



Planned Parenthood of the St. Louis Region and Southwest Missouri



A Message from our President – CEO and Board Chair

Dear Friends:

It is with great pride that we share our 2014 – 2015 Annual Report for Planned Parenthood of the St. Louis Region and Southwest Missouri and our affiliated corporations. We are proud to announce that this year we served 40,000 patients; conducted over 7,000 cancer screenings; provided over 60,000 STI and HIV tests and treatment to individuals; conducted 700 education sessions and programs to youth, parents, and health professionals; and enrolled 600 adults and children into health insurance plans and Medicaid. Our essential work to fulfill our mission to provide, promote, and support sexual and reproductive health services is steadfast and unwavering. Every day, we are devoted to providing compassionate, excellent health care to every patient who comes to Planned Parenthood.

As you know, this was a year of spectacular change and challenge. Anti-women activists attempted to malign Planned Parenthood's outstanding reputation yet found themselves subject to indictment. On the economic front, while many in our community are still seeking jobs and opportunities to ensure a healthy, secure future for themselves and their families, we have kept our doors open and offered subsidized health care for those in need. We have been fortunate that our donors, staff, board, and volunteers have risen to meet many challenges and continue to serve every patient who walks through our doors.

We also experienced many wonderful transitions and renewals. We bid farewell to some long-term staff, and watched others grow into new roles of inspiration and leadership. Paula M. Gianino retired in January 2015 as CEO, and Mary M. Kogut stepped up into this executive role. With 34 years of service at Planned Parenthood, Mary has helped provide renewed vision of how to expand

services to provide patients “Care, no matter what,” as well as navigate the turbulent political waters.

A great portion of this renewed vision has been devoted to the process of strategic planning. Senior staff leadership and the Board of Directors are laying the new framework to guide our affiliate for the next few years. Currently in its final stages, the plan calls for Planned Parenthood to position itself for the future by expanding our services, our presence and our voice, bolstering our infrastructure and resources, and heightening our role in the community as a trusted sexual and reproductive health care provider.

We are exploring expanding our services to include a fuller range of care that enables people in all phases of their reproductive lives to achieve positive health outcomes. This potential expansion will include both traditional delivery methods within current health centers and utilize new, creative uses of technology and partnerships; an expansive education program that is evidence-based, sex-positive, skill-driven, and adaptable to the changing needs of our community; and continued subsidized education services and medical care to those most in need.

Planned Parenthood is a health care provider unparalleled in its service to the community. We offer a unique blend of sexual and reproductive care, emphasizing the freedom of all individuals to make informed decisions about their bodies so they can achieve their highest quality of life. We advocate and provide leadership on humane public policy that protects access to reproductive health care. No other health care provider is like us.

We are committed to the provision of excellent, compassionate, non-judgmental, and non-shaming medical and educational care and services with inclusivity for all,

regardless of socioeconomic background.

We will continue to demonstrate why we are the most trusted reproductive health providers, informed educators, and advocates for our region. As we review our past year and look forward to greater outreach, service, and advocacy, it is abundantly clear that we could not do any of this without you. We cannot thank you enough for your amazing and necessary support. We are deeply grateful for all you have done to make our care possible.

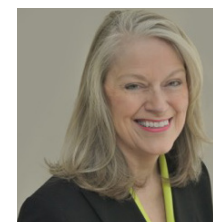
We are proud to say to all of our patients, our students, our donors, and to all of our friends and partners in the community: These doors will remain open.

Sincerely,



Mary M. Kogut

Mary M. Kogut
President and CEO



Linda L. Raclin

Linda L. Raclin
Board Chair

Thank you.

From a Dad who is grateful for wonderful care provided to my daughters.



HEALTH CARE SERVICES

We provide a full range of reproductive and sexual health services for women, men, and teens.

2014-2015 STATISTICS

Total patients	40,406
Family Planning and Sexual Health Patients	34,371
Surgical Services, Abortion, and Permanent Birth Control Patients	6,035
Male Patients	3,942
Emergency Contraception Dispensed	5,468
STD and HIV Tests	63,018

- »Annual Well-Woman Exams
- »Colposcopy
- »Cervical Cancer Screenings
- »Birth Control
- »STD Testing
- »Pregnancy Tests
- »Abortions
- »Breast Exams
- »Emergency Contraception
- »HIV Testing
- »HPV Vaccine
- »Permanent Birth Control (ESSURE)
- »Pap Smears
- »Vasectomy



We provided Pap tests and HPV vaccines, helping our community prevent cervical cancer and HPV. Cervical cancer impacts women nationwide and across the state of Missouri. Each year, about 12,000 women in the United States get cervical cancer and about 4,000 women die from it. Approximately 93 percent of cervical cancers can be prevented by screening and HPV vaccination. Our health centers provided thousands of Pap tests – the primary screening test for this disease – and hundreds of HPV vaccinations to help young women and men prevent this cancer and reduce the spread of HPV.

We supported women in the early detection of breast cancer.

Breast cancer is the second most common cancer among all women in the United States. While most cases are in women 50 years or older, about 11% of all new cases are found in women younger than 45. When found in its earliest stages, the five-year survival rate for breast cancer after diagnosis is 98%. Over the last year, our health centers provided clinical breast exams, educated on breast cancer health risks, gave referrals and resources to patients seeking out screening mammograms and treatment, and through a grant, funded a portion of screening mammograms for qualifying women.

We offered HIV and STD testing and condoms throughout the community.

In the U.S., about 50,000 people get infected with HIV each year. Annually, there are about 20 million new cases of STDs annually with about half of these occurring in young adults between 15 and 24 years of age. Planned Parenthood provided over 63,000 STD and HIV tests and gave tens of thousands of free condoms which when used consistently and correctly are 98% effective against the transmission of HIV.



Thank you.

For making it possible for me to make my own decisions and do what is right for me.

EDUCATION

The Education and Diversity Department offers sexuality education programs for teens, tweens, parents and professionals that work with youth. Our educators work with community partners to provide medically accurate, age appropriate information.

STATISTICS

Community Education and Outreach

- »Sessions & events - 376
- »Participants - 4382

Professional and Anti-Oppression Diversity trainings

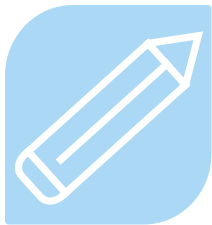
- »Sessions - 7
- »Participants - 62

Parent Education

- »Real Life Real Talk Programs - 1
- »Participants in RLRT - 4

Youth Programs

- »Programs - 328
- »Classroom Hours - 442
- »Members of Teen Advocates for Sexual Health - 37

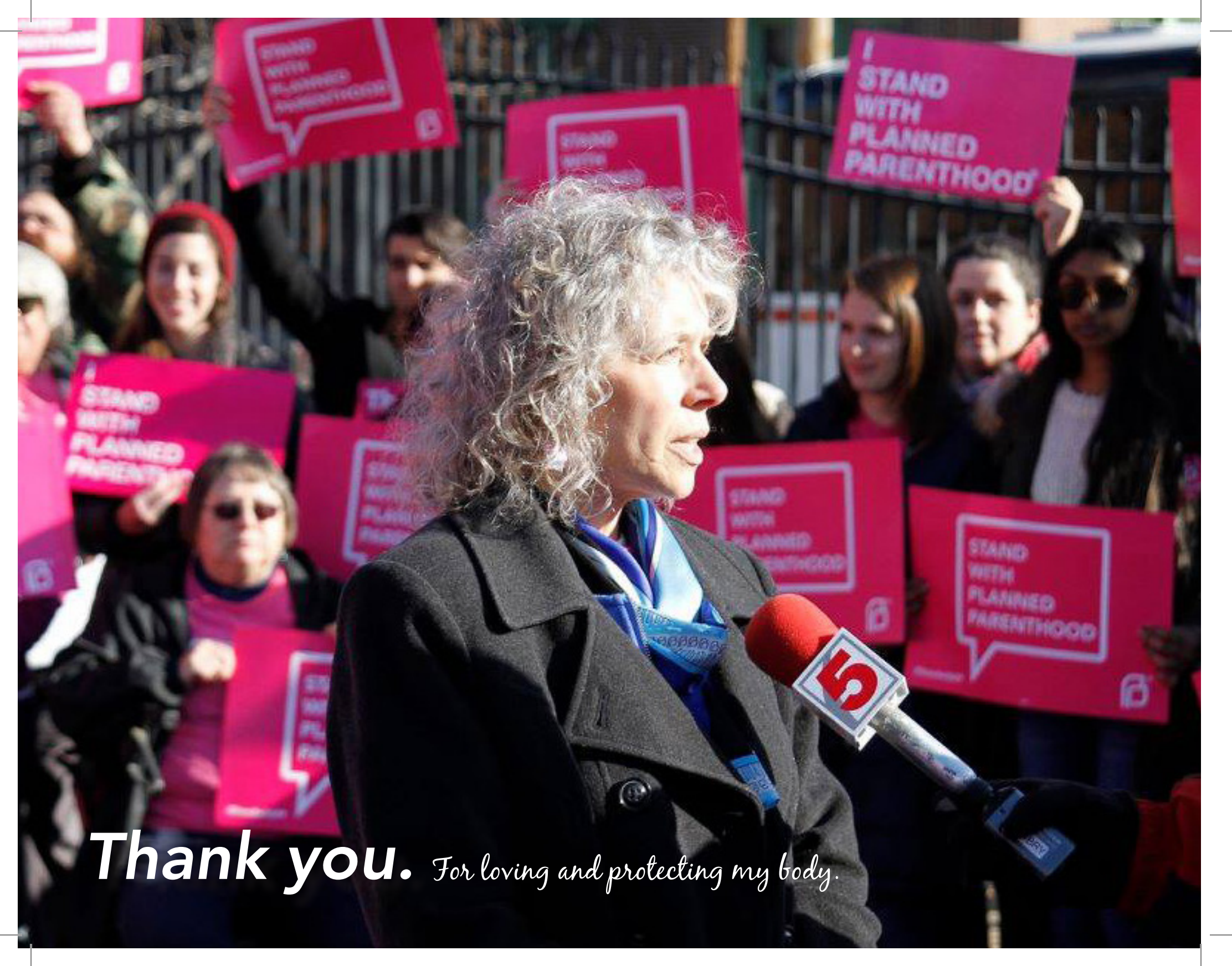


We advanced youth leadership.

During the 2014 - 2015 fiscal year, the Teen Political Advocacy Committee (TPAC) of Planned Parenthood's Teen Advocates for Sexual Health (TASH) received funding to advance the training and participation of TASH students in Missouri political processes related to sexual and reproductive health. Students lobbied legislators in Jefferson City, wrote letters to and spoke at school board meetings, and educated their peers and parents about the need for comprehensive sex education.

We provided the information teens, parents, and educators need.

Planned Parenthood partnered with a total of 78 community partners, including 38 new schools, community groups, and organizations to provide reproductive health education and resources.



Thank you. *For loving and protecting my body.*

PUBLIC POLICY & POLITICAL ACTIVITIES

We helped hundreds of Missourians get health insurance.

Planned Parenthood continued to connect individuals with health insurance through the health insurance marketplace. Thanks to funding from Planned Parenthood Federation of America, Missouri Health Foundation, and the U.S. Department of Health and Human Services, our Certified Application Counselors and Navigators enrolled 457 people into qualified health plans on the health insurance marketplace and 186 individuals, mostly children, into Medicaid. Additionally, they met with 133 individuals who fell into the Medicaid Gap and gave them resources on how to access low cost care, including Planned Parenthood services and Gateway to Better Health.

We engaged citizens in community action.

Our Public Policy division organized 242 volunteer and community events with 1234 volunteers and participants, an average of nearly 1 event each day.

We continued to build a movement.

One hundred forty three volunteer leaders were trained to assist in directing 8 lobby days and reach other supporters through phone, email, and mail campaigns.

2014 Elections

»Six of ADVOCATES' targeted candidates won their elections.

»In the only races where Democrats took a Republican seat (Deb Lavender HD 90 & Jill Schupp SD 24), strong women candidates who campaigned on women's health emerged as the winners.

»ADVOCATES volunteers worked 235 shifts and logged 700 hours phoning, canvassing, and getting out the vote for endorsed candidates. This work built a foundation for success in 2016 and beyond. Several candidates who were narrowly unsuccessful have decided to run in 2016, and ADVOCATES has now built volunteer bases in their districts to make it happen.

»ADVOCATES continued to be on the cutting-edge of electoral work by using research-based tactics to turn out underperforming voters.



ADVOCATES

works to advance, improve,
and stop legislation that

affect Planned Parenthood patients.

We raise our voices and share our knowledge with the Missouri House and Senate through accurate and transparent testimony. We mobilize like-minded individuals through online campaigns and earned media to gain momentum. We educate, organize, and lead a dynamic presence in Jefferson City by inviting thousands to take action on behalf of and for Planned Parenthood patients each year.

GET TALKING GET EMPOWERED #LOVEIS

ASK QUESTIONS

OPEN GET TESTED

19 MILLION AMERICANS ARE INFECTED WITH STD'S ANNUALLY BUT ONLY HALF ARE AWARE OF IT.

STD IS NOT A FOUR LETTER WORD.

COLLEGE STUDENTS HAVE AN STD.

GET YOURSELF TALKING
GET YOURSELF TESTED.

SEXUALLY ACTIVE YOUNG PEOPLE will get an STD by the age of 25

TESTING LOCATIONS

Discounted STD testing for those who qualify!

Locations in Springfield and 321st | 800.330.plan (7345) | www.plannedparenthood.org/terms

YOUNG SEX
OLD SEX
GOOD SEX
BAD SEX
GUY SEX
GIRL SEX
SAFE SEX
ALMOST SEX
ANY SEX

GET CHECKED.

Use at-home options. Men can be tested as though a year old. 4 tests in the testing center. If correct done. Early detection saves lives.

and protect your body.

Safe, confidential and low cost.

- Birth Control
- Emergency Contraception
- HPV Vaccination & Screening
- Pregnancy Tests
- STD Testing & Treatment
- + and more

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THIS SPRING, GET BACK TO THE GOOD STUFF.

APPOINTMENTS WITHIN 24-72 HOURS SO YOU CAN GET BACK TO YOUR LIFE.

HEALTH SERVICES INCLUDE:

Annual Well Woman Exams • Birth Control • Breast Exams • Colposcopy
Emergency Contraception • HIV Testing • HPV Vaccine • Pap Smears
Permanent Birth Control (ESSURE) • Pregnancy Tests • STD Testing
Testicular and Cervical Cancer Screenings • Vasectomy • Yeast Infections

Locations in Springfield and 321st | 800.330.plan (7345) | www.plannedparenthood.org/terms

PRIDE
No matter what.
Proud to support the LGBT community.

Locations, one near you | 800.330.plan (7345) | www.plannedparenthood.org/terms

A PAP SMEAR SAVED MY LIFE.

Cervical cancer can happen at any age.

Schedule your cervical cancer screening and well-woman exam at Planned Parenthood. It could save your life.

We've got you covered - with or without insurance. We accept health plans including: Anthem, Blue Cross, Blue Shield, United Healthcare, Medicaid, Medicare and more.

Locations, one near you | 800.330.plan (7345) | www.plannedparenthood.org/terms

FOR EMERGENCY USE

Morning-after emergency?

Emergency Contraception (also known as the morning-after pill or Plan B) is \$35.00 at Planned Parenthood. Now available over-the-counter with no appointment necessary.

Locations, one near you | 800.330.plan (7345) | www.plannedparenthood.org/terms

NOT ONE SIZE FITS ALL.

Birth control for your body and your lifestyle.

We've got you covered - with or without insurance. We accept health insurance including: Obamacare, Anthem, Blue Cross Blue Shield, United Healthcare, Medicaid, Medicare and more.

- THE RING
- THE PILL
- IMPLANT
- IUD
- THE PATCH
- THE SHOT

Locations, one near you | 800.330.plan (7345) | www.plannedparenthood.org/terms

WE SEE GUYS, TOO.

HIV Testing and Counseling • HPV Vaccine • STD Testing and Treatment • Testicular Cancer Screenings • Vasectomy

Locations, one near you | 800.330.plan (7345) | www.plannedparenthood.org/terms

Health Service Ads

COMMUNICATIONS AND MARKETING

Planned Parenthood is committed to ensuring women, men, and teens have access to the full continuum of reproductive health services. We also advocate for the power of individuals to make informed decisions about their health. Communication & Marketing ensures that our patients are informed about the health services available as well as opportunities to connect to issues that affect their communities.

Statistics

Digital Coverage	72
Facebook Users	10,043
Twitter Users	2,866
Unique Website Visitors	169,113
Letters to the Editor Published	20

DEVELOPMENT

Planned Parenthood gave more than \$2 million in free health care to our patients with the greatest need over the last year. We can only do this because of the generous support of our community – through annual giving and membership in one of our designated giving groups.

Raised	\$2,400,663
Donors	2,287
Gifts	5,731
In-Kind Contributions	\$250,149
Administrative expenses as percentage of total budget	5%
Fundraising expenses as percentage of total budget	6%

do·nate \ .dō- . nāt\ Verb
 1. to present as a gift, grant, or contribution; make a donation of, as to a fund or cause
 2. to make a gift, grant, or contribution of something; give; contribute

- \$1,000.....60 hours of age-appropriate sex education to youth
- \$2,500.....Follow-up colposcopy (cervical cancer) screening for 10 women who have had an abnormal Pap test
- \$5,000.....Additional security at our surgical center during times of heightened opposition
- \$10,000.....Long-acting contraception for 10 low-income women

Thank you.

"It is an honor to serve on the Board of Planned Parenthood, a nonprofit that provides judgment-free, excellent and affordable sexual and reproductive healthcare services to people of all ages and backgrounds."



The Legacy Circle

Planned Parenthood is especially grateful to the members of the Legacy Circle. These individuals support Planned Parenthood through their wills, estate plans, or through a gift annuity, some of which can provide income for the donor during his or her lifetime. A gift to the Legacy Circle is an investment that ensures your philanthropic support and values will continue for future generations.

The Leadership Council

Our newest giving initiative, the Leadership Council, experienced its first official year. Through gifts of \$25,000 or more, these individuals and families are investing in Planned Parenthood today and are helping to ensure we have the resources we need to care for patients, increase access to sex education, and defend these services in an increasingly hostile political environment.

The Women's Leadership Circle

With 260 members, the Women's Leadership Circle represents women leaders in our community who are determined to ensure that the next generation of women will have access to the care they need to define their own lives and futures

Friendsbychoice

Representing a new generation of Planned Parenthood supporters, friendsbychoice is a group of motivated professionals dedicated to advancing Planned Parenthood's mission and services. Members of this committed group hosted the following fund-raising and outreach events: our annual Sex Trivia Night and Condom Crawl, a pub crawl promoting safer-sex.

The Annual Fund

Keeping our doors open for all

Support for our Annual Fund is critical to our ability to ensure that Planned Parenthood can meet the costs of daily operation at all nine of our health centers. This includes providing flexible support for our educational and clinical programs to enhance our ability to provide the most advanced, compassionate care.

The President's Circle

Founded in 1998, the President's Circle recognizes donors who support Planned Parenthood of the St. Louis Region with annual contributions of \$1,000 or more. Support from the President's Circle represents more than half of the unrestricted support that we receive each year. It is an important source of funding that enables us to serve each and every client who walks through our doors - regardless of their ability to pay.

To learn more about any of the events or initiatives described here please contact the Office of Development at 314-531-7526 or by email at development@ppslr.org

Planned Parenthood of the St. Louis Region and Southwest Missouri

REVENUES 2014-2015

Individual and Foundation Contributions

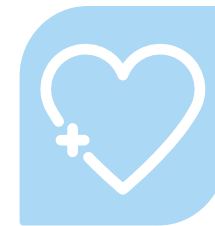
»Contributions	\$2,400,663
»Contributions-in-kind	\$250,149

Patients Services & Program Fees, Insurance & Grants

»Patient Fees	\$3,924,112
»Medicaid	\$840,746
»Title X (Federal Family Planning Funds)	\$930,392
»Commercial Insurance	\$1,534,999
»Family Planning Service Grants	\$207,801
»Surgical Services Grants	\$907,000
»Public Policy	\$549,169

Miscellaneous

»Investment Income.....	\$554,801
»Gain (Loss) – Sale of Securities.....	\$357,009
»Charitable Remainder Trust Gain (loss).....	\$4,289
»Unrealized Appreciation (Depreciation) of Securities.....	\$(695,446)
»Miscellaneous Income.....	\$28,433



Last year, Planned Parenthood of the St. Louis Region and Southwest Missouri

gave more than \$2 million in free and subsidized health care to patients with the greatest need.

Total Revenues

11,794,117

and Affiliated Corporations' Consolidated Financial Report

EXPENSES 2014-2015

Program Services

»Family Planning, Options Counseling and Surgical/Abortion Services	\$8,342,449
»Education Services/Programs	\$279,636

Support Services

»Management and General	\$579,119
»Fundraising	\$683,009
»Support to National/Regional PP	\$161,354

Public Relations and Affairs

»Public Relations/Marketing	\$607,746
»Lobbying	\$222,603
»Public Policy	\$596,927
»Political activity	\$112,243

Total Expenses

\$11,585,086

(Expenses include depreciation and national program support)

Increase (Decrease) in Fund Balances \$209,031

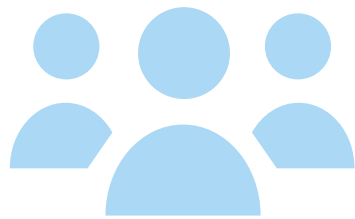




Thank you. *For your bravery.*

HUMAN RESOURCES

Our ability to serve increasing numbers of patients and clients is dependent upon having optimal numbers of qualified and skilled staff in all areas of our organization. We provide employment opportunities without regard to culture, age, race, color, sex, gender identify, ethnic heritage, language, national origin, spiritual belief or tradition, sexual orientation, physical ability/characteristics, socio-economic circumstances or any other basis. We have an agency-wide commitment to diversity and staff leadership development. Planned Parenthood depends on a skilled and passionate workforce. In order to ensure that future generations continue to have access to comprehensive reproductive health services, Planned Parenthood is committed to training the next generation of health care providers, educators, and activists. We do this through ongoing partnerships with area universities, medical schools, and high schools.



Planned Parenthood is committed to training the next generation of health care providers, educators, and activists.

Statistics

Total employees:	153
Full-time employees:	109
Part-time employees:	44

Thank you.

*Thank you for making the health, safety, and empowerment of women
your daily mission! Every day is an act of love!*



Planned Parenthood® of the St. Louis Region and Southwest Missouri

Reproductive Health Services of Planned Parenthood® of the St. Louis Region

ADVOCATES — The Political Arm of Planned Parenthood® of the St. Louis Region and Southwest Missouri Planned Parenthood

° VOTES — St. Louis and Southwest Missouri