



# THE WORLD WE WANT

Annual Report FY 2014



Planned Parenthood Association of Utah





Geraldine Mineau, Board Chair  
Karrie Galloway, CEO

## Dear friends and supporters,

As we draw to the end of 2014, we at Planned Parenthood Association of Utah are inspired to dream of and continue working towards **the World We Want**. Our national office is partnering with affiliates across the country in research with focus groups, through internal and external creative efforts and continuous conversation to update and refine how people recognize and respect Planned Parenthood for our services and how we approach our world. We have been working on marketing strategy, shared beliefs and emotional connections between ourselves and the communities we serve. There is a new spirit that expresses not only what we say, but what we do to protect and provide health care and education that makes our clients, their families and the world a better place. No matter what.

Throughout this annual report we have incorporated aspects of our new messaging. Just as we have changed the delivery of our annual report from paper to digital to save a few trees and lessen our carbon footprint – we want to keep current with styles of communication and use less words and more photos and graphics to tell our story. Across the federation we have been updating all our modes of communication, especially with Planned Parenthood Online (PPOL) to create an experience that is welcoming and quickly and accurately gets you the information and connections you need and expect from us.

This past year was a challenge as our business model needed to seamlessly meld our public health tradition with the newly insured of the Affordable Care Act, and to follow the rules mandated by our various funding streams. Board and Staff can take pride in our excellent “work in progress” which is evident in our strong year-end financial report. We continue to be strong stewards of the faith and resources you have entrusted us with. During the coming year we will be exploring opening an additional health center in Salt Lake to meet the needs of our community.

Last week statewide staff and board gathered together to celebrate a rewarding year of learning, as well as recognition from Planned Parenthood Federation of America and Title X through site reviews for a job well done. Words on brightly colored paper were scattered on our tables like confetti and as we stood before each other we chose a word that reflects our values and spirit. As **freedom, respect, responsibility, progress, confident, optimistic, resourceful, engaged** rang out in the hall from the proud and committed partners on the cover of this report, we are confident that our shared future is positive and we're thankful you have our backs.



Karrie Galloway  
CEO



Geraldine Mineau  
Board Chair







**“Planned Parenthood made my life so easy and supported me. They are the best and I can always call them whenever I’m feeling stressed or worried. They are amazing and so supportive.”**

*– Patient Story*

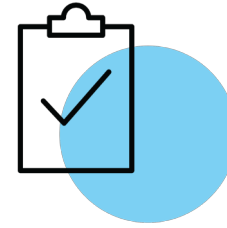
# Education

## Teen Council expansion

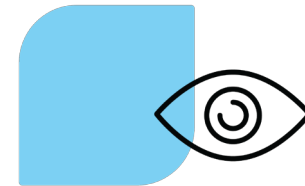
Who better to provide medically accurate, age appropriate, sex education to teens than teens themselves? In just three years, our Teen Council program in Salt Lake County reached thousands of teens around the valley, trained health educators to teach contraception, spoke at rallies for sex education, met with legislators during Teen Lobby Day, and held events to promote awareness of World AIDS Day for their peers.

With new community partners in Park City and a three year history of providing education to Latina mothers and their daughters, it was time for us to take the next step and bring Teen Council to Summit County. For a small community, there were more teens interested than anticipated. Summit County Teen Council has been up and running as of the August 2014 retreat, with 14 members who attend Park City High School and Rowland Hall. These teens have presented at Park City Day School, the Leaders for Life Conference for 6th–12th graders sponsored by the Park City Anti-Bullying Coalition and the Park City Police Department, and at the Linking Lives classes for moms and daughters at the People's Health Clinic. We've already reached 172 teens this year.

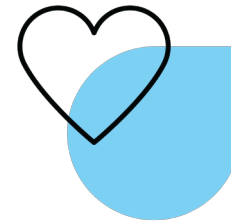
Teen Council inspires and empowers the next generation of leaders by engaging deeply with committed teens using a peer health education curriculum developed by Planned Parenthood educators in Washington state. As a pilot member of the Peer Education Institute, an entity of Planned Parenthood of the Great Northwest, staff participate in live and web based training to ensure that the program is being delivered to teens optimally. We are fortunate to have a powerful learning community at our fingertips to support us in doing our work.



**3,770 pre-teens**  
Growing Up Comes First



**2,932 teens**  
Be Smart Be Safe Be  
You teen education



**911 parents**  
Parents Plus classes



**851 youth  
educators trained** in  
Safe at School  
professional  
development





# Inaugural Summit County Teen Council 2014

**“When my son was accepted into the Teen Council program, I thought to myself, ‘It’s a great fit.’ Sam is relaxed and open about most issues related to sex education and he’s personable and funny. Sam was given the opportunity not only to utilize these skills, but to hone them and gain social confidence from his work.”**

*– Sarah Samore  
Teen Council Parent*





**35 teenagers**  
from the Salt Lake  
Valley and Summit  
County are involved  
with Teen Council  
this year.



2013-2014  
Teen Council  
members averaged  
**45 community  
interactions each.**



**100 hours**  
of training are  
provided to  
Teen Council  
members.



**Daela Tipton**



My interest in Teen Council was sparked during my sophomore year, after meeting council members through a partnership they had with Loud and Clear Youth Radio, a yearlong DJ program at SpyHop Productions. They came to our class and were incredibly articulate and approachable, and really brought the **importance of sex education** to my attention.

After taking health at my school and realizing how much information wasn't provided, I was reminded of Teen Council and how I could take matters into my own hands. The idea of **providing accurate, unbiased information to my peers** was intriguing because I felt like that was something Utah's public education system was unable to do for me.

I am so excited to finally be a part of Teen Council. It's been extremely informative, and has **stimulated intellectual conversations from perspectives I'd never considered before**. It has opened my eyes to issues and stigmas that have become so normalized by our culture they often go unrecognized. Teen Council has also made me realize the magnitude of my generation's influence, and galvanized a **social responsibility to use our voice to promote tolerance and equality**. A highlight so far was when I was able to teach comprehensive sex ed at SpyHop Productions. They have basically been my home away from home for the past six years, so being able to give back to them and their students in a meaningful way was a unique opportunity for me to express my gratitude.

**Teen Council will have a lasting impact on my life** because it has exposed me to many of the socially, politically, and culturally accepted systems of oppression, and how I can use my voice effectively to combat them. It has taught me the importance of education, especially when it is peer-led, in the efforts to promote equality for all. It has also made me realize how important these issues are to me, and that I want to continue to pursue a similar line of work throughout my life. Teen Council has helped me realize the inherent advantages and disadvantages I have, and the responsibility I have to use my privileges to create equal opportunity for everyone, regardless of race, gender, sexual orientation, etc.

– Daela Tipton  
2014-2015 Teen Council Member

# Wyman TOP® expansion

Planned Parenthood Association of Utah received two years of grant funding to expand our successful youth development and community service learning program, Wyman TOP® to Salt Lake Center for Science Education, West High Community Education, and Sudanese Community in Utah. To date over 100 teens have participated in the TOP® after school programming offered by Utah Teen Health Coalition members.

Wyman TOP® clubs for high school youth include two comprehensive sex education lessons covering pregnancy and prevention of sexually transmitted diseases. This proven program reduces the likelihood of teen pregnancy by 53% among participants, in addition to reducing school suspension and missed classes.

TOP® uses community service learning as a vehicle to engage middle and high school age youth in developing healthy behaviors, life skills, and a sense of purpose. Each club member is expected to complete 20 hours of service per school year. The teens attend weekly TOP® club meetings that focus on life skill development, including communication, decision making, goal setting, and career preparation. Youth who participate in high quality, community-based service learning have an increased sense of self-efficacy, higher academic achievement, interest in furthering their education, and enhanced civic engagement attitudes, skills and behaviors.

As the certified replication partner for Wyman TOP® in Utah, Planned Parenthood Association of Utah trained a new group of facilitators from partner agencies in August 2014. Support and technical assistance is provided to partners in our network in the form of quarterly webinars, program observations, and monthly project calls.

“Making the change to high school has been really hard. At TOP® I know I can talk about what is going on in my life and someone will listen.”

**TOP® participant**





**25 hours**  
of educational  
group meetings.



**110 teens**  
between the ages  
of **11-17** in  
**6** program sites.



**20 hours** of  
volunteer service in  
the community  
required of each  
TOP participant.



**Lisa Balland**  
Global Youth Ambassador in Nigeria



Through the Global Youth Ambassador Program, stateside affiliates can apply to partake in a partnership program focused on increasing quality of services here, through experiences abroad, while offering technical support to overseas partners. Planned Parenthood Association of Utah seized the opportunity this year and I was able to apply to the program to learn best practices of reproductive health education to better work with Salt Lake City's African immigrant and refugee youth.

I traveled to Nigeria for four weeks, visiting with the Family Health Care Foundation and the Women Friendly Initiative. Through this experience, I gleaned what worked best for both of these organizations in regards to educational outreach among people 14-25 years of age. One of their innovative ideas was providing life-skills training and reproductive health outreach to Muslim mothers and their daughters. Many of these women are out of school or cannot leave their homes during the day. Planned Parenthood Global's partners offered at-home visits where they could receive safe and confidential services, while being trained in income generating opportunities. As a person with a passion for global reproductive health and who loves working with youth, this was an awesome opportunity to connect my two focuses and see real results come out of it.

I'm working on bringing lessons I learned into my TOP® clubs at Northwest Middle School and West High School, as well as strengthening my relationship and ability to provide the best services possible to our many partner organizations working with immigrant and refugee youth. There is something very fulfilling in seeing the organization I work for and respect so much go beyond borders to provide care to people everywhere. And uplifting host country organizations and nationals – who risk their own safety and security to provide these services – to be sure they get the support and recognition they deserve for caring for their communities, is truly priceless.

– Lisa Balland  
PPAU Community Educator



**"As the mother of three daughters, I have valued the peace of mind that Planned Parenthood has provided. Each of my girls has received care and guidance from Planned Parenthood."**

*– Patient Story*

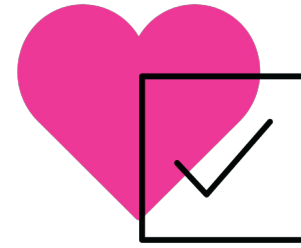


# Action

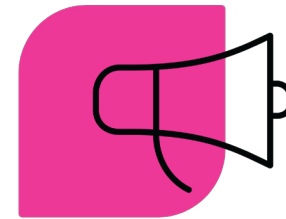
Planned Parenthood Action Council hosted our **Women in Politics** Liberty Luncheon in May, where we encouraged attendees to take action in support of women in office. The fundraiser was a success; we raised over \$18,000 to support candidates and geared up the 170 activists who joined us for the midterm election!

Utah ranks dead last for women in leadership and we hover near the bottom of the 50-state list for women in leadership roles in public office. In response, Planned Parenthood Action Council has recommitted to mentoring candidates and supporting women working in public office.

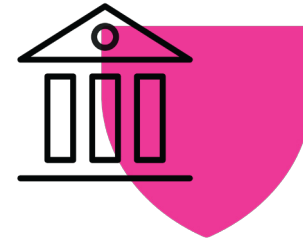
In 2014, Planned Parenthood Action Council endorsed 42 pro-women's health candidates - both men and women - running for state and local office. We helped fourteen of our candidates get elected, half of whom are women - and three of those women were elected to new seats!



**42** endorsed  
pro-women's health  
candidates



**170** activists  
raised **\$18,000**  
dollars



**14** candidates  
elected, **7** of whom  
are women









**“Planned Parenthood fills a critical role in public health - supporting women and girls of all ages and helping couples make healthy choices. We support Planned Parenthood and so should you.”**

*– Patient Story*

# Research

During the 2012 General Session of the Utah Legislature, HB 461 or Abortion Waiting Period passed, making Utah the state with the longest waiting period before a woman could choose to terminate her pregnancy. Representative Eliason's bill appears to have become model legislation as other states have followed suit and passed similar laws.

In an effort to understand the effect of a 3-day waiting period, and gather information to help with ongoing legal battles, Planned Parenthood Association of Utah partnered with the Bixby Center for Global Reproductive Health out of the University of California, San Francisco to gather research to inform policy fights.

We wrapped up the research this spring and the preliminary analysis of the data tells us that informed consent and the 72-hour waiting period did not affect women and their decision to have an abortion. The waiting period created obstacles, but most women were resilient and weathered the delay and were able to terminate their pregnancy.

Research tells us that creating mandatory delays and obstacles doesn't decrease abortion – providing information about and access to reliable forms of birth control does.

**"[Abortion is] one of the safest medical procedures performed in the United States today, period . . . These laws are clearly not motivated by women's safety, but by making access to safe, legal abortion difficult – even impossible."**

**John T. Jennings, president  
American Congress of  
Obstetricians and Gynecologists**





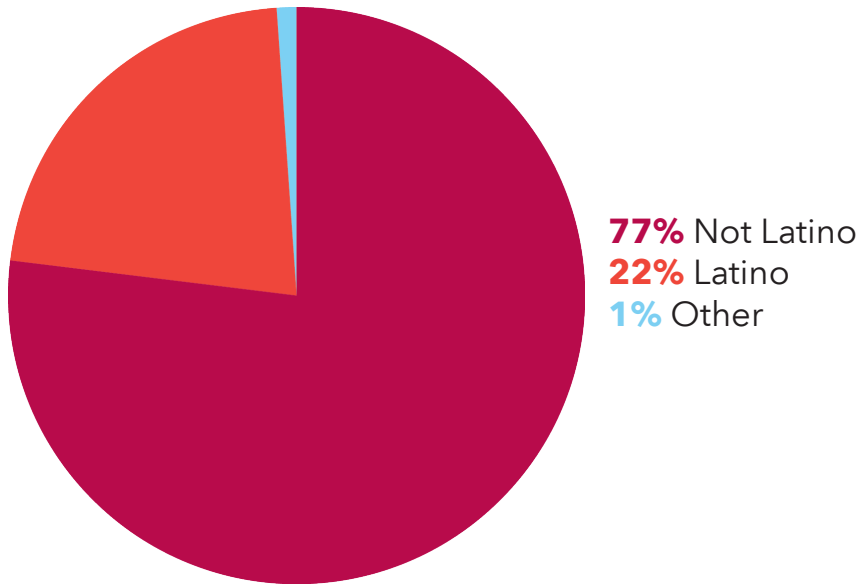
# Patient profiles

Planned Parenthood Association of Utah continues to provide reproductive health care to an increasing number of men; our primary patient population this year was under-or-uninsured women in their twenties. Although we have seen an increase in patients with health insurance, from three to eighteen percent, with the advent of the Affordable Care Act (ACA) – it continues to be the case that 82 percent of our patients have no health insurance.

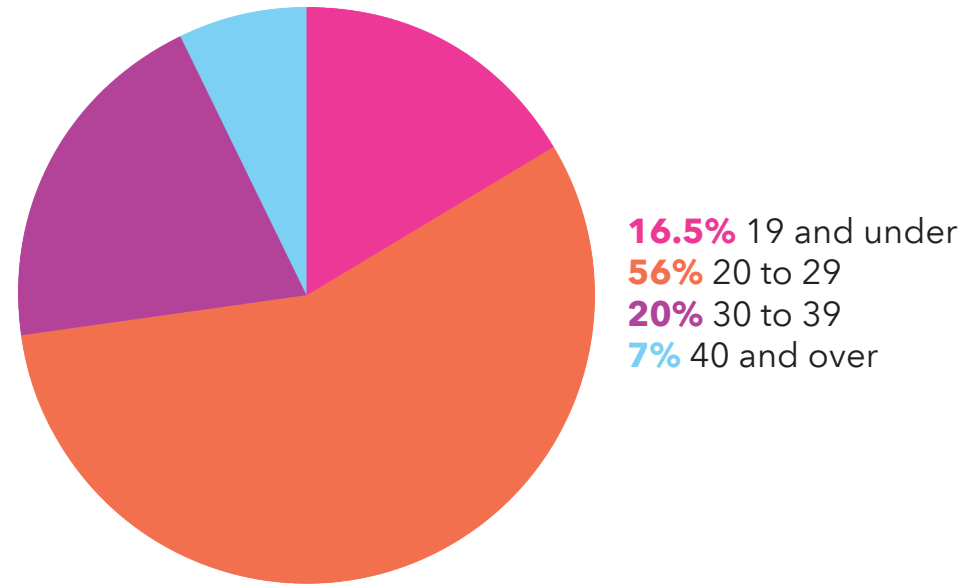
The new health care law, or ACA, makes health insurance more affordable for many of our patients. However, not all Utahns are affected by the new law. Governor Herbert chose not to expand Medicaid eligibility in 2014, which creates a coverage gap and leaves many Utahns without insurance. With the coverage gap, and specific populations who will likely never be covered by the ACA, our place as an affordable reproductive health care provider continues to be critical for many Utahns.

**136,759** visits  
**51,979** patients

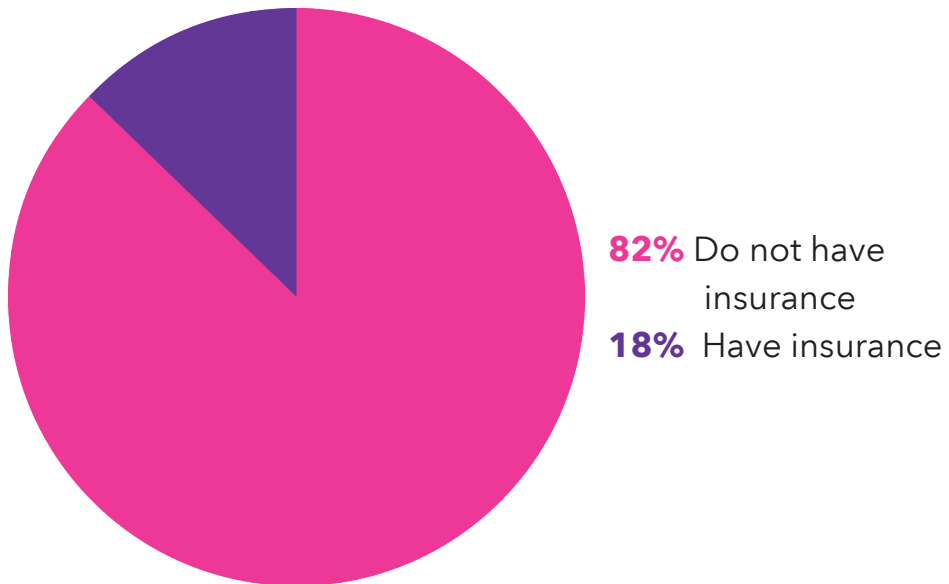
Ethnicity



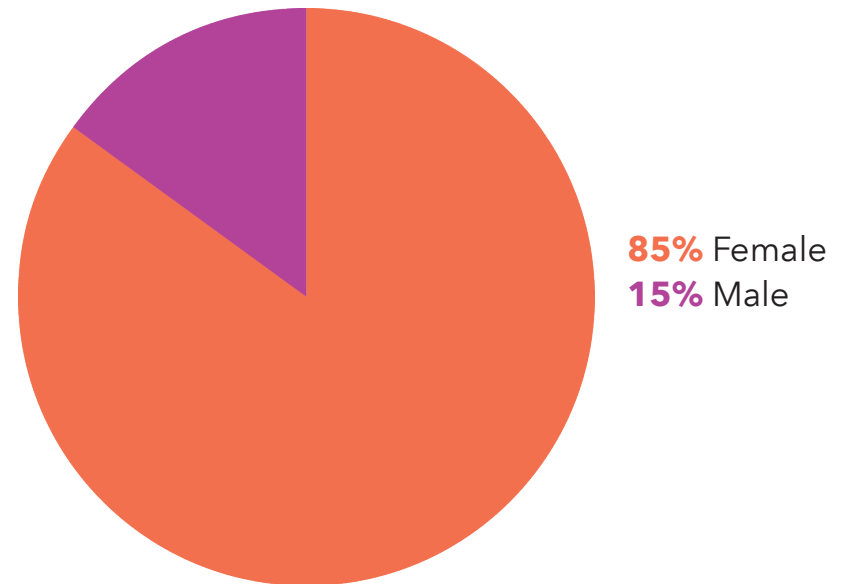
Age



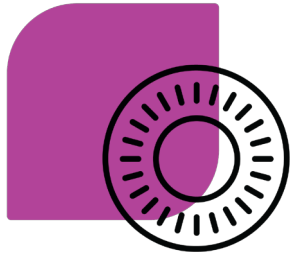
Insurance status



Gender

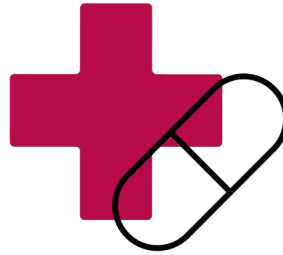


# Health services provided



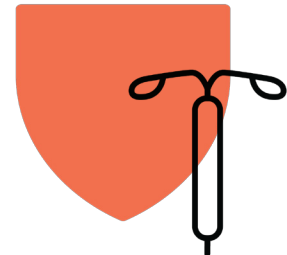
**87,028**

Birth control pills  
provided



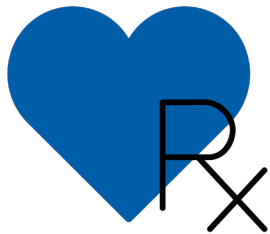
**22,146**

Doses of emergency  
contraception  
provided



**1,579**

IUDs inserted,  
**259** implants  
inserted



**14,615** Depo

Provera shots,

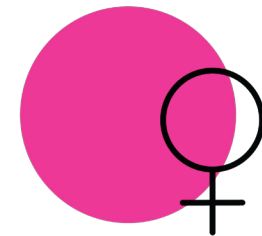
**19,796** vaginal rings,

**6,318** patches



**1,602**

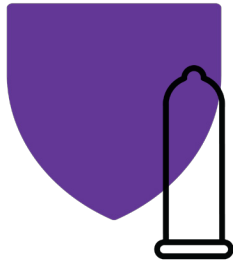
Abortion services  
provided



**11,446**

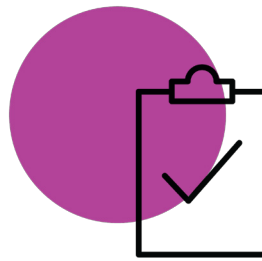
Pregnancy testing  
visits





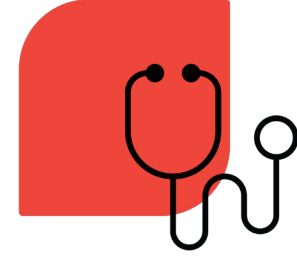
**1,958**

Diaphragms and  
condoms provided



**15,763**

Chlamydia and  
gonorrhea tests



**4,037** HIV tests

**4,517** Pap smears

**267** HPV  
vaccines



**78** vasectomies



**25,492**

Breast and testicular  
screenings



**33,170**

Birth control  
patients

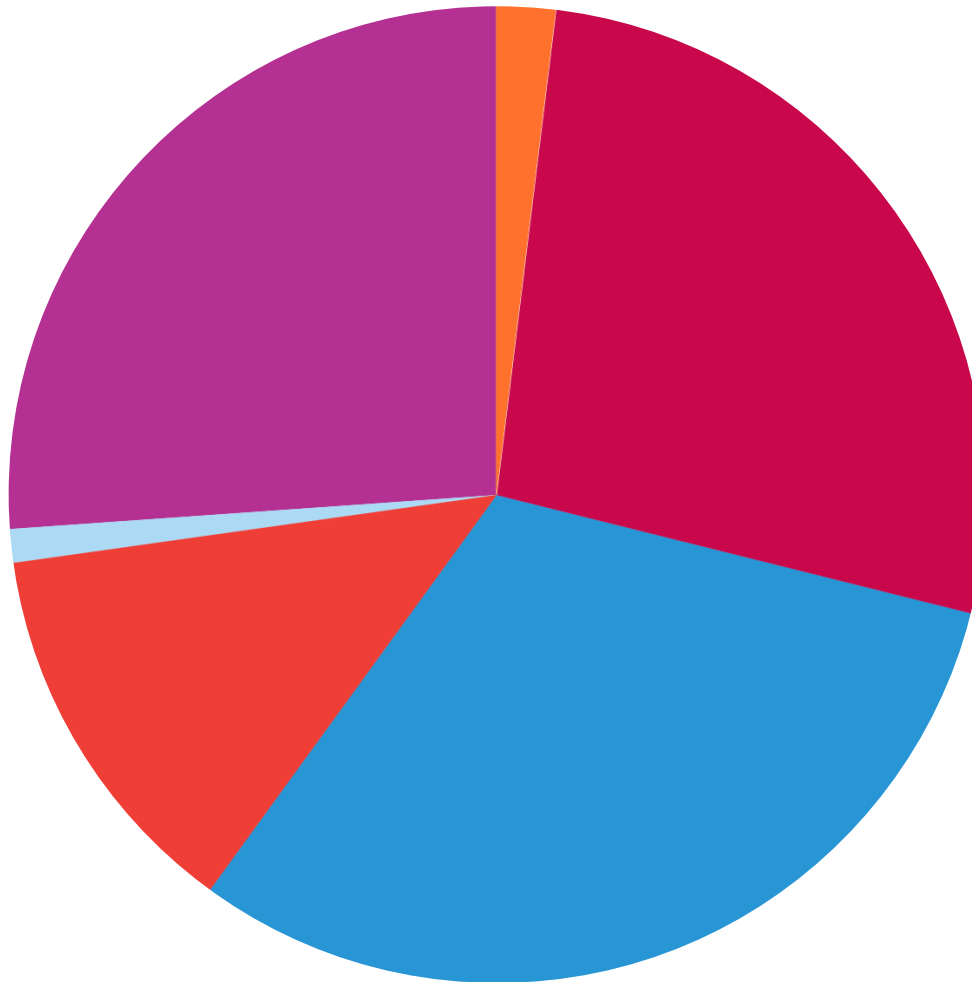


**“Planned Parenthood has helped me live the healthiest, happiest version of my life by giving me compassionate, comprehensive health care. Because of all they have done for me, I’ll always stand with them – no matter what.”**

*– Patient Story*

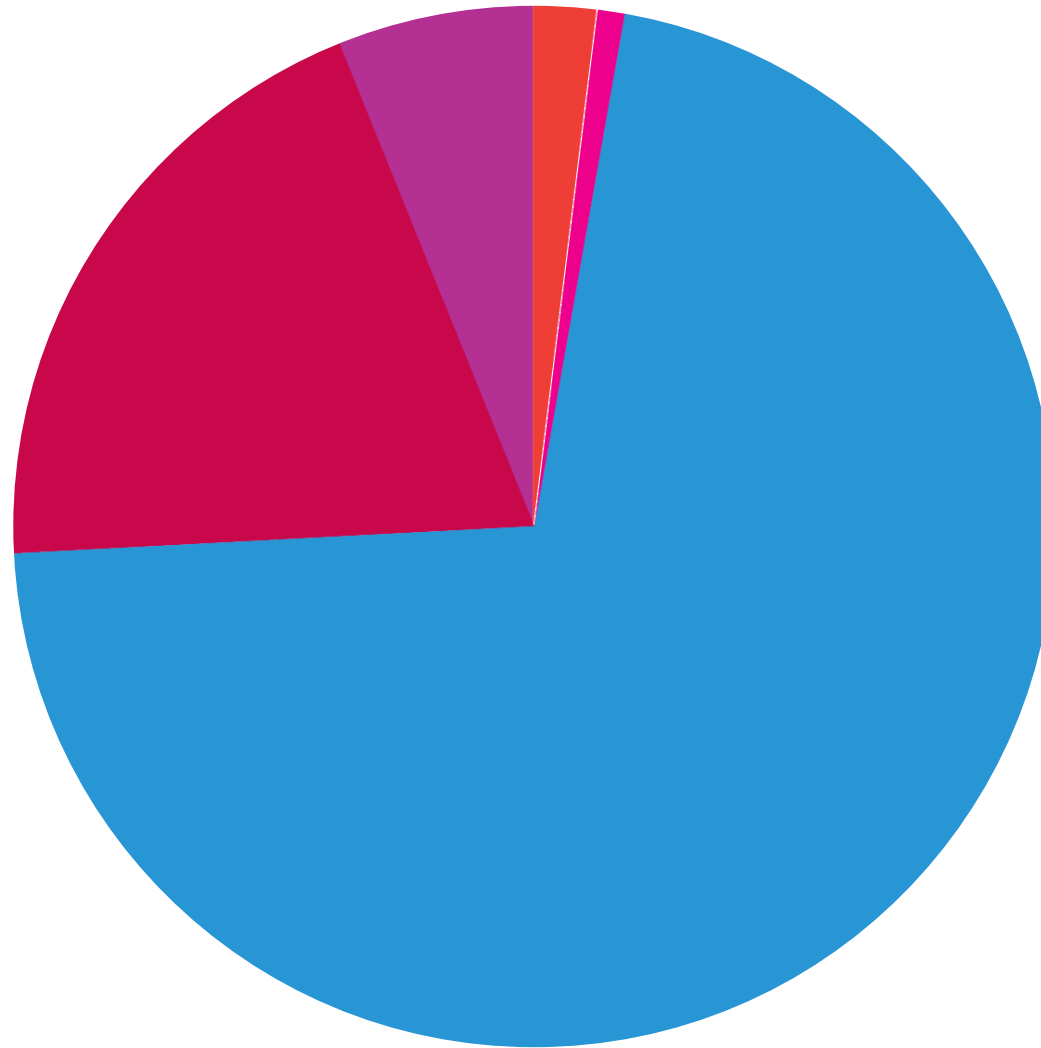


# Revenues and expenses for year ending June 30, 2014



**Total revenue**  
\$7,692,592

**27%** Federal funding  
**31%** Client fees  
**13%** Insurance  
**1%** Medicaid  
**26%** Contributions  
**2%** Other income



**Total expenses**  
\$7,123,801

**72%** Clinical services  
**20%** Administration  
**6%** Education  
**2%** Development  
**<1%** Public affairs

To see more detailed financial  
information, please email  
[info@ppau.org](mailto:info@ppau.org).

# Giving

A special thank you to our **Circles of Friends** donors.

## **Margaret Sanger Circle (\$5,000 or more)**

The Altschuler Family  
The Ruth Eleanor & John Ernest Bamberger Memorial Foundation  
B.W. Bastian Foundation  
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The Mary Alice & Bennett Brown Foundation  
R. Harold Burton Foundation  
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Sarah Ilstrup & Kevin Strait  
Candy & Jack Taylor  
The Robert I. Wishnick Foundation  
Utah Medical Association

## **Gold Circle (\$2,000 to \$4,999)**

Margaret & James M. Avent  
The Castle Foundation  
Kristi & John Cumming  
Mary & Del Draper  
Henry W. & Leslie M. Eskuche Foundation  
Karrie T. Galloway  
Judy and Kirk Thomas Goddard  
Pat & Tom Grossman Family Foundation  
Barbara Gural-Steinmetz  
Laurie Hofmann & Dave Classen  
Liz & William Holt  
Patricia & Steven Horton  
The Herbert I. & Elisa B. Michael Foundation  
Anne Moon & Daniel Horowitz  
Jane & Tami Marquardt  
The Herbert I. & Elsa B. Michael Foundation  
David Roll  
Sentry Financial Corporation  
Donna Weinholtz

## **Silver Circle (Up to \$1,999)**

Denise Achelis  
Kent Alderman and Karen McCreary  
Nancy Barthelmess  
Alice Bierer  
Janis Boettinger & Eugene Schupp  
Dr. Robert Brodstein  
Stead & Kendall Burwell



Tom & Rosemary Calame  
Campbell Scientific  
Lisa & Tom Carlson  
Mary & Thomas Carlson  
Paula Child  
Kahty Chudoba  
Richard Clement  
The Cumming Foundation  
Thomas & Candace Dee  
Cathy & Robert Dern  
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Jennifer Eggebrotten & Christopher Barbero  
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Katherine Venti & Richard Badenhausen  
John & Susan Walker  
Susan & M. Walker Wallace  
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The Williams Companies

# What world do you want?

Consider making a legacy gift to benefit future generations.

Naming Planned Parenthood Association of Utah as a beneficiary of your retirement plan, IRA, life insurance policy, or bank or brokerage account is a generous way to make a legacy gift "outside" a will. Like a bequest, these gifts help create the world we want for women, men and teens in Utah.

These gifts are easy to implement, and giving retirement funds is a tax-wise strategy for many donors. Contact your plan or policy administrator for a change of beneficiary form for retirement and life insurance accounts. For bank or brokerage accounts, you will need to complete the appropriate form for the account.

You can also name Planned Parenthood Association of Utah as a beneficiary in your will or living trust. Please contact Tim Johns for assistance, at (801) 521-2743.

## **Legal Name:**

Planned Parenthood Association of Utah, Inc.

**Address:** 654 S. 900 East,  
Salt Lake City, UT 84102

**Telephone:** 801-532-1586

**Tax ID:** 87-0288909





# Our administrative team

**Karrie Galloway**

Chief Executive Officer

**Lesley Bailey**

Chief Financial Officer

**Fred Pennington**

Chief Information Officer

**Penny Davies**

Vice President of Clinical Programs

**Heather Stringfellow**

Vice President of Public Policy

**Tim Johns**

Vice President of Development and Fundraising

**Annabel Sheinberg**

Director of Education

**Janet Landon**

Director of Special Projects

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Chair

**Del Draper**  
Vice Chair

**Sara Rich**  
Treasurer

**Sarah McClellan**  
Secretary

**Arlyn Bradshaw**

**D. Ware Branch**

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**Richard Chapa**

**Elizabeth Craig**

**Trina Eyring**

**Teresa Garrett**

**Laurie Hofmann**

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**Nancy Sassano**

**Brandi Simpson**

**Katherine Venti**

**Linda Webster**

**Diana Stewart West**

**Holly Martak Yocom**

\* Planned Parenthood Action Council  
of Utah board members.

