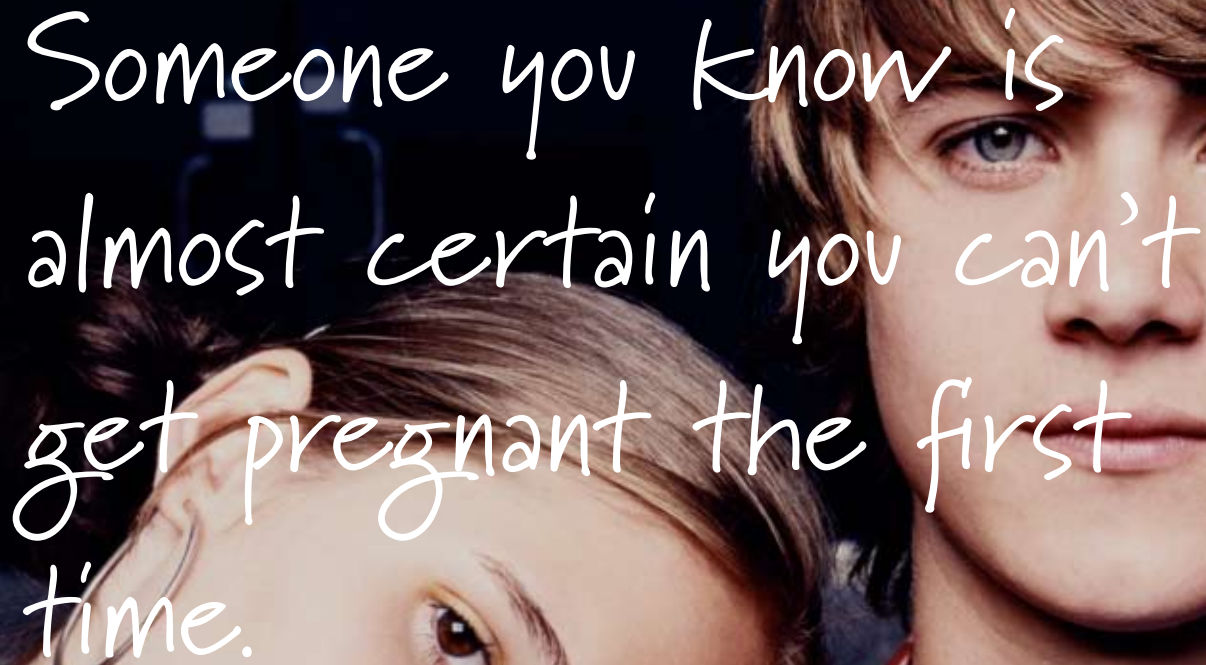
*Someone you know depends on us for high-quality health care.*

In Fiscal Year 2010 Planned Parenthood of Maryland (PPM) was there to meet the demand for essential health care services when our clients and their families needed us most. In fact, we served 23,515 clients at 17% more visits than the previous Fiscal Year.

- Our Spanish speaking clients found it easier to access information online through PPM en Español, the Spanish language section of [plannedparenthood.org/maryland](http://plannedparenthood.org/maryland).
- We moved our Frederick location to a larger office and more than doubled the number of clients served after contracting with the Frederick County Health Department to be the county provider for family planning and STD visits.
- Our centralized Spanish/English Call Center grew to serve all eight of our health centers, allowing health center staff to spend more time serving clients in exam rooms.
- We continued our collaboration with Baltimore City to improve birth outcomes for African American women through our B'More for Healthy Babies preconception program, administering over 1,900 "prescriptions for health" with individualized recommendations for healthier living.
- Our client donation program expanded, encouraging clients to give today to help someone tomorrow. These efforts resonated with clients, who donated 40% more than the previous year.

## MEDICAL VISITS

36,196	Total medical visits
32,769	Birth control methods and counseling
30,381	STD/HIV prevention and safer sex counseling
28,910	Health promotion counseling
8,888	Gonorrhea tests
8,870	Chlamydia tests
7,872	Pregnancy tests and options counseling
6,430	Well-woman gynecological exams
6,239	Abortions
6,127	Breast exams
2,101	Syphilis tests
2,096	HIV tests
934	HPV tests
261	Colposcopies
46	Vasectomies

A close-up photograph of a young man and woman. The man is on the right, looking directly at the camera with a neutral expression. The woman is on the left, leaning her head against the man's shoulder and looking slightly away from the camera. The background is dark and out of focus.

Someone you know is  
almost certain you can't  
get pregnant the first  
time.



# PPM Education, Training, & Outreach 2010

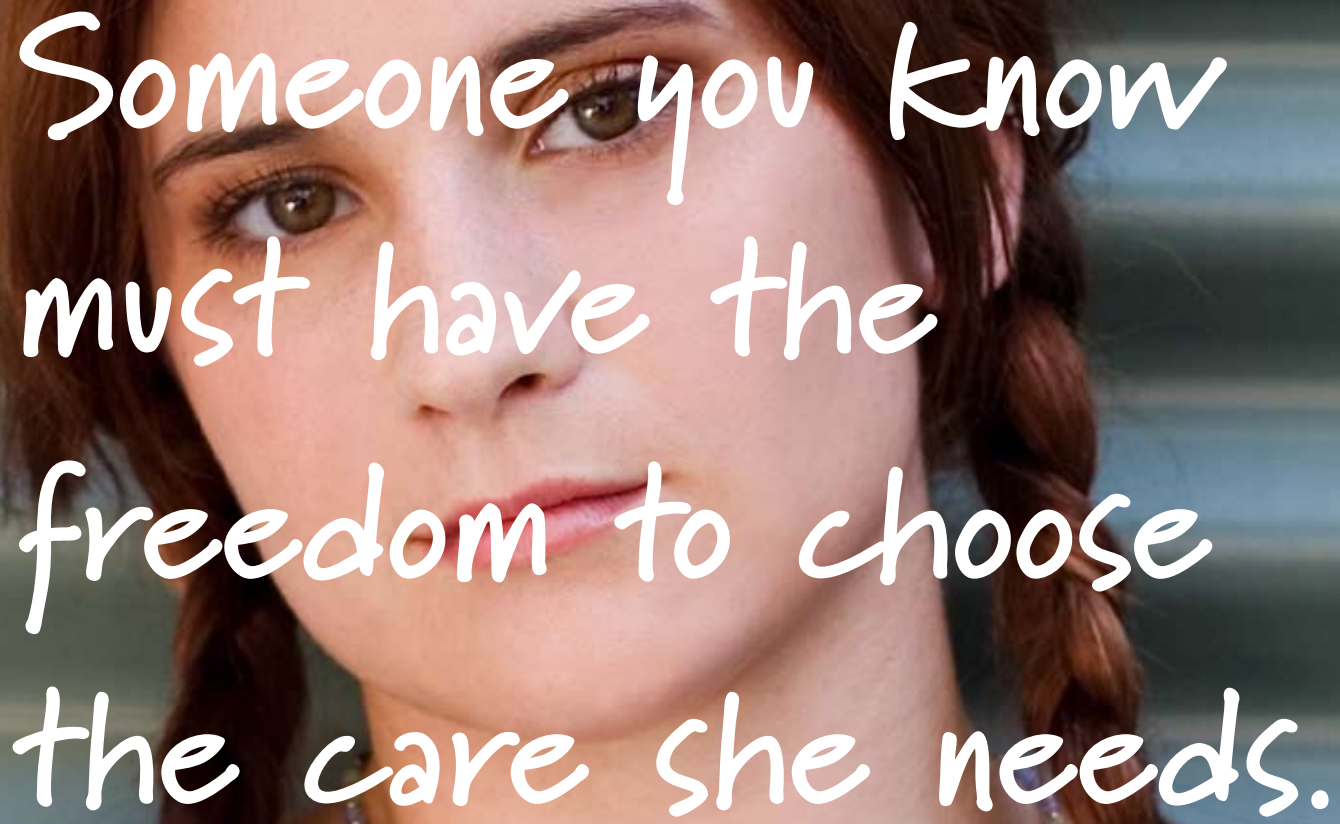
Someone you know needs honest information.

Teens, especially, need to receive accurate information so they can make sound decisions about their reproductive health and know when to seek care. We're here because everyone has questions, and because there are no questions too embarrassing to ask!

- PPM educators conducted comprehensive, multi and single-session programs at schools across the State on topics ranging from abstinence to birth control, from developing good health habits to avoiding STDs.
- We conducted five new senior center programs for the Baltimore County Department of Aging because it's never too late to take a refresher course on safe dating.
- PPM staff trained & retrained volunteers to provide education in public schools and at outreach events, with interns gaining valuable experience conducting lessons, observing trainings, providing community outreach, and designing education programs.
- Our teen Peer Educators collaborated with *New Lens*, a youth-driven social justice organization, to write, direct, and produce a ten minute educational film, *Beyond the Birds and the Bees*, a fun and informative overview on how pregnancy occurs and effective birth control methods.

## EDUCATION OVERVIEW

6,500	Youth and adults educated
4,500	People reached through outreach efforts
750	Youth-serving professionals trained
330	Single-session education classes
55	Professional trainings
20	Community health fairs and festivals attended
19	Teen Peer Educators
9	Monthly <i>Teen Talks</i> hosted and attended by teens
6	Peer Educators participated in the 1st PPFA Youth Organizing & Policy Conference



Someone you know  
must have the  
freedom to choose  
the care she needs.

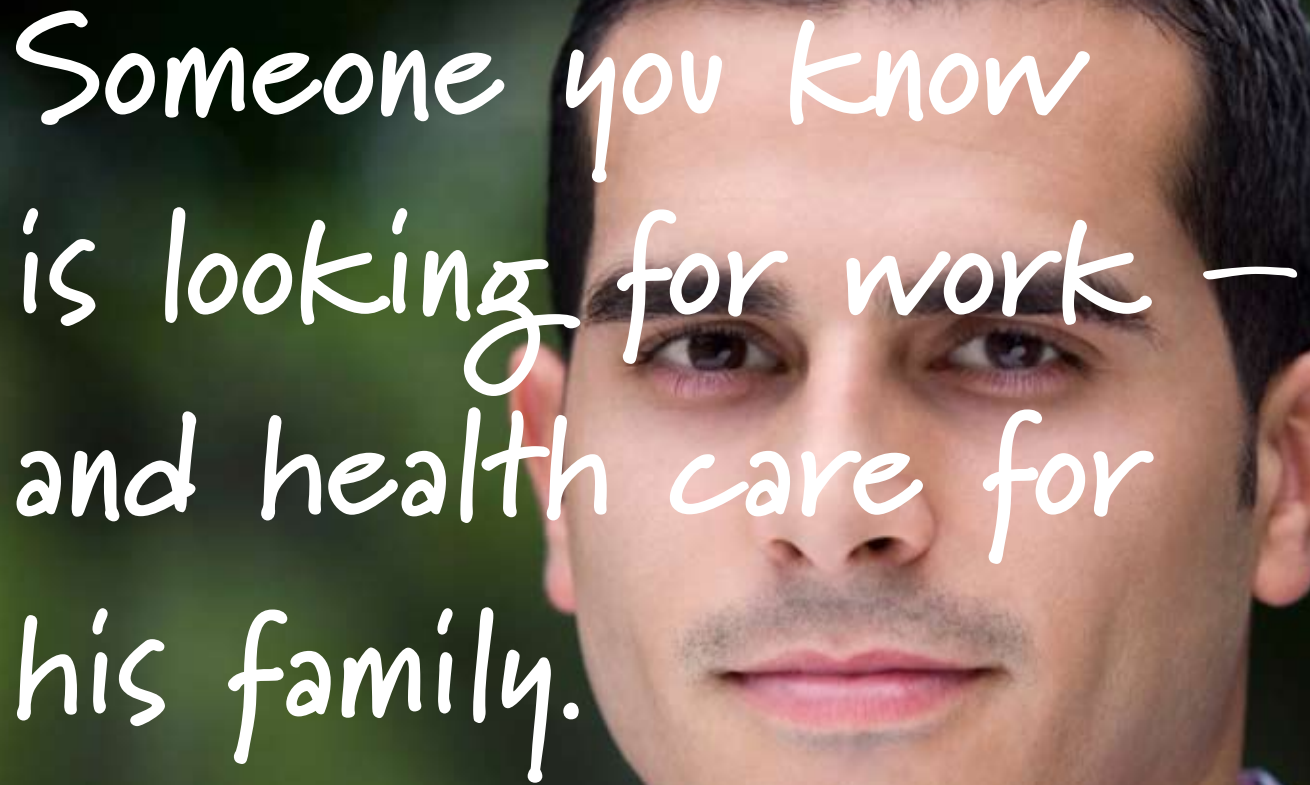
# PPM Advocacy 2010

Someone you know depends on us to protect all her options.

PPM continues to be an active, articulate, and visible advocate for policies that preserve access to services.

- In Fiscal Year 2010 PPM worked closely with the Planned Parenthood Action Fund, meeting with Maryland Senators Barbara Mikulski and Ben Cardin to rally their support for health care protections for women. Thanks to Senator Mikulski, the Patient Protection and Affordable Care Act includes an amendment ensuring women's access to affordable preventive services, including life-saving cancer screenings.
- We worked with former Baltimore City Mayor Sheila Dixon and the Baltimore City Council to pass first-in-the-nation legislation safeguarding women's reproductive options. The resulting legislation requires crisis pregnancy centers to post a sign in their waiting rooms stating that they do not refer for or provide birth control or abortion, allowing women to make informed decisions for themselves.
- PPM participated in a citywide initiative to create a strategy to reduce teen births in Baltimore City. In September 2010 Baltimore City Mayor Stephanie Rawlings-Blake unveiled *A Strategic Plan to Reduce Teen Births in Baltimore City*, which lays the groundwork for expanding evidence-based approaches in the community.





Someone you know  
is looking for work —  
and health care for  
his family.

# PPM Events & Volunteers 2010

Someone you know is here to help.

PPM is historically a volunteer-driven organization. In Fiscal Year 2010, Board Members and volunteers assisted with governance, day-to-day clinical and education work, fundraising, and community events.

- The *40th Anniversary Celebration of Planned Parenthood of Maryland – Anne Arundel County* celebrated the legacy of Esther H. Carpenter and the pro-choice community in Annapolis.
- We honored the PPM Leadership Circle at the *William G. Robertson, Jr. Volunteer Award Luncheon*. Special guest Cecile Richards, President of the Planned Parenthood Federation of America and the Planned Parenthood Action Fund, delivered a passionate update on the status of health care reform legislation.
- PPM held *Celebrate Our Right to Shoes* for the 5th year, presenting the Betty Tyler Award to Baltimore City Mayor Stephanie Rawlings-Blake for her commitment to women's health.
- We organized our first team for the Baltimore Women's Classic 5k, a women's road race benefiting women undergoing gynecological cancer treatment. With a team of 32, PPM took home the prize for the largest team!

## THE NUMBERS

- 276 Guests celebrated their Right to Shoes
- 250 Captivated audience for Cecile Richards' update at the Volunteer Award Luncheon
- 200 Supporters at the 40th Anniversary event in Annapolis
- 133 Dedicated volunteers
- 40 Community Champions honored for their pro-choice contributions in the Annapolis area
- 32 PPM staff members, volunteers, supporters, and board members on our 5k team



Someone you  
know is planning  
her pregnancy.

# PPM Financial Overview & Client Demographics 2010

## SOURCES OF FUNDS



%		\$
59	Client Fees	\$4,788,158
22	Grants	\$1,763,260
16	Contributions	\$1,266,474
1	Special Events	\$107,221
1	Other	\$90,370
<1	Client Donations	\$65,380
<b>Total:</b>		<b>\$8,080,863</b>

## USES OF FUNDS



%		\$
81	Health Services	\$6,227,724
10	Management & General	\$797,300
5	Education	\$365,260
3	Fundraising	\$263,245
<1	Public Affairs	\$26,831
<b>Total:</b>		<b>\$7,680,360</b>

## CLIENT VISITS BY LOCATION



%		
28	Baltimore	10,351
17	Annapolis	6,061
13	Frederick	4,572
12	Towson	4,337
10	Owings Mills	3,735
8	Waldorf	2,805
6	Easton	2,194
6	Salisbury	2,141
<b>Total:</b>		<b>36,196</b>

## CLIENTS SERVED BY AGE



%		
58	20-29	13,704
21	30-44	4,873
18	15-19	4,317
2	45 and Older	426
<1	Under 15	195
<b>Total:</b>		<b>23,515</b>



Someone you  
know needs a  
check-up.

# PPM Health Center Locations 2010



## **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





Someone you know  
needs to know that  
PPM has her back.

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**ADMINISTRATIVE OFFICE**

330 N. Howard Street  
Baltimore, MD 21201  
(410) 576-1400

**WEBSITE**

[www.plannedparenthood.org/maryland](http://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.