

2014 Annual Report

Planned Parenthood Southwest Ohio Region

Planning for a positive future has been our byword for 2014.



During the 2014 Fiscal Year (July 1, 2013 - June 30, 2014), Planned Parenthood Southwest Ohio Region focused on planning for more efficient and productive operations.

During the fall of 2013 leaders from the Board of Directors worked with the agency's senior staff to draft a strategic plan focused on positive patient experiences and increased financial strength.

With a consultant, we distilled a concise, one-page plan that included a clear and focused mission: *Providing access to high quality health care and education that empower people to make informed private decisions about their reproductive lives and sexual health.* Five teams worked on specific initiatives with clear goals: creating and sustaining a patient-focused culture; providing efficiently designed and delivered services internally and externally; improving staff morale and retention and financial discipline; connecting with patients, parents and others through education outreach and training; and cultivating financial and community support.

The plan is monitored with periodic updates by a committee of the Board of Directors. In early 2014, we began to see results in more streamlined and effective operations as well as stronger financial performance. By 2017 we project that Planned Parenthood Southwest Ohio Region will be on a par with the most successful Planned Parenthood affiliates in America.

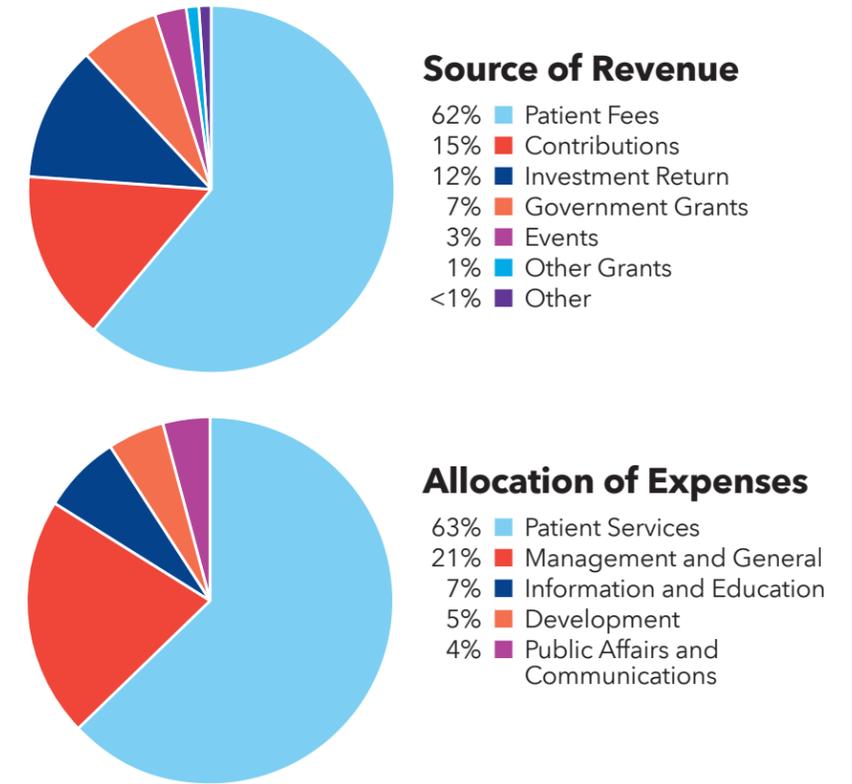
With the support of our community, we continue to be focused on the delivery of care, *no matter what.*

With thanks and appreciation,


Jerry Lawson, CEO


Kathy Brinkman, Board Chair

Combined Statement of Financial Position



Reporting for Year Ended June 30, 2014

Assets	\$ In Thousands
Current Assets	\$2,973
Investments	\$9,614
Property & Equipment	\$2,879
Total Assets	\$15,466
Liabilities & Net Assets	
Current Liabilities	\$1,247
Total Liabilities	\$1,247
Net Assets	
Unrestricted	\$6,521
Temporarily Restricted	\$3,300
Permanently Restricted	\$4,399
Total Net Assets	\$14,219
Total Liabilities & Net Assets	\$15,466

Our patients are the reason we do what we do.



We are a trusted health care provider, an informed educator and a passionate advocate. Planned Parenthood delivers vital reproductive health care, sex education and information to thousands of women, men and young people across southwest Ohio and Northern Kentucky.

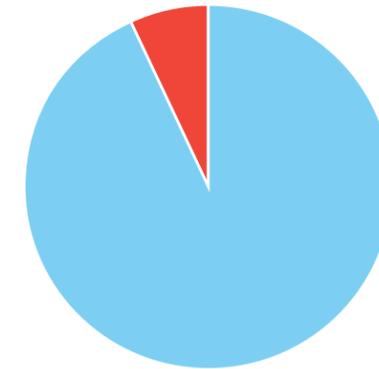
For nearly 85 years, Planned Parenthood has promoted a commonsense approach to women's health and well-being based on respect for each individual's right to make informed, independent decisions about health, sex, and family planning.

Our skilled health care professionals are dedicated to offering men, women and teens high-quality, affordable medical care.

Our health centers provide a wide range of safe, reliable health care – and most services are preventive. Services include birth control, diagnosis and treatment of sexually transmitted infections and screenings for cervical and other cancers. We also provide abortion care. Caring physicians, nurse practitioners and other staff take time to talk with patients, encouraging them to ask questions in a safe, nonjudgmental environment.

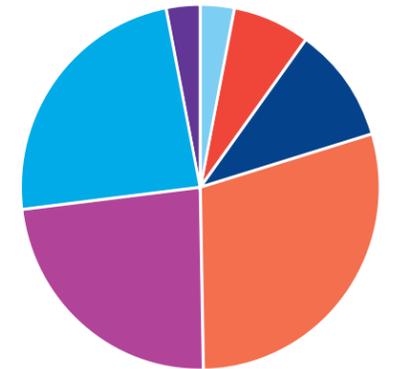
From June 2013 to July 2014, Planned Parenthood Southwest Ohio saw 20,798 different patients for a total of 42,029 patient visits.

Who are our patients?



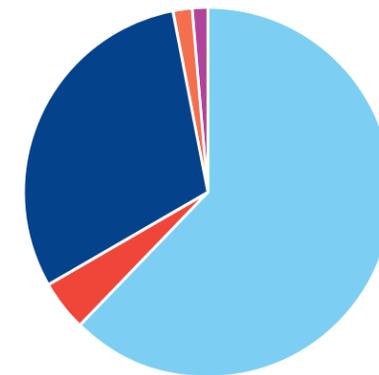
By Gender

93% Female
7% Male



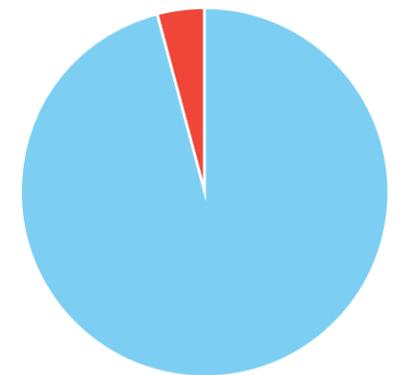
By Age

3% Under 15
7% Age 15-17
10% Age 18-19
30% Age 20-24
23% Age 25-29
24% Age 30-44
3% Age 45+



By Race

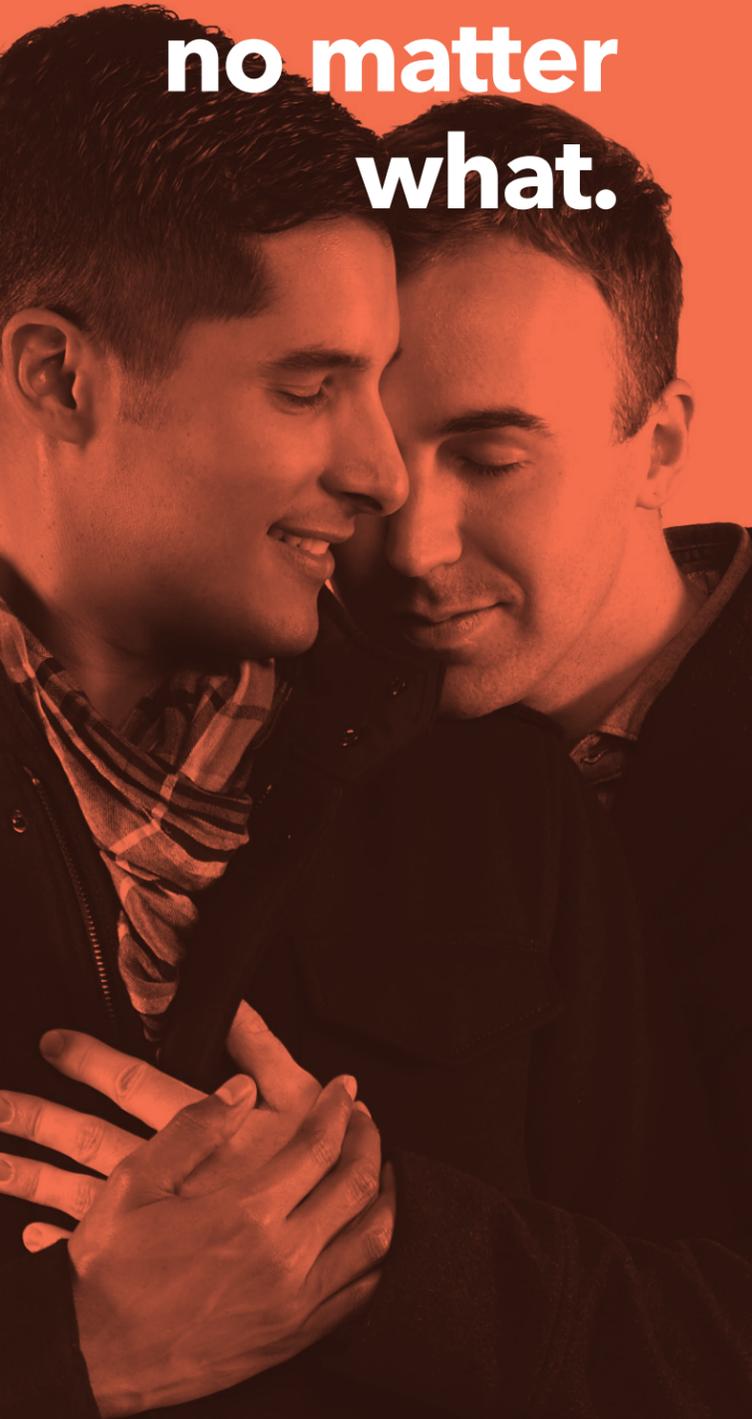
62% White
5% Unknown
30% African American
2% Multi-racial
1% Asian



By Ethnicity

96% Non-Hispanic
4% Hispanic

We believe in care no matter what.



Every day hundreds of people enter our health centers across southwest Ohio seeking reproductive and sexual health services. We provide patients with high quality care.

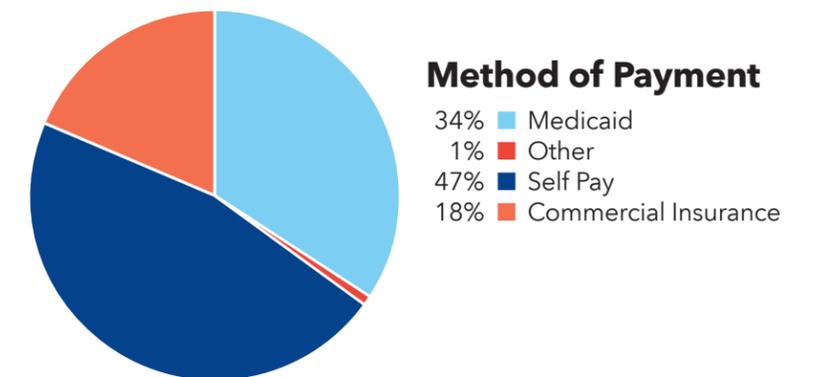
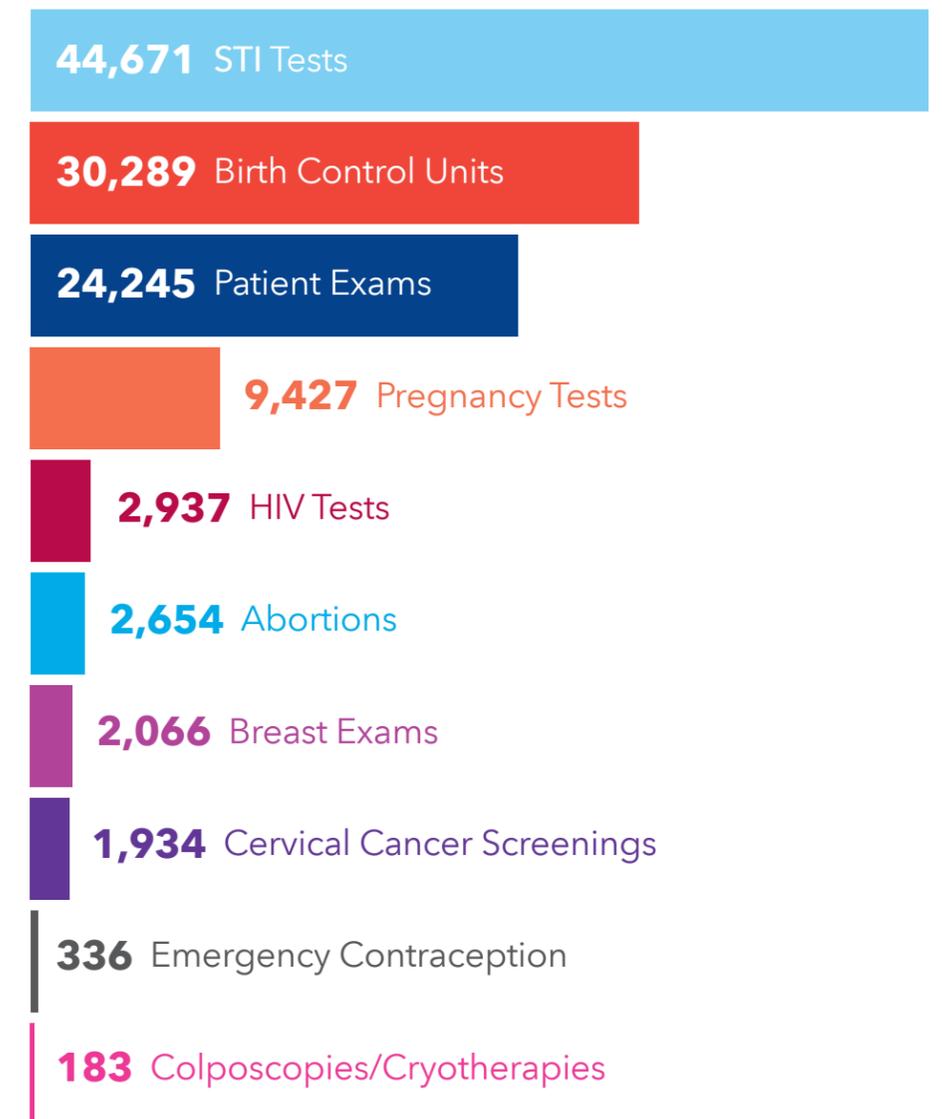
If Planned Parenthood did not exist, many people would have no option at all. Since 1929 we have been the leader in southwest Ohio in preventing unintended pregnancies, stopping the spread of sexually transmitted infections and arming young people with age-appropriate, non-judgmental sexuality education.

One in four teenagers in America has a sexually transmitted disease; half of all pregnancies in the U.S. are unintended; every year 750,000 teens nationally become pregnant; and low-income women in America are five times more likely than other women to have an unintended pregnancy.

Planned Parenthood Southwest Ohio Region provides access to high quality health care and education that empower people to make informed private decisions about their reproductive lives and sexual health. We believe in Care. No matter what.

What services do we provide?

Breakdown of Services Provided



We are committed to educate and bring awareness to all.



Our professionally trained and certified educators support the needs of individuals, parents/caregivers and others in the community.

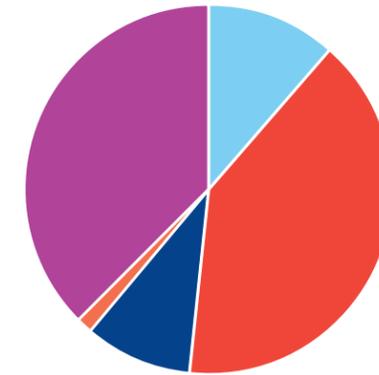
We offer services and programs that include abstinence, contraception, healthy relationship skills, HIV outreach and testing, LGBT outreach, pregnancy and sexually transmitted infection prevention, puberty education and sexual assault prevention.

Sexuality education is a lifelong process that enhances the ability to make healthy and responsible choices. Education that includes the physical, emotional and social aspects of sexual development is key in creating a society in which individuals understand, take responsibility for and honor their sexuality.

We believe that education begins at home and occurs throughout life. All individuals deserve to receive medically accurate information that is honest and comprehensive. We are committed to providing information that is age-appropriate and respectful of the learner and their values.

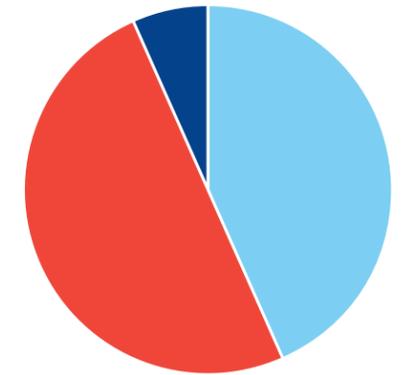
Our education program had a very successful year, with 5,224 total hours of scheduled programming. We had 1,550 participants enrolled in full day and/or hourly sessions.

Who receives education services?



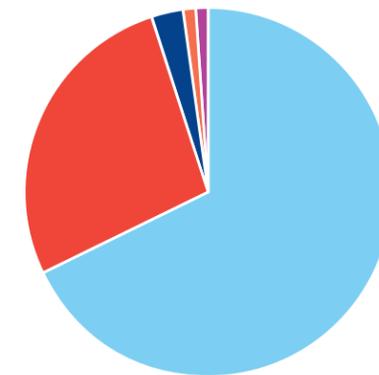
By Session Duration

12% Full Day
40% 1 Session (Approx. 1 Hour)
9% 2-3 Sessions
2% 4-6 Sessions
37% 8-10 Sessions



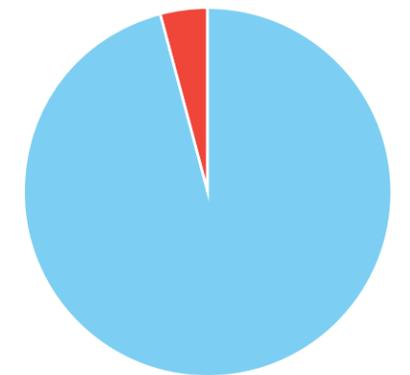
By Session Topic

43% HIV Prevention (Individual and Group - Approx. 1 Hour)
50% Community Education (1 Hour Sessions)
7% Professional Training (Full Day Sessions)



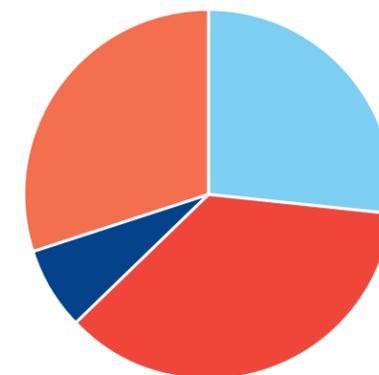
By Race

68% White
27% African American
3% Hispanic/Latino(a)
1% Bi-racial/Multi-racial
1% Unknown



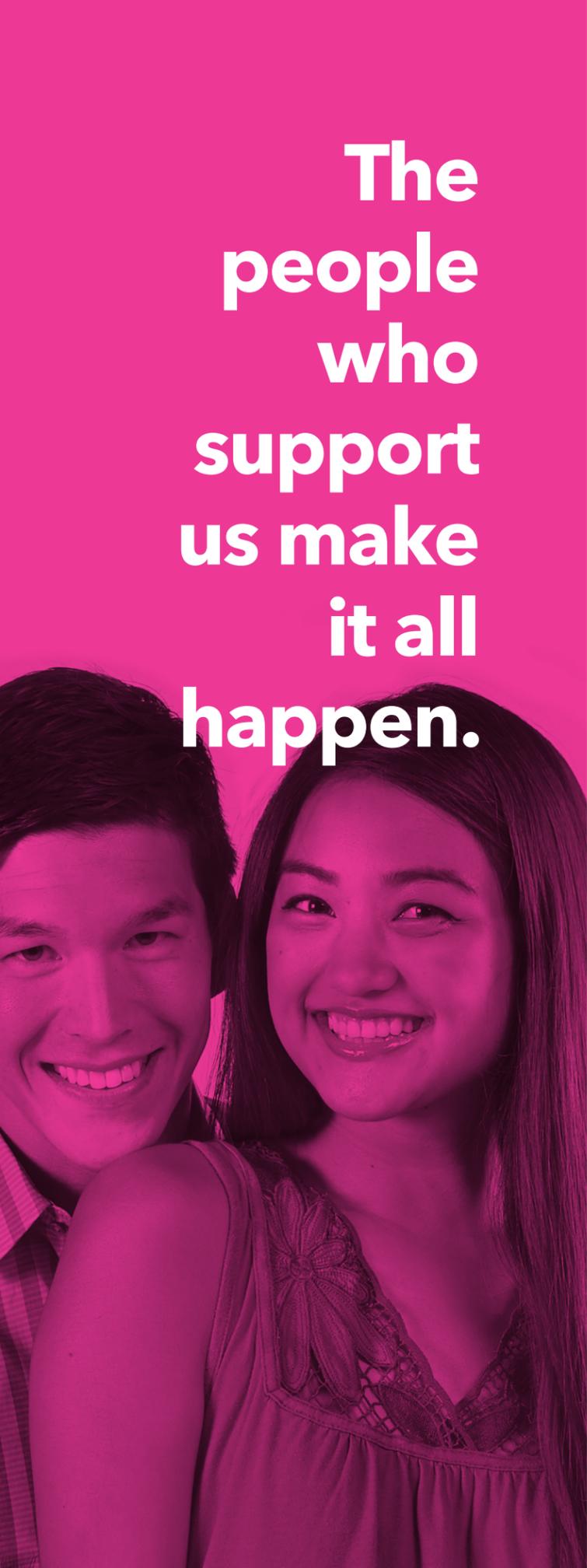
By Ethnicity

96% Non-Hispanic
4% Hispanic



By Age

27% Middle School (Age 12-14)
36% High School (Age 15-17)
7% College/Young Adult (Age 18-24)
30% Adult (Age 25-60)



The
people
who
support
us make
it all
happen.

Planned Parenthood Federation of America is the nation's largest reproductive health advocate.

In Ohio, we work on statewide initiatives to encourage volunteers and supporters to get involved in promoting and protecting reproductive health, rights and justice. Volunteers participate in phone banks, neighborhood outreach canvassing or help staff resource tables at local events.

We also work to increase community support for Planned Parenthood through advocacy and strategic partnerships. Advocacy campaigns are organized around issues and legislation in partnership with Planned Parenthood Advocates of Ohio.

Our organization exists because thousands of people from across the region support us annually, both with time and money, and we need each and every one of them. More than one-quarter of our organizational budget derives from financial contributions. The generosity of our supporters empowers our healthcare professionals to deliver affordable care to patients.

Fiscal year 2014 was a year for building our advocacy power, defined by our growth in relationships with volunteers and supporters. We established a volunteer leadership education program to train passionate and prepared volunteers to support Planned Parenthood with outreach events and legislative work and encouraged local youth to participate in training at the national level.

In 2014 we accomplish outstanding event reach by participating in 170 local outreach events. We thank the dedication of our 38,181 supporters for our success.

What does advocacy do for us?

By the Numbers

1,738 Petition Signers

1,248 Volunteer Hours

253 Volunteers

170 Outreach Events

Training Programs for Supporters

- **Path to Power** trainings were launched to streamline and advance our outreach and advocacy best practices for outward facing Planned Parenthood Southwest Ohio Region and Planned Parenthood Advocates of Ohio staff and volunteers. The first training was held in Michigan in partnership with another affiliate and the second training, held in Dayton, included more staff, volunteers and board members from Planned Parenthood Southwest Ohio.
- Student interns from Cincinnati Region attended a **Youth Organizing and Policy Institute** in Chicago for Midwestern Planned Parenthood affiliates.

Outreach Events

- Annual Martin Luther King march
- Vagina Monologues at University of Cincinnati and Wright State University
- Affordable Care Act outreach in our health centers
- Women's City Club Status of Women event
- Cincinnati and Dayton Pride (LGBT) events
- Get Yourself Tested outreach
- Black Family Reunion
- WEBN Riverfest
- Radio One Women's Empowerment Summit



Planned Parenthood Southwest Ohio Region

2015 Board of Directors

Kathy Brinkman, Chair
James E. Michael, Vice Chair
Tony Alexander, Treasurer
Deborah Schoolmaster, Secretary
Lori Askeland
Sally Cuni
Julie Desai
Anjelica Francisco
John Gillespie
Kimberly Hamlin
Rick Kay
Lyn Marsteller
Ellen Reister
Cliff Schechter
Jay Shatz
Rita Stolper
Meghan Thomas
Barbara Tobias
Catherine Tuckerman
Charles Vella
Dick Westheimer
Abbie Youkilis
Nora Zorich

2015 Leadership

Jerry Lawson, President & CEO
Lee Bower, Chief Operating Officer
Kelli Halter, VP Patient Services
Leslie Mitchell, VP Education
Phylliss Payton, Executive Assistant

www.ppswo.org

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