



Someone you
know counts
on Planned
Parenthood



Planned Parenthood®
of North Texas, Inc.

WE'RE HERE.™

Annual Report 2010

Make my story count

Four years ago I was 5 mo. pregnant when I found out I had dysplasia. Pre-cancer. We couldn't do anything but it until after my son was born. Since then I am a 24 year old White female, that without the services this clinic has offered me, I'm not sure how my medical health would be today. I still have to come to the clinic every 3mo. for follow ups, and his still is after. Finally having to have laser surgery for my condition. It would be a sad sad tragedy if these types of programs shut down.

Thanks Shauna

Behind every choice is a story

MISSION

Planned Parenthood of North Texas (PPNT) is dedicated to the achievement of parenthood by choice by ensuring the provision of voluntary reproductive healthcare and sexuality education and by advocating the right of every person to receive these services.

OUR PROMISE

To individuals who are in need of or who support quality reproductive healthcare services and education, PPNT is the comprehensive low-cost provider with a legacy of accessible, confidential and compassionate care.

2010

A YEAR IN REVIEW

A Message from the Planned Parenthood of North Texas President & CEO and Board Chair

Planned Parenthood of North Texas has delivered high-quality, compassionate healthcare services to the North Texas community since 1935. More than 75 years later, Planned Parenthood continues to play a key role in the North Texas safety net by providing preventive healthcare to thousands, along with critical comprehensive, scientifically based education programs and ongoing advocacy to advance access to healthcare for our community.

Although the year 2010 was quite challenging, Planned Parenthood continued to be a strong partner for a healthy community. While the national and state economies wavered, Planned Parenthood resolved to continue working at what it does best: serving patients—never turning a patient away based on inability to pay.

In fact, more than 84,000 women and men entered our health centers to receive compassionate, confidential, high-quality healthcare. Planned Parenthood educators met requests from community and church leaders, school boards and community centers to provide comprehensive reproductive health and sexuality education through more than 600 outreach programs. Our advocacy professionals helped us celebrate the 37th anniversary of *Roe v. Wade* and marshaled both volunteers and supportive legislators to help us in our work to protect the healthcare and privacy rights that Texans hold dear.

In keeping with our 75-year commitment, Planned Parenthood is moving forward to serve the ever-growing population of North Texas. We are proud of our organization's achievements outlined in this annual report, and thank our many supporters, donors and volunteers for their dedication to the Planned Parenthood mission. We are looking toward the future with great enthusiasm and optimism as Planned Parenthood continues to be your partner for a healthy community for decades to come.



Kenneth Lambrecht
President & CEO



Lisa V. Kraus
Chair, Board of Directors

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President & CEO

Kenneth S. Lambrecht



WE'RE HERE...

Healthy individuals make healthy communities... and healthy communities help individuals be healthy. We will always be dedicated to protecting women's access to health, safety and reproductive freedom. And, we promise to be here for individuals, families and communities—providing cancer screenings, reproductive care and health education information; giving respectful and nonjudgmental advice and support; and serving those who might otherwise not have access to professional and compassionate healthcare services.

We're here for every person, every family, and every community.

HEALTHCARE

In 1935, Planned Parenthood of North Texas opened its doors to provide women with simple contraception and education. Today, our medical staff provides the highest level of affordable and confidential healthcare to women and men from their young adulthood to mid-life. In 2010, we provided medical services to 84,013 clients—78,992 women and 5,021 men—with 216,968 visits to our health centers across North Texas.

Breast Cancer Screenings: 41,533

Cervical Cancer Screenings: 42,898

Adoption and Prenatal Care Referrals: 6,761

Vasectomies: 100

Tests and Treatment for Sexually Transmitted Infections: 111,466

HIV Testing: 1,000

Birth Control Patients: 75,198

In accordance with mandated state legislation, abortion services are provided through a separately incorporated and independently funded agency, Planned Parenthood Surgical Health Services of North Texas, Inc. (PPSHSNT). The organization provided 4,519 surgical and 1,945 medication abortions through two locations—one in Dallas and one in Fort Worth.

Planned Parenthood was awarded \$105,974 in grants for mammograms from Dallas Komen for the Cure. Healthcare staff earned a successful accreditation audit with Planned Parenthood Federation of America (PPFA), accepted Women's Health Program (WHP) Medicaid in all family-planning health center sites, and completed development, training and implementation of new electronic lab and referral follow-up systems.

More than 7,000 women in our community were cared for through the Medicaid Women's Health Program (WHP), a project that has saved the state of Texas \$42.4 million in its first two years by providing essential preventive healthcare and birth control to women across the state.

The staff of our health centers, along with colleagues in Information Technology, began implementing the NextGen software for Electronic Health Records (EHR)—state-of-the-art health information technology which improves the quality and efficiency of healthcare delivery—at our network of sites across the region. EHR has the ability to generate a complete record of a clinical patient encounter and support other healthcare-related activities, including evidence-based decision support, quality management and outcomes reporting. The Irving location was the first PPNT health center to install and train its staff on the NextGen system in 2010.

DEVELOPMENT

Development efforts generated a total of \$5,241,128 through 4,190 gifts in 2010, with more than \$670,000 from the Dallas Annual Awards Luncheon and more than \$130,000 from the Annual Luncheon in Fort Worth. These gifts included 647 donors new to Planned Parenthood. An additional \$100,000 was raised by the two “Cocktails for a Cause” evening events. The Secure Our Mission Annual Fund Campaign raised more than \$210,000 through gifts from both current and new donors, and the Capital Campaign raised more than \$2.9 million in 2010.

Luncheons

The 2010 Annual Luncheon was held on February 3rd at the Fort Worth Omni Hotel. Former New Jersey Governor and President of Whitman Strategy Group Christine Todd Whitman spoke to more than 500 guests who were welcomed by Luncheon Co-Chairs Amy Jacobs, Martha Fry and Debbie Norris, along with their committee.

The 2010 Annual Awards Luncheon was held on February 26th at the Hilton Anatole Hotel in Dallas where luncheon Co-Chairs Suzanne McGee and Lizzie Routman welcomed more than 1,500 guests to hear a powerful keynote address by Pulitzer Prize-winning author Anna Quindlen.

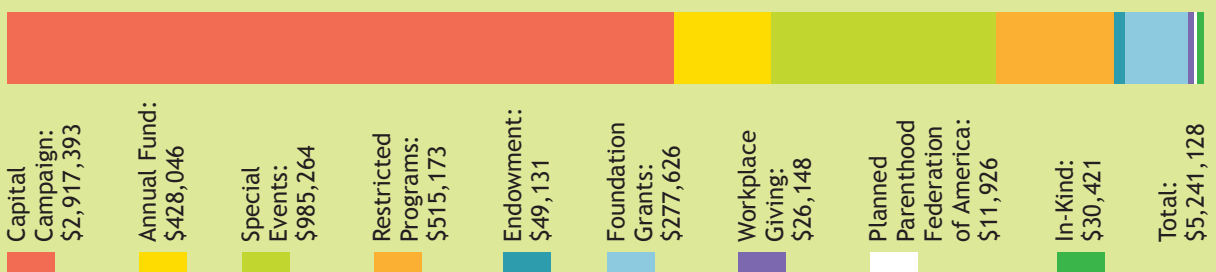
Award winners for 2010 included:

- **Marguerite Hoffman** – The Gertrude Shelburne Humanitarian Award
- **Sarah Nagler** – The Gertrude Shelburne Volunteer of the Year
- **The Levine Academy** – The Katherine Ripley Award for Education
- **Robert Garrett** – The Katherine Ripley Award for Journalism

Capital Campaign

By the end of 2010, the Shaping Our Health, Our Community, Our Future capital campaign raised more than \$15.7 million in gifts and pledges toward the total goal of \$21.5 million. This effort is led by Campaign Chair Naomi Aberly, Dallas Co-Chairs Rebecca Bruder and Sally Dunning, and Fort Worth Co-Chairs Dr. Becky Beasley and Margaret DeMoss—to open, improve and update health centers, build a state-of-the-art administrative and medical facility in Fort Worth, and endow Planned Parenthood’s current education and public affairs programs.

Community Support







ADVOCACY

The Public Affairs Department began the year with a concert to commemorate the 37th anniversary of *Roe v. Wade*. Planned Parenthood hosted “Rock Your Body Politic: Freedom of Choice Forever” at the historic downtown music venue The Palladium, in an upstairs performance hall that drew a crowd of more than 150 people—many of whom had not been known as supporters of Planned Parenthood. The occasion brought in local bands Happy Bullets, Young and Brave, Giggle Party and Girl in a Coma. The Public Policy and Governmental Relations Committee hosted a Board education session on April 12 featuring Destiny Lopez, Director of Latino Engagement for Planned Parenthood Federation of America.

The Public Affairs volunteer program continued to build in 2010, with supporters attending community outreach activities throughout the year. More than 163 volunteers

Above: Local band “Young and Brave” performs at the PPNT event “Rock Your Body Politic: Freedom of Choice Forever.”

Right: Volunteers dive into a project at the monthly Dallas Volunteer Night.

contributed 1,252 volunteer hours to the agency. This includes volunteers who attended one or more of the 25 Volunteer Nights hosted in Dallas and Fort Worth, as well as those who aided staff at Planned Parenthood events. Additionally, volunteers helped process and coordinate bulk mailings, represented Planned Parenthood at community tabling opportunities, created appreciation art for health center staff, and helped with special administrative projects.

Other Public Affairs outreach during the year included tabling at 15 community health fairs throughout North Texas; participating in events at 13 area colleges; hosting ten after-work happy hours for supporters; and participating in six local public parades and walks, including for the first time Tarrant County's Race for the Cure. Public Affairs staff mailed a branding piece on the organization's 75th anniversary to more than 191,000 supporters, as well as local, state, and federal legislators in North Texas. They also created a YouTube video celebrating the Pill's 50th anniversary of approval by the FDA.



EDUCATION

Agency educators provided outreach through 606 programs in the community, serving a total of 10,044 individuals at colleges, churches and synagogues, parent groups, high schools, middle schools, after school programs, correctional facilities, shelters and treatment centers. Collaborative efforts continued with Education staff representing Planned Parenthood of North Texas on committees, councils and coalitions addressing adolescent pregnancy, adolescent pregnancy prevention, community health, school health curricula, HIV prevention and services, breast cancer awareness and homelessness.

Our Texas Department of State Health Services-trained Education Department staff provided 710 HIV protocol-based counseling tests and prevention case management for 510 people at high risk of infection with HIV and STIs. Planned Parenthood provided these services at several health center locations, homeless shelters, and other community outreach sites.



Teen Savvy

The 20th annual Teen Savvy day for Dallas area adolescents took place in July at the CityPlace Conference Center in Dallas. Planned Parenthood staff, representatives of area collaborating agencies and community professionals developed and implemented age-appropriate workshops for students 11-17. We offered entertainment and a keynote address for the 160 young people who attended. Planned Parenthood presented Leadership Awards to young people who had distinguished themselves by overcoming significant obstacles to succeed in their local communities.

The 2010-2011
TeenAge Communication
Theatre group.

TeenAge Communication Theatre

Planned Parenthood's long-standing, award-winning teen drama group, TeenAge Communication Theatre (TACT), entered its 26th year of peer-to-peer counseling, providing 38 performances for 2,291 individuals.

The troupe spread awareness of Texas' staggeringly high teen birth rates and teen STI rates through a number of outreach efforts, lobbying the gubernatorial candidates at their North Texas offices and conducting Burma Shave demonstrations in high-traffic shopping areas in Dallas.

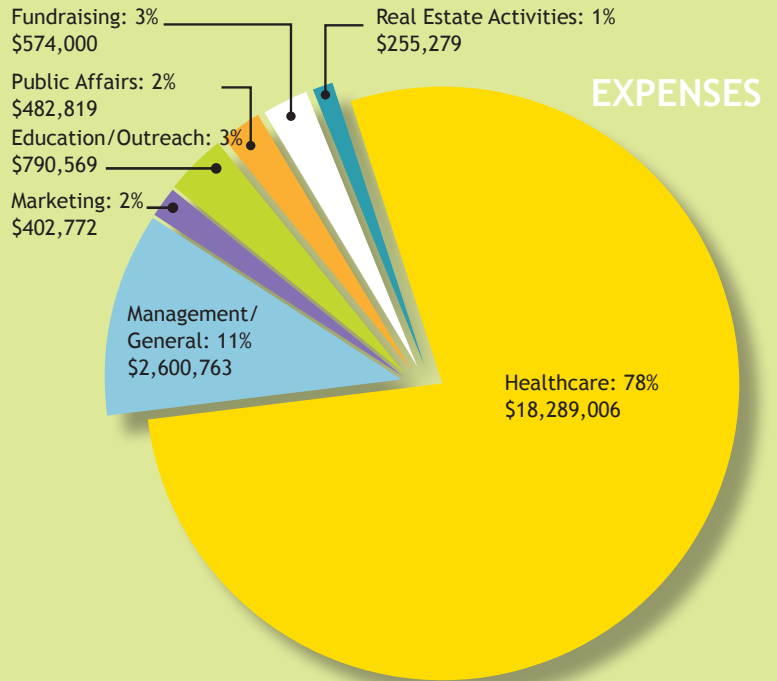
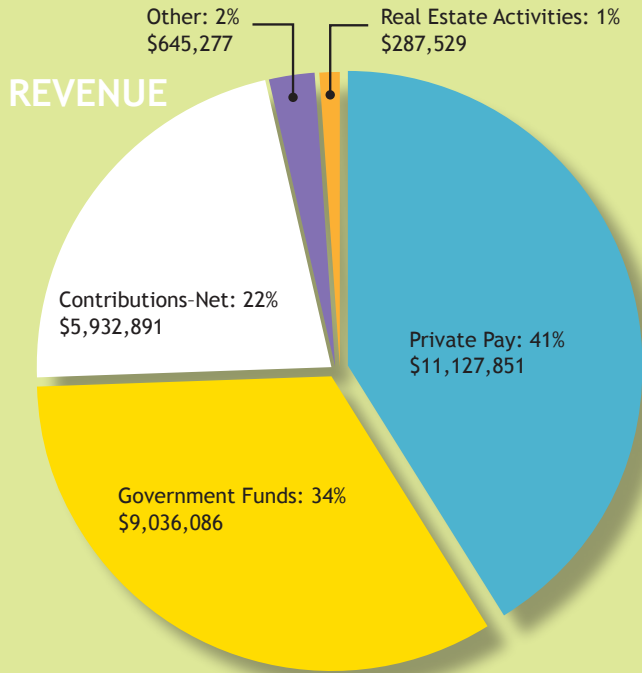


Training Institute For Improved Health

The Training Institute for Improved Health (TIH) concluded its seventh year in 2010, providing seven professional training workshops, serving 165 professionals. Participants were able to register online, at a discount, at the Planned Parenthood website and continuing education units (CEUs) were provided for social workers, counselors and nurses. Planned Parenthood partnered with the Austin-based Center for Health Training for co-sponsorship of all TIH workshops.

- **January: Melissa Keyes DiGioia, "Streetwise to Sex-Wise: Sex Education for High-Risk Youth"**
- **February: Dr. Susan Sugerman, "Parents as Sexuality Educators"**
- **February: Dr. Rita Cotterly, "Sexual and Spiritual"**
- **April: Evelyn Ting, "Birth Control Updates"**
- **April: Liz Wolf, "Sexually Transmitted Infections Update"**
- **October: Mandy Golman, "Body Image, Weight-related Issues and Eating Concerns among Today's Youth: Where Are We Now... Where Can We Go?"**
- **November: Ivan Juzang, "Urban Youth: How Can We Engage Them in Healthy Sexuality?"**

2010 SUMMARY OF FINANCIAL ACTIVITIES



TOTAL REVENUE SOURCES

	TOTAL ACTIVITY	OPERATING ACTIVITY	RESTRICTED ACTIVITY
Private Pay	11,127,851	11,127,851	
Government Funds	9,036,086	9,036,086	
Contributions/Events - Net	5,932,891	1,325,995	4,606,896
Income/Gains on Investments	588,406	478,766	109,640
Other	56,871	56,871	
Real Estate Activities	287,529	287,529	
Released From Restriction	0	1,307,663	(1,307,663)
Total	\$27,029,634	\$23,620,761	\$3,408,873

TOTAL EXPENSES








Healthcare	18,289,006	18,289,006
Management/General	2,600,763	2,600,763
Marketing	402,772	402,772
Education/Outreach	790,569	790,569
Public Affairs	482,819	482,819
Fundraising	574,000	574,000
Real Estate Activities	255,279	255,279
Total	\$23,395,208	\$23,395,208

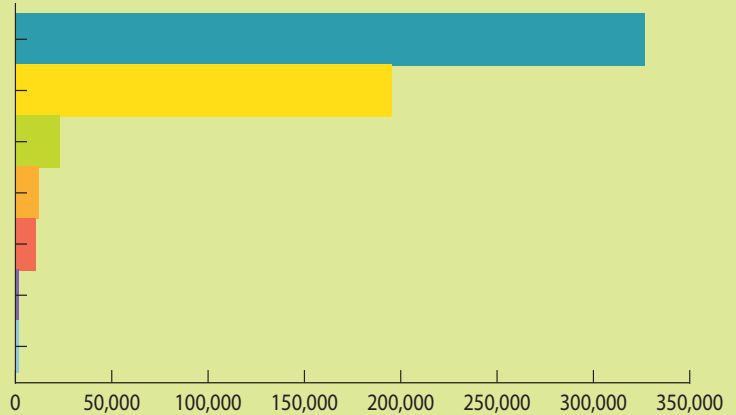
NET REVENUE

\$3,634,426	\$225,553	\$3,408,873
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PATIENT DEMOGRAPHICS

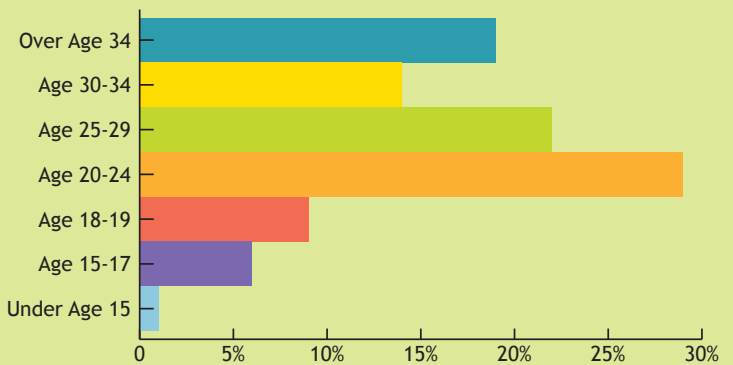
TOTAL BIRTH CONTROL PROVIDED TO THE COMMUNITY

Male condoms		326,010
Birth control Pills		194,870
Depo-Provera shots		22,435
Ortho-Evra patch		11,730
NuvaRing		9,948
Intrauterine device (IUD)		1,532
Implanon		1,249







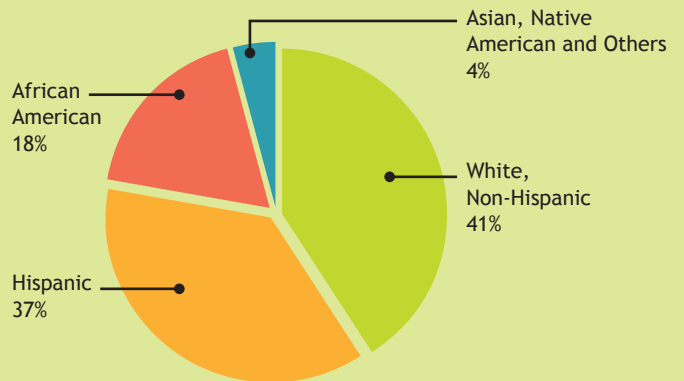
2010 PATIENT VISITS BY AGE 84,013 TOTAL

Over Age 34		19%
Age 30-34		14%
Age 25-29		22%
Age 20-24		29%
Age 18-19		9%
Age 15-17		6%
Under Age 15		1%



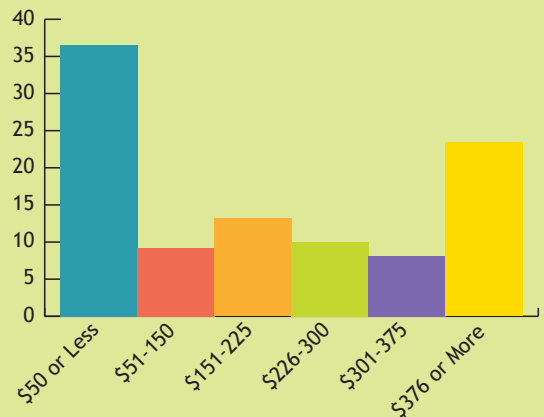
2010 PATIENT VISITS BY ETHNICITY 84,013 TOTAL

White, Non-Hispanic		41%
Hispanic		37%
African American		18%
Asian, Native American and Others		4%



2010 PATIENT VISITS BY INCOME LEVEL DOLLARS PER WEEK 84,013 TOTAL

\$50 or Less		37%
\$51-150		9%
\$151-225		13%
\$226-300		10%
\$301-375		8%
\$376 or More		23%



Administration

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DALLAS, TEXAS 75231
214.363.2004
FAX: 214.696.2091

Sid W. Richardson Learning Resource Center

301 SOUTH HENDERSON
FORT WORTH, TEXAS 76104
817.882.1155
FAX: 817.882.1166

ppnt.org



Planned Parenthood[®]
of North Texas, Inc.

WE'RE HERE.SM

**HEALTHCARE • EDUCATION • ADVOCACY
PLANNED PARENTHOOD OF NORTH TEXAS**

YOUR PARTNER FOR A HEALTHY COMMUNITY FOR MORE THAN 75 YEARS