



Planned Parenthood of the St. Louis Region
and Southwest Missouri and Affiliated Corporations

ANNUAL REPORT

2018-2019





Planned Parenthood of the St. Louis Region
and Southwest Missouri

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 **Planned
Parenthood®**

4251

 **Planned Parenthood**
of the St. Louis Region and Southeast Missouri
Reproductive Health Services
Central West End Health Center



Planned Parenthood of the St. Louis Region and Southwest Missouri

Resilient. Courageous. Dedicated.

Few superlatives are adequate when describing Planned Parenthood of the St. Louis Region and Southwest Missouri lately.

We've experienced headwinds driven by extremists in and out of the government, but we have never seen anything like the past year.

Whether it was a dangerous law banning abortion, a presidential administration blocking the ability of health care providers to share facts with patients, or a state regulator weaponizing licensing to prevent direct patient care, the 2018-19 fiscal year was turbulent.

But amidst that volatile time, we also found optimism and hope.

While most other organizations would have struggled to survive, Planned Parenthood thrived. Powerful interests wanted to shut us down, but each time they failed.

We are still here.

Not only are we still here, we're fully engaged in planning for the future. We are leveraging technology and expanding our services. We are assessing the needs of our region, and planning new ways to meet our patients where they are, providing the essential services they need.

Planned Parenthood has been a part of this community since 1932, and we're not going anywhere.

With bold vision, and robust community support, this organization will lead the charge to improve health outcomes across our region. And we're counting on you to be right there with us.

This annual report for Planned Parenthood and our affiliated entities illustrates our resilience and our dedication to providing care. No matter what.

Thank you for your support, your partnership and your courage in standing with us.

Sincerely,

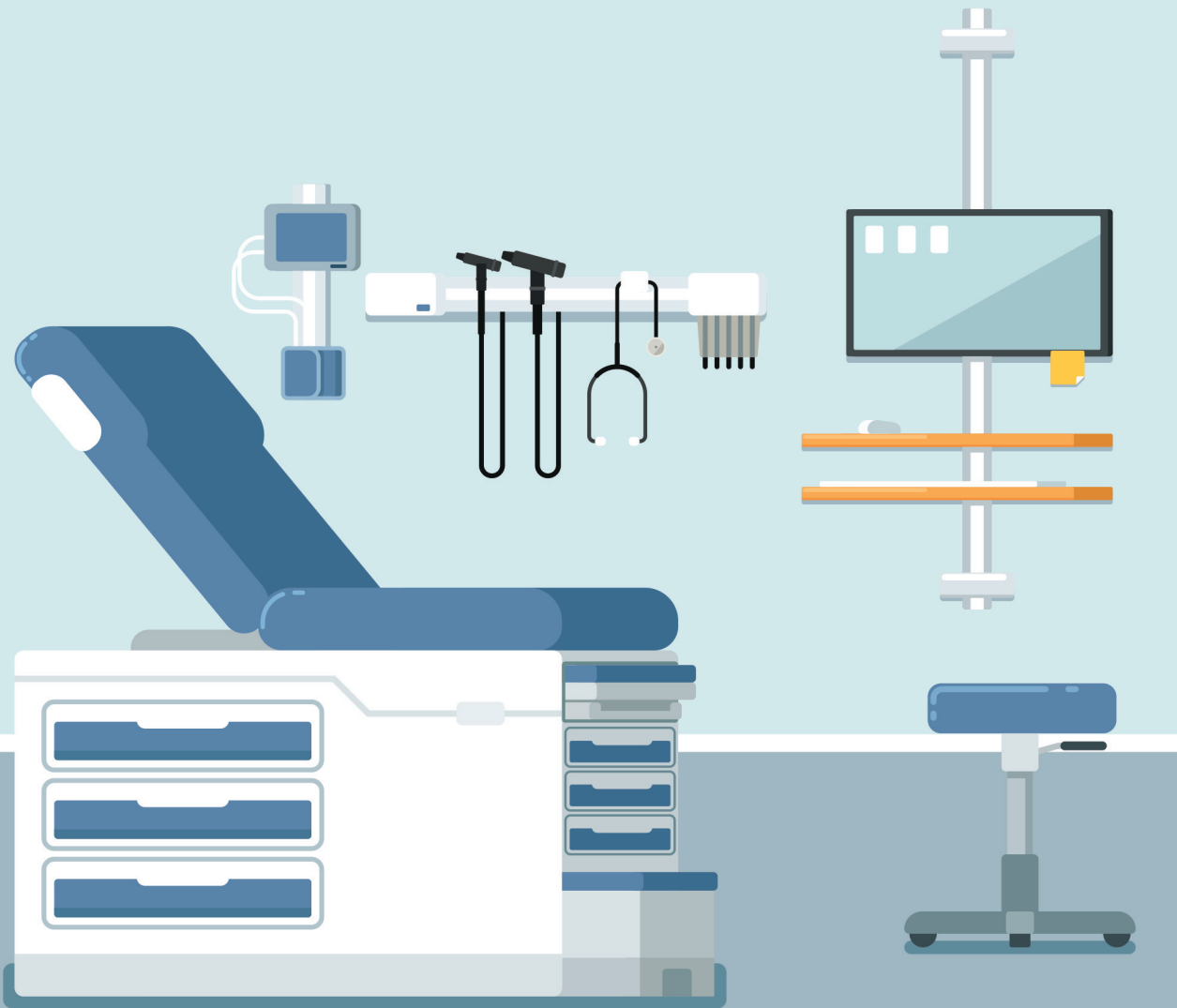


Linda Locke
Board Chair, Planned Parenthood of the St. Louis Region and Southwest Missouri



Yamelsie Rodriguez
President and CEO, Planned Parenthood of the St. Louis Region and Southwest Missouri

HEALTH SERVICES



29,470 patients

received the affordable, high-quality health care they needed.

10,876 patients

sought services where Planned Parenthood is their only option for accessible, comprehensive care.

17,372 patients

visited Planned Parenthood for the first time.

13,005 patients

came in for birth control.

46,210 medical visits

providing a wide range of health care services, including men's health, preventive care, testing and treatment and more.

5,902 cancer screenings

provided to patients.

STI TESTING

STI rates rose across the country for the fifth consecutive year, with gonorrhea, chlamydia and syphilis cases reaching all time highs in 2018. St. Louis historically ranks high among counties and independent cities for gonorrhea and chlamydia, but in recent years STI rates across Missouri have jumped to levels not seen in a generation. Syphilis rates, after remaining dormant since the mid-1990s, have skyrocketed in the past several years, particularly in rural parts of Missouri. Planned Parenthood remains one of the largest providers of STI testing and treatment in the country, and is one of the only health care providers in our region doing both testing and treatment for syphilis, playing a key role in addressing this public health crisis.



Nurse practitioner Valerie illustrates why STI testing is an important part of reproductive health at www.ppslr.org/spotlight.



Total
STI Tests 57,441

Total
HIV Tests 9,001

HIV remains an urgent public health crisis in the United States. An estimated 1.1 million people are living with HIV, and one in seven don't know it. According to the Missouri Department of Health and Senior Services, the number of new HIV diagnoses in Missouri has increased by more than 10 percent since 2013. Although diagnoses are on the decline in Illinois, according to the Centers for Disease Control, total HIV prevalence is higher in Illinois compared to the rest of the Midwest.

To help reduce HIV rates, Planned Parenthood is one of the few providers in the region of HIV prevention in the form of PrEP. PrEP is a daily pill taken prior to exposure and is intended for long-term use. When taken as prescribed, it can reduce the risk of acquiring HIV by up to 92 percent.

“

“When I was 21, I was informed that I had a serious STD -- possibly HIV -- after I was raped at a frat party... My doctor wasn't really helping... she treated me like I was some walking parasite and lectured me about my choices in men and that I needed to be more careful when having sex. Despite the fact I kept telling her I was raped, she told me I had no evidence and kept asking me if I was lying.... That's when I reached out to my pastor at my church... He told me about Planned Parenthood... I went to Planned Parenthood and they ran the same tests to confirm what I already knew. They gave me pamphlets on everything, talked to me about my risks and the medications I would need, gave me resources to seek out a therapist when needed, and even support groups! Not once did I feel judged, or looked down upon because of my STD and rape story... I was treated like a human for the first time during this tragedy, and they told me that my story DID matter. Planned Parenthood helped me in my time of need and STILL DO to this day.”

- Chelsea M, Springfield MO

”

REPRODUCTIVE HEALTH SERVICES

Despite ever-increasing restrictions, Reproductive Health Services continues to provide access to safe, legal abortion in Missouri and Illinois. We remain resolute in providing high-quality, compassionate abortion care to patients from more than 10 states. We are still open and seeing patients. In addition to being the only health center providing abortion in Missouri for many years, RHS, which opened in 1973, is the longest standing non-profit abortion provider in the state.

“

For my husband and I to come to the decision to have an abortion, it was not easy. We are parents to one child, who we love and devote our lives to. And we know adding another child to our family would be more than we can handle mentally, financially, and even day-to-day. Every single person we worked with at Planned Parenthood respected the choice we made. Every person was kind, accepting, respectful, professional, and efficient. And I cannot thank you all enough for your service during this hard time.

- RHS Patient

”

CLINIC UNSUNG HEROES AWARD

The entire staff of Reproductive Health Services was honored by Gateway Women's Access Fund with the Clinic Unsung Heroes award. The fund, now known as the Missouri Abortion Fund, gives the Unsung Hero award to those demonstrating passion and commitment to people who seek abortion. Several RHS staff members attended the GWAF's gala on Aug. 19, 2018 to receive their award.



WE ARE STILL HERE

1,498
MEDICATION ABORTIONS

2,259
IN-CLINIC ABORTIONS

3,757
TOTAL ABORTIONS

“

When I was 21 I already had a 2 year old and the father left us. I got pregnant with a boyfriend and knew I could not raise another child at that time. Together my boyfriend and I made a decision to get an abortion. The staff was amazing and helpful and supportive. My procedure was quick and, relatively painless. It's been 6 years and I now have 3 beautiful daughters. I stand with Planned Parenthood because they were there when I had to make a serious life decision without any judgement or negativity. I want my daughters to be able to have accessible affordable reproductive health care they can depend on. I want them to be informed with scientific facts and not religious beliefs.

- RHS Patient

”



LICENSING

In May 2019, RHS sued the State of Missouri as the Department of Health and Senior Services failed to renew RHS' license before it expired, putting abortion access at risk for the entire state. Without court intervention, Missouri would have been the first state without a health center providing abortion since Roe v. Wade. The government's decision to let the license lapse has nothing to do with patient health or safety. Rather, officials have continued efforts to restrict abortion access until we can no longer provide care. **However, RHS is still open** and still fighting to keep its license, ensuring more than 1.1 million Missourians still have access to safe, legal abortion.

ABORTION BAN

Missouri Governor Mike Parson signed one of the nation's most extreme abortion bans into law. HB 126 would outlaw abortion at nearly every stage of pregnancy, banning abortion at 8 weeks with no exception for survivors of rape or incest. Among other restrictions, it includes bans at 14 and 18 weeks that take effect if an earlier ban is struck down. While federal courts have temporarily blocked the law from going into effect, abortion access in the state hangs by a thread. RHS continues to provide compassionate, non-judgmental care to all who need it in Missouri and Illinois.

UNNECESSARY PELVIC EXAMS

As part of the DHSS' effort to close RHS, regulators enforced a medically unnecessary rule requiring abortion patients to undergo a second pelvic exam at least 72 hours prior to their procedure. The state government subjected more than 100 patients to this invasive policy under the guise of "health and safety" before partially walking back the rule after massive public outcry and national media attention. The invasive pelvic exams are yet another example of the state's weaponization of the regulatory process.

ADVOCACY

Planned Parenthood was founded over 100 years ago on the revolutionary idea that people have the right to access the information and care they need to live strong, healthy lives. Today, Advocates of Planned Parenthood of the St. Louis Region and Southwest Missouri is a nonpartisan 501(c)4 advocacy organization that fights to protect that right. Advocates mobilizes community members to support policies that improve health care access, stop restrictive legislation, and change the conversation about sexual and reproductive health. To advance reproductive freedom, we:

- Educate and organize the public
- Register, inform and mobilize voters
- Promote policies that help people access health care and advance reproductive freedom
- Work with reproductive health champions in state and local legislatures
- Stand in solidarity with social justice partners

V

Democracy Reform

In Missouri, gerrymandering and inordinate lobbyist influence reduce patient influence over their elected officials, while rewarding those same politicians for attacking health care. To fix this, Advocates worked to collect enough signatures to get Amendment 1, known as Clean Missouri, on the November 2018 ballot.

Amendment 1, also known as **Clean Missouri**, bans expensive lobbyist gifts, limits big money in politics, opens legislative records to the public, and ensures neither party has an unfair advantage when drawing new legislative maps. This amendment was a top priority because it would affect the 2020 redistricting process. Volunteers and staff engaged in a robust campaign to educate voters and increase turnout, which included phone calls, mail, email, text messages, and outreach events. As a result, Clean Missouri passed by a **2-to-1 margin** on Nov. 6, 2018.

As politicians opposed to democracy reform attempt to undermine the progress made by Clean, Advocates will continue its leadership in the statewide coalition defending the will of the people.

O

Ballot Initiative Successes

In the August 2018 primary election, **more than two-thirds** of voters rejected Proposition A. Also known as **“Right to Work,”** Prop A would’ve weakened workers’ bargaining power for livable wages and benefits. Women currently earn 78 cents for every \$1 earned by men, and laws like Prop A widen that gap, especially for women of color.

In November 2018, Advocates engaged in a voter persuasion and mobilization campaign to increase Missouri’s minimum wage to \$12 an hour by 2023. Proposition B, or Raise Up Missouri, won with **62 percent of the vote, including 80 of Missouri’s 114 counties and St. Louis City.** Thanks to Prop B, many Planned Parenthood patients will soon get a raise.

Advocates led all phone contacts with both initiatives and featured them on mail pieces. By protecting unions and improving wages, more patients are able to access essential health care services.

T

3 Flipped Districts

Advocates works to elect candidates who will support sexual and reproductive freedom. In 2018, Advocates made the Missouri legislature more supportive of reproductive rights by flipping three seats previously held by anti-reproductive health legislators. In these races, Advocates’ voter engagement made up a substantial part (in two cases, all) of the margin of victory.

HD 70 - Paula Brown - St. Louis County
Won by 111 votes
234 voter pledges secured

HD 35 - Keri Ingle - Kansas City area
Won by 1087 votes
250 voter pledges secured

HD 14 - Matt Sain - Kansas City area
Won by 85 votes
214 voter pledges secured

E

Building a Movement

Recent successes are the result of Advocates staff building the biggest electoral volunteer program the organization has ever seen. In 2018, **969 volunteers** completed **2,413 volunteer hours**, triple what we had in previous elections. Volunteers worked to get supportive candidates elected and win on the issues that matter to Planned Parenthood patients.



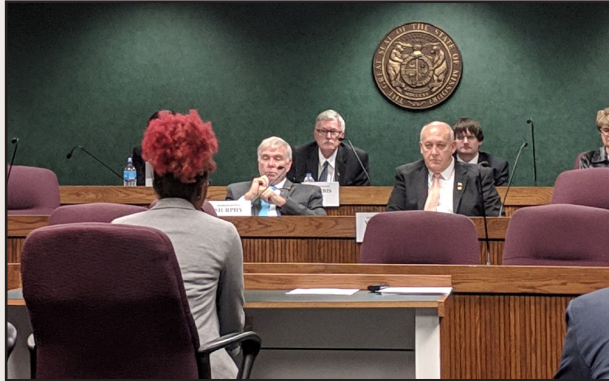
2019 MISSOURI LEGISLATIVE SESSION

OUR SUPPORTERS LOBBIED...



4 lobby days with **264** volunteers.

THEY TESTIFIED...



23 supporters and advocates testified before legislative committees **38** times, at **9** hearings, on **14** bills.

THEY GATHERED PETITIONS...



9,176 "I Stand with Planned Parenthood" petitions hand-delivered, reaching all **197** lawmakers.

THEY STOOD WITH REPRODUCTIVE HEALTH CHAMPIONS...



200 volunteers rallied in the Capitol over the final **3** days of session.

AND HELD POLITICIANS ACCOUNTABLE.



Supporters contacted their elected officials **11,074** times through phone calls, emails, lobby day visits, and more.

VOLUNTEER SPOTLIGHT - TIM

Listen to Tim's experience as a PP volunteer at www.ppslr.org/spotlight.



Photo Credit: J. Ryne Danielson



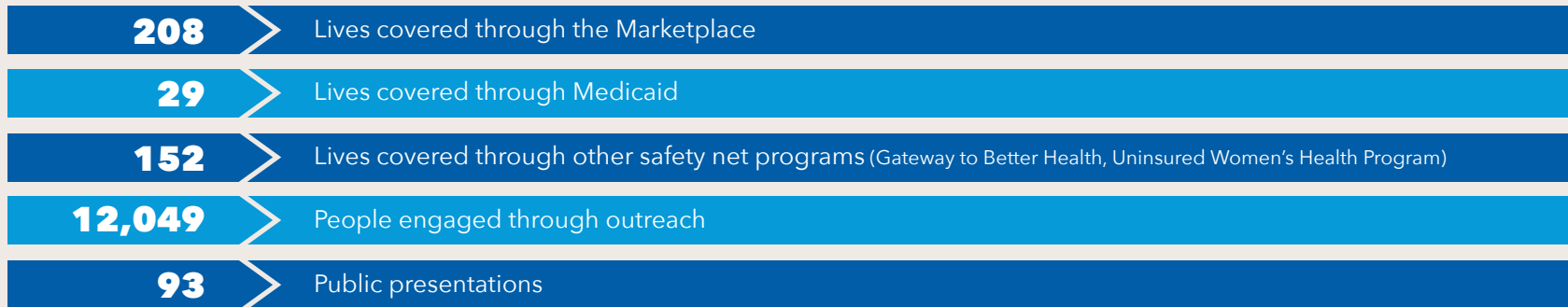
EXPANDING OUR ORGANIZING FOOTPRINT

Learn more about Bobbi's work in Illinois at www.ppslr.org/spotlight.



ACA

Despite the rollback of the Affordable Care Act requirement to purchase insurance and the federal government cutting off funds for enrollment outreach, we continued efforts to help people enroll through funding from the Missouri Foundation for Health.



COMMUNITY ENGAGEMENT

Community Engagement encompasses our volunteer programs and develops Planned Parenthood volunteer leaders into dynamic, inspiring supporters and advocates.



RESEARCH

The Research Department, comprised of one full-time Research Assistant and one part-time Research Assistant, worked on **9 research studies** out of **5 St. Louis Region health centers** from July 2018 through early 2019. Spanning **186 square miles**, these five health centers helped enroll and follow up with **472 unique study participants** from all across the region.

The department partners with worldwide health care organizations and national academic institutions and is expanding the team to continue bringing the latest testing, treatment and practices to patients, increasing their access to care. In June 2019, a full-time Research Manager joined the team as the department moved to the purview of the affiliate's new Chief Medical Officer.

Erin shares how research made a difference in her life at www.ppslr.org/spotlight.



AWARD WINNING TEAM

In October 2018, the Research Department was awarded the Affiliate Clinical and Social Science Research Award at the annual PPFA National Medical Committee Meeting in New Orleans. Selected for their achievement in growth and program strength, this award is a testament of Planned Parenthood's commitment to health care access and innovation.



STUDIES

Planned Parenthood builds on a century-old foundation of advancing reproductive health care to fulfill our mission of providing high-quality expert care and being a leader in health care innovation.

■ Preventive Care
 ■ Birth Control
 ■ Abortion

NEEDS ASSESSMENTS

The HPV tablet survey is an anonymous, short digital survey assessing attitudes about the HPV vaccine among those who have not received the vaccine.

A self-managed abortion survey asked participants about self-managed abortion and assessed their knowledge of the procedure.

NEW BIRTH CONTROL

Assessed the effectiveness of a new vaginal gel at preventing pregnancy.

Analyzed the effectiveness of a new combined oral contraceptive at preventing pregnancy.

Evaluated a brand new non-hormonal IUD, which is smaller and has fewer side effects than the current copper IUD.

IMPROVED STANDARD OF CARE

The effectiveness of prolonged use of IUD/implant for contraception (EPIC) study assessed the use of the implant and the Mirena IUD as contraception past their FDA-approved durations.

A new clinical protocol used with medication abortion patients, which included same-day contraceptive options and a remote follow up.

Looked at three different emergency contraceptive doses for patients over 176 lbs. Patients were randomly given either one dose of Plan B, two doses of Plan B or one dose of Ella.

The Levonorgestrel Intrauterine System for Emergency Contraception (LIFE) study investigated whether a hormonal IUD, if inserted within five days of unprotected sex, were as effective at preventing pregnancy as emergency contraception pills.

9

RESEARCH STUDIES

472

STUDY PARTICIPANTS

EDUCATION

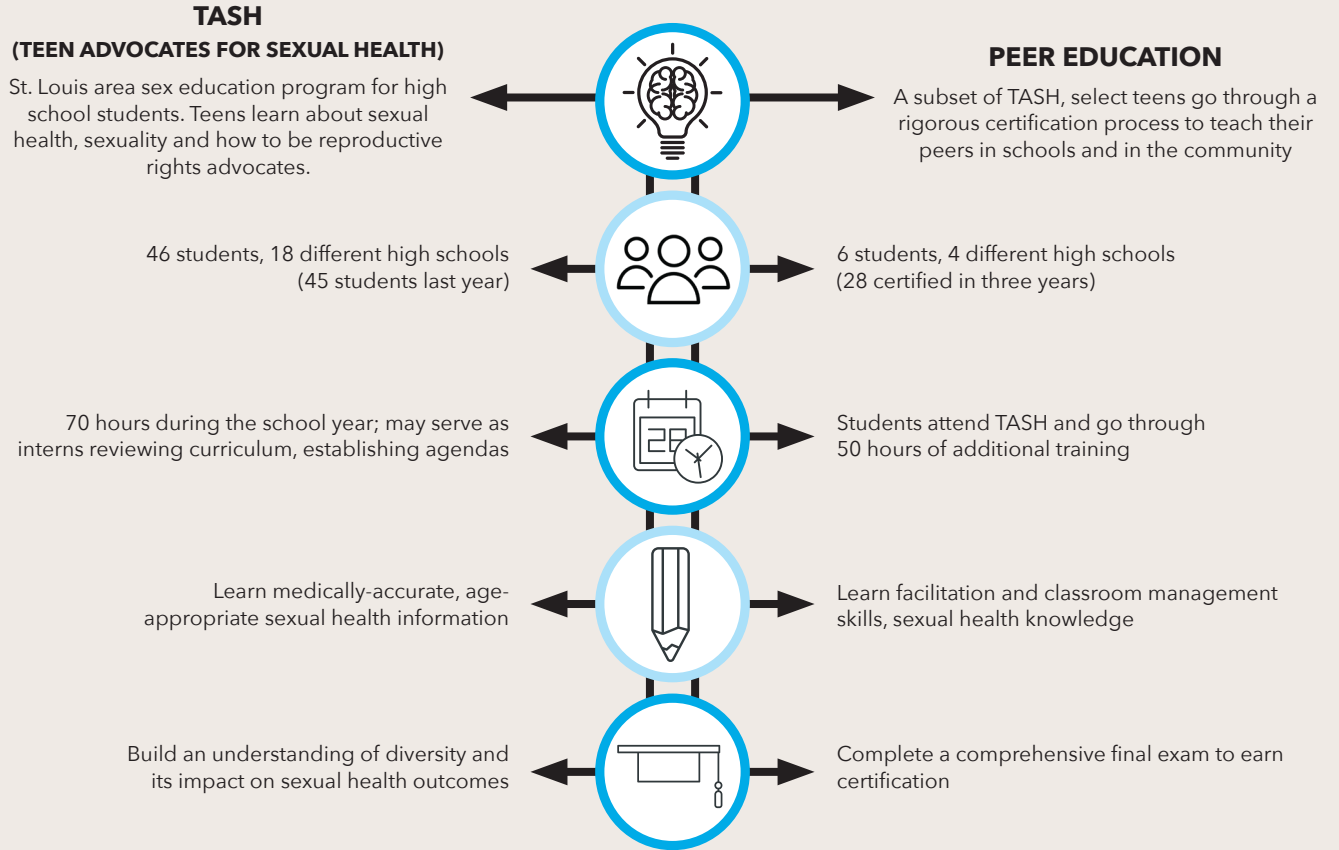
We provide comprehensive and age-appropriate sexuality education that empowers individuals to make informed decisions regarding their sexual health across their lifespan, educational services, and anti-oppression trainings in a manner that promotes social justice and freedom from ALL forms of oppression.

Meet Louie, TASH student and peer educator at www.ppslr.org/spotlight.

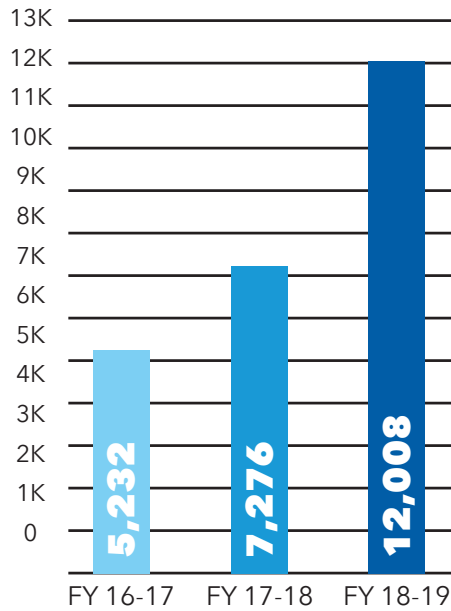


SPOTLIGHT ON TEEN SEX EDUCATION

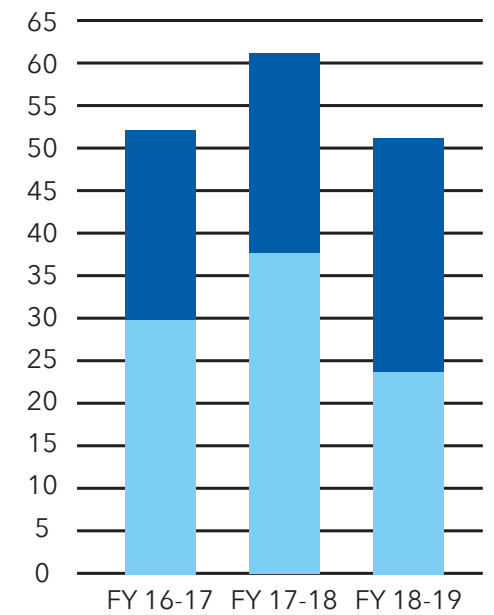
Planned Parenthood not only educates people of all ages about their bodies, but we also train the next generation of educators to empower their peers to take control of their health and their lives.



Total Unduplicated Participants



Returning Partners | New Partners



Not only are we increasing the number of people participating in our programs, we have more partners returning each year to continue working with us.

THE ORBIT CUP

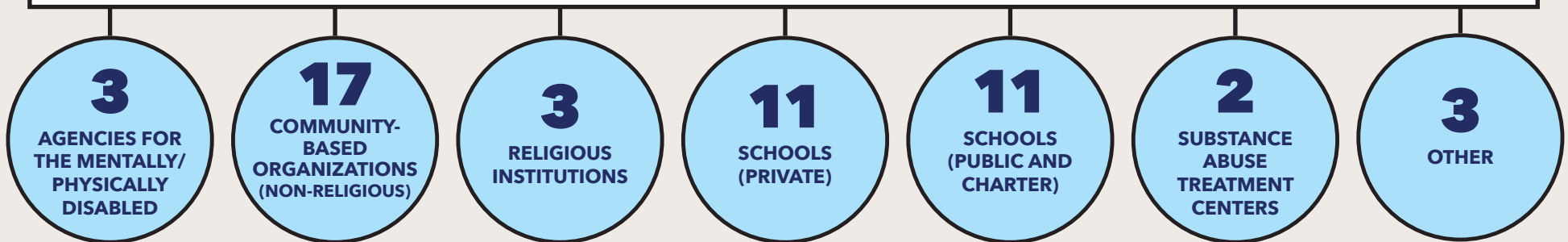
After Education Director Michelle Linschoten taught an engaging lesson about menstruation and puberty to the Girl PowerBots robotics team, they were intrigued. Tasked with solving a physical or social problem faced by humans during long duration space exploration for their upcoming competition, the five 5th-7th graders knew menstruation in outer space was just the conundrum to tackle.

The team designed a menstrual cup called the Orbit Cup. It works like a normal menstrual cup, except the blood is collected in a way to account for lower gravity levels in space. The Girl PowerBots presented their prototype at the FIRST (For Inspiration and Recognition of Science and Technology) Lego League competition on Nov. 17, 2018 at Wentzville Middle School.



Planned Parenthood partners with **50 organizations** to provide sexual health education in the community.

Our partners include:



DEVELOPMENT

Total Donors: **3,804**

Total Gifts: **9,183**

Contributions	\$4,138,445
In-Kind Contributions	\$ 192,872
<hr/>	
Total Public Support	\$4,331,317

DID YOU KNOW?

2,455 of our patients also made donations after they received health services.

Celebrate Kathleen's philanthropy and dedication at www.pplsr.org/spotlight.



Kathleen Quain was presented the inaugural Moving Beyond the Mission Award. This award honors a member of the Women's Leadership Circle who exemplifies Planned Parenthood in vision and action, who pairs service with philanthropy. After volunteering in several administrative departments, Kathleen discovered her passion in Reproductive Health Services supporting patients seeking abortion care. Thank you for your dedication.

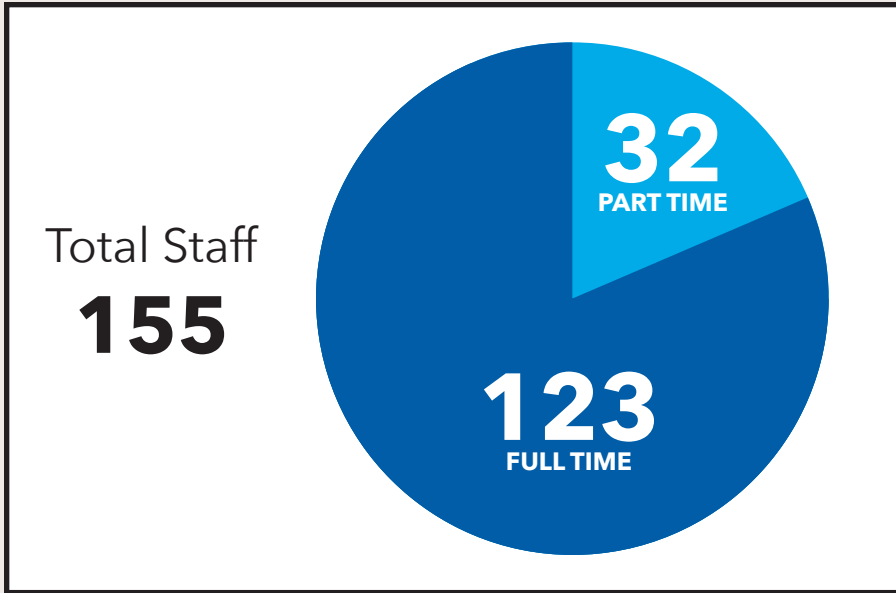
Planned Parenthood® WOMEN'S LEADERSHIP CIRCLE

The Women's Leadership Circle is dedicated to advancing reproductive and sexual health care, education, and rights. Members publicly and proudly donate \$1,000 or more annually and receive invitations to exclusive events.



IN MEMORIUM

We remember **Vivian Meyer**. Vivian was the head nurse who assisted at the very first legal abortion in Missouri in 1973. She became the Clinic Administrator of Reproductive Health Services, and after merging with Planned Parenthood, the Vice President of Surgical Services. Vivian focused on ensuring the absolute highest standard of care for patients while simultaneously stretching resources to serve as many patients as possible. We thank her for her trailblazing leadership.



PPX

The Planned Parenthood Experience committee works on affiliate-wide proposals to measurably improve services for patients and increase staff engagement. Through three sub-committees (Employee Engagement, Patient Engagement and Solidarity), we are revamping policies and practices to ensure we have a systemic, organized approach to change.

For example, the Solidarity Committee led the creation of the Community

Advisory Board. The Community Advisory Board is designed to improve community relationships and support affiliate racial equity and inclusion goals. The advisory board, currently comprised of five members, will review staff queries and suggestions regarding diversity, equity and inclusion during their meetings.



BOARD OF DIRECTORS - OFFICERS

Linda Locke, Board Chair
Shonagh Clements, Vice Chair
Jacqueline Turner, MD, Secretary
David Goerisch, Treasurer
Christina Cavazos Bennett, Assistant Treasurer

BOARD COMMITTEE LEADERS

Leadership & Governance: Tracie Goffe, Susan Appleton
Finance & Audit: David Goerisch
Development: Linda Raclin, Rose-Lynn Sokol
Legislative & Political: Dana Sandweiss, Maureen Jordan
Education: Susan Stirtz

BOARD MEMBERS

Susan Appleton, Christina Cavazos Bennett, Rochelle Catus, MD, Shonagh Clements, Joan Culver, Erika Dahlin-Lee, Alissa Duel, C. David Goerisch, Tracie Goffe, Sheila Greenbaum, Amy Hunter, Maureen Jordan, Jessica Levy, Linda Locke, Kim Olson, Deborah Patterson, Linda Raclin, Dana Sandweiss, Rose-Lynn Sokol, Susan Stirtz, Jacqueline Turner, MD, Bob Watt
Vivian Zwick - **Director Emeritus**

SENIOR STAFF

Yamelsie Rodriguez

President and Chief Executive Officer

Colleen McNicholas, DO, MSCI, FACOG

Chief Medical Officer

Cathy Williams, Senior Vice President Administration and Compliance

Jesse Lawder, Vice President of Marketing & Communications

April Mickens Jolly, Vice President of Patient Services

Angie Postal, Vice President of Education, Policy & Community Engagement

Toni Schneider, Vice President of Development

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- @PPSLR
- @PPSWMO
- @PPMO_Advocates



- @plannedparenthood_stl_swmo
- @ppmo_advocates

CONTACT

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www.ppslr.org
www.reproductivehealthservices.org
www.ppmissouri.org
www.plannedparenthoodvotesstl.org

CONSOLIDATED FINANCIAL REPORT

PLANNED PARENTHOOD OF THE ST. LOUIS REGION AND SOUTHWEST MISSOURI AND AFFILIATED CORPORATIONS

REVENUES 2018-2019

Individual and Foundation Contributions

Contributions	\$4,138,445
Contributions-in-kind	\$192,872

Patients Services & Program Fees, Insurance & Grants

Patient Fees - Family Planning	\$3,497,446
Patient Fees - Surgical	\$1,859,167
Medicaid*	\$512,516
Title X (Federal Family Planning Funds)	\$425,689
Commercial Insurance	
Family Planning Service Grants	\$133,799
Surgical Services Grants	\$699,000
Public Policy	\$508,521

Miscellaneous

Investment Income	\$568,874
Gain (Loss) - Sale of Securities	\$(57,086)
Unrealized Appreciation (Depreciation) of Securities	\$234,821
Charitable Remainder Trust Gain (loss)	\$32,607
Miscellaneous Income	\$61,970

TOTAL REVENUES **\$12,808,704**

*Includes unreimbursed services provided to patients covered by the Missouri Medicaid program.

EXPENSES 2018-2019

Program Services

Family Planning*	\$6,430,017
Surgical/Abortion Services	\$3,062,882
Education Services/Programs	\$420,597

Support Services

Management and General	\$904,569
Development/Communications	\$686,745
Support to National/Regional Planned Parenthood	\$5,500

Public Relations & Public Affairs

Marketing/Communications	\$565,512
Lobbying	\$145,611
Public Policy	\$869,930
Political activity	\$138,115

TOTAL EXPENSES** **\$13,229,478**

Increase (Decrease) in Fund Balances \$(420,774)

*Includes unreimbursed services provided to patients covered by the Missouri Medicaid program.

**Expenses include depreciation and national program support



Our Affiliated Corporations

Planned Parenthood of the St. Louis Region and Southwest Missouri
Reproductive Health Services of Planned Parenthood of the St. Louis Region
Advocates of Planned Parenthood of the St. Louis Region and Southwest Missouri
Planned Parenthood VOTES - St. Louis and Southwest Missouri