

Planned Parenthood of Indiana

# A WOVEN SUCCESS



2008 Annual Report

## TAKING STEPS TO BECOME STRONGER



“Through education, health care delivery and advocacy; PPIN has worked tirelessly to ensure that more women and men have choices to help them be the healthiest they can be.”

— BETTY COCKRUM  
PRESIDENT AND CEO  
PLANNED PARENTHOOD OF INDIANA

Planned Parenthood of Indiana (PPIN) took steps in 2008 to become an even stronger provider of quality, affordable reproductive health care. Through education, health care delivery and advocacy PPIN has worked tirelessly to ensure that more women and men have choices to help them be the healthiest they can be. Often, we provide health care to those with nowhere else to turn—and we do so with compassion and confidentiality.

These are trying times for all Hoosiers. After years of cuts in federal aid to organizations like Planned Parenthood, teen births are on the rise for the first time in decades and one in four teenage girls has a sexually transmitted disease. As a nation, we have failed our youth. By turning our focus back to preventing teen pregnancies and empowering our young people to make healthy choices, we can change the world as we know it by lowering the financial strain on our society and improving the odds of young Hoosiers getting quality educations and being successful in life.

Comprehensive sexuality education is a key component in this effort to prevent unplanned pregnancies. During this fiscal year, PPIN’s education and training programs served 15,525 Hoosiers through interactive sessions and our resource center.

A major part of our mission this year was to lay a strong foundation for future growth. The Clowes Fund came through for us in a big way by awarding

a \$125,000 grant over the next five years to help provide general operating support. A \$436,000 grant from Planned Parenthood Federation of America over three years will help us recruit new advocates around the state and fund the important advocacy work we do. On the public policy front, our Prevention First package was introduced in the Indiana Senate during the 2008 legislative session. The package included four bills to help protect access to birth control and provide medically-accurate information to prevent unintended pregnancy. Although the bills did not receive hearings, we will continue the fight with the newly-elected Indiana General Assembly.

PPIN is spending a great deal of its time and energy on communications to ensure that the good work we do every day is not just known to our family of donors, advocates and staff members. We have established a media hit benchmark and know that proactive media stories are on the rise. Overall, Planned Parenthood received nearly 450 media mentions in Indiana this past fiscal year. We’ve also increased our partnerships with the media for events.

We could not continue the great work we do without funding from generous supporters like you. We exceeded the goals of our *Tapestry of Strength Capital and Endowment Campaign*, raising nearly \$7.3 million. The total amount was extraordinary, but it was also exciting to see so many new supporters—500 new donors to the

*Tapestry* campaign and 300 new donors to our annual campaign. It's also important to note that we are doing our part—100 percent of our staff gave to *Tapestry*. Despite strained economic times, we raised 11 percent more in individual and grant contributions than last year. To support our annual operating efforts, we also increased corporate sponsorships by about 50 percent. To say we are grateful would be an understatement.

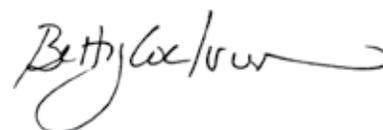
I'm very excited to report that we invested nearly \$700,000 to pay off the mortgage on our Merrillville facility, making PPIN a **debt-free** organization! We also met all of our FY08 major operating budget objectives and have become more efficient, adding

a new time-and-attendance system and a new inventory system. These changes improved overall accuracy and accountability across the agency.

While these things are important, our mission is to be the best health care organization we can be. I'm happy to report that our hard work is having an impact. We have had an increase in the number of patients identifying themselves as African-American or Hispanic. More men are walking through the doors of PPIN and more chlamydia tests are being requested by our patients. We are also offering more services than ever. Adoption services are now available at three of our sites. The HPV vaccine, Gardasil, is now available at 18 of our health centers.

The differences we are making in patients' lives are immeasurable. We performed a record 400 Pap tests (nearly twice the amount of previous years) during our Free Pap Days. Our Free EC Day also helped more than 300 Hoosier women back up their birth control and protect themselves from unintended pregnancy.

Together, we can help even more people.



Betty Cockrum  
President and CEO  
Planned Parenthood of Indiana



“We’ve had a good year. We celebrated the successful completion of our *Tapestry of Strength* campaign—a true accomplishment. Going forward, it makes us stronger. However, we do continue to struggle with crippling increases in birth-control product costs. It’s hard on our patients and hard on our

bottom line. Nonetheless, our many resources will be where they need to be—providing health care for women and men, providing medically-accurate sex education and making sure the doors of opportunity remain open for all Hoosiers.”

— DORIS SIMS  
BOARD CHAIR  
PLANNED PARENTHOOD OF INDIANA



Todd was 17 when he first came to PPIN as a patient. He had just started dating his girlfriend, who was the professed love of his life. Todd's girlfriend had asked him to get tested for all STDs before they became sexually active, and this was the reason for his first visit. He was proud that he was being responsible. As a usual part of the complete STD exam, PPIN staff showed Todd how to perform a testicular self-exam and discussed with him the importance of using condoms. He was also counseled on the importance of a guy's responsibility when it comes to birth control. Three years later, Todd returned to that same PPIN health center. While performing a testicular self-exam, Todd found a lump in one of his testicles. PPIN referred Todd to a specialist in his area, and he was diagnosed with testicular cancer. Todd is now in treatment.

## Fiscal Year 2008 A Year of Successes and Challenges

FY08 was one of both great financial challenges and successes. This year marked the first full year of the increased costs of pharmaceuticals and patient numbers continued to reflect the market strain. It was also the year of the successful conclusion of the *Tapestry of Strength* campaign and the early payoff of our mortgage on our Merrillville health center, making PPIN a debt-free organization.

### FY08 (Unaudited) Operating Fund Income and Expense Summary

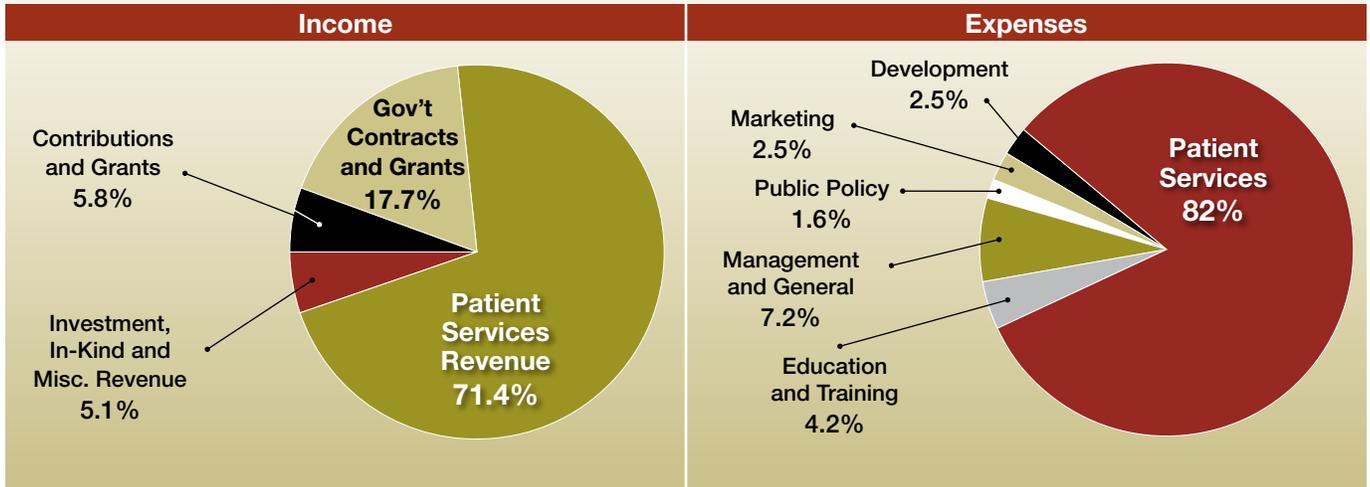
Revenue	Dollars	Percent
Contributions and Grants	946,800	5.8%
Gov't Contracts and Grants	2,897,161	17.7%
Services Revenue	11,684,057	71.4%
Investment, In-Kind and Misc. Revenue	844,421	5.1%
<b>Total Revenue</b>	<b>16,372,439</b>	<b>100%</b>

Expenses	Dollars	Percent
Patient Services	13,363,160	82%
Education and Training	681,765	4.2%
Management and General	1,168,763	7.2%
Public Policy	260,296	1.6%
Development	402,196	2.5%
Marketing	408,879	2.5%
<b>Total Expenses</b>	<b>16,285,059</b>	<b>100%</b>
<b>Increase in Fund Assets</b>	<b>87,380</b>	



Of the nearly 47,000 Pap tests PPIN health center staff performed during FY08, more than nine percent were found to be severely abnormal.

## FY08 at a Glance



## Patient Statistics FY08

**Unduplicated Patients Served: 91,168** • **Total Visits: 278,083**

### Procedures Provided

Pap tests	46,932
<i>Number of severely abnormal Paps</i>	4,426
Chlamydia tests	41,603
<i>Number of positive tests</i>	3,207
Gonorrhea tests	41,474
<i>Number of positive tests</i>	678
Colposcopy	441
Cryotherapy	64
LEEPs	69
Surgical abortions	3,918
Medical abortions	1,084
HIV tests	6,814
Pregnancy tests	22,599

### Visit Type

Initial Exams	16,755
Annual Exams	28,987
Other	7,693

### Contraceptives Distributed

Oral contraceptives	293,995
Condoms/spermicides	69,273
Other contraceptives	43,098
Emergency Contraception (EC)	20,318

### Poverty Status\*

Patients at or below poverty	61%
Patients at or below 150% poverty	74%

### Demographics

Number of females	86,605
Number of males	4,563
Ages 17 and under	10,387
Ages 18-19	12,760
Ages 20-24	31,983
Ages 25-29	17,983
Ages 30-34	8,364
Ages 35 and over	9,691
Median age	23

### Race/Ethnic Origin

White	76%
Black	16%
Hispanic	6%
Other	2%

\* The federal government defines poverty as an annual income of \$10,400 for one person or \$21,216 for a family of four.

The CDC estimated that in 2006, 56,300 people became infected with HIV. In 2008, PPIN health centers performed nearly 7,000 HIV tests to help Hoosiers know their status.

## ANNA QUINDLEN HELPS PPIN CELEBRATE 75 YEARS



Nearly 800 people, each of them champions of choice, joined us at the Indiana Roof Ballroom October 1, 2007 to listen to Pulitzer Prize winner Anna Quindlen and help PPIN celebrate 75 years of protecting, providing and promoting reproductive health in Indiana. The evening was an overwhelming success, buoyed by the hard work of our staff and a small army of dedicated volunteers. Former Indiana First Lady Maggie Kernan, Debbie Simon and Wayne Zink also delighted the crowd with their speeches about the importance of personal choice, reproductive freedom, strong parenting and responsible sexuality.

A silent auction of original art by Hoosier artists raised nearly \$17,000. This, in part, was thanks to a last-minute matching gift by an anonymous donor. Overall, the event raised more than \$175,000 to support the *Tapestry of Strength* campaign.

Live music, excellent food and a slide show, designed by Luke Smith and board member Samantha Miller, spanned 75 years of dedicated service and completed the evening.

“Planned Parenthood ultimately exists to provide a healthy beginning for wanted children and the women and men who will care for them. I wish our elected officials could say the same. I deny the right of white guys in Washington to make decisions about my fertility, my morality and that of my friends and family. I deny their right to know better than I do what it takes to keep my family safe and healthy. My pelvis is not public property and no one can make it so. But they would have a little more credibility with me and with other American women if they seemed to care as much about American children after they are born as they say they do about the ones who haven’t been born yet.”

— ANNA QUINDLEN

Every day in Indiana, 31 teenagers become pregnant; 10 of whom are 17-years-old or under.

*Once again, we would like to thank our sponsors for their support.*

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## DEBORAH J. SIMON — A PROVEN LEADER



Deborah J. Simon is a non-profit organization's dream board member. PPIN is extraordinarily fortunate to have Debbie's deep and abiding passion and support. It is often said that "it takes a village," and that is true. Sometimes, however, we find that rare person whose values and leadership make a real difference without a village. Debbie Simon is such a person.

Simon joined the board in 2004 and keeps a close eye on the organization's bottom line. She does all she can to boost it, while also providing advice and guidance on a variety of matters from investments and marketing to fund-raising.

Like Margaret Sanger before her, Simon recognizes that for women to truly be in charge of their own lives, they must have the ability to make informed decisions about their reproductive health. They must also have access to affordable, quality health care.

She often refers to the two red letter days in her life—when she first exercised her right to vote and the day the *Roe v. Wade* ruling was issued. "PPIN helps ensure that women have the access to reproductive health care they need and provides the voice to help protect that access through the political system," Simon says.

Simon's initial involvement with PPIN began with her interest in understanding the politics behind reproductive freedom. She became an advocate for access to affordable reproductive health care and comprehensive sexuality education. Her enthusiasm for the work of PPIN led her to become a member of the board of directors and to serve on the development committee. Her leadership and insight have proven invaluable time and time again.

In the summer of 2004, she agreed to serve as the chair of PPIN's statewide *Tapestry of Strength Capital and Endowment Campaign*. This campaign was instrumental in transforming the operations of the agency. Simon stepped up to the challenge by making a lead gift of \$1 million. She opened doors for PPIN that otherwise would still be closed. She gave us an opportunity to share our mission with new audiences. Simon's demonstrated commitment was key in The Kresge Foundation's decision to award the campaign a \$750,000 challenge grant, the largest grant ever received by PPIN.

Simon not only gave her full support to the *Tapestry* campaign, but she also played a key role in PPIN's launch and ongoing success of the annual

*Gathering of Goddesses and Gods* event, which provides funding for the Women's Health Fund. She is also a dedicated donor to the annual fund that serves to keep PPIN's doors open, and programs and advocacy efforts running.

Simon brings a wealth of experience to PPIN, gained during her work in two industries—real estate and film. She started her professional career with real estate developer Melvin Simon & Associates as an assistant and rapidly took on an expanded role before going back to school in California, where the film bug bit her. After a successful career that included executive producing and script development, she came back to the family business in Indianapolis.

In 1996, she decided to take a leave of absence to help found and develop the Simon Youth Foundation, an organization dedicated to developing schools and programs to educate at-risk youth throughout the country.

In addition to serving on the board of PPIN, Simon serves on the Board of Regents for Mercersburg Academy in Pennsylvania and on the Advisory Boards for The Children's Museum of Indianapolis, the Herron School of Art and the Indiana AIDS Fund. She is also on the Board of Trustees for the Indianapolis Museum of Art, Beth El Zedeck Synagogue, Youth Renewal Fund and Hollywood Media.

Free Pap Days exceeded expectations with more than 400 Pap tests performed at 23 health centers across the state.

## TAPESTRY OF STRENGTH SPONSORS AND DONORS

Your financial support was the critical thread in our *Tapestry of Strength Capital and Endowment Campaign*. In 2003, PPIN embarked on the creation of this \$7 million campaign to update and improve our health centers around the state and increase our endowment to give us the power to help Hoosier women, men and families for generations to come.

On December 31, 2007, PPIN successfully exceeded that goal by raising nearly \$7.3 million. PPIN has now upgraded and/or relocated 15 health centers, including a relocation of our Hammond health center and the purchase and retrofit of a new facility at Georgetown and 86<sup>th</sup> St. in Indianapolis.



“Planned Parenthood is the only means of medical care that I have. They have helped me with my feminine needs as well as given me medical advice. Planned Parenthood has made me aware of precautions I need to take to protect myself. This organization has been a great benefit to my and my peers’ lives.”

— MIDTOWN PATIENT

## PPIN HEALTH CENTERS

Anderson	Indianapolis:	Merrillville
Avon	Castleton	Michigan City
Bedford	Eastside	Mishawaka
Bloomington	Midtown	Muncie
Columbus	Northwest	New Albany
East Chicago	Southside	Richmond
Elkhart	Georgetown at 86 <sup>th</sup>	Scottsburg
Evansville	Kokomo	Seymour
Ft. Wayne	Lafayette	Shelbyville
Franklin	Logansport	Terre Haute
Gary	Madison	Valparaiso
Hammond	Marion	Warsaw



“I had cervical cancer at 24. I’m now 45, and I heard about Free Pap Day in the paper, and because I have no insurance it was important that I get a Pap test at no charge.”

— EVANSVILLE PATIENT

The Centers for Disease Control and Prevention reports that one in four teenage girls has a sexually-transmitted disease.



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*\*Our special thanks to other board members serving this year: Michael Gery, Martha Julian and Mary Ruth Snyder, PhD.*

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*\*Represents current staff and board as of October 1, 2008.*

## SAY Y.E.S. TO EDUCATION



Teens often turn to their peers for information about sexuality, but the answers they get from friends aren't always correct. Butler University student Heather Sperry is taking the correct knowledge she learned through PPIN's Youth Education in Sexuality (Y.E.S.) program straight to her sorority sisters, friends, family and other students.

The bubbly 20-year-old South Bend native participated in more than 20 hours of training on topics such as birth control and abstinence, sexual orientation, love and relationships and sexually transmitted diseases. "It helped me know how to talk to people about sex," Sperry said. "I learned some good facts and how to talk to people without them being put off by it."

Sperry is double majoring in psychology and gender and ethnic studies and plans to go on to graduate school. But, she's already putting the knowledge she learned from PPIN to work. "Learning facts about reproduc-

tion helps when interacting with people in general," Sperry said. "I really want to help women less fortunate than myself and being aware of things that I learned in the program—like STDs, rape, whatever—is very helpful."

Sperry expects to graduate from Butler in May of 2010 and eventually hopes to do clinical work with a focus on gender issues, such as transsexuality. She says the Y.E.S. program has helped open her eyes to the struggles transsexuals go through and she wants to help.

"I have been coming to Planned Parenthood as my primary medical provider for 20 years now, and it is the only medical office I approach without a bad case of 'white coat anxiety.' At PPIN I feel my questions are heard, my own knowledge is accepted, I am seen as a person and I get clear answers. I get straightforward, respectful communication at PPIN. You have consistently offered me respect, support, information and health care."

— TERRE HAUTE PATIENT



“I began my tenure at Planned Parenthood in May of 1981. My focus has been solely in women’s health, beginning with graduating from an LPN nursing program in 1971. I was immediately hired as a Labor and Delivery nurse at Wishard-IU at a time when LPNs were not common on delivery units. I remained there for ten years. For family reasons, I came to Planned Parenthood—good move! With the assistance of people who believed in me at PPIN, I was able to reach my goal of becoming a nurse practitioner in women’s health. I never miss an opportunity to bolster the services Planned Parenthood offers to women from all walks of life. It remains a part of my passion that patients continue to receive top-of-the-line services and information when they choose Planned Parenthood for their care.”

— CHARLIE FORD  
NURSE PRACTITIONER  
PPIN MIDTOWN HEALTH CENTER

## FIFTH ANNUAL GATHERING OF GODDESSES AND GODS

2008’s *Gathering of Goddesses and Gods* proved to be another success. Radio personalities Barbara Lewis of WFYI’s *Sound Medicine* and Wank and O’Brien from HANK-FM’s *The Wank and O’Brien Show* emceed the event, which set new records with nearly 625 tickets purchased.



GATHERING OF  
GODDESSES AND GODS

This year’s event raised more than \$200,000 to help support PPIN’s Women’s Health Fund, which assists low-income Hoosier women and men with critical reproductive health services.

**Next year’s *Gathering of Goddesses and Gods* will take place April 18, 2009 at the Westin Indianapolis.** If you’re interested in receiving ticket or sponsorship information, contact Hannah Day at (317) 637-4350.

## CIRCLE OF CHOICE

The Circle of Choice honors our visionary supporters who choose to perpetuate their commitment to the mission of PPIN beyond their lifetimes.

For those who care deeply about the future of family planning, sexuality education and reproductive justice, joining the Circle of Choice is both an enduring and powerful way to sustain the work of PPIN for future generations.

According to the Guttmacher Institute, Indiana ranks 49th in the country in terms of access to family planning services.



Planned Parenthood of Indiana

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[www.ppin.org](http://www.ppin.org)