



2015

ANNUAL REPORT

Planned Parenthood Southwest Ohio Region



OUR 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.

OUR BOARD OF DIRECTORS AND LEADERSHIP TEAM

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

Dear Friends,

It has been a year of tremendous change at Planned Parenthood, most of it very positive. And that which challenges us only makes us stronger in our resolve to provide high-quality reproductive and sexual health care.

Millions have benefited from the Affordable Care Act, which significantly increased access to health care in the United States. We celebrated the success of Obamacare because it means women can now get birth control and preventive care with no co-pay or cost-sharing.

Planned Parenthood Southwest Ohio Region provided 39,228 patient visits at our 7 health centers and educated 1,960 people through our programs at churches, schools and community organizations. We continue to thrive because we've earned a reputation for providing high-quality, compassionate care. *No matter what.*

We have been hard at work in the community, letting people know that whether or not they have insurance, we've got them covered. The health care landscape has changed, but our core values remain the same.

Unfortunately, we are still defending basic rights like access to birth control and abortion care. Despite the opposition, Planned Parenthood remains a vigilant advocate for women's rights and will continue to seek solutions for individuals who need these services.

We look forward to the future as we adapt to the new health care environment. Our patients tell us that no one provides sensitive, nonjudgmental care in quite the same way as Planned Parenthood. Because of this trust women and men continue to rely on Planned Parenthood. Because of your generous support we are able to provide care for so many who need and deserve our services.

Thank you for all you do to support Planned Parenthood in our work providing health care, sexuality education and advocacy. Our positive impact on our communities is due in large part to your support.



Jerry Lawson, CEO

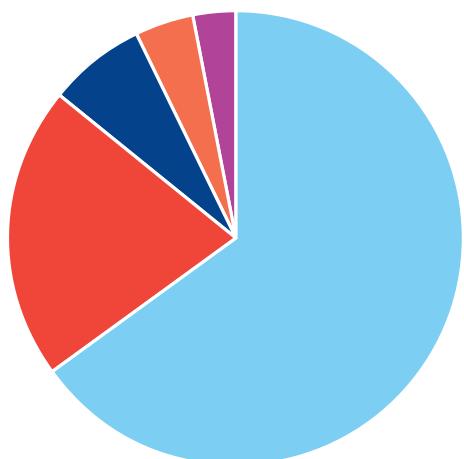


Kathy Brinkman, Board Chair

COMBINED STATEMENT OF FINANCIAL POSITION

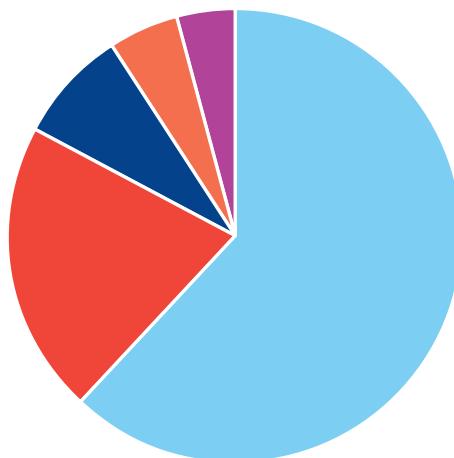
Reporting for Year Ended 6/30/15

Assets	\$ In Thousands
Current Assets	\$1,770
Investments	\$9,462
Property & Equipment	\$2,642
Total Assets	\$13,784
Liabilities and Net Assets	
Current Liabilities	\$1,282
Total Liabilities	\$1,282
Net Assets	
Unrestricted	\$4,911
Temporarily Restricted	\$3,297
Permanently Restricted	\$4,384
Total Net Assets	\$12,592
Total Liabilities & Net Assets	\$13,874



Revenue

Revenue Category	Percentage
Patient Fees	65%
Contributions	21%
Government Grants	7%
Events	4%
Other	3%

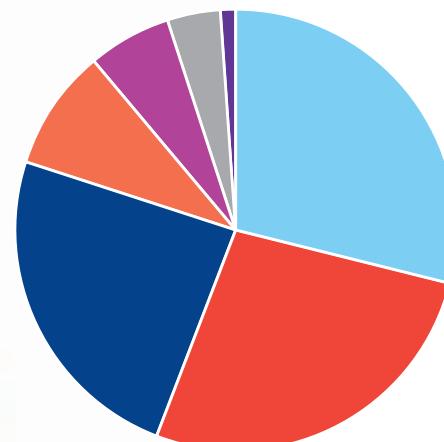


Expenses

Expense Category	Percentage
Patient Services	62%
Management and General	21%
Information and Education	8%
Development	5%
Public Affairs and Communications	4%

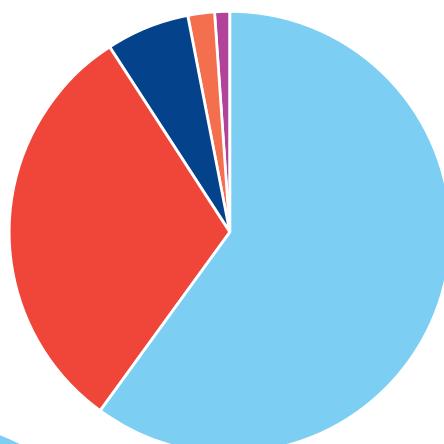
With the support of our community, we continue to be focused on the delivery of care, **no matter what.**

OUR PATIENTS



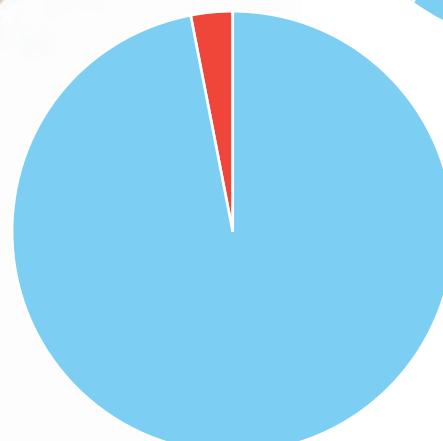
By Age

29% Age 20-24
27% Age 30-44
24% Age 25-29
9% Age 18-19
6% Age 15-17
4% Age 45+
1% Under 15



By Race

60% White
31% African American
6% Unknown
2% Asian
1% Multi-racial



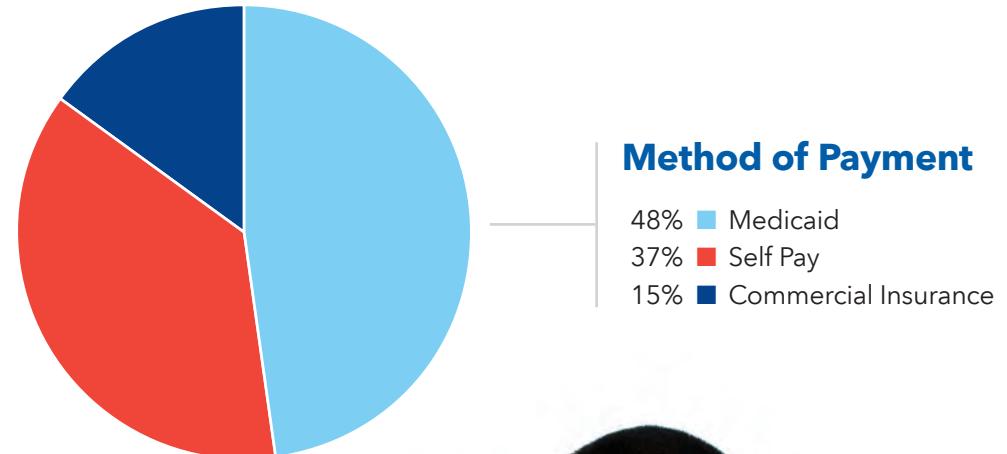
By Ethnicity

97% Non-Hispanic
3% Hispanic

OUR SERVICES

Total Patient Visits
39,228

Unduplicated Patients
20,396

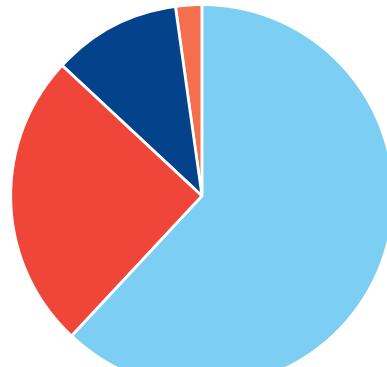


Services Provided

Individual STI Tests	49,630
Birth Control Units	19,690
Patient Exams	22,952
Pregnancy Tests	9,952
HIV Tests	4,153
Abortions	3,063
Breast Exams	1,729
Pap Tests	2,486
Emergency Contraception	335
Colposcopies/Cryotherapies	223

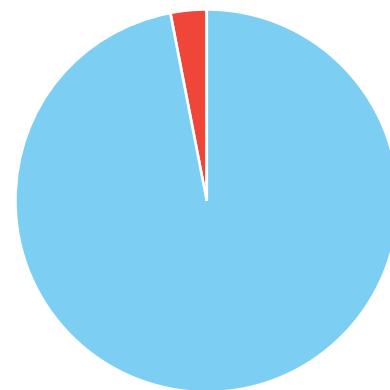


OUR EDUCATION PROGRAMS



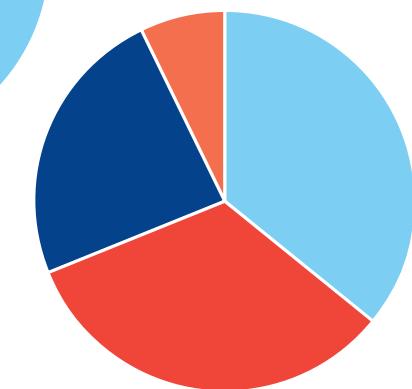
By Race

- 62% ■ White/Caucasian
- 25% ■ Black/African American
- 11% ■ Bi-racial/Multi-racial
- 2% ■ Unknown



By Ethnicity

- 97% ■ Non-Hispanic
- 3% ■ Hispanic



By Age

- 36% ■ Adult (Age 25-60)
- 33% ■ High School (Age 15-17)
- 24% ■ Middle School (Age 12-14)
- 7% ■ College/Young Adult (Age 18-24)

Total Participants
1,960

Total Hours of Programming
11,760

What did we do this year?

GLAD YOU ASKED

Provided Sexuality Education

Planned Parenthood Southwest Ohio Region continues to provide community outreach and education utilizing innovative and up-to-date approaches. Through the Ohio Personal Responsibility Education Program (PREP) grant, our team successfully implemented evidence-based curricula to more than 400 of the most at-risk youth in southwest Ohio. This grant has been instrumental in expanding our services to foster care agencies and juvenile justice facilities.

Conducted a Location Study of Our Service Area

As called for in our strategic plan, we worked with a real estate advisory group that conducted an extensive analysis of our present health center locations as well as possible future locations. The group's report enables us to make informed decisions about where our family planning health centers should be located.

In addition to using demographic data available from public sources, the analyst used data from Planned Parenthood's patient management system about patient incomes, education and travel patterns to our health centers. We continue to evaluate this data to determine what location decisions we should make, including the possibility of opening new centers in underserved areas.

Connected Communities with Health Insurance

This year we started hosting volunteers and community partners in our health centers to educate patients about the opportunity to enroll in various forms of healthcare coverage, especially Ohio's expanded Medicaid program and health insurance now available through the Affordable Care Act.

Our Dayton Health Center Got a Makeover

In March, Planned Parenthood Southwest Ohio Region's Dayton Health Center received a significant facelift thanks to generous donors and friends who made the \$289,000 renovation possible. New flooring, new furniture and a whole new look ensure that what patients see is consistent with the high-quality, medically advanced care they are receiving.



Trained the Next Generation of Activists

Through some of our various community and youth leadership programs, like the Path to Power and Young Leadership Advisory Council, we have trained 75 youth in semester-long programs to become the next generation of reproductive freedom advocates. These programs encourage youth to take leadership roles in the reproductive health rights and freedom movement while enhancing their organizing, lobbying and community outreach skills.



Defended Reproductive Rights... Again!

Across the United States, anti-women legislators continued their attempts to reduce a woman's right to access contraception and safe, legal abortion. As always, Planned Parenthood was on the front lines defending women's reproductive freedom. During the year, the only other abortion provider in the Cincinnati area closed, leaving Planned Parenthood's Cincinnati Surgical Center as the only option for local women seeking safe and legal abortion. We fought and we will continue to fight against anti-choice legislation in Ohio.

Made Scheduling an Appointment Even Easier

In April, we launched an Online Appointment System (OAS). Three minutes after OAS went live, we received our first online appointment request. Now, several months in, we're averaging approximately 100 requests per week – with absolutely no marketing or other promotion. This approach to scheduling allows us to meet patients where they are – online. It also gives more control to patients to make an appointment when it's most convenient for them – not just when our call center is open.

Proudly supported LGBTQI Rights

Our team was joined by Planned Parenthood friends, staff and volunteers at this year's Pride Parades in both Cincinnati and Dayton. Crowds cheered as we marched through the cities, sporting rainbow flags, feather boas and signs celebrating LGBTQI PRIDE. They also cheered for the thousands of condoms we distributed to spectators. At the post-parade festival in Cincinnati, our HIV outreach team offered free, rapid HIV test to partygoers and we doubled the amount of tests administered the year before.

Received Recognition as a Top Place to Work in Cincinnati

The Cincinnati Enquirer published its "Top Work Places 2015" issue in June which included a list of the best places to work in the Cincinnati area - and Planned Parenthood Southwest Ohio Region made the list. The evaluation for the Top Work Place program is based on feedback from staff surveys. We are honored to have been selected for the award, particularly as the judges were our employees!

BY THE NUMBERS

7

health centers
in the Greater
Cincinnati, Dayton
and Springfield
Regions

459

volunteers generously gave

2,086

hours of their time to increase
access to reproductive and
sexual health care in our
community

we would like to thank
the dedication of our

38,181

supporters for our
success this year

2,368

people signed
petitions in support of
Planned Parenthood



in 2015 we participated in
132 local outreach events

digital ads were viewed
3.6M times and there were
113,190 visits to our website

128 Hep-C tests were performed



180 community-based testing events where
1,143 HIV tests were performed

115,000 condoms were distributed through our centers and education programs



Planned Parenthood Southwest Ohio Region



www.ppswo.org

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www.supportppswo.org

Find us on