



Planned Parenthood Greater Memphis Region 2009: Sharing Our Stories

Planned Parenthood Greater Memphis Region (PPGMR), founded in 1938, is an affiliate of Planned Parenthood Federation of America. PPGMR's mission is to ensure broad public access to reproductive and related health care through clinic services, education, advocacy and community partnerships in serving 42 counties in West Tennessee, North Mississippi and East Arkansas.

Who We Are

A letter from PPGMR's leadership:

It has been a year of change and challenge for Planned Parenthood Greater Memphis Region (PPGMR). During fiscal year 2009, through no fault of our own, PPGMR lost the lease on its current space and faced the task of searching for a new location for our health center and administrative offices. Planned Parenthood has operated out of the same offices at 1407 Union Avenue for more than 30 years. While finding a new space and moving our equipment, furniture and operations is a big challenge, it also presents us with a wonderful opportunity to design a space that better fits our needs. The Union Avenue location has served us well, but the staff is looking forward to moving to a more modern location specifically designed for our health center and administrative offices! If all goes as planned we will move into a new space at 1750 Madison Avenue in Spring 2010.

In the coming year we are also looking to transfer our patient records to electronic medical records. This new system of gathering and storing patient data will make us more efficient and save both storage space and paper. While the transfer will involve an expense, it will also be an investment in the future of PPGMR. We need the continued support of our Board members and other supporters to achieve both of these goals.

While we faced many challenges, we also have many accomplishments to celebrate this fiscal year. We held a number of successful development events, expanded our lobbying and advocacy efforts in Nashville, and made great strides in promoting medically accurate sexuality education in Memphis City Schools. We hope you will take the time to read further about these achievements in this annual report.

Our services continue to be needed here in the Mid-South, now more than ever. While some officials say the recession is over, unemployment continues to rise. And as health care and living costs escalate, even those employed with health insurance will find it difficult to pay for the basic necessities, including birth control. We hear many stories of women who skip birth control, or delay filling prescriptions because of financial difficulties. Unfortunately, those women are risking an unintended pregnancy that will further strain their family's finances.

While you and your family may also be feeling the impact of the weak economy, we ask that you continue to support PPGMR. Our services go to help women and families whose financial conditions are much more difficult than yours. Our promise to you is to use your donations wisely. More than 85% of our spending goes to direct services to women, men and families right here in the Mid-South. Your gift makes a positive difference in the health and lives of families here in our community.



Kate Connell
Board Chair



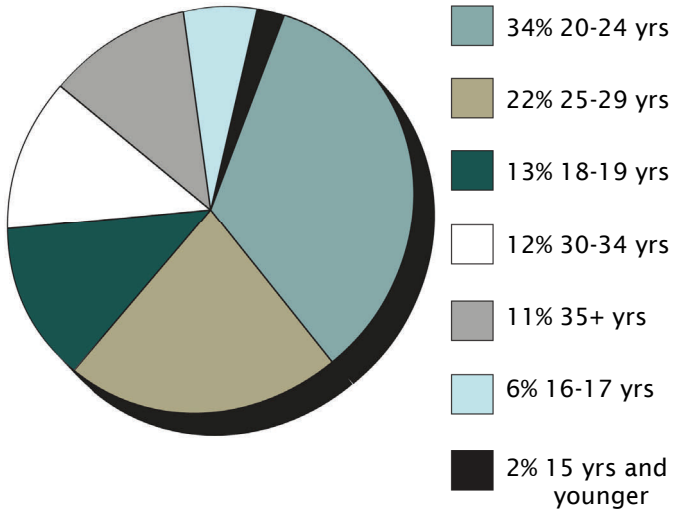
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Past Board Chair



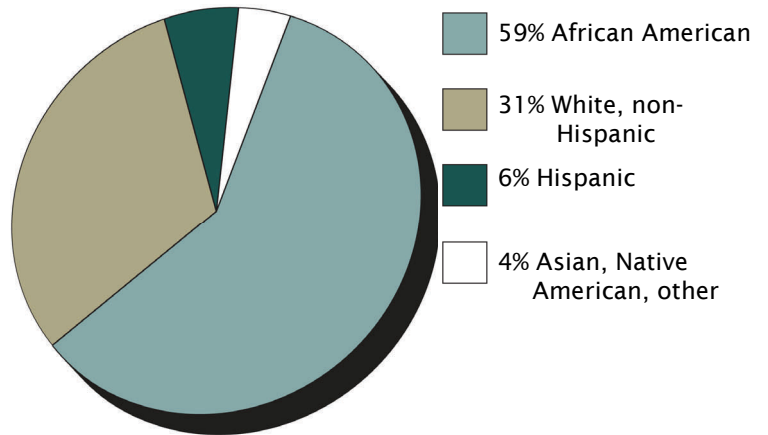
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Who We Serve

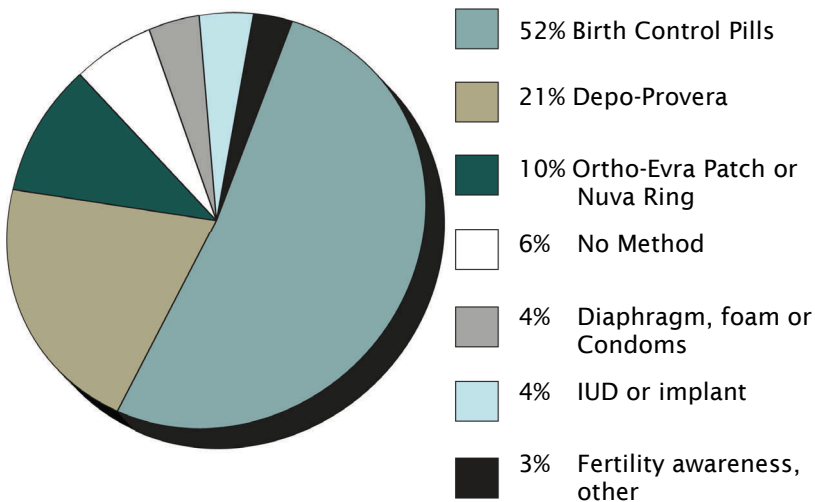
Patients by Age



Patients by Ethnicity



Patients by Contraceptive Method



Patient Visits FY 2009

Family Planning	8,906
HIV Counseling & Testing	1,293
STD Treatment	210
Pregnancy Tests	3,058
Emergency Contraception	1,001
Abortion Procedures	3,074
Other Services	904
TOTAL	18,446

One Patient's Story:

Thanks for being here, Planned Parenthood. I am 32 and became a patient here when I was 19 years old. Without Planned Parenthood, I would not be able to afford to see an ob/gyn at all. Planned Parenthood has helped me through good times and bad times. Thanks for the friendly, kind and most understanding staff and for the great hours that you keep. Staying open after 5 p.m. and on Saturdays is very important. Thanks, Planned Parenthood!



Education

Improving access to medically accurate and age-appropriate sexuality education is one of Planned Parenthood Greater Memphis Region's most important goals. Adolescents need accurate information in order to make wise decisions about sexual activity in order to avoid unplanned pregnancies, sexually transmitted infections and unhealthy relationships.

During FY 2009, PPGMR greatly expanded its outreach to Memphis City Schools. On February 16, 2009, forty school nurses attended an in-service training session led by PPGMR's health educators.

After the nurses' training, MCS administration asked PPGMR to provide training for all of Memphis City Schools' middle and high school counselors. Several of the counselors later asked PPGMR's health educators to make presentations to their students. PPGMR hopes to continue to build on the strides made in FY 2009 to continue developing a collaborative partnership with Memphis City Schools.

This was also a year for improving access to HIV counseling, testing, and prevention education. PPGMR, in collaboration with Memphis Gay and Lesbian Community Center (MGLCC) and the Community HIV Network (CHN) run the only "after hours" testing site in Memphis. People all over the city come to the MGLCC on Wednesday nights to access this service. In FY 2010 the collaboration between PPGMR and MGLCC will expand further as the organizations run Many Men, Many Voices, a CDC research-based HIV preventive education program.

In addition to direct service, PPGMR also plays a vital role in the Mid-South's city-wide HIV prevention strategy. PPGMR Director of Education, Elokin CaPece, MA, was certified as a Tennessee Master Trainer for the HIV Prevention Counseling and Testing Course. PPGMR provides essential training and support for new HIV testers at agencies all over the Mid-South.

PPGMR made the news again and again with outreach events in FY 2009, including World AIDS Day (hosted in collaboration with many other agencies at St. Andrews Community Life Center), National Black HIV/AIDS Awareness Day, National Women's Health Week, and National HIV Testing Day.

PPGMR also made national waves with its college activism work. Rhodes College VOX (Voices for Planned Parenthood) chapter secured several national grants and fellowships in FY 2009 and won the National Back Up Your Birth Control contest with their on-campus Free EC Day. They secured a condom machine for campus, and hosted a year's worth of sexual health education and awareness events on the Midtown college's campus.



Left to right: Rhodes College Vox members Ciara Conway, Courtney Waters and Ai Doan at Rhodes College "Free EC Day."

EDUCATION EVENTS

In-service trainings for Memphis City School nurses and counselors

PPGMR Education Department gets a Certified Master Trainer for the HIV Prevention Counseling and Testing Course

PPGMR expands after-hours HIV testing at the Memphis Gay and Lesbian Community Center (MGLCC)

PPGMR with MGLCC launches "Many Men, Many Voices" A CDC research-based HIV preventive education program

I support Planned Parenthood because Planned Parenthood is an asset to the Memphis community. The work they do to make sure reproductive rights and justice are a reality for every woman and man gives me courage to do the same.

**-Ciara Conway
Education Volunteer**



Advocacy

PPGMR's advocacy program made great strides in FY 2009. PPGMR this year took a much more active role in lobbying the Tennessee General Assembly. In association with Planned Parenthood of Middle and East Tennessee, we hired two lobbyists, one Democratic and one Republican, who worked tirelessly to oppose the many anti-choice bills that came up this legislative session. In April, we took 22 board members, supporters and employees to the state capitol to meet with West Tennessee lawmakers, something we plan to make an annual event.

As a follow-up to the April lobbying trip, PPGMR President Barry Chase met with the Tennessee Black Caucus on May 5, 2009.

The more active lobbying efforts were badly needed during this year's session of the Tennessee General Assembly. The legislative climate in Nashville turned especially hostile toward Planned Parenthood in FY 2009. Social conservatives took control of both the House and Senate and pushed legislation designed to defund Planned Parenthood and make it more difficult for us to provide the health and education services that families need.

Improved Website, E-mail and Social Media Outreach

PPGMR launched its redesigned affiliate website in May 2009. The new site features a more updated look and many improvements to help users book appointments on-line and access health information they need.

Social media outlets promise a whole new means to communicate with supporters and clients. During FY 2009, PPGMR expanded its efforts to connect with our community via social media, including Facebook and Twitter and monthly e-mail news updates.



Left to right: Victoria Johnson, Leah Smith, Sen. Beverly Marrero, Sarah Osmer, Ai Doan, Shoshana Creech. Center front: Valerie Johnson.



Left to right: PPGMR President Barry Chase with Rep. John Deberry, Jr., Chairman of the Tennessee Black Caucus.

ADVOCACY EVENTS

PPGMR in collaboration with Planned Parenthood Middle and East Tennessee hired lobbyists to advocate for reproductive health care and rights in the Tennessee General Assembly

Lobby Trip to Nashville, April 7, 2009

Meeting with Congressman Steve Cohen, May 4, 2009

Meeting with Black Caucus, May 5, 2009

Redesigned website launched, May 2009

E-Newsletter and Twitter outreach and messaging launched summer 2009

I support Planned Parenthood because they advocate for the right to make your own decisions about your body and your future and that is the most basic right that there is.

**-Lindsey Turner
Advocacy Volunteer**

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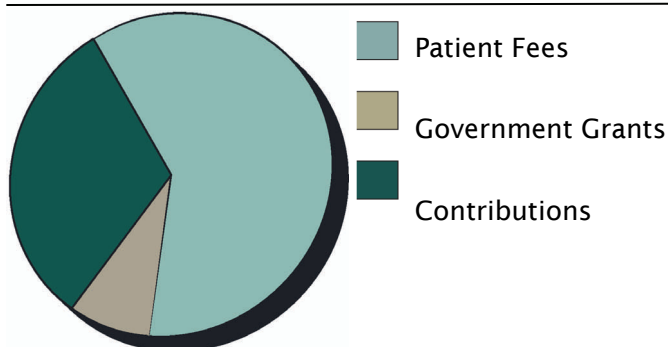
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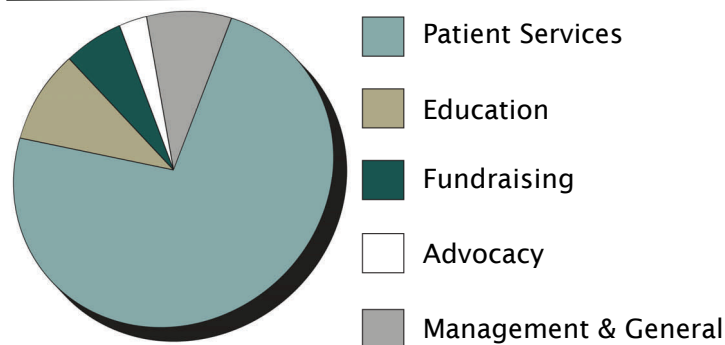
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Operating Revenue



Government Grants	842,267
Patient Fees	1,581,042
Contributions	214,194
Endowment & Interest	(170,396)
Investments	(99,151)
Total	2,345,956

Operating Expenses



Patient Services	1,604,089
Education	203,774
Fundraising	125,710
Advocacy	59,266
Management & General	185,857
Total	2,178,696

I am SO thankful for Planned Parenthood Greater Memphis Region. I have to take birth control pills for a medical reason that has nothing to do with actual birth control. I do not have insurance and haven't for many years. If it wasn't for Planned Parenthood I don't know what I would do.

-Sara Free
 PPGMR Patient

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