

2023 IMPACT



 **Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood of Southwestern Oregon



Claire Elam & Amy Handler

Dear Friends,

It is our honor to serve as Board Chair and Interim President & Chief Executive Officer for Planned Parenthood of Southwestern Oregon (PPSO). This year we continued to grapple with the Supreme Court's decision to overturn *Roe*, and we served patients from all over the country coming to Oregon because of countless state abortion bans. Our work required a new level of resilience and flexibility—which our team demonstrated by showing up every day for our patients, each other, and the communities we serve.

At PPSO, we have seen patients from every single state with an abortion ban—from North Dakota to Mississippi—right here in Eugene and Medford. In this new landscape, PPSO continued to push forward: we worked to expand access to services, grow our education programs, and continued to advocate for reproductive healthcare policies that protect Oregonians.

Our work to expand access to care included the groundbreaking expansion of our Medford Health Center which addressed an urgent need to increase abortion service capacity statewide and take in patients at later gestational ages. PPSO also transitioned to EPIC, an electronic health record system that will enable patients to better engage with the care they want, need, and deserve. **Our translation services enabled us to reach over 900 non-English-speaking patients**—through in-person and telehealth visits—and our education program grew! Collectively, this year **we reached over 40,000 people through our reproductive healthcare services and sexuality education programs.**

In 2023, our supporters continued to show up for reproductive healthcare and rights by investing generously in our work. Collectively, **we raised more than \$2.7 million!** This continued dedication to our mission strengthens everything we do and allows us to ensure our community has access to the highest-quality, essential reproductive health care services and sexuality education.

Additionally, **we advocated for the historic win of HB2002, signed into law this summer**, which protects patients and providers after the fall of *Roe* and aims to address gaps in access to healthcare for those who need care most. While we are fortunate to live in the state of Oregon, where the right to access abortion is protected by law, we will not take abortion access in Oregon for granted. We will continue to push forward and fight to protect access to abortion services and enshrine the right to bodily autonomy and privacy here in Oregon.

We remain committed to a world where access to sexual and reproductive healthcare is a human right for everyone—no matter their income, their immigration status, or their gender identity. **No matter what.**

Thank you for your continued support!

In this together,

Amy Handler, MPH

Interim President & Chief Executive Officer, she/her

Claire Elam

Board Chair, she/her

EDUCATION

For over 55 years, Planned Parenthood of Southwestern Oregon (PPSO) has been committed to providing positive, comprehensive sex education for both youth and adults, as well as training for those who work with and care about young people.

As the largest and most respected provider of sexuality education in Oregon, PPSO reached over 24,500 people with comprehensive sexual health information in FY23. PPSO's highly trained educators provide accurate and inclusive educational programs that empower people of all identities to make intentional choices about their sexual health.



17,074

PEOPLE REACHED WITH SOCIAL MEDIA



2,223

PPFA CHAT/TEXT PARTICIPANTS



5,278

PARTICIPANTS REACHED THROUGH DIRECT EDUCATION AND TRAINING



Education and Training

In FY23, PPSO's Community Educators conducted 231 in-person presentations at local schools and community organizations.

Aligned with the Oregon Health and Education Standards, PPSO's sexuality education curriculum includes lessons on human growth and development, puberty, pregnancy, birth control and sexual protection, STIs, gender identity and sexuality, sexual decision making, consent, healthy relationships, reproductive rights, and more.

Thirteen high school youth participated in the REV(olution) Youth Leadership Program, meeting weekly throughout the school year to learn about reproductive justice and sexual health care issues. REV youth also trained 83 nursing students on how to effectively communicate with teen patients about sexual health as part of the Adolescent Health Care Communication Project (AHCCP).

Promotores de Salud

Modeled after Central American and Mexican education programs, Promotores de Salud is a bilingual, peer-led initiative, which expands access to sexual and reproductive health information and care to Latinx youth, families, and the greater community. Promotoras are trusted community members trained to provide culturally relevant, bilingual education and information about sexual and reproductive health.

This 20-year, research supported educational program is implemented in different states across the country, and PPSO is committed to developing relationships with and working alongside the Latino/a/e community to launch Promotores de Salud in Southwestern Oregon. In FY23, PPSO built program capacity through community outreach and defined program structure and policies.

Chat/Text

Through a partnership with Planned Parenthood Federation of America (PPFA), PPSO's Community Educators answer sexual and reproductive health questions through the national Chat/Text program. This innovative program allows anyone to chat for free with a Health Educator, getting real-time answers to their questions about pregnancy, birth control, sex, abortion, STIs, and reproductive health and wellness. In FY23, PPSO's educators texted with over 2,200 people, underscoring the need for easily accessible, high-quality sexual health information.



PATIENT SERVICES

In FY23, Planned Parenthood of Southwestern Oregon provided reproductive and sexual health care to 13,950 patients through 17,501 in-person and telehealth visits. Access to essential reproductive healthcare continues to be crucial. With a focus on expanding patient access and improving patient experience, we made operational changes to ensure our patients received care when they wanted it, how they wanted it, and where they wanted it. Our work included:

Medford Health Center Abortion Access Expansion

PPSO broke ground on renovations to expand our Medford Health Center in January 2023. The expansion addressed an urgent need to increase abortion service capacity statewide and take in patients at later gestational ages. This expansion signifies our unwavering commitment to protect and expand access to abortion care by increasing the number of procedure rooms and adding a patient recovery room.

In June 2023, PPSO reopened the newly remodeled center as part of a much larger, national picture for abortion and reproductive health care access for all. It allows PPSO to better serve folks who are often forced to endure delays due to the need to travel both within and from out of state.

Health Center Escort Volunteers

Volunteer Health Center Escorts provide a welcoming presence outside of our health centers, reassuring and supporting patients as they access the care they need. We now have 20 Health Center Escort volunteers in Medford and Eugene who are fully trained to provide patients with safe and dignified access to our health centers, and we continue to recruit additional Health Center Escorts.

Transforming Patient Experience

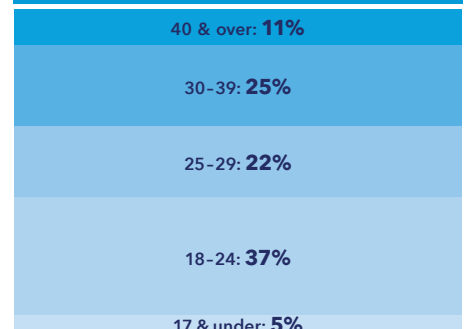
As a core focus of our work, PPSO strives to increase access to services and build an overall patient experience that centers our patients' needs. This year, PPSO transitioned to EPIC, an electronic health record system that will enable patients to access care through online booking and access their medical records through the mobile application MyChart. This app allows patients to schedule telehealth visits from the comfort of their homes, effectively communicate with their primary care providers, and easily refill prescriptions. EPIC will allow our health centers to better engage patients where they are, empower clinicians with actionable insights, and allow our patients easy access to care.

Abortion Patient Navigation Program

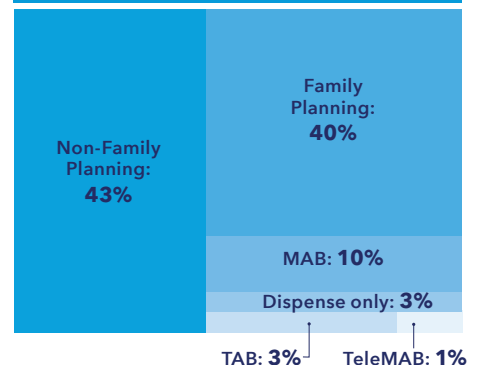
In anticipation of an influx of patients traveling from out-of-state due to abortion bans and restrictions, PPSO launched an Abortion Patient Navigation Program. The program is part of a nationwide system supported by PPFA. Through this program, we set up appointments, coordinate travel logistics, help secure financial support, and meet our patients where they are in this difficult moment. The program plays a vital role in ensuring patients traveling hundreds of miles for abortion care have the support they need.



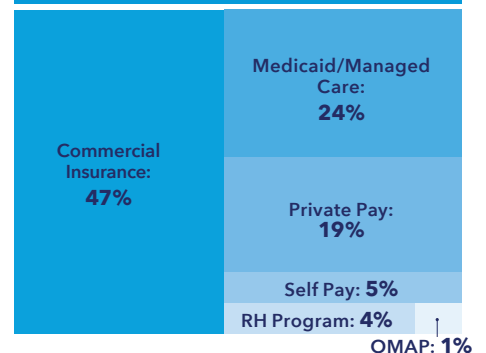
AGE OF PATIENTS



TYPE OF SERVICE



TYPE OF PAYMENT



ADVOCACY



In FY23, PPSO advocated for local, state, and national policy to advance reproductive healthcare services for everyone. Locally, together with Planned Parenthood Advocates of Oregon (PPAO), we worked to improve reproductive healthcare and advance sexuality education initiatives for Oregonians. Our work included:

House Bill 2002

Signed into law this summer, HB2002 is a first-of-its-kind bill which protects patients and providers following the fall of *Roe* and will address gaps in access for those who need it most.

HB2002 ensures:

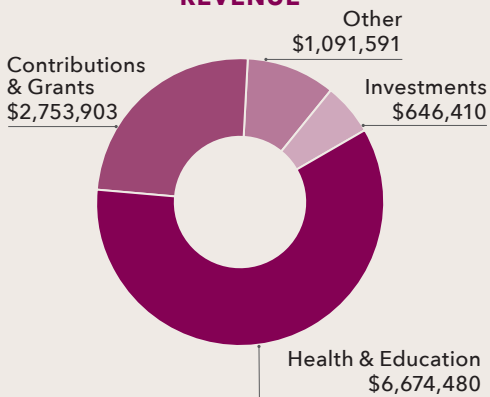
- » New protections are in place for all abortion providers in Oregon – effectively solidifying legal protections and preventing our providers from being subpoenaed and prosecuted out-of-state for providing abortion and gender affirming care services.
- » Out-of-pocket costs for gender affirming care are covered by insurance companies.

This is a big win in our fight for reproductive rights for Oregonians and a huge step toward expanding access to care for all.



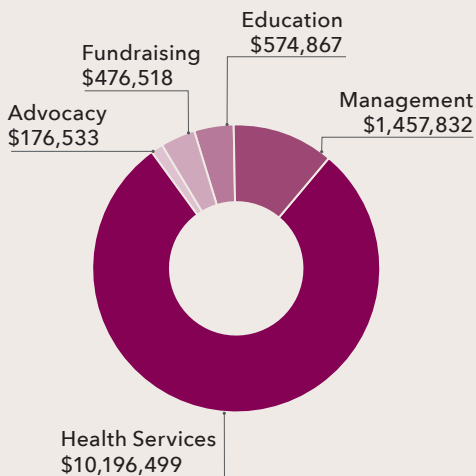
FY23 REVENUE & EXPENSES*

REVENUE



Total Revenue: \$11,166,384

EXPENSES



Total Expenses: \$12,882,248

Lobbying

During the long legislative session PPAO supporters, volunteers and fellows played a strong role in making sure legislators knew the stakes of passing HB2002. In total, our supporters emailed 2,154 messages to Oregon lawmakers in support of HB2002 and our legislative priorities.

In partnership with the ACLU of Oregon and Basic Rights Oregon, our community sent over 1,000 messages to Senate Republicans urging them to get back to work during the GOP walkouts in May and June of 2023.

“Planned Parenthoods in Oregon have successfully advocated to advance reproductive healthcare, education, and rights here in Oregon this past year. Recently we helped pass HB2002 which protects abortion providers here in Oregon and allows all Oregonians, regardless of gender, to access the highest quality reproductive healthcare! I am so proud to be a member of this Board.”

Margaret Hallock
PPSO Board Member

* FY23 audited revenue and expenses

FY23 BOARD MEMBERS

Claire Elam
BOARD CHAIR

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Britni Jessup

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CHIEF EXECUTIVE OFFICER

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MEDICAL DIRECTOR

Kate Shadoan, Ed.D.
CHIEF OPERATING OFFICER



CONTACT US!

3579 Franklin Blvd
Eugene, Oregon 97403
541-344-2632

ppsworegon.org

[facebook.com/ppsworegon](https://www.facebook.com/ppsworegon)

[instagram.com/ppsworegon](https://www.instagram.com/ppsworegon)

PHILANTHROPY

Every year, thousands of donors give generously to Planned Parenthood of Southwestern Oregon to bring comprehensive sexuality education, reproductive healthcare services, and advocacy to more than **40,000** people across Oregon.

Right here in Southwestern Oregon, we felt the devastating impacts of the *Dobbs v. Jackson Women's Health Organization (JWHO)* decision and each newly passed state abortion ban. Yet, **our donors continued to invest generously in our mission** to ensure our communities have access to the highest-quality reproductive healthcare and sex education in the country.

FY23 brought exciting investments with **more than \$645,000 to expand abortion access and services** for those living in Oregon, and beyond. We saw deep interest in our education programming, with over \$192,000 in gifts from individuals and foundations to support direct access to comprehensive sexuality education programs throughout our eight-county region. This spring, PPSO saw deep investments to support the renovations and abortion care expansion project at our Medford Health Center, which serves as an access point for a broad scope of reproductive health care services. PPSO is grateful for the generosity of our donors, whose investments ensure our ability to expand safe and convenient abortion care to our patients.

Our donors are our champions: **together we raised over \$2.7 million!** The collective generosity of our community moves us closer to a world where sexual and reproductive rights are understood to be basic human rights, where everyone can live free from discrimination in all forms, and where sexuality education is comprehensive, evidence-based, and stigma-free.

"I strongly believe in PPSO's mission of supporting our communities' future by providing education, advocacy, and accessible reproductive health services to all. As a parent, I hope for a future where every child is valued, where the decision to become a parent is a personal choice, and we support an inclusive

and equitable society where reproductive rights and choices are respected and protected."



Lorena Landeros
PPSO Board Member

FY23 FUNDRAISING

\$2,753,903
TOTAL RAISED

FY23 DONORS

4,749 DONORS
1,191 NEW TO PPSO

THANK YOU
for making this work possible.

Planned Parenthood of Southwestern Oregon is a 501(3)(c) non-profit organization. Gifts to PPSO are deductible for federal and state tax purposes in accordance to the law. To invest in PPSO, go to bit.ly/giftforppso.