

RIISING.
RELENTLESS.
READY.



2023 ANNUAL REPORT

Fiscal Year 2023 | July 1, 2022 - June 30, 2023



RIGHT NOW.

With or without *Roe*, Planned Parenthood of Tennessee and North Mississippi (PPTNM) has always been vital to the communities we serve.

For more than 80 years, we have provided affordable, high quality, nonjudgmental sexual and reproductive healthcare for generations of Tennesseans from all walks of life.

Everyone single person knows and loves a Planned Parenthood patient. Someone who came to our doors in Knoxville, Memphis, or Nashville, needing expert care, contraception, or counseling, regardless of their insurance status or ability to pay. That patient might even be you.

After the *Dobbs* decision, patient needs didn't disappear – **they skyrocketed.**

If you or someone you know needs an abortion, our Patient Navigation team is here to give you more information and financial resources to access nearby abortion care. Call our Patient Navigators at **1.866.711.1717** or visit plannedparenthood.org/tennessee or abortionfinder.org.

Today, we are tasked with dramatically ramping up our ability to care for and protect the people who come to us in Tennessee:

People who **MUST** have even better access to contraception **RIGHT NOW**, in order to preserve their bodily autonomy and plan for their futures.

People who **MUST** receive accurate, age appropriate sex education **RIGHT NOW**, so they can thrive in their own skin and lead informed, healthy lives.

And, people who **MUST** have affordable access to a health care provider **of any sort** who is willing to serve them no matter what.

Planned Parenthood has the longevity, experience, and community trust needed to be a safety net **RIGHT NOW** – and we are expanding our network of services to ensure that we will be.

In spring 2023, we launched our Knoxville Mobile Unit to restore access to in-person reproductive healthcare for the thousands in East Tennessee who were affected by the shuttering of our health center following arson. Construction on our new Knoxville health center is underway and should be completed by summer 2024, restoring our permanent presence in the region.

Our new telehealth app, PP Direct, gives anyone in Tennessee direct access to birth control, UTI treatment, and emergency contraception, and the means to talk to a PP provider. Best of all, the app lets patients elect for home delivery of their birth control pills.

We've launched vasectomy services in Memphis and Nashville. There is significant demand for this service right now and trust in Planned Parenthood to provide it.

And importantly, we're navigating patients out of state for abortion care – we're arranging logistics, giving them money for travel, and helping them with the costs of services.

We know that Planned Parenthood may be the only healthcare provider that a patient sees in a year. That's why our health centers are adding selected primary care services – to address the systemic issues our patients face and the harm those issues cause their bodies. This means that if someone comes to us for birth control and needs treatment for hypertension, we can address both. Our Black patients are presenting with hypertension more frequently than other patients and at younger ages; they need our help before it causes complications during a pregnancy or leads to cardiovascular disease.

Our **BIG** news is that after the state of Tennessee was removed from the federal Title X program in April 2023, we moved fast to bring the money back to Tennessee and secure those dollars for our Planned Parenthood health centers. We found a successful path and now have been awarded \$3.9 million per year for the next 3 years to provide free and low cost birth control, STI testing and treatment, wellness exams, and more. We launched services this past November.

We are also bolstering and expanding our comprehensive sex education program – the biggest in the state – based on needs brought to us by our community partners.

Most importantly, Planned Parenthood has a new energy and focus around our advocacy work, and we're putting the pedal to the metal. What happened to the Tennessee Three last spring let everybody know what we already knew: our legislature is totally out of touch with people's values.

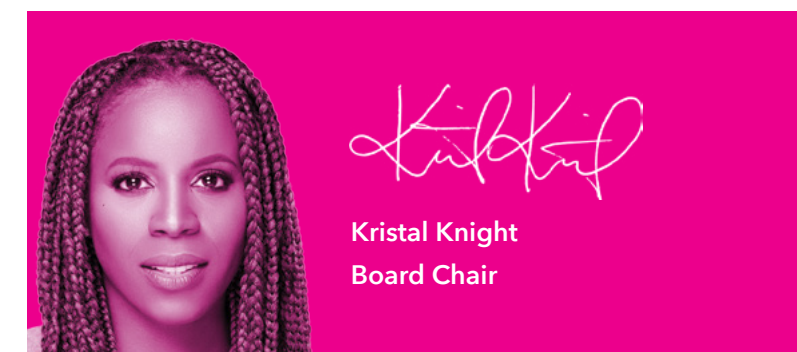
IT HAS NEVER BEEN JUST ABOUT ABORTION. White, patriarchal Christian nationalists will stop at nothing to strip people of their reproductive rights. Our issues are where white supremacy, authoritarianism, and patriarchy all intersect.

It's now a fight for all of our lives and for democracy itself. We are one of the most powerful, loudest and most effective advocacy voices in the state. We're training grassroots organizers, registering voters and mobilizing young people.

The numbers are with us, the energy is with us and we're playing the long game. And we're going to do it holding fast to our sexual and reproductive healthcare values and with clear and unapologetic goals. PPTNM will never stop fighting for our patients' right to nonjudgmental bodily autonomy.

Thank you for standing beside Planned Parenthood through this transformational year – helping us to serve immediate needs and sustain our ability to serve future generations with the same compassion and courage we've been synonymous with for the past 80 years. We hope the strength and accomplishments illustrated in this year's Annual Report fill you with hope and inspiration for the fight ahead of us.

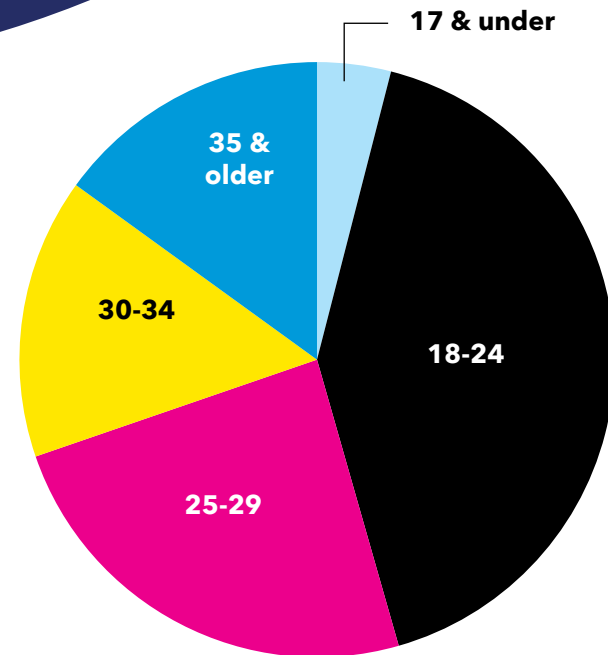
All our best,



READY TO MEET THE NEED

PATIENTS BY AGE

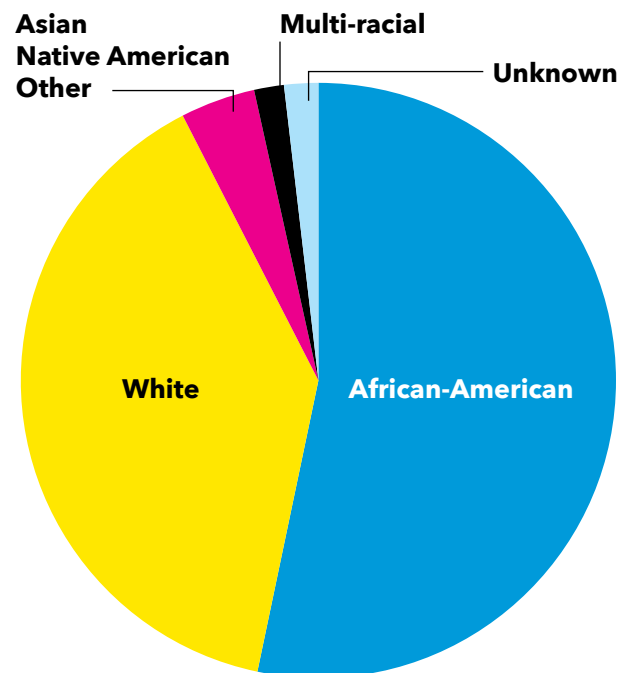
Age	#	%
17 & under	429	4%
18-24	4,452	42%
25-29	2,587	24%
30-34	1,634	15%
35 & older	1,609	15%



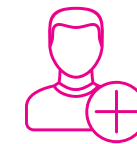
PATIENTS BY RACE/ETHNICITY

Race/Ethnicity	#	%
African-American	5,233	49%
White	3,847	36%
Asian, Native American, Other	399	4%
Multi-racial	159	1%
Unknown	182	2%

8% of our patients – **891** total – identify as **Hispanic** (people being Hispanic and in other categories)



SERVICES



10,711

Unduplicated Patients



14,826

Patient Visits



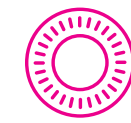
710

Clinical Breast Exams



25,390

HIV & Other STI Tests (separate tests, health centers only)



1,131

Cycles of Contraception (oral)



2,728

LARCs (IUDs, implants, the shot)



2,181

Emergency Contraception Kits



41

PrEP & PEP Patients



504

Patients navigated for abortion services



118

Ultrasounds/pregnancy dating

Transgender patients receiving Gender Affirming Healthcare (GAH)

1,086

in-person patient visits

918

telehealth visits

167

zip codes served across Tennessee and 5 neighboring states

PP Direct Patients

227

served April - June 2023

Launched April 3, 2023, PP Direct makes birth control, UTI treatment and emergency contraception accessible from your phone.

184+

zip codes served across Tennessee

Knoxville Mobile Health Unit Patients

102

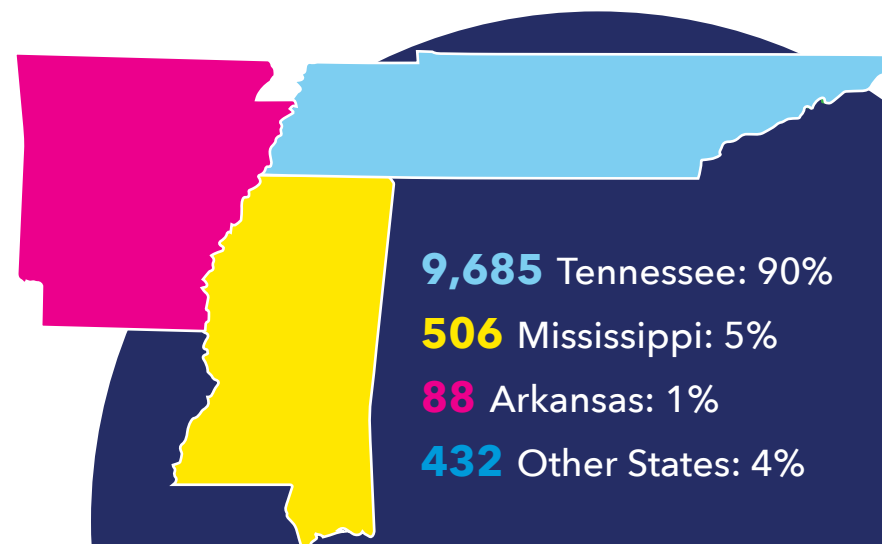
patients served

Five-day-a-week appointments launched in May 2023.

\$535,262.76

Total for all unreimbursed care, including abortion patient assistance, free teen services, free long-acting reversible contraception, gender affirming care justice fund, and other discounted adjustments to services.

PATIENTS BY LOCATION



9,685 Tennessee: 90%

506 Mississippi: 5%

88 Arkansas: 1%

432 Other States: 4%

RISING TO THE CHALLENGE



PROMOTORES EDUCATION

Spanish language peer education program

14 doing active outreach in the Latinx community

42 youth-serving professionals trained

6 parents learned to be askable adults

7 participants

2 multi-session series

REACHED THROUGH EDUCATION SESSIONS

118 Education Session Hours

74 Professional Training Hours

193 Total Hours

SAFER SEX SUPPLY DISTRIBUTION

	Condoms	Lube	Other dental dams, finger cots
Shelby Co	522,250	33,021	6,501
Middle TN	145,535	17,125	3,710
East TN	192,486	50,100	7,108
North MS	25,000		
Total	885,271	100,246	17,319



REACHED BY INDIVIDUALS

Middle School	234
High School	376
College	426
Adult	314
Professional	42
Parent	6
Total	1,398

PEER EDUCATORS TRAINED

3 Sexperts
College Age Program

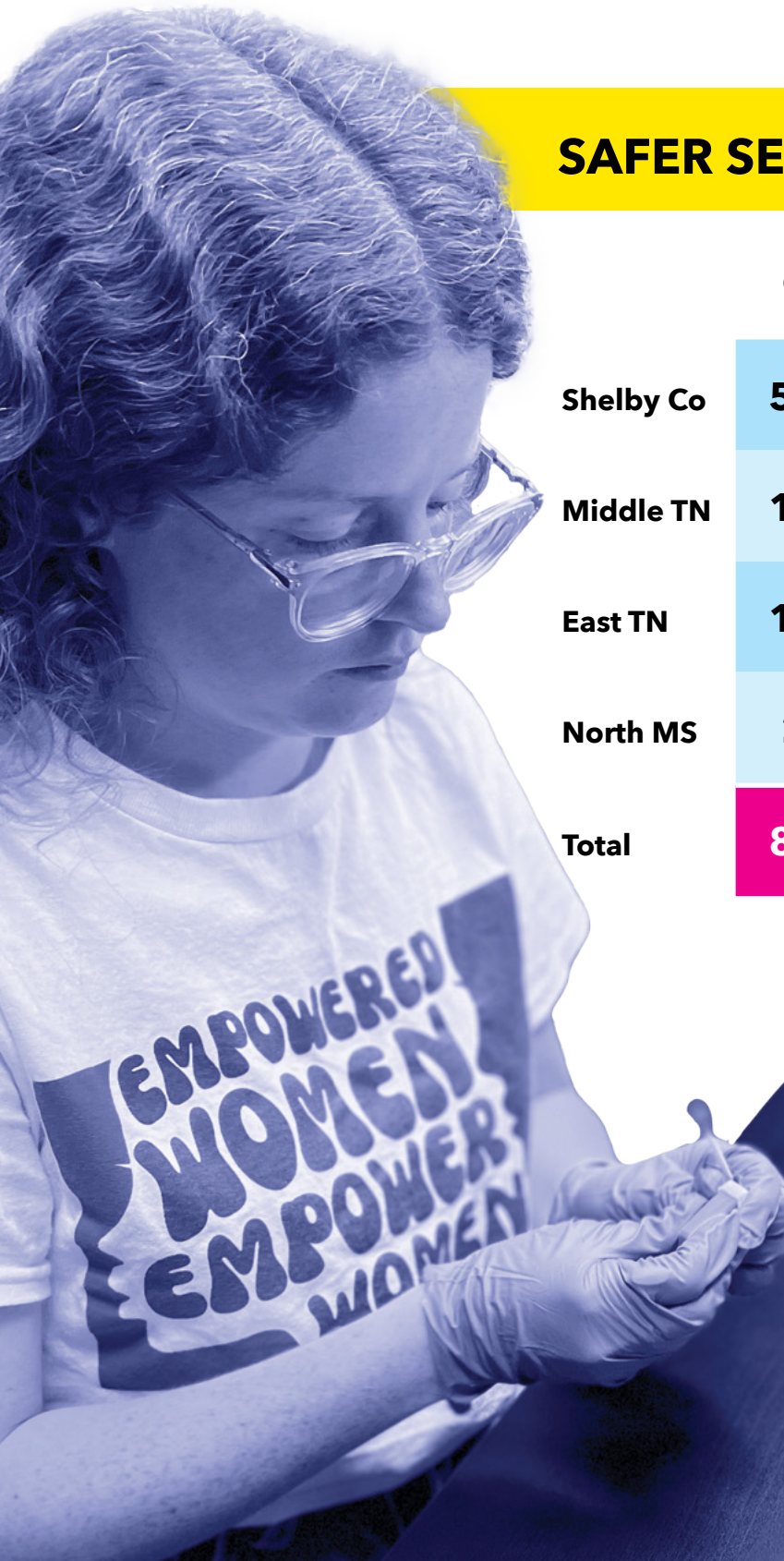
12 FYI
East TN High Schoolers

2 Players
Middle TN High Schoolers

3 Just Us
West TN High Schoolers

2,175

reached through conversations with Peer Educators



RELENTLESS IN THE FIGHT

223,061

supporters in Tennessee
and North Mississippi

12,022

supporters rallied, volunteered,
trained, canvassed, escorted
and organized

352

events led by Advocacy & Organizing
Department

30

events on average per month hosted by
Advocacy staff, volunteers and activists

1,006

volunteers led or participated in an
event

ADVOCACY DAY

In March of this year, PPTNM hosted our first in-person Advocacy Day since the beginning of the pandemic, and it was our biggest day on the Hill we've ever had! We bussed in over 125 of our volunteers to join us at the Capitol in Nashville to meet with lawmakers about reproductive rights legislation. Leading up to Advocacy Day, we hosted Action Forums virtually and across the state to brief supporters on pieces of legislation pertaining to reproductive rights and justice. Armed with knowledge and information about our issues, we facilitated lobbying meetings for our supporters. This was the first year we had robust representation from our constituency organizing programs – B.L.A.C.K. Organizing, Raíz, and Generation Action – engaging in legislative advocacy by participating in lobbying meetings with lawmakers.

During Advocacy Day, we also hosted programming throughout the day. We had a Faith Leaders Press Conference where we brought in faith leaders from across the state and across various faith communities to call on lawmakers to support policy that would expand abortion access and protect healthcare professionals who provide life-saving reproductive care. We also hosted a Pride and Prejudice panel of experts from the queer and trans communities to speak to our supporters on the legislative attacks being waged against the LGBTQ+ community in Tennessee. This panel featured speakers from our community partners Tennessee Equality Project, OUTMemphis, the Tennessee Trans Taskforce, and black trans community leaders from across the state, and ended with our supporters having a deeper understanding of how trans issues are reproductive rights issues, and how Planned Parenthood fits into this fight for justice.

125

volunteers attended
2023 Advocacy Day in
March – our largest yet!



READY FOR

ACTION

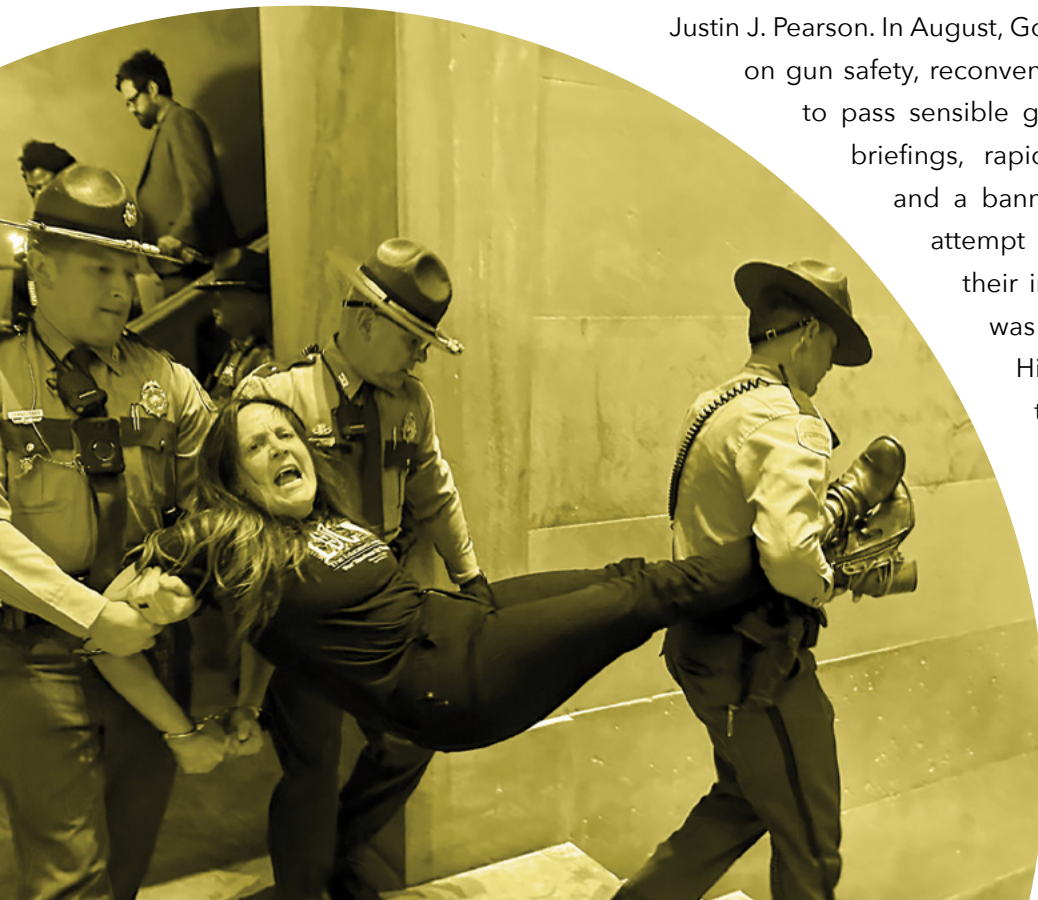
TENNESSEE THREE AND THE SPECIAL SESSION ON GUN SAFETY

From April to August, our 501(c)4 sister organization, Tennessee Advocates for Planned Parenthood (TAPP), was on the ground in Nashville mobilizing our supporters in response to the attempted expulsion (and subsequent reinstatement) of the Tennessee Three: Reps. Gloria Johnson, Justin Jones, and Justin J. Pearson. Our organizers co-founded a statewide coalition in order to do rapid response mass mobilization of tens of thousands of people all across the state. The coalition remains active with 80 members spanning all across the state, primarily in the three major cities. It is a mix of organizations, impacted communities, and local grassroots activists acting without organizational affiliation. Due to activity with this Coalition, members see the need for political education and investment in youth activists and organizers. Thanks to Francie Hunt's Walk for Our Lives across Tennessee last year, PPTNM had already begun taking action towards establishing our first Youth Organizing Program.



The fight did not stop in April after the reinstatement of Justin Jones and Justin J. Pearson. In August, Governor Lee called for a Special Session on gun safety, reconvening the state legislature in an attempt to pass sensible gun reform. Our organizers led policy briefings, rapid response in committee meetings, and a banner drop in the Senate Session in an attempt to hold lawmakers accountable for their inaction. Though no meaningful policy was passed, this months long fight on the Hill gave us the invaluable opportunity to illuminate for our supporters in real time the interconnectedness of our issues – from reproductive justice to protecting the integrity of Tennessee democracy to keeping our communities safe from gun violence.

* Our Advocacy work includes 501(c)3 as well as 501(c)4 activities.



LAUNCH OF PPTNM'S YOUTH ORGANIZING PROGRAM IN PARTNERSHIP WITH CIVIC TN

This summer, we began an exciting new initiative. We brought on three new Youth Organizers to mobilize young voters in the Rising American Electorate. We're aiming to reinvigorate young Tennesseans around voter registration and civic engagement so that we can build power in flippable districts in rural areas of Middle Tennessee. Our Youth Organizers – Theo, Amelia, and Bennie – based out of Rutherford and Putnam counties – are helping to register young voters and bolster young people's support of Planned Parenthood in their communities. With success in this pilot program, we hope to expand our Youth Organizing Program to Wilson and Williamson counties in spring 2024.



MUTUAL AID DISTRIBUTION

800

individual Plan B pills

900

individual pregnancy tests

5,500

individual maxi pads

8

GenAction Chapters at local colleges and universities: UTK, Vanderbilt, MTSU, University of Memphis, Sewanee, Rhodes College, TSU, UT-Chattanooga.

RISING VOICES

468 trained patient greeters and escorts

59 new Storytellers shared their sexual and reproductive healthcare stories

190+ regional healthcare, education and advocacy partners

HBCU ORGANIZING THROUGH OUR B.L.A.C.K. ORGANIZING PROGRAM

Our B.L.A.C.K. Organizing Program (BOP) organizers, Antoine and Tia, have diligently worked to establish PPTNM's very first Generation Action campus organizing group at Tennessee State University – PPTNM's first official organization on an HBCU campus in the state. In July, we brought 5 student leaders from TSU with us to a campus organizing summit led by PPFA, where student activists from HBCU campuses all over the country were able to convene and strategically plan together how to build a culture of reproductive justice through student organizing. With what our TSU student leaders learned from other student activists across the country, they were able to come back to campus this fall to formalize their very own Generation Action chapter that continues to grow campus outreach significantly.

538

supporters engaged with B.L.A.C.K. Organizing Program



RAÍZ COMMUNITY OUTREACH

Our Raíz Organizers in Nashville and Memphis have spent this year growing our engagement with Latinx communities in both cities. Through tablings in their communities, one-on-one meetings, campus organizing at the University of Memphis, small monthly Spanish education sessions called Cafecitos, and distributing reproductive resources every chance we get, our Raíz program is one of the most successful in the country. In Nashville, our organizer Vanessa has single handedly distributed over 4,000 menstrual pads to local public schools and through partnership with the Hispanic Family Foundation. In Memphis, our newest organizer Dainymar collaborates with community partners to do regular HIV testing, tablings at large citywide events, and led our most recent Summer of Action campaign which allowed us to deepen our connection with our supporters across the state.

942

supporters engaged with Raíz



B.L.A.C.K. ORG PROGRAM HOUSE PARTIES

This summer, our BOP organizers, Antoine and Tia, took cues from Standing Strong 2023 by hosting house parties in Memphis and Nashville to engage the Black community in Planned Parenthood's work. Antoine and Tia created a supporter survey that they launched from house party to house party, so that PPTNM could have a better understanding of what our Black supporters and volunteers want to see from our work in the future. Through their success with this campaign, Antoine and Tia went on to create "Da House Party Toolkit" that was subsequently used by PPFA and other Black Organizing Programs across the country.



PPTNM THANKS THE FOLLOWING DONORS FOR THEIR LASTING COMMITMENT:

- Anonymous (14)
- Chris F. Barnes
- The Estate of Edith McBride Bass
- Sharon and John Bell
- Catherine A. Billings
- Lois Braun
- The Estate of Eugenia Cammack
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- Kay Perryman-Snow
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- Sandra Roberts
- Pamela J. Schoenewaldt and Maurizio Conti
- Dr. Donna Sherwood
- Ms. Sally Summers and Mr. Craig Weaver
- ZonaDale and Charles Taylor
- The Estate of Janet Wages
- Carl Wagner

LEGACY CIRCLE

ENSURING THE LONG-TERM SUSTAINABILITY OF PLANNED PARENTHOOD OF TENNESSEE AND NORTH MISSISSIPPI THROUGH CHARITABLE PLANNED GIFTS.

A planned gift lasts long beyond a lifetime. It allows you to fulfill your dreams and wishes for our organization and demonstrates your commitment to future generations benefiting from our services.

Please consider including Planned Parenthood of Tennessee and North Mississippi in your estate plans. We have found that our planned gift donors want to do something special for Planned Parenthood because they care deeply about our organization and they want to make a difference in the world they live in - now and in the future. We would love to talk to you about the impact of estate planning and the benefits of charitable gift planning. PPTNM is a tax exempt 501(c)3 organization and any bequest is fully deductible for federal estate tax purposes.

If you have already named Planned Parenthood in your estate plans and would like to be included in our Legacy Circle, wish to plan a bequest, endowment or planned gift, or if you have any questions, please contact the Development Department at development@pptnm.org.

DONOR STATS

Planned Parenthood of Tennessee and North Mississippi thanks each and every donor for their generosity and commitment to our mission and vision. Space limitations prevent us from listing all donors here, but we are grateful for your partnership and vision of bodily autonomy for all.

10,335
TOTAL DONORS

1,663
NEW DONORS

\$153,015.90
RAISED BY 42 KNOXVILLE RECOVERY DONORS to rebuild our Knoxville health center burned down by an arsonist on December 31, 2021.

\$154,015.90
RAISED BY 261 DONORS for our Patient Navigation and Assistance Program.

610
LEADERSHIP CIRCLE DONORS
Planned Parenthood's Leadership Circle are donors who give a minimum of \$1,000 annually and are not anonymous.

\$6,998,643
GIVEN BY PPTNM DONORS accounting for 58% of overall revenue.

\$146,973
RECORD AMOUNT DONATED BY TAPP DONORS to effect long term change in Tennessee.

FINANCIALS

FY2023 IS FROM JULY 1, 2022 - JUNE 30, 2023

OPERATING EXPENSES

PATIENT SERVICES	\$5,524,801	65%
EDUCATION	\$633,592	7%
ADVOCACY	\$572,654	7%
MANAGEMENT & GENERAL	\$667,229	8%
FUNDRAISING	\$817,549	10%
TAPP*	\$314,459	3%
TOTAL	\$8,530,284	

OPERATING REVENUE

PATIENT FEES	\$4,621,334	38%
CONTRIBUTIONS	\$6,998,643	58%
ENDOWMENT & INTERESTS	\$244,507	2%
TAPP*	\$146,973	2%
TOTAL	\$12,011,457	

* Tennessee Advocates for Planned Parenthood (TAPP) is an ancillary organization of PPTNM and included in PPTNM's audited financial statements.

MISSION

We promote health equity by providing affordable, high quality, and nonjudgmental sexual health care, honest and accurate sexuality education, and fearless reproductive health and rights advocacy.

LEADERSHIP STAFF

Ashley Coffield, President / CEO
Dr. Tarsha Elliott, Chief Clinical Officer
Aimee Lewis, VP of External Affairs / Chief Development Officer
Renee Trotman, Chief People Officer
Carol Bridgewater, Revenue Cycle Director
Daina Davis, Controller
Francie Hunt, Director of Organizing & Advocacy / TAPP Executive Director
Victoria Freeland, Senior Manager of Education
Dr. Audrey Lance, Medical Director
Jessica McDuffie-Massey, Director of Philanthropy
Crystal Millender, Senior Manager of Health Centers

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Ian Randolph, Memphis
John Spragens, Nashville
Kara Turrentine, Nashville

VISION

Our vision is a world of equity: where sexual and reproductive rights are basic human rights, where access to health care doesn't depend on who you are or where you live, and where every person has the opportunity to choose their own path to a healthy and meaningful life.

 **Planned
Parenthood**[®]
Tennessee and North Mississippi

[PLANNEDPARENTHOOD.ORG/TENNESSEE](https://www.plannedparenthood.org/tennessee)