FY 2019 Annual Report

Table of Contents

Message from Our Leadership 1

Consolidated Statement of Financial Position 2

Patient Demographics & Services by the Numbers 3

Education & Advocacy by the Numbers 4

Thanks to Your Incredible Generosity... 5

Our Leadership & Center Locations 8
Message from Our Leadership

Dear Friends,

No question, this year was one for the history books. Despite some of the most challenging times our affiliate has ever seen, we are so incredibly proud of the work our team has done to ensure our patients, clients, students, families and communities get the services and education they need.

Now we turn to you – our allies, supporters, friends, donors – to thank YOU for being there for us and with us. We appreciate the calls to your legislators, your presence at rallies, your offers to volunteer and those extra dollars you’ve shared with us. You and your dedication to our mission inspire us every day.

Despite the challenges, we were still able to make big moves in 2019. Our Patient Services team launched pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP). Our education team expanded our program to support the needs of people with developmental disabilities and we launched Planned Parenthood Direct, a mobile app that provides health care access for patients from anywhere!

Our progress has been hard fought and attacks have reached a fever pitch. But we have never stopped living our mission and we never will. In these times of hostile government (both federal and state) actions against women’s health in general, and Planned Parenthood in particular, we want you to know that Planned Parenthood Southwest Ohio Region is standing tall.

We are strong, we are united and we are fighting for the health and rights of all people. And, we are so grateful to be working alongside supporters like you.

In Solidarity,

KERSHA DEIBEL
President/CEO

SALLY CUNI
Board Chair
## Consolidated Statement of Financial Position*

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$1,874,744</td>
</tr>
<tr>
<td>Investments</td>
<td>$7,789,863</td>
</tr>
<tr>
<td>Property &amp; Equipment</td>
<td>$3,270,919</td>
</tr>
</tbody>
</table>

**Total Assets** $12,935,526

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$1,650,908</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$1,650,908</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$6,079,443</td>
</tr>
<tr>
<td>Restricted</td>
<td>$5,205,175</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$11,284,618</td>
</tr>
</tbody>
</table>

**Total Liabilities & Net Assets** $12,935,526

### Revenue

- Patient Fees: **58%**
- Contributions: **25%**
- Govt Grants: **12%**
- Special Events: **3%**
- Other: **2%**

### Expenses

- Patient services: **70%**
- Management and General: **18%**
- Development: **5%**
- Public Affairs and Communications: **4%**
- Information and Education: **3%**

---

*Planned Parenthood Southwest Ohio Region and Planned Parenthood Cincinnati Region Foundation combined statement of financial position.
Patient Demographics & Services by the Numbers

33,768 patient visits
20,631 total patients

46,177 STI tests
2,098 pap tests
6,354 breast exams
3,276 abortions

22,930 units of birth control
4,719 HIV tests
1,455 long-acting reversible contraceptives

254 colposcopy/LEEP
175 emergency contraceptives
8,881 pregnancy tests
2,356 well-person visits

Race
American Indian or Alaska Native: 0.1%
Asian: 2.2%
Black or African American: 30.7%
White: 58.5%
Multi-racial: 1.3%
Unknown/not reported: 7.2%

Ethnicity
Hispanic: 5.1%
Non Hispanic: 91.9%
Unknown: 3.0%

Age
- Under 18: 6.6%
- 18-19: 10.2%
- 20-24: 28.9%
- 25-29: 23.0%
- 30-34: 14.5%
- 35-39: 8.6%
- 40+: 8.2%
Education & Advocacy by the Numbers

513 education sessions

2,402 total education participants

391 new volunteers

1,500 volunteer hours

161 events hosted

292,800 condoms distributed
Meet Our Patients Where They Are
This year, we increased access for our patients by making smart technology updates. First, we opened our Online Appointment Scheduling (OAS) for surgical patients. This allows patients to schedule their first surgery appointment on our website at any time of day or night. Second, we started providing text notifications to patients who call to schedule their appointment. Reminders are sent several times prior to the appointment and patients who do not show for their appointments receive a follow-up text reminder to reschedule. We also launched online health services for our patients who are unable to get to one of our physical locations. For now, services offered are mail-order birth control pills and UTI treatment for self-pay patients. Those looking for additional services are directed to their nearest Planned Parenthood health center. More services and the ability to accept insurance will be added over time.

Expand Services to Offer PEP and PrEP
In August, we expanded services to offer our patients two methods of combating HIV in our health centers. PEP: Post-exposure prophylaxis for HIV. PEP helps prevent HIV infection in instances of rape, needle stick or high risk sex when taken within 72 hours of exposure. PrEP: Pre-exposure prophylaxis for HIV. PrEP allows high risk patients to reduce their risk of acquiring HIV by up to 92% with a once daily oral pill.
Re-enter the Federal Title X Program*
Through this program, funds are distributed to health care organizations like Planned Parenthood so that we can provide essential services including wellness exams, cervical and breast cancer screenings, birth control and STI testing and treatment on a sliding fee scale based on the patient’s ability to pay. In September, it was announced that Planned Parenthood Southwest Ohio was awarded Title X funding for the first time since 2011.

*Title X funding was subsequently lost in July 2019.

Earn the Top Workplace Designation in Cincinnati for 4th Year in a Row
In June, the Cincinnati Enquirer published its “Top Work Places 2018” issue which included a list of the best places to work in the Cincinnati area. The evaluation for the Top Work Place program is based on feedback from employee surveys and this year Planned Parenthood Southwest Ohio Region was named to the list for the fourth consecutive year.

Welcome a New President and CEO
After an extensive national search, Planned Parenthood Southwest Ohio Region welcomed a new President and CEO. The Board of Directors voted unanimously to hire Kersha Deibel from a pool of more than 200 candidates in February 2019. Kersha comes to us with more than eight years of leadership and organizing experience with Planned Parenthood Federation of America and Planned Parenthood Action Fund in Washington, D.C. Kersha is a nationally recognized and admired leader in the fight for access to reproductive health care. She has dedicated her entire career to what she calls “reproductive liberation for all people.”
STOP THE BANS.
Our Leadership

BOARD OF DIRECTORS
January 1 – December 31, 2019

Sally Cuni
CHAIR

Jay Shatz
VICE CHAIR

John Gillespie
TREASURER

Rashida Manuel
SECRETARY

Sergio Aguillón-Mata
Linda Butler
Leo D’Cruz
Julie Desai
Kristin Freeman
Elissa Habib
Kimberly Hamlin
Edwin (Max) Hardy
Rickell Howard
Lauren Jones
Carol Kabel
Beth Mandel
Laura Mercer
Cynthia Richards
John Theobald
Meghan Thomas
Barbara Tobias
Kiana Trabue

EXECUTIVE TEAM
July 1, 2018 – June 30, 2019

Kersha Deibel
PRESIDENT/CEO

Susan Berliant
VICE PRESIDENT OF DEVELOPMENT AND COMMUNITY IMPACT

Suzanne Bertuleit
DIRECTOR OF QUALITY AND RISK MANAGEMENT

Lee Bower
CHIEF OPERATING OFFICER

Sher’rie Brown
VICE PRESIDENT OF PATIENT SERVICES

Danielle Craig
VICE PRESIDENT OF COMMUNICATIONS & EDUCATION

Sharon Liner
MEDICAL DIRECTOR

Leslie Mitchell
VICE PRESIDENT OF HUMAN RESOURCES

Phyliss Payton
EXECUTIVE ASSISTANT

Center Locations

DAYTON HEALTH CENTER
937.226.0780
224 N. Wilkinson St.
Dayton, OH 45402

HAMILTON HEALTH CENTER
513.856.8332
11 Ludlow St.
Hamilton, OH 45011

MT. AUBURN HEALTH CENTER
513.287.6484
2314 Auburn Ave
Cincinnati, OH 45219

SPRINGFIELD HEALTH CENTER
937.325.7349
1061 N. Bechtle Ave
Springfield, OH 45504

CINCINNATI SURGICAL CENTER
513.287.6488
2314 Auburn Ave.
Cincinnati, OH 45219

LEGACY GIVING

In appreciation of their life-long dedication to the mission of Planned Parenthood, we honor the following generous individuals whose planned gifts were realized in the 2019 fiscal year. Your legacy lives on.

Jackie Demalone
Marjorie McHugh
Sarah K. Shell
Beverly and Stanley Shores
Genevieve H. Smith
Barbara Stuart

Endowed Gifts
Lola Louise Bonnell
Fred and Elizabeth Cole
Lucie M. Robbins
Milton and Marian Simmons
Donald M. and Dorothea Hunt Spindler

For assistance in planning your own legacy gift, please call 513.824.7808.
The mission of Planned Parenthood Southwest Ohio Region is to provide access to high quality health care and education that empower people to make informed private decisions about their reproductive lives and sexual health.

Care. No matter what.

www.ppswo.org
513.824.7824
2314 Auburn Avenue | Cincinnati, Ohio 45219
www.supportppsw.org

Find us on

Facebook
Twitter
Instagram