



STAND WITH US

2010 Report to the Community



Planned Parenthood®
of the Great Northwest

WE'RE HERE.™

We were living on \$444 a month and had no phone because we were paying doctors - 10 of them - \$5 a month. My husband had just completed two surgeries and radiation therapy for testicular cancer. We were told a child was unlikely. I had my annual pap test at Planned Parenthood. It came back positive and so they sent me a letter. But the letter didn't reach me for some reason. They checked phone records, found my place of work and contacted me finally two months after the pap. They helped me find a doctor to do the necessary surgery and supported me throughout. With their help and with my doctor's encouragement as well as constant monitoring of my condition, I gave birth to a normal baby girl. Without Planned Parenthood, we wouldn't have a beautiful young woman as a daughter and I may not be here. People can't live without Planned Parenthood.

- Linda K., Idaho



Planned Parenthood of the Great Northwest has been dedicated to building healthy communities for more than 75 years.

Our critical health care services range from breast cancer screening to testing and treatment of sexually transmitted diseases (STDs). We believe in health care access 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.

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



The Pill, that little birth control method that's provided countless women with the chance to achieve their goals, turned 50 last year.

This year, Title X, the 70s era program that has provided access to family planning for tens of thousands of low-income women, will be 40 years old. Now, the 112th Congress of the United States is standing by the morals of the far right few to endanger this basic health care for the many that need it most: low income and uninsured women and their families. It makes me nostalgic for the "conservative" policies of the past.

But we can't look back. There's too much at stake. Health care is changing and so is Planned Parenthood of the Great Northwest (PPGNW). We're confident that health care and insurance reform will happen and are laying the ground work for its full implementation in 2014. We know birth control matters and that every dollar spent towards prevention saves \$4 in costs associated with unintended pregnancy — in the same calendar year! And we believe cooler heads will prevail to ensure that we remain what we've been for over 70 years: a community-level provider of essential health care.

In fact, while 2010 has been a bad year for many, we've been tirelessly working to make a better future now. Rural clients no longer need

wait for a clinician to come to their location, telemedicine provides access. Soon it won't matter which location clients migrate to and from, their health records will be available electronically. Planned Parenthood online has gone mobile, providing access to health topics and health centers on demand. Pilot tests have begun to connect clients with health care professionals via "live chat" — talking about sex online is about to change.

We believe that opening that dialogue will only help to normalize the discussion. Sex happens. It's time to ensure all young people understand the consequences of their actions; unprotected activity can spread STDs — which are already at epidemic proportions, lead to an unplanned pregnancy, or both. Preventive education and services should be everyone's priority. After all, prevention of unintended pregnancy is the only way to lower the rate of abortion.

That's why we're here: to help ensure every child is a wanted child. We'll continue to listen to folks in Idaho and try to help their state government understand that their constituents don't want them to meddle with their prescriptions or their choices. We'll continue to reach rural Alaskans with care

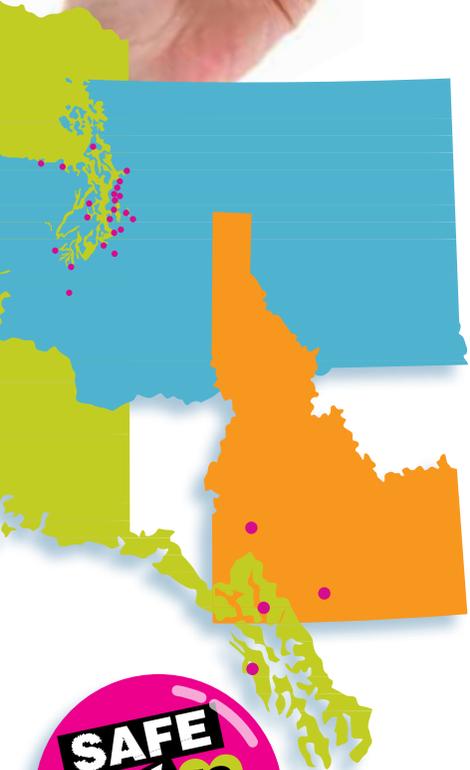
and their policy makers with the reality that their "rogue" population doesn't want politics to interfere with their access either. And we'll continue to educate Washington State — and Washington D.C. — policy makers on the basic math of family planning and the fundamental requirement of both patient privacy and full disclosure. The double standards allowing the public to be deceived by limited service pregnancy centers, also known as "crisis pregnancy centers," must be corrected.

We are part of a safety net of community health centers that provide essential health care to everyone who comes to us — without exception. But we cannot endanger our existence; if the Federal Government changes the rules, we'll need to evolve ours. That's why we'll continue to plan for the future while we fight the challenges before us. Our clients, their families, and the communities we all live in are happier and healthier because we're here. Please help us stay.

Thank you for standing with Planned Parenthood.

Christine R. Charbonneau

— Christine Charbonneau, CEO



Planned Parenthood has been there for me on countless occasions throughout the last couple years. As a sexually active person since I was 17, I – like many young women my age (I am now 24) – wanted to make sure that I was responsible for my body and my partner's body. From regular STD screenings to pregnancy tests and birth control, Planned Parenthood was there when I needed them. When you think you might be pregnant or are worried about STD screening it is painful to make a regular doctor appointment and have to wait a week just to see someone and then a few days for the results. Planned Parenthood offered immediate help with caring and concerned employees. In addition to being available immediately they offer affordable care for women that cannot afford health insurance. Without them many women and men will be unable to be screened for STDs and subsequently may spread diseases unknowingly causing much more of a financial problem for our country than to provide preventive care. Getting rid of Planned Parenthood would be a huge step back for our country and create far more problems than solutions. Keep Planned Parenthood to preserve the health of this country.

— Jessica V., Idaho



We provide the most sophisticated instrument in medicine: accurate information.

Our commitment to patients is proven by our long term project to implement Electronic Medical Records (EMR) for our increasingly mobile client base. Our Issaquah, Washington health center (celebrating above) was the first to “go live” on EMR, an additional seven locations were brought online in 2010. The remainder will be

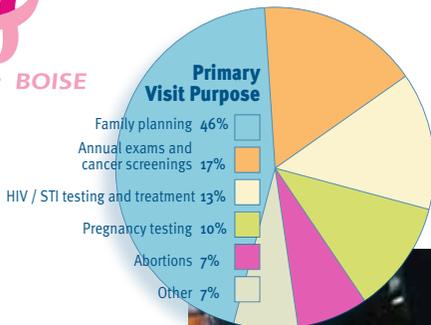
connected by the end of this year, providing seamless access to patient records no matter their geography.

Our professional medical staff provides up-to-date patient care and the opportunity to confidentially discuss personal needs. Our adoption of telemedicine allows real-time online conversations between patients and clinicians, providing care and consultation to rural areas. A new health center in the Northgate neighborhood of Seattle fills a



service gap where a state-run community health center recently closed. And three new health centers were added when Family Planning of Clallam County joined PPGNW in our fourth quarter.

Over 93 percent of our services are preventive. Family planning services are just the beginning, we partner with *Komen for the Cure* in Idaho and the *Breast Cancer Detection Center of Alaska* to provide free cancer screenings. Our mobile day clinics on Washington's Olympic Peninsula provide clinical breast exams and screening mammography services on American Indian reservations and other remote rural communities while other Washington State women access mammography and follow-up



treatment when needed through the *Breast, Cervical, and Colon Health Program*.

We promise to be there for individuals, families, and communities — providing cancer screenings, reproductive care and health education information; giving respectful and nonjudgmental advice and support; and serving those who might otherwise not have access to professional and compassionate health care services.



Medical Services by the numbers

- 134,306 Medical visits
- 83,696 Contraception visits
- 90,075 Unduplicated patients
- 22,208 Breast exams
- 22,643 Cervical cancer screenings
- 40,870 *Take Charge* patient exams
- (WA men and women at or below 200% of federal poverty level)
- 13,219 Pregnancy tests
- 260 Vasectomy patients
- 70,584 Emergency contraception sales
- 10,247 Abortions provided
- 20 Locations providing medical and / or in-clinic abortions
- 1,344 HIV tests
- 124,624 Sexually transmitted disease tests



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At 22 I was diagnosed with abnormal cell growth on my cervix wall. Thankfully because an annual exam is required with a prescription for birth control pills, the cells were caught before developing into cancer. A procedure was performed to remove the abnormal cells and a maintenance program was followed to ensure no new growth occurred.

As a young person I didn't have insurance and I sure as heck would never have scheduled an annual exam on my own. Without Planned Parenthood I may have died, or lost my ability to have children in the future, among many other tragic consequences of a cervical cancer diagnosis. Aside from these personal effects, as an uninsured student I would have been a huge financial burden to my family and my community. Planned Parenthood saved my life and the life of my future children and continues to save young women and men who face unique risks associated with the complexities of sexual health.

Thank you PP!!!! I will defend you and support you all my life!

— Breanne G., Washington



We're here because we make communities healthier.

Healthy individuals make healthy communities — and healthy communities help individuals lead healthy lives. We will always be dedicated to protecting women's reproductive freedom and access to health care.

This is most apparent in Alaska, where we put up a good fight trying to defeat *Measure 2*, requiring parental notice or consent of a minor's decision to have an abortion. While we weren't able to defeat this measure, we were able to convince the presiding court that the notice process was too burdensome

and vague. The judge then enjoined the law to ease the parental notice process, reduce unnecessary delays, and relax the teen's burden of evidence in the request of a judicial bypass. We will continue our argument that the whole law is unconstitutional.

Understanding the voter's perspective is important. We refer to challenges from a vocal few because we know our values align with voters. Polling in the great conservative state of Idaho last spring indicates that legislative bodies don't always get it right. Over 70 percent of voters believe comprehensive sex education should be taught in school. Nearly the same proportion believes that birth

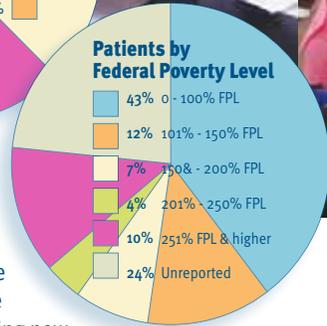
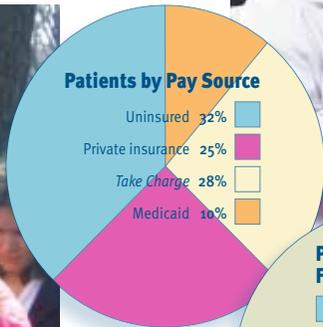


control is basic health care and support a patient's right to necessary health services.

In fact, individual patient rights and the confidentiality of the doctor / patient relationship underscore Idaho voters' negative stance against their state's Pharmacy Refusal law which was passed last year. After all, where do you draw the line? Over 60 percent of Idahoans polled think an individual should not become a pharmacist if they are not willing to dispense FDA-approved medications with or without a prescription.



**Women Lose
When
Pharmacists
Refuse**
Planned Parenthood



We'll keep putting up the good fight to ensure access to care while identifying new supporters along the way.

Our Alaskan efforts identified a large contingent of new supporters, adding over 800 new email addresses to our ranks of the Planned Parenthood Action Network (PPAN). The PPAN advocates for new policies at the federal and state levels that will advance comprehensive reproductive health care and responsible decision-making. Through the plannedparenthood.org website, more than 2.5 million activists are kept abreast of the latest policies and proposals affecting family planning and have an easy way to contact members of Congress via e-mail, fax, or postal mail. New media



continues to help add support as well. Planned Parenthood has 142,000 Facebook Friends and nearly 8,000 Followers on Twitter.

Just as we've extended our reach into underserved communities, we're also increasing the ways in which we interact with advocates, supporters, and clients. We've increased our presence online and in our communities. Friends may now follow us on Twitter, activate through Facebook, or simply learn more at PPGNW booths at community fairs and events throughout the Great Northwest.

Advocacy by the numbers

- 3,832 New activists on the Planned Parenthood Action Network
- 634 New Planned Parenthood Action League volunteers
- 122 Letters to the editor submitted
- 660 Phone bank volunteer shifts
- 106 Community-level visibility events
- 1,082 PPGNW volunteers
- 1,429 New Facebook Friends
- 40,368 Facebook post views
- 541 Facebook posts generating comments or "Likes"



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When I was a college student and neither my parents nor I could afford health insurance, I turned to Planned Parenthood for the basics, yearly pap-smears, breast exams, and birth control. Their services kept me healthy (not to mention child-free!) for over three years so that I could finish my degree and live my life without the burden of medical bills or children at such a young age. I also lived and worked in the building next door to the Planned Parenthood office for two years—their hours were convenient and the staff was always friendly. Sadly, the Planned Parenthood office eventually closed its doors. I felt, and still feel that the community lost a vital support to young women and families when Planned Parenthood left the area. Young women who feel they can't talk to their parents about birth control or who simply cannot afford health insurance have an absolute need for the services Planned Parenthood offers. Therefore, I will always stand with Planned Parenthood.

— Christina C., Alaska



We believe that education is the best prevention.

We're here as a resource for parents, teens, families, and professionals, because having conversations about sex and sexual health doesn't have to be an uncomfortable experience. Sharing your values and providing accurate and honest information is the most important thing anyone can do to ensure everyone gets the information they need to be healthy.

We recognize that parents are their children's number one resource. Our *Families Are Talking* program teaches parents and caregivers to be the primary sexuality educators for their children. In October, Planned Parenthoods of Mt. Baker, Greater

Washington and North Idaho, and the Great Northwest combined to offer workshops for parents across Washington, Idaho, and Alaska. We're here to help open the dialogue for families to share values while setting boundaries in responsible behavior.

We've also created collaborative partnerships throughout the Great Northwest to ensure evidence-based sexual health education and the replication of proven programs. We now reach Latino youth in Idaho through a partnership with community-based *El Centro de Comunidad y Justicia* (The Center for Community and Justice), teaching them to take care of themselves through a culturally-based program designed to reduce sexual related HIV risk.

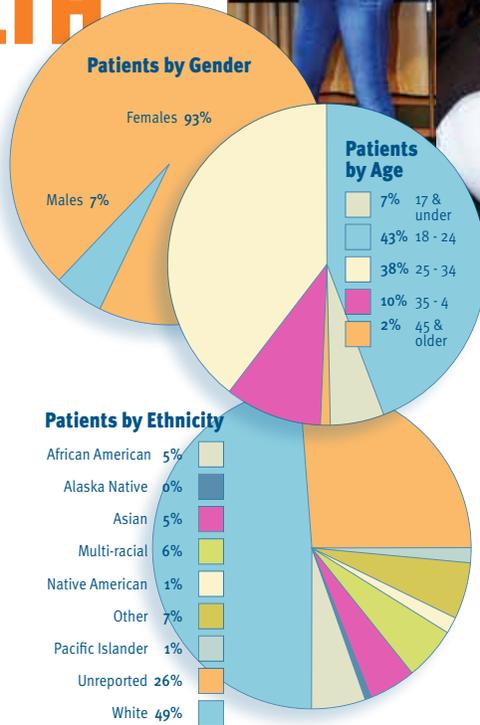


Our commitment to proven programs was rewarded by the Federal Office of Adolescent Health through a generous grant to replicate the *Teen Outreach Program*, an evidence-based youth development program aimed at reducing teen pregnancy and increasing success in school. PPGNW has partnered with the Planned Parenthood affiliates of Columbia Willamette, Montana, Southwest Oregon, Mount Baker, and Greater Washington and North Idaho to

form the *Northwest Coalition of Adolescent Health* (NWCAH). Over the next five years, the NWCAH will distribute this award to reach youth in areas throughout the Great Northwest where teen birth and pregnancy rates are high and health disparities exist.

Best practice learning methods are applied when training our own team as well. In fact, in light of recent nefarious attacks from anti-choice groups, PPGNW's online e-learning course, *Managing Suspicious Encounters*, was chosen and adapted for national use by Planned Parenthood Federation of America's (PPFA) Center for Affiliate Learning, and has become required security training for all affiliates.

We've also developed a new e-learning course for new PPGNW providers. *Coding for Clinicians* was introduced to ensure billing consistency while a newly designed training in Electronic Medical Records ensures consistency of care throughout our network of health centers.



PPGNW's training and new media team also produced a series of videos about each birth control method for PPFA. Available within *Health Topics* on the plannedparenthood.org website, these videos educate individuals who may never have had the opportunity to ask questions about the different birth control options available. So while *Families are Talking* helps initiate the discussion, we're here to provide confidential, medically accurate answers in person and online.

Every day, we help people get the health tools and information they need to prevent unintended pregnancies — or to plan families when they're ready. But most of all, we empower others to make healthy choices.

Education by the numbers

- 430 Parents and youth attended *Family Night* programs
- 216 *Youth Development* program participants
- 88 Youth attended *Youth in the Know* (Idaho only)
- 100 Youth trained as *Teen Council* peer educators
- 6,450 Students received sexuality education from *Teen Council* peer educators
- 7,480 Students received sexuality education from PPGNW's sexuality educators
- 16,616 People received sexuality education from PPGNW
- 45 Students enrolled in *Planned Parenthood University*

Training by the numbers

- 647 Community health and education professionals trained
- 989 Hours of in-person training provided to PPGNW staff
- 680 Hours of e-learning training provided to PPGNW staff



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PPGNW 2010 Financial Results

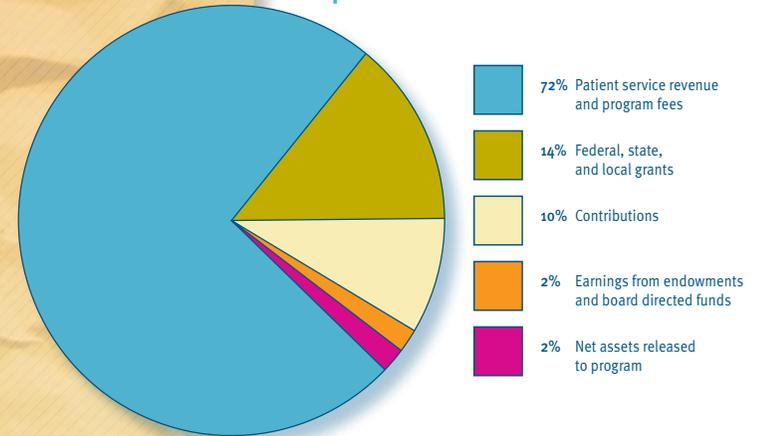
2010

	Unrestricted, including Board Directed Funds	Temporarily Restricted	Permanently Restricted Endowments ⁽¹⁾	Total
Revenue from client services				
Patient service revenue and program fees	27,595,000			27,595,000
Federal, state, and local grants	5,406,000			5,406,000
Total revenue and grants	33,001,000	-	-	33,001,000
Expenses				
Patient services	30,678,000			30,678,000
Public and professional education	2,577,000			2,577,000
Government relations and advocacy	2,308,000			2,308,000
Outreach to patients and clients	1,048,000			1,048,000
Administrative support	1,789,000			1,789,000
Fundraising	1,114,000			1,114,000
Total expenses	39,514,000	-	-	39,514,000
Increase (Decrease) in net assets before support from the community	(6,513,000)	-	-	(6,513,000)
Support from the community				
Donor contributions	3,663,000	840,000	9,000	4,512,000
FPCC ⁽²⁾ net assets contributed	471,000	10,000	-	481,000
Earnings from endowments and board directed funds	2,204,000	586,000	-	2,790,000
Net assets released to programs	782,000	(782,000)	-	-
Total support from the community	7,120,000	654,000	9,000	7,783,000
Increase (Decrease) in net assets	607,000	654,000	9,000	1,270,000
Net assets beginning of year	28,463,000	(626,000)	11,421,000	39,258,000
Net assets end of year	29,070,000	28,000	11,430,000	40,528,000

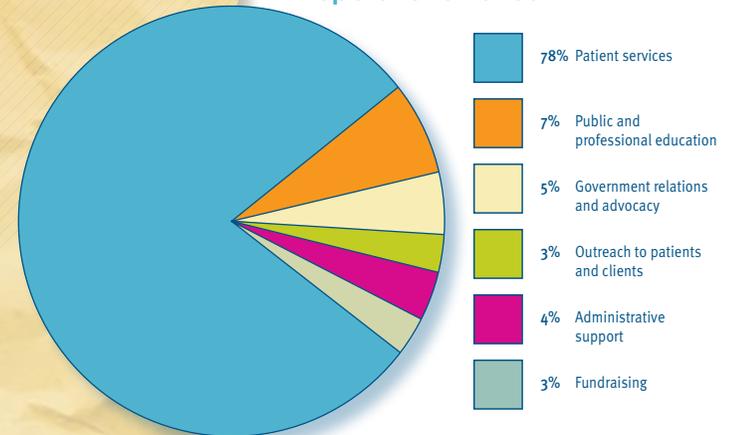
(1) Includes Fund for the Future, Suzanne's Funds, and Education Endowment for which earnings are credited to operations, restricted or unrestricted funds pending use in program, as per donor instructions.
 (2) Family Planning of Clallam County (FPCC) joined PPGNW in Q4 of 2010.

(Unaudited)

How we received our operational funds



How we spent our operational funds



* By the numbers statistics based on 2010 Agency Demographics

We enjoy wide support; but it may not be enough.

Regardless of location, people can share stories about how Planned Parenthood once helped them. After all, one in five American women has accessed our care. Someone you know trusts their health to Planned Parenthood.

And we trust that all will stand with us as we face the challenges of a tough economy and an increasingly active “moral” minority. Please lend what you have to ensure future generations enjoy the same benefit the last few have. Stand up and be visible; make your voice heard; ensure that your elected official knows and reflects your values; and make a donation if you’re able.

We’re here with an open mind, a caring touch, and extraordinarily sophisticated tools and expertise. 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

- Christine Charbonneau
Chief Executive Officer
Earns PPFA’s most prestigious Ruth Green Award; pictured with Lee Minto and Cecile Richards.
- Carole Miller
Chief Learning Officer
Winner of the Joan Helmich Educator of the Year Award.



Retired

- Mary Grinnell
Chief Financial Officer
Celebrating 15 years of financial accountability.
- Carole Williams
VP Human Resources
Celebrating 21 years of relationship building.

2010 Executive Team

Christine Charbonneau, *Chief Executive Officer*
Laura Einstein, *Chief Legal Counsel*
Mary Grinnell, *Chief Financial Officer*
Stephen McCallister, *Chief Information Officer*
Cam McIntyre, MD, *Chief Medical Officer*
Carole Miller, *Vice President of Education and Training*
Rebecca Poedy, *Vice President of External Affairs*
Michael Romo, *Chief Operating Officer*
Clover Simon, *Vice President of Alaska*
Carole Williams, *Vice President of Human Resources*

2010 Board of Directors

Han Nachtrieb, *Chair, WA*
Pam Groves, *Vice-Chair, AK*
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Sarah Ferrency, *AK*
Sharon Dollinger, *ID*
Sonya Champion, *WA*
Susan Norlund, *WA*



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*We were able to be proactive,
taking responsibility for our
bodies and our futures thanks
to Planned Parenthood. We
did not just use Planned
Parenthood for birth control.
We were able to get pap
smears, STD testing, and
answers to questions that
we could not ask our parents.
I can't begin to imagine the
impact the loss of funding
will cause for both men and
women.*

- Susan S., Washington

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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 to help sustain responsible reproduction.

