



# 2010

## Annual Report



 **Planned Parenthood** | **WE'RE HERE.**<sup>SM</sup>  
Greater Memphis Region

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## PRESIDENT'S MESSAGE

With every year that passes we celebrate our victories, cope with new challenges and hope that the coming year will bring more to celebrate. This year we faced the enormous challenge of moving our health center and entire operation to a new space at 2430 Poplar Avenue. We dealt with opposition to our move every step of the way, but as always, we rose to the challenge with the help of our friends and benefactors.

PPGMR's education efforts made great strides during FY2010. The education and outreach staff run short-term education workshops, facilitate long-term education partnerships with other local agencies, produce community outreach events, conduct professional development training open to the public, and offer HIV testing and counseling services in the community. Each year the education and outreach staff reach 11,000 men, women and teens each year with non-judgmental, age-appropriate and medically accurate information they need to stay healthy and plan their families. In FY2010, our educators launched two important new community outreach projects: **Many Men, Many Voices**—an HIV prevention program for African American men who have sex with men and **iCuidate!**—an evidence-based HIV/STD and pregnancy prevention program especially for Latina teens.

Our health care services continue to be critical in the Mid-South. We hear stories every day in our health center from women who have to choose between filling birth control prescriptions and paying for other basic living expenses. Too many of these women opt to skip birth control, risking an unplanned pregnancy that will further strain their family's finances. PPGMR is proud to be able to provide affordable birth control options to women and teens, allowing them to plan their families and their lives.

Your support allows PPGMR to have a positive impact on the women, men and families we serve and in our community as a whole. 81% of our spending goes to health care services and outreach activities and as always, we promise to continue to be good stewards of your gifts.



Barry Chase  
President



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positive impact on the  
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community as a whole.

## BOARD CHAIR'S MESSAGE

You are not just a supporter of Planned Parenthood; you are our voice and more importantly our champions. Tens of thousands of women and young adults who would have otherwise been overlooked because of their inability to afford healthcare have all been helped through your generous donations, your time, and your commitment. Because of this, you should be proud!

**BE A PROUD PPGMR SUPPORTER** because with your help we educate and empower the Mid-South with correct, accurate and relevant information. Although our small organization is harassed and threatened daily by anti-choice people and is always on the chopping block when it comes to funding, we reach more than 11,000 men, women, and teens every single year.

**BE A PROUD PPGMR SUPPORTER** because second only to the Shelby County Health Dept, PPGMR administers the greatest number of HIV tests in Shelby County, and has more than 21,000 patient visits per year for birth control, well-women's exams, abortion services, and prenatal testing. That's a 20% increase in clinic visits from 2009. As you can see from the numbers, Planned Parenthood is relevant, legitimate and necessary!

**BE A PROUD PPGMR SUPPORTER** because choice has become a rare commodity these days. In the big picture, we, as PPGMR supporters, are seen as a minority. It is vital for our patients that you stand up and be proud of your commitment to Planned Parenthood. It is this pride that helps us fight anti-choice opponents and detractors.

And lastly, **BE PROUD** of our new modern facility located at 2430 Poplar. I invite you to visit us, take a tour and see it for yourself- contact Aimee Lewis at (901) 725-5031 or alewis@ppgmr.org. We had more than 90 appointments on the first day the health center was open! Apparently, the need for a "Hello, we've moved" card isn't really necessary. Of course, the need to support our Building Fund is necessary and if you haven't yet, I hope you will consider a gift.

We're here. Thank you for being here with us as we move on to a new chapter in our PPGMR story- promoting healthy sexuality and reproductive choice through honest education and fearless advocacy.



Nora Boone  
Board Chair



## OPERATING REVENUE

Patient Fees .....	\$1,607,326
Government Grants.....	\$825,131
Contributions.....	\$271,998
Endowment & Interest .....	\$172,814
Investments.....	\$75,257

**Total .....** \$2,952,526

## OPERATING EXPENSES

Patient Services.....	\$1,714,149
Education .....	\$246,636
Fundraising.....	\$150,138
Advocacy .....	\$34,947
Management & General.....	\$322,765

**Total .....** \$2,468,635

## PPGMR BY THE NUMBERS

**21,703 patient visits** provided women and men with essential reproductive health care

PPGMR's health educators provide comprehensive, age-appropriate sexuality education to **more than 11,000 men, women, and teens** in schools, churches, and community groups in FY2010

**6,111 women received pregnancy tests and counseling**

Our staff prevented pregnancy by providing **867 women** with emergency contraception

**290 women and men** received treatment for sexually transmitted infections in our health center

**80%** of PPGMR's patients are **age 20 or older**

Approximately **90%** of PPGMR's family planning clients have incomes at or **below the federal poverty level**



## WE'RE HERE.

Planned Parenthood Greater Memphis Region is here, at our new location at 2430 Poplar Avenue, to better serve our community.

This superb modern medical facility has been designed for the unique needs of our clients and matches the superior qualifications of our staff. Centrally located and within easy access of public transportation, PPGMR is now a medical and educational home no longer subject to the whims of those who may be anti-choice and anti-education.



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**The needs of our patients- and their numbers- grow every year. Last fiscal year, our Health Center had 21,703 patient visits, an almost 20% increase over the previous year. In this new facility, our services will be able to expand to meet these growing needs.**

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Likewise, PPGMR's community educators provided comprehensive, age-appropriate sexuality education to more than 11,000 men, women, and teens in schools, churches, and community groups. While this outreach in the community will not cease, we now have space on-site to augment our education and training offerings, as well as our collaborative efforts with organizations like St. Jude Children's Research Hospital, Job Corps, Memphis City Schools, and the YWCA.

Most importantly, this building is for the women who come to us because we are their choice to improve their health and that of their families, and to improve their lives. These are women like Natalie\*, a young woman who recently came to the health center for family planning help. Natalie is getting married soon and her fiancé has children from a previous marriage. Neither is ready to expand their family right now, so she came to PPGMR for counseling and contraception.

We're here. We're here for all the women like Natalie, and their families, ensuring they have access to reproductive and related health care through health center services, education, and advocacy.

To take a tour or make a gift to the Building Fund, please contact Aimee Lewis at (901) 725-5031 or [alewis@ppgmr.org](mailto:alewis@ppgmr.org).

*\* name has been changed*

## JAMES AWARD

In September, PPGMR honored Dr. Rose M. Johnston with the sixth annual James Award.

A longtime supporter of Planned Parenthood, Dr. Johnston served on the local board of directors from 1982 until 1985, as well as on the National Board of Advisors for the Planned Parenthood Federation of America.

“As a strong advocate for women’s rights,” she said, “supporting Planned Parenthood has always been an important matter for me. At the time I became involved in this organization, there was an awakening about women’s roles and choices, an empowerment that was significant to me and I think to many others. I am keenly interested in the educational value of Planned Parenthood because it gives young women and young men knowledge about their options, in order that they may have the wisdom to participate in their own family planning.”

She currently serves on the boards of Dixon Gallery and Gardens, Memphis College of Art, and Converse College in Spartanburg, South Carolina. As an active member of Calvary Episcopal Church, Dr. Johnston has served as a Vestry member; she is also a member of the National Episcopal Church Foundation board of directors.

Dr. Johnston holds degrees from Sweet Briar College and the University of Memphis. In Memphis, she maintains an independent practice as a psychotherapist.

Past recipients include Betsy Mandel-Carley (2009), Ginger Ralston (2008), Congressman Steve Cohen (2007), Judy Ringel (2006), and Jim Fri (2005).

The James Award is named in honor of Bob James, former Memphis City Councilman and local business leader. Mr. James 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 well-attended event raised almost \$22,000 to support PPGMR and broad public access to reproductive and related health care.

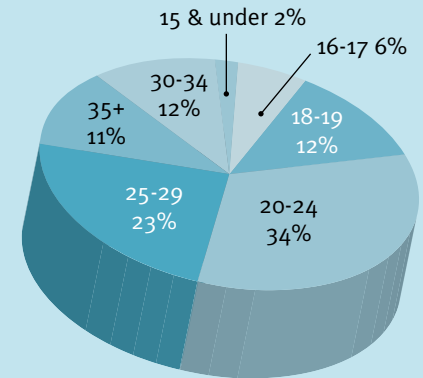
By including Planned Parenthood Greater Memphis Region in your estate plans, you ensure that the next generation has access to life-saving cancer screenings, well-woman exams, family planning services, and much more. For more information, contact Aimee Lewis at (901) 725-3051 or alewis@ppgmr.org.



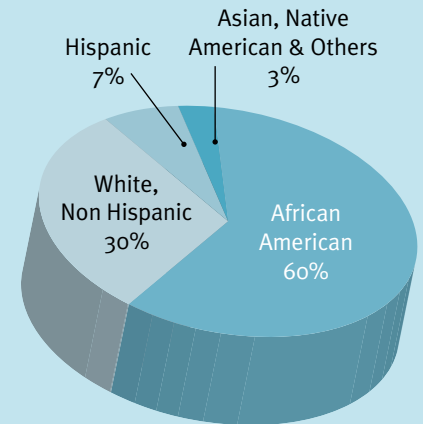
**I-r: PPGMR President Barry Chase, 2010 James Award winner Dr. Rose Johnston, 2009 James Award winner Betsy Mandel-Carley, PPGMR Board Chair Nora Boone**

## WHO WE SERVE

### Patients by Age



### Patients by Ethnicity



### Patient Visits

HIV Counseling & Testing .....	965
STD treatment .....	290
Pregnancy Tests .....	6,111
Emergency Contraception .....	867
Medical Services .....	11,792
Other Services .....	1,678
<b>Total .....</b>	<b>21,703</b>

## PLANNED PARENTHOOD DONORS

PPGMR thanks the following donors for their generosity & commitment from July 1, 2009-June 30, 2010

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Someone you know has a new job...  
**...but it doesn't come  
with health insurance.**

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MISSION STATEMENT:

Our mission is to ensure broad public access to reproductive and related health care through health center services, education, advocacy, and community partnerships serving 42 counties in West Tennessee, North Mississippi, and East Arkansas.

 Planned Parenthood® | WE'RE HERE.™

Planned Parenthood Greater Memphis Region  
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