Change.
The word change evokes many reactions: a concern over unknown outcomes; a desire to overhaul established ways of doing things; a response to fluctuating community needs; a welcome opportunity for growth.

For Planned Parenthood Southwest Ohio Region, 2013 was a year of changes. After considering a merger with the other Planned Parenthood affiliate in Ohio, we decided to remain as a self-sustaining, independent affiliate of the Planned Parenthood Federation of America (PPFA) and reset our course. We developed a comprehensive strategic plan that was approved by the board in November. We prepared for changes in health care delivery brought about by the Affordable Care Act. We implemented new technology that will enable us to serve the people who need us more effectively. PPFA looked at every nook and cranny of our organization and awarded us the highest level of accreditation.

Changes like these take frank discussion, hard work and real commitment. We emerged as a stronger organization, better able to respond to community needs, with a renewed sense of purpose and determination to provide high quality, affordable reproductive and sexual health care and education in our region.

Some things don’t change. At Planned Parenthood Southwest Ohio Region, we will continue to care, no matter what.

With thanks and appreciation,

Jerry Lawson, CEO

Kathy Brinkman, Board Chair
2014 Board of Directors

Kathy Brinkman  
CHAIR

Tony Alexander  
VICE CHAIR

Dick Westheimer  
TREASURER

Deborah Schoolmaster  
SECRETARY

Lori Askeland  
EXECUTIVE COMMITTEE MEMBER AT-LARGE

James E. Michael  
EXECUTIVE COMMITTEE MEMBER AT-LARGE

Julie Desai

Anjelica Francisco

Kimberly Hamlin

Geri Hernandez

Carol Kabel

Rick Kay

Lyn Marsteller

Ellen Reister

Jay Shatz

Rita Stolper

Meghan Thomas

Barbara Tobias, MD

Catherine Tuckerman

Charles Vella

Abbie Youkilis, MD

Nora Zorich, MD, PhD

2014 Leadership

Jerry Lawson  
PRESIDENT & CEO

Lee Bower  
CFO

Kelli Halter  
VP OF PATIENT SERVICES

Leslie Mitchell  
VP OF EDUCATION

Rick Pender  
VP OF DEVELOPMENT AND EXTERNAL AND PUBLIC AFFAIRS

Roslyn Kade, MD  
MEDICAL DIRECTOR
### Combined Statement of Financial Position

**YEAR ENDED JUNE 30, 2013**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>IN THOUSANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$3,967</td>
</tr>
<tr>
<td>Investments</td>
<td>9,086</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net</td>
<td>3,128</td>
</tr>
<tr>
<td>Other Assets</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$16,182</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$1,144</td>
</tr>
<tr>
<td>Long-term Liabilities</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,144</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$6,802</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>3,849</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>4,387</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$15,039</strong></td>
</tr>
</tbody>
</table>

| Total Liabilities & Net Assets | **$16,182** |

### SOURCE OF REVENUE

- Patient Fees
- Contributions
- Government Grants
- Other Grants
- Events

### ALLOCATION OF EXPENSES

- Patient Services
- Information and Education
- Public Affairs and Communications
- Management and General
- Development
Patients Served

46,438 Patient Encounters

22,391 Unduplicated Patients

Who are the 22,391?

Gender

93% Female
7% Male

Age

1% Less than 15
6% 15 to 17
10% 18 to 19
30% 20 to 24
24% 25 to 29
26% 30 to 44
3% 45 and over

Race/Ethnicity

62% White
29% African American
5% Hispanic
2% Multi-racial
1% Asian
1% Other

Method of Payment

16% Commercial Insurance
3% Medicaid Traditional and Family Planning Waiver
35% Medicaid Managed Care
46% Self Pay
### Services Provided

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>STD Tests</td>
<td>39,345</td>
</tr>
<tr>
<td>Birth Control Units</td>
<td>35,416</td>
</tr>
<tr>
<td>Patient Exams</td>
<td>29,065</td>
</tr>
<tr>
<td>Pregnancy Tests</td>
<td>10,200</td>
</tr>
<tr>
<td>Breast Exams</td>
<td>3,102</td>
</tr>
<tr>
<td>Abortions</td>
<td>2,874</td>
</tr>
<tr>
<td>HIV Tests</td>
<td>2,534</td>
</tr>
<tr>
<td>Cervical Cancer Screenings</td>
<td>2,011</td>
</tr>
<tr>
<td>Emergency Contraception</td>
<td>470</td>
</tr>
<tr>
<td>Colposcopies/Cryotherapies</td>
<td>243</td>
</tr>
</tbody>
</table>
Youth and parent education: **session topics** include abstinence, birth control methods, breast health, date rape prevention, healthy relationship skills, HIV/AIDS, puberty issues, reproductive rights, and sexually transmitted diseases. In addition, PPSWO conducted full-day training sessions for professionals in the community who work with youth.

8,877 individuals were reached through community events and activities such as health fairs, HIV testing events, and street fairs.
### Public Affairs

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporters</td>
<td>41,698</td>
</tr>
<tr>
<td>Email Activists</td>
<td>13,835</td>
</tr>
<tr>
<td>Volunteers</td>
<td>381</td>
</tr>
<tr>
<td>Outreach Events</td>
<td>170</td>
</tr>
<tr>
<td>Event Participation</td>
<td>4,080</td>
</tr>
<tr>
<td>Petition Signatures</td>
<td>1,789</td>
</tr>
<tr>
<td>Volunteer Hours</td>
<td>1,908</td>
</tr>
</tbody>
</table>
**Growth.** Resolute, intrepid, forthright, we stand tall on the shoulders of those who blazed trails when it was not stylish, politically correct or socially acceptable. This brave legacy of fearless tenacity fuels our convictions and drives our singular, harmonious mission of providing education and access to reproductive health care.

We stand tall today because of their voices. Courageous voices of passion, dignity and fortitude passed down through generations. We honor this history and these voices as we continue the fight for those who don’t have a voice or are still finding their voice. We are the flame that illuminates the right to choose, the right to be safe and the promise of responsible community. Together our voices and our light radiate the possibilities afforded by education and access to reproductive health care.

*This collective light of caring determination burns strong.*

Together we are **Safe.**
Together we are **Healthy.**
Together we are **Strong.**

Together we are Planned Parenthood of Southwest Ohio Region.
Growth.
Providing access to high quality health care and education that empower people to make informed private decisions about their reproductive lives and sexual health.