

Barbara Zdravecky Announces Retirement After 24-year Career at Planned Parenthood

After 24 years, Barbara Zdravecky has announced her retirement as CEO of Planned Parenthood of Southwest and Central Florida (PPSWCF). Described as a warrior, champion, friend, leader, and visionary, Barbara's contributions to Planned Parenthood and to the women's movement over her past twenty-four years are numerous and epic.



Barbara bravely led PPSWCF to become the first Florida affiliate to offer abortion services. She oversaw the expansion of services to include men and members of the LGBTQ community. During her tenure, she spearheaded the effort to build a new headquarters in Sarasota. More recently, she successfully navigated the merger of three affiliates into a powerful regional health care provider and advocate for our patients' health and launched a successful transgender care program.

In her usual thoughtful and thorough fashion, Barbara strategically prepared for this transition. She has been thinking about retiring for the past couple of years but wanted to make sure that the organization's footing was firm. The prospect and then process of merger required careful analysis and management of complex internal decisions. Barbara felt an obligation to see it through to successful completion. While there could never be a perfect moment, she leaves in place a solid organizational infrastructure, a committed, capable management team and a talented and dedicated staff. The new CEO will inherit a strong base to build on.

In the meantime, the board has begun the search to identify a person with the skills and expertise to lead the affiliate forward by early 2018. To ensure a smooth transition, Barbara has agreed to remain in her role through January 2018. To honor Barbara for her service, there will be several events held this fall, with opportunities to give a gift in her honor to a special fund (see details inside).

With tenacity, grit and optimism for the future, Barbara brought Planned Parenthood from a \$1 million dollar

entity to a thriving \$17 million dollar regional healthcare powerhouse. 45,000 patients visit any one of 11 health centers within a region that stretches from Orlando to Tampa, Sarasota, and Naples.

Prior to her work at Planned Parenthood, Barbara was a registered nurse and the Patient Care Coordinator of the First Hospice Program in Key West, primarily caring for AIDS patients, and coordinating research and care with local physicians at Jackson Memorial Hospital in Miami.

In November 2014, Barbara received the "2014 Voice for Equality Award" from Equality Florida. In 2015, she was named a "Wonder Woman" by the Women's Resource Center of Manatee County and was featured in Sarasota Magazine, where she was aptly referred to as "The Warrior." The magazine went on to describe her as "one of the country's most influential advocates for women's rights, fighting one battle after another." She also received the prestigious Ruth Green Award, awarded by the CEOs of Planned Parenthoods across the country.

While extending the services, reach, and resources of PPSWCF, Barbara has led countless battles against relentless legislative efforts to block access to abortions and damage the reputation and financial stability of Planned Parenthood. Throughout her tenure, she has fought tirelessly for the healthcare needs of all and has received numerous state and national awards for her advocacy.

Visit us online at www.ppswcf.org for more information about Barbara's announcement.

You can also make a gift in her honor to the Barbara Zdravecky Fund for the Future.

See the middle insert envelope to make a gift today!

Dear Friend,

We stand together and in solidarity with you. Thank you for being with us every step of the way as we have fought together in this historic year.

Floridians know they can count on Planned Parenthood for nonjudgmental, compassionate and affordable quality care. With nearly 78% of Planned Parenthood health centers in medically underserved areas, Planned Parenthood is a trusted provider for communities in need.

This year has been historic:

- Across the country, thousands of people have continued to march in solidarity for women's rights. Here in Florida, Planned Parenthood was at the forefront of bringing this message to Florida Governor Rick Scott and the Florida Legislature. Our strong presence in Tallahassee (as volunteers met with elected officials, and conducted phone banks and letter-writing campaigns) ensured that 8 anti-women efforts did not reach committee-level hearings.
- Blocking people's access to Planned Parenthood is deeply unpopular. The American Public Health Association, the American Medical Association and the American College of Obstetricians and Gynecologists all agree that stripping away Planned Parenthood's ability to serve Medicaid patients is not medically sound. Members of Congress from both parties and a clear majority of American voters agree, based on a June 2017 Quinnipiac poll showing that 80% of voters support Planned Parenthood and oppose efforts to block people from getting care at Planned Parenthood.
- We've enjoyed a record-breaking year of capacity-building, as our volunteer and donor base has grown exponentially. At our affiliate events, donors and allies came together to celebrate and welcome former Texas Senator Wendy Davis, legendary physician Willie Parker, legal scholar Dahlia Lithwick, and Sonya Renee Taylor, founder of The Body is Not an Apology. Volunteers are signing up in record numbers to advocate in their communities for our work.
- And finally, our business is growing. With the opening of a new health center in Tampa, and several health center expansions and upgrades throughout the affiliate, our 11 health centers and 170 employees served 45,000 patients this year. And we are not stopping.
- This year also brings changes in our board leadership. Eight new board members will join us as we begin this fiscal year. Laurie Cowan Phillips is the new board chair (see bio on the next page). We especially thank Carolyn Johnson, who has been board chair for six years. Carolyn's leadership has been invaluable as we navigated some of our most difficult years and she will continue to serve the affiliate in a board capacity. We are grateful to Carolyn for her unwavering support, kindness, and tenacity as board chair.

Patient care is at its finest when an entire team comes together: donors, volunteers, board members, employees, and the leadership of our CEO, combine to make a winning team for Planned Parenthood of Southwest and Central Florida. The announcement of Barbara's retirement in January of 2018 brings a new chapter for all of us. The board of directors and our leadership team will be working together to ensure a smooth transition, while also honoring the incredible legacy of 24 years of service.

We look forward to seeing you soon.

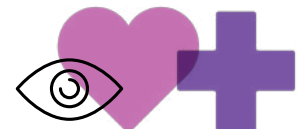
Onward



Laurie Cowan Phillips
Board Chair



Barbara Zdravecky
President/CEO



NEW DIRECTIONS AND GROWING AFFILIATE

GOVERNANCE AND LEADERSHIP

WELCOME LAURIE COWAN PHILLIPS, BOARD CHAIR

Laurie Cowan Phillips has been selected as the PPSWCF board chair for the 2-year term beginning July 1, 2017. Laurie is the former board chair for the Collier County Planned Parenthood, a former patient, and a supporter of Planned Parenthood for over 30 years. She was instrumental in the merger and transition of the Collier affiliate with Southwest and Central Florida. Originally from Boston, Cowan Phillips, who now resides in Naples, has over 25 years of healthcare policy and management experience. She has a keen understanding of the mission, goals and objectives of both academic medical centers and community hospitals and their complex organizational and financial structures. Laurie's range of expertise includes strategic planning and project management, capital planning, financial management, real estate acquisition and operations, and facility planning and design.

As an independent consultant, Laurie's lead client was a nationally recognized integrated real estate company. Her role there had been to develop and execute work for their clients in the life sciences industry. Prior to her consulting, Laurie served as Vice President of Capital Planning and Management and Vice President of Strategic Planning and Marketing at Boston Children's Hospital.

Prior to that, Laurie was Senior Vice President of Corporate Services and Vice President of Planning and Marketing at LGH Corp, Inc., the parent corporation for Lowell General Hospital, comprised of a community hospital, nursing home, home health agency and a Federally Qualified Community Health Center.



Laurie served on the boards of the Tufts Health Plan and the Schwartz Center for Compassionate Health Care.

Following her move to Naples, FL, Laurie participated in Greater Naples Leadership and became actively involved in charitable work as a board member of Planned Parenthood of Collier County and Moorings Park, a continuing care retirement community. She is an alum of Boston University, where she received her undergraduate

degree from the College of Liberal Arts, and her MBA. She has a Certificate of Advanced Negotiation and Conflict Resolution from the Harvard School of Public Health.

PPSWCF BOARD OF DIRECTORS

(Effective July 1, 2017)

Officers

- Laurie Cowan Phillips, Chair, Naples
- Dennis Rees, Vice Chair, Siesta Key
- Jane Graham, Vice Chair, Naples
- Boyd Lindsley, EdD, Vice Chair, Oviedo
- Juli Robbins Greenwald, Treasurer, Tampa
- Sandra (Sandi) Stuart, Secretary, Tampa

Members

(* denotes NEW board member)

- | | |
|-------------------------------------|-----------------------------------|
| Jody Alexander, MD, Naples | Nancy Natilson, Tampa |
| Mandi Ballard Clay*, Tampa | Robert A. Nordland, MD, Naples |
| Cole Caruso, Estero | Carol Poteat-Buchanan, Sarasota |
| Linda L. Fleming, Tampa | Jennifer Sandoval, PhD*, Orlando |
| Carolyn Johnson, Sarasota | Ellen Seidensticker*, Sarasota |
| Edward Kolesar*, Naples | Felice Schulaner, Siesta Key |
| Reneé Gilmore, Sarasota | Clare Segall, Longboat Key |
| H. Sara Golding Scher, Tampa | Brenda Sheridan, Fort Myers |
| Georgine Lamvu*, MD, Orlando | Barbara Teaford, Naples |
| Kate Lannamann*, Osprey | Rev. Dawson Taylor, DMin*, Naples |
| Maria Ruiz Margenot, Orlando | Jon Yenari, MD, Sarasota |
| Cornelle Maxfield*, University Park | Maria V. Zavala, Bradenton |

CELEBRATING 1 YEAR OF 4 STARS

While we've always been proud of our commitment to financial transparency and accountability to our donors, having outside organizations recognize and affirm these values helps us let a broader group of donors know about us. Last summer, when Charity Navigator upped our rating to 4 stars from 3, we saw just how true that is!

For example, one new donor contacted us and let us know that although she doesn't live in Florida, she chose to support us specifically because of that rating. She knew that she wanted to support Planned Parenthood's mission, but also wanted to make sure she was supporting organizations whose approach to financial management were in agreement with her own.

At that time, we were one of only a few Planned Parenthood affiliates with a 4-star rating.

Charity Navigator is America's premier independent charity evaluator and they awarded Planned Parenthood of Southwest and Central Florida four stars in 2016. Receiving four out of a possible four stars indicates that we adhere to good governance and other best practices and that we consistently execute our mission in a fiscally responsible way.

We're happy to say that we've got more company, now, and are excited that more affiliates are joining us in this category.

If you're interested in seeing more of the reasons why we've earned this 4-star rating, one of the best places to look is on our website: www.ppswcf.org. On it, we've included our most recent Annual Report and 990, as well as information on our services, programs, privacy policies, and the Donor Bill of Rights.

We're especially gratified to have received this rating during our first year as a merged affiliate - proof that we're always **stronger together**.



LEADERSHIP TEAM

The leadership team of PPSWCF supports the CEO in carrying out the strategic initiatives of the board and manages the day-to-day operations for the affiliate. Your leadership team

members will be an important part of the CEO transition process to help support the board during this time and transition the affiliate toward its new future.



PAULINE PARRISH
VP of Finance/CFO



KATHLEEN WIGGS-STAYNER
VP of Patient Services



SUJATHA PRABHAKARAN, MD
VP of Medical Services



ARLENE FEDDO KNOX
VP of Philanthropy

HEALTH CENTER NEWS

TRANSGENDER SERVICE PROVISION

In 2016, Planned Parenthood of Southwest and Central Florida launched one of the first-of-its-kind Transgender Care Program. The results have been astounding.

PPSWCF took bold steps to address the barriers to care that transgender patients face. We closed all Health Centers for a day to provide education for our entire staff, from Call Center to CEO, Finance to Front desk, Clinician to Medical Assistant, so that everyone was prepared to offer informed, compassionate care.

In October of 2016, we began offering hormone provision for people 18 and older, in addition to preventive care, at all health centers. In the time since we began this service, we have had over 200 patients access transgender care. The stories from grateful patients have been inspirational.

One woman was so excited to have her first breast exam - it truly made her feel "like a woman." Other grateful patients have cried, hugged, and even sent presents and candy to our staff. This is a service that creates joy - for the patients who receive it and for the staff who feel privileged to be able to provide it.

Planned Parenthood of Southwest and Central Florida is committed to providing high quality, nonjudgmental health care regardless of race, income, geography, citizenship status or gender identity. Transgender and gender-nonconforming people face barriers and challenges in accessing health care in a compassionate, safe environment. Many healthcare providers do not have an adequate knowledge and understanding of transgender identities and do not want to. The forms and language used, insurance coverage issues, and provider misunderstanding can create an unwelcome environment for these patients. We are proud of the success of this program.

Flag raising at Collier Health Center and donation of flags-

"WE ARE AMERICANS, TOO." So said Jack Dennis, a long-time supporter and friend of Planned Parenthood, who donated the purchase and installation of an American flag, flagpole, and 600 hand-held flags for Planned Parenthood volunteers. Jack, a former New Jersey resident and now Naples resident, donated the flag to honor his late wife.

"She loved the work of Planned Parenthood, served as a volunteer and marched with our three daughters when they were young," said Jack.

A dedication was held this spring at the Naples facility. Staff, board members, and members of the Dennis family gathered together for the dedication. The American flag waves prominently in the courtyard as patients enter the health center.

The Naples Health Center also received a complete landscaping overhaul, courtesy of KTJ Services (Ken and Tonya Johnson) and Bob Printz, who provided new plant material, design and installation.



COMING SOON: NEW HEALTH CENTER IN TAMPA

We are proud to announce the opening of our newest health center in Tampa, Florida. This brings our total to 11 health centers in our 22-county service area. The location at 236 E. Bearss Ave in Tampa provides PPSWCF with an ideal site to provide clinical services. It is just off a major interstate with access to North Tampa and Pasco County as well as easy access to Brandon and south Tampa areas. It is important to

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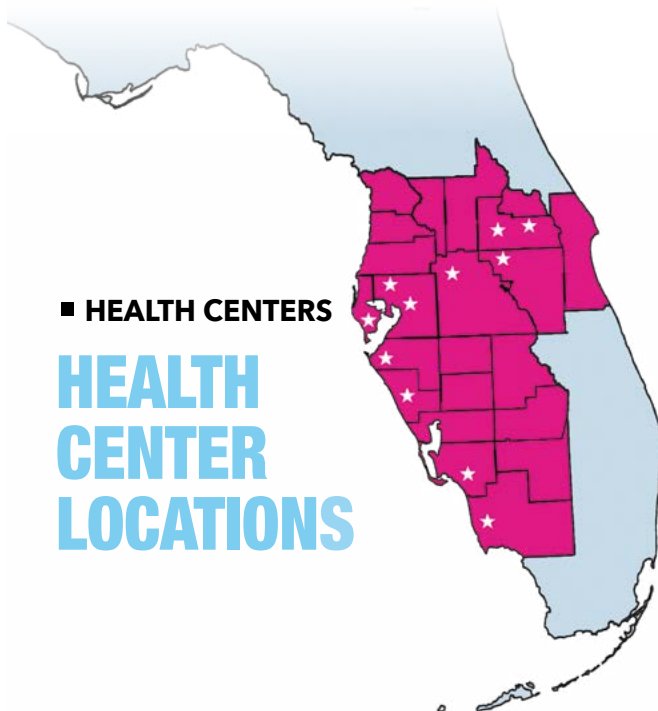
HEALTH CENTER NEWS CONTINUED

note that Pasco County has no abortion providers and this new location will provide easier access for these patients. Pasco County is among the fastest growing counties in Florida and has a growing birth rate as many young families are moving to this area for more affordable housing options.

The 3000-square-foot health center space at 236 East Bears Ave is part of an outside strip mall with 4 separate entrances to multiple businesses. The new health center is well-situated, offering privacy for patients accessing services. There is ample parking with 40 plus spaces.

Once the site is renovated to provide abortion services, we will continue to provide the quality care that our patients have come to expect with the access care at Planned Parenthood. We plan to incorporate Patient Experience recommendations from Planned Parenthood to optimize the customer service experience.

The new Health Center will have new security features, more private or semi-private pre-procedure and recovery spaces, and new technology to support safer and more efficient processes.



HEALTH CENTERS

HEALTH CENTER LOCATIONS

To schedule your next visit, contact one of our health centers listed below:

Regional Call Center

Tel: 941-567-3800 or call your local Health Center (see list below)

Regional Administrative Headquarters
(Non-medical services and programs)

736 Central Avenue
Sarasota, FL 34236-4042
Tel: 941.365.3913

Regional Health Centers

Ft. Myers

8595 College Parkway, Suite 250
Ft. Myers, FL 33919-5191
Tel: 239.481.9999 Fax: 239.481.9346

Kissimmee

610 Oak Commons Blvd.
Kissimmee FL 34741
Tel: 407.246.1788 Fax: 407.518.0690

Lakeland

2250 East Edgewood Drive
Lakeland, FL 33803-3643
Tel: 863.665.5735 Fax: 863.665.4422

Manatee

1105 53rd Ave. E., Suite 201
Bradenton, FL 34203-4897
Tel: 941.567.3800 Fax: 941.753.3804

Naples

1425 Creech Road
Naples, FL 34103
Tel: 239.262-0301 Fax: 239.262.7658

Orlando - Downtown

726 South Tampa Ave
Orlando, FL 32805
Tel: 407.246.1788 Fax: 407.246.8466

Orlando - East

11500 University Boulevard, Suite B
Orlando, FL 32817
Tel: 407.246.1788 Fax: 321.235.6125

Sarasota

736 Central Avenue
Sarasota, FL 34236-4042
Tel: 941.953.4060 Fax: 941.366.1330

St. Petersburg

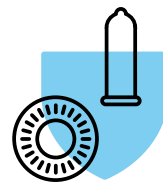
33 6th St S. Ste 110
St. Petersburg, FL 33701-4163
Tel: 727.898.8199 Fax: 727.898.9710

Tampa

8068 North 56th Street
Tampa, FL 33617-7620
Tel: 813.980.3555 Fax: 813.341.1111

Our newest Tampa Health Center on Bears Avenue will be opening soon! Visit us at www.ppswcf.org for more details!

EDUCATION AND OUTREACH



WHAT DOES A "LEDUCATOR" DO?

A **Leducator** is a staff member who provides education and administers labs to patients who are receiving abortions. Here are two patient stories and how our Leducators assisted them in their personal journeys.

PATIENT A:

Many patients do not know about options besides birth control pills, and many do not know how to use pills correctly. Many of our patients (over half) prefer a LARC (Long Acting Reversible Contraceptive - like IUCs and implants). One patient had multiple pregnancies, and she could rarely afford or get to the pharmacy to pick up her birth control pills. She also had very heavy periods. The Leducator suggested a Mirena IUC. The patient loved the idea of not having to worry about taking something every day and having lighter periods. She cried happy tears and thanked our Leducator for taking the time to explain all of the birth control methods and find a solution for her.

PATIENT B:

In another example, one of our Leducators had a 38-year old patient who was a single parent to a 17-year-old son and a 4-year-old daughter. The patient was asked if she was firm and clear in her decision to end the pregnancy and she started crying. She stated that she felt guilty because her mother was pressuring her not to end the pregnancy, but she knew it was what was best for her family. She recently broke-up with her abusive boyfriend and did not want him in her life, but her mother's voice kept echoing in her head and making her feel like she was an awful person if she chose to end the pregnancy. She talked through her situation and stated that she had no family support to help with her children, and the fathers of her two children did very little to financially assist her son and daughter. She also wanted to go back to school to finish her nursing degree so she didn't

have to struggle so hard just to scrape by each month. Her main concern was her son. He was graduating in June and she wanted to make sure that she was able to help him have a better life than she had by being able to send him to college. The Leducator helped her assess her choices to make a decision best suited for her future.

The impact of the Planned Parenthood Educator in Your community

Planned Parenthood educators teach thousands of people each year through outreach education to schools, non-profit organizations, and in seminars. One of the primary objectives is to focus on what a healthy relationship looks like. One of our educators shared this story: "I had an opportunity to present five lessons on assertive communication and healthy relationships to a group of girls in one of my grant funded programs. One of my students did not always make it to class. She had two children, and had tremendous hardships trying to find daycare for her children. After one of the classes, she came up to talk to me. She had an abusive boyfriend, who was always taking her money that she got for her kids. She couldn't move home, because her parents were not reliable and used drugs, and she didn't want her kids in that environment. I discussed her options, and asked if she had heard about the women's shelter. We talked to the director at her school and called the women's shelter. The director was able to pick up her kids and drive them straight to the shelter. She kept saying how appreciative she was for having someone help her find support to get her to a safe place and create a better life for her kids. We never know the impact of our education, but that day I helped improve the life of an entire family."

THE SOURCE

LIGHTS, CAMERA, ACTION!

Planned Parenthood of Southwest and Central Florida's SOURCE Productions has been hard at work on several exciting new projects. Our film and video program continues to reach large audiences. This spring we won a Suncoast Adfed Silver ADDY Award for our PSA series on sexual risk avoidance (three commercials that highlighted STD prevention, HIV testing, and postponing sexual behavior,) and our PSAs on addiction and overdose are reaching millions of viewers across the state on television and in local movie theatres.



This past spring, we had the world premiere of our first feature film "The First Time Club." A story about four teenage friends in a secret world of adventure, love and betrayal, The First Time Club explores the relationship between high risk behavior and HIV. A year-and-a-half in the making, the film highlighted 73 local teens and young adults who participated in focus groups, learned about HIV and STDs, and the importance of healthy behavior. The new film premiered at the Sarasota Film Festival in April with two sold-out screenings and standing ovations.

SPECIAL THANKS TO OUR SUPPORTERS WHO MADE THIS FILM POSSIBLE:

Tom and Kathy Cook
Patricia and Roger Courtois
Giving Girls Giving Circle
Huisiking Family Fund of Sarasota County
Mark and Carol Hyman Fund
Kates Foundation

McCauley-Brown Fund at the Community Foundation of Sarasota County
Joe Mendels
Our Sarasota Fund at the Community Foundation of Sarasota County
United Way of the Suncoast

Our film then went on to be shown at a successful public performance and fascinating talk-back for our Planned Parenthood supporters in Naples.

Future plans for The SOURCE are very exciting. We are in the initial planning stages for a new film on teens and bullying. The SOURCE has received generous donations from local supporters and will begin working on the new film this year.

Interested in viewing PSA's on healthy relationships, preventing drug abuse, and other topics? Visit us at wearethesource.org.

QUESTIONS FROM TEENS

Our educators also receive a wide variety of questions from teens ranging from birth control to how STDs are transmitted. Many teens have little or no information and do not know where to go to receive reliable, medically accurate information. Planned Parenthood educators use interactive activities that help empower them to make better decisions and keep them safe. Here are some recent questions our educators have received from middle school and high school students.

See if you know the answers (answers located on page 13 of newsletter).

- 1 If you are already pregnant and you're still having sex, can another baby form?
- 2 Is it true that the penis feeds the baby when a girl is pregnant?
- 3 Is it true that you can test for STDs by putting ear wax on your finger and then inserting the finger into a girl's vagina? I heard that if she squirms or it burns then she has an STD.
- 4 Is it true that if you drink Mountain Dew or Red Bull it will kill your sperm so you don't get a girl pregnant?
- 5 Is it true that if a male "produces" in a female while she is pregnant then the baby will look more like the father?
- 6 Could a male animal get a female human pregnant?

GENEROSITY AND GIVING

MORE GIVING OPTIONS

DONORS GIVE GENEROUSLY FOR FUTURE NEEDS



Sally Ruby was a driving force behind the opening of Planned Parenthood of Southwest and Central Florida's St. Petersburg health center in 2000, but her relationship with Planned Parenthood started much earlier in Pennsylvania.

While working on her Master's degree, Sally did an internship with the Lancaster, PA health center. Abortion was not legal and it seemed so logical to support family planning. She worked with an outreach staff member, often going into Spanish-speaking communities.

She greatly admired and respected the information and respectful manner of the outreach worker and from then on she has always supported Planned Parenthood and human and civil rights. Sally has worked with incarcerated women, and held a long-time position as the Compliance Coordinator for the City of Clearwater, overseeing the diversity and anti-discrimination work of that department.

Sally recognized the importance of having a health center in Pinellas and worked with local advocates and supporters to make that a reality. She also understands the importance of long-term support for Planned Parenthood and has included our Planned Parenthood in her estate plans to help secure our future and the future of affordable, accessible reproductive health care in our region.

DONORS SUSTAIN OUR FUTURE

We have always appreciated the loyalty and steadfast support of our donors, but Herbert and Ruth Blume, Clearwater, may have done it best.

The Blumes began supporting Planned Parenthood over 20 years ago, and gave again, by remembering Planned Parenthood of Southwest and Central Florida in their estates.

"We are so grateful for their vision and long-time generosity," said PPSWCF CEO Barbara Zdravecky. "They embodied what it meant to be impassioned about our cause for women and reproductive justice."

The Blumes were born and raised in New York City, moving to Miami in the 1940s. He worked as an attorney in Miami and Washington, D.C., and then for many years as a U.S. Administrative Law Judge in San Francisco; she worked in many jobs, the last at Stanford University library. They moved from San Francisco to Belleair in 1986, and then to Clearwater. After Herb passed away, Ruth lived in Oakland, CA near son Michael, until her death.

Ruth was a big believer in Planned Parenthood based in part on her own difficult experience accessing family planning services in Florida in the 1950s while she was raising three boys. She knew that some women were desperate enough that they went to Cuba for these services if they could afford to, that others weren't so lucky, and she wanted to change that.

On behalf of the patients of Planned Parenthood, our team humbly gives thanks and remembrance to Herbert and Ruth Blume and Sally Ruby for their generosity.

ADVOCACY: FIGHTING FOR HEALTHCARE IN FLORIDA AND IN WASHINGTON

ADVOCATES RESIST AND FIGHT BACK

Every year since Rick Scott was elected governor of Florida in 2010 he has signed into law various attacks on reproductive rights. We've fought off most of these attacks - there have been many - but every year one got through. Until the 2017 Florida legislative session. This year our resistance was too strong. This is the first time in seven years there won't be a single rollback of our reproductive rights signed into Florida law.

There were, however, attempts to pass bills that would promote anti-abortion rhetoric, restrict access to abortion or codify into law organizations that do not offer women the full range of reproductive health care services. The legislature even attempted to pass a bill that would require the Health Department to develop, promote and pay for anti-abortion propaganda that would "clearly and consistently communicate that the elective termination of an unborn child kills a living human being". This legislation was a blatant attempt to stigmatize women who make the personal decision to have an abortion.

Ultimately, the Florida legislature focused on a bill designed to intimidate and shutter safe and law abiding abortion care providers. The Abortion Provider Liability bill (SB 1140/HB 19) would have created a new section of law outside of well-established medical malpractice statutes that allows a woman who consented to an abortion and signed a state-mandated informed consent form to sue her physician for damages for any physical injuries or any "emotional distress" she claims to have suffered as a result of negligence or failure to obtain the informed consent required by Florida law. The legislation was designed to make the legal landscape too risky for doctors to do their job by increasing their potential exposure to frivolous lawsuits and the expense of defending them.

Opposition to this bill was swift, forceful and focused. This legislation drew strong opposition from leading health care organizations and thousands of

concerned Floridians and did not make it through in the committee process. The legislation did pass in two House committees, an indication of the hostile environment in the legislature toward reproductive rights. Through the strong work of the Florida Alliance of Planned Parenthood Affiliates, the grassroots efforts of our volunteers, and the collaboration with coalition partners, we were able to defend against every bill that attempted to restrict access to reproductive care.

For the first time in seven years there won't be a single rollback of our reproductive rights signed into Florida law. Now, we are preparing for the 2018 legislative session, which is set to begin in January.

AFFORDABLE CARE ACT UPDATE

Even though they tried three times, members of Congress, by a narrow defeat, were unable to pass a repeal of the Affordable Care Act. If successful, their efforts of repeal would have impacted people in the following ways:

- "Defund" Planned Parenthood by blocking people with Medicaid coverage from accessing preventive care at Planned Parenthood health centers – including birth control, cancer screenings, and STI testing and treatment.
- Take away health insurance from millions of people and make it less affordable for those who will still have insurance.
- Reduce access to no-cost preventive services, including birth control.
- Impose a nationwide ban on private insurance coverage of abortion.
- Cut Essential Health Benefits protections, including maternity coverage and prescription drugs, which disproportionately affect women. Thirteen million women could lose coverage to maternity care under this bill.
- Gut the Medicaid program, which approximately 1 in 5 women of reproductive age rely on to access no-cost, critical reproductive health care such as birth control, lifesaving cancer screenings, and maternity care.

These historic wins represent major victories in an ever-growing war against women and families. We are watching the current administration's proposed policy changes and doing everything we can to stand in solidarity with our coalition partners to protect reproductive health.

EVENTS, FUNDRAISERS AND GATHERINGS

This will be a huge year for Planned Parenthood, and we urge you to attend some of our key fundraising events and gatherings that are planned throughout our 22-county affiliate. Last year, most of our events sold out! For sponsorships, tickets sales, location details, and a complete list of events, visit us online at www.ppswcf.org/events.

SARASOTA • Fall Luncheon, "Leaving In High Style" - Monday, November 13, 2017. A Fashion Luncheon and special program featuring Barbara Zdravecky.

SARASOTA • Retirement Celebration, "It's All About Baz!" - Wednesday, November 29, 2017. Cocktail Reception and retirement party honoring the 24-year legacy of Barbara Zdravecky. If you would like to give a gift in honor of Barbara, you can do so by supporting the Barbara A. Zdravecky Fund for the Future, a special board designated fund for our future needs.

FORT MYERS • Choice Affair Luncheon, Wednesday, December 13, 2017, featuring national legal analyst and frequent contributor Dahlia Lithwick, a progressive writer and journalist. As a senior editor and legal correspondent for *Slate*, she writes the column "Supreme Court Dispatches" and has covered the Microsoft trial and other legal issues.

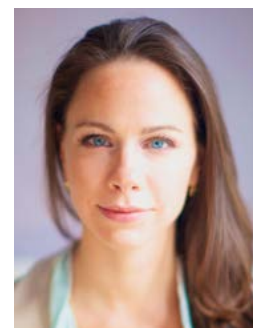
NAPLES • Voices for Choice Luncheon, Thursday, December 14, 2017, Dahlia Lithwick, returns for a second showing in Naples.



Dahlia Lithwick



NAPLES • The Choice Affair Dinner, Saturday, February 10, 2018, Dinner & Silent Auction, featuring Barbara Pierce Bush, the founder and CEO of the public-health focused nonprofit Global Health Corps and a strong supporter of women's health issues. Barbara is the daughter of former President George Walker Bush.



Barbara Pierce Bush

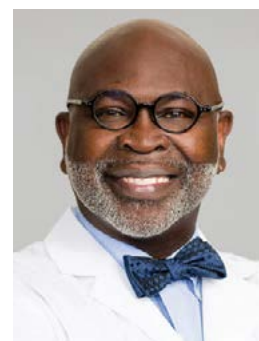
SARASOTA • Planned Parenthood Dinner & Silent Auction, Thursday, March 8, 2018.

Dinner & Silent Auction, featuring former Texas Senator Wendy Davis, a widely recognized leader on women's equality and a strong advocate for reproductive rights. She is the founder of *Deeds Not Words*, an advocacy initiative that empowers millennial women on issues of gender and equality.



Wendy Davis

TAMPA • Tampa Bay Choice Affair Luncheon, Tuesday, April 10, 2018, featuring renowned physician Dr. Willie Parker, who speaks nationally on women's reproductive healthcare, his faith journey, and the power of choice. He is the author of "Life's Work: A Moral Argument for Choice."



Dr. Willie Parker

ORLANDO • Generations Gala, Saturday, April 21, 2018
Dinner and Program TBD

Planned Parenthood's Bequest Challenge has been RENEWED!

This June, we received news that PPFA will be extending the Bequest Challenge. This spring, our national office received an additional \$10 million dollar gift to renew the Bequest Giving Challenge.

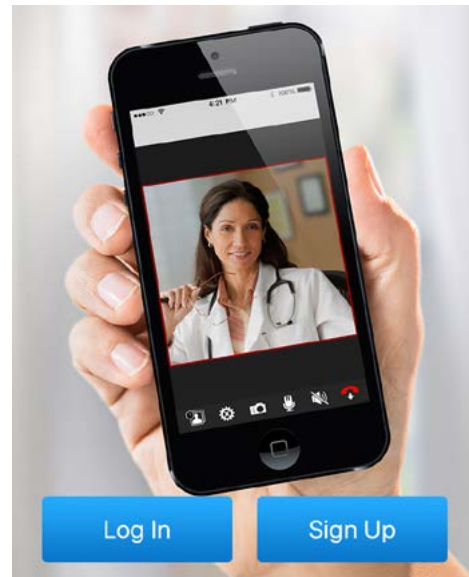
As you may know, last fall our national office, in recognition of Planned Parenthood's 100th Anniversary, launched a unique challenge for all bequest donors across the country. National donors created a \$10 million fund to challenge others to give, and we invited our supporters to confirm their estate intent (whether through a bequest in a will, a retirement account, or any other instrument). That initial \$10 million match was committed and met by wonderful supporters to affiliates throughout the United States by the end of 2016.

Those donors who confirmed estate intents to our **local** affiliate (Planned Parenthood of Southwest and Central Florida) yielded a gift to us **now** of 10% of a future gift's current value (up to \$25,000 per person/family). We were thrilled that more than 60 of our loyal supporters answered the challenge with their estate confirmations!

If you have already or plan to make Planned Parenthood of Southwest and Central Florida a charitable beneficiary of your estate vehicle, but have not signed up to be a part of the Bequest Challenge, please contact our Philanthropy Gift Officers Jan Chester at 941-556-1246 or Robin Clark at 239-262-8923.

Have Spare Change? It Can Change Lives!

Your spare change can make a **HUGE difference** in the lives of our patients, and in the communities we serve. We are launching a new app for your smartphone (and you can also participate online) that allows all of your extra change from purchases you make every day (groceries gas, clothing, entertainment) to be donated to Planned Parenthood of Southwest and Central Florida. It's very easy—with a few clicks, you can donate to Planned Parenthood every day, and add value to your bottom line and to our patient care.



SIGN UP AT

plannedparenthood.harnessapp.com

Cocktails and Conversation:

What would you say if you were asked this question at your next cocktail party?

"I heard that "Defunding Planned Parenthood" means that Planned Parenthood will no longer get a check from the government to provide services."

Here is how to answer: "This is actually not true. The term "defunding" Planned Parenthood is a misnomer. Planned Parenthood does not get a blank check from the federal government, and it's not a line item in the federal budget. Planned Parenthood receives reimbursements for Medicaid insurance, just like hospitals and other health care organizations, for providing preventive care. Federal law blocks federal funding from going to abortion services. Therefore, by removing Planned Parenthood as a Medicaid provider, thousands of patients will lose access to care."

PATIENT LETTER

I am a professional actor. I have lived here in Sarasota, Florida since 1990 and have enjoyed my life here. But I have not been happy with this state around the issue of health care. I have been and will continue to be a supporter of Planned Parenthood. But there was something I didn't know about this program and am very happy to have discovered.

I wasn't very good about my health insurance. My career is a spotty one for work and income. No two years are alike. I went back to my union insurance through the Actors Equity Union for a year and it wasn't working well in the state of Florida. I let it lapse because of union rules, and finally got insurance through HealthCare.gov.

I did not like the doctor on the insurance plan so it was recommended to me that I should go to Planned Parenthood. I didn't know they offered primary care.

I have to say I was so cared for and felt heard and respected and there was a good sense of humor all around. I instantly adored the primary care doctor, who entered the room. I asked her if she would be my primary care doctor for now on.

Thank you Planned Parenthood. You have made this 61-year-old woman feel safe.

Sincerely,

A Satisfied Patient



ANSWERS - QUESTIONS FROM TEENS

Questions on page 8

- 1 You cannot release another egg when you are already pregnant, but now and again there will be two fetuses and an early ultrasound will only detect one.
- 2 The semen does not contain any nutritional value for the baby.
- 3 The only way to test for STD's is by going to the pharmacy and getting a home STD kit or visiting your medical provider.
- 4 This is a myth that has been circulating since I was in high school. These beverages will not prevent pregnancy.
- 5 The way the baby will look when it is born is set once the sperm has joined with the egg.
- 6 This is physically impossible, but it is understandable that students would ask this question because they hear a lot about how closely matched our DNA is to primates.

Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida is to provide affordable access to comprehensive reproductive healthcare and accurate health information through patient care, education and advocacy.

plannedparenthood.harnessapp.com



Small change can make a **BIG DIFFERENCE**



Sign Up

Download our app at the Apple App Store or sign up at plannedparenthood.harnessapp.com



Link a card

Connect your primary debit or credit card



Make a purchase

Spare change from everyday purchases will now be donated to making a healthier world.



THE BARBARA A. ZDRAVECKY FUND FOR THE FUTURE

Under the leadership of President and CEO Barbara A. Zdravecky, Planned Parenthood of Southwest and Central Florida has changed and grown exponentially. The scope and pace of change facing Planned Parenthood is extraordinary and unstoppable. To improve reproductive health and care for new generations in a rapidly changing world, and to serve broader patient bases, we must be flexible, open to calculated risk-taking, and forward-thinking. The Planned Parenthood Board of Directors has established The Barbara A. Zdravecky Fund for the Future (The BAZ Fund), honoring Barbara Zdravecky's 24 years of leadership and accomplishments.

The BAZ Fund will support:

- Flexibility to accommodate our changing health care world.
- Recruiting patients from new populations entering the healthcare system.
- Expanding medical services to provide primary care to diagnose and treat basic health issues, such as hypertension, diabetes, respiratory infections, high cholesterol, and obesity.
- Energizing our political will to fight against restrictive reproductive rights and justice legislation.



WAYS TO HONOR BARBARA

Send a gift by completing the envelope insert in this newsletter.

OR

Visit www.BAZFund.org and make a gift online.

AND

Write a letter or note of appreciation and mail by November 20. Personal notes will be presented to Barbara at her November 29 Retirement Celebration!

Care. Act.
Together.



**I STAND WITH
PLANNED PARENTHOOD**

IStandWithPP.org

Planned Parenthood of Southwest and Central Florida

Gompertz Family Regional Headquarters

736 Central Avenue

Sarasota, FL 34236

MyPlannedParenthood.org



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