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.
MESSAGE FROM OUR LEADERSHIP

Dear Friends,

In 1916, America’s first birth control clinic opened in Brooklyn, New York, offering basic information about family planning to a long line of visitors for a 10-cent fee. Police shut it down days later, arresting the women—the founders of Planned Parenthood—who dared to envision a world where their daughters, mothers and sisters had the freedom to determine what path their lives would take. In 1929, what is now known as Planned Parenthood Southwest Ohio Region was founded in Cincinnati.

One hundred years after that first birth control clinic opened in New York, Planned Parenthood is proudly making that vision a reality for thousands of people every day: transforming the health of communities, igniting a new groundswell of activists, and marching toward the day when reproductive health is acknowledged as a basic human right.

Last year showed us that nothing will keep us from meeting the needs of the women, men and young people who depend on our care. Today our resolve to ensure that all people have the compassionate, high-quality care they deserve is as steady as ever. And we’re just getting started.

Our promise to fulfill this mission is unwavering. We’re committed to strategically advancing a culture and business model that drive equity, reflect the rapid evolution of medical care and engage patients as empowered consumers. By building our power and scale in communities that need us and intensifying our focus on the next wave of diverse change-makers, Planned Parenthood Southwest Ohio Region is creating a place where justice and access to care don’t depend on who you are or where you live.

Thanks to supporters like you, we ended the 2017 fiscal year strong, unafraid and united. In fact, we ended the year with a positive operating margin for the first time in recent history. The hopeful optimism we carry into tomorrow belongs to generations of courageous women and men who fought for the revolutionary idea that a woman should be able to determine the direction of her own destiny. It also belongs to our resolute staff, our fearless providers and our selfless volunteers. And, of course, it belongs to you. Thank you for standing with Planned Parenthood.

JIM MICHAEL
Chair, Board of Directors

JERRY LAWSON
President/CEO
I AM PLANNED PARENTHOOD

Briana, Northside

ANNUAL REPORT | FY 2017 PLANNED PARENTHOOD SOUTHWEST OHIO REGION
BOARD OF DIRECTORS & EXECUTIVE TEAM

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VICE CHAIR
Sally Cuni

TREASURER
John Gillespie

SECRETARY
Kimberly Hamlin

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Linda Butler
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Danielle Craig, Vice President of Communications
Crystal Justice, Vice President of Development
Leslie Mitchell, Vice President of Education
Roslyn Kade, MD, Medical Director
Phyliss Payton, Executive Assistant
COMBINED* STATEMENT OF FINANCIAL POSITION


<table>
<thead>
<tr>
<th>Assets</th>
<th>$ In Thousands</th>
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<tbody>
<tr>
<td>Current Assets</td>
<td>$ 2,427</td>
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<tr>
<td>Investments</td>
<td>$ 7,735</td>
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<tr>
<td>Property &amp; Equipment</td>
<td>$ 2,749</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 12,911</strong></td>
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<table>
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<tr>
<th>Liabilities and Net Assets</th>
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<tbody>
<tr>
<td>Current Liabilities</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Unrestricted</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td>Permanently Restricted</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
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</tbody>
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| Total Liabilities & Net Assets | **$ 12,911** |

*Planned Parenthood Southwest Ohio Region and Planned Parenthood Cincinnati Region Foundation combined statement of financial position.
PATIENT DEMOGRAPHICS

BY AGE
- 28% 20-24
- 24% 25-29
- 15% 30-34
- 10% 18-19
- 6% 15-17
- 4% 40-44
- 4% 35-39
- 1% 14
- 4% 45+

BY RACE
- 58% Caucasian
- 31% African American
- 2% Unknown
- 2% Asian
- <1% American Indian/Alaska Native
- 6% Other
- 1% Multiracial

BY ETHNICITY
- 94% Non-Hispanic
- 4% Hispanic
- 2% Unknown

Total Patients
20,272
I AM PLANNED PARENTHOOD

Siqi, Clifton
SERVICES PROVIDED

Total Patients 20,272
STI Tests 47,209
Birth Control Units 18,430
Pregnancy Tests 9,174
HIV Tests 4,846
Abortions 2,976
Breast Exams 3,223
Pap Tests 2,254
Emergency Contraception 153
Colposcopies/Cryotherapies 250
Well-Woman Visits 3,096
Long-Acting Reversible Contraceptives 1,385

TOTAL PATIENT VISITS 36,965
STANDING UP AND FIGHTING BACK

On January 20, 2017, as a new president of the U.S. was sworn into office, Planned Parenthood, together with our patients, staff and supporters, entered a new era in the fight for reproductive health care and rights. This fight would determine if we were able to keep our doors open for those most at risk and those with the least access to health care. In short, those who need us most.

The very next day, more than five million people from across the globe—women, men and young people—stood up and marched against fear, hatred and injustice. They also marched for Planned Parenthood and for those who rely on us for care.

The days following the election marked a historic moment for the Planned Parenthood movement in southwest Ohio. We gained 3,000 new financial supporters and more than 500 volunteers. Because of you, we raised more than $2.6 million locally from individuals and private foundations. Because of you, the doors to all seven of our health centers stay open.

Planned Parenthood is a relentless champion for women’s reproductive health and rights and the most trusted provider of reproductive health care in the United States. We must remain strong for those who need us most—those who have historically faced barriers to quality health care including people of color, those in rural areas, LGBTQ people, people with low incomes and people without health insurance.

The fight is far from over; we know both the federal administration and the state of Ohio will continue to attempt to roll back access to reproductive health care. This includes ongoing efforts to repeal key provisions of the Affordable Care Act (ACA) and prevent people who depend on Medicaid from accessing care at Planned Parenthood health centers. But because of you: your generous support, your relentless voice for our mission and your compassion for our patients—we will persist!
SUPPORTER SPOTLIGHT - Kathy and Charlie Norton

Kathy and Charlie Norton have proudly supported Planned Parenthood Southwest Ohio Region since 1995.

“We believe that family planning empowers people to pursue education and careers that stabilize and enhance their lives and those of subsequent generations.”

According to the Guttmacher Institute, 51% of U.S. pregnancies are unplanned. That rate is highest among women who are poor, young and minorities. Being able to access contraception changes the trajectory of a woman’s life, and that of her future children.

“We believe it is important that people of all socio-economic status have access to high quality health care and that we should be doing more. Planned Parenthood makes quality reproductive health care accessible and affordable. Without Planned Parenthood many would not get the care they need and deserve. Planned Parenthood’s comprehensive sexuality education in schools, churches and community groups is critical to ensuring that young people know how their bodies work and how to make responsible and healthy choices.”

The Nortons also appreciate that Planned Parenthood stands up for a woman’s right to choose, the need for quality reproductive health care and accurate information about human sexuality. They believe these issues must be championed in our community to protect reproductive rights and build access to health care and education.

“Supporting Planned Parenthood is a way to join a strong (and friendly) group of people who stand up for what they believe in and want to improve the lives of individuals and society as a whole. We are thrilled to be part of the Planned Parenthood family and invite you to join us in making a difference.”

Both Kathy and Charlie have served on the Planned Parenthood Southwest Ohio Region Board of Directors. Kathy currently serves on the Diamond Gala Committee and served as the co-chair of the committee in 2017. Charlie now serves on the Planned Parenthood Cincinnati Region Foundation Board of Directors and the Investment Committee.
PATIENT SPOTLIGHT - Caroline

Caroline is involved with Planned Parenthood Southwest Ohio Region as a volunteer and as a patient.

“I was first a volunteer. I would come in, help out where I could, go to events. But, then, I wasn’t getting the care I needed elsewhere and happily made the decision to switch to Planned Parenthood for my care.”

Caroline has endometriosis, a disorder in which tissue that normally lines the uterus grows outside the uterus. The symptoms of endometriosis can sometimes be alleviated with the proper birth control method.

“I wasn’t really understanding what was going on. It was a very frustrating experience, but when I came to Planned Parenthood they got me the right birth control to make sure I was handling my issues with the endometriosis, having less pain and finally kind of grasping what was going on with my body. They explained it in a way that made sense to me.”

Dissatisfied by her experiences with other doctors, Caroline was in a lot of pain and very confused.

“I first went to another doctor’s office because it was recommended by my mother. It’s a doctor’s office that works for her but it wasn’t something that really worked for me. It was really difficult to get an appointment. But, Planned Parenthood got me in right away. They took all of my concerns seriously and made sure that I had the best care possible. When I came to Planned Parenthood they sat me down, better explained what was happening and my diagnosis. Planned Parenthood helped me understand how this specific prescription would work. Sometimes it’s difficult to understand what’s happening with your body but they explained it in a way that made sense to me and explained exactly what my birth control prescription was doing before, why it wasn’t working and why this new one should work. And it does.”

As someone who works in the Cincinnati organizing community, Caroline recognizes that Planned Parenthood is a constant and important presence.

“Planned Parenthood takes my insurance and I receive exceptional care. It fits into my insurance plan the same way going to another provider would, but the quality of the care is so much better. It makes so much more sense to me to get my care here knowing that I’m not looked at as just a patient. I’m a whole individual here and that’s why I decided to come here and that’s why I’ll stay.”

“My name is Caroline. I’m from Fort Thomas and I am Planned Parenthood.”
OUR EDUCATION PARTICIPANTS

BY RACE
- 41% Unknown Race
- 26% White
- 23% African American
- 9% Multiracial
- 1% Hispanic
- 1% Asian

BY AGE
- 31% 12-14
- 15% 25-30
- 39% 15-18
- 7% 31-50
- 5% 6-11
- 3% 19-24

BY ETHNICITY
- 99% Non-Hispanic
- 1% Hispanic

HIGHLIGHTS

- Increased our school-based education programming to include more schools receiving additional sessions.
- Increased internal staff training and launched management training program to strengthen our services.
- Launched a Peer Education program on 2 local college campuses.
- Expanded our presence at local health fairs and community events.
BY THE NUMBERS

15,504
Total hours of educational programming

2,584
Total education participants

7,284
Number of petition signatures

2,156
Number of volunteer shifts completed

6,105
Number of volunteer hours

157
Number of outreach events

118,500
Condoms distributed
YOU MAKE OUR MISSION POSSIBLE

Because of your generous support, not only was Planned Parenthood Southwest Ohio Region able to keep the doors to our health centers open, but we’re also able to remain on the cutting-edge of reproductive health care. In the last year, Planned Parenthood Southwest Ohio Region:

- Introduced new Rapid HIV tests that indicate HIV positivity within two weeks of exposure compared to the previous tests which are only accurate 3-6 months post-exposure. This allows our patients to get treatment more quickly as needed.

- Launched an expedited partner treatment program which enables us to treat partners of patients who test positive for sexually transmitted infections (STIs) without requiring the partner to visit a health center.

- Created the Access, Care, and Treatment (ACT) Fund with a cornerstone gift from Anne P. Heldman. This fund makes long-acting reversible contraception such as IUDs and implants available to uninsured women with low-incomes. These devices provide protection for 4-12 years but the upfront cost ($300-$700) is prohibitive for our uninsured patients. The ACT Fund eliminates this cost and creates equal access for all patients.
HEALTH CENTERS

CINCINNATI SURGERY CENTER
2314 Auburn Avenue
Cincinnati, Ohio 45219

DAYTON / KETTERING PHILIPS CENTER
224 N. Wilkinson Street
Dayton, Ohio 45402

HAMILTON / MARY STARK CENTER
11 Ludlow Street
Hamilton, Ohio 45011

MT. AUBURN HEALTH / ELIZABETH CAMPBELL CENTER
2314 Auburn Avenue
Cincinnati, Ohio 45219

SPRINGDALE / JEAN K. SPRITZ CENTER
290 Northland Boulevard
Cincinnati, Ohio 45246

SPRINGFIELD CENTER
1061 North Bechtle Avenue
Springfield, Ohio 45504

WESTERN HILLS / MARY YEISER CENTER
2016 Ferguson Road
Cincinnati, Ohio 45238