



# CHANGING LIVES AND THE WORLD

ANNUAL REPORT 2014

 **Planned  
Parenthood®**  
Care. No matter what.  
Greater Memphis Region



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Jo Kendrick, Vice President of Finance  
Aimee Lewis, Vice President of External Affairs  
Alma Foster-Edwards, Health Center Manager  
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## PRESIDENT'S MESSAGE

I typically use this space to share the challenges and accomplishments of our previous fiscal year, but recent historic events beg for commentary.

We lost our battle to defeat Amendment 1. This makes my heart heavy, yet strengthens my resolve to meet the challenges ahead. Believe it or not, there is a silver lining in this dark cloud. The two Planned Parenthood affiliates in Tennessee have never created, launched, and fought a statewide political campaign before—and we did this while maintaining the critical health care services and education our communities depend on. In the process we learned that we can “bring it” when women’s health care is threatened—we are forces to be reckoned with and we won’t stop with our first campaign, despite the loss.

In fact, I’m very proud of the Vote No on Amendment 1 campaign led by Planned Parenthood of Greater Memphis Region and Planned Parenthood Middle and

East Tennessee. Together, we raised \$4.3 million dollars to defeat this dangerous amendment. We built stronger partnerships with organizations in Memphis and across the state and trained and launched a volunteer army ready to fight for women and families. We started a very important, difficult conversation in Tennessee—one we’ve never had before in this state—about the right to privacy in medical decision-making. We opened our doors to the media and shared information about abortion—its safety record, current regulations in our state, and how providers like Planned Parenthood deliver high quality, compassionate care. We brought together pastors, doctors, civil rights leaders, and elected officials who all called for protecting women’s ability to make their own medical decisions and their right to access legal health care without political interference.

The passage of Amendment 1 may have given politicians more power to legislate our medical decisions, but we will fight

back stronger than ever before. We know an extreme agenda is out-of-touch with what we have heard from Tennesseans in every corner of this state. There was a consensus reached among voters that priority number one is safe and legal access to healthcare for women. We intend to hold the legislature accountable for offering bills that are about safeguarding women’s health, not restricting access to care or interfering in the doctor-patient relationship.

No matter what comes our way, you can count on Planned Parenthood to fight for women and families. And together we WILL ensure that a woman’s access to reproductive health care is protected. Stay tuned for more information about how we will take our political expertise to the next level in 2015.

Ashley Coffield  
President/CEO



Gail Tyree, Ashley Coffield, Congressman Steve Cohen,  
Planned Parenthood of Middle & East Tennessee CEO Jeff Teague





## BOARD CHAIR'S MESSAGE

**O**n behalf of the entire board of Planned Parenthood Greater Memphis Region, I want to say first how proud I am of the campaign we waged to fight Amendment 1. We did not achieve the result at the polls we fought so hard for, but we rallied thousands of supporters and built new relationships with people from all walks of life who want to protect access to safe and legal healthcare for all women.

And the really amazing part? Through it all, as we undertook the advocacy work necessary for the campaign, continuity of care at PPGMR never faltered.

We hired our first full-time medical director, adding a layer of expertise and options for our nearly 7,000 patients who relied on Planned Parenthood for services like well-woman care, clinical breast exams, contraception, and STD/HIV tests. To

meet our patients' needs in the insurance marketplace, we forged ahead and now accept almost all major insurance carriers, and we secured funding to help our patients and others in the community enroll. We have continued improvements in our Health Center, so patients receive high-quality, nonjudgmental care in an environment that is also warm and welcoming.

Our educators taught 181 sexual health classes for people of all ages; 106 of those classes reached nearly 1,200 teens. Free Condoms Memphis, PPGMR's signature condom distribution program, gave away over 166,000 condoms at 69 locations to prevent the spread of HIV and other STDs. Free Condoms Memphis has been so successful that other affiliates are investigating replicating our program.

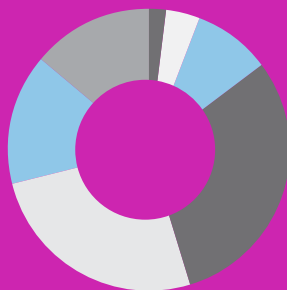
None of these accomplishments are possible without you: our donors, our volunteers, our community partners. Your support, financial and otherwise, is an inspiration. You make it possible for us to provide not only affordable and accessible health care, honest education, and fearless advocacy, but to excel. Thank you.

John Jones  
Board Chair



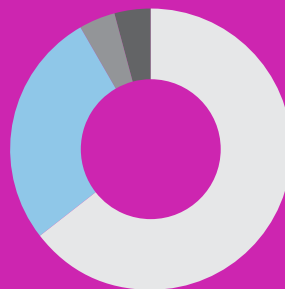
Vote No on 1 volunteers: Sheena Foster, Drew Cadenas, Jayanni Webster, Tony de Velasco, Kaitlin Beck, Lauren Douglass, Karen McKenzie

## WHO WE SERVE



### PATIENTS BY AGE

15 & UNDER 2%  
 16-17 4%  
 18-19 9%  
 20-24 31%  
 25-29 26%  
 30-34 15%  
 35 & OLDER 14%



### PATIENTS BY ETHNICITY

AFRICAN-AMERICAN 64%  
 WHITE, NON-HISPANIC 27%  
 HISPANIC 4%  
 ASIAN, NATIVE AMERICAN, OTHERS 4%



Cara Walker, Megan Rubenstein, Gail Tyree, Rachel Brooks,  
 Rachel McCook, Joan Carr, Kelley Robinson

## THE WOMEN'S LEADERSHIP CIRCLE

The Women's Leadership Circle is a group of women dedicated to supporting Planned Parenthood's mission and services openly and without apology, and donating a minimum of \$1,000 annually to Planned Parenthood Greater Memphis Region.

Founded in spring of 2014, the women listed are inaugural members of the Women's Leadership Circle. If you would like to join this outstanding and generous group of women leaders in our community, please contact Aimee Lewis at [alewis@ppgmr.org](mailto:alewis@ppgmr.org) or 901.725.3051.

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and Dr. Cathy  
Chapman**

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Lynn Thomas  
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Jeanne Varnell  
Katherine Warren  
Jennifer Watson III  
Martha Asbury Wilson  
Lyn Yukon



## ADVOCACY IN 2014



**92**  
PUBLIC  
SPOKESPEOPLE

**139**  
VOLUNTEERS  
AT POLLING SITES

**OVER  
30**  
PRIVATE AND  
COMMUNITY EVENTS

**840**

SUPPORTERS  
GALVANIZED

**140**

ACTIVE  
VOLUNTEERS



## OUTREACH EDUCATION

**166,125**

free condoms distributed

**75** active College Sexperts  
on 8 college campuses

**181** classes on sexual  
health topics for  
people of all ages

**106** sexual health classes  
for 1,189 teens



**16** training sessions for  
other area health  
professionals

## HEALTH CENTER & OUTREACH SERVICES



# 6

### MAJOR INSURANCE CARRIERS ACCEPTED AND MORE BEING ADDED:

BLUECROSS BLUESHIELD, CIGNA, HUMANA, UNITED HEALTHCARE,  
TRICARE, AND MEDICARE. PPGMR ALSO ACCEPTS AMERIGROUP,  
BLUECARE, TENNCARE SELECT, AND BLUECARE ADVANTAGE.

Shelby County Commissioner  
Reginald Milton with PPGMR staff





## HEALTH CENTER & OUTREACH SERVICES

**12,608**

**PATIENT  
VISITS**

**6,824**

**UNDUPLICATED  
PATIENTS**

**5,100**

**HIV AND OTHER  
STD TESTS**

**2,830**

**MEDICATION AND SURGICAL ABORTIONS**

**1,217**

**WELL-WOMAN  
EXAMS**



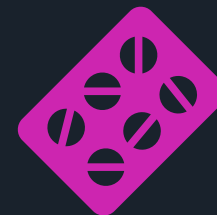
**772**

**CLINICAL BREAST  
EXAMS**



Memphis Clergy Against Amendment 1

## CONTRACEPTION PROVIDED



**8,240**

**CYCLES OF ORAL  
CONTRACEPTION**

**516**

**IUCS & IMPLANTS**

**247**

**BIRTH CONTROL SHOTS**

**714**

**EMERGENCY  
CONTRACEPTION KITS**

# JAMES AWARD

**B**ecause of the courage of her convictions and her tireless work on behalf of Tennessee women and families over her career, Planned Parenthood was proud to honor Senator Beverly Marrero with this year's James Award.

During her tenure in the state House and Senate, and now in the community, Sen. Marrero is a true champion for Planned Parenthood. When we needed an Attorney General's ruling on pending legislation, Sen. Marrero made the request. When state agencies were slow to respond to our requests for information, Sen. Marrero broke up the logjam. Sen. Marrero always spoke out against legislation that harmed women, families and children, even when she stood alone in the Tennessee Senate chambers to do so.

The James Award is named in honor of Bob James, former Memphis City Councilman and local business leader. Bob was a long-time supporter who believed ardently in the mission of Planned Parenthood. When he passed away in 2004, he left an endowment of \$1 million to the Community Foundation of Greater Memphis for the annual benefit of Planned Parenthood Greater Memphis Region. The James Award is our highest honor given each year to a Mid-South community member who has shown unwavering support to the ideals of Planned Parenthood.



**James Award Recipient Beverly Marrero with her family, Evan Robsion, Adelai Robison, Robin Robison-Hampton, and John Hampton**



**Ashley Jones, Gail Tyree, Miska Shaw, Jamey Hatley, Antoine Dandridge**



Ashley Coffield, Beverly Marrero, John Jones



Mary Jane Gentry and Carol Barnett



Lynnefer Perry and Paul Foster

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Past recipients of the James Award are Barry Chase (2013), the Gilliland Family (2012), the Scharff Family (2011), Dr. Rose Johnston (2010), Betsy Mandel-Carley (2009), Ginger Ralston (2008), Congressman Steve Cohen (2007), Judy Ringel (2006), and Jim Fri (2005).

*By following Bob James' example and including PPGMR in your estate plans, you ensure that the next generation of women, men, and teens in our community has access to life-saving cancer screenings, family planning services, HIV and other sexually transmitted disease testing and counseling, and a wide range of age-appropriate sexuality education. For more information, contact Aimee Lewis at (901) 725-3051 or [alewis@ppgmr.org](mailto:alewis@ppgmr.org).*



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PPGMR thanks the following donors for their generosity & commitment from July 1, 2013-June 30, 2014

## \$100,000+

Anonymous (2)

## \$25,000-\$99,999

Hyde Family Foundations  
Robert James Endowment Fund

## \$10,000-\$24,999

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## YOUR DONATION

### \$25,000

25 IUDs and office visits for women who want to postpone their next pregnancy

### \$10,000

Follow up colposcopy (cervical cancer) screening for 16 women who have had an abnormal Pap test

### \$5,000

20 well-woman exams including Pap test, clinical breast exam, gonorrhea/chlamydia test, and pregnancy test

### \$2,500

83 hours of age-appropriate sexual health education

## YOUR DONATION

**\$1,000**

over 11,000 condoms  
for Free Condoms  
Memphis

**\$500**

STD panel screenings  
for three clients

**\$250**

one year of oral  
contraception

**\$100**

provides emergency  
contraception for four  
patients

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PPGMR thanks the following donors for their generosity & commitment from July 1, 2013-June 30, 2014

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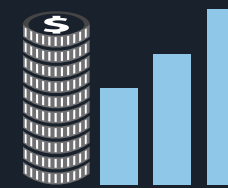
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### OPERATING REVENUE

Patient Fees.....	\$1,892,732
Government Grants.....	\$ 749,754
Contributions.....	\$1,036,097
Endowment & Interest.....	\$ 56,498
Investments.....	\$ 119,375

**Total ..... \$3,854,456**

### OPERATING EXPENSES

Patient Services.....	\$2,304,290
Education .....	\$ 346,707
Fundraising.....	\$ 200,541
Advocacy.....	\$ 125,830
Management & General.....	\$ 243,046

**Total ..... \$3,220,414**

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## MISSION

OUR MISSION IS TO ENSURE BROAD PUBLIC ACCESS TO REPRODUCTIVE AND RELATED HEALTH CARE THROUGH HEALTH CENTER SERVICES, EDUCATION, ADVOCACY, AND COMMUNITY PARTNERSHIPS SERVING 42 COUNTIES IN WEST TENNESSEE, NORTH MISSISSIPPI, AND EAST ARKANSAS.



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**Greater Memphis Region**

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2430 POPLAR AVENUE, SUITE 100  
MEMPHIS, TN 38112  
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