



2012

ANNUAL
REPORT

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Parenthood**[®]
Care. No matter what.

Greater Memphis Region

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On the cover: Cast of the 2012 production of Eve Ensler's *Vagina Monologues* benefiting PPGMR

**Front Cover: front row- Jessie Miller, Christine Davenport, Elizabeth Cawein
back row- Shayla Lawrence, Kaleigh Thacker, Cristin Laird, Krista Pennie Myers**

**Back Cover: front row- Jakatae Jessup, Colleen Johnston, Kimberly Hooper
back row- Catherine Montesi, Abby Schultz, Laura Goodman Bryan**

President's Message

At Planned Parenthood Greater Memphis Region (PPGMR), we're accustomed to challenges but even by Planned Parenthood standards, FY 2012 was a wild ride of setbacks and successes.

The year started with the loss of Title X Family Planning funding, when the Shelby County Commission—in a decidedly political move—voted to award the grant to another agency, and ended with PPGMR receiving Family Planning funding directly from the federal government (more on page 3). In the meantime, we continued to serve our patients on a sliding fee scale to make health care visits cost as little as possible. The generosity of one donor, in particular, made it possible to continue offering free annual exams and birth control to any teen who sought our services.

A legal battle over HIV and syphilis prevention funding followed on the heels of the county decision. In December 2011, Governor Haslam's state Director of Health cancelled PPGMR's HIV prevention and syphilis elimination funding, programs that supported testing and prevention counseling in our health center and at outreach locations. All because the Governor opposes Planned Parenthood and a woman's right to safely terminate a pregnancy, as the state's attorney admitted in testimony. U.S. District Judge William Haynes ruled the state had no right to punish us for providing a legal service and issued an injunction compelling the state to renew our funding.

Then there were the highs and lows this year regarding age-appropriate sexuality education.

The low—the Tennessee General Assembly passed a sex education law to exclude Planned Parenthood's health educators from public schools. Lampooned nationwide as the "no-hand-holding bill," it states that educators must "exclusively" promote abstinence and allows teachers to be sued for encouraging or condoning "gateway sexual behavior," a term that has never been adequately defined. As a result, the Memphis City Schools changed its long-standing policy from allowing parents to opt their children out of the classes, to requiring that parents "opt-in" children by signing and returning permission slips. Many students will not return the slips and miss vital information about their bodies and how to protect themselves from pregnancy and sexually transmitted infections. PPGMR will continue to fight to reverse this policy that creates a barrier between young people and the information they need to lead healthy and responsible lives.

The highs—PPGMR's Education Department broke new ground by launching a peer education program (more on page 4); offering more professional development classes than ever before; training 40 new HIV prevention counselors; and giving a well-received presentation at the National Sex Education Conference. PPGMR's education programs held 209 classes on sexual health topics for all ages, distributed sexual health information at more than 25 community fairs and festivals, and reached tens of thousands of people through all programming. The outstanding dedication of all our donors and supporters continues to see us through the ups and downs we face. It is your commitment that allows us to advocate for and promote positive sexual health for everyone in the Mid-South.



Barry Chase
President/CEO



Board Chair's Message

As a Mississippi representative on the PPGMR board, this first year as Board Chair has been somewhat of a trial by fire. Fighting Mississippi's Ballot Initiative 26, otherwise known as the "personhood amendment," had us speaking out against the measure at town hall meetings, phone-banking, and talking to anyone who would listen about the consequences such an amendment would mean; such as banning many commonly used forms of contraception, assisted reproductive technologies like In Vitro Fertilization, and abortions—even in cases of rape, incest, and to save the life of the mother.

But we came through that fire and won. The initiative was rejected by 58% of Mississippi voters, far short of the number necessary for passage. Mississippians, like so many across the country, realize that these are decisions best addressed by a woman and her family, her faith, and her physician.

At Planned Parenthood, we proudly fight for women to be able to get the reproductive health services they need. And we do this because we care passionately that women, men, and young people lead healthy lives.

As a part of our efforts, we continue our move toward becoming a provider of choice for women, men and teens seeking reproductive health care. Thanks to a generous donor, we've purchased and implemented a new practice management software that meets the requirements of the Affordable Care Act, ahead of schedule; and our health center began accepting insurance. We look forward to the enhanced efficiency and services that these changes mean for our patients.

Our marketing efforts are key to becoming the first choice for care. Our messages are now out in the public more than ever, with ads on buses, billboards, in newspapers, and on radio. Educating the public about the non-judgmental, excellent care we provide will become increasingly important as the Affordable Care Act takes effect, expanding the insured population. But insured or not, we're here, we care, and we'll do everything we can to get our clients the services and information they need.

We want the people in our community to be healthier, because healthier people make our community a better place. Thank you for helping us do that, and for making these great strides in care possible.



Robin H. Rasmussen
Board Chair



Operating Revenue

| | |
|---------------------------|--------------------|
| Patient Fees..... | \$1,688,121 |
| Government Grants..... | \$227,427 |
| Contributions..... | \$601,911 |
| Endowment & Interest..... | \$(9,391) |
| Investments..... | \$121,310 |
| Total | \$2,629,378 |

Operating Expenses

| | |
|---------------------------|--------------------|
| Patient Services..... | \$1,727,439 |
| Education..... | \$218,312 |
| Fundraising..... | \$154,605 |
| Advocacy..... | \$67,794 |
| Management & General..... | \$335,366 |
| Total | \$2,503,516 |



Planned Parenthood Greater Memphis Region in 2012:

- Tested **820** people in outreach for HIV
- Tested **2,069** people in the Health Center for HIV
- Taught **209** classes on sexual health topics for people of all ages
- Distributed sexual health information at over **25** community fairs and festivals
- Conducted over **20** training sessions
- Reached **tens of thousands** of people through classes, community events, and other programming

Title X Funding Update

PPGMR now receives funding directly from U.S. Department of Health and Human Services to provide Title X Family Planning services.

These services include birth control and related health care, annual well-woman exams and cancer screenings and STD testing. Planned Parenthood in Memphis had provided these services under the family planning program for more than 30 years until last year when the Shelby County Commission awarded the funding to another agency, over the objections of Planned Parenthood patients.

When the previous funding stopped, PPGMR continued to offer services on a sliding fee scale to make them as affordable as possible, and generous donors stepped in to offset the costs. Still, with the exception of teens, many patients who previously qualified for free services were faced with fees that were outside their ability to pay.

“This new grant award, and the continued support of our generous donors, means that Planned Parenthood will be able to resume providing essential health care services to the low income women and teens who depend on us every day to help them plan their families,” said CEO Barry Chase. “It means our patients who qualify will be able to get the free, confidential, unbiased care they need from the provider they prefer and trust.”



Above: PPGMR Supporters



In FY 2012 the Education Department:

- Presented “Doing Abstinence Southern Style” at the National Sex Ed Conference.
- Presented “Getting to Zero: Community Style” and “Maximizing Reproductive Policies and Choices for Women Living with HIV,” and organized the Global Village at the XIX International AIDS Conference in Memphis Hub.
- Offered a full calendar of professional development options, including I Know HIV testing certification, and Positive Encounters for teachers and youth leaders.

Left: PPGMR supporters on the Nashville Lobby Day Trip

Sex Education In Our Community

In 2011, PPGMR worked with teachers at over 15 middle and high schools to provide multiple-session, age-appropriate sexuality education. In the 2012-2013 school year, our educators will not be teaching in public school classrooms for the first time due to Tennessee state legislation hampering comprehensive sexuality education efforts.

The “No Hand Holding Bill” (SB3310) notes that any classroom instructors who promote or condone “gateway sexual activity” will be subject to a \$500 fine. The trouble is, no one can actually define what “gateway sexual activity” is. Added to what is already restrictive legislation is the fact that Memphis City Schools have shifted participation in sexuality education classes from an “opt-out” to an “opt-in” policy, which means that fewer of our young people will get the information they need to lead healthy lives and prevent unplanned pregnancies.

A bright spot in sex education is PPGMR’s Sexperts program. In 2011, PPGMR started with seven students at two area colleges—University of Memphis and Rhodes College—trained them on age-appropriate sexuality education, and peer education models, and mentored them as they developed



Kayla Larson (University of Memphis), Alison Rose (University of Memphis), PPGMR Community Health Educator Jennifer Warren, Joe Higdon (University of Mississippi), Joseph Mitchell (University of Memphis), Kara Fowler (University of Mississippi), Jennifer Marshall (Rhodes College), Ashley Jones (University of Memphis)

programs on their campuses to reach out to their peers. The Sexperts program now includes students at six area schools, UofM, Rhodes, Christian Brothers University, LeMoyne-Owen College, University of Mississippi, and Rust College.

Sexperts host sex-ed panels, run condom distribution programs, provide HIV testing, teach classes for small groups of peers, and promote safer-sex messaging campaigns. Sexperts use PPGMR resources, but are encouraged to connect with national sexual health and HIV prevention resources as well. Past Sexperts have gotten funding and materials from Advocates for Youth, Spiritual Youth for Reproductive Freedom, and National Institute for Reproductive Health (via Back Up Your Birth Control) and materials from Great American Condom Campaign.

Rhodes College, for example, recently opened a Sexperts office on campus. The office maintains brochures and sexual health materials for students and makes trained Sexperts available to answer sexual health-related questions.

“Memphis desperately needs better sex education,” says Leah Ford, a Rhodes College Sexpert. “With some of the highest STD, HIV, and infant mortality rates in the nation, we need a way to reach out to the community and give them the education that state and local government have denied them.”

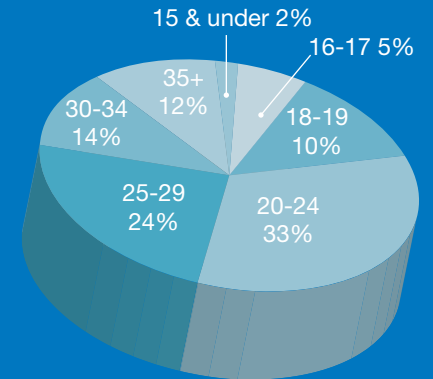
Due to the success of the college Sexperts program and reduced accessibility in the city schools, Elokin Capece, PPGMR’s Director of Education, is working with college Sexperts to expand the model to include high school students. If funding is secured, this will allow PPGMR to continue to collaborate with our teacher partners and to offer high school students the information necessary to prevent pregnancies and sexually transmitted infections, in a way designed to positively impact schools through peer education.

These students will work with college Sexperts to create training, curriculum, and publicity that is age-appropriate and culturally-specific to high schools students. Additionally, through peer-to-peer education, the program promises to reach more teens than ever before.

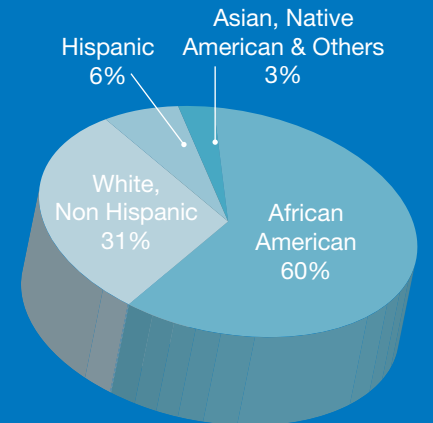
For more information or to make a gift, contact Aimee Lewis, Director of Development, at alewis@ppgmr.org or 901.725.3051.

Who We Serve

Patients by Age



Patients by Ethnicity



Patient Services

| | |
|--------------------------------|---------------|
| Family Planning | 6,679 |
| HIV Counseling & Testing | 2,069 |
| STD Treatment..... | 152 |
| Pregnancy Tests | 4,304 |
| Emergency Contraception..... | 404 |
| Abortion Procedures | 2,951 |
| Other Services..... | 3,248 |
| Total | 19,807 |

James Award

The eighth annual James Award honored the Gilliland Family in September at a reception at the Dixon Gallery & Gardens' Hughes Pavilion.

For the Gillilands, philanthropy and service are a family affair. 20 years ago, Jim Gilliland joined the PPGMR board and has been a frequent and vocal supporter on our behalf, writing Op-Ed pieces and letters to the editor to local media. Most recently, Jim was one of our special guests at the ribbon cutting for our new Health Center.

Following in her dad's footsteps, Kate Gilliland Connell just completed her third term on the PPGMR board, including two years as board chair. Kate continues her Planned Parenthood service with her active participation on our Endowment Committee which means so much for the women and families we serve.



Above (l-r): Pip Wood, Liz Gilliland, Coleman Connell, Kate Gilliland Connell, Jim Gilliland, Robin Rasmussen (PPGMR Board Chair), Kathryn Gilliland, Jim Gilliland Jr., Lucia Gilliland.

In 2008, Lucia and Jim and Kate and her husband Coleman, graciously hosted a reception for past Planned Parenthood Federation chair, Elena Marks, following a speaking event on "Current Issues in Reproductive Health Care."

That same year, on the 35th anniversary of the Roe v. Wade decision, Jim wrote an op-ed for the Commercial Appeal. In it he said, "The Court in that case emphatically confirmed the Constitutional right of women to make their own reproductive decisions, including whether to continue an unwanted early pregnancy. Only eight years before, it had overruled a Connecticut law that prohibited women from using contraception. It is hard to believe that such laws existed but they did."

Left (l-r): PPGMR board member Danita Macon & Rev. Carla Meisterman



As this election year attests, there is much work to do, and we must make our voices heard. These same issues of choice and contraception and education that we thought were settled in 1973 are being fought all over again. The Gilliards' legacy of support for women's rights to healthcare, education, and reproductive choice is an inspiration.

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 to the Community Foundation of Greater Memphis for the annual benefit of Planned Parenthood Greater Memphis Region. This year's event, the most successful to

date, raised over \$35,000 to support PPGMR and those we serve.



Past recipients of the James Award are the Scharff Family (2011), Dr. Rose Johnston (2010), Betsy Mandel-Carley (2009), Ginger Ralston (2008), Congressman Steve Cohen (2007), Judy Ringel (2006), and Jim Fri (2005).

By following Bob James' example and including PPGMR in your estate plans, you ensure that the next generation of women, men, and teens in our community has access to life-saving cancer screenings, family planning services, HIV and other sexually transmitted disease testing and counseling, and a wide range of age-appropriate sexuality education.

For more information, contact Aimee Lewis at (901) 725-3051 or alewis@ppgmr.org.



Above Top (l-r): Carl & Trish Ring
 Above Bottom (l-r): Cathy Weaver, Terry Lynch, Rebecca Krida, Jeff Krida



Top (l-r): front row: Joanna Fehse, Diane Jalfon, Nora Boone; back row: Robert Fehse, Steve Douglass
 Middle (l-r): Rashana Lincoln, Rob Dove, Jakatae Jessup, Kathy Story
 Bottom (l-r): Shirley Lupfer, Gene Katz, Carol Katz, Ann Hawkins, Mason Hawkins



Condoms & Cocktails.

Above (l-r): Jared Johnson, Carlos Ortiz, and Elizabeth Cawein

Below (l-r): Nora Boone and Nancy Barden



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Dennis Miller
Eddy Miller
Sue Miller
Tracy Morin
Lane Moten
Dorothy E Munns
Jennifer Murchison
Paul Nahmias
Mary Niehaus
Sheila Noone
Marcia & Alvin Notowich
Marilyn & Herb Notowich
John Obenauer
Elizabeth Olim & Steven Levy
Alla Olswanger
Carlos Ortiz
Michael Osborn
Lynn Owens
Meredith McBee Page
Trudy Parker
Lila M. Parker
Betty B. Pechak
C G Peck
Denice Perkins & Michael Detroit
Kate Permenter
David Perry
Natalie Person & Brad Piits
Ana Phakhin
Emily & Roy Phillips
Mary Phillips
Suzanne Satterfield
Jonathan Pickle
Meredith M. Pittman
Molly Polatty
Sandy Potter
Sarah Potter

Pam Preston
Anita Price
Claire Prince
Marty Prine
Judith Putnam
Beverly Hutkin Rauch
Julie A. Ray
Angela Redden
Elizabeth & Gary Reinitz
Jo & George Rhenberg
Amy & Lonnie Rigg Carver
Karen & Murray Riss
Tommy Robinson Jr.
Josephine & Ed Robinson
Margaret E. Robinson
Margaret E. Roch
R. Preston Rogers
Carrie Ann Rohrscheib
Rod Roscoe
Andrea Rosin
Whitney F. Ross
Michael Ruddy
David Rush
Anna Russo
Zemuly Sanders
Anna Santos
Kay & Shelly Saslawsky
Troycie Sawyer
Susan & Charles Schadt Jr.
Ann Marie Schott
Jessica C. & Marcus Scott
Shirley Seamon
Lucy Secher
Mamie P. Shannon
Mitra Sharifi
Linda & Ron Sklar
Louise & Jerald Sklar
Nancy Sloop
Sumpter Smartt
Kevin Smith
Sandra Smith
Stacy C. Smith
Jennifer Snook
Taryn & James L. Spake
David Sparks
Teresa Spears

Lisa Stanley
Zach Stark
Margie & Harold Steinberg
Cara Stevens
Craig O. Stewart
Thomas Patrick Stewart
Aimee Stiegemeyer
Erica Stoltz
Dr. Michael Storm
Carol G. & Arthur B. Straughn
Mary E. Streete
Dierdre Sturgis &
Quinton Robinson
Ann M. Sullivan
Tina Sullivan
Lynn & Samuel Susser
David L Sweeney
Susan Tang
Marcy Faber Tashie
Elisaa Taub
Sylvia Taulbee
Timothy Taylor
Kaleigh Thacker
Maylin Thanudape
Celeste Mhoon Thompson
David Thompson
Christine & R. Carroll Todd
Terry Tongumpun
Margaret & John Trainor
Mary Tucker
Christy Tweddle
Camille & Ramsan Varghese
Harriet & Elliott Vines
Rachael Vint
Dorothy Truitt Walk
Steve Walker
Sharon Walls
Judi Walters
Gail Walzer
Anne Warlaumont
Cynthia Warren
Enid & Barry Weiser
Orli Weisser-Pike
Molly & Jason Wexler
Raymond Wheeldon

Jadonna Whitson
Ellen Whitten
Adria Wight
Jennifer Wilczynski
Darryl Williams
Kristine Williams
Shannen Williams
David Willis
Dianna Wilson
Jo Wochner
Dr. Christa George &
Dr. Chris Wood
Katherine Wooten
Dorothy Work
Terri Wright
Donald Wyllie
Amanda G. Yandell
Andrew Yoder
JoAnn Berry Young
Barbara Zander
Jeanette Zurawski



Top (l-r): Cyndii Jo Hartley, Brad Pitts, Molly Polatty at Condoms & Cocktails

Bottom (l-r): Memphis Monologues participants Cynthia Perkins, Stacey Greenberg, Jane Haze, Shawn Carol Sandy, and Mamie Pike Shannon





Greater Memphis Region

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