

# CHANGE COMES TO OUR AFFILIATE

## Stephanie F. Kight to Lead PPSWCF



**Stephanie F. Kight**

Change is in the air – and we don't just mean a change in the weather. As Planned Parenthood embarks on its second century, Cecile Richards announced that she will be departing from her post at the helm of the Federation she has led for the past 12 years. And here at Planned Parenthood of Southwest and Central Florida, we have an experienced leader and passionate advocate stepping in as our new CEO: Stephanie F. Kight.

Prior to joining us, Stephanie held senior leadership roles at Planned Parenthood Federation of America, affiliates in California, and served as CEO of Planned Parenthood of Greater Ohio.

At this exciting and transformative moment for Planned Parenthood, and our health care system in general, Stephanie brings a unique combination of business acumen and creativity to our affiliate. In Ohio, she led a successful merger of two large affiliates that resulted in a \$20 million health care and education organization. In California, she launched the Federation's first sex education text messaging program. Stephanie is an innovative and tireless champion of equity and justice, having



**Barbara Zdravecky welcomes Stephanie F. Kight on her first day as President/CEO of PPSWCF.**

committed herself to this work ever since she started her career at the YWCA.

Stephanie is honored to join the PPSWCF team. She looks forward to meeting donors, community supporters and longtime PPSWCF friends at upcoming events throughout our community.

## MESSAGE FROM THE CHAIR AND PRESIDENT/CEO

Dear Planned Parenthood Family,  
You know as well as anyone that it takes unyielding courage, conviction and endurance to transform our world. Here we are, in 2018, *still* working toward a world in which we all have the freedom and opportunity to control our bodies, our families and our life's path.

In this newsletter, we feature information and inspiration about our work, as well as our 2016-2017 annual report. It was an historic year in politics, health care and our movement; one that makes us so very proud.

Because of your support and advocacy - as well as that of millions of people across the country, including 500,000 here in Florida - numerous attempts to attack women's rights and restrict access to Planned Parenthood health centers were defeated in Congress.

In the midst of this hostility, our 165 employees kept their heads down and doors open, delivering essential health care services to over 37,000 patients. But we didn't stop there. Whether in the wake of natural disaster or addressing the unique health care needs of transgender individuals, we've doubled down on caring for people when the need is greatest. We're also launching new programs to strengthen partnerships within the communities we serve.

Much uncertainty remains, to be sure, and the consequences for our patients, our staff, our children, and our communities are serious. But after what we've seen so far this year, we can't help but welcome spring with a renewed sense of optimism and hope for the future. After all, week after week we have been watching people from all walks of life link arms - united - to show our collective power and demand change.

It's inspiring to be a part of this moment in time, and it's fitting that PPSWCF is also experiencing a transformation of our own. Together as Board Chair and President/CEO, we are committed to guiding Planned Parenthood into a strong and vibrant future. And, building upon the strong foundation we have here already, we are confident we will.

Thank you for being a part of this incredible movement.

With gratitude,



Laurie Cowan Phillips  
Board Chair, PPSWCF



Stephanie F. Kight  
President/CEO, PPSWCF



Barbara Zdravecky, Laurie Cowan Phillips  
and Stephanie F. Kight

### PPSWCF BOARD OF DIRECTORS

(Effective July 1, 2017)

#### Officers

Laurie Cowan Phillips, Chair, Naples  
Dennis Rees, Vice Chair, Siesta Key  
Jane Graham, Vice Chair, Naples  
Boyd Lindsley, EdD, Vice Chair, Oviedo  
Juli Robbins Greenwald, Treasurer, Tampa  
Sandra (Sandi) Stuart, Secretary, Sarasota

Jody Alexander, MD, Naples  
Mandi Ballard Clay\*, Tampa  
Cole Caruso, Estero  
Linda L. Fleming, Tampa  
Carolyn Johnson, Sarasota  
Renee Gilmore, Sarasota  
H. Sara Golding Scher, Tampa  
Georgine Lamvu\*, MD, Orlando

#### Members

Kate Lannamann\*, Osprey  
Maria Ruiz Hayes, Orlando  
Cornelle Maxfield\*, University Park  
Nancy Natilson, Tampa  
Robert A. Nordland, MD, Naples  
Carol Poteat-Buchanan, Sarasota  
Jennifer Sandoval, PhD\*, Orlando  
Ellen Seidensticker\*, Sarasota

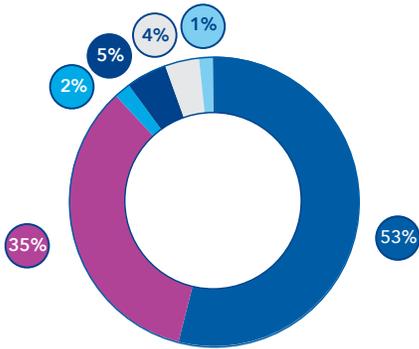
Felice Schulaner, Siesta Key  
Clare Segall, Longboat Key  
Brenda Sheridan, Fort Myers  
Barbara Teaford, Naples  
Rev. Dawson Taylor, DMin\*, Naples  
Jon Yenari, MD, Sarasota

(\* denotes NEW board member)

# GOVERNANCE AND LEADERSHIP

The 2016-2017 Annual Report highlights one of the most successful years in our affiliate's history with record-breaking volunteer engagement and fundraising, and improvements in our patient numbers, facilities, and programs.

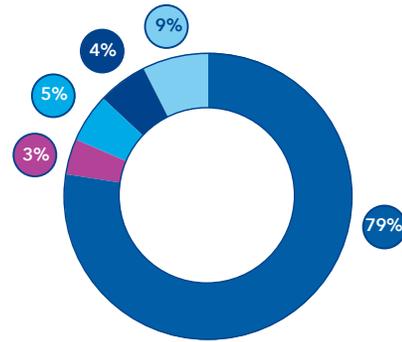
Planned Parenthood of Southwest and Central Florida, Inc. operates on a fiscal year from July 1 to June 30. The annual operating budget is approved by the Board of Directors and the books are audited annually by an independent accounting firm.



## REVENUES

- Medical Services; Other Program Revenue \$10,681,103
- Individual Contributions \$7,136,437
- Planned Giving \$486,977
- Organizational & Government Grants; Contract Services \$934,088
- Investment Gains/Losses; Interest & Dividends \$893,429
- Miscellaneous \$36,708

Total Revenue  
\$20,168,742



## EXPENSES

- Medical \$12,727,897
- Educational \$458,047
- Public Affairs \$771,717
- Management & General \$688,697
- Fundraising \$1,500,319

Total Program  
\$13,957,661

\$16,146,677 Total Expenses  
\*Not including depreciation.

## THE LEADERSHIP TEAM

The leadership team of PPSWCF supports the CEO in carrying out the strategic initiatives of the board and manages the day-to-day operations for the affiliate.

- Stephanie F. Kight, President/CEO
- Arlene Feddo Knox, VP of Philanthropy
- Pauline Parrish, VP of Finance/CFO
- Sujatha Prabhakaran, MD, VP of Medical Services
- Kathleen Wiggs-Stayner, VP of Patient Services
- Lynn Woods, VP of Human Resources and Diversity

### Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida is to provide affordable access to comprehensive reproductive health care and accurate health information through patient care, education and advocacy.

### With Special Thanks...

This publication has been generously underwritten by **Community Resource Network of Florida.**

# PATIENT SERVICES

## 11

**health centers:**

East Orlando, Downtown Orlando, Kissimmee, Manatee, Lakeland, North Tampa, Tampa, St. Petersburg, Sarasota, Ft. Myers, Naples.

## 37,121

**total number of patients affiliate-wide**

Though our affiliate serves 22 counties in Southwest and Central Florida, patients seek services at our health centers from all over Florida and beyond.

## 4,374

**breast exams**



Patients received clinical breast exams and screenings.

## 3,317

**cervical cancer screenings**

Most of the time, abnormal cervical cells heal without treatment. But sometimes, they can develop into cancer. Treatments for precancerous cells are highly effective at preventing cervical cancer.

## 28,008



**cycles of oral contraceptives** prescribed and filled.

Commonly known as "The Pill," oral contraceptives are the most popular hormonal birth control option.

## 7,765

**patients accessed** a safe and legal abortion. Studies indicate that more than half of American women live in a county without a clinic that provides abortion. [2]



## 6,613

**Depo-Provera injections administered**

Commonly known as "Depo," this contraceptive injection provides protection from pregnancy for three months.

## 5,186

**HIV tests performed**, giving

individuals the ability to know their status and plan to protect their health and that of their intimate partners. In 2016, Florida ranked #3 in the nation for HIV infection rate and #2 for the number of new diagnoses, according to the CDC. [1]

## 3,143

**LARCs**

**(Long Acting Reversible Contraceptives)**

LARCs, such as the IUD and implant, help avoid unplanned pregnancies for up to 12 years.

## 383

**vasectomies performed**

empowering men to control the size of their families. Vasectomies are a popular form of effective contraception.



[1] Centers for Disease Control and Prevention. HIV Surveillance Report, 2016; vol. 28. <http://www.cdc.gov/hiv/library/reports/hiv-surveillance.html>. Published November 2017. Accessed 2/8/2018.

[2] Jones RK and Jerman J, Abortion incidence and service availability in the United States, 2014, Perspectives on Sexual and Reproductive Health, 2017, 49(1), doi:10.1363/psrh.12015.)

# OUTREACH EDUCATION

Over **9,000** individuals in more than **70** locations participated in our education programs during 2016-2017.

PPSWCF Outreach Educators are a dedicated team of highly trained professionals who provide age appropriate, medically-based information on human growth, development, and sexuality.

To expand our reach and share resources, the Outreach Education team collaborates with community partners throughout our affiliate to serve at-risk individuals.

*"I love that I work with people from all walks of life. Whether it's in shelters or LGBTQ centers, through alliances with public housing, teen courts, recovery centers or at college campuses, sexuality is a part of humanity. I'm proud to help equip and empower people to lead healthy and fulfilling lives, no matter who they are, where they come from or who they love."*

- PPSWCF Outreach Educator



# THE SOURCE

## PRODUCTION HIGHLIGHTS FOR 2016-2017:

### The First Time Club

- First feature film about teens and HIV. **85** young people participated in the film in **43** locations around Sarasota and Manatee counties.
- The SOURCE partnered with local schools, parks, government agencies, Community AIDS Network, and other organizations to produce this innovative and compelling film.
- Premiered at the internationally acclaimed Sarasota Film Festival with two, sold out performances, at the Orlando Film Festival, and at private premieres in Sarasota, Tampa, and Naples.

### Sarasota Health Department and Sarasota County Schools

Commissioned SOURCE Productions to create **3** PSAs about sexual risk avoidance and HIV prevention. **Ten Million, The New Boyfriend,** and **Don't Say We Didn't Warn You** were shown in high schools throughout Sarasota County and also won the Silver Addy Award (American Advertising Award) for HIV prevention campaigns.



SOURCE Productions produced a new PSA and marketing tools about PrEP to create community awareness about this life-saving new way to prevent HIV infection.

For more information or to view our video links, please visit The SOURCE at:

<http://wearethesource.org>.



[youtube.com/SOURCEproductions](http://youtube.com/SOURCEproductions)

# PUBLIC POLICY

# 2016-2017: What A Year!

**This was another busy, yet exhilarating, year for the Public Affairs team:**

Our organizers hosted meetings, trainings, rallies and events where **3,962** attendees participated.

Our volunteers showed up for **1,151** shifts. They tabled, knocked on doors, and made **2,919** calls.

Our volunteers moved up the ladder of engagement **188** times, serving as volunteer leaders who hosted their own events, playing instrumental roles in making events happen, and organizing their own communities.

Our **6** Generation Action chapters kept advocacy efforts going on college campuses across our affiliate.

Our **5** leadership action teams, including the new Empowering and Organizing Latinx Activists and Professional Action Network chapters, organized for Planned Parenthood using the interdependent leadership model.

**35** volunteers met face-to-face with their legislators.



Boarding the bus for the Tallahassee's Women's March



The Professional Action Network meeting



St. Petersburg Pride Parade



Proud Planned Parenthood Supporters

# PHILANTHROPY

**W**e experienced our busiest year ever, with new and loyal donors giving back in record numbers to support health care, advocacy, and education. Here are our highlights:

The **Leadership Council** is a group of donors who support our affiliate at the \$25,000 level or above during the fiscal year. This impactful group of **41** donors provides transformational opportunities for our affiliate to grow, expand, and innovate. Members of this group are invited to local and national gatherings to meet with Leadership Council members at other Planned Parenthoods.

**Legacy Society Members** are individuals who have made a commitment to include PPSWCF as a charitable beneficiary in their wills or estate plans. **162** people are members of this group. This year, we were ranked among the top **10** in the country for participants in our national Bequest Challenge, which was a special effort to inspire donors to be a part of Legacy giving.

Our gross revenue from our main fundraising events in 2016-17 was **\$1,712,638**.

**Our Regional Events** featured famed physician Dr. Willie Parker, Texas Senator Wendy Davis, legal expert Dahlia Lithwick, and activist Sonya Renee Taylor, with a total of **2,903** attendees, many of them for the first time.

**Friends Councils** are local volunteer groups that form to help bring new people to Planned Parenthood by hosting special small gatherings, informative speakers, and unique outings. **500** people attended Friends Council gatherings.

This year we saw record donations as donors responded to the changing political climate, and expressed their passion for the healthcare, education, and advocacy of PPSWCF. **15,000** donors contributed to the affiliate through one-time contributions, recurring monthly gifts, donor advised fund distributions, stock gifts, IRA rollover distributions, and grants from family, corporate, and private foundations.



Regional Event - Sarasota



Dr. Willie Parker



Legal Expert Dahlia Lithwick



Regional Event - Orlando



Former Texas Senator Wendy Davis



Activist Sonya Renee Taylor

# EVENTS, FUNDRAISERS AND GATHERINGS

This season, PPSWCF was extremely busy with a variety of fundraising events and end-of-year gatherings, plus a few special gatherings to say “thank you” to outgoing CEO Barbara Zdravecky and to celebrate her retirement. We held back-to-back luncheons in Naples and Fort Myers, where guests were awed by the work of legal expert **Dahlia Lithwick**. A combined **450** attendees listened as Dahlia shared news of the federal, state, and Supreme Court landscape and what that means for reproductive access. Dahlia also revealed her #MeToo story, which was printed and posted the following day, and was a turning point in the early retirement of Judge Alex Kozinski.

The “Leaving in High Style” luncheon in Sarasota featured fashion and a touching good-bye to long-time CEO **Barbara Zdravecky**. The leadership committee wore signature pearls to honor Barbara’s personal style, and **300** guests attended to give thanks and appreciation.

Additional celebrations were held throughout the affiliate, including “It’s All About BAZ,” an evening reception with **400** guests in Sarasota. Highlights of the evening were the comments of **Cecile Richards**, President of PPFSA, and a touching speech by Barbara’s daughter, Maggie.



Barbara Pierce Bush

**Barbara Pierce Bush**, daughter of former president George Bush, spoke on February 10 at the Ritz Carlton to a packed house of **510** guests gathered at our Choice Affair Naples event. Ms. Bush affirmed her support of Planned Parenthood and its global impact in providing health care to men and women.



Wendy Davis

Former Texas Senator **Wendy Davis**, a widely recognized leader on women’s equality and a strong advocate for reproductive rights spoke on March 8 at the Hyatt Regency Sarasota to an audience of more than **540** guests at our Sarasota Dinner event.

**Dr. Willie Parker**, a reproductive justice advocate who travels as an abortion provider in Alabama and Mississippi, spoke on April 10 to a crowd of more than **400** guests at the Tampa Bay Choice Affair Luncheon. As the author of *Life’s Work, a Moral Argument for Choice*, Dr. Parker pulls from his personal and professional journeys, as well as the scientific training he received as a doctor to reveal how he came to believe, unequivocally, that helping women in need, without judgment, is precisely the Christian thing to do.



Dr. Willie Parker

**Tarana Burke**, a civil rights activist, spoke on April 21 to an engaged audience of more than **165** guests at our Orlando Benefit Dinner. Ms. Burke founded the **Me Too Movement** - the simple yet courageous rallying cry for people everywhere who have survived sexual abuse, assault, exploitation and harassment.



Tarana Burke



## Special Events: Mark Your Calendar!

We invite you to attend some of our key fundraising events and gatherings that are planned throughout our 22-county affiliate. For sponsorships, ticket sales, locations, and a complete list of events, visit us online at [www.ppswcf.org/Events](http://www.ppswcf.org/Events).

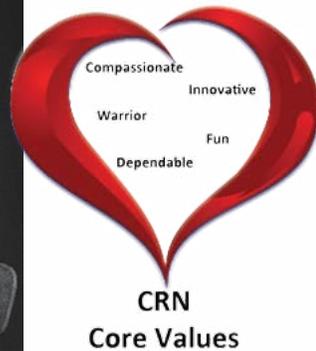
# GENEROSITY AND GIVING

MORE GIVING OPTIONS

## Corporate Philanthropy: Cole Caruso



Cole Caruso



**C**ole Caruso sits calmly in his new offices of Community Resource Network of Florida. As CEO, he found time for a rare pause in his schedule to share his passion for his work, his service as a board member for Planned Parenthood of Southwest and Central Florida, and his corporate philanthropy philosophy.

### *What does Community Resource Network of Florida do?*

We serve children and adults with development disabilities. Our geographic region is from Marco Island to Tampa Bay, and we assist with personal care services, home care, and other basic needs. Many of our individuals are on Medicaid, and so we are watching closely how the political arena may effect this very vulnerable population. We have 50 full-time employees and 230 direct-support providers. Our team is very passionate about providing care to these individuals, and by extension, their families.

### *What drives you?*

We have grown 20-30% for the last four years. But no matter how big we get, we never want to forget where we came from. Our core values that we determined as a company, with employee input, keep us grounded. We developed a list of our top values that we live by every day.

### *What other corporations do you admire?*

Starbucks. They treat their employees so well, and I love the fact that they pay for their employees to go to school. They invest in their people. They provide a good product on a consistent level---no matter what Starbucks I go to, I know I am going to get a quality product.

### *Why do you believe in giving back?*

It's not just a belief, it's a responsibility. There is no reason not to give. When we give as a company, we hope other companies will be inspired. Planned Parenthood does so much for so many people; for many patients, the only medical professional they have ever seen is the through a well-visit from a Planned Parenthood practitioner. We are proud to support PPSWCF. We also want to be an example for others.

### *How do you decide what non-profits to support?*

My involvement with Planned Parenthood began as a teen when I joined the SOURCE theatre program in Sarasota. I ended up becoming an activist, learning so much about myself and the world thanks to Planned Parenthood and the SOURCE. My board experience with Planned Parenthood has taught me how to be a better giver, how to be more strategic, and how to look critically at how a non-profit operates. Our team is working on a process to determine our priorities for giving. Planned Parenthood lifts up women and men to be their better selves, and there's a greater return on investment when we do this. But it's possible for any company to do this!

### *What would you say to a company that is just starting out with corporate philanthropy?*

Start locally. Find a nearby non-profit; perhaps your employees can volunteer. Or find a non-profit that aligns with your value system. We have a responsibility as business owners to understand the needs in our community and be a part of the solution.

# NEWS AROUND THE AFFILIATE

## Protecting Reproductive Health is Faithful Work



Interfaith Coalition

At PPSWCF, we recognize the important role that faith plays in the lives of our patients, our staff, and our supporters. We are proud to announce the development of an *Interfaith Coalition* of clergy and people of faith who support reproductive health care, rights, and justice for Floridians.

The *Interfaith Coalition* affirms the inherent worth and dignity of all people and believes in the constitutional right of religious liberty and the right of each person to make reproductive health care decisions in accordance with their own conscience and faith beliefs, without shame or stigma. We will work to educate and empower faith leaders in their critical role as counselors to patients navigating decisions about their bodies and their health care and we will also seek to elevate the voices and perspective of faith leaders who support our mission in our work. Already, the *Interfaith Coalition* has launched a statewide sign-on letter that has garnered the support of over 80 faith-based individuals and organizations. The group has also planned and hosted two lobby day trips, meeting with legislators and participating in press conferences.

If you would like to learn more about the Interfaith Coalition, please like the page on Facebook, and email PPSWCF board member and Coalition Chair, Kate Lannamann at [flfaithforchoice@gmail.com](mailto:flfaithforchoice@gmail.com).

## New Health Center in North Tampa/Hillsborough County

We opened a new health center in Tampa/Hillsborough County (our second in the area) in an effort to provide more access options for Pasco County, an underserved area of the state. Staff proudly opened the doors to patients at the North Tampa health center in October 2017.

The health center renovation was influenced by patient experience recommendations from Planned Parenthood to optimize the customer service experience. Standards include new security features, separate changing spaces for patients, extra recovery room space and private areas to accommodate support partners, as well as new technology to ensure a more efficient process for patients.



North Tampa Health Center - outside & lobby

## Partner Grant to Assist Patients Impacted by Hurricanes Irma & Maria



The Naples Health Center opened its doors to serve patients just after Hurricane Irma.

In the aftermath of Hurricane Irma & Hurricane Maria, we joined forces with Planned Parenthood of South, East, and North Florida (PPSENFL) to launch a Hurricane Emergency Fund, made possible by a generous grant from the JPB Foundation. The grant was awarded to help provide essential services and cover the cost of basic reproductive health care for qualified individuals directly impacted by Hurricane Irma or Hurricane Maria.

In the wake of natural disasters, sexual and reproductive health care is often one of the first basic needs to face neglect as part of disaster relief. The consequences can be staggering: birth control pills left behind can lead to unintended pregnancies, urinary tract infections and yeast infections can go untreated, the risk of STD transmission increases, and the list of possible problems goes on.

Patients who received assistance from the fund were eligible to receive select health care services at no cost. Thanks to the support from this grant, PPSWCF was able to reach more than **1,200** patients in our health centers to provide essential reproductive health care services.

## \$50,000 Grant to Support Affordable Healthcare Access in Sarasota County

This \$50,000 grant from the Charles & Margery Barancik Foundation will support affordable preventative health care access to patients in Sarasota County with limited or no health insurance.

Data from the Florida Department of Health illustrates a recent increase in gonorrhea and chlamydia cases, especially among younger Floridians. **20** million new sexually transmitted diseases (STDs) occur each year with half of them among young people ages 15-24. One out of every four sexually active female teens has an STD, and STDs can also complicate pregnancy and may have serious consequences for both women and their developing babies.

This generous grant from the Barancik Foundation will provide additional resources for us to measure and achieve the following strategic goals: increase the number of young people who receive testing for gonorrhea and chlamydia; decrease incidences of sexually transmitted diseases; and increase the number of appointments scheduled through the online patient services portal. These funds will help Sarasota reduce the risk of STD transmissions, paving the way for a healthier community for all.

## Transgender Service Update

In 2016, we launched one of the first-of-its-kind Transgender Care programs offering hormone provision, in addition to preventive care, at all health centers. Today, in our affiliate, the results continue to be astounding and we now proudly serve over **450** patients in this program.

We are committed to providing high quality, nonjudgmental health care regardless of race, income, geography, citizenship status or gender identity. Transgender and gender-nonconforming people continue to face barriers and challenges in accessing health care in a compassionate, safe environment. Many health care providers do not have the knowledge and understanding of transgender identities. The forms and language used, insurance coverage issues, and provider fear can create an unwelcome environment for these patients. Here, our commitment to our patients and their comfort in our health centers remains a top priority in all services, especially the Transgender Care program. For more information about this service, please visit [myplannedparenthood.org](http://myplannedparenthood.org) or call (941) 567-3800.

## Advocacy and Outreach

In Fort Myers, the Professional Action Network hosted a screening of *Birthright: A War Story* on January 9th. Pamela Vazquez, a volunteer, said “*Birthright* was both heartbreaking and inspiring. It gives a seldom seen glimpse into the specific devastations women have suffered at the hands of current legislations and the people who lobby for said legislations.” Another volunteer, Maria Sboro, noted that the film added “fuel to [her] fire.”



Planned Parenthood supporters marching together!

In Sarasota, a Planned Parenthood Pre-March for Democracy Kick-Off drew over **130** participants. Maya Greenberg, a volunteer who helped organize this event, said

“marching with the pink parade of enthusiastic and passionate Planned Parenthood supporters was truly empowering. I feel reinvigorated and ready for the action that must follow.”

In Orlando, on January 22, we hosted an event co-sponsored by Shout Your Abortion for the #TogetherForAbortion event series entitled The Art of Abortion. Volunteers were asked to create art that related to their abortion. The “Shout Your Abortion” poster series was displayed, and the event featured PPFA’s virtual reality film *Across the Line*. Local artist Carlitos Xavier Díaz Rodríguez invited attendees to participate in a photo series about what bodily autonomy means to them. According to one attendee, Tricia Johnson, “The event featured art that spoke to the cultural and personal impact of abortion access. Showcasing this work was so impactful in that it allowed people who’ve had abortions or people who support those who’ve had abortions to share their stories in a nontraditional, beautiful way.”

## Patient Portal

As part of the ongoing effort to enhance our overall patient experience at PPSWCF, the Patient Portal website launched in the summer of 2017. This secure, confidential, and easy-to-use website gives patients convenient access to schedule appointments, review records and test results, exchange secure messages with their health provider, and view and pay bills online. Patient feedback has been positive with a measurable impact on key service areas such as reduction in the time required for the traditional appointment registration/check in process as well as an increase in the number of patient payments coming through the portal.

## NEWS AROUND THE AFFILIATE

### Diversity and Inclusion

In March, we officially launched The Office of Diversity and Inclusivity (ODI), a new office that is being spearheaded by Anna V. Eskamani, alongside our Human Resources Department and our CEO.

Our mission with the ODI is to drive the ongoing conversations and actions that will take PPSWCF to the next level of diversity and inclusivity thinking for affiliate and community impact.

Remember that **diversity** is the range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, social class, physical ability or attributes, religious or ethical values system, national origin, and political beliefs.

**Inclusion** is involvement and empowerment, where the inherent worth and dignity of all people are recognized. An inclusive organization promotes and sustains a sense of belonging; it values and practices respect for the talents, beliefs, backgrounds, and ways of living for everyone involved.

At Planned Parenthood, we respect and honor all people. The Office of Diversity and Inclusivity not only embraces this workplace value - we will enhance it through intentional dialogue, events, and trainings that will establish our affiliate as a leader in social equity.

# ADVOCACY

## LEGISLATIVE SESSION & LOBBY DAYS

In January, thousands attended the second Women's Marches to show their solidarity for women's reproductive health care and access, racial justice, and demand for change - and PPSWCF was right there with them! We joined partner organizations throughout our **22** counties to march together and be visible as we embark on another year in the fight for women's rights.

Meanwhile, our advocacy team has been busy battling a myriad of anti-choice legislation, while also working to advance good policies to support women's health and rights during this year's Florida Legislative session that spanned from January 9 to March 11.

The Public Policy staff in the state of Florida also worked together throughout session to make sure Planned Parenthood supporters had a strong and consistent presence in Tallahassee. Our affiliate brought dozens of volunteers to lobby for access to reproductive health care in the state of Florida and we participated in Patient Escort Lobby Days in January, Leadership Action Team Lobby Days, and LGBTQIA Lobby Days in February.

### Spotlight on Key Legislation

**House Bill 41** (sponsored by Representative Jackie Toledo)/ **Senate Bill 444** (sponsored by Senator Aaron Bean) created - for the very first time - permanent state funding of Crisis Pregnancy Centers (CPC's). CPC's are mostly unlicensed, non-medical and non HIPPA-compliant centers that shame women and provide medically inaccurate information to women seeking options for care once they determine they are pregnant. **Status: This bill passed both the House and Senate and was signed into law by Governor Rick Scott.**

**House Bill 1429** (co-sponsored by Representatives Erin Grall and Joe Gruters)/ **Senate Bill 1890** (sponsored by Senator Debbie Mayfield), or the



One of PPSWCF's patient escorts speaks at a press conference to support The Clinic Protection Act.

Method Ban, was part of a coordinated, nationwide effort to turn doctors into criminals if they provide the safe abortion procedure that is considered the gold-standard-of-care in many cases. **Status: This bill passed the House, but did not have any movement in the Senate.**

**House Bill 189** (sponsored by Representative Amy Mercado)/ **Senate Bill 320** (sponsored by Senator Linda Stewart), also known as the Florida Clinic Protect Act, aimed to make patients and reproductive health care workers safer by adding extra protections for them. This law would have the greatest impact on those who attempt to use force, the threat of force, or physical obstruction to injure, intimidate, or interfere with somebody who provides or is obtaining reproductive health services. **Status: This bill did not see legislative action.**

**House Bill 1273** (sponsored by Representative Holly Raschein)/ **Senate Bill 1718** (sponsored by Senator Lauren Book) was a bipartisan bill drafted to ensure state law mirrors the federal Department of Health and Human Services rules requiring insurance companies to cover all FDA-approved forms of contraception, without a co-pay. This would ensure that regardless of what happens nationally, Florida will preserve the birth control benefit responsible for providing 62 million women in America birth control access without copayments, saving them an estimated \$1.4 billion. **Status: This bill did not see legislative action.**

# WAYS TO MAKE AN IMPACT



## DONOR ADVISED FUNDS

**A** donor advised fund, or DAF, allows donors to make a charitable contribution, receive an immediate tax benefit, and then recommend grants from the fund over time. Once the initial DAF is established, the donor no longer receives any tax deduction or benefit from their future recommended distributions.

Many donors establish donor advised funds through a local community foundation or through another institution (Fidelity Charitable, Schwab, etc). DAFs are giving vehicles that can provide flexibility and ease for donors, but they are also governed by a unique set of IRS rules and regulations. Because donors are giving their money to the institution that will house their DAF, they advise on the distributions from their fund, but there are some institutional restrictions on their use. Penalties can occur for the donor, the issuing agency, and the receiving non-profit if distributions do not comply with IRS rules. We take our role in helping donors with their charitable intentions seriously, and work to help them to determine the best ways to use these unique tools of giving.

## Make a Gift from your IRA

**A**s of December 18, 2015, the **IRA Charitable Rollover** was signed into permanent law, allowing taxpayers age 70 ½ or older to transfer up to \$100,000 annually from their IRA accounts directly to charity without first having to recognize the distribution as income.

## Join the Visionaries in our Legacy Society

**W**e treasure and depend on the members of our **Legacy Society**, supporters whose gifts made through their estate

plans ensure that the benefits of family planning, prevention education, and reproductive choice will continue for generations to come.

## Establish a Charitable Gift Annuity

**A** Charitable Gift Annuity is a contract between you and Planned Parenthood in which Planned Parenthood agrees to make fixed lifetime income payments to you in exchange for a contribution. You are entitled to a charitable deduction based on your age and rate of return in the year the charitable gift annuity is established. Anyone age 70 or older may establish a charitable gift annuity with a minimum gift of \$10,000 for one annuitant, or \$20,000 for an arrangement covering two lives. You can gift appreciated stock or convert low-yielding assets to a better source of income, saving on a portion of the capital gains taxes. In times of economic uncertainty, charitable gift annuities provide fixed and secure payments for life.

## Leave a Gift in your Will

**I**nclude Planned Parenthood in your will for a specific dollar amount, or by establishing a percentage of the estate or residual of the estate that will automatically adjust regardless of future circumstances.

## Leave a Gift outside of a Will

**D**esignate Planned Parenthood as a beneficiary of your life insurance, IRA or other retirement fund. Retirement plan assets left to anyone other than a spouse are often taxed at a much higher rate than other assets; a distribution to a nonprofit can therefore help to avoid those high tax burdens.

If you have questions about how you can make the most impact with your gift, please contact a member of our philanthropy team and we can help!

Arlene Feddo Knox - Vice President of Philanthropy  
941-702-0275

Jan L. Chester - Sr. Director of Philanthropy  
941-556-1246

Michelle Hoffmann - Director of Philanthropy  
941-479-2599

Alice Shipman - Director of Philanthropy Operations  
941-567-3801

## LEGACY SOCIETY: CAROL CARLSON



Carol Carlson was born and raised in Grosse Pointe Farms, Michigan. Her support of Planned Parenthood is very much informed by her mother. She grew up watching her mother volunteer at Planned Parenthood in Detroit, sharing that, that was her mother's "me-time" as she acted on her concern for the protection of women's rights.

The importance of rights and education grew after Carol received her graduate degrees in school psychology and elementary school guidance and counseling. As the coordinator of guidance and the head of a child study center in New York, she provided and oversaw psychological and academic testing for children in 18 school districts. Her work in cooperative educational services led her to recognize the relationships between self-esteem, healthy family situations, and being able to stand up for and protect oneself, including delaying sexual activity. After her mother passed, Carol honored her by including a gift to our local Planned Parenthood in her estate plans.

We are so very grateful to Carol and those like her who have joined our Legacy Society, assuring the future of reproductive health services and prevention education in our Southwest and Central Florida communities. Your estate gift, in any amount, has a far reaching impact for our community and our community's future. To find out how you can join our Legacy Society, call our Development Office at 941-556-1246.



YOUR SPARE CHANGE  
WILL CHANGE LIVES  
WHEN YOU SIGN UP FOR OUR NEW

# FIGHT

PER

# SWIPE

P R O G R A M

Our new program allows you to help women and families every time you swipe your card, rounding up and donating your spare change to Planned Parenthood. Now, that morning coffee purchase helps you start your day and makes a difference in the lives of women and families!

Learn more and sign up at:  
[plannedparenthood.harnessapp.com](http://plannedparenthood.harnessapp.com)



For a limited time, every signup gets a \$5 Gift Card to the Planned Parenthood store, and one lucky winner gets a \$250 Gift Card!

51¢  
DONATED

\$3.49



# CONTACT US

To schedule your next visit, contact one of our health centers listed below:

## Regional Call Center

**Tel: 941-567-3800** or call your local Health Center (see list below)

Regional Administrative Headquarters  
(Non-medical services and programs)

736 Central Avenue  
Sarasota, FL 34236-4042  
Tel: 941.365.3913

## Regional Health Centers

### Ft. Myers

8595 College Parkway  
Suite 250  
Ft. Myers, FL 33919-5191  
Tel: 239.481.9999  
Fax: 239.481.9346

### Kissimmee

610 Oak Commons Blvd.  
Kissimmee FL 34741  
Tel: 407.246.1788  
Fax: 407.518.0690

### Lakeland

2250 East Edgewood Drive  
Lakeland, FL 33803-3643  
Tel: 863.665.5735  
Fax: 863.665.4422

### Manatee

1105 53rd Ave. E., Suite 201  
Bradenton, FL 34203-4897  
Tel: 941.567.3800  
Fax: 941.753.3804

### Naples

1425 Creech Road  
Naples, FL 34103  
Tel: 239.262.0301  
Fax: 239.262.7658

### Orlando - Downtown

726 South Tampa Ave  
Orlando, FL 32805  
Tel: 407.246.1788  
Fax: 407.246.8466

### Orlando - East

11500 University Boulevard  
Suite B  
Orlando, FL 32817  
Tel: 407.246.1788  
Fax: 321.235.6125

### Sarasota

736 Central Avenue  
Sarasota, FL 34236-4042  
Tel: 941.953.4060  
Fax: 941.366.1330

### St. Petersburg

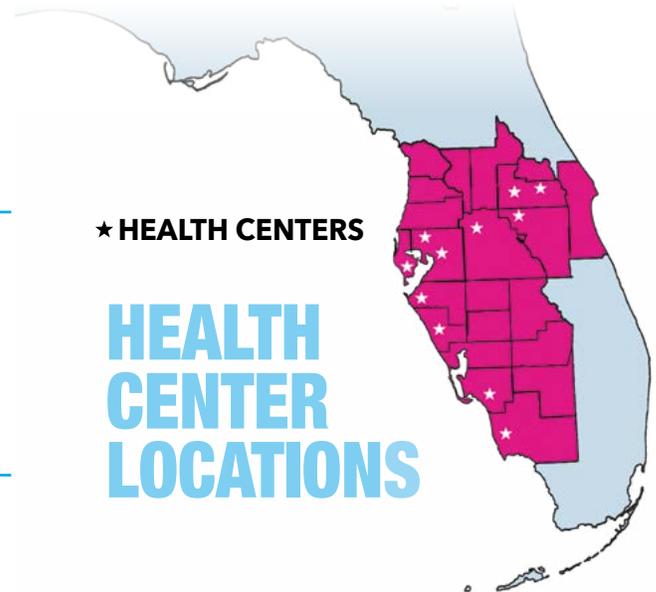
33 6th St S. Ste 110  
St. Petersburg, FL 33701-4163  
Tel: 727.898.8199  
Fax: 727.898.9710

### Tampa

8068 North 56th Street  
Tampa, FL 33617-7620  
Tel: 813.980.3555  
Fax: 813.341.1111

### Tampa - North

236 E. Bearss Avenue  
Tampa, FL 33613  
Tel: 813.443.9694



## ★ HEALTH CENTERS

# HEALTH CENTER LOCATIONS

## SERVICE LISTING FOR ALL HEALTH CENTERS

### Expert, Affordable, Confidential Health Care

#### SERVICES AVAILABLE:

- Cancer Screenings
- Well Person Exams
- Birth Control/IUDs
- FREE Condoms
- Pregnancy Testing & Ultrasounds
- Pregnancy Options Counseling
- Hormone Replacement Therapy (HRT)
- Morning-After Pill/Emergency Contraception
- Miscarriage Care
- Abortion Care
- HIV, UTI, & STD Testing/Treatment
- Breast Health & Mammogram Referrals
- Transgender Care
- Gardasil (HPV Vaccination)
- Vasectomies
- Menopause Care

Visit [myplannedparenthood.org](http://myplannedparenthood.org) or call (941) 567-3800  
Some insurances accepted.  
See full list at [www.myplannedparenthood.org](http://www.myplannedparenthood.org)



facebook.com/PPSWCFL



twitter.com/PlannedParSWCFL