



2020 IMPACT



 **Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood of Southwestern Oregon



Lisa Gardner & Vern Katz

Dear Friends,

It is a privilege and honor to serve as Board Chair and Chief Executive Officer for Planned Parenthood of Southwestern Oregon (PPSO). This year has been particularly challenging, as we experienced the impacts of a global pandemic. Navigating COVID-19 has required both resilience and flexibility—which our team demonstrated this year in showing up day after day for our patients, each other, and our affiliate.

Our country is also in the middle of a long overdue racial reckoning and call for social transformation. **Our work in reproductive healthcare – and our commitment to standing with the Movement for Black Lives – demands a deep commitment to change.** We cannot address structural racism in this country without looking inward and addressing our own organization's history of systemic racism. Violence against Black men and women and people of color appears in many different forms—from high rates of maternal death among Black women to undiagnosed cervical cancer among Latina women. Even COVID-19 has had a disproportionate health impact on Black and LatinX communities.

Our work demands that we hold ourselves to higher standards. At PPSO, we are taking steps to recognize and address structural racism in our organization, engaging in a Planned Parenthood Federation-wide Equity Climate Survey, and developing an actionable Equity Workplan based on those results. We must ensure that the Planned Parenthood workplaces are safe and supportive environments for patients, volunteers, and staff at all levels.

In 2020, PPSO showed up for our patients by quickly adapting to Covid-19. Our team launched Telehealth services within a matter of days, maintaining access

to healthcare for our patients—while reducing transmission of the virus. Telehealth also allowed us to expand access into rural communities and for those with transportation barriers by bringing healthcare directly to them through mobile devices.

Our education team also demonstrated resilience and innovation by transitioning to virtual platforms. Early in the pandemic, the education team launched a pilot virtual program with schools and community partners and a live, virtual program for 5th-8th graders. Over the summer we hosted our annual Sex Ed Boot Camp virtually and developed additional virtual curricula for the 2020-2021 school year.

At PPSO, we take great pride in keeping “Our Doors Open” no matter what. We will continue to deliver high-quality, affordable, non-judgmental health care and sexuality education for our communities. Today and always. For nearly 55 years, our patients have relied on us. In 2020 we responded to new challenges, created innovative solutions, and built resiliency for long term success. It's what we do. This next year, we will strengthen our resolve to improve health outcomes in our communities, to be the leader in reproductive healthcare and sexuality education in our state, and to work in coalition to dismantle institutional oppression and systemic racism.

In this together,

Vern Katz
Board Chair

Lisa A. Gardner
President & Chief Executive Officer

EDUCATION

“The PPSO instructors are true professionals and have done an outstanding job in a short time to help us deliver this information!”



HIGH SCHOOL

3,197 in **185**
participants in programs

MIDDLE SCHOOL

2,124 in **111**
participants in programs

ELEMENTARY

2,320 in **85**
participants in programs

UNIVERSITY

132 in **7**
participants in programs

COMMUNITY/ PROFESSIONAL

288 in **26**
participants in programs

Sexuality Education plays an important role in the lives of all people. Through accurate and inclusive educational programs, PPSO aims to empower people of all identities to make intentional choices about their sexual health.

For over 54 years, PPSO has created space for people of all ages and backgrounds to explore sexual health topics with the guidance of highly trained and compassionate educators. Recognized as the expert resource for sexuality education throughout the region, PPSO’s Education Department reached nearly 9,000 youth and adults in FY20.

REV

This year, PPSO’s REV Youth Leadership Program demonstrated that young people are inspiring, resilient, and essential leaders in the fight for reproductive health and comprehensive sexuality education. In FY20, 21 REV Youth volunteered 1,224 hours, trained 80 nursing students to better serve young people, and mobilized local media channels to help keep their school administrators accountable for providing comprehensive sexuality education. REV Youth also launched their own social media pages on Facebook and Instagram. Follow them @PPSOrevolution!

Sex Ed Boot Camp

In 2020, PPSO held its first ever Virtual Sex Ed. Boot Camp (SEBC)! This collaborative online training experience brought together experts in the field to address topics relevant to this unique and challenging time. Highlighting racial justice, online teaching, gender inclusion, and youth access to technology, SEBC provided 40 professionals from throughout the country with new skills and tools to better serve the young people in their lives.

Virtual Education

The global pandemic brought uncertainty to the future of education, but also opened the door for innovation. As schools closed in the Spring, ensuring access to inclusive, accurate, and empowering sexuality education became the top priority. Our Education Team quickly adapted our in-school presentations to video-lessons that teachers could share with their students on any platform.

Additionally, PPSO launched two new Virtual Education Series for elementary and middle school youth. In the last quarter of FY20, new virtual offerings reached over 200 young people in Southwestern Oregon and across the United States—from California to Pennsylvania!

Social Media

In the Spring, with many people accessing sexual health information online, PPSO’s Education Department launched two social media pages to bring sexuality education into the homes and hands of the community on Instagram and Facebook. In the last quarter of FY20, PPSO’s Education Instagram and Facebook pages have reached nearly 500 followers. Follow us @PPSOeducation!

PATIENT SERVICES

In FY2020, Planned Parenthood of Southwestern Oregon (PPSO) provided reproductive and sexual health care to 20,106 patients through 30,410 visits at our five health centers. We focused on patient access, making operational changes to ensure our patients could receive care when they wanted it, how they wanted it, and where they wanted it. Our work included:

Telehealth Launch

Within two weeks of the COVID-19 pandemic hitting, our team implemented Telephonic and Telehealth health care services. This new model-of-care reduces risk of exposure to 0% and provides access to patients in rural locations without health centers.

STI Testing and Treatment

PPSO is part of the larger public health solution. STIs are an epidemic within the pandemic. As a result of both the STI epidemic and the pandemic, PPSO implemented no touch STI testing throughout affiliate service area. PPSO helped ensure access to STI testing and treatment by fulfilling service gaps for patients when local health departments were not able to offer testing due to shifting resources to COVID-19 response.

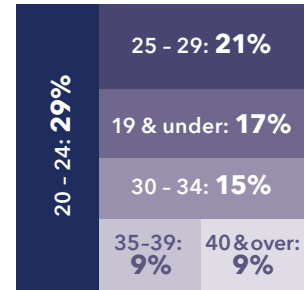
Team-Centered Patient Care

Our team implemented Team Centered Patient Care (TCPC) this year—ensuring a holistic approach to patient care. As a result of TCPC, PPSO increased total visit volume, improved cycle times, and increased visits per hour! Before COVID-19, PPSO was on track to have our strongest year on record, much thanks to the TCPC approach.

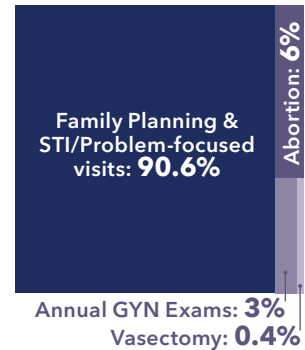
Gender Affirming Care

In FY20, PPSO launched our Gender Affirming Care (GAC) initiative—including completing an environmental assessment and recruiting change agents throughout the organization. PPSO trained staff to offer gender affirming hormone treatment. All staff participated in affiliate-wide trainings and education in preparation for launch of GAC services in FY21.

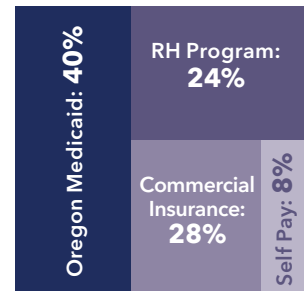
AGE OF CLIENTS



TYPE OF SERVICE

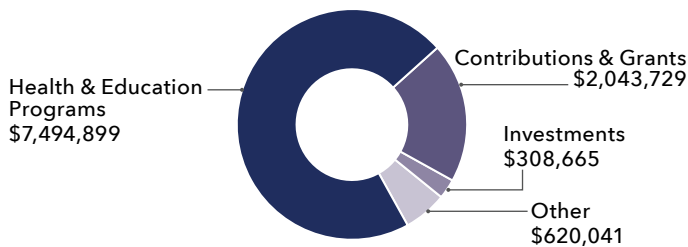


TYPE OF PAYMENT



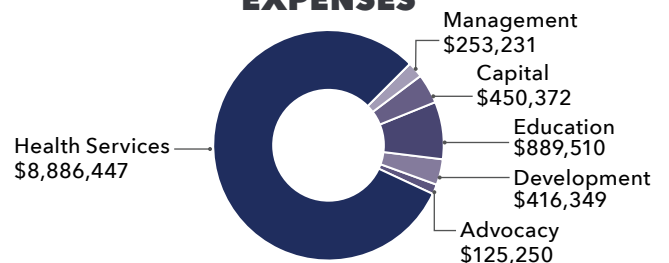
FY2020 REVENUE & EXPENSES*

REVENUE



Total Revenue: \$10,467,334

EXPENSES



Total Expenses: \$11,021,159

*FY2020 audited revenue and expenses

ADVOCACY

In FY2020, PPSO influenced local, statewide, and national policy to advance reproductive healthcare services for everyone. Locally, together with Planned Parenthood Advocates of Oregon, we worked to advance sex education initiatives and improve reproductive healthcare for Oregonians. Our work included:

Lobbying

Our team worked closely with state officials to protect funding for reproductive health services for all Oregonians, regardless of the Trump Administration's Title X gag rule. When COVID-19 hit, we helped improve telemedicine and telehealth policies and payment parity which allowed our clinics to continue providing services, despite stay-at-home orders. Our team lobbied for abortion, family planning, and gender-affirming care to be considered essential services in pandemic guidance from the Oregon Department of Justice and Oregon Health Authority.

Community Engagement

This year we launched a Planned Parenthood Raíz program, which prioritizes the needs of Latinx communities that have historically been underrepresented in reproductive health discourse and advocacy. We redoubled our commitment to the Black Lives Matter movement against police violence. If Black Oregonians do not have the right to bodily autonomy to live their daily lives without the fear of violence or murder, we can never achieve justice, let alone reproductive freedom.

Title X

Our legal battle against the Trump Administration's Title X gag rule continued. PPSO is the lead plaintiff in a case likely headed for the Supreme Court. We got in this fight for our patients – this year and all future years – we will never stop advocating for our patients and the high-quality care they deserve.

Ballot Initiatives

We worked to lay the groundwork for measures, ballot initiatives, and referendums both in Oregon and in nearby states. We know protecting sexual and reproductive health begins here in Oregon, but extends far beyond our borders. Here are some of our biggest wins:

- » We joined the *Yes for a Healthy Future* campaign to protect the Oregon Health Plan, which provides insurance coverage for nearly half of Planned Parenthood patients.
- » We worked to stop harmful ballot initiatives in other states from passing, including Proposition 115 in Colorado, the latest initiative in a long line of attempts to ban abortion. Bans like these threaten access to critical healthcare for all Americans.
- » We advocated and raised funds for Washington's Referendum 90, which passed and requires public schools to provide comprehensive sexual health education for all students.



“While an unprecedented number of extreme abortion bans are being enacted across the country, PPAO has been organizing and mobilizing supporters to fight back. Together, our state is sending a clear message: The Trump administration’s destructive agenda is not welcome in Oregon.”

– Margaret Hallock
PPAO Board Secretary

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PHILANTHROPY

Every year, thousands of donors give generously to Planned Parenthood of Southwestern Oregon to bring comprehensive sex education and reproductive healthcare services to more than 40,000 people across Oregon.

Across our organization, the onset of COVID-19 presented unique challenges for patient care, education, and fundraising. Despite ongoing challenges, our donors stepped up like never before to ensure our communities can still access the care and education they deserve. Despite continued uncertainty, FY20 brought exciting investments in patient care – including \$150,000 in seed funding to implement PPDirect, the telehealth app that will offer convenient UTI testing and treatment 24/7 to any patient in the state of Oregon.

FY20 also saw deep investments in our Education programming, with more than \$100,000 in gifts from individuals and foundations to support access to comprehensive sex education programs throughout our eight-county region.

Our donors are our champions. It is their generosity that moves us closer to a world where sexual and reproductive rights are understood to be human rights and where everyone is able to live free from discrimination in all forms.

THANK YOU for making this work possible.

“I serve on the Board of Planned Parenthood because I believe deeply in the mission, but even more so, because I want to build a better future for my children. One where their ability to realize their dreams and fulfill their potential isn’t impacted by when and if they choose to become a parent.”

– Dr. Dorothy Penalzo
Vice Chair, PPSO



Dr. Dorothy Penalzo and her daughters

FY20 FUNDRAISING

\$1,988,464
TOTAL RAISED

FY20 DONORS

3,507
DONORS

745
BRAND NEW
TO PPSO

Planned Parenthood of Southwestern Oregon is a 501(3)(c) non-profit organization. Gifts to PPSO are deductible for federal and state tax purposes in accordance to the law. To invest in PPSO, go to ppsworegon.org/donate.