



IN THE FACE OF OPPOSITION, THERE IS

**COURAGE**  
**HOPE**  
**SUCCESS**

2009 ANNUAL REPORT





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## LETTER FROM THE CEO



# In the Face of Opposition

Fiscal Year '09. What a year it was, full of growth for Planned Parenthood of Indiana (PPIN) and also turmoil.

The recession had a major impact on our health centers. We saw an increased need for services as Indiana's unemployment rate rose. Thankfully, a \$38,000 bequest from the late Dr. W. Hugh Headlee and Gabrielle Mills Headlee allowed us to launch the "Recession Rx" program, further allowing us to provide health care to Hoosiers affected by layoffs or the recession. The goal is simple: help Hoosiers who need it most to access basic, preventive health care.

We also introduced practical gift certificates to help provide preventive health care to Hoosiers, such as annual exams, STD testing and treatment and birth control. Those sure made headlines as opponents twisted what was meant to be the gift of health into a debate about abortion. In the end, the gift certificate program helped dozens of Hoosiers access reproductive health care and generated donations to PPIN from those appalled by the controversy.

The recession didn't just affect our patients; it also forced PPIN to be leaner. We trimmed our annual budget by more than \$1 million and made the difficult decision to close a health center. Due to the economy, changes in the state administration of federal funds and our commitment to fiscal responsibility, we are forced to look at even further changes in the new fiscal year. We are confident that we will rise from these tough times an even stronger organization.

The divisive presidential election was pivotal for PPIN. During the election season, we identified and signed on more than 10,000 supporters to expand access to birth control and prevent unintended pregnancy. We also received hundreds of dollars in donations made in honor of Republican

Vice-Presidential Candidate Sarah Palin after a viral e-mail urged voters to give to Planned Parenthood to protest Palin's position on women's issues. The inauguration of Barack Obama seemed to heighten anti-choice protests. The dissatisfaction was most evident when Dr. George Tiller was murdered in his Kansas church on May 31. That incident caused many in the reproductive health community to re-evaluate our safety measures, as well as strengthen our resolve to continue providing health services in the face of opposition. What we do is important, and we will keep doing it.

Who can forget the undercover videos taken in two of our health centers? I won't spend much time on this subject except to say that we did work to achieve positive outcomes from the deceptive experience. With the help of Prevent Child Abuse Indiana, we have retrained health center staff on their legal and moral obligations to report suspected sexual contact involving minors. We also strengthened our audit processes and procedures related to reporting, and further reinforced our expectations to staff, in all departments and at all levels.

PPIN also faced a challenge in the Indiana General Assembly. A "patient safety" measure that would have dramatically reduced access to abortion in Indiana passed the Senate and House. In the end, it died in a joint House-Senate Conference Committee. It was too close for comfort. But, the legislative debate did give us the opportunity to educate voters and legislators about the safety of abortion and our focus on preventing unintended pregnancy through education and improved access to affordable birth control.

The national "GYT: Get Yourself Tested" campaign also provided an opportunity to educate Hoosiers about STDs during the month of April. This effort, sponsored by Planned Parenthood, MTV and the Kaiser Family Foundation, encouraged anyone who is sexually active to get tested. PPIN performed nearly 9,200 STD tests during April.

PPIN's health centers also made some great strides. Our Avon health center moved into a more modern location, and upgrades were made to the Fort Wayne health center. We also began offering the Mirena IUD, and it became legal for 17-year-olds to access emergency contraception without a prescription.

Another bright spot was that while the percentage of our patients living at or below 100 percent of poverty increased, other patients continued to give, with center donations increasing by 31 percent and exceeding the patient donation goal by nearly \$19,000.

Our Community Action Boards and Planned Parenthood Young Leaders also gained membership and energy, which will carry us through the next fiscal year.

Opposition to our mission is sure to continue. But rest assured, with your support, we will continue to serve as many Hoosiers as possible.



Betty Cockrum  
*PPIN President and CEO*



## Claudette Einhorn: Board Chair and Fabulous Fundraiser

*“The recession has affected PPIN just like it has other non-profit agencies. However, the organization has been a responsible steward of donations and funding and will emerge from the economic downturn stronger than ever. PPIN continues to help thousands of Hoosiers access quality health care and vital education services. PPIN also looks out for the Hoosiers who need help most through its advocacy work.”*

– Claudette Einhorn, PPIN Board Chair

During FY09, Claudette Einhorn took over as board chair. She demonstrated her passion for PPIN even before accepting the chair’s gavel from the extraordinarily talented Doris Sims.

One of Einhorn’s biggest strengths is her ability to connect with community members and cultivate new donors. She was a valuable member of the *Tapestry of Strength Capital and Endowment Campaign* committee, which raised nearly \$7.3 million to renovate or relocate 19 health centers and build an endowment to support education and health services for generations to come.

As a member of the capital campaign committee, Einhorn helped raise \$4 million in six months and generated 500 new donors—an impressive feat!

Ms. Einhorn also led PPIN’s planned giving committee, ensuring that proper procedures and guidelines were in place for acceptance of planned gifts, as well as assisting in the creation of a marketing plan to promote planned giving.

Einhorn’s tireless energy has helped her become an important volunteer, philanthropist and non-profit leader for other humanitarian, arts and Jewish organizations. She’s worked with the Jewish Community Center, Gleaners Food Bank, the Heartland Film Festival and the Indianapolis Opera, just to name a few.

But, Einhorn is most passionate about the importance of making informed reproductive decisions and having access to quality, affordable health care—two goals she’s helping PPIN meet each and every day.



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LEADERSHIP

BOARD OF DIRECTORS\*

- Rabbi Jonathan Adland
- George Bakker, *secretary*
- Alice Bennett, PhD
- Rev. Steven E. Clapp
- Linda Cohen
- Ray Cubberley
- Claudette Einhorn, *chair*
- Crystal Grave, *ex-officio*
- Kristin Gorder
- McMurtrey
- Cathy J. Miller
- Samantha Miller
- Yvonne Perkins, CPA, *treasurer*
- Marya M. Rose, J.D.
- Fred Schlegel, J.D.
- Alice Schloss
- Cynthia S. Schmidt
- Deborah J. Simon, *chair-elect*
- Doris Sims
- Nancy Chesterman Smith
- Dr. Ellyn Stecker
- Jeffry W. Thigpen, PhD
- Julie L. Thomas, PhD

\*Represents current board as of June 2009.

Our special thanks to other board members serving this year: Elizabeth Chapa; Beth Eiler; ACSW; Jean Hadley, J.D.; Jan Hayden, CPA; Cheryl Kuzman, RN; Dr. Rose C. Mays, RN; and MaryAnn Thompson.

SENIOR MANAGEMENT

- Betty Cockrum, *president and CEO*
- Liz Carroll, *vice president of patient services*
- Margaret Lawrence Banning, *vice president of public policy and education*
- Chrystal Struben-Hall, *vice president of development and communications*
- Suzannah Wilson Overholt, *vice president of finance and administration*

PPIN board members are also donors, with 100% of PPIN board members currently giving to the agency's mission.

PPIN HEALTH CENTERS

- Anderson\*
- Avon
- Bedford
- Bloomington
- Columbus
- East Chicago
- Elkhart
- Evansville
- Fort Wayne
- Franklin\*
- Gary
- Hammond
- Indianapolis:
  - Castleton
  - Eastside
  - Midtown
  - Northwest\*
  - Southside
  - Georgetown at 86<sup>th</sup>
- Kokomo\*
- Lafayette
- Logansport\*\*
- Madison
- Marion\*
- Merrillville
- Michigan City
- Mishawaka
- Muncie
- New Albany
- Richmond
- Scottsburg
- Seymour
- Shelbyville\*
- Terre Haute
- Valparaiso
- Warsaw

\*Due to a change in funding availability, these health centers will close during FY10.

\*\*This health center closed during FY09.

# PPIN's Voice Grows Through Supporters

With an increase in volunteers, supporters and donors during FY09, community outreach hit an all-time high.

PPIN's young professional group, Planned Parenthood Young Leaders, hosted its second annual 80s Prom: A Safe Sex in the City Event on Feb. 12. Both attendance and proceeds doubled from the inaugural Prom in 2008.

Local supporters came together as part of PPIN's Community Action Boards (CABs) and helped generate community outreach through tabling events, letters-to-the-editor and house parties. CAB members also took part in the inaugural Volunteer Advocates United for Leadership Training (VAULT). The goal of VAULT is to provide PPIN supporters and advocates with an intensive training (nearly 30 hours) that provides them with the tools to advocate on behalf of reproductive justice issues within their communities. For more information on ways to become involved, e-mail [askme@ppin.org](mailto:askme@ppin.org) or call (317) 637-4343.



## Free Pap Day

Through donor and patient contributions, as well as generous grants, PPIN's 2009 Free Pap Day raised more than \$13,000 and provided nearly 400 women with cancer screenings.

Each year during National Women's Health Week, PPIN offers free Pap tests at several health centers across the state. These tests can detect abnormal cells in the cervix that may become cancerous, making this a necessary service every woman should be able to access.

Thank you to all those who made this year's event a true success, including The United Way of Central Indiana through the Ruth Lilly Philanthropic Foundation funding, the Community Foundation of Muncie and Delaware County, and the Wayne County Foundation.



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## FINANCIALS

# Success in the Face of Challenges

Like many not-for-profit organizations, PPIN has been weathering the recent financial turbulence. During FY09, the agency experienced a decline in patient numbers and contraceptive distribution, which may be attributed to the general economic downturn. Additionally, PPIN's investments suffered losses as a result of declines in the stock market. In an effort to offset these losses of revenue, PPIN implemented numerous cost-cutting measures, while simultaneously increasing contributions and grants by 11 percent.

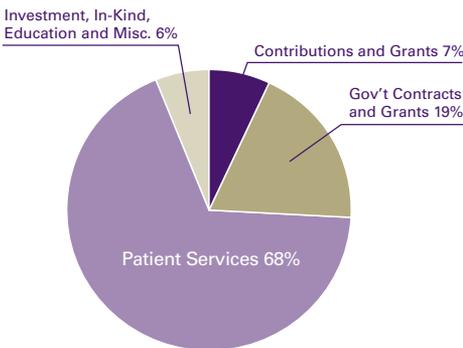
### FY09 UNAUDITED NUMBERS

REVENUE:	DOLLARS	PERCENT
Contributions and Grants	\$1,055,331	7%
Gov't Contracts and Grants	\$3,025,214	19%
Patient Services	\$10,663,898	68%
Investment, In-Kind, Education and Misc. Revenue	\$915,540	6%
<b>TOTAL REVENUE</b>	<b>\$15,659,983</b>	<b>100%</b>

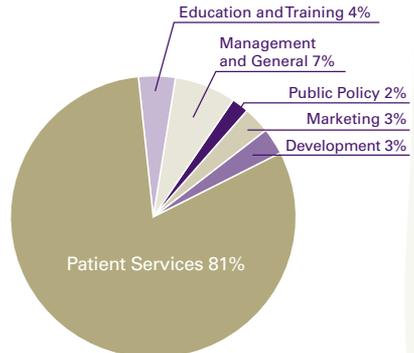
EXPENSES	DOLLARS	PERCENT
Patient Services	\$13,183,333	81%
Education and Training	\$614,421	4%
Management and General	\$1,191,812	7%
Public Policy	\$335,826	2%
Development	\$413,010	3%
Marketing	\$486,089	3%
<b>TOTAL EXPENSES</b>	<b>\$16,224,491</b>	<b>100%</b>

**DECREASE IN FUND ASSETS \$564,508**

*(note that \$360,682 of this is due to PPIN's investment losses)*



**REVENUE**



**EXPENSES**

# The Clowes Fund Helps Sustainability

For more than 55 years, The Clowes Fund has been a generous supporter of PPIN. In addition to playing an integral role in the success of the *Tapestry of Strength* campaign, The Clowes Fund announced a multi-year grant award in support of PPIN's general operating fund. The \$125,000 grant, to be disbursed over five years, allows PPIN to meet its greatest needs as they arise.

In recognition of The Clowes Fund's tremendous support throughout the years, The Fund was awarded PPIN's highest honor, the Margaret Sanger Award, at the 2008 Annual Meeting and Awards Ceremony. This honor is given each year to a person or entity that has made a material difference to PPIN's mission.

Thank you to The Clowes Fund and all award recipients for their continued devotion to and support of PPIN.

## 2008 Annual Award Recipients

**Margaret Sanger Award**  
*The Clowes Fund*

**Young Leaders Award**  
*Jason Jointer*

**Distinguished Legislative Service Award**  
*Former State Rep.  
David Orentlicher*

**Volunteer of the Year Award**  
*Amy Flack*

**Distinguished Service Award**  
*Yvonne Perkins*

**Excellence in Media Award**  
*Mickey Maurer*

# Providing Hope Through Education

PPIN's education department provided more than 17,000 Hoosiers with comprehensive, medically-accurate, age-appropriate sexuality education in FY09.

Educators in Merrillville, Lafayette, Fort Wayne, Indianapolis, Bloomington and Columbus led interactive trainings and educational sessions for teachers, students, youth workers, parents, clergy and health care professionals in their communities. Educators also reached high-risk Hoosiers through safer sex programs at the Bartholomew County Jail, Horizon House homeless day center and the Moms Off Meth group.

The need for holistic sexuality education is apparent in Indiana, and PPIN continues to meet that need with a diverse array of education programs and trainings. To learn more about available sexuality education programs and trainings, call (317) 637-4343 or visit [www.ppin.org](http://www.ppin.org).

Education/Training Session Participants	16,404
Education/Training Session Hours	1,157
AskMe! Inquiries	316
Resource Center Patrons	135
<i>Materials Used</i>	10,961
<i>Number Reached by Resource Materials</i>	487
<b>TOTAL SERVED</b>	<b>17,342</b>



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## FY09 PATIENT STATISTICS

**Unduplicated Patients Served: 88,813 • Total Visits: 258,869**

### Procedures Provided:

Pap tests	43,281
<i>Number of severely abnormal Paps</i>	<i>4,211</i>
Chlamydia tests	42,046
<i>Number of positive tests</i>	<i>3,208</i>
Gonorrhea tests	42,071
<i>Number of positive tests</i>	<i>537</i>
Colposcopies	411
Cryotherapies	47
LEEPs	46
Surgical abortions	4,169
Medical abortions	1,283
HIV tests	7,228
HPV vaccine, Gardasil	1,003
Pregnancy tests	23,151

### Contraceptives Distributed:

Oral contraceptives	257,590
Condoms/spermicides	74,341
Emergency contraception (EC)	17,098
Other contraceptives	39,305

### Poverty Status\*:

Patients at or below poverty	62%
Patients at or below 150% poverty	76%

### Demographics:

Number of females	84,075
Number of males	4,738
All patients by age:	
Ages 17 and under	10,076
Ages 18-19	12,078
Ages 20-24	30,459
Ages 25-29	17,812
Ages 30-34	8,478
Ages 35 and over	9,910
Median age	23

### Race/Ethnic Origin:

White	74%
Black	17%
Hispanic	6%
Other	3%

\* The federal government defines poverty as an annual income of \$10,816 for one person or \$22,048 for a family of four.

*With more than 4,700 male patients, PPIN continues to see a steady increase in the number of men at its health centers.*





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## GATHERING OF GODDESSES AND GODS



PPIN President and CEO Betty Cockrum (second from left) is joined by fellow goddesses at the 2009 Gathering of Goddesses and Gods on April 18.

## Goddesses and Gods Gather

On April 18, PPIN supporters, donors and advocates gathered for the annual *Gathering of Goddesses and Gods* gala. While increased anti-activity leading up to the event threatened to shut *Goddesses* down, the evening proved to be another success with net proceeds of nearly \$107,000. **Mark your calendars for next year's event on May 8, 2010.** For ticket or sponsorship information, please contact the development staff at (317) 637-4343 or visit [www.ppin.org/goddesses](http://www.ppin.org/goddesses).

*"I am 39 years old, and I first came to PPIN when I was 16. It is one of the most beneficial organizations around. Since I've been a parent, I'm also able to pick up information for my daughter. I'm so pleased there is a place she can go to get good care from knowledgeable professionals. Thank you for all the years of help you've provided me and others."*

– PPIN Patient



## PPIN Shows Courage Through Policy Efforts

Through strong advocacy efforts and an increased supporter base, PPIN remained steady during a trying year both economically and legislatively. By giving supporters more opportunities for involvement, PPIN was able to motivate its community stakeholders to take action.

PPIN reached out to supporters through various social networking sites, including Facebook, MySpace and YouTube, as well as the ever-expanding Planned Parenthood Action Network. Supporters' impact was amplified through outreach activities such as monthly phone banking, petitioning and legislator contacts.

When faced with challenges in the Indiana General Assembly, PPIN persevered. The Prevention First agenda gained momentum with all four of the bills being introduced in the Senate, and for the first time, three were also introduced in the House. However, the focus of the 2009 regular session was on Senate Bill 89, a bill that was disguised as a "patient safety" measure by anti-choice forces, but was intended to further limit abortion rights in Indiana. Thankfully, a handful of brave and dedicated legislators helped prevent this bill from becoming law.

The session also brought direct attacks on PPIN's funding when Rep. Jackie Walorski (R-Jimtown) attempted to cut all government funding PPIN receives, including reimbursements for Medicaid patients.

When the session was adjourned, reproductive rights remained unchanged, but not unscathed. This session showed that the courage and determination PPIN supporters provide are critical to safeguarding all reproductive rights in Indiana.

*Are you part of the  
PPIN Facebook Group?*

*Follow us at*  
**[www.tinyurl.com/  
PPINGroup](http://www.tinyurl.com/PPINGroup)**





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PLANNED GIVING

## Planned Giving Creates “Recession Rx”

As the unemployment rate in Indiana rose, PPIN’s patients said they needed even further discounted services and contraceptive options. Thanks to a generous \$38,000 bequest from Dr. W. Hugh Headlee and Gabrielle Mills Headlee, PPIN was able to introduce the “Recession Rx” program in select areas where unemployment rates and plant closures severely impacted communities, including St. Joseph and Kosciusko counties.

“Recession Rx” provides patients with free annual exams and STD screenings, plus birth control pills at \$9 a pack (up to three packs), or one \$27 Depo Provera injection. Through increased donor and grantor support of this initiative, it is PPIN’s hope that the program will continue to grow into other communities and health centers around the state.

Planned giving programs, including the Circle of Choice, give supporters and donors the option to perpetuate their commitment to PPIN’s mission beyond their lifetimes. If you are interested in making a similar impact, you may learn more about PPIN’s planned giving programs by calling (317) 637-4343 or visiting [www.ppin.org/planned\\_giving.aspx](http://www.ppin.org/planned_giving.aspx).



*Board Members Doris Sims (left) and Samantha Miller honored PPIN supporters and volunteers at PPIN’s Annual Meeting and Awards Ceremony on Nov. 19, 2008.*



*PPIN staff, supporters and volunteers donned their best 80s duds at the second annual PPYL 80s Prom: A Safe Sex in the City Event on Feb. 12.*



*PPIN staff and volunteers came together to help beautify the Georgetown health center at a Landscaping Day in August.*

 Planned Parenthood® of Indiana

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*Donate Online Today!*  
[www.ppin.org](http://www.ppin.org)

