



**BIRTH
CONTROL
MATTERS**

2011 Report to the Community

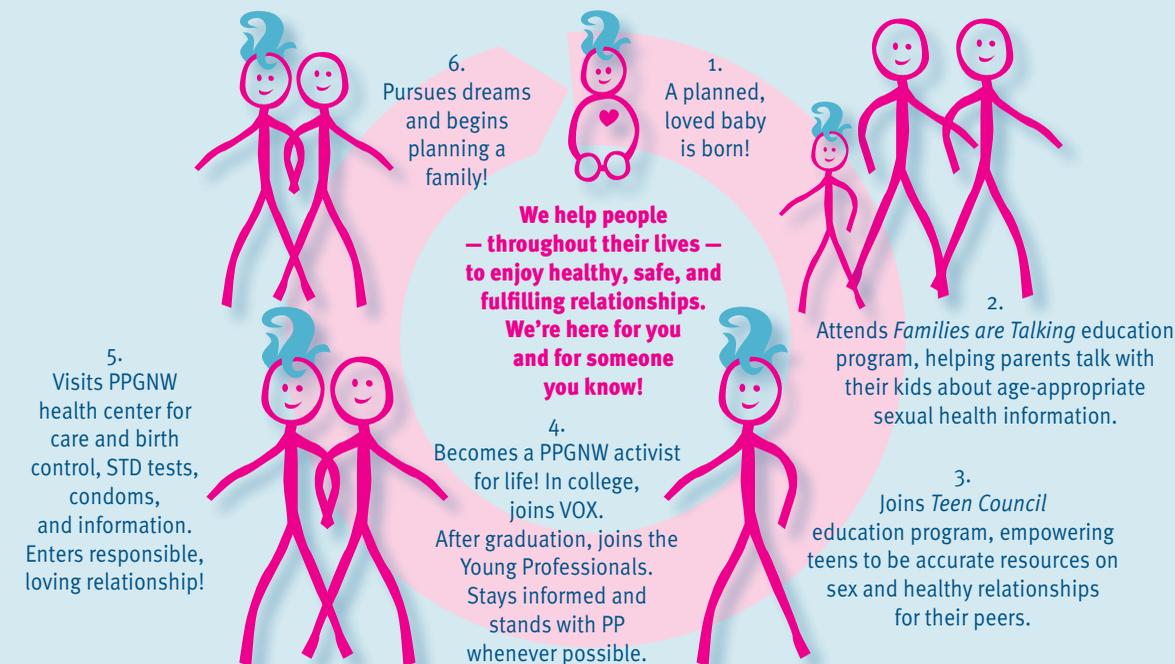
 Planned Parenthood[®] | WE'RE HERE.SM
of the Great Northwest

We've been dedicated to building healthy communities for more than 75 years

Planned Parenthood of the Great Northwest (PPGNW) provides critical health care services ranging from breast cancer screenings to testing and treatment of sexually transmitted diseases (STDs). We believe in access to health care and funding for all people, that everyone has the right to choose when or whether to have a child, and that every child should be wanted and loved.

We're here to ensure that all people in our communities can make informed choices about reproductive and sexual health.

- We will:**
- Advocate to preserve the fundamental right to reproductive self-determination;
 - Offer high quality, cost-effective clinical services;
 - Provide educational services to foster understanding of human sexuality and promote responsible behavior.



This "lifecycle" is just one of many paths that our clients may choose. Whether engaging in advocacy events, learning from our award-winning education department, or simply accessing our expert reproductive care, **Planned Parenthood is here for every person, every family, and every community.**

2011 Was One Tough Year



Our nation's economy continued to stagnate and the 99 percent finally got frustrated enough to take to the streets. And while *Live Action*, a non-profit organization dedicated to our disruption, posed as pimps and illegal alien teen prostitutes to entrap empathetic health care providers, the 2011 Congress opened their *War on Women* by trying

to eliminate Title X, our nation's long standing family planning safety net for low income women.

Being dedicated to our "mission" is not for the faint of heart. You'd think self-determination would be more popular. After all, individual freedoms are why our country was founded. Instead, we're challenged on a daily basis by those who think differently than we. These are "small government" people who want law makers out of everything except women's personal business.

What they don't understand is that over two thirds of Americans favor Planned Parenthood and our efforts to help make communities healthier. Compare that to our U.S. Congress' 2011-ending approval rating of 11 percent, their lowest on record. Perhaps Congress has been working on the wrong issues?

We've kept on task, providing health care and education that leads to prevention and advocating for those without a voice. Staying focused wasn't as tough as you may think, even with all the distractions. For huge numbers stood up for us, showing strength where previously only

the vocal minority were heard. Planned Parenthood supporters appeared in record numbers at rallies, walks, and fundraising events. They wrote checks and they wrote stories. And their stories resonate with all that is good about Planned Parenthood.

Look further into this report and find our 2011 timeline, illustrating our supporters' efforts to stand with us while we were under attack from the right. Attacks that threatened to shut down the U.S. government. Attacks that were led by supposed fiscal conservatives who refuse to admit that family planning saves money. Attacks that were led by folks who want to take away personal choice.

Thank you to all who took action and stood in support. We had so many proud moments this year. You stood with us, so we stood strong. In July, we established the *Peer Education Institute* to further understanding of sexuality and relationships. In October, we announced the *Someone You Know* fund to help people access preventive services. And we were vigilant all year long, looking for opportunities to reach out and let folks know of the services we offer and the programs available that would help with their care.

As with many not-for-profit agencies, what's good for our mission is not always good for us financially. Take the example of Emergency Contraception (EC). We saw declining revenues as soon as the Federal Drug Administration finally approved the sale of Plan B over-the-counter. But that was our goal. We celebrated. And we moved on to ensure access to other contraception!

In fact, over the years birth control has become more effective and easier to use. Long acting reversible contraception (LARC) has gained popularity. (See inset next page.) Just in time

"Planned Parenthood was there for me when I was a foolish 21-year-old, making poor decisions. They gave me a safe place to have my questions answered, and I was able to get 'Plan B', long before it was available over-the-counter. I can't thank them enough for helping prevent a potential pregnancy, as I was far too immature to take care of myself - let alone a baby."

— Tanya

too, for young people today are facing such an uncertain economic future that the last thing they need to worry about is an unintended pregnancy that will further complicate their lives.

We'll take on the complications. We're here to figure it out; to ensure education that leads to responsible decision-making, and to provide preventive care that leads to brighter futures and decreases the need for abortion. The answer may not be a health center in every community. Young people engage online and we're committed to meeting them there with "virtual" services. But we need them to understand that the individual choice that they've grown up with is viewed by many to be a privilege, not a right. We need all generations to continue the cause.

We appear to be ONE Supreme Court decision away from access to family planning for all! Birth control matters. It may take time, but our mission will prove out. We ALL simply need to keep standing and stay focused on our goal. With your help, the ability to prevent unintended pregnancy and plan for the future will become a reality for all in 2014.

Christine R. Charbonneau
— Christine Charbonneau, CEO

Health Care Trends

Planned Parenthood of the Great Northwest closed three health centers at the end of 2011. A slow, but long-standing, trend of declining patient volumes had taken its toll. PPGNW tried to ensure that current clients from Forks, Silverdale, and Oak Harbor, WA still had options for their health care. But the question remained: Where had all the patients gone to have caused this decline in the first place?

We're not alone in a quest for that understanding. Hall Health at the University of Washington has disclosed that their student visits are down. The Seattle Times reported that the Swedish Hospital System was losing \$125,000 per day making their merger with Providence Health and Services inevitable. Finally, a report issued by the IMS Institute for Healthcare Informatics states that visits to the doctor declined 4.7 percent in 2011. Research showed that at the beginning of the recession, people with health insurance visited the doctor more often out of fear they'd lose their access. Now, with ongoing unemployment and high personal insurance premiums, people have simply reset their health care habits.

In the case of reproductive care, the Department of Health and Human Services (DHHS) helped ease patients' concerns about their decision to delay services. In late 2010, the DHHS announced that the "annual exam" was no longer necessary. Now, depending on age and personal habits, well-woman exams are only recommended once every two to three years. With reset habits and procrastination, those gaps have grown.

But that's the recent past. Other factors contributing to the decline began much longer ago. In late 2006, the second Bush administration sought cost reductions through the Federal Deficit Reduction (FDR) Act. One result was the implementation of tighter eligibility requirements for lower income patients to access free birth control through state executed Medicaid programs. College students and 20-somethings were denied access to free or low cost contraception and their frustration spread virally as each denied client told 10 to 12 friends, who told 10 or 12 friends, and so on...

Luckily, new technology in birth control methods secured long-term peace of mind for those clients who did apply and qualify. The effectiveness and popularity

"I support myself as a small business owner, so the only medical insurance I can afford is "catastrophic coverage" with a very high deductible. It does not cover contraception, even though a pregnancy at this stage of my life would be "catastrophic" in every sense of the word. Planned Parenthood plays a large part in keeping me healthy and safe."

— Fay

of long acting reversible contraception (LARC) like IUDs and implants started picking up about the same time the FDR Act took effect. LARC options can be effective for up to 12 years. For this and any number of personal reasons, clients have favored LARC options versus taking The Pill once a day. Clients who used to visit us a couple of times a year to pick-up their Pill cycles now see us about every five years, the duration of the most popular LARC. This has been a huge step towards fulfilling our mission of easy family planning, but does not help our bottom line when trying to fund health care centers.

Fast forward to 2010, when Planned Parenthood Votes Northwest worked to pass legislation in Washington to increase *Take Charge* eligibility to 250 percent of the Federal Poverty Level, another underserved population was finally about to gain access to basic health care. However, because of extreme budget pressures, Washington State's Department of Social and Health Services has still not enacted that law.

But there was still light at the end of the tunnel, for health care reform changed the law to now allow adult children younger than 26 to be covered by their parent's insurance. In fact, that age group was the only demographic in 2011 to show an increase in the purchase of prescription drugs. Perhaps, while being covered by a parent's insurance, they were also prescribed their birth control by their family doctor?

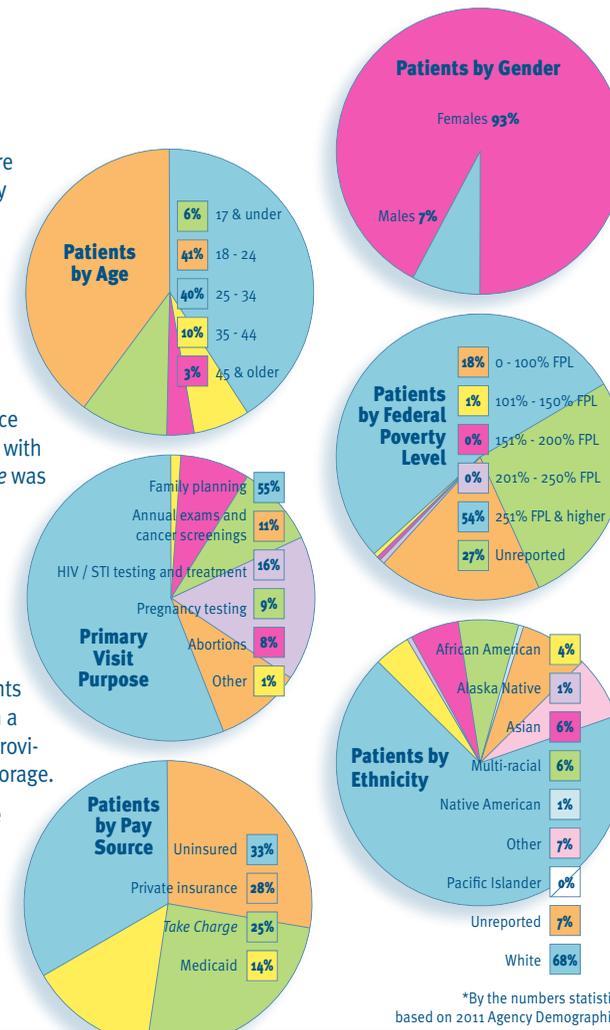
Finally, anecdotal evidence supports the theory that people's willingness to defer care may be simply related to the continued poor economy. The self- or un-employed person who does insure their health often limits their coverage to "catastrophic," ignoring both minor illness and preventive care. Given the choice between rent and groceries, health care appears to have been put on hold until 2014.

Client Profile

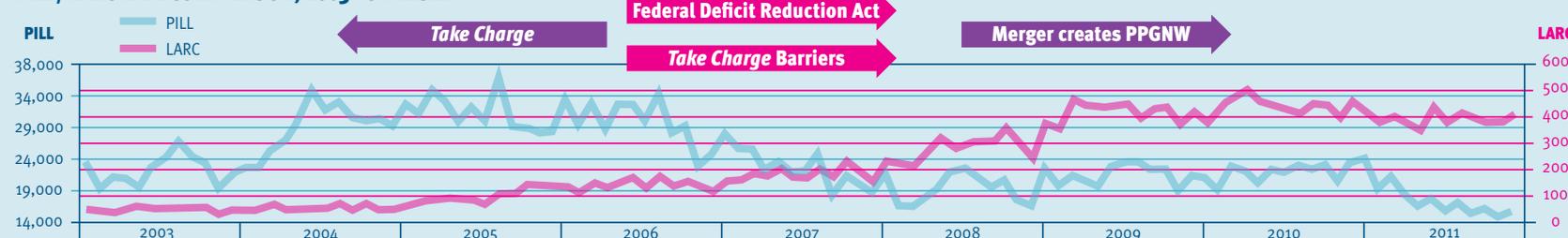
More than 90 percent of PPGNW's clients are women between the ages of 18 and 44; only 6 percent are 17 or under while our largest age population is 18 to 24-year-olds. Nearly 70 percent of clients are white. Over 75 percent of PPGNW clients rely on some form of payment other than private insurance. In 2005, prior to the Federal Deficit Reduction Act, Washington's *Take Charge* program was the pay source of choice for nearly 60 percent of our clients. In 2011, with stricter eligibility requirements, *Take Charge* was accessed by only 25 percent of our clients.

Family planning, testing for sexually transmitted diseases (STDs), and other preventive services make up over 90 percent of the care that PPGNW provided. The slight increase in abortion service is due to referrals by Alaska Women's Health, whose clients had previously received confidential care in a private office prior to their move on to the Providence Health and Services campus in Anchorage.

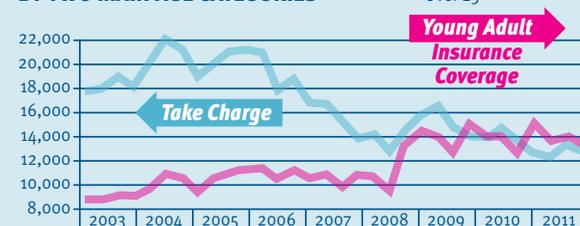
Despite our collaboration with a wide range of insurers, and a willingness to manage the billing process for our clients, only 28 percent use private insurance. Perhaps the insured don't turn to us because they believe they would take the exam slots reserved for uninsured people, but that is not the case. PPGNW's preventive services benefit communities as a whole. We encourage all supporters to rely on us for their reproductive care.



PILL / LARC RATE COMPARISON, 2003 TO PRESENT



TOTAL UNDUPLICATED PATIENTS BY TWO MAIN AGE CATEGORIES



*By the numbers statistics based on 2011 Agency Demographics

Birth Control REDUCES the NEED for abortion



With Congress unable to de-fund Planned Parenthood and eliminate the Title X Program, anti-choice legislatures get busy. Indiana, Kansas, North Carolina, Wisconsin, Texas, and New Hampshire pass versions of state legislation to de-fund Planned Parenthood. These state measures deny hundreds of thousands of Planned Parenthood clients' access to birth control, well-woman exams, STD prevention and treatment, education programs, life saving cancer screening, and more. Planned Parenthood Federation of America (PPFA) files lawsuits in Indiana, Kansas and Texas.

give
BIG



"My story is boring — and that's just the way I like it. Because of Planned Parenthood I never unintentionally became a parent. I had access to important health care during the periods of my life when I did not have access to health insurance or a regular doctor. I was provided birth control and the knowledge with which to wield it. I LOVE YOU, PLANNED PARENTHOOD!" — Jenny

Institute of Medicine Recommends Birth Control Coverage
July 19, 2011 — The Institute of Medicine (IOM) recommends that contraception be covered as a preventive service under the new health care reform law. This recommendation brings us a step closer to ensuring that new health plans under the Affordable Care Act provide women with full access to birth control without charging co-pays or other out-of-pocket fees. The recommendation also includes other key women's health services — annual exams, enhanced DNA Pap smears, and counseling and screening for HIV and domestic violence. The IOM's recommendation represents the single biggest opportunity to advance women's health in 45 years.

PPGNW Establishes Peer Education Institute
PPGNW is a leader and innovator in peer education. The Teen Council program, which has thrived over 20 years, provides teen leaders with comprehensive, accurate sexual health information that allows them to be non-judgmental resources to their peers. The program's phenomenal success inspired a generous donor to give a lead gift to establish the PPGNW Peer Education Institute. The Institute will serve to evaluate, standardize, and expand peer education programs across the Northwest and the nation.

Rep. Cliff Stearns (R-Florida) demands vast number of records
from PPFA and its 83 affiliates, some going as far back as 13 years, in politically motivated investigation to discredit Planned Parenthood's use of federal funds.

The War on Women ramps up with the introduction of a new House Republican Budget which prohibits Planned Parenthood from participating in any federal program; eliminates Title X; bans insurance coverage of abortion care in the Affordable Care Act; cuts the Teen Pregnancy Prevention Initiative; and includes a sweeping refusal provision that undermines women's access to quality health care. House also passes HR 358 (251-172) a measure that takes comprehensive health care coverage away from women in emergency circumstances. This legislation could deny lifesaving abortion care to a woman, even if a doctor deems it necessary to save her life.

Swedish Health Services and Providence Health and Services announced their intent to form an alliance in October 2011. Although their new relationship is not a classic "merger," Swedish, out of respect for the affiliation with Providence, will discontinue certain services including non-emergency abortion services. **Swedish asks PPGNW to place a health center in the Nordstrom Tower**, within Swedish's First Hill campus in Seattle, in order to easily refer women and men in need of reproductive health services out of their health system and into the PPGNW office.

Olympia Stands with PP
Members of the Olympia arts community organize a weekly counter protest to support Planned Parenthood staff and services. Olympia **HEARTS** Planned Parenthood!

Rep. Mike Pence (R-Indiana) leads efforts to defund Planned Parenthood and threatens Title X — America's Family Planning Program — is the only federal program dedicated to providing family planning services and an integral part of our nation's public health system. Eliminating Title X and other funding for Planned Parenthood would have hurt teens, women, and families and would have had a devastating effect on our communities. Ironically, by cutting preventive care and family planning, our health centers would have seen more unintended pregnancies, resulting in an increased demand for abortions.

WE STAND
Dubious Honors: 700 Gifts made to PPGNW in "Honor" of Anti-Choice Speaker of the House John Boehner and Rep. Mike Pence (R-IN).

WE STAND
Communities organize Walk for Choice in Fairbanks and Seattle: 40 cities join Walk Across Nation to benefit Planned Parenthood.

WE STAND
Choice events in Anchorage, Fairbanks, and Soldotna celebrate 45 years of Planned Parenthood in Alaska.

WE STAND
PPGNW participates in Seattle Foundation's GiveBIG Challenge; donors designate Planned Parenthood #1 Organization from 900 nonprofits.

WE STAND
US Senate votes, 58-42, to reject House Resolution that would have barred Planned Parenthood from providing preventive health services including birth control, breast and cervical cancer screenings, and STD testing to patients who are covered by Medicaid and other federal programs.

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FAMILIES are TALKING

REPRODUCTIVE CARE IS BASIC HEALTH CARE PREVENTION

EDUCATION is the best

3 HEALTH CENTERS CLOSE
Oak Harbor, Silverdale, Forks
27 remain in AK, ID & WA

CONDOM WEEK

GYT NOW

PLANNED PARENTHOOD VOTES NORTHWEST
Three PP advocacy arms merge into northwest political powerhouse

JANUARY Cervical Cancer Awareness <i>NORTHGATE OPENS</i> Now 30 HEALTH CENTERS in Alaska, Idaho & Washington	FEBRUARY Lobby Day Over 120,000 condoms distributed to colleges and universities Free breast cancer screenings	MARCH NWCAH Wins Apple Award for outstanding contributions to sexuality education Free breast cancer screenings	APRIL STD Awareness GYT: Third year of Get Yourself Tested STD awareness campaign with MTV, CDC and Kaiser Family Foundation Free breast cancer screenings	MAY Teen Pregnancy Prevention Lab Services Cooperative goes national Free breast cancer screenings	JUNE Pride Free breast cancer screenings	JULY National HIV Test Day Free breast cancer screenings	AUGUST Pride celebrating healthy sexuality for all Free breast cancer screenings	SEPTEMBER Ovarian Cancer Awareness Free breast cancer screenings	OCTOBER Breast Cancer Awareness National Family Sex Education Parents and children learn communication skills Free breast cancer screenings	NOVEMBER Election Day Don't forget to vote! Free breast cancer screenings	DECEMBER World AIDS Day Free breast cancer screenings
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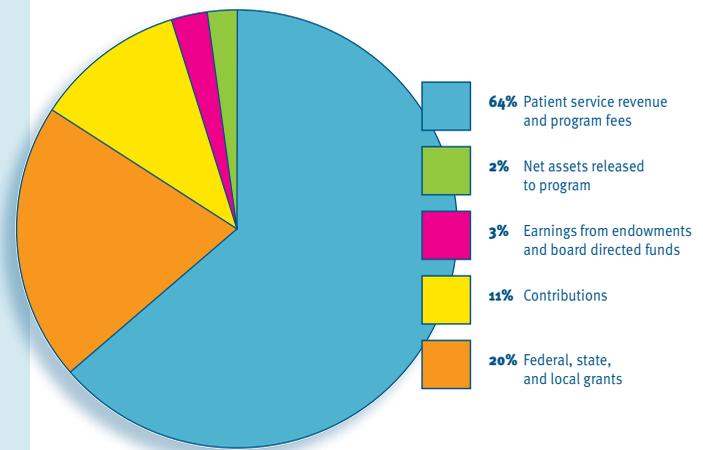
*By the numbers statistics based on 2011 Agency Demographics	14,271 Cervical cancer screenings 10,532 Abortions provided 20 Locations providing medical and / or in-clinic abortions	53,454 New activists on the PP Action Network 181 Letters to the editor submitted 120 Phone bank volunteer shifts 125 Activists participating in PP Lobby Day 4,019 Phone calls to elected officials	4,986 Total PPGNW Facebook Friends 315 New Facebook Friends 963,377 Facebook post views 4,362 Facebook posts generating comments or "Likes"	123,850 Sexually transmitted disease tests 7,686 Students received sexuality education from Teen Council peer educators 560 Community health and education professionals trained	12,250 Pregnancy tests 75,213 Contraception visits 55,817 Emergency contraception sales 183 Youth Development program participants 53 Youth attended ID Youth in the Know	1,512 HIV tests 383 Vasectomy patients 483 Total PPGNW Twitter followers 253 Total PPGNW Tweets	128,240 Medical visits 87,105 Unduplicated patients 33,103 Take Charge exams 19,982 Take Charge patients (WA men and women at or below 200% of federal poverty level)	153 Community-level visibility events 143 New volunteers trained to represent PPGNW	597 Youth and adult participants in Family Programs 28,304 People received sexuality education 104 Youth trained as Teen Council peer educators	14,807 Preventive exams (including breast exams) 23,267 Students received sexuality education from PPGNW sexuality educators	143,445 Messages sent to elected officials 130 Messages sent to activists 54 New Planned Parenthood Action League volunteers
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PPGNW 2011 Financial Results

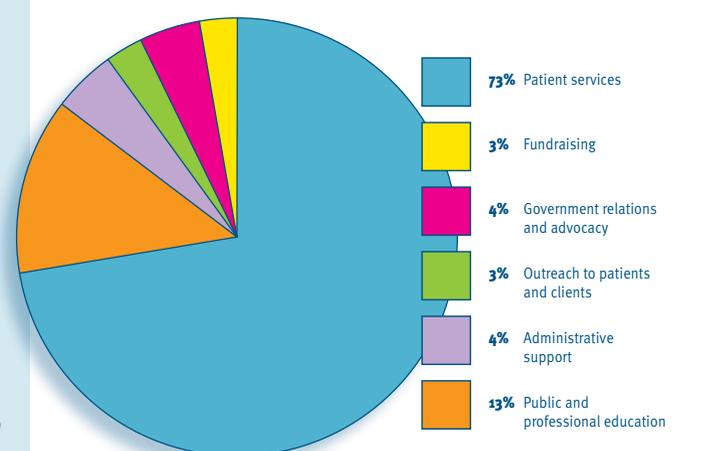
	2011			
	Unrestricted, including Board Directed Funds	Temporarily Restricted	Permanently Restricted Endowments ⁽¹⁾	Total
Revenue from client services				
Patient service revenue and program fees	25,230,000			25,230,000
Federal, state, and county grants	8,117,000			8,117,000
Total revenue and grants	33,347,000	-	-	33,347,000
Expenses				
Patient services	29,379,000			29,379,000
Public and professional education	5,245,000			5,245,000
Government relations and advocacy	1,852,000			1,852,000
Outreach to patients and clients	1,119,000			1,119,000
Administrative support	1,863,000			1,863,000
Fundraising	1,132,000			1,132,000
Total expenses	40,590,000	-	-	40,590,000
Increase (Decrease) in net assets before support from the community	(7,243,000)	-	-	(7,243,000)
Support from the community				
Donor contributions	4,728,000	1,313,000	1,000	6,042,000
Earnings from endowments and board directed funds	644,000	(1,307,000)	-	(663,000)
Net assets released to programs	846,000	(846,000)	-	-
Total support from the community	6,218,000	(840,000)	1,000	5,379,000
Increase (Decrease) in net assets	(1,025,000)	(840,000)	1,000	(1,864,000)
Net assets beginning of year	29,070,000	-	11,430,000	40,500,000
Net assets end of year	28,045,000	(840,000)	11,431,000	38,636,000

(1) Includes Fund for the Future, Suzanne's Funds, and Education Endowment for which earnings are credited to operations, restricted or unrestricted funds pending use in program, as per donor instructions. (Unaudited)

How we received our operational funds



How we spent our operational funds



Thank you for Your Support

We believe education is the best prevention. So do others. In 2007, we helped pass a law in Washington State that ensures a medically accurate curriculum that includes abstinence along with other forms of birth control in schools that choose to teach sex education. Comprehensive sex education was also cited by the Centers for Disease Control (CDC) for 2011's lowest teen pregnancy rate since 1946.

Although 2011 saw a steep decline in operational funds contributed by patient services, PPGNW received a generous gift that established PPGNW's Peer Education Institute and is in the second of a five year Federal Grant directed towards our Teen Outreach Program (TOP) through our collaboration with the Northwest Coalition of Adolescent Health.

PPGNW also received unprecedented support from people like you. Donor contributions increased an incredible 23 percent over the previous year. The nation's current patient volumes decline would have been felt much more severely without your generosity, for we would have had to close even more health centers without your support.

We trust that you will continue to stand with us as we hurdle the roadblocks placed by the active "moral" minority on the road to health care reform. Please give what you can to ensure future generations may enjoy a future they've planned. Stand up and be visible; ensure that your elected officials know and reflect your values; make a donation if you're able; and don't forget to vote this November.

We're here with an open mind, a caring touch, and extraordinarily sophisticated tools and expertise. Please continue to stand with us to ensure that health care is treated as a basic human right – one that's dispensed freely and without judgment to every person – regardless of race, gender, sexual orientation, class, age, or ability to pay.



Honored

Sonya and Tom Campion – PPGNW Board Member and her husband honored with the Association of Fundraising Professionals Washington Chapter Outstanding Philanthropic Individuals Award.



Laboratory Services Cooperative (LSC) – Honored with the Sylvia M. Clark Award for Creativity in Clinical Services.

Llewelyn Pritchard – PPGNW Board Member became the first Seattle resident ever to receive the American Jewish Committee's Judge Learned Hand Award.



PPGNW and the Northwest Coalition of Adolescent Health (NWCAH) win PPA Apple Award for outstanding contribution to Education.

Retired

Steve McCallister, Chief Information Officer – Celebrating 30 years of advancing technology to improve patient care.



Memorial

Sharon Dollinger – PPGNW Board Member and true champion of women's rights.

Anne Roffey, RN, ARNP – Through a no nonsense and non-judgmental style, changed the lives of thousands of young women for the better.



2011 STRATEGY TEAM

- Christine Charbonneau, *Chief Executive Officer*
- Michael Romo, *Chief Operating Officer*
- Rebecca Poedy, *Chief Administrative Officer*
- Mynor Veliz, *Chief Financial Officer*
- Cam McIntyre, MD, *Chief Medical Officer*
- Carole Miller, *Chief Learning Officer*
- Stephen McCallister, *Chief Information Officer*
- Laura Einstein, *Chief Legal Counsel*

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- Pam Groves, *Vice-Chair*, ID
- Jennifer Banks, *Treasurer*, ID
- Sarah Ferency, *Secretary*, AK
- Alaina Smith, WA
- Art Wang, WA
- Beth Hannley, WA
- Camille Oldenburg, ID
- Gloria Coronado, WA
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- Jennifer Odza, WA
- Lauren Blanchett, AK
- Llewelyn Pritchard, WA
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- Robin Smith, AK
- Sharon Dollinger, ID
- Sonya Campion, WA
- Susan Norlund, WA
- Susanna Orr, AK

Planned Parenthood is here for every person, every family, and every community.

"I graduated with my MBA in May 2011 and in the current economy it has been very difficult for me to find a job. I'm a smart girl, but with over \$100,000 in student loan debt, there's just no way for me to afford an individual health insurance plan. That's where Planned Parenthood comes in. I can take care of my reproductive health needs at an affordable cost, and know that I am doing my part to prevent a pregnancy that would not only set back my career but, with my current financial situation, would also cause me to be a burden on my family and community"

— Erin



Lee Minto Administrative Support Center

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Search for Planned Parenthood
of the Great Northwest (PPGNW)



WE'RE HERE.™

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Planned Parenthood of the Great Northwest is a 501(c)(3) not-for-profit organization.
We rely heavily on support from donors who help people determine their own destinies.

