

A close-up portrait of a woman with dark hair pulled back, wearing an orange top and a necklace. The background is a light, neutral color with faint white circles.

PLANNED  
PARENTHOOD  
*Annual Report*

FISCAL YEAR

2011

The logo for Planned Parenthood, consisting of a stylized 'P' inside a square.

Planned Parenthood® | WE'RE HERE.™  
Greater Memphis Region

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## President's Message

Challenges in FY2011? Challenges are what we've come to expect; our commitment to those we serve and our community impels us to continue our important work of promoting positive sexual health in the Mid-South despite the many obstacles we face. And however many obstacles there are, our successes overcome them.

This year our HIV outreach and testing efforts have been recognized by the Tennessee Department of Health. PPGMR's Wednesday night outreach testing in collaboration with Memphis Gay and Lesbian Community Center (MGLCC) is the most successful outreach program in the state in terms of identifying people who are at-risk of HIV infection, counseling and testing them, and linking positive individuals to treatment and assistance so that they can remain healthy and protect their partners. At MGLCC, 7% of people we test are positive, a much higher positivity rate than most testing agencies. Because our MGLCC weekly after-hours testing has been so successful, it led us to establish a network of off-site testing locations all over Memphis in 2011. National research tells us that the most effective HIV testing programs 1) offer HIV testing opt-out in family planning or STD health centers and 2) offer weekly testing at community locations. Our staff does both and they do them both well.

This important HIV testing and prevention work will continue in FY2012 because the Regional Community Planning Group grant that funds the project has been renewed for the next two years. Moving forward, a new partnership with Latino Memphis will allow us to expand our program to include outreach testing and prevention counseling among Latinos, who are at high-risk for HIV and are also typically underserved by our health care system.

Additionally, our success with outreach testing and prevention helped us secure grant funding for a major syphilis elimination project in Shelby County. The \$85,000 multi-year federal grant will allow PPGMR to provide free syphilis testing in our health center and at an off-site after-hours location.

Even after seven decades and a proven track record of health care and sexuality education service to our community, our political challenges were greater than ever this year. Conservative politicians in the Tennessee General Assembly once again sought to block PPGMR from receiving federal family planning funding and succeeded in channeling the funding to the Shelby County Health Department. (Please see the article on pages three and four for more information on this and other area challenges) PPGMR is here and we're here to stay; we will continue to advocate for the women, men, and teens who need our help.

In order to do that, PPGMR and its supporters must become more politically active for our collective voice to be heard. The Lobby Day trip to Nashville in March was our biggest yet, taking more of you to meet with more representatives than ever before. I encourage all of you to come with us to Nashville in 2012, but also to get to know your state representatives, state senators, county commissioners, and city council members personally and contact them throughout the year. The same opposition to women exists in the Congress, so make sure your voice is heard at every level. Let them know that the reproductive health care and comprehensive sex education provided for the women, men, and teens by Planned Parenthood matter to you!



Barry Chase  
President



PPGMR's Wednesday night outreach testing in collaboration with Memphis Gay and Lesbian Community Center (MGLCC) is the most successful outreach program in the state

## Board Chair's Message

During my tenure as Board Chair of Planned Parenthood Greater Memphis Region, I have seen our affiliate go through an exciting and turbulent time of change.

One of the biggest changes, of course, was our location. Constructing and moving into the new health center at 2430 Poplar Avenue was an enormous and expensive undertaking, but one that has been ultimately very successful thanks, in no small part, to you.

One important measure of the success of our move is the fact that we are now seeing more patients than ever before. During FY2011, we provided more than 23,000 unique patient services, including, well-woman exams, birth control, cancer screenings, tests for HIV and STIs, among others. That's a more than 6% increase in health center services over 2010, so you can see that our services are still very much needed in the Mid-South community.

Our education and outreach programs continue to thrive. In outreach, PPGMR's health educators provided comprehensive, age-appropriate sexuality education to more than 4,349 women, men, and teens in FY2011. Our educators are partnering with more diverse organizations than ever before, including schools, churches, non-profit agencies and community centers to bring accurate information about sexual health to the people who desperately need it. Information about preventing HIV and other sexually transmitted infections and pregnancies literally saves lives. It has been a great privilege to play a part in an organization that fills such a critical need in the Mid-South.

While still serving on the Board of Directors, this year I leave the Chair position in the very capable hands of Robin Rasmussen. Robin has served on the Board for over five years now. She is a tough-as-nails litigation attorney who likes to ride motorcycles. She also lives in Holly Springs, a fortunate thing for Planned Parenthood and the women of Mississippi because PPGMR is a key partner in the coalition opposing a Mississippi constitutional amendment, the so called "personhood" initiative. (Please see the article on pages three and four) There is no one more capable or ready to fight this initiative than Robin!

Thank you for supporting us. In a changing world, one thing never will and that is PPGMR's commitment to promoting healthy sexuality, healthy choices and healthy families for all the people of the Mid-South.



Nora Boone  
Board Chair



3,160 women,  
men, and teens  
were counseled and  
tested for HIV

## Operating Revenue

Patient Fees .....	\$1,245,291
Government Grants .....	\$829,298
Contributions .....	\$869,367
Endowment & Interest .....	\$184,431
Investments .....	\$117,290
<b>Total.....</b>	<b>\$3,245,677</b>

## Operating Expenses

Patient Services .....	\$1,705,712
Education .....	\$236,346
Fundraising .....	\$152,995
Advocacy.....	\$59,239
Management & General .....	\$330,446
<b>Total.....</b>	<b>\$2,484,738</b>



# We're Here. And We're Not Going Anywhere.



This has been a legislatively tough year. Women's and families' rights have been attacked at the federal, state, and local levels.

Following the failed national effort last spring to disallow federal family planning funds for Planned Parenthood, the Tennessee General Assembly attempted the same bias when Sen. Stacy Campfield, a Republican from Knoxville, added an amendment to the state budget requiring that all federal Title X money for family planning services be used only by County governments.

But another amendment nullified Campfield's underhanded action.

When the Shelby County Mayor and the Health Department were forced into accepting all the federal family planning funds even though the county does not have the staff or infrastructure to serve the high-volume of family planning clients locally, they decided to subcontract to another agency.

These are the same family planning services PPGMR has been providing to Memphis-area families under Title X since the 1970s.

Based on our experience and readiness, Shelby County contracted with PPGMR for a three-month interim period, from July through September. When these interim funds ran out in early August, PPGMR continued to provide family planning services at no charge to Title X qualified patients.

But Planned Parenthood Greater Memphis Region did not receive the final contract.

Shelby County has awarded the contract for these services to Christ Community Health Services (CCHS). CCHS freely admits that they will not provide emergency contraception on site

but will instead refer to another provider, which creates a barrier for an already time-sensitive issue. In counseling, CCHS will not advise a women where to turn if she feels pregnancy is not her best option. Current and former CCHS patients readily describe CCHS efforts to proselytize to patients in their clinics. CCHS is not even prepared to immediately begin serving the community as the request for proposals required; they must hire and train necessary clinic staff, and create an education program.

**Yet PPGMR is here. PPGMR is ready to serve every patient who walks through our doors. PPGMR supplies all contraception on-site, immediately. PPGMR offers non-judgmental, non-directive counseling for all of a pregnant woman's options. PPGMR educators have well-established programs and community partnerships, and provide thousands of area women, men, and teens with age-appropriate sexuality education each year.**

This loss of family planning funding will create a challenge for our budget to provide all of these vital services. We have made adjustments to our sliding fee scale that patients pay, but this loss of \$647,900 to our annual budget will seriously affect how much we can discount services for those who need us most and have the least.

PPGMR appreciates Commissioners Walter Bailey, Henri Brooks, Melvin Burgess, and Sidney Chism for their votes against the contract award. But make no mistake: the women and families of our area have been ill-served by the other Shelby County commissioners, who are using women's health and the well-being of our community for political pandering.



PPGMR  
provided 9,185  
family planning  
services.

## Proposed Constitutional Amendment in Mississippi Threatens Women and Families

This November, Mississippians will vote on Ballot Initiative 26, known as the “personhood amendment,” a proposed constitutional amendment that establishes the “personhood” of each citizen as being “from the moment of fertilization, cloning, or equivalent thereof.” No matter your opinion on the moment life begins, this is a dangerous amendment with extreme consequences for all Mississippi women and families.

If this amendment passes, it could potentially ban many commonly used forms of contraception; assisted reproductive technology like In Vitro Fertilization; abortion; and lead to more government intrusion in the doctor-patient relationship, and the personal lives of Mississippi families, such as opening medical records to investigate miscarriages.

This will mean more unintended pregnancies for Mississippi women, putting families at risk, and forcing women to face unhealthy and dangerous options. It is yet another example of political expediency trampling on the rights of women and families in the Mid-South.

## You have the power to do something for families in the Mid-South.

Make your voice heard. Learn who your elected representatives are at all levels of government and communicate with them. Vote. Write letters to the editor. Talk to your neighbors. Make a gift to support our services.

## Stand with Planned Parenthood.

For more information or to get involved with either of the above issues, contact Joan Carr, Director of Community Affairs, at [jcarr@ppgmr.org](mailto:jcarr@ppgmr.org) or 901.725.3008. To make a gift, contact Aimee Lewis, Director of Development, [alewis@ppgmr.org](mailto:alewis@ppgmr.org) or 901.725.3051.



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



# James Award

The Scharff Family was honored this September at the seventh annual James Award.

The Scharff Family's work with PPGMR goes back 45 years and began with Judy Scharff. In 1966, Judy was chair of the board and responsible for affiliating PPGMR with Planned Parenthood Federation of America.

Ed Kaplan was a friend of Judy's who, because of her influence, served many early years on the board, and then later as PPGMR's legal counsel. Of those early years, Ed said, "The atmosphere was charged with Judy's constant presence. She was a magnet. She made us all brave because we were afraid to be less courageous than she."

Sadly, Judy passed away as a very young woman in 1976, leaving behind her husband and four young sons. But Judy's fiery, passionate courage did not die with her. PPGMR has been truly fortunate that as these young boys grew into men, they remembered her work on Planned Parenthood's behalf.

Two of them, Richard and Jon, live in Memphis and have served on the PPGMR board at different times over the years, and Richard served as board president. Lewis and Ron, support the Planned Parenthood affiliates in Maryland and Missouri where they live, respectively. And as a family, they continue to give generously to PPGMR.



l-r: PPGMR President Barry Chase, 2011 James Award recipients Lewis Scharff, Jon Scharff, Richard Scharff, Ron Scharff, and 2012 PPGMR Board Chair Robin Rasmussen

Accepting the award, Ron said, "Mom had five passions: the four of us and Planned Parenthood. As kids, to sit on the front lawn and stuff a thousand envelopes for Planned Parenthood was a fun afternoon because you got to do it with my mom...One of her mantras was, 'don't take no for an answer, there's always someone who can help you find the middle ground and keep moving forward.' That's what she was about and I encourage all of you to keep fighting and keep moving forward."

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.

Past recipients of the James Award are 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](mailto:alewis@ppgmr.org).*

*This year's event, the most successful to date, raised over \$25,000 to support PPGMR and those we serve.*

PPGMR's educators provided comprehensive, age-appropriate sexuality education to **3,608** individuals; an additional **741** were counseled in outreach on risk of pregnancy, HIV, and other sexually transmitted diseases; and reached more than **30,000** people through community events and health fairs.



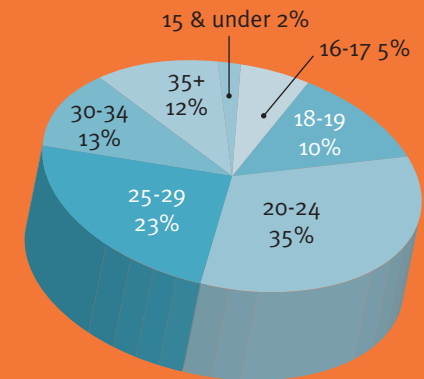
l-r: Barbara Loevy, Carol Katz, Gene Katz, Happy Jones, and Meryl Klein at the 2011 Open House



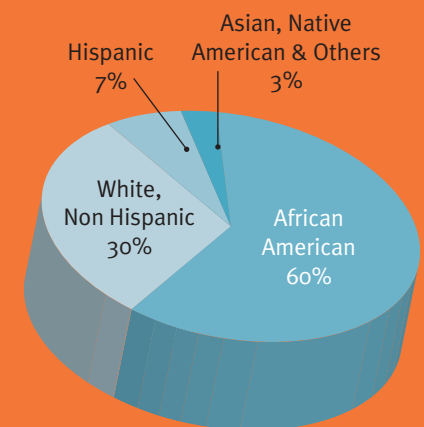
l-r: New Board Members Joanna Fehse, Precious Moore-Coleman, Kathryn Pascover, and Barbara Newman (not pictured, Margaret Johnson and Frank Watson)

## Who We Serve

### Patients by Age



### Patients by Ethnicity



### Patient Services

Family Planning .....	9,185
HIV Counseling & Testing .....	2,419
STD Treatment.....	242
Pregnancy Tests .....	6,754
Emergency Contraception .....	765
Abortion Procedures .....	2,370
Other Services .....	1,400
<b>Total.....</b>	<b>23,135</b>



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PPGMR thanks the following donors for their generosity & commitment from July 1, 2010-June 30, 2011

### \$100,000+ Visionary

Anonymous

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PPGMR thanks the following donors for their generosity & commitment from July 1, 2010-June 30, 2011

6,754  
women  
received  
pregnancy  
tests and  
counseling.

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## PLANNED PARENTHOOD DONORS

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83% of  
PPGMR's  
patients are  
age 20 or  
older.



## PLANNED PARENTHOOD DONORS

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.....

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

.....

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.™**

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