

# ANNUAL REPORT

2017



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

**Greater Memphis Region**



# President's Message

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Planned Parenthood Greater Memphis Region has changed the lives of tens of thousands of people and opened the doors of opportunity for so many.

Our mission never waivers: to provide affordable, high quality and nonjudgmental sexual health care; honest and accurate sexual health education; and fearless advocacy for your reproductive rights.

That's our mission today and it will be our mission tomorrow. We're not apologizing or compromising, and we're not going anywhere.

Yet the threats we face today are extraordinary. We have political leaders who are plotting to turn back the clock on our reproductive rights, control our bodies, and take away our freedoms.

Those who want to destroy us only make us stronger. We are locked arms with you to make sure progress is not erased. With your support, during our 2016-2017 fiscal year:

- We defeated Mississippi politicians' attempt to remove us from their state's Medicaid program.
- We defeated Shelby County Commissioners who wanted to end our Free Condoms Memphis program.
- We defeated three Trumpcare bills, each of which banned Planned Parenthood health centers from serving Medicaid patients.
- We opened a second health center providing family planning and abortion services for people across Tennessee, Arkansas, and Mississippi.
- We expanded the services we offer in our health centers to improve community health and well-being.

For 100 years, Planned Parenthood has survived and thrived because of local support for its affiliates. We've served the Memphis region for more than 75 years, long before birth control was legal. We would not be here without our local volunteers and donors. Thank you for making Planned Parenthood's work in this region possible.

Our care, education, and advocacy have changed everything. We will never turn our backs on the people who rely on us and we will not rest until access to health care and rights are a reality for all.

People who hold the reins of power may be against us, but they don't control us. We're in this together, no matter what.

Sincerely,

**Ashley Coffield — CEO/President**  
Planned Parenthood Greater Memphis Region



## Board Chair's Message

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It is my pleasure to share with you the Planned Parenthood Greater Memphis Region 2017 Annual Report. Inside this report, you will find inspiring stories that demonstrate how your gifts enabled us to: fight back against outrageous legislative attacks, provide high-quality health care to over 8,400 patients, and empower the next generation of young leaders. We hope you feel proud of these accomplishments, knowing that your commitment to our mission is what makes it all possible.

As I look back at all we achieved in the past year — from opening a second health center in Memphis, to the new faces who have joined our coalition of committed supporters, to our strong financial position—I am filled with pride, but also with concern. The sexual and reproductive rights of people in the Mid-South face unprecedented threats. Now, more than ever, we need you to stand with us.

PPGMR has spent over 75 years expanding and protecting access to sexual and reproductive health care and information so all people feel empowered to build the future they want. Our mission never, ever wavers: to provide affordable, high-quality, and nonjudgmental sexual health care; honest and accurate sexual health education; and fearless advocacy for your reproductive rights.

Our promise to fulfill this mission is steadfast. We're committed to strategically advancing a culture and business model that drives equity, reflects the rapid evolution of medical care, and engages patients as empowered consumers. By expanding the range of medical services we provide, building our power and scale in communities that need us, and intensifying our focus on the next wave of diverse change makers, Planned Parenthood Greater Memphis Region is creating a movement in which justice and access to care doesn't depend on who you are or where you live.

Thanks to our supporters, we ended the 2017 fiscal year strong, unafraid, and united. The hopeful optimism we carry into tomorrow belongs to generations of courageous individuals who fought for the revolutionary idea that a woman should be able to determine the direction of her own destiny. It 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.

Sincerely,

**Robert Cox — Board Chair**  
Planned Parenthood Greater Memphis Region

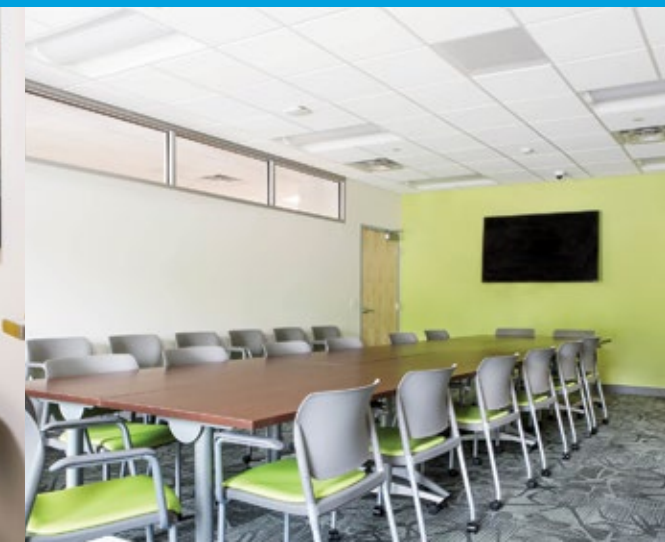
# NEW HEALTH CENTER

## Same services... Now at two locations!

On May 1, 2017 PPGMR reached an important milestone that has taken us years to plan and implement: opening an additional location to serve women and men across our region with high-quality sexual and reproductive health care. This second location near I-240 and Summer Avenue improves access for thousands of patients who need affordable contraception, STI testing and treatment, cervical cancer screening, abortion, and other sexual health services. Our Midtown health center location on Poplar Avenue near East Parkway remains open. Together, these two facilities will increase access to care for everyone in our region.



**At our second location, between May 2017 and January 2018, we saw 2,829 family planning patient visits and provided 656 medication abortions.**



# Planned Parenthood Greater Memphis Region offers a wide variety of reproductive health care.

## IMPROVE HEALTH CARE QUALITY

PPGMR has invested in two quality initiatives:

- Increasing our chlamydia screening rates among female patients according to CDC guidelines by removing barriers to patients' acceptance of screening
- Expanding our HIV prevention and education programs, including the integration of Pre-Exposure Prophylaxis (PrEP) and Post-Exposure Prophylaxis (PEP) awareness into our patient education and counseling

PPGMR has also invested in reducing patient wait times at our health centers by implementing Planned Parenthood Federation of America's Team Centered Patient Care Plan. Our patients' resources — including their time — are valuable and important to us. We want their time at Planned Parenthood to be spent with health care providers, not in waiting rooms.

## EXPAND HEALTH CARE ACCESS

Planned Parenthood believes health care should always be accessible and affordable for everyone — where they need it, when they need it, no exceptions and no interruptions. No matter what. Planned Parenthood accepts most health insurance plans, and has many payment options regardless of income level, including no cost or low cost.

- Services for teens ages 18 and younger are **FREE**; including preventive visits, problem visits, STI testing, and all forms of contraception
- Birth control shots and long-acting contraceptives (IUDs and implants) are **FREE** for all patients, regardless of age
- HIV testing is always **FREE**
- Birth control pills are \$10 for a one-month supply\*
- Emergency contraception is \$25\*

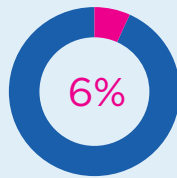
*\*Prices as of 12/29/17*



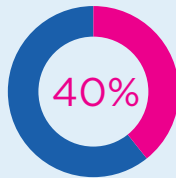
# WHO WE SERVE

You make healthcare accessible to women, men and teens of all racial, ethnic, and socioeconomic backgrounds.

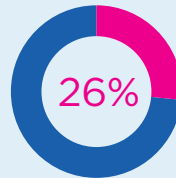
## PATIENTS BY AGE



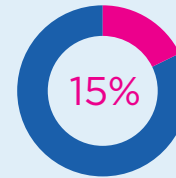
Ages 17 & Under



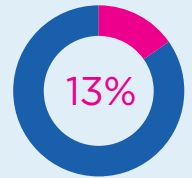
Ages 18-24



Ages 25-29

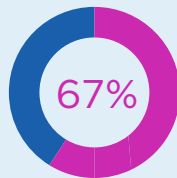


Ages 30-34

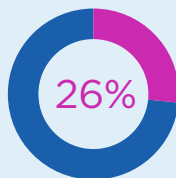


Ages 35 & Older

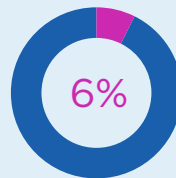
## PATIENTS BY ETHNICITY



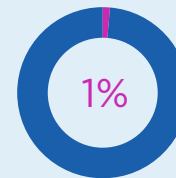
African American



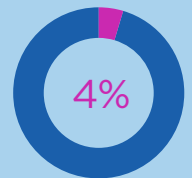
White



Asian, Native American, Others

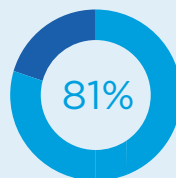


Multi-racial

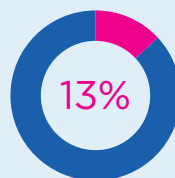


Identify as Hispanic

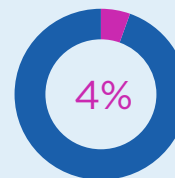
## PATIENTS BY LOCATION



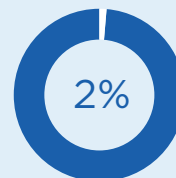
Tennessee



Mississippi

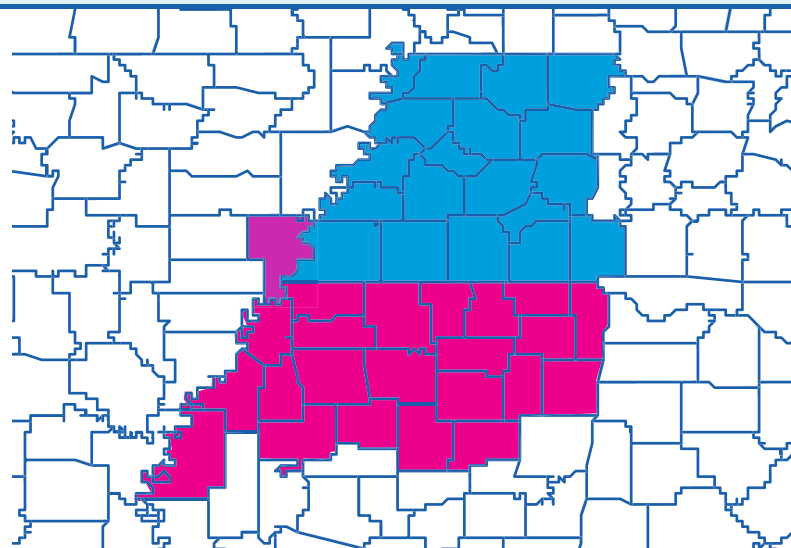


Arkansas

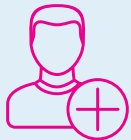


Other States

Planned Parenthood Greater Memphis Region serves 42 counties in west Tennessee, north Mississippi, and east Arkansas.



Your support helps us address the critical health care needs of our patients. Because of you, every person who walked through our health centers' doors received the high-quality, non-judgmental care they deserve.



8,491  
unduplicated  
patients



14,365  
patient visits



626  
clinical breast  
exams



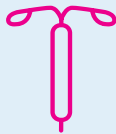
3,179  
medication &  
surgical abortions



9,897  
HIV & other  
STI tests



7,064  
cycles of  
contraception



1,627  
long-acting  
contraceptive  
methods including IUDs,  
implants, and the shot



2,809  
emergency  
contraception kits



PPGMR Staff with PPFA President, Cecile Richards

# HEALTH CENTER SERVICES

## Advocacy

- 1,000 advocacy calls made
- 37 advocates for Lobby Day in Nashville
- 13 volunteers attended the #IStandWithPP organizing summit in Oklahoma

### 3 COMMUNITY ACTION TEAMS WITH MORE THAN 100 TOTAL MEMBERS

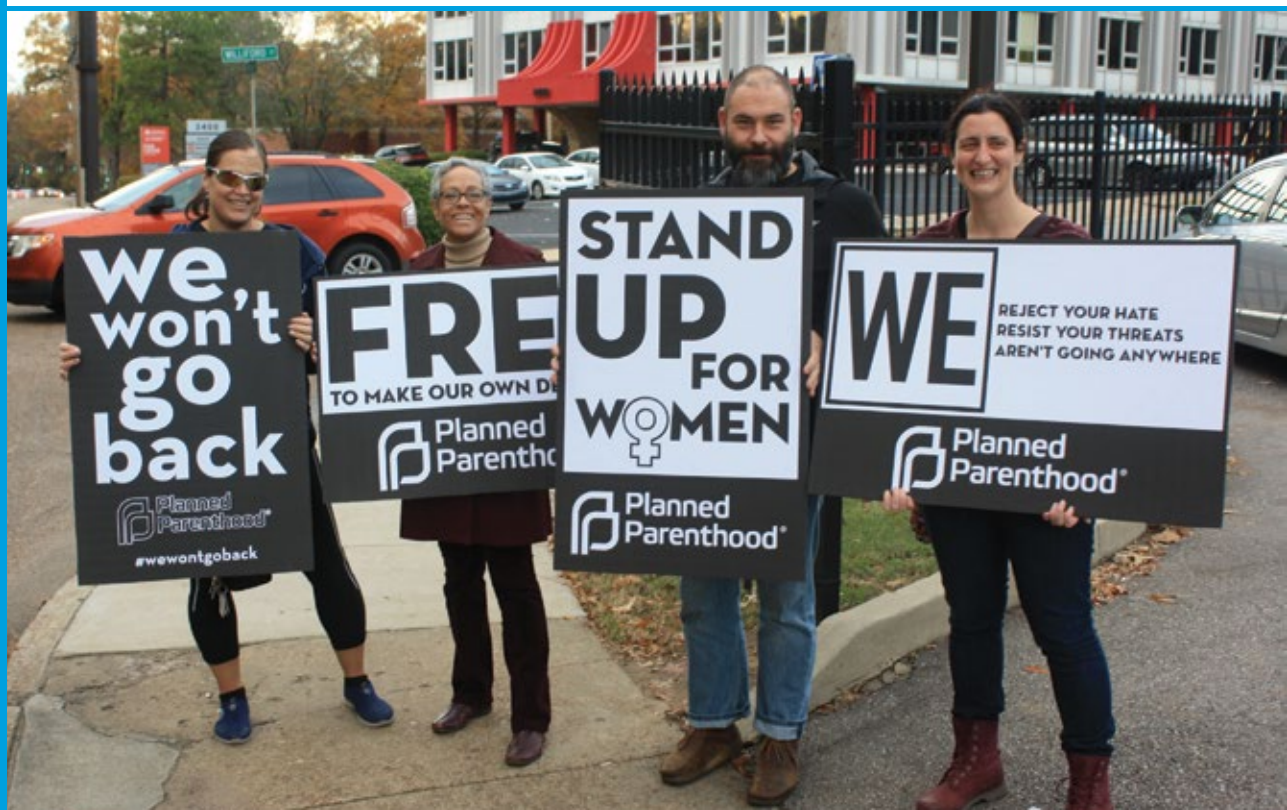
Community Action Teams (CATs): CATs are a broad group of concerned individuals in our communities that work with and support local Planned Parenthood health centers and mobilize advocates of reproductive rights. Teams form through individual relationship networks at workplaces, schools, community organizations, neighborhoods, congregations, etc. CATs organize events and recruit volunteers to raise awareness about sexual and reproductive health and rights. Types of events include phone banks, rallies, letter-writing campaigns, and lobby visits to support Planned Parenthood's legislative agenda.

### 2 COLLEGE CAMPUS GENERATION ACTION CHAPTERS

Generation Action/VOX: PP Gen Action is a network of young activists across the country who organize events on their campuses and in their communities to mobilize advocates for reproductive freedom, raise public awareness about reproductive health and rights, educate young people about sexual health, create lasting change in their communities. Young people at Rhodes College and the University of Memphis are turning out and turning up in the fight for reproductive rights and access.

### 6 LET'S GET R.E.A.L. TEEN ACTIVISTS

Let's Get REAL Camp: Raising Empowered Activist Leaders: This camp is a free, week-long opportunity for young people to learn more about effective activism, with sessions on topics such as reproductive justice, sex education, organizing groups and campaigns, and self-empowerment through storytelling.





## Share your story.

Whether it's affordable birth control or the right to safe and legal abortion, tell us why these services matter to you. Your story is a powerful way to show your support and help others understand what we're fighting for.

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### PATIENT ADVOCACY PROGRAM

The Patient Advocacy Program establishes a support base that accurately reflects the diversity of those who utilize Planned Parenthood services and provides these supporters with a range of ways to get involved in our work. Volunteers for this program will work with patients in our health centers, as well as participate in neighborhood canvassing to educate the Memphis community about Planned Parenthood services. PAP volunteers must feel comfortable talking with people and have daytime availability.

*\*If you would like to share your story or learn more about these ways to advocate at PPGMR, please email [advocacy@ppgmr.org](mailto:advocacy@ppgmr.org).*



## Change Starts Here: A Year of Trial and Triumph

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### A Battle in Shelby County

In 2017 we faced a battle with Shelby County government over funding for Free Condoms Memphis. After a weeks-long fight, the Shelby County Commissioners approved the \$115,000 Tennessee Department of Health grant to provide free condoms across the county.

Thank you to each and every one of you who attended meetings, signed the petition, and called or emailed Mayor Luttrell and the County Commissioners. Special thanks to our community partners who stood with us: SisterReach, OUTMemphis, Latino Memphis, Friends For Life Corporation, Le Bonheur Community Health and Well-Being, Black Lives Matter Memphis, Healthy and Free Tennessee, Tennessee Advocates for Planned Parenthood, and Choices: Memphis Center for Reproductive Health.

#### THE FIGHT FOR REPRODUCTIVE FREEDOM

It's been a year of uncertainty for Planned Parenthood. Although House Speaker Paul Ryan promised we'd be "defunded" by February 2017, our doors are still open across the country, and in Memphis we continue to serve TennCare and Mississippi Medicaid patients. We're so grateful for the incredible support we've received from you and thousands of others in the Memphis region.



## ACA REPEAL

There is no doubt our calls, emails, and postcards are making an impact. PPGMR held phone banks in Memphis to connect our volunteers to voters in Nevada to pressure Senator Heller to oppose Trumpcare, and to connect voters with Tennessee Senators Alexander and Corker. Planned Parenthood activists in Memphis and across the country are an important part of the movement to pressure Congress for sensible health care reform.

## FEDERAL COURT RULES TN ABORTION REGULATIONS UNCONSTITUTIONAL

PPGMR had previously joined other abortion providers in Tennessee in their complaint regarding the Ambulatory Surgical Treatment Center (ASTC) requirement, the admitting privileges law, and the 48 hour waiting period after the Supreme Court decision in *Whole Women's Health v. Hellerstedt* in June 2016. In April 2017, a federal court permanently enjoined the ASTC requirement and admitting privileges provisions, which means they will no longer be enforced in Tennessee! We will continue to fight the 48-hour waiting period.



# FREE CONDOMS MEMPHIS



496,414

free condoms and other safer sex supplies provided across Shelby County to 100 sites and individual distributors

**FREE CONDOMS MEMPHIS** is a public health and information program of Planned Parenthood Greater Memphis Region designed to reduce the spread of HIV by encouraging the correct and consistent use of condoms.

The program provides free condoms and other safer sex materials, such as dental dams and lube, at partner sites around Memphis and Shelby County and encourages condom use through a public information campaign using traditional and social media. PPGMR and the Free Condoms Memphis distribution program have distributed over 1.9 million condoms since 2013 — more than three condoms for every resident of Memphis!

Visit [FREECONDOMSMEMPHIS.ORG](http://FREECONDOMSMEMPHIS.ORG) to find a location near you.

**PROUD. NO MATTER WHAT.**

Planned Parenthood volunteers, staff, and supporters showed their Pride at Tennessee Equality Project's Gumbo Contest, MidSouth Pride GAYla, Tri-State Black Pride, Friends for Life's Big Gay Dance Party, Mid-South Pride Fest, and many other events hosted by our LGBTQ+ partners.

At the 14th annual Mid-South Pride Parade, volunteers distributed condoms, dental dams, and high-fives while others held signs and danced their way through the crowd. Planned Parenthood is proud to be an advocate for the LGBTQ+ community. We share a fundamental belief that all people should have equal rights — including access to health care.



# PPGMR relies on its volunteers to help provide health care, advocacy, and community education.

- 231 volunteers
- 664 volunteer shifts

## ABORTION DOULAS

In partnership with the Memphis Full Spectrum Doula Collective, PPGMR trained 58 abortion doulas to engage with patients before, during, and after their abortion procedures to provide emotional care and comfort. Volunteers provide “head of bed” support during abortion procedures. They also provide support in the recovery area and assist with clinical tasks as needed.

## PATIENT ESCORTS

Patient escorts help welcome patients, their companions, and other visitors into and out of the Planned Parenthood building. Escorts serve as a calm presence during protester activity, acting as a barrier between patients and protesters, as well as an empathetic and non-judgmental distraction for patients.

## FREE CONDOMS MEMPHIS DISTRIBUTION

PPGMR volunteers distribute free safer sex supplies to 100 sites around Memphis.

## EDUCATION/PROMOTORAS

Education Department and Promotoras Program volunteers help with preparation of education and outreach materials, updating lesson plans, online research for grant-writing and program development, assisting with educational presentations to teens and young adults, and helping clients fill out paperwork at testing events.

## OUTREACH

PPGMR staff and volunteers attended many community events such as health fairs, neighborhood festivals, and fundraising events.

*\*If you would like to learn more about these ways to volunteer at PPGMR, please email [advocacy@ppgmr.org](mailto:advocacy@ppgmr.org).*



PPGMR staff and supporters with County Commissioner Reginald Milton

## Education in 2017

 1,452 youth

 902 college-aged young people

 1,398 adults

 227 health & education professionals

- 123 outreach HIV counseling & tests throughout the Mid-South

### EDUCATION OPPORTUNITIES

#### **INTRO TO SEXUAL HEALTH** for middle school-age youth

Topics include Anatomy, Consent, Puberty, and STI 101. This course serves an introduction to talking about reproductive health. It focuses on the topics listed above as well as life issues that middle school students may face.

#### **JUSTUS** for high school-age youth

Topics include Anatomy, Consent, Safer Sex (with condom demos), STI's, Communication and Healthy Relationships, Abstinence, Orientation, Behavior and Identity (OBI), and Contraception.

#### **SEXPERTS** for young adults

Sexperts is a sexual health peer education program for young adults. The training is fun, comprehensive and equips young adults to be leaders among their peers in sexual health education. Topics include: reproductive anatomy, STI's, Consent, Safer Sex, Contraception, and much more. After completing the training, Sexperts are encouraged to hold informal sex education lessons with their peers.

#### **ADULT ROLE MODEL** workshops

Topics include How to Talk With Your Children About Sex, Answering Challenging Questions, and provides tools and resources for adult role models to use beyond the training.

*\*If you would like to learn more about these opportunities or to request an education session, please email [education@ppgmr.org](mailto:education@ppgmr.org).*



# Promotoras

As the leading provider of sexual and reproductive health services, education, and advocacy, PPGMR strives to continually improve our ability to connect with the people we serve in meaningful ways, including the development of programs that are relevant and successful in meeting the needs of the rapidly growing Latinx population.

This year, PPGMR launched the Promotoras program aimed at the Spanish-speaking community residing in Memphis. Bilingual and bicultural educators provide medically accurate and culturally appropriate programs, information, and critical resources for the Spanish-speaking community. Our educational programs in reproductive health and our awareness campaigns on sexually transmitted diseases and HIV, seek to create and encourage healthy habits for a better quality of life.

In addition to educational presentations and programs, the Promotoras also work with our community partners, including Casa Luz, Latino Memphis, and Comunidades Unidas en Una Voz to help support health and empowerment for all individuals and families. PPGMR also provides health-related columns in La Prensa Latina and Vida Saludable.

*\*For more information about this program, or if you want to contact a Promotoras representative, please send us an email to: [education@ppgmr.org](mailto:education@ppgmr.org).*

Como el principal proveedor de servicios de salud sexual y reproductiva, educación, y abogacía comunitario, en PPGMR nos esforzamos continuamente por incrementar nuestra capacidad para conectarnos con las personas a las que servimos de una manera significativa, incluyendo el desarrollo de programas que sean relevantes y que satisfagan de forma exitosa las necesidades de la aceleradamente creciente población Latinx.

Este año, PPGMR lanzó el programa Promotoras el cual está destinado a la comunidad de habla hispana que reside en Memphis. Los educadores bilingües y biculturales imparten programas médicamente legítimos y culturalmente apropiados, además de información y recursos críticos para la comunidad de habla hispana. Nuestros programas educativos en salud reproductiva y nuestras campañas de concientización sobre enfermedades de transmisión sexual y VIH, buscan crear y fomentar hábitos saludables para una mejor calidad de vida.

Además de las charlas educativas y los programas de salud reproductiva, las Promotoras además trabajan con nuestros socios comunitarios, incluyendo CasaLuz, Latino Memphis y Comunidades Unidas en Una Voz, para fomentar el bienestar y el empoderamiento tanto de individuos como de familias. De igual manera, PPGMR publica artículos sobre temas de salud en La Prensa Latina y Vida Saludable.

*\*Para obtener más información sobre este programa o si desea ponerse en contacto con un representante de Promotoras, envíenos un correo electrónico a: [education@ppgmr.org](mailto:education@ppgmr.org).*

# PROMOTORAS



## The following groups generously hosted events raising funds for PPGMR:

- Memphis Monologues
- Nasty Women Exhibition
- Up in Arms Collective presents Response
- Dagnificent Variety Show presented by Friends of George's



- Day of Peace Benefit Concert at Levitt Shell
- The Break Up Show
- A Night in Lapland
- Panache's Valentine's Day Benefit Concert
- Nasty Women Exhibition





**The commitment and generosity of our donors allow us to provide reproductive health care to more than 8,000 patients, many of whom rely on us as their only medical provider.**

In November, Planned Parenthood Greater Memphis Region held its first-ever cocktail event for donors and supporters in Oxford, MS at the Graduate Hotel.



**In fall 2016, PPGMR created the Memphis Feminist Book Club as a social and self-care opportunity for PPGMR supporters.**

Selections have included *We Were Feminists Once* by Andi Zeisler, *Life's Work A Moral Argument for Choice* by Dr. Willie Parker, *Difficult Women* by Roxane Gay, and many more.



## **Beers with Pioneers**

This summer PPGMR offered the second annual Beers with Pioneers panel series moderated by Whitney Hardy (Out901.com & Young Arts Patrons). Panelists included Kayla Gore (OUTMemphis) and Renae Taylor (Black Lives Matter official chapter), Aylene Mercado (Artist; Community Organizer) and Inés Negrette (CasaLuz), and Rev. Dr. Courtney Pace (Memphis Theological Seminary) and Rev. Broderick Greer (Grace St. Luke's).



## 13th Annual James Awards Celebration

September 28, 2017

At the 2017 James Awards, PPGMR reflected on what makes Planned Parenthood such an essential part of the Memphis community. We welcomed keynote speaker, **Dr. Willie Parker**, abortion provider and reproductive justice advocate.

**THE JAMES AWARD** is named in honor of Bob James, former Memphis City Councilman and local business leader. Bob was a long-time supporter who believed ardently in the mission of Planned Parenthood. When he passed away in 2004, he left an endowment of \$1 million for the annual benefit of Planned Parenthood Greater Memphis Region. Each year since 2005, PPGMR recognizes someone who, like Bob, has shown unwavering support of Planned Parenthood ideals.

This year, we were proud to honor Shelby County Commissioners **Reginald Milton** and **Van Turner**, both of whom were critical in the local battle to protect federal HIV-prevention funding for Free Condoms Memphis and are longtime supporters of PPGMR.



County Commissioners Reginald Milton and Van Turner and Congressman Steve Cohen



Jeanne Varnell, Modeane Thompson, Jocie Wurzburg, Happy Jones, Joyce Blackmon

We also presented our Judy Scharff Lifetime Achievement Award to **Joyce Blackmon, Happy Jones, Modeane Thompson, Jeanne Varnell, and Jocie Wurzburg** representing the Memphis chapter of the Panel of American Women. The Panel was an interracial, interreligious, feminist organization that gave voice to issues of inequity, wage unfairness, education disparities and, most of all, race relations alongside the civil rights movement.

*\*Longtime Planned Parenthood supporter and activist Happy Jones passed away in November 2017. We feel privileged to have been able to honor Happy and her commitment to justice for all in Memphis.*



Bailea Coleman & Whitney Hardy



Felecia Actkinson & Inés Negrette

Every year, throughout the year, volunteer leaders light the way forward for us, and a few have earned special thanks for their creativity, courage, and pure hard work on behalf of Planned Parenthood.

## VOLUNTEER OF THE YEAR:

Felecia Actkinson

## YOUNG VOLUNTEERS OF THE YEAR:

Bailea Coleman &  
Kelsie Richardson



Terri Lee Freeman



Dr. Willie Parker & Senator Beverly Marrero



## Past recipients of the James Award

### 2016 Award Recipients

**James Award** - Representative Johnnie Turner

**Judy Scharff Lifetime Achievement Award** -  
Eddie Kaplan

**Volunteers of the Year** - Rachel Ankney and  
Tamara Hendrix

**Young Volunteers of the Year** - Hannah Piecuch,  
Ema Wagner, Nora Goodman-Bryan, and Annie Vento

### 2015 Award Recipients

**James Award** - Clergy Organizers Against Amendment  
One including Rev. Earle Fisher, Rabbi Micah Greenstein,  
Rev. Dr. Steve Montgomery, Rev. Rosalyn Nichols,  
Rev. Walt Tennyson

**Volunteers of the Year** - Cara McLane and  
Megan Rubenstein

**Young Volunteers of the Year** - Ozakh Ahmed  
and Allison Rogers

### Past James Award Recipients

Senator Beverly Marrero (2014)

Barry Chase (2013)

The Gilliland Family (2012)

The Scharff Family (2011)

Dr. Rose Johnston (2010)

Betsy Mandel-Carley (2009)

Ginger Ralston (2008)

Congressman Steve Cohen (2007)

Judy Ringel (2006)

Jim Fri (2005)

# James Award Hosts

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## Fierce

Hyde Family Foundations in honor  
of Jeanne Varnell

## Courageous

Carol and Bert Barnett  
Laura Goodman Bryan

## Community Allies

CHOICES: Memphis Center for Reproductive Health  
Latino Memphis

## Table Hosts

Ashley & Mac Coffield  
Jonathan Cole & Paul Linxwiler  
Robert & Kim Cox  
The Gilliland Family  
Susan and Blair Graber  
Douglas Halijan  
Ann and Mason Hawkins  
Dr. Rose M. Johnston  
Dorothy "Happy" Jones  
Carol & Gene Katz  
Dorothy Kirsch  
Nathan and Alla Lubin  
Loaded for Bear  
Drs. Owen and Reid Phillips  
Judy & Nick Ringel  
Anna Bess Sorin & Nate Nowak  
Gretchen and Brian Stroud  
Jeanne Varnell  
Dr. Sarah Walleth  
Molly Wexler  
Martha Wilson  
Mindy Wurzburg



## The NOW Campaign Cabinet

Carol & Bert Barnett, *Campaign co-chairs*  
Kim & Robert Cox, *Campaign co-chairs*  
Lucia & Jim Gilliland  
Ann & Mason Hawkins  
Happy Jones  
Carol & Gene Katz

Beverly Marrero  
Barbara & Bruce Newman  
Judy & Nick Ringel  
Beverly & Howard Robertson  
Carole & Dr. William Troutt

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**In January 2018, the Now Campaign was completed after raising a total of \$14,097,951 – 17% more than the \$12 million goal! The response from PPGMR supporters was remarkable. We are grateful for the generosity of nearly 300 campaign supporters.**

The Now Campaign is the single largest fundraising initiative in the history of PPGMR. By surpassing the \$12 million mark, we have attained the goal of expanding PPGMR both physically and programmatically. These funds will serve our patients now and for years to come.

With your support PPGMR has achieved and exceeded many of the goals set in our campaign plans:

The **Now** Campaign

1. Change lives through expanded and enhanced patient services
2. Create sexual health and well-being by providing honest and accurate information through education and outreach
3. Ensure access to reproductive health services through passionate and strong advocacy work
4. Sustain our work for future generations

While the Now Campaign has officially come to a close, those wishing to donate to PPGMR's annual fund should contact the development department at [development@ppgmr.org](mailto:development@ppgmr.org).



# The NOW Campaign Leadership Gifts\*

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\$1,000,000+

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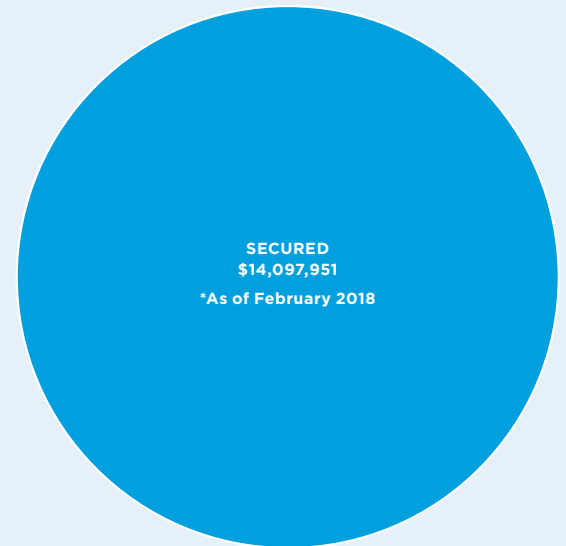
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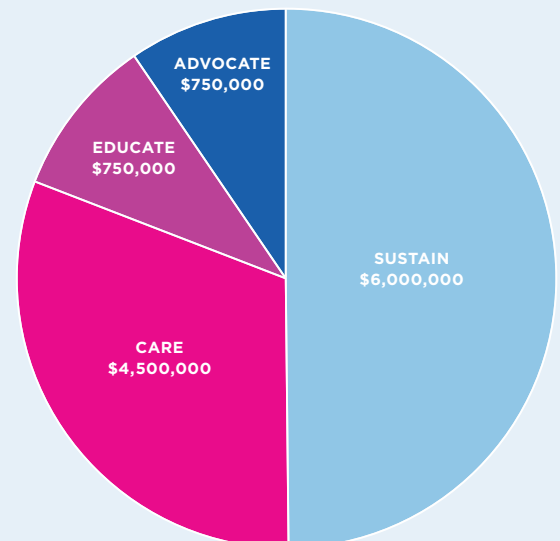
\$10,000-  
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Goal = \$12,000,000

## SOURCES OF CAMPAIGN INVESTMENT



## USES OF CAMPAIGN INVESTMENT



## The Women's Leadership Circle

The Women's Leadership Circle is a group of women dedicated to supporting Planned Parenthood's mission and services openly and without apology, and donating a minimum of \$1,000 annually to Planned Parenthood Greater Memphis Region.

Founded in 2014, the Women's Leadership Circle has 138 members. In the past year, WLC events included a private call with Planned Parenthood Federation of America President, Cecile Richards, a "Raise your Glass and Support" cocktail reception, and more. If you would like to join this outstanding and generous group of women leaders in our community, please contact [development@ppgmr.org](mailto:development@ppgmr.org) or **901.725.3008**.



Aimee Lewis & Ann Hawkins

Molly Wexler, Cecile Richards, and Ashley Coffield





# WLC in 2017

---

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PPGMR thanks the following donors for their lasting commitment to PPGMR:

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## Your Donation

### \$25,000

25 IUDs and office visits for women who want to postpone their next pregnancy

### \$12,000

One day of operating costs for one health center

### \$10,000

16 follow up colposcopy (cervical cancer) screenings for women who have had an abnormal Pap test

### \$5,000

20 well-woman exams including Pap test, clinical breast exam, gonorrhea/chlamydia test, and pregnancy test

### \$2,500

50 hours of age-appropriate sexual health educator

### \$1,000

11,000 safer sex supplies for Free Condoms Memphis

### \$500

STD panel screenings for three clients

### \$250

provides one year of oral contraception

### \$100

provides emergency contraception for four patients

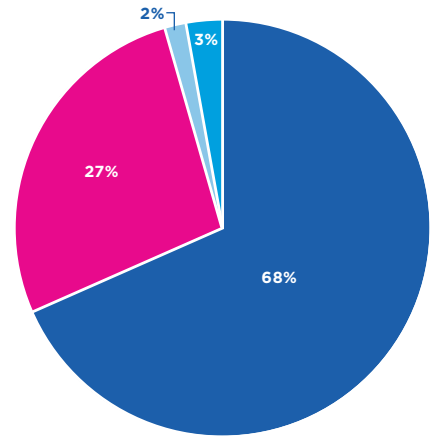
## Financial Reports

### Operating Revenue

FY2017

● Contributions	\$6,669,247
● Patient Fees	\$2,634,592
● Endowment & Interests	\$168,259
● Investments	\$256,590

Total \$9,728,688

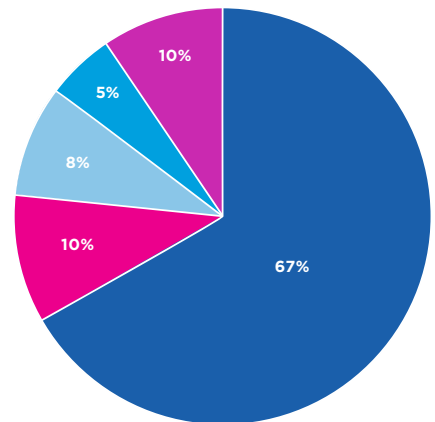


### Operating Expenses

FY2017

● Patient Services	\$2,683,809
● Education	\$395,318
● Fundraising	\$346,012
● Advocacy	\$213,828
● Management & General	\$374,772

Total \$4,013,739



2017 Memphis Monologues cast



## Greater Memphis Region

### Management Team

- Ashley Coffield, President/CEO
- Tarsha Elliott, Vice President of Patient Services
- Jo Kendrick, Chief Financial Officer
- Aimee Lewis, Vice President of External Affairs
- Sarah Wallett, MD, Medical Director
- Ashley Jones, Director of Education
- Iris Mercado, Director of Training
- Crystal Millender, Health Center Manager
- Grace Weil, Director of Development

### Board of Directors

- |                      |                            |
|----------------------|----------------------------|
| Robert Cox, Chair    | Lynnefer Perry, Vice Chair |
| Jonathan Cole        | Dr. Owen Phillips          |
| Rev. Earle Fisher    | Tami Sawyer                |
| Elizabeth Gilliland  | Jonathan Scharff           |
| Laura Goodman-Bryan  | Miska Shaw                 |
| Holly Hagan          | Anna Bess Sorin            |
| Steven Hoover        | Van Turner                 |
| Christiana Leibovich | Yancy Villa-Calvo          |
| Barbara Newman       |                            |

PPGMR LEADERSHIP





Greater Memphis Region

## Mission

To improve health and well-being by providing high-quality, nonjudgmental sexual health care, honest and accurate sexuality education, and reproductive health and rights advocacy.

