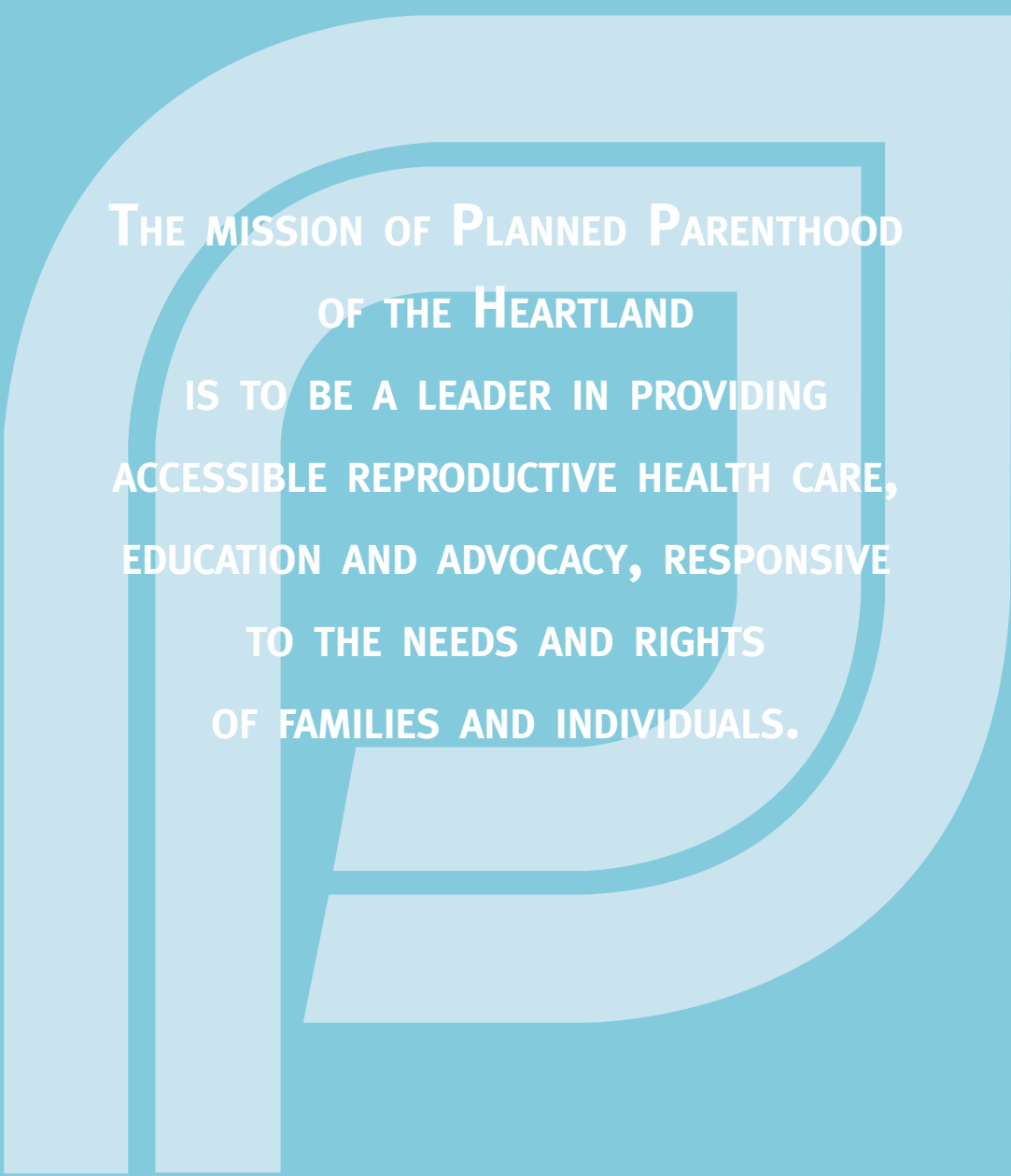


Someone
you know
counts on
Planned
Parenthood.

ANNUAL REPORT

Fiscal Year 2010

July 2009 - June 2010

A large, stylized, light blue letter 'P' serves as a background for the mission statement text. The 'P' is composed of several concentric, rounded shapes, creating a sense of depth and movement. The text is centered within the negative space of the 'P'.

THE MISSION OF PLANNED PARENTHOOD
OF THE HEARTLAND
IS TO BE A LEADER IN PROVIDING
ACCESSIBLE REPRODUCTIVE HEALTH CARE,
EDUCATION AND ADVOCACY, RESPONSIVE
TO THE NEEDS AND RIGHTS
OF FAMILIES AND INDIVIDUALS.

MISSION STATEMENT

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PP Voters of Iowa (PPVI) Board

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BOARD OF DIRECTORS

BOARD OF DIRECTORS



*"Planned Parenthood was
there when I needed them
most. Even though I have
insurance now, I continue
to use Planned Parenthood
services because of the
quality care I receive and
compassionate staff."*



Dear Friends...

Transformation, adaptation, rejuvenation, innovation...all these words and more apply to Planned Parenthood of the Heartland's 2010 fiscal year. Looking back at the year, I see so many amazing accomplishments as a result of the merger between Planned Parenthood of Nebraska & Council Bluffs and Planned Parenthood of Greater Iowa. We have covered a lot of ground in a short time.

To get there, many people had to extend trust, wisdom and resources.

To get there, we were all called to embrace a new, united vision while honoring our separate and distinguished histories.

To get there, we encountered difficult changes with never enough time to remind ourselves about why we embarked on this journey in the first place.

To get there, our commitment to the people of Nebraska and Iowa had to be greater than our pride of local independence.

And we made it! Planned Parenthood of the Heartland is here to assure reproductive justice and quality health and education services across the two states.

This annual report will tell the story of what we have done together in our first year.

But before you turn the page, I have a few attention grabbers to share. Planned Parenthood of the Heartland served more than 70,000 people through 2,683 education & outreach programs. Medication abortion is now available in Nebraska. A University of Iowa/PP Heartland study was published addressing intimate partner violence. Legislation was passed in Iowa to expand Medicaid services to more women and men, as well as address nursing workforce issues through a collaborative effort convened by PP Heartland public affairs.

We raised more money and were able to serve almost 73,000 clients in our health centers.

The development of new facilities in Nebraska is underway, starting with the purchase of property for a state-of-the-art health center, education resource center and administrative office in Omaha. We sold the Lincoln O Street property and began the search for a new health center in Lincoln.

And just for good measure, in the final days before year end, we filed a federal lawsuit against the State of Nebraska to stop an unconstitutional law.

You will learn from the information in this report that we are fiscally whole, healthy and strong. This is directly attributed to the high performance of our boards, employees, volunteers and donors. YOU! Thank you for your steadfast support that allows me to say... Planned Parenthood of the Heartland is here!

A handwritten signature in black ink, appearing to read "Jill June". The signature is fluid and cursive.

Jill June, President and CEO

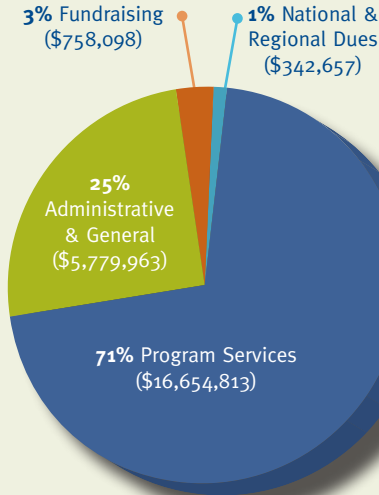
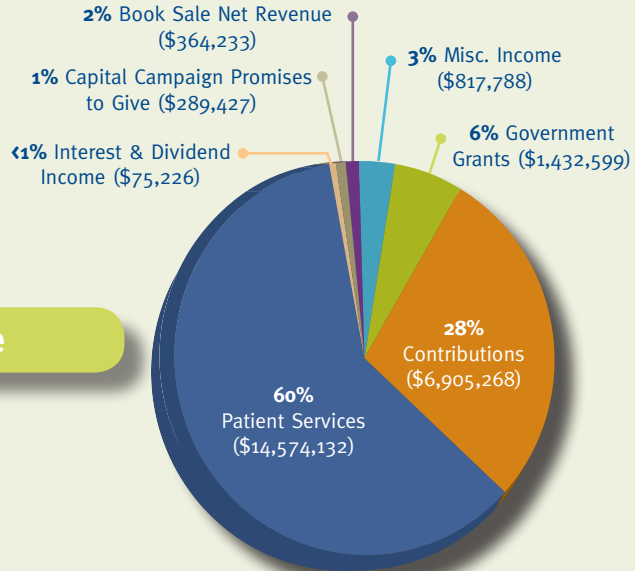
Planned Parenthood of the Heartland

 **Planned Parenthood®**
of the Heartland

WE'RE HERE.™

FY2010 Financial Results

Revenue



Expenses

Health Services

Health Services - *Providing the highest quality of reproductive health care to the women and men of Iowa and Nebraska.*

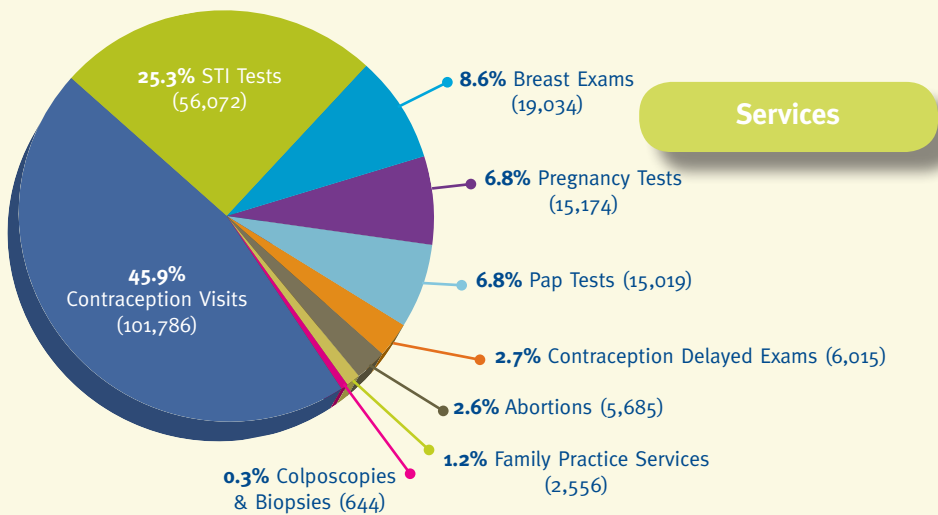
Highlights:

- **Rapid HIV Testing** was expanded throughout the state of Iowa, with 4,903 tests performed; 98% of rapid test clients received their results within minutes – an overall increase of 44%.
- **Essure®** a non-surgical, permanent sterilization procedure for women began at the Family Practice Health Center in Des Moines. By June 2010, 17 women had received this service.
- **Adoption** successes continued as seven women made a plan for adoption and placed their child with adoptive parents.
- **Prenatal care** became available at the Susan Knapp Health Center. This is the second Des Moines-area location to provide prenatal services.
- **Medication abortion care** was available for the first time ever in Nebraska at our South Street health center in Lincoln.
- **Telemedicine abortion care** continued to be rolled out to almost all of our health centers in Iowa. We now provide remote service at 16 of the 19 centers in the state.
- **Research:**
 - › PP Heartland partnered with the University of Iowa in a study to estimate the prevalence of intimate partner violence among women seeking elective abortions and ascertain their baseline characteristics, needs and resources. Results were published online June 17, 2010, in the American Journal of Public Health.
 - › An independent study of telemedicine abortion was undertaken to evaluate this innovative new program. Results showed that 99% of the telemedicine abortion clients had a successful abortion and 97% were successful in the standard face-to-face method. Additionally, 94% reported being “very satisfied” with telemedicine abortion as opposed to 88% in the face-to-face group.



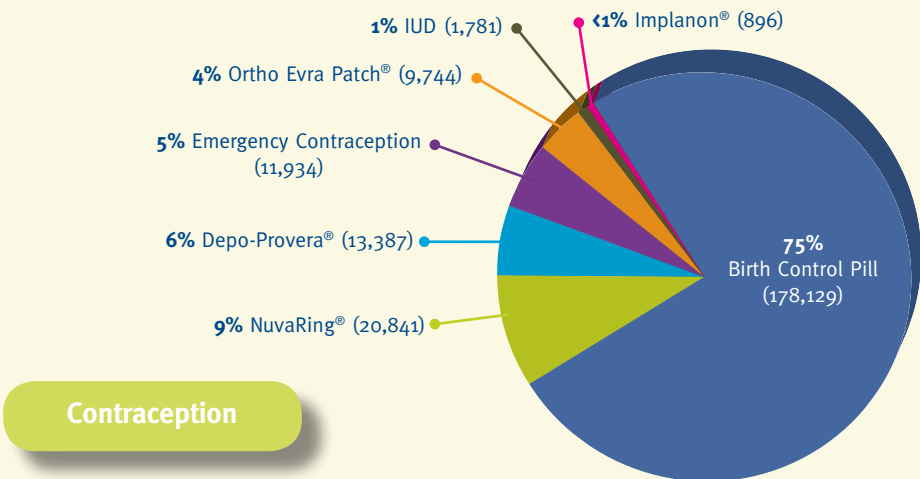
HEALTH SERVICES
HEALTH SERVICES

Health Services

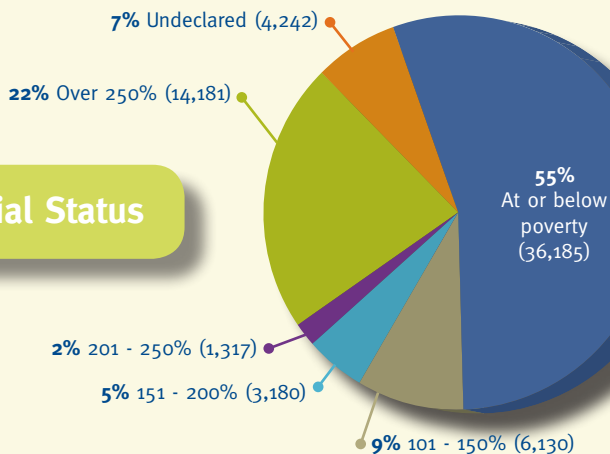


Health Services

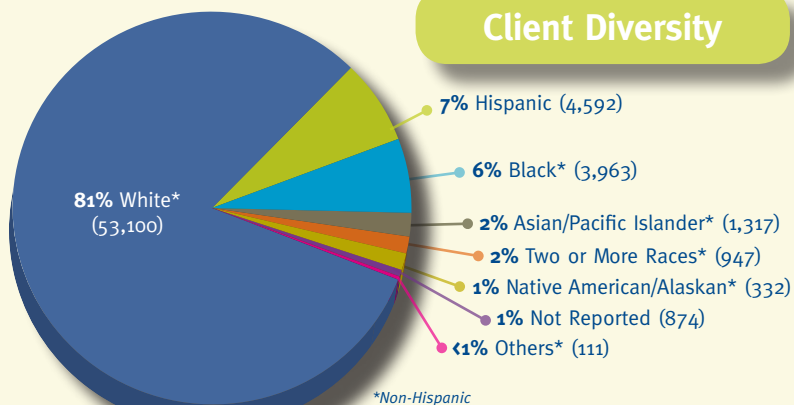
*You can count on
Planned Parenthood...*



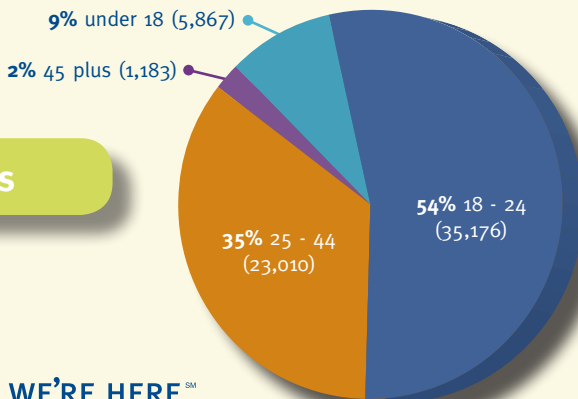
Client Financial Status



Client Diversity



Client Ages



Education & Outreach

Providing education programs across Iowa and Nebraska focusing on adolescent pregnancy prevention and lifelong sexual health.

Highlights:

- Designed a variety of new and innovative programming including “Once Bitten, Twice Shy – The Influence of Vampire Obsession on Youth Sexuality.” This training has been presented to audiences and conferences throughout the Midwest.
- Expanded educational programming in a variety of formats to students at Drake University, Simpson College, Des Moines University and the University of Nebraska-Lincoln.
- Designed and hosted “Drawing Water from a Deeper Well”, a national education conference for sexual health educators.



Education Programming

	Number of Programs	Number of Participants
Community Education/Training Programs	2,571	39,149
Teen Theatre Troupe Performances/Apearances	10	250
Health Fairs	102	31,824
TOTAL	2,683	71,223

Public Affairs & Advocacy

Working for the reproductive rights of women, men and families in Iowa and Nebraska.

Highlights:

Legal & Lobbying Accomplishments

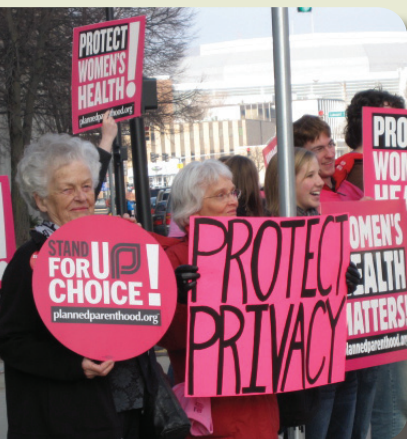
- Expansion of Iowa's family planning waiver.
- Passage of "Iowa Needs Nurses Now" legislation to address the looming nursing shortage in Iowa.
- Filed lawsuit against LB 594 in Nebraska. The so-called informed consent bill, which was ultimately ruled unconstitutional.

Advocacy Expansion

- Organized and mobilized hundreds of activists to support Health Care Reform legislation.
- Planned and executed two highly successful Lobby Days with 187 total participants, 104 legislative visits and 363 activists who took action online.
- Seven regional organizers, making thousands of phone calls and knocking on hundreds of doors across Nebraska and Iowa, recruited 10,217 new supporters for Planned Parenthood of the Heartland.

Public and Client Communication

- Added digital signage to our health centers in Nebraska.
- Expanded social media to include more than 1,000 fans on Facebook and nearly 400 followers on Twitter. Other social marketing continued to grow, including our e-newsletter and text message audiences.
- More than 20 feature news stories plus numerous ancillary items appeared in local and national media outlets.



Awards

Awards

Planned Parenthood of the Heartland received numerous awards and recognitions in FY2010.



Highlights:

- The Sylvia Clark Award for Creativity in Clinical Services is the third national award PP Heartland has won for the Telemedicine program.
- A national Clinical Services Pioneer and Leader award for our innovative Telemedicine program, which dramatically increases access to reproductive health services in rural areas.
- PP Heartland was awarded two Affiliate of Excellence Awards from the Planned Parenthood Federation of America. One for the groundbreaking Telemedicine program, and the other for our Long Acting Reversible Contraception (LARC) campaign.
- A NOVA award for the best nonprofit marketing campaign from the Iowa Chapter of the American Marketing Association. This award was in honor of the LARC campaign.
- PP Heartland's Director of Education & Outreach was recognized with two awards for leadership. The first, the APPLE (Association of Planned Parenthood Leaders in Education) Blossom Award, is given to an education director of less than two years who brings new ideas, energy and commitment to Planned Parenthood. The second, an award from the National Association of Professional Women for the excellence and dedication this leader has demonstrated in her profession.

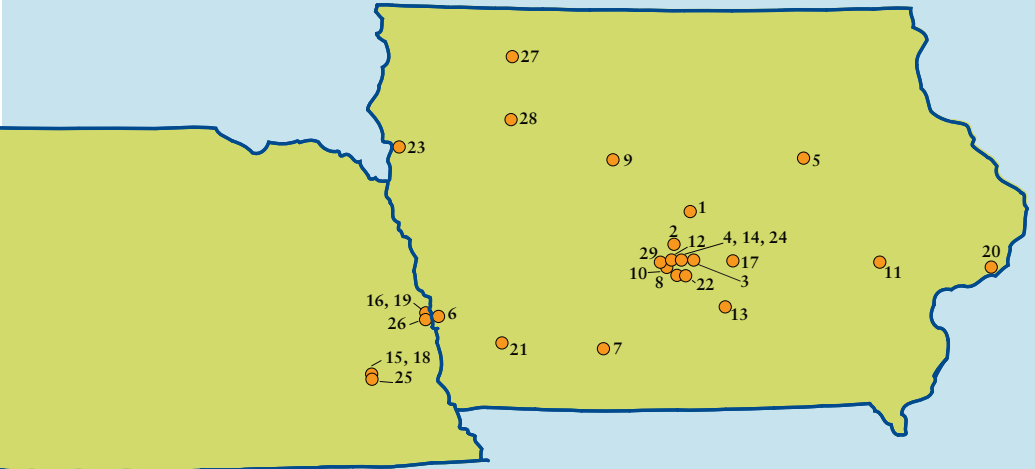
Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure philanthropy merits the respect and trust of the general public, and donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, *we declare all donors have these rights:*

1. To be informed of the organization's mission, of the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgement in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect all relationships with individuals representing organizations of interest of the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Locations

Planned Parenthood of the Heartland



- | | | |
|---|---|---|
| 1. Ames
2530 Chamberlain St. | 12. Susan Knapp
2304 University
Des Moines | 21. Red Oak
950 Senate Ave., Ste. B |
| 2. Ankeny
704 N. Ankeny Blvd. | 13. Knoxville
909 W. Pleasant St. | 22. Rosenfield
1000 E. Army Post Rd.
Des Moines |
| 3. Jacqueline N. Blank Book Works
123 Clark St.
Des Moines | 14. Elizabeth & David
Kruidenier Center
1168 6th Ave.
Des Moines | 23. Sioux City
4409 Stone Ave. |
| 4. Elizabeth Bates Cowles Center
1171 7th St.
Des Moines | 15. Lincoln Education &
Resource Center
2246 "O" St. | 24. Mary Louise Smith Education
& Resource Center
1168 6th Ave.
Des Moines |
| 5. Cedar Falls
2520 Melrose Dr., Ste.L | 16. McGoogan Northwest
3105 N. 93rd St
Omaha | 25. South Street
3705 South St.
Lincoln |
| 6. Council Bluffs
1604 2nd Ave. | 17. Newton
615 N. 2nd Ave. W | 26. Southwest
5310 S. 139th Plaza, #301
Omaha |
| 7. Creston
1109 S. Summer St. | 18. O Street
2246 O St.
Lincoln | 27. Spencer
1900 Grand Ave. N. |
| 8. Family Practice Center
200 Army Post Rd., Ste. 26
Des Moines | 19. Omaha Education &
Resource Center
3105 N. 93rd St. | 28. Storm Lake
720 Erie St. |
| 9. Fort Dodge
30 N. 27th St. | 20. Quad Cities
2751 Tech Dr. | 29. West
10534 New York Ave.
Des Moines |
| 10. Healthy Connections
1343 13th St.
Des Moines | | |
| 11. Iowa City
850 Orchard St. | | |