

BECAUSE YOU CARE. NO MATTER WHAT.

**ANNUAL REPORT
2013**





Barry and Ashley

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Joan Carr, Vice President
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Tarsha Elliott, Vice President
of Patient Services
Jo Kendrick, Vice President of Finance
Aimee Lewis, Vice President of Development
Jennifer Warren, Community Health Educator

Cover: the Howard University students pictured are l-r. Top Row- Tylisha Mitchell, Danielle Gaynor, Ahnna Beruk, Jessica Lughas. Bottom Row- Melissa Previli, Bibi Mama, Terquesha Jones

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.

PRESIDENT'S MESSAGE

Thank you for supporting Planned Parenthood. Without you, we wouldn't have a Planned Parenthood affiliate in our community. Our donors, supporters, and volunteers make it possible for us to provide high quality affordable health care, honest education, and fearless advocacy.

The next decade in the life of our affiliate will present many new and exciting opportunities for us to grow and prosper: the biggest may be implementation of the Affordable Care Act. We believe strongly that it is part of our mission to help as many of our patients as possible attain affordable health insurance. We hope they will continue to choose Planned Parenthood as their provider because we care for them compassionately and confidentially, and are deeply informed about reproductive and sexual health.

In November we went live with Electronic Health Records. Keep us in mind as we take this giant leap forward—it's very challenging to ensure our services are affordable for those most in need and to keep pace with expensive, new, but necessary, technologies at the same time.

Thanks to you all, we own our building at 2430 Poplar Avenue. In the coming year you will begin seeing improvements to our space so that it's attractive, welcoming, and

reflective of the compassionate care that we provide. We are Planned Parenthood—the most well-respected sexual health provider in the nation and around the world—and we need to look like it, inside and out.

And we have a huge challenge and opportunity this year: as many of you know, there will be a statewide referendum to restrict abortion in Tennessee in November 2014. Amendment One would change our state constitution to give legislators greater freedom to pass laws harmful to women and families. We will defeat this and show the rest of the nation that Tennessee trusts women, not politicians, to make health care decisions.

We're doing many amazing things at Planned Parenthood—among them is Free Condoms Memphis—our county-wide condom distribution program. We gave away over 109,000 condoms last year to combat the epidemic of HIV, STIs and unintended pregnancy in our community. We're doing this in partnership with churches and local businesses, and we're being talked about all over the country as a model program. We also recently received a grant from the federal government to better integrate our amazing work in HIV prevention and care with our equally amazing reproductive healthcare.



This first year that I've spent at Planned Parenthood has been exhilarating and rewarding. All I have to do is walk into our waiting room and see the faces of the women, men, and teens we serve, and I know that I'm in the right place, and my efforts and yours are making the Memphis region more compassionate, a place where women are valued, not judged, and they are trusted to make their own decisions when offered a full range of information. Thank you for your dedication to our mission and your passionate support!

Ashley Coffield
President/CEO

Planned Parenthood Greater Memphis Region Reached over 40,000 through outreach classes, community events, and other programming in 2013

BOARD CHAIR'S MESSAGE

I feel like we tell you every year that THIS year brought changes and challenges, good and bad. True enough. But I think this year the changes and challenges, while big, are all good.

If you did not already know, and as you can see from the President's Message, the biggest change has been finding a leader for our affiliate. Barry Chase, after nearly 10 years of steadfast and true service, has retired. I could not be more proud to have worked alongside him during my years on the Board. If you were not able to attend this year's James Award, where we honored him, I hope you'll see the article on page X; I cannot imagine anyone more deserving.

I feel the same way about our new President/CEO, Ashley Coffield. Ashley has devoted her career to public health and has led a wide range of health policy, health services research, and health promotion programs. Most recently she served as Project Director of the Washington, D.C.-based Partnership for Prevention's cooperative agreement with the Centers for Disease Control and Prevention. She is also no stranger to

PPGMR having served on the Board of Directors from 2001-2009, and as Board Chair from 2005-2007. Ashley brings a fresh set of eyes and goals to PPGMR as well as a skill set, unmatched and perfectly timed, to steer us through the change coming with the implementation of the Affordable Care Act.

In other exciting news, I want to share with you our most recent accreditation with Planned Parenthood Federation of America. It's a complicated process, involving almost 600 indicators covering everything we do, from our Health Center services, to our financial, education, advocacy, and stewardship practices, and everything in between. It is my very great pleasure to announce that our affiliate was fully accredited. On behalf of the Board, I want to thank Ashley and the staff for a job well done. It was an arduous and time-consuming process but they did it.

To come full circle, I also want to thank Barry; surely this amazing milestone, and many others, could not have been accomplished without his many years of leadership and direction.



Finally, as I leave my position as Board Chair, I want to thank all of my fellow Board Members and the Staff of PPGMR. You all are an inspiration to me! I know that you will assist our new Board Chair, John Marshall Jones, as he takes over the reins and I wish him all the best as he and Ashley move our organization forward—to *infinity and beyond*.
.....

A handwritten signature in black ink that reads "Robin H. Rasmussen".

Robin H. Rasmussen
Board Chair

Planned Parenthood Greater Memphis Region in 2013:

- Tested **711** people for HIV in outreach
- Tested **2,035** people for HIV in the Health Center
- Taught **187** classes on sexual health topics for people of all ages
- Distributed sexual health information at **27** community festivals and events
- Conducted **35** training sessions



Brittany Lippert and
Keeley Winfield Schoepke

At Planned Parenthood, care is much more than the services we provide; it is the way we approach our world.

PPGMR SexEd: AN INSIDE LOOK

by Catherine Coker

I started volunteering with Planned Parenthood when I was a freshman at Rhodes College. As a Bonner Scholar, the amount of time I volunteered had a lot to do with the fact that I needed service hours, but Planned Parenthood quickly turned into a second home. Assembling endless condom packs, filing, and office work afforded me an opportunity for which I couldn't be more thankful.

I began shadowing PPGMR educators Elokin Capece and Jennifer Warren. Elokin encouraged me to teach during college and start out as a sexuality educator early on. I interned on two projects, teaching *!Cuidate!* curriculum (an HIV prevention intervention for Latina teens) and as the HIV testing and education assistant.

When I graduated and started working as a PPGMR educator, I was scared out of my mind. I knew the material, but I lacked the confidence to get up in front of a room and facilitate the way that Elokin and Jennifer do. But I learned as much as I could from them, I went to the Training Institute in Sexual Health Education (TISHE), and started JustUs, our peer education program for teens. Now, I'm confident and ready to put it all into practice.

Working with youth in Memphis to help them see that they have control and responsibility for their own sexual decisions and identities, that their point of view is important, and that they can be leaders in promoting sexual health is so rewarding. In order to have a healthy relationship with someone, teens need to know how to be healthy themselves, and personal decision making skills and meditation are included in the JustUs comprehensive sex education curriculum. So far, we've had three trainings in our office, and several at Job Corps and Juvenile Court. We also have regular peer educator meetings on Thursday nights.

Elokin is my mentor in the truest sense of the word. She loves her job and constantly looks for ways to be better and to create more. Under her direction, our Sexpert peer education program for college students has become a driving force in sexual health dialogue on college campuses. I hope to replicate her success with JustUs. *Free Condoms Memphis*, PPGMR's condom distribution program, was her vision and she could run it with her eyes closed; though driving to over fifty locations to drop off condoms with closed eyes would be a little dangerous.

We also offer professional trainings. Elokin and Jennifer, certified as Master Trainers in Tennessee, facilitate an HIV counseling and testing training called *I Know* that creates an army of people in Memphis ready to test clients for HIV with accuracy and counsel them compassionately.

Jennifer is the counseling master. She knows how to reach a client during counseling session in a way that makes them feel at home, as if Jennifer is a good friend or family member. That's why the senior citizens who take her *Older, Wiser, Sexually Smarter* class have such a good time- they are able to ask questions about sexuality that were too taboo to ask until now.

The range of classes and trainings we offer for such diverse groups means there is never a dull moment in our Education department and we wouldn't have it any other way. We love it. And we thank you for making it possible to do this important work we love.



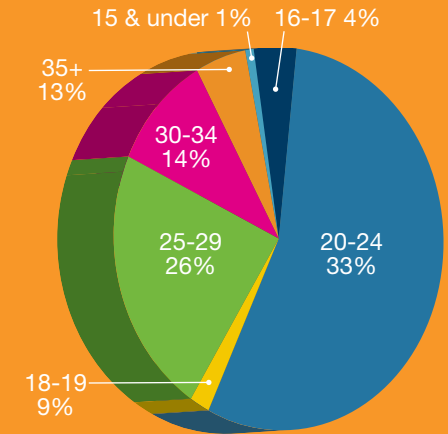


*PPGMR Trained 59
Sexperts from 10 college
campuses at seven trainings*

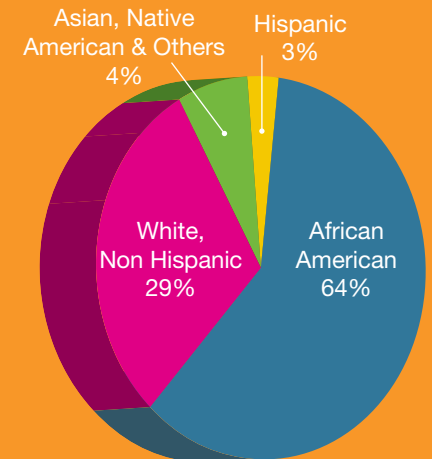
- University of Memphis, Rhodes College, Christian Brothers University, LeMoyne-Owen College, University of Mississippi, Rust College, Howard University, Southwest TN Community College, Dyersburg State Community College, Vanderbilt University
- Trained staff at the University of Mississippi as Sexpert Trainers. There's a University of Mississippi on-campus training Sexperts scheduled for February, 2014, which will launch the Sexperts program there.

WHO WE SERVE

PATIENTS BY AGE



PATIENTS BY ETHNICITY



PATIENT SERVICES

Family Planning	7,190
HIV Counseling & Testing	2,035
STD Treatment.....	82
Pregnancy Tests	2,260
Emergency Contraception.....	523
Abortion Procedures	2,271
Other Services.....	2,169
Total	16,530

JAMES AWARD

The ninth annual James Award honored Barry Chase in October at a reception at the Dixon Gallery & Gardens' Hughes Pavilion. Barry served as PPGMR's CEO and chief spokesperson for 10 years until his retirement in April of this year.

Barry joined us at a watershed moment in our history and led PPGMR through many transitions during his tenure, including a move to a state-of-the-art health center and office complex at 2430 Poplar Avenue. He also oversaw the development of a vibrant and highly-regarded education and outreach program, with cutting-edge initiatives such as Free Condoms Memphis, and the expansion of advocacy efforts to empower Planned Parenthood patients to speak out.



“ Under Barry's leadership, Planned Parenthood Greater Memphis Region grew into a leading provider of education, HIV prevention services and patient-centered advocacy in the Mid-South. Barry built a solid base from which this organization can grow and thrive and continue to serve our patients and the entire community. We are pleased to show our gratitude to him with the James Award this year. ”

– Current President and CEO Ashley Coffield

Above (l-r): Awardee Barry Chase, Lindsey Chase, Maggie Ols-wanger, Susan Chase, Jenni Falkof, Mila Falkof, Andy Falkof

Left (l-r): Joan and Dr. Michael Sumner

Barry's wise decisions and business acumen kept the organization on solid financial footing through myriad challenges, allowing us to continue to provide much-needed preventive health and education services to the Mid-South community.

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 \$40,000 to support PPGMR and those we serve.



Past recipients of the James Award are 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), 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.

Top (l-r): Alyssa Moore, Danita Macon, Andrea Claxton

Left (l-r): Ashley Coffield, Debbie Binswanger, Ann Hawkins



Top (l-r): Holly Hagan, Michael Levin, Audrey Levin. Middle: Ann Bourkard, Leanne Pate, Dot Gilbertson. Bottom: Rabbi Ilan Glazer, Barbara Newman, Rabbi Chanah Leslie Glazer

OPERATING REVENUE

Patient Fees.....	\$1,409,807
Government Grants.....	\$666,416
Contributions.....	\$534,545
Endowment & Interest.....	\$126,588
Investments.....	\$118,757
Total	\$2,856,113

OPERATING EXPENSES

Patient Services.....	\$1,678,954
Education.....	\$247,561
Fundraising.....	\$75,120
Advocacy.....	\$156,490
Management & General.....	\$284,030
Total	\$2,442,155



Top (l-r): Shiloh Barnat, Lydia Barnat, Chloe O'Hearn
 Middle: Dr. Robert Burns, Linda Nichols, Dr. Lisa Jennings
 Bottom: Lobby Day 2013 attendees



Above (l-r): Mike Lupfer, Shirley Lupfer, Eddie Kaplan, Phyllis Kaplan

Middle: Liz Rincon, Paula Barnes, Cliff Barnes

Bottom: Debra Dulberger, Ashley Coffield

Top: Jakatae Jessup, Abby Schultz, Kimberly Hooper

Middle: Rev. Stacy Smith, Wendy Sumner-Winter, Dr. Amanda Quillen, Shayla Lawrence

Bottom: Phone banking volunteer Molly Trappe

*TOGETHER WE WILL CREATE THE HEALTHIEST
GENERATION EVER BY PUTTING SEXUALITY
EDUCATION AND SEXUAL HEALTH CARE IN
THE HANDS OF YOUNG PEOPLE—GIVING
THEM THE INFORMATION AND POWER THEY
NEED TO SHAPE A HEALTHIER FUTURE.*

*~ CECILE RICHARDS, PRESIDENT, PLANNED
PARENTHOOD FEDERATION OF AMERICA*



Greater Memphis Region

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