

 **Planned
Parenthood**[®]
Care. No matter what.

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

**ANNUAL
REPORT**
2016-2017



Planned Parenthood of the St. Louis Region
and Southwest Missouri

Office of Development
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ANNUAL REPORT 2016-2017

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A MESSAGE FROM OUR PRESIDENT & CEO AND BOARD CHAIR



Mary M Kogut

MARY M. KOGUT

President and Chief Executive Officer



Sheila Greenbaum

SHEILA GREENBAUM

Chair, Board of Directors

Dear Friends,

Every day, thousands of people in America walk into a Planned Parenthood health center with the promise of receiving high-quality, affordable, and accessible health care. Our staff show up every day dedicated to keeping that promise.

We are pleased to share our latest annual report for Planned Parenthood of the St. Louis Region and Southwest Missouri and our affiliated entities. In the following pages, we'll take you on a tour of our work and show you the impact of your support.

Our commitment to empowering people to take control of their health and their lives helps ensure teen pregnancy remains at the lowest rate in 20 years and unintended pregnancy in our region remains at the lowest rate in 30 years. These aren't just data points - they are real lives that have been profoundly impacted by the work you support.

Your unwavering support goes a long way to fulfilling the four pillars of our work: care, advocacy, research, and education. Whether it's the more than 22,000 contraceptive patients, almost 60,000 STI tests, or the 600 hours of sex education we delivered to young people, the work we do has a real, lasting impact. Together, we empower communities, shape futures, and save lives.

Thank you.

Mary M. Kogut
President and Chief Executive Officer

Sheila Greenbaum
Chair, Board of Directors



WE ARE HERE FOR OUR COMMUNITY - NO MATTER WHAT.

The mission of Planned Parenthood of the St. Louis Region and Southwest Missouri is to provide, protect, and support reproductive and sexual health, services, access, and rights.

As a leader in sexual and reproductive health, Planned Parenthood is committed to positively shaping the communities we serve through the provision of excellent, compassionate, trustworthy, and safe medical and education services. We address a full range of health needs, including:

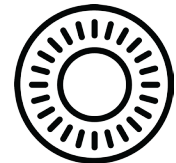
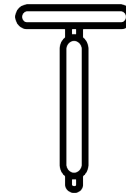
- Providing access to affordable, high-quality health care services;
- Offering sexual health education that people need to make healthy, safe decisions; and
- Advocating for effective, socially conscious state and federal policies that directly impact our patients.

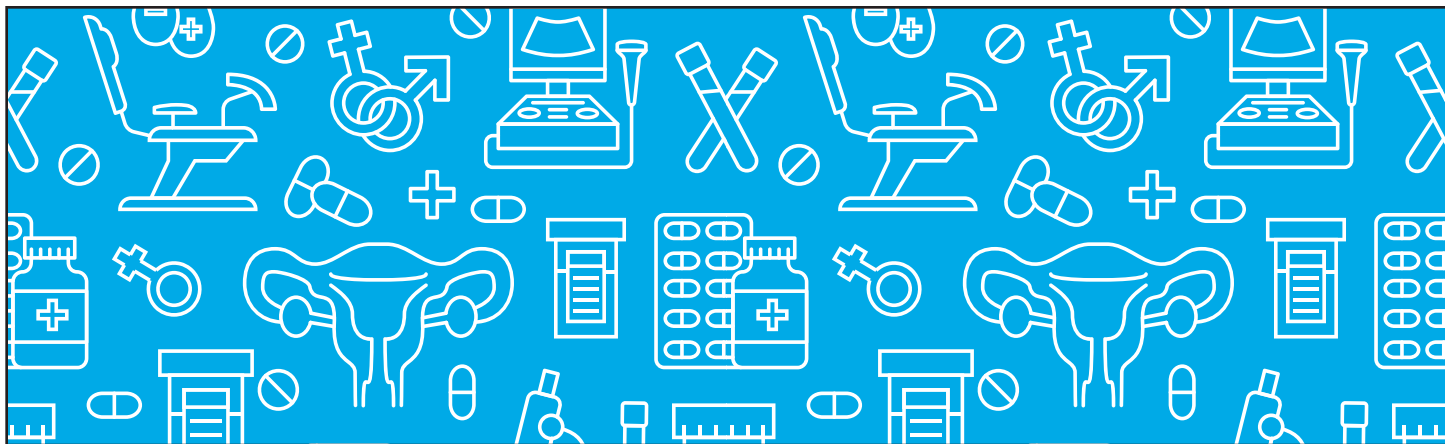




HEALTH CARE SERVICES

Planned Parenthood envisions a community that values reproductive and sexual rights as basic human rights, where everyone can access high-quality, affordable health care, and where all individuals can make informed decisions about their bodies to achieve their highest quality of life.

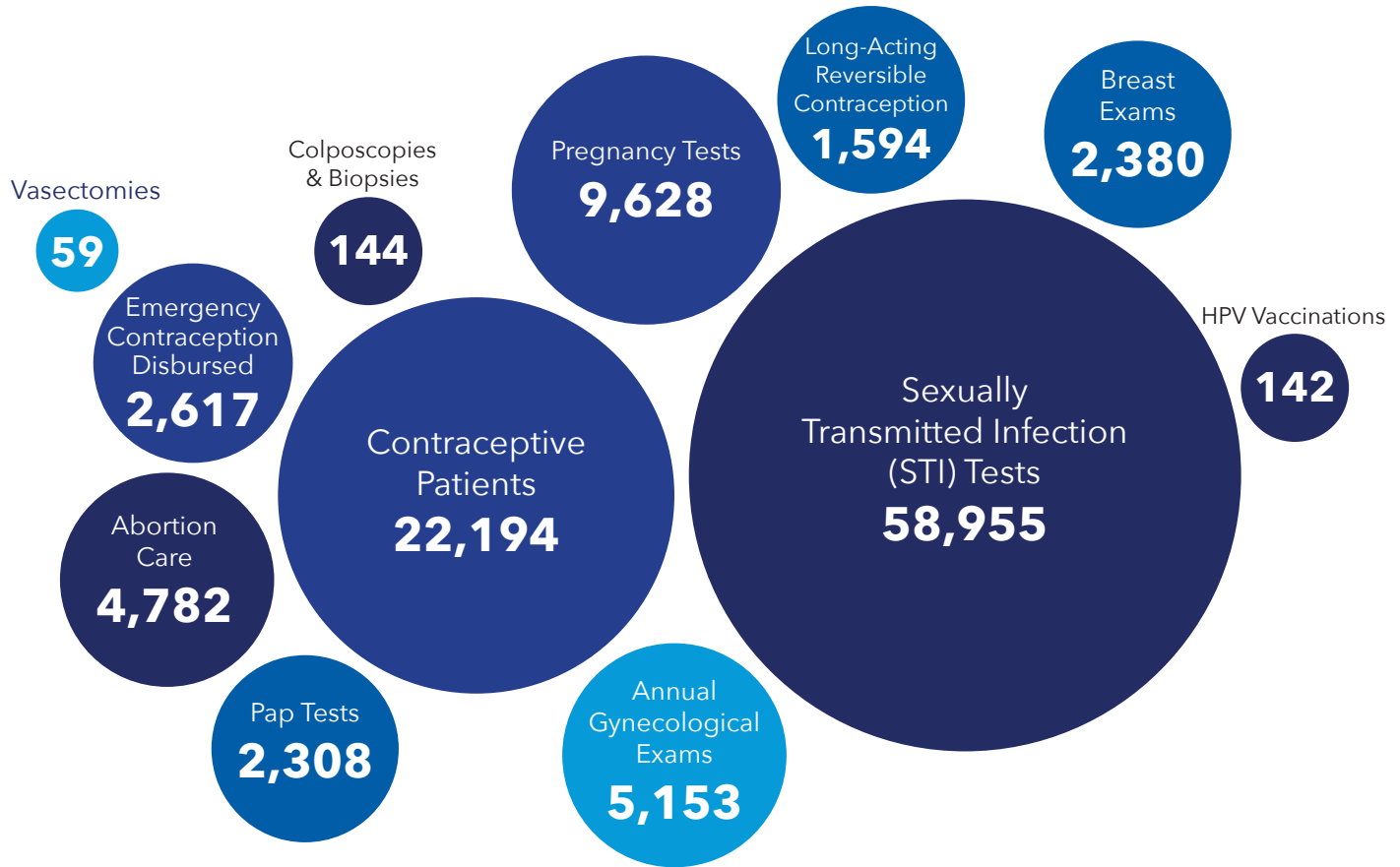




PLANNED PARENTHOOD OFFERS A WIDE RANGE OF REPRODUCTIVE AND SEXUAL HEALTH SERVICES TO WOMEN, MEN, AND YOUNG PEOPLE.

- **Annual Gynecological Exams**
- **Cervical Cancer Screenings**
- **Birth Control**
- **Breast Exams**
- **Abortion Care**
- **Sexually Transmitted Infection Testing & Treatment**
- **Emergency Contraception**
- **Pregnancy Tests**
- **HIV Testing**
- **HPV Vaccines**
- **Urinary Tract Infection Treatment**
- **Vasectomies**

IN FISCAL YEAR 2016-2017, OUR AFFILIATE HAD 49,657 TOTAL PATIENT VISITS.



Total Unduplicated Patients **30,639**

Total Male Patients **4,029**



EDUCATION & TRAINING

Our Education & Training Department offers sexuality education programs throughout the St. Louis region. Our team works with community partners to provide medically accurate, age appropriate sexual health information to youth, parents, and youth-serving professionals throughout the community.

EDUCATION PROGRAM OBJECTIVES

Planned Parenthood is dedicated to providing high-quality, comprehensive, sex-positive, age-appropriate education. We do this by:

- Increasing community members' knowledge of sexuality, reproduction, contraception, and sexually transmitted infections (STIs);
- Increasing awareness and use of contraceptives among education program participants who are sexually active;
- Increasing participants' communication about sexuality with peers and trusted adults;
- Increasing confidence of parents and caregivers to have open, accurate conversations about sexuality; and
- Delaying the onset of sexual activity among youth.



TEEN ADVOCATES FOR SEXUAL HEALTH (TASH) is a group of teens (grades 9-12) representing diverse backgrounds from the St. Louis region. TASH creates, develops, plans, and implements programs that move toward a greater understanding and appreciation of healthy sexuality based on teen rights, respect, and responsibility. TASH teaches/trains teens about sexual health and sexuality and how to be advocates in their communities.

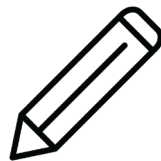
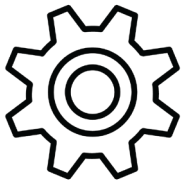
“TASH provided me with great tools and information that will follow me to college and beyond. It also gave me more passion to pursue social justice.”

- Claudia



"In my opinion, the best part of TASH was being able to meet and become friends with people I would never have had the opportunity to meet. TASH has deepened my knowledge about sexual health and healthy relationships."

- Patrick



IN FISCAL YEAR 2016-2017, OUR EDUCATION TEAM ACHIEVED THE FOLLOWING OUTCOMES:



TOTAL PARTICIPANTS

8,549



TOTAL UNDUPLICATED PARTICIPANTS
(Youth, Parents & Local Professionals)

5,232



SEXUAL HEALTH EDUCATION PROGRAMS

517



TOTAL HOURS IN THE CLASSROOM

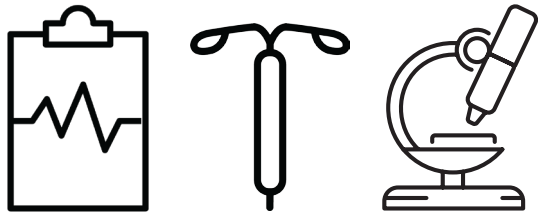
637

- The Education Team proudly increased its overall reach by **83%** from the previous fiscal year.
- **46 TASH members** collected **690 surveys** - from their peers at 12 different high schools - regarding their schools' climates with respect to gender expression, gender identity, and sexuality.
- Planned Parenthood continues to partner with more than **75 community organizations**, including local schools, community youth groups, faith groups, and other community groups.



RESEARCH

Planned Parenthood is proud to administer academic and industry-sponsored research within our health centers. Our Research Department partners with various organizations to conduct our studies, including local academic institutions and pharmaceutical companies.



IN FISCAL YEAR 2016-2017, PLANNED PARENTHOOD FACILITATED THE FOLLOWING STUDIES:

EMERGENCY CONTRACEPTION (EC)

STUDY #1 - Women enrolled at the South Grand, Central West End, and North County health centers received free gonorrhea and chlamydia testing and either a free morning-after pill or a free hormonal IUD; 23 women received the morning after pill at no cost; 71 women received a hormonal IUD at no cost. The purpose of the study was to see if hormonal IUDs (not FDA-approved for EC) work as well as emergency contraceptive pills if they are inserted within five days of unprotected sexual intercourse.

STUDY #2 - Evaluated making another emergency contraceptive pill available over-the-counter. All participants received a free pregnancy test and the chance to purchase emergency contraception at a reduced cost.

BIRTH CONTROL

"PILL STUDY" - Enrolled women at the West County health center, all of whom received a free gynecological exam and free gonorrhea and chlamydia testing. Additionally, more than half the women enrolled received an investigational combined oral contraceptive for use as birth control. The purpose of this study was to test the efficacy of a new contraceptive. Our affiliate had one of the highest enrollments among our sister affiliates participating in this pill study.

SEXUALLY TRANSMITTED INFECTIONS

"CTNG STUDY" - Women and men at the South Grand and North County health centers were enrolled in a study of a new testing platform for gonorrhea and chlamydia.

BODY IMAGE

"BODY IMAGE STUDY" - Enrolled 125 women across all six St. Louis area health centers; Participants took a short survey to measure their level of body satisfaction and their attitudes towards contraceptives. The purpose of this study is to explore the relationship between abortion stigma and body image and to assess if there is a positive relationship between body image and preventive sexual health behaviors.



PUBLIC POLICY & POLITICAL ACTIVITIES

We engaged citizens in community action.

In 2017, waves of supporters emerged who were eager to volunteer with Planned Parenthood. Our Public Policy Team was ready to capitalize on this surge in volunteer interest. We organized **278 volunteer and community events** with **7,371 volunteers and participants**. While we saw a slight increase in the number of actual events over 2016, the number of participants rose by 350%.

We continued to build a sustainable movement.

We engaged young people on campuses across Missouri, including working with pro-Planned Parenthood campus groups and campus leaders at six colleges and universities in St. Louis and Southwest Missouri. Our organizers recruited and trained lead volunteers to manage other volunteers through table captaining, leading lobby days, and spearheading community outreach. We trained **175 lead volunteers** who managed volunteer shifts, allowing staff to focus on other important work. These volunteers gathered **16,276 petitions**, which were then sent to legislators.



We organized, mobilized, and lobbied our hearts out.

Grassroots organizers led efforts to recruit participants for events throughout the year including the Women's March, town halls, petitions deliveries to members of congress and state lawmakers, and "Pink Out the Night" events at Planned Parenthood health centers throughout the region. In response to Governor Greitens' special session on abortion, we hosted People's Townhalls in Jefferson City and St. Louis to highlight the need for attention on maternal and infant mortality. Volunteers wrote and submitted **28 letters to the editor** of St. Louis and Southwest Missouri papers. **168 volunteer leaders** participated in **7 lobby days** in Jefferson City and Washington, DC.

We expanded access to affordable health insurance.

In 2017, our Health Insurance Navigators worked to connect patients and supporters in our community to quality, affordable health insurance in the St. Louis Metro Region, as well as the Springfield/Joplin region. Navigators conducted **1,251 counseling sessions** with individuals and families regarding their enrollment in health insurance. We enrolled **538 individuals** in Marketplace plans and assisted **112 individuals** with their Medicaid enrollments. We also helped **587 people** who fell in the Medicaid gap get connected to low cost health care options through the uninsured women's health program, Gateway to Better Health, and other assistance programs.



DEVELOPMENT & FUNDRAISING

Our Development Team does a myriad of fundraising work in the communities we serve and strives to diversify its funding sources across all corporations. Our revenue includes contributions from individual donations, monthly donations, annual memberships, fundraising events, private foundations, and grants.

TOTAL DOLLARS RAISED

\$3,686,413

IN-KIND CONTRIBUTIONS

\$233,153

TOTAL DONORS

6,810

TOTAL GIFTS

16,127





ANNUAL FUND

Generous, unrestricted gifts are critical to ensuring our doors stay open at our eight health centers and that we continue providing health care - no matter what.

THE LEGACY CIRCLE

Pledged members have committed to support Planned Parenthood through their will, estate plan, or gift annuity. Their investment ensures we will be able to provide, protect, and support reproductive and sexual health, services, access, and rights in the future.

THE LEADERSHIP COUNCIL

Members of this national initiative give \$25,000 or more annually and are invested in ensuring that Planned Parenthood has the resources it needs to care for and educate patients, and to defend itself in an increasingly polarized political environment.

WOMEN'S LEADERSHIP CIRCLE

Members of this affiliate initiative give \$1,000 or more annually. They are dedicated to advancing the conversation about reproductive health care and education nationally and openly support Planned Parenthood locally. Members share a commitment to ensuring that all women of future generations are empowered to shape their own lives.

CONSOLIDATED FINANCIAL REPORT

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

REVENUES 2016-2017



Individual and Foundation Contributions

| | |
|-----------------------|-------------|
| Contributions | \$3,686,413 |
| Contributions-in-kind | \$233,153 |

Patients Services & Program Fees, Insurance & Grants

| | |
|---|-------------|
| Patient Fees - Family Planning | \$1,318,993 |
| Patient Fees - Surgical | \$2,741,294 |
| Medicaid | \$730,981 |
| Title X (Federal Family Planning Funds) | \$209,899 |
| Commercial Insurance | \$1,903,298 |
| Family Planning Service Grants | \$441,279 |
| Surgical Services Grants | \$483,000 |
| Public Policy | \$448,004 |
| ACA enrollment grants | \$909,778 |

Miscellaneous

| | |
|--|-------------|
| Investment Income | \$498,351 |
| Gain (Loss) - Sale of Securities | \$5,381,273 |
| Unrealized Appreciation (Depreciation) of Securities | (2,000,102) |
| Charitable Remainder Trust Gain (loss) | \$239 |
| Miscellaneous Income | \$5,235 |

TOTAL REVENUES

\$16,721,088

CONSOLIDATED FINANCIAL REPORT

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

Program Services

| | |
|-----------------------------|-------------|
| Family Planning | \$5,602,540 |
| Surgical/Abortion Services | \$2,691,123 |
| Education Services/Programs | \$218,446 |

Support Services

| | |
|---|-----------|
| Management and General | \$750,630 |
| Business Development/Fundraising | \$682,179 |
| Support to National/Regional Planned Parenthood | \$98,807 |

Public Relations & Public Affairs

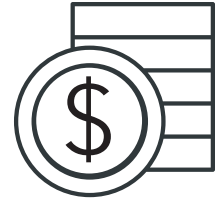
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|--------------------------|-------------|
| Marketing/Communications | \$228,961 |
| Lobbying | \$57,641 |
| Public Policy | \$1,281,751 |
| Political activity | \$227,074 |

TOTAL EXPENSES* **\$11,839,152**

Increase (Decrease) in Fund Balances \$4,881,936

*Expenses include depreciation and national program support

EXPENSES 2016-2017





HUMAN RESOURCES

We are committed to diversity across our corporations. Our ability to serve more patients depends on having optimal numbers of qualified, skilled, passionate staff in all areas of our affiliate. Planned Parenthood offers employment opportunities without regard to culture, age, race, color, sex, gender identity, ethnic heritage, language, national origin, spiritual belief or tradition, sexual orientation, physical ability/characteristics, socioeconomic circumstances, or any other basis. To ensure that future generations continue to have access to comprehensive reproductive and sexual health services, we are committed to training the next generation of health care providers, educators, and activists through ongoing partnerships in the community.

TOTAL EMPLOYEES

154

FULL-TIME STAFF

121

PART-TIME STAFF

32



BOARD OF DIRECTORS & LEADERSHIP

BOARD OF DIRECTORS - OFFICERS

Sheila Greenbaum, Board Chair
Linda Locke, Vice Chair
Alissa Duel, Secretary
David Goerisch, Treasurer
Steve Wilhelm, Assistant Treasurer
Kim Olson, Chair Appointment
Tracie Goffe, Chair Appointment
Linda Raclin, Chair Appointment

BOARD COMMITTEE LEADERS

Leadership & Governance:
Susan Appleton, Sally Scott

Finance & Audit:
Steve Wilhelm, David Goerisch

Development:
Lydia Padilla, Dana Sandweiss

Legislative & Political:
Gerry Greiman, Shonagh Clements

Business Initiatives Committee:
Bob Watt

BOARD MEMBERS

Susan Appleton
Rochelle Catus, MD
Shonagh Clements
Joan Culver
Erika Dahlin-Lee
Alissa Duel
C. David Goerisch
Tracie Goffe
Sheila Greenbaum
Rev. David Greenhaw
Gerry Greiman
Diane Katzman
Paula Knight, PhD
Linda Locke
Colleen Millstone
Kim Olson
Lydia Padilla
Heather Raznick
Dana Sandweiss
Sally Scott
Ellen Sherberg
Amy Soper
Susan Stiritz, PhD
Michele Thomas
Jacqueline Turner, MD
Joe Von Kaenel
Bob Watt
Steven Wilhelm
Vivian Zwick, Director Emeritus
Linda Raclin,* Former Board Chair
serving as ex-officio member

SENIOR STAFF

Mary M. Kogut
President and Chief Executive Officer

David L. Eisenberg, MD, MPH, FACOG
Medical Director

Cathy Williams, Vice President of
Human Resources & Compliance

Julia Mendelow, Vice President of
Development

Tom Hemingway, Vice President of
Finance & Operations

Janice Thomas, Vice President of
Patient Services & Education

Jesse Lawder, Vice President of
Marketing & Communications



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