



**Planned  
Parenthood<sup>®</sup>**  
Care. No matter what.

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**Annual Report 2012-2013**

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[www.plannedparenthood.org](http://www.plannedparenthood.org)

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# Message from Our **Chair** & **President**

**This is Planned Parenthood.** We are the nation's leading reproductive health care provider and advocate, with more than 700 health centers across the country that will see nearly three million patients this year. We are the largest provider of sex education in the U.S., with educators who will reach more than one million young people and adults this year. We are the most effective advocate in the country for policies that protect access to safe and legal abortion and advance women's health, actively lobbying in every state legislature – and in some states, actually improving reproductive health care access. And we are the leading innovator in bringing reproductive health care and sex education to the places they are needed most – around the globe, online, and in the most underserved parts of the U.S.

**This is Planned Parenthood's time.** As we approach our 100<sup>th</sup> anniversary, we are focused on building for the next century. We are investing in unprecedented efforts to help millions more people get high-quality, affordable health care; after leading the fight to ensure that the Affordable Care Act would be a historic advance for women's health, now we're making sure its promise is realized in people's lives. We are investing in technology to reach a whole new generation, both with health care and opportunities for activism. We are investing in the toughest areas of the country where health care is hardest to access and where disparities based on race and class are deepest. And Planned Parenthood Action Fund is using every tool in its toolkit to ensure that we have a political climate that will protect women's health.

**This is Planned Parenthood's power.** We are stronger than ever because we are more diverse than ever. This year, the number of Planned Parenthood chapters on college campuses increased by 50 percent. We now have seven million active supporters – more than 25 percent of our new supporters are under the age of 35, and a fifth are people of color. The new multicultural majority isn't a group we talk about and talk to. They're who we listen to. They are changing our country and world for the better. They are our patients, our staff, our donors, and our supporters. They are our future – and, with your help, we are building an organization and a movement that they can call their own.

Thank you for your support, your leadership, and your partnership.



**Alexis McGill Johnson**  
**Chair**

Planned Parenthood  
Federation of America



**Cecile Richards**  
**President**

Planned Parenthood  
Federation of America





# 10

## History-Making Moments

### 1.

# HEALTH CARE EXPANSION

Millions more people begin getting free access to birth control, breast exams, and other preventive care as the **Affordable Care Act** goes into effect, with the women's preventive benefit that Planned Parenthood led the fight to include.

### 2.



## LEGAL WINS

As part of a growing litigation docket with active cases in 12 states last year, courts strike down laws in Arizona and Indiana that would have blocked Medicaid patients from getting care at Planned Parenthood.



4.

## A GLOBAL REACH

A new initiative launches in **Western Kenya** to deliver health care services and information to more women, men, and youth as part of Planned Parenthood Global's expansion in Africa and Latin America.



1.  
3.

## NEW HEALTH CENTERS

Planned Parenthood opens a new health center in Hattiesburg, Mississippi — one of **more than 30 health centers** that opened and began serving patients in the last two years.

5.

## HISTORIC ELECTIONS

Women's health plays a historic and decisive role in the presidential election and in key state elections with the **largest gender gap ever** recorded.



6.

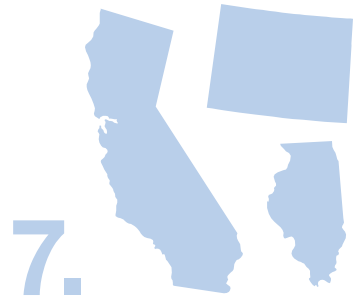
# WENDY STOOD

State Senator Wendy Davis' filibuster of a draconian abortion law lights a fire in Texas, as the public rises up against unprecedented attacks on women's health at the state level, from North Dakota to North Carolina.



# 10

## History-Making Moments



## ON OFFENSE IN THE STATES

California passes a state law allowing non-physicians to provide abortion, while Illinois and Colorado pass laws mandating comprehensive sex education, as Planned Parenthood and allies press forward with a **proactive legislative agenda** around the country.



8.



## FIGHTING BREAST CANCER

An outpouring of public donations helps Planned Parenthood significantly expand our breast health training, outreach, and medical programs – and helps several thousand more low-income patients get biopsies and other advanced diagnostic screening.

9.

## POP CULTURE INFLUENCE



NBC's popular series *Parenthood* depicts the first abortion on a major network entertainment program in years, reaching millions of people with a storyline that connects broader segments of the public about abortion. Planned Parenthood has also worked with major television programs and media outlets such as *Girls* and *Cosmopolitan* to promote our brand and cover our issues.

10.

## REACHING YOUTH ONLINE

African-American and Latino youth find a lifeline in moments of crisis, as Planned Parenthood's groundbreaking chat/text program is officially launched, now reaching 10,000 young people a month — just as [plannedparenthood.org](http://plannedparenthood.org) reaches **5 million visits a month** as the go-to source of reproductive health information.



# Impact

**490,000**

Pap tests performed.

**550,000**

Breast exams performed.

**1,040,000**

**Breast exams and Pap tests**

performed by Planned Parenthood  
health centers in 2012.

**85,000**

Women whose **cancer was detected early**  
**or whose abnormalities were identified**  
and addressed because of these screenings.



## BRANDI

I was just 27 when Planned Parenthood detected my breast cancer. When my mom couldn't be there, Planned Parenthood's doctors and nurses held my hand, let me cry, and walked me through every step of my treatment. They helped me find the right breast specialist and also helped me secure financial assistance to cover my diagnostic testing. After a year of chemotherapy, radiation and reconstruction, I am happy, healthy, and strong – my family and I are forever grateful to Planned Parenthood.

# Impact

**515,000\***

**Unintended pregnancies**  
prevented by these  
birth control services.

**2,130,000**

**Women received birth control**

information and services from  
Planned Parenthood health centers in 2012.

**1,590,000**

**Emergency contraception**  
kits provided.

\*Using formula developed by Guttmacher Institute.





## COURTNEY

My son, Dru, is three, and his little sister, Kinlee, just had her first birthday. They are the biggest blessings of my life – and they're here because of Planned Parenthood. All through graduate school, Planned Parenthood provided me with birth control to help control my endometriosis, a condition that otherwise could have left me infertile.



# Impact

**160,000**

Number of **STIs that were diagnosed**, enabling people to get treatment and to learn how to prevent the further spread of STIs.

**700,000**

HIV tests conducted.

**4,470,000**

**Tests and treatment for sexually transmitted infections**

conducted by Planned Parenthood health centers in 2012.

**1,000,000**

People who participated in **in-person education programs**, including those who learned how to prevent STIs and how to get testing if they needed it.

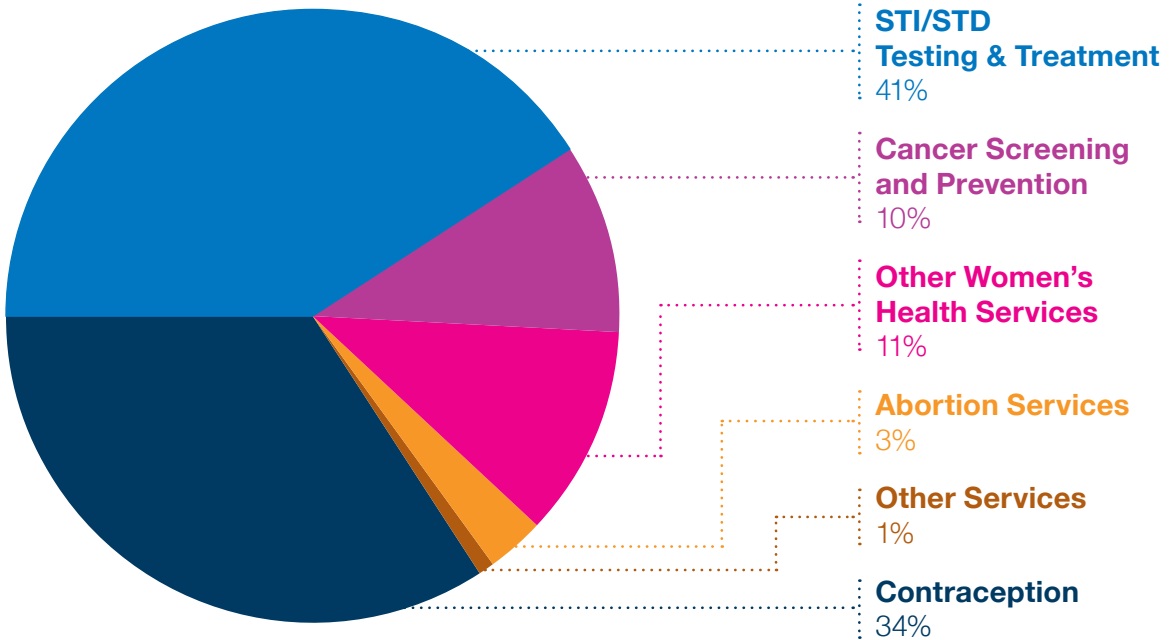


## REBEKAH

I went to Planned Parenthood for contraception and STD testing – and left with the information and tools to stay healthy and plan my family. As a result, I was able to graduate college, earn my master’s degree from Harvard, and work for the U.S. Congress. Planned Parenthood gave me more than health care services and resources. It gave me a path to accomplish my goals.

# 2012

## Affiliate Medical Services Data\*



\* Patient care provided by Planned Parenthood affiliate health centers from 10/01/11 - 09/30/12

\*\* Reversible contraceptive methods, women (percentage) chosen by Planned Parenthood patients receiving contraceptive services, 2012

Oral	37.9
Other/Unknown	20.9
Non-prescription Barrier	17.6
Progestin-only Injectables	10.1
Combined Hormone Ring	5.8
IUD	4.4
Combined Hormone Patch	2.1
Contraceptive Implant	1.1
(rounded to nearest tenth percent)	(PPFA, 2012)

\*\*\* A colposcopy examination aids in the diagnosis and treatment of abnormal growth cells in the cervix. LOOP/LEEP and cryotherapy are treatments for abnormal growths.

\*\*\*\* Family Practice Services: Some affiliate health centers offer comprehensive family practice services, which may include treatment of acute and chronic disease, minor office procedures, evaluations for referral to specialists, authorization for hospital care, health assessments, and well-person/well-child preventive maintenance. Other affiliate health centers provide limited family practice services, which may include assessment and management of uncomplicated conditions related to the skin (e.g., acne, contact dermatitis, tinea corporis, etc.); the gastrointestinal system (e.g., diarrhea, gastroenteritis, irritable bowel syndrome, etc.); ear, eye, nose, throat, and respiratory system (e.g., bronchitis, conjunctivitis, sinusitis, etc.); medication management of previously evaluated controlled hypertension; and medication management of previously evaluated hypothyroidism.

\*\*\*\*\* Some examples in this category include WIC services (a federally funded nutrition program for low-income women, infants, and children up to the age of five), pediatric care, and immunizations, including hepatitis vaccinations.

\*\*\*\*\* A service is a discrete clinical interaction, such as the administration of a physical exam or STI test or the provision of a birth control method. In 2012, Planned Parenthood health centers saw approximately three million patients, who collectively received nearly 11 million services during nearly five million clinical visits.

2012

**STI/STD Testing & Treatment**

STI Tests, Women and Men	3,728,111
Genital Warts (HPV) Treatments	42,933
HIV Tests, Women and Men	697,680
Other Treatments	584
	<b>4,469,308</b>

**Contraception**

Reversible Contraception Patients, Women**	2,129,855
Emergency Contraception Kits	1,590,133
Female Sterilization Procedures	821
Vasectomy Patients	3,749
	<b>3,724,558</b>

**Cancer Screening and Prevention**

Pap Tests	492,365
HPV Vaccinations	38,535
Breast Exams/ Breast Care	549,804
Colposcopy Procedures***	37,683
LOOP/LEEP Procedures***	2,273
Cryotherapy Procedures***	920
	<b>1,121,580</b>

**Other Women's Health Services**

Pregnancy Tests	1,148,249
Prenatal Services	19,506
	<b>1,167,755</b>

**Abortion Services**

Abortion Procedures	327,166
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**Other Services**

Family Practice Services, Women and Men****	41,359
Adoption Referrals to Other Agencies	2,197
Urinary Tract Infections Treatments	52,947
Other Procedures, Women and Men*****	26,805
	<b>123,308</b>

**Total Services\*\*\*\*\***

**10,933,675**

# Combined Balance Sheet: National and Affiliates

June 30, 2013

[All Amounts In Millions]

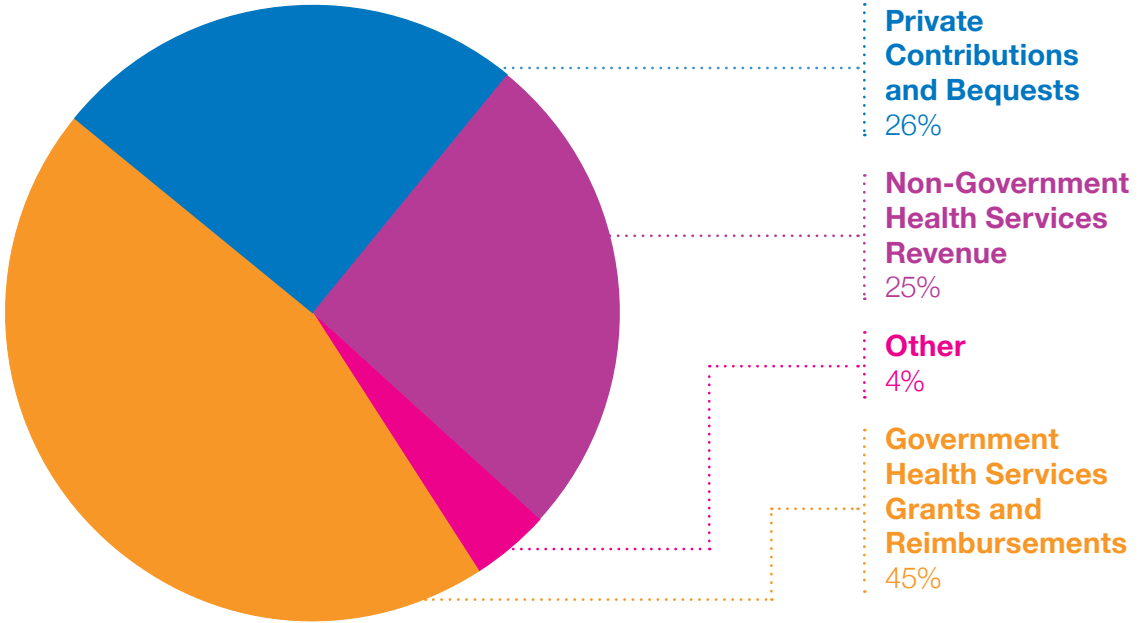
	Affiliates	National Office	Eliminations [b]	Total [a]
<b>Assets</b>				
Current Assets	626.4	68.0	-6.0	688.4
Property, Equipment, Endowment, Other	685.2	257.6	-3.9	938.9
<b>Total Assets</b>	<b>1,311.6</b>	<b>325.6</b>	<b>-9.9</b>	<b>1,627.3</b>
<b>Liabilities &amp; Net Assets</b>				
Current Liabilities	116.9	24.5	-6.0	135.4
Mortgages, Notes Payable, Other	115.4	50.0	-3.9	161.5
<b>Total Liabilities</b>	<b>232.3</b>	<b>74.5</b>	<b>-9.9</b>	<b>296.9</b>
<b>Net Assets</b>				
Unrestricted	419.2	92.9		512.1
Property & Equipment, Net	379.3	18.6		397.9
Temporarily Restricted	125.0	115.2		240.2
Permanently Restricted	155.8	24.4		180.2
<b>Total Net Assets</b>	<b>1,079.3</b>	<b>251.1</b>		<b>1,330.4</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>1,311.6</b>	<b>325.6</b>	<b>-9.9</b>	<b>1,627.3</b>

See explanatory footnotes on page 18

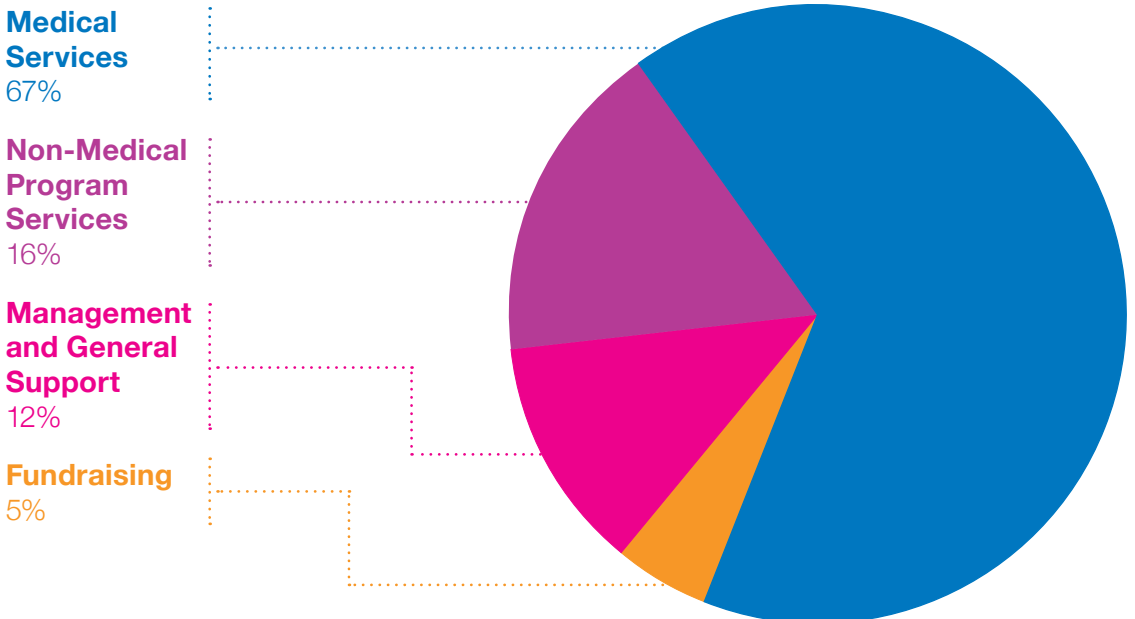


# Combined Revenue and Expenses: National and Affiliates

## REVENUE



## EXPENSES



# Combined Statement of Revenue, Expenses and Changes in Net Assets: National and Affiliates

REVENUE	Affiliates	National Office	Eliminations [b]	Total [a]
Non-Government Health Services Revenue	305.0			305.0
Government Health Services Grants and Reimbursements	540.6			540.6 [c]
Private Contributions and Bequests	205.6	146.6	-36.8	315.4 [d]
Support From Affiliates		15.9	-15.9	0.0
Other Operating Revenue	33.6	15.8		49.4
<b>Total Revenue</b>	<b>1,084.8</b>	<b>178.3</b>	<b>-52.7</b>	<b>1,210.4</b>

## SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2013

Our broad base of committed donors provides approximately 82 percent of the national organization's revenue and 19 percent of affiliate revenue — evidence of our powerful grassroots support.

Planned Parenthood Federation of America, Inc., is a tax-exempt corporation under Internal Revenue Code section 501(c)(3) and is not a private foundation (Tax ID #13-1644147). Contributions are tax deductible to the fullest extent available under the law. Planned Parenthood affiliates have similar tax status.

The IRS classifies the Planned Parenthood Action Fund as a 501(c)(4) not-for-profit organization. Contributions are not tax deductible. Many Planned Parenthood affiliates operate ancillary organizations with similar tax status.

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2013, may be obtained by writing to PPFA, 434 West 33rd Street, New York, NY 10001. Audited financial statements are available on the PPFA website.

[a] National organization figures reflect operations of Planned Parenthood Federation of America, Inc., Planned Parenthood Action Fund, Inc. (including its Political Action Committee and other segregated fund, Planned Parenthood Votes), The Planned Parenthood Foundation and Voxent for the year ended June 30, 2013. Affiliate figures reflect the operations of 73 Planned Parenthood affiliates and are based on amounts reported in affiliate audited financial statements for fiscal years ended during 2012.

[b] Payments and receipts between affiliates and the national organization have been eliminated. These include dues and rebates. Related adjustments have been made to the balance sheet.

[c] The report groups revenue by source (either government or non-government) rather than the manner of disbursement (income versus grants and contracts). Payments from Medicaid managed care plans are listed as "Government Health Services Grants and Reimbursements" to reflect the ultimate source of the funds.

[d] Includes foundation grants, corporate contributions, and support from more than 669,000 active individual contributors, including individual contributions received through workplace giving campaigns (on-the-job solicitation and contributions through payroll deduction plans for employees of federal and state governments and participating corporations). This also includes \$29.4 million of bequests.

[e] Expenses do not include capitalized expenditures for property, plant, and equipment and repayment of related loans, but do include depreciation and amortization of such property, plant, and equipment and interest expense on such loans.

**For The Year Ended June 30, 2013**  
Operating & Other Funds [All Amounts In Millions]

EXPENSES	Affiliates	National Office	Eliminations [b]	Total [a]
<b>Program Services</b>				
A. Medical Services	770.5			770.5
B. Sexuality Education	43.6			43.6
C. Public Policy	26.0			26.0
D. Engage Communities	14.8	20.2	-9.0	26.0
E. Increase Access		72.8	-26.1	46.7
F. Build Advocacy Capacity		31.3	-1.5	29.8
G. Renew Leadership		1.5	-0.2	1.3
H. Refresh Our Brand		3.2		3.2
<b>Total Program Services</b>	<b>854.9</b>	<b>129.0</b>	<b>-36.8</b>	<b>947.1</b>
<b>Supporting Services</b>				
A. Management and General	128.0	14.3		142.3
B. Fundraising	37.1	23.3		60.4
<b>Total Supporting Services</b>	<b>165.1</b>	<b>37.6</b>		<b>202.7</b>
<b>Other Expenses</b>				
A. Payments to Related Organizations	18.1		-15.9	2.2
B. Non-Program Related	0.2			0.2
<b>Total Other Expenses</b>	<b>18.3</b>		<b>-15.9</b>	<b>2.4</b>
<b>Total Expenses</b>	<b>1,038.3</b>	<b>166.6</b>	<b>-52.7</b>	<b>1,152.2 [e]</b>
<b>Excess of Revenue Over Expenses</b>	<b>46.5</b>	<b>11.7</b>		<b>58.2</b>
<b>Other Changes In Net Assets</b>	<b>27.6</b>	<b>-0.1</b>		<b>27.5</b>
<b>Net Assets: Beginning of Year</b>	<b>1,005.2</b>	<b>239.5</b>		<b>1,244.7</b>
<b>Net Assets: End of Year</b>	<b>1,079.3</b>	<b>251.1</b>		<b>1,330.4</b>

# Directors and Officers

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Sarah Stoesz  
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Foundation  
Board of Trustees  
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**Vice Chair**

Ellen Chesler

**Treasurer and Secretary**

Valerie McCarthy

**Members**

Elena Marks  
Lou Zellner



# Directors and Officers

## Planned Parenthood Federation of America Senior Management Team

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Executive Vice President  
and Chief Experience Officer  
Dawn Laguens

Executive Vice President  
and Chief Operating Officer  
Lisa David

Chief Information Officer  
Tom Subak

Vice President and  
Chief Development Officer  
Sandy Sedacca

Senior Vice President and  
General Counsel  
Debra Alligood White

Chief Financial Officer  
Wallace D'Souza

Chief Human  
Resources Officer  
Marvin Russell

Vice President, Global  
Latanya Mapp Frett

Vice President, Health  
Information Technology  
and Business Initiatives  
Eileen Twigg

Vice President, Education  
Leslie Kantor

Vice President,  
Affiliate Services  
Molly Eagan

Vice President, External  
Medical Affairs  
Vanessa Cullins, M.D.,  
M.P.H., M.B.A.

Vice President,  
Communications  
Eric Ferrero

Vice President,  
Public Policy and  
Government Relations  
Dana Singiser

Vice President,  
Information Services  
Rebecca Willett

Senior Medical Advisor  
Carolyn Westhoff, M.D.

Planned Parenthood  
Federation of America  
is a founding member  
of the International  
Planned Parenthood  
Federation (IPPF), which is  
comprised of 152 Member  
Associations working in  
172 countries. IPPF's  
Governing Council has  
24 members representing  
each global region.

President/Chairperson  
Naomi Seboni, Ph.D.

Honorary Treasurer  
Sujatha Natarajan

Director-General  
Tewodros Melesse

# Social Media Properties



## Planned Parenthood Health

-  facebook.com/PlannedParenthood
-  @PPFAQ (twitter.com/PPFAQ)
-  @PlannedParenthood  
(instagram.com/plannedparenthood)
-  plannedparenthood.tumblr.com
-  youtube.com/user/plannedparenthood

## Planned Parenthood Global

-  @ppglobe twitter.com/ppglobe  
(twitter.com/ppglobe)

## Planned Parenthood Teens

-  facebook.com/  
PlannedParenthoodInfoforTeens
-  @HeyPP (twitter.com/HeyPP)

## Planned Parenthood Action

-  facebook.com/  
PlannedParenthoodAction
-  @PPact (twitter.com/ppact)
-  @ppact (instagram.com/ppact)
-  ppaction.tumblr.com
-  pinterest.com/ppaction

## Latinos for Planned Parenthood

-  facebook.com/  
PlannedParenthoodEspanol
-  @latinos4pp (twitter.com/latinos4pp)

## Planned Parenthood Campus Action

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PlannedParenthoodYouth



[give.org](https://www.give.org)





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