

Planned Parenthood League of Massachusetts

Administrative Headquarters

1055 Commonwealth Avenue

Boston, MA 02215

1.800.258.4448

www.pplm.org

Health Center Locations

Boston

Fitchburg

Marlborough

Milford

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Springfield

Worcester



Planned Parenthood League of Massachusetts



We're up to the Challenge. No Matter What.

Planned Parenthood League of Massachusetts
Annual Report FY: 2013

Your Impact



We are proud of what you helped us accomplish in Fiscal Year 2013. And we are eager to embrace the opportunities that lie ahead.

Together, the Board of Directors and staff are undertaking a strategic planning process that will lay out an ambitious agenda for the next several years. We are assessing our strengths and positioning ourselves for continued growth and innovation.

Even as we craft the plan's details, we know we will continue to build an engaged network of supporters and strong legislative allies to protect and expand access to sexual health care and comprehensive sexuality education. We will expand our stellar education programs, bringing *Get Real* to more communities and educating more parents and teens. And, we will strengthen our position as a high-quality, trusted health care provider for women and men.

Among our strategic challenges is identifying Planned Parenthood's role in the health care market that is emerging as a result of the state's payment reform law, which we refer to as "health care reform 2.0." We will work with partners and policy makers to ensure we have a sustainable and efficient delivery model for serving our patients far into the future.



Massachusetts is not immune to the types of political attacks on reproductive health care access that are sweeping across states like Texas and North Carolina. Here, our opponents are using the court system in an attempt to reduce women's access to health care. In 2014, the Supreme Court of the United States will hear a challenge to the Massachusetts buffer zone law, which establishes a 35-foot protest-free zone outside of health centers where women may have an abortion. This law is essential to protect the safety, privacy, and dignity of our patients and staff, and we are working with the Attorney General to convince the Supreme Court of its constitutionality.

That's just some of what we see on the horizon for 2014 and beyond. Your support allows us to confidently say – we're up to the challenge, no matter what. Thank you!

Martha M. Walz
President & Chief Executive Officer

Nonnie S. Burnes
Board Chair

1916-1920 The Planned Parenthood League of Massachusetts (PPLM) traces its roots to a group of activists working to relax restrictions on family planning information and services. The Birth Control League of Massachusetts is operational from 1916-1920, with Blanche Ames serving as its first president.



1928 The Birth Control League of Massachusetts is founded again.



1932-1937 In 1932, the Birth Control League of Massachusetts opens its first clinic in Brookline. In five years, it opens additional clinics in Springfield, Worcester, Boston, New Bedford, Fitchburg, and Salem. In 1937, clinics are raided, staff members arrested, and the clinics are shut down.

1942 Massachusetts family planning activists place Question One on the 1942 ballot to relax birth control restrictions. It is defeated, with 58% of the electorate voting against it.

85 Years of Care. No Matter What.



Our first president, Blanche Ames, was a force to be reckoned with. In the words of her daughter, Pauline Ames Plimpton, “For her, to have an idea was to act, no matter how difficult or how impossible.”

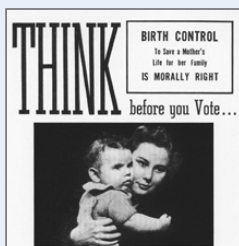
Blanche was the first in a long line of passionate Planned Parenthood leaders who have refused to back

down from any challenge. She helped found the Birth Control League of Massachusetts, later to become today’s Planned Parenthood League of Massachusetts. The passion, courage, and resilience Blanche embodied have continued throughout PPLM’s 85-year history. Those same qualities will propel our work forward in the coming years.

In the 1930s, at a time when it was dangerous in Massachusetts to provide any sort of contraceptive care, the Birth Control League of Massachusetts opened seven clinics across the state. Patients received contraceptives free of charge, and only donations were accepted as payment. The main concern was making sure women received the proper care they couldn’t access anywhere else. That concern is just as strong today, in our commitment to provide high-quality, affordable, non-judgmental care, no matter what.

From the beginning, we have led the way for women’s health in Massachusetts. Before birth control was legal, Blanche Ames taught women how to make homemade diaphragms out of a baby’s teething ring. Our supporters pushed to change laws surrounding contraception and birth control in the 50s and 60s until we finally won the fight for legal birth control for all Massachusetts residents in 1972. Planned Parenthood and our supporters have been making history and creating change in Massachusetts for 85 years.

For Blanche Ames, to have an idea was to act, no matter how difficult or how impossible.



1948 Following Question One’s defeat in 1942, PPLM initiates another referendum question, which voters again reject by a margin of 58% to 42%.



1960 U.S. Food and Drug Administration approves use of the birth control pill.

1966 Massachusetts liberalizes its birth control laws for married women after the Supreme Court rules in *Griswold v. Connecticut* that a state’s ban on the use of contraceptives violates the right of privacy for married people.



1972 The U.S. Supreme Court rules in *Eisenstadt v. Baird* that the Massachusetts law limiting contraceptives to married people is discriminatory. Unmarried people in Massachusetts are finally able to access birth control legally.

Transforming Our Business

Patient Services FY2013 (7/1/12 to 6/30/13)

We provided **49,267** patient visits.

10% of patients are **men**.

Our staff of **249** provides accessible and affordable high quality care at **7** locations.

The Counseling & Referral Hotline answered **20,000** calls.

The Future of Family Planning

Thanks to the generous support of our donors, we are proud to be a leading source of new research on abortion and family planning. The work of our Research Center, led by Dr. Alisa Goldberg, improves care for women across the country.

This year, in collaboration with the Planned Parenthood Federation of America, we have been selected as a member of the **Contraceptive Clinical Trials Network (CCTN)**. The network supports research on contraception and conducts clinical trials on new methods. We are now eligible to participate in contraception studies through this federally funded program.

Striving for Excellence in Patient Care

In our health centers and across the organization, we've spent the last year focused on one question: **how can we achieve excellence in all areas of patient care?**

Through a partnership with the Planned Parenthood Federation of America, we launched the *Business Operations Transformation* project. This project began in July with a thorough analysis of our strengths and opportunities to improve our patients' experiences at each of our health centers.

Between December, 2012 and October, 2013, we developed and implemented **65 patient care and operational improvements**. Staff worked hard to reduce barriers to care, standardize procedures, and increase productivity.

We are already seeing results with decreased expenses, increased capacity, and positive patient feedback.

As the health care environment continues to evolve, we will continue to *transform*. With your support, we will remain at the forefront of sexual health and continue our record of trusted, high-quality care.



1973 On January 22, 1973 in the landmark *Roe v. Wade* decision, the U.S. Supreme Court rules that laws against abortion in the United States violate the constitutional right of privacy.



1974 PPLM creates the Counseling and Referral (C&R) hotline. For nearly 40 years, volunteer counselors have responded to inquiries about contraception, pregnancy options, and sexual health issues.

1982 On December 1, 1982 PPLM opens its first health center in rented space on Main Street in Worcester.

1987 On September 24, 1987 PPLM opens the Greater Boston Health Center in Brookline.

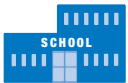


1990s PPLM begins to offer comprehensive, age-appropriate sexuality education in schools and community settings.

Knowledge is Power

The Reach
of *Get Real*

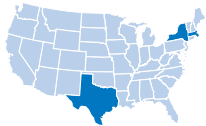
142 Schools



in

4 States

(MA, RI, TX, NY)



reaching

38,000+ Students



Educating Parents, Training Professionals, and Fostering Teen Leaders

A healthy future starts with empowering young people to make healthy decisions. With our education programs for parents, professionals and students, we are doing just that.

Through a partnership with Horizons for Homeless Children, we brought *Seamos Honestos*, our Spanish-language parent education program, to the greater Boston area. Last year, **1,100 parents across the state participated in *Seamos Honestos* and another 1,400 parents participated in *Let's Be Honest***, our English-language program.

Teachers, school nurses, and other professionals who work with young people turn to us for training. Through the Sexuality Education Certification Series, these individuals receive three days of instruction from our expert trainers. In FY13, **200 participants completed our series.**

The Wellesley Centers for Women have completed their long-term impact evaluation of our middle-school curriculum, *Get Real: Comprehensive Sexuality Education That Works*. We can now say with confidence that **the study reinforces what we learned from preliminary results – *Get Real* works!**

Our new peer education program, *Get Real Teen Council*, empowers teenagers to educate their peers, families, and communities about sexuality and healthy decision making. In our two pilot semesters, **our trained peer educators reached 398 students through workshops and training.** In the current phase of the program, ten 10th-12th grade students from across Metro Boston are being trained as peer educators and representatives of Planned Parenthood.



Get Real Teen Council members.

1992 PPLM's advocacy helps pass the Clinic Access Law, the first pro-choice legislation ever passed in this state. The law makes it illegal for protesters to blockade clinic doors, a popular protest technique.



1994 On December 30, 1994, a gunman enters the front doors of PPLM's Brookline health center and murders staff member Shannon Lowney and critically wounds three others. He then attacks Preterm Health Services down the street, killing staff member Leanne Nichols and injuring two more victims.



1997 Following the tragedy of 1994, the Planned Parenthood community bands together. With extraordinary donor support, PPLM opens a new Boston health center, bringing together health services and the statewide headquarters in one building.

1999 PPLM opens the Western Massachusetts Health Center in Springfield.

Meeting Challenge with Commitment

Roe v. Wade Anniversary Lobby Day



90 activists held meetings with state legislators. Plus, 802 supporters sent 1,604 emails to 181 state legislators.

Advocates in Action

To kick off the new year, Planned Parenthood advocates took over the State House for the **Roe v. Wade 40th Anniversary Lobby Day**, launching our 2013-2014 state legislative agenda. Before lobby meetings with their elected representatives, participants heard from legislative leaders and Dr. Paula Johnson, Executive Director of the Mary Connors Center for Women's Health at Brigham and Women's Hospital, and former PPLM Board Chair.

Our top legislative priority this year is the *Healthy Youth Act*, which would ensure that when Massachusetts school districts teach sexuality education, their curriculum is comprehensive, medically-accurate, and age-appropriate. We've already seen positive momentum for this bill, with **67 co-sponsors in the legislature, nearly double from the previous legislative session.**

The **Central Massachusetts Advisory Committee** has been working hard to build and strengthen our relationships in the region. In March, twelve state and local elected officials visited our Worcester health center for tours that included information about our education, health care, and legislative work in local communities.



PPLM Board Chair Nonnie Burnes and Dr. Paula Johnson at the *Roe v. Wade* Lobby Day.

Across the state, **college organizers are spreading the Planned Parenthood mission on their campuses.** Our Campus Organizing Program is growing, with chapters at Boston College, Boston University, Clark University, Northeastern University, Smith College, Tufts University, the University of Massachusetts at Amherst, and Wellesley College – with plans for more! Student organizers promote health awareness and mobilize grassroots support for comprehensive sexuality education and pro-women's health policies.

2000 The Massachusetts legislature enacts a buffer zone law. The law mandates 6-foot floating buffer zones around patients within an 18-foot radius of entrances to health centers where abortions are performed.



2002 Massachusetts' new Contraceptive Coverage Equity law requires that health insurance plans include coverage of prescription contraceptives.

2003 PPLM is awarded the country's 11th Family Planning Fellowship. The Fellowship program is a nationwide, training program for OB/GYNs to receive subspecialty clinical training in abortion and contraception care.

2005 Massachusetts' state legislature approves an Emergency Contraception (EC) law, which mandates that all emergency rooms in the state inform sexual assault survivors about EC and provide it upon request.



2005 PPLM establishes its clinical research department.

Generations of Support

A Strong Legacy

For 85 years, we've relied on generations of committed supporters to protect and advance sexual and reproductive health in Massachusetts. Thanks to that support, we can provide high-quality trusted health care, effective education, and advocacy programs that our clients and supporters rely on.

For donors who support Planned Parenthood League of Massachusetts and the Planned Parenthood Federation of America at the highest levels, the **Leadership Council** offers an opportunity to join an influential cohort of Planned Parenthood supporters from around the country. Through phone briefings, special updates, and an annual in-person meeting, the Leadership Council will serve as a donor advisory circle for PPLM CEO Marty Walz and PPFA CEO Cecile Richards. For more information, contact development@pplm.org.

Young Friends of PPLM is a group of 20 and 30 somethings who share a common passion – Planned Parenthood. The group hosts social and educational events to benefit PPLM, including a 90s-themed Big Bash in March 2014. Email events@pplm.org for more information.



Sally Bowditch, her daughter Ivy Marinelli, and Helen Bowditch represent generations of Planned Parenthood support.

Take Action!

Learn about the Planned Parenthood Advocacy Fund's advocacy and political work: www.pplmvotes.org

Support PPLM's health care, education, and advocacy programs: www.pplm.org/donation

Join the conversation:

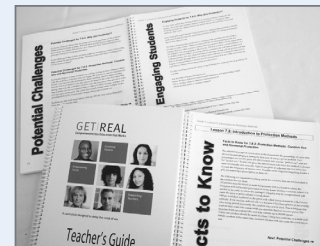


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2006 On February 22, 2006 PPLM opens Plan: A Planned Parenthood Express Center in Davis Square, Somerville.

2007 PPLM develops and launches *Get Real*, a comprehensive sexuality education curriculum for middle school and high school students.



2007 Governor Deval Patrick signs an updated buffer zone law establishing a 35-foot fixed protest-free zone outside health centers where abortions are performed.

2009 PPLM secures the Title X contract for the central MA region and opens health care centers in Fitchburg, Marlborough, and Milford in 2010.

Financials: FY 2013

Revenue

Third-Party Private Insurers	\$6,471,831
Medicaid / Managed Care Payers	4,339,526
Private Patient Fees	2,538,283
Total Medical Services	\$13,349,640
Contributions	4,196,359
Education	102,917
Government Grants	1,531,133
Research	294,280
Other (Including Realized/ Unrealized Gains/Losses)	817,112
Total Revenue	\$20,291,441

Expenses

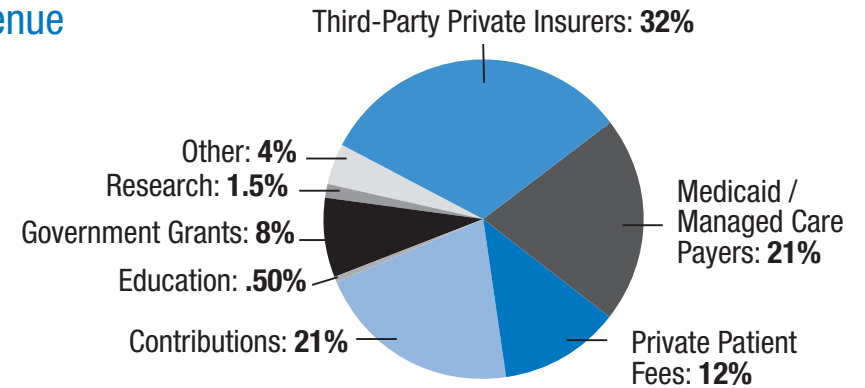
Medical Services	\$13,560,097
Administration	2,178,350
Education	1,027,073
Public Affairs	530,916
Fundraising	1,256,153
Research Center	332,205
External Relations	120,222
Total Expenses	\$19,005,016

Change in Net Assets **\$1,286,425**

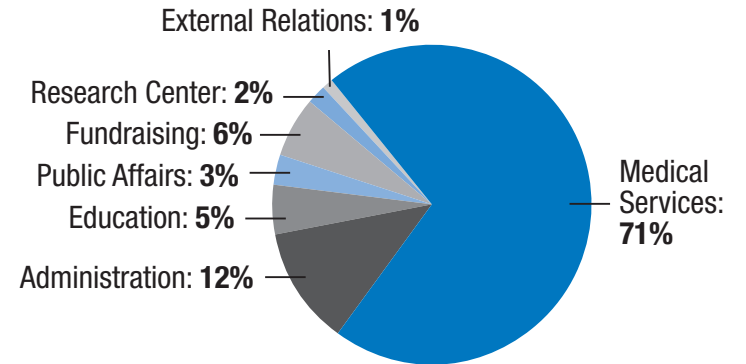
Balance Sheet

Current Assets	11,405,622
Long-Term Assets	20,946,893
Total Assets	\$32,352,515
Liabilities	12,609,067
Net Assets	19,743,448
Total Liabilities & Net Assets	\$32,352,515

Revenue



Expenses



Annual Fund Donors (7/1/12 – 6/30/13)

PPLM recognizes the following donors who supported the Annual Fund in FY2013. Generous supporters donated more than \$3.5 million for PPLM's ongoing health care, education, and advocacy programs.

Margaret Sanger Society: Platinum **\$75,000+**

Brit d'Arbeloff
Elizabeth Munro & Peter Wheeler
Anonymous

Margaret Sanger Society: Gold **\$50,000 – 74,999**

Elizabeth A. Driehaus/The Richard H. Driehaus Charitable Lead Trust
MetroWest Health Foundation

Margaret Sanger Society: Silver **\$25,000 – 49,999**

Alchemy Foundation
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Campbell-Faulkner Society **\$10,000 – 24,999**

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Gail Roberts
Ailene M. Robinson & Thomas E. Lewis



Generations of support in Winchester: Melanie, Madeline, and Jay Spahr.

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* Deceased.

**President's Society: Gold
\$2,500 – 4,999 (continued)**

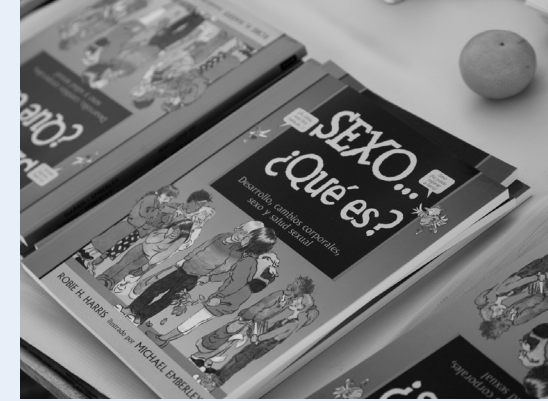
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Willett Foundation Fund of the Cape
Cod Foundation
Amy Woods
Anonymous (9)

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\$1,000 – 2,499**

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Gretta Anderson & Paul Bay
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Enid L. Beal
Scott Harvey & Barbara Beckett
David Belluck
Susan & Ted Benford
Ilene & Gil Benghiat

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Meg & Tomas Bergstrand
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In FY13, author Robie Harris generously donated 510 copies of her books on sexual health, illustrated by Michael Emberley, for kids, preteens, teens, and their parents – *It's So Amazing* and *Sexo... ¿Qué es?* – for use in PPLM's parent education workshops.

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