

I have many friends that would have nowhere else to go to get birth control if it wasn't for Planned Parenthood.

09-10 ANNUAL REPORT

Thank you for helping to make
freedom of choice possible and safe
😊

PPCW'S NEW ELIZABETH FLANAGAN REGIONAL SERVICE CENTER

Our new Regional Service Center is named in recognition of Elizabeth Flanagan, remembered by those who knew her as a tireless and effective advocate for PPCW; always insisting that we must be a full service agency, must upgrade our facilities, must serve ever-greater numbers, must reach into underserved communities.



CAPITAL CAMPAIGN COMMITTEE

Susan Hammer, *Chair*
Sharon Brenner
Saskia de Boer
Susan Cooper
Marilyn Epstein
Elizabeth Flanagan
Amy Carlsen Kohnstamm
Jennifer MacNichol, M.D.
Lark Palma
Dick Solomon
Evans Van Buren
Christine Vernier

Gunnar Langhus,
Ankrom Moisan, Architect
B&G Builders, Inc,
General Contractor
Beech Street Partners,
Developer



After five years of dreaming, planning, and building, Planned Parenthood Columbia Willamette's new Regional Service Center was completed in January 2010 - on time and under budget. The largest project ever undertaken at our organization, the Let's Build Campaign raised more than \$12 million from 1336 donors.

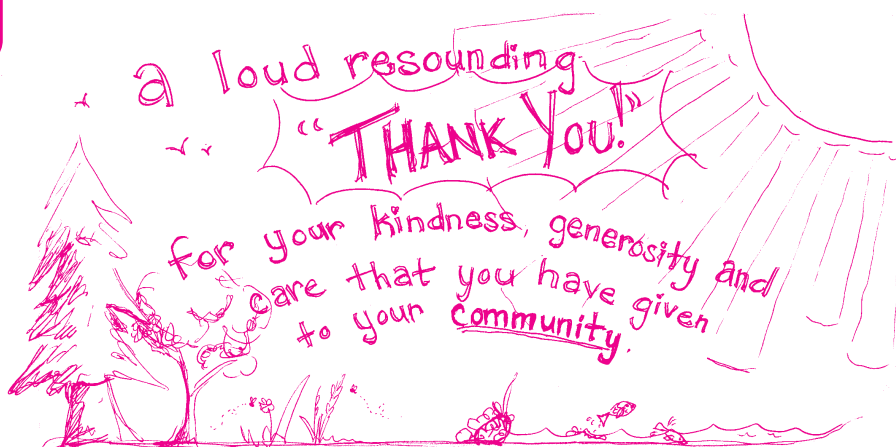
The Elizabeth Flanagan Regional Service Center is much more than a building however; it's a symbol of our commitment to meet community needs, and our promise to ensure that sexual and reproductive

health care, education, and rights are available to everyone. The warm, state-of-the-art exam and counseling rooms in our new Christine and David Vernier NE Portland Health Center let every patient know that their health care is important to us, even if it is low-cost or free. Sunlight streams through huge windows on every floor, reducing our use of energy and exemplifying our commitment to environment responsibility.

A project of this magnitude requires far more than the excitement and effort of an organization's staff. This project was successful because of the vision and hard work of our volunteer Capital Campaign Committee, so ably led by Susan Hammer, and an outpouring of community support; the Elizabeth Flanagan Regional Service Center was funded by large gifts from generous donors and foundations, by small donations from many low-income patients, and by a range of contributors in between.

Planned Parenthood Columbia Willamette is poised to serve more patients than ever before, and will proudly continue to provide, promote, and protect access to sexual and reproductive health care in Oregon and SW Washington

TO OUR SUPPORTERS:



This past year has been incredibly exciting for Planned Parenthood. We've expanded our facilities and served the largest number of patients ever in a single year - more than 60,000! We completed the biggest capital campaign in our organization's history, and moved into our new, state-of-the-art Regional Service Center - one of the largest, most functional and one of the only LEED certified Planned Parenthood headquarters in the country.

Frankly, our timing for such bold expansion couldn't have been worse. Had you told me that we'd be launching PPCW's biggest fundraising campaign in the middle of the biggest economic decline since the Great Depression, I might have hesitated. We broke ground on the new building in October 2008, just as many businesses, organizations, and families started to experience the first signs of economic recession. As resources, jobs, and grants disappeared across the state, demand for our services went up and new patients arrived at our health centers, recently unemployed and without health insurance.

You, our donors, made it possible for us to serve them. Like everyone else, you were not immune to the struggles of the recession and the impact of the turbulent economy, but you rose to the occasion and found a way to support PPCW and our patients anyway.

Being a Planned Parenthood supporter isn't always easy. We recognize that it takes courage to support and stand up for the rights and health of women. For that courage and fortitude, our patients, community, staff, volunteers, and other supporters cannot thank you enough.

We asked our patients what they would say if they could thank you too. The hand-written notes and sketches throughout this report (including the drawing above) came from their hearts. On behalf of everyone we serve through your generosity, I add my appreciation to theirs. Thank you!

David Greenberg

David Greenberg
PRESIDENT & CEO



Thank you!



Thank you!



New at Planned Parenthood: Adiana



This year, PPCW began offering Adiana®, an affordable permanent birth control option for women. Adiana is a safe, simple, minimally-invasive, in-office procedure that prevents pregnancy for the rest of a woman’s life. It is 98.4% effective in preventing pregnancy, and can be performed during a simple office visit at a Planned Parenthood health center.

Tiny, soft inserts (about the size of a grain of rice) are placed inside a woman’s fallopian tubes, stimulating the body’s own tissue to grow in and around the inserts, permanently blocking the





fallopian tubes. No drugs or hormones are used. The procedure takes less than 15 minutes to perform, and only a local anesthetic is needed. The recovery period is extremely fast – most women are able go back to work or normal activities the very next day.

PPCW is committed to ensuring that all women in Oregon and SW Washington have access to a full range of affordable birth control options – and that includes a convenient, permanent birth control option for women.








OUR HEALTH CENTERS SAW MORE THAN **60,000** PATIENTS THIS YEAR – MORE THAN EVER BEFORE.



PPCW PATIENT SERVICES

-  FAMILY PLANNING.. **94.0%**
& STD TESTING AND TREATMENT
-  ABORTION CARE..... **4.7%**
-  STERILIZATION..... **0.9%**
(ADIANA & VASECTOMIES)
-  CERVICAL CANCER PREVENTION..... **0.4%**
(COLPOSCOPIES)

PPCW PATIENT AGES

-  ≤17 **6%**
-  30-34... **12%**
-  18-19 **10%**
-  35-39 **6%**
-  20-24... **35%**
-  40+..... **4%**
-  25-29... **27%**



YOU ARE AMAZING!

EXPANDING OUR REACH

34 PPCW youth ambassadors reached more than **10,000** of their peers with sexual and reproductive health education via classrooms and community outreach.

Educators and volunteers provided sexual and reproductive health education to **16,860** youth and adults.

92 African-American young women learned critical health information through group discussions and interactive curriculum emphasizing ethnic and gender pride.

53 Spanish-speaking parents acquired the skills and courage to talk to their kids about sex and healthy relationships by participating in our Parent-Child Communication program.

193 adults learned about the benefits of talking with their children about sexual health and healthy relationships.

Your donations help people make informed decisions and become more educated about their reproductive health.

EDUCATION PROGRAM:

ENGAGING FAMILIES AND COMMUNITIES TO FOSTER LIFETIME HEALTHY SEXUAL ATTITUDES IN YOUTH.

Through programs like Teen Council, Parent-Child Communication, and SiHLE (Sisters Informing Healing Living Empowering), our educators work with community members to educate teens and parents, encouraging communication and fostering healthy relationships. Our programs teach developmentally-appropriate, evidence-based, comprehensive sexual and reproductive health information

Preventing Teen Pregnancy

In September 2010, our Education Department was awarded \$3.3 million for a five-year teen pregnancy prevention program in Oregon. PPCW will implement the Teen Outreach Program (TOP), a proven, evidence-based youth development program aimed at reducing teen pregnancy.

In addition to reducing teen pregnancy, TOP also reduces school drop-out rates, course failure rates, and school suspensions. The TOP curriculum meets Oregon's health education content standards and helps to

advance Oregon's Youth Sexual Health Plan.

PPCW will implement TOP among the most vulnerable youth within three of Oregon's counties with the highest teen pregnancy rates - Marion, Multnomah, and Yamhill counties. Planned Parenthood will offer TOP in partnership with schools and community organizations, reaching more than 2,000 youth over five years. PPCW's award is part of a larger \$20 million grant awarded to six Planned Parenthood affiliates across the northwest.



THIS YEAR, **362** VOLUNTEERS
DONATED **13,615** HOURS TO PPCW!

Thank you for
keeping men & women
healthy ♥

PLANNED
PARENTHOOD
ADVOCATES
OF OREGON
WORKED HARD
THIS YEAR ON
OREGON'S
HEALTH CARE
REFORM (HCR)
CAMPAIGN TO
ENSURE THAT
REPRODUCTIVE
AND SEXUAL
HEALTH CARE
WAS A TOP
PRIORITY IN
NATIONAL
HEALTH CARE
REFORM.

Our volunteers help our health centers run smoothly, provide invaluable support to our administrative staff, are key to pulling off a successful event, and save our organization a great deal of money every year. Because of the hours they donate supporting Planned Parenthood, we're able to save over a **quarter of a million dollars** each year.

Thank you, volunteers, for your huge contributions to Planned Parenthood!

**Planned Parenthood
Advocates of Oregon**



PPCW took an exciting step forward with Planned Parenthood of Southwestern Oregon by combining public affairs work under one umbrella organization – Planned Parenthood Advocates of Oregon (PPAO). Our political strategy is now executed on a statewide front, increasing our power and impact.

EDUCATION AND OUTREACH

Planned Parenthood educated supporters about Health Care Reform (HCR), identified pro-choice voters, and recruited new volunteers and email activists. Attending 22 events and mobilizing 518 volunteers, Planned Parenthood gathered more than 10,073 signatures, collected 7,299 email addresses and recruited 1,413 new volunteers.

SPREADING THE WORD

Planned Parenthood successfully published Op-Eds, letters to the editor and a guest column throughout the campaign to ensure that reproductive health care remained top of mind during the HCR debate.

GRASSROOTS LOBBYING

Planned Parenthood employed grassroots lobbying to make sure elected officials prioritized women's health care within the new exchange created by HCR. Planned Parenthood staff met with Senator Merkley and Senator Wyden in Washington, D.C. to hand-deliver approximately 5,000 petition signatures and discuss the priorities of HCR. Planned Parenthood activists also attended town hall forums hosted by Senators all over Oregon and asked them to reaffirm their support for reproductive health care within HCR.

SUMMARY FINANCIAL INFORMATION

Assets

Cash	\$1,285,702
Restricted Cash	220,564
Investments	3,510,845
Receivables (PATIENT FEES, CONTRIBUTIONS, BEQUESTS, GRANTS)	3,038,510
Inventories	352,118
Notes Receivable	5,377,000
Property & Equipment	19,352,327
Other Assets	1,633,426

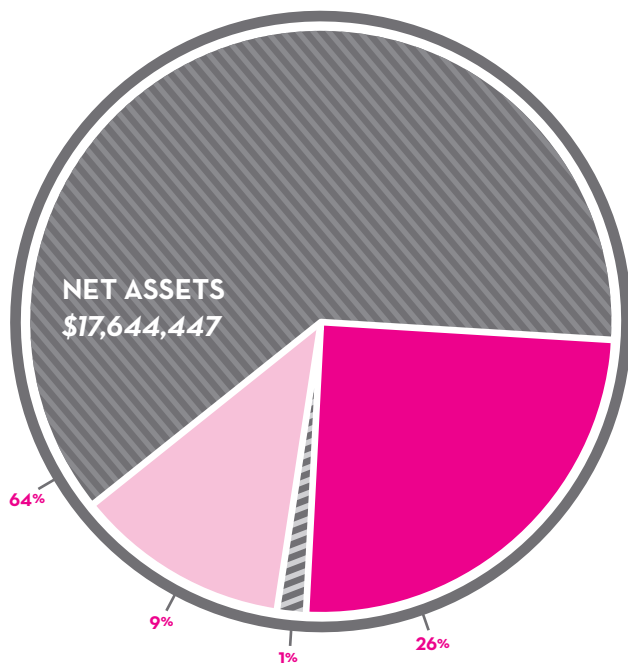
Total Assets **\$34,770,492**





Liabilities

Accounts Payable	\$747,877
Accrued Payroll Related Expenses	639,052
Line of Credit	0
Capital Lease Obligation	8,405,620
Notes Payable	7,275,000
Other	58,496

Total Liabilities **\$17,126,045**

Net Assets **\$17,644,447**

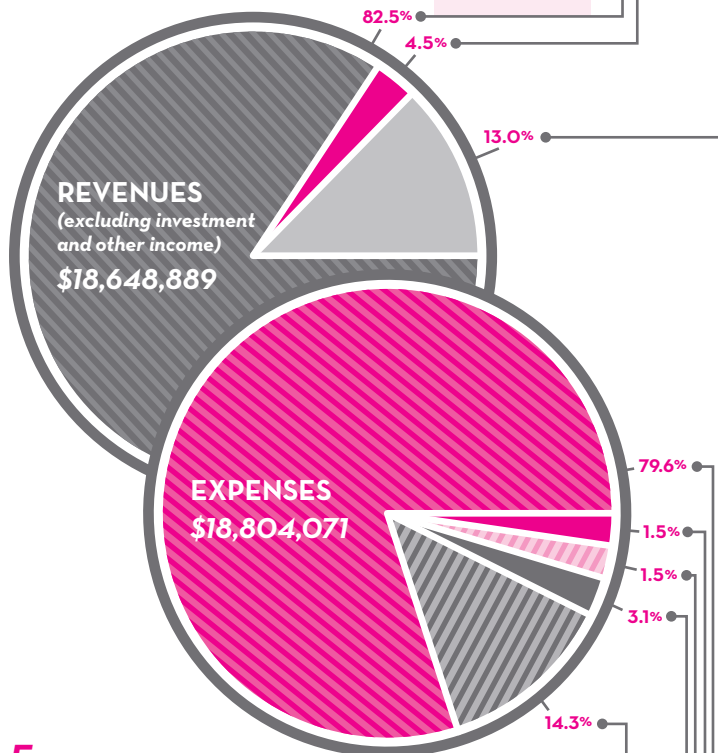


 TEMPORARILY RESTRICTED	 BOARD DESIGNATED
\$1,627,359	4,562,887
 PERMANENTLY RESTRICTED	 UNRESTRICTED
193,560	11,260,641

Revenues

Patient Services Revenues & Program Fees	\$15,384,430
Government Grants & Contracts	831,656

Total Revenue for Client Services **\$16,216,086**



Expenses

Patient Services	\$14,963,904
Education & Training	284,314
Public Affairs	285,283
Development	574,451
Administration	2,696,119

Total Expenses for Client Services **\$18,804,071**

Increase (Decrease) in Net Assets Before Support from Community **(\$2,587,985)**

Support

Donor Contributions	\$2,427,803
Bequests	5,000

Total Support from Community **\$2,432,803**

Investment & Other Income 425,045

Increase (Decrease) in Net Assets **\$269,858**

2010-2011 BOARD OF DIRECTORS

OFFICERS

Saskia de Boer
CHAIR

Christine Vernier
VICE CHAIR

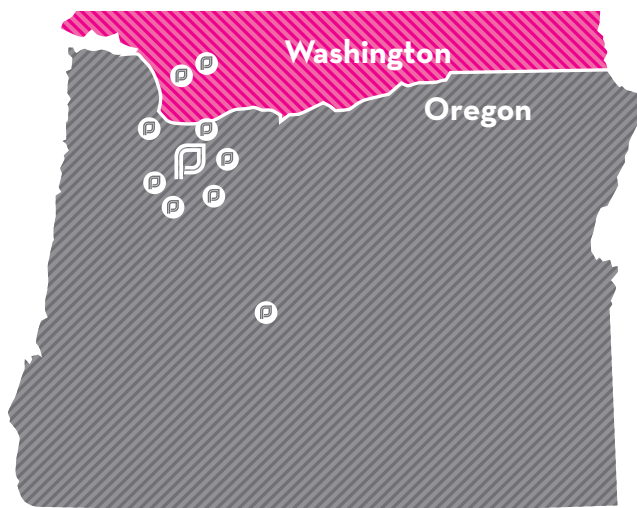
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SECRETARY

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PPCW PRESIDENT & CEO

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Harrison Pride
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Saga Shoffner
Kate Barker Swindell
Abby Tibbs
Ann Witsil



Planned Parenthood Columbia Willamette serves 28 of 36 Oregon counties and two counties in Southwest Washington.

<i>Beaverton</i>	<i>NE Portland</i>
<i>Bend</i>	<i>SE Portland</i>
<i>Clackamas</i>	<i>Salem</i>
<i>Gresham</i>	<i>Salmon Creek</i>
<i>McMinnville</i>	<i>Vancouver</i>