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# IMPACT



*A Message*

FROM OUR PRESIDENT & CEO, BETTY COCKRUM



## Every Day, Through Your Help, We Make a Difference

Our greatest asset is our thousands of supporters throughout the state, across the country and around the world. You make this important work possible!

Back in July of 2010, we began the new fiscal year feeling good about where we were and what lay ahead. Even with a changing political landscape, we felt hopeful. We were continuing to provide high-quality reproductive health care to tens of thousands of Hoosiers. We also launched a new public health care initiative with our first-ever flu shot program, offering below-market vaccines at 19 of our 28 health centers across the state.

We knew the 2010 elections meant the fight would be tougher. We did not, however, foresee the abundance of anti-reproductive health care measures that ensued with the dawning of 2011. Seventeen bills. A new track record. A bill to ban abortion in Indiana entirely, with the author's wish for Indiana to be the test case that would finally take down *Roe v. Wade*. Credible sources and facts, not to mention the United States Constitution, were of no consequence as conservative legislators launched an assault on women's health.

We were present and vigilant, day in and

day out. We knew, though, that we could not entirely forestall the anti-choice juggernaut.

And then came the last-minute defunding of PPIN with the passage of House Enrolled Act (HEA) 1210. With the assistance of the American Civil Liberties Union of Indiana, we continue to battle this legislation in the courts. We remain confident that we will prevail. We also remain realistic that these issues are not going away any time soon. You may read more about HEA 1210 on page two.

The outpouring of support here in Indiana and from across the country was stunning. Once Indiana became the poster child for defunding, lots of folks took notice. Donations poured in from across the U.S. – 1,600 donors from 48 states (and from 3 continents).

While our focus remains on the legal status of our funding, we're also excited to say that we had a lot to celebrate in other key areas this past year:

- For the first time ever, our annual *Gathering of Goddesses and Gods* fundraiser was sold out! It raised a record-breaking \$170,000 for our Women's Health Fund.
- Free HIV tests were offered to patients in April as part of the "Get Yourself Tested" campaign.
- We're now offering Essure®, a new permanent birth control option, at our Georgetown health center in Indianapolis.
- And, four more adoption placements began with referrals from a PPIN health center, bringing the total to nine families we've assisted.

We can't thank you enough for what you've done to keep us going this year. Whether it's a kind word or note, a letter in your local paper, a "Don't Take Away My Cancer Screenings" sign at a rally, or a donation, your support has meant so much.

# PUBLIC POLICY



## State Legislation

# Justice Prevails for Hoosier Health

Every legislative session has its challenges, but this past session was one for the history books.

After running on a platform of job creation, the Indiana General Assembly promptly launched an unprecedented assault on reproductive health care.

The culmination of this effort was House Enrolled Act (HEA) 1210, a collection of abortion regulations that ultimately included defunding Planned Parenthood of Indiana. HEA 1210 is fraught with unintended consequences and confusion.

Still, legislators claimed victory against abortion. The reality is that this legislation threatens basic preventive health care - birth control, Pap tests and STD testing and treatment.

It also makes tragic situations worse for Hoosier women seeking later-term abortions. The only provider of second trimester abortions in Indiana halted services out of fear. Those unfortunate few Hoosier women whose doctors have advised them of daunting fetal anomalies, risk to their lives, or who are victims of rape or incest, must now leave Indiana to get an abortion. It adds to their heartbreak, their burden, their cost. It is wrong.

The bill passed with substantial majorities - 35-13 in the Senate and 66-32 in the House - despite testimony from experts who warned of the potential consequences.

PPIN won a preliminary injunction against the law on June 24. Judge Tanya Walton Pratt restored PPIN as a Medicaid provider. On July 1, all other provisions of HEA 1210 that PPIN didn't challenge went into effect.

The State of Indiana appealed the preliminary injunction. We hope for a favorable ruling from the 7<sup>th</sup> Circuit Court of Appeals by year's end. Meanwhile, our pursuit of a permanent injunction is pending before Judge Pratt. The law is on our side, but the state appears intent on continuing to spend taxpayer money defending this destructive law.

Thankfully, the 2012 legislative session will be a short one. We are fully prepared to fight for our patients. We're stronger, smarter, and more committed to our mission than ever.

### THE FACTS ABOUT HEA 1210

- Threatens access to reproductive health care for 9,300 Hoosiers who rely on us for critical preventive health care services.
- Defines fertilization as the point when "human physical life" begins, which has no basis in medical fact.
- Bans abortion at or after 20 weeks based on medically inaccurate claims that fetuses can feel pain at this stage.
- Requires women seeking abortions to view an ultrasound and listen to fetal heart tones (if audible) or refuse in writing.
- Mandated that abortion providers tell women seeking an abortion that a fetus could feel pain at or before 20 weeks gestation. Because the State could not provide evidence of fetal pain in the first trimester and because 95% of the abortions performed in Indiana occur within the first trimester, Judge Pratt struck down that provision.



## Federal Legislation

# "I'll Be After Them."

Indiana's own Congressman Mike Pence launched an all-out assault on family planning funding in 2011, but Americans answered him with a call of their own: We deserve better.

Planned Parenthood was on the radar screen of a number of radical members of Congress this year. Although federal law prohibits the use of taxpayer funding for abortion with few exceptions, anti-choice politicians nearly shut down the federal government over funding for Planned Parenthood's 83 affiliates across the country.

It wasn't a shock that Indiana's own Congressman Mike Pence continued his crusade to eliminate Title X funding to any entity that provides abortions and strip Planned Parenthood of any federal funds whatsoever.

"If Planned Parenthood wants to be involved in providing counseling services and HIV

testing, they ought not to be in the business of providing abortions," Pence said. "As long as they aspire to do that, I'll be after them."

He failed, but this fight isn't over. Please stay tuned as he ramps up his campaign to be Indiana's next governor.





## Big Strides for Preventive Care

“Preventive care” represents the overwhelming majority of what we do every day. Our Pap tests, cancer screenings, birth control and STD testing and treatment are crucial, sometimes lifesaving services.

But often it's not until someone else makes a big move that preventive care gets the attention it deserves.

The U.S. Department of Health and Human Services (HHS) made one of those big moves this year, when it announced that beginning Aug. 1, 2012, women in the United States will have their birth control covered by insurance companies, free of co-pays.

In addition to insurance coverage for birth control, HHS also mandated full coverage of the following:

- Well-woman visits.
- Screening for gestational diabetes.
- Testing for the human papillomavirus (HPV) as part of cervical cancer screening for women age 30 and older.
- Counseling about sexually transmitted diseases
- Counseling and screening for HIV.

- Counseling on breast-feeding, including breast-feeding equipment.
- Counseling on interpersonal and domestic violence.

We applaud HHS for standing up for preventive care, and women's health care, in particular. Together, we're all helping to stop health problems before they start.



*Activism*

## WE'LL NEVER QUIT!

PPIN's activists were a tremendous asset this past year, especially during the 2011 legislative session. They truly stood up for Indiana women. We thank them!

We called for help and our activists answered, attending over 15 rallies around the state, gathering thousands of petition signatures and attending numerous committee hearings in pink t-shirts.

Our most visible event during the session was our Rally to Protect Our Patients, which brought more than 600 PPIN supporters to the Indiana Statehouse. The event featured speeches from clergy members, legislators, notable local business people, young feminists and PPIN President and CEO Betty Cockrum. The outpouring of support was staggering.

When we struggled to keep up the fight, our activists were there to lift us up and take us the extra mile, and we are truly grateful. We look forward to seeing the same support in 2012!



# FINANCE



*The Year in Review*

## Fiscal Year 2011 Executive Summary

FY 2011 was a year of continued recovery from the changes we made during FY 2010.

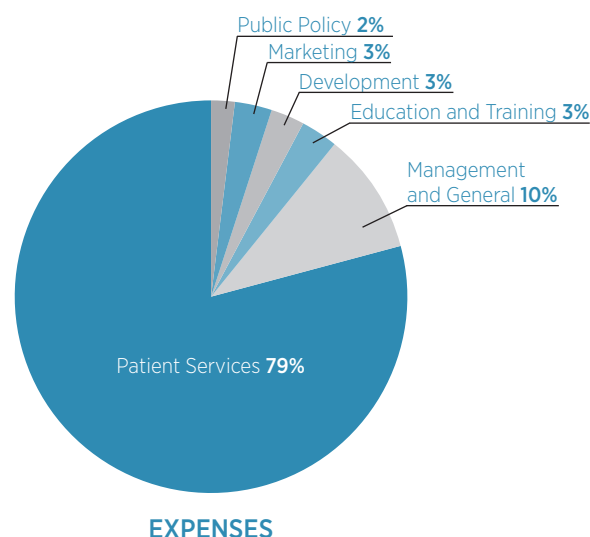
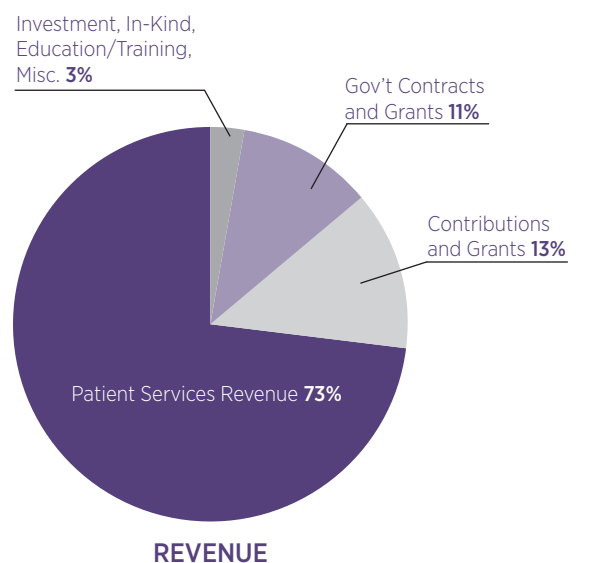
After weathering a loss of \$1 million in federal funding in FY10 and making some tough decisions to close health centers and reduce our workforce, we are now in a stronger financial position. Expenses are down and revenue is up. Our net operating revenue for the year was \$903,033, an increase of more than \$400,000 over FY10. This is, in large part, due to one-time donations we received in response to the General Assembly's attempt to defund us. It is also due to strategic business decisions that have resulted in more streamlined operations, and making services more affordable and accessible. We continue to battle threats to our funding as well as the rising cost of health care. And, we remain focused on identifying new sustainable revenue streams so we can continue to provide affordable quality health care and attract and retain high quality, professional staff.

### FY 11 UNAUDITED NUMBERS

REVENUE	DOLLARS	PERCENT
Patient Services Revenue	\$10,994,038	73%
Contributions and Grants	\$1,910,848	13%
Gov't Contracts and Grants	\$1,680,887	11%
Investments, In-Kind, Education/ Training, Misc. Revenue	\$549,279	3%
<b>TOTAL REVENUE</b>	<b>\$15,135,052</b>	<b>100%</b>

EXPENSES	DOLLARS	PERCENT
Patient Services	\$11,281,999	79%
Management and General	\$1,378,798	10%
Education and Training	\$399,913	3%
Development	\$420,074	3%
Marketing	\$467,178	3%
Public Policy	\$284,057	2%
<b>TOTAL EXPENSES</b>	<b>\$14,232,019</b>	<b>100%</b>

<b>INC/(DEC) IN NET ASSETS</b>	<b>\$903,033</b>	<b>6%</b>
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# DEVELOPMENT



*Big Ideas*

## Stitches for Mitch

New Mexico quilters use their talents to support the Women's Health Fund.

The "16 Stitches Project" was an idea borne of Margery Reading from Taos, New Mexico. Margery contacted us in FY 2011 after a segment on *The Rachel Maddow Show* sparked her interest in PPIN's work and our fight to preserve health care for Hoosiers. She told us that she found it ironic that Gov. Mitch Daniels was faced with his own medical emergency (a bump to the head), soon after signing HEA 1210 – legislation that would take away health care from Hoosiers.

Margery said that "the governor's own need for health care served as a reminder that health care is a vital service that any of us may need at any moment – even those of us who can't, for whatever reason, afford it."

Margery talked with like-minded friends in Taos and together, they decided to raise money for PPIN's Women's Health Fund.

Dorothy Zopf, a friend of Margery's and an expert quilter, agreed to donate 50 percent of the sale of 11 quilts to PPIN's Women's Health Fund. The women named their effort the 16 Stitches Project, punning off of their stitchery and Mitch Daniels' newly stitched-up head wound.

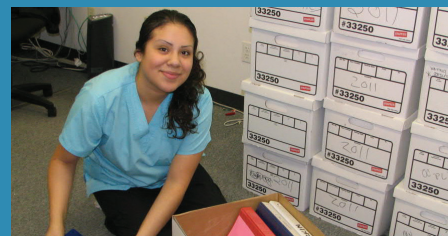
Dorothy's handiwork is highlighted in *Women Artists of the American West*, published in 2003. She is the author of *Surviving the Winter: The Evolution of Quilt Making in New Mexico*.



*Your Donations at Work*

As part of our constant efforts to create the best possible patient experience and maintain the highest standards of care, PPIN has been busily refurbishing health centers and moving others to new locations to provide a better patient experience.

If you're interested in making a contribution to maintain the highest standards of care in our health centers, please contact our development department at [development@ppin.org](mailto:development@ppin.org) or **(317) 637-4151** and ask about making a gift to the General Operating Fund.



Gary staff spent a busy March day packing up their health center to move to a new location at 1124 Broadway.



*Events*

## Partying For A Great Cause

2011's *Gathering of Goddesses and Gods* raised a record-breaking amount for PPIN's Women's Health Fund.



PPIN President and CEO Betty Cockrum addresses a crowd of over 700 at 2011's *Gathering of Goddesses and Gods*.

PPIN's eighth annual *Gathering of Goddesses and Gods* on April 16 made a record-breaking impact on the Women's Health Fund (WHF). Established to help Hoosiers in need of lifesaving cancer screenings, birth control, STD testing and treatment, breast health services and Pap tests, the WHF helps women and men who need free or subsidized care.

This year was a sold-out event. PPIN supporters overwhelmingly answered the call to stand with Planned Parenthood and raised \$170,000 for the WHF.

Please mark your calendars for next year's event on May 5, 2012. For more information, please contact the development staff at **(317) 637-4175** or visit [www.ppin.org/goddesses](http://www.ppin.org/goddesses).

Thanks to all of our sponsors for the 2011 *Gathering of Goddesses and Gods*. Your support is invaluable!

# PATIENT SERVICES

## PATIENT STATISTICS FY 11

Unduplicated patients served: 79,240 · Total Visits: 225,483

PROCEDURES PROVIDED	
Pap tests:	11,576
<i>Number of severely abnormal Paps:</i>	<i>1,509</i>
Chlamydia tests:	24,886
<i>Number of positive tests:</i>	<i>2,489</i>
Gonorrhea tests:	24,864
<i>Number of positive tests:</i>	<i>123</i>
Colposcopy:	223
Cryotherapy:	14
LEEPs:	42
Abortions:	5,250
HIV tests:	7,282
Gardasil/HPV vaccine:	304
Pregnancy tests:	18,298

CONTRACEPTIVES DISTRIBUTED	
Oral Contraceptives	249,553
Condoms/Spermicides	54,119
Emergency Contraception (EC)	11,132
Other Contraceptives	37,599

DEMOGRAPHICS	
Number of males:	5,856
Number of females:	73,384
Ages 17 and under:	8,070
Ages 18-19:	9,642
Ages 20-24:	26,012
Ages 25-29:	16,463
Ages 30-34:	8,957
Ages 35 and over:	10,096
Median age:	24

POVERTY STATUS	
Patients at or below poverty*:	53%
Patients at or below 150% poverty*:	68%

RACE/ETHNIC ORIGIN	
White:	70.5%
Black:	17.5%
Hispanic:	6.5%
Other:	5.5%

\*The federal government defines poverty as an annual income of \$10,830 for one person or \$22,050 for a family of four.



*Pay It Forward*

## You Help Us Save Lives!

A generous supporter helps us expand our services to provide life-saving preventive care to underserved areas.

Thanks to the dedication of supporters like you, PPIN has been able to expand its portfolio of services around the state. A generous donor in Madison recognized the need for more reproductive health care options in the community and funded the implementation of colposcopy, cryotherapy and LEEP services. These procedures are used to detect and treat abnormal cervical tissue - a critical step in the prevention of cervical cancer.

In the past, the closest PPIN health center to offer colposcopy services was Bloomington - a long drive for Scottsburg, New Albany and Madison patients.

Madison also now offers Implanon and intrauterine contraception (IUD/IUC), two long-term birth control options with nearly 100% effectiveness.

Medication abortion is now available at our Lafayette health center. Previously, much of the northern region of the state had limited access to abortion care and women seeking this important service often had to travel an hour or more. This service expansion provides access to women in Lafayette and the surrounding rural communities.

In Indianapolis, at our facility at 86th and Georgetown Rd., PPIN now offers Essure®,

a non-invasive method of permanent birth control. Essure® is performed in an office visit with minimal discomfort and recovery time.

As part of our efforts to provide a wide range of preventive care options, PPIN also offered low-cost influenza vaccines at 19 locations across the state during the winter flu season.

As the only provider that many of our patients see, we constantly seek to expand our range of services. For more information about our new services or to make a donation, visit us at [www.ppin.org](http://www.ppin.org).

# EDUCATION



*Changing Lives*

## A Legacy of Knowledge

**An Indianapolis couple gives Hoosiers the gift of education.**

Our fantastic donors left a wonderful legacy of education over the course of the past fiscal year. At the top of the list of those who made a difference is the Sara and Albert Reuben estate, which honored us with a gift of \$500,000 – the largest general operating grant we've ever received.

With this grant, PPIN hired a program director and launched the Sara and Albert Reuben Partners in Health Education Program (SARPHEP). This program will extend the reach and visibility of PPIN's education programs and services around the state, helping us bring comprehensive, fact-based health education to more people than ever. In addition, more patients and clients will benefit, thanks to the concentrated efforts

of our newly-hired director.

PPIN is determined to build relationships that will allow us to make comprehensive sexuality education available in schools and prisons, and to various youth service agencies. With your continued support, PPIN plans to continue as the state's foremost authority on sexual health education and work to give all Hoosiers the right tools to live healthy, happy lives.

If you are interested in SARPHEP or partnering with PPIN on our education efforts, please contact us at [education@ppin.org](mailto:education@ppin.org) or **(317) 637-4314**.



*Peer Education*

## Youth-Led Learning

**The Lilly Endowment supports peer-to-peer sexuality education.**

We have the Lilly Endowment to thank for the grant that funds one of the most popular and sought after programs offered by PPIN's education department: the Peer Education Program. "Peer Ed" is a wonderful opportunity for youth to receive evidence-based, medically accurate, comprehensive sexuality education from a trusted and reliable source. The peer-to-peer based program provides 25 hours of comprehensive sexuality education to a group of young people so they can, in turn, become resources for their friends and the people in their lives.

Peer-based models of adolescent sexuality education structured around leadership training have been used extensively for HIV prevention and are recognized as effective by the U.S. Centers for Disease Control and Prevention, as well as the U. S. Health Resources and Services Administration.

This past year, PPIN trained 37 individuals ages 15-22 through this initiative. They completed 25 hours of training, talked to at least 50 of their peers about what they had learned from the class and passed a post-test. When they meet their requirements, PPIN gives them a \$50 stipend for their hard work—not a bad deal!

Whenever possible, participating youth are given opportunities to expand on the skills they have learned in the program or put those skills to use. Whether it's a behind-the-scenes tour of the Kinsey Institute, tabling a health fair at their school or assisting other agencies in the production of tools geared for adolescents, peer educators continue to rise to the occasion and jump at the chance to engage in important conversations about sexuality.



*Partners in Education*

At Planned Parenthood of Indiana, our education staff strives to see that Hoosiers understand sexuality as a life-long and positive part of being human. We provide information about sexual and reproductive health that is honest, accurate and research-based so that our participants have the information they need to keep themselves and their families healthy.

Educators at PPIN have been trained to present several well-known and respected sexuality education curricula. They include: Our Whole Lives curricula for 7th-9th graders and 10th-12th graders; the Streetwise to Sexwise curriculum from Planned Parenthood of Greater Northern New Jersey; and the evidence-based Safe Dates curriculum. These multi-session curricula provide participants with 10-to-27 lessons on comprehensive information about sexual and reproductive health.

We receive frequent requests for short-term education programs and have the ability to tailor programs to meet the needs of our audiences. PPIN educators are experienced at working with all kinds of people at every life stage.

Educators are also able to provide training to professionals. With each audience, we assess the needs and plan programming that is accurate, age-appropriate and unbiased. Information imparted in education and training sessions is also based on the latest research in the field.

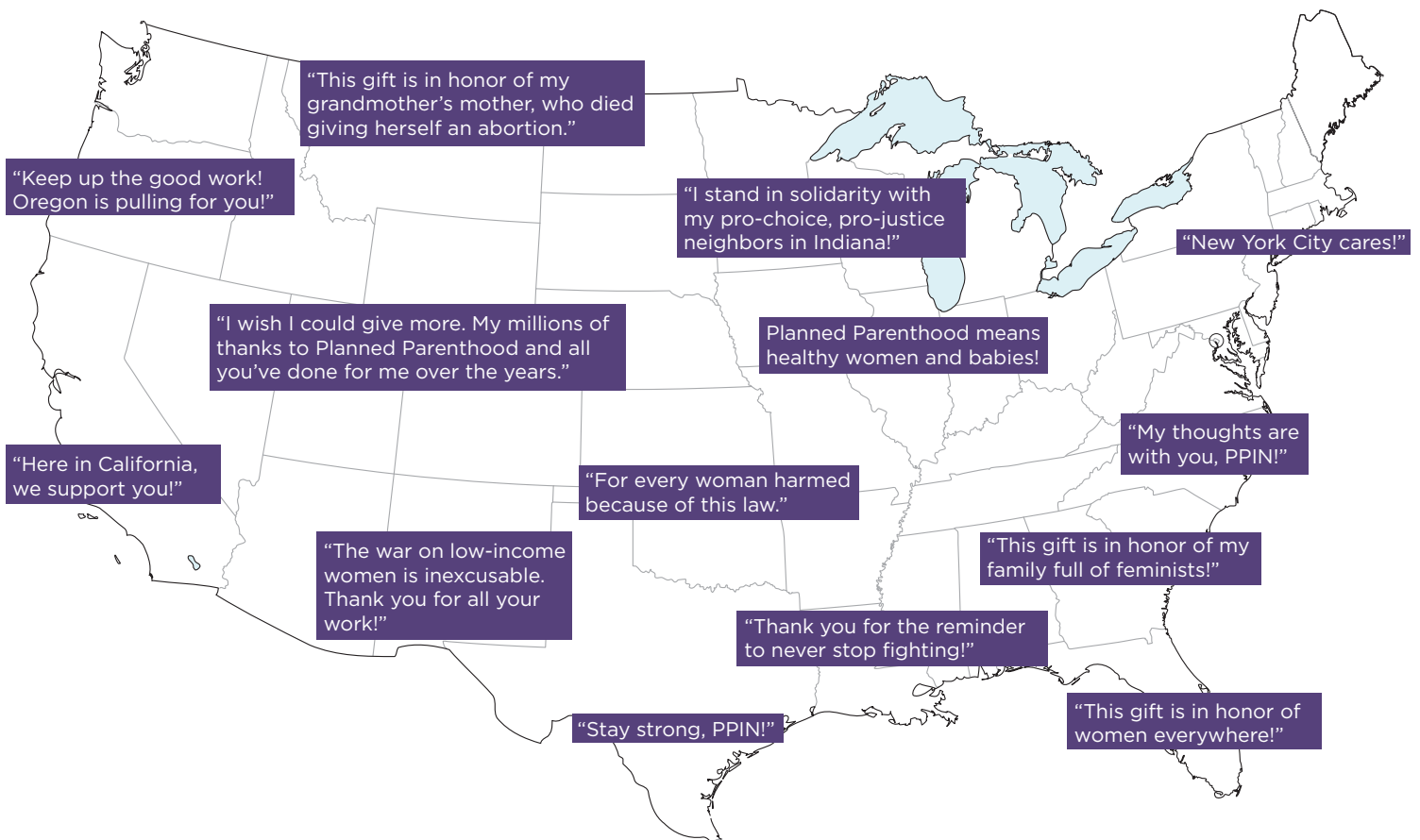
PPIN educators work with individuals and groups from schools, faith organizations and community-based organizations to contribute to the sexual literacy and health of Hoosiers around the state. If you would like to request the services of the PPIN educator in your community, please contact us at [education@ppin.org](mailto:education@ppin.org) or **(317) 637-4314**.



## *America Stands With Us!*

Our fight to restore our funding made national headlines and we were touched by the messages and donations we received from across America and several foreign countries. Supporters like you are our most valuable asset because you make our work possible. From the bottom of our hearts, we thank you!

**Here are just a few of the messages we received from our incredible friends:**



### **PPIN HEALTH CENTERS**

AVON · BEDFORD · BLOOMINGTON · COLUMBUS · EAST CHICAGO · ELKHART · EVANSVILLE · FORT WAYNE · GARY · HAMMOND  
INDIANAPOLIS (CASTLETON, EASTSIDE, MIDTOWN, SOUTHSIDE, GEORGETOWN AT 86<sup>TH</sup>) · LAFAYETTE · MADISON · MERRILLVILLE  
MICHIGAN CITY · MISHAWAKA · MUNCIE · NEW ALBANY · RICHMOND · SCOTTSBURG · SEYMOUR · TERRE HAUTE · VALPARAISO · WARSAW