

PLANNED PARENTHOOD WAS FOUNDED ON THE REVOLUTIONARY IDEATHAT  
WOMEN SHOULD HAVE THE INFORMATION AND CARE THEY NEED TO LIVE STRONG,  
HEALTHY LIVES AND FULFILL THEIR  
DREAMS.

# EVOLVE

COMMUNITIES WHERE SEXUAL AND REPRODUCTIVE RIGHTS ARE BASIC HUMAN RIGHTS AND  
WHERE EVERY PERSON HAS THE OPPORTUNITY TO LEAD A HEALTHY, MEANINGFUL LIFE.

TO PROVIDE, PROMOTE AND PROTECT REPRODUCTIVE AND SEXUAL  
HEALTH THROUGH HEALTH SERVICES, EDUCATION AND ADVOCACY.



Planned Parenthood of the Heartland

2018 ANNUAL REPORT | July 1, 2017–June 30, 2018



# VISION VISION VISION

Communities where sexual and reproductive rights are basic human rights and where every person has the opportunity to lead a healthy and meaningful life.

# MISSION MISSION MISSION

To provide, promote and protect reproductive and sexual health through health services, education and advocacy.

VISION  
MISSION

# DEAR FRIENDS



SUZANNA DE BACA

SUZANNA  
DE BACA



CATHERINE DIETZ-KILEN

CATHERINE  
DIETZ-KILEN

**Stabilizing.** As we entered our fiscal year last July, our Planned Parenthood family had been rocked by one of the most difficult legislative sessions in our affiliate's history. As a result of a hostile administration's decision to exclude us from funding, we were forced to close four health centers and lay off highly talented staff. These actions were heartbreaking, but – determined to continue our mission – we focused on stabilizing the organization.

**Strengthening.** Despite the attacks we weathered, and continued to face in 2018, Planned Parenthood responded with characteristic resilience and agility, protected the sustainability of our organization and, most importantly, we showed up for our patients, every single day – no matter what.

**Evolving.** As we progressed, we brought together some of the most strategic thinkers in Iowa and Nebraska to answer the question, "How can Planned Parenthood take control of our own future in our states?" The answer we arrived at was a proactive, innovative solution: Join forces within our region and invest in a state-focused leadership model that will not only see us through the challenges we face today and in the future, but also position us for positive growth and expansion of our mission.

To realize this powerful and optimistic vision, I (Suzanna) made the decision to step aside from my position as President/CEO and hand the reins over to two talented, fierce, strategic state leaders who, supported by the structure and resources of a larger region, will lead this organization in the next era. I will once again serve on the board of directors to support the new organization and I have every confidence in the new leaders:



**Erin Davison-Rippey** has been at the Iowa Capitol for six years, fighting anti-health politicians every step of the way. Now under Governor Reynolds, Iowa is a contraceptive desert with the most restrictive abortion ban in the nation, and yet Erin is not backing down. We are fighting – and winning – in the courts, and we are holding our politicians accountable.



**Andi Curry Grubb** is the bold visionary who is planting her stake and making sure Governor Ricketts hears this message loud and clear: You cannot scare Planned Parenthood out of Nebraska.

Undeterred by hostile attacks and buoyed by a hopeful vision of the future, these gifted, forward-thinking state leaders are poised to transform Planned Parenthood in our area of the country. Over a year in the making, this is a positive, proactive approach focused on growth and expanding our mission to continue getting results like this:

- caring for 29,293 patients
- expanding transgender care services to five more health centers
- providing 3,364 education programs to 54,273 participants
- engaging the 195,803 supporters of our advocacy network, and
- providing nearly \$3.6M in uncompensated care

Planned Parenthood has withstood attacks for 101 years for daring to give people control over their reproductive health. Like leaders before us who boldly transformed this organization time and again, we are evolving and taking control of our own future. Together with your continued support and advocacy, Planned Parenthood is unstoppable, and we will be here, delivering high-quality, expert care – no matter what.

With gratitude,

*Suzanna M. de Baca*  
Suzanna de Baca  
President/CEO

*Catherine Dietz-Kilen*  
Catherine Dietz-Kilen  
FY18 Board Chair



THRIVING  
THRIVING

# THRIVING REPRODUCTIVE & SEXUAL HEALTH SERVICES

SERVICES  
SERVICES



HEALTH SERVICES STAFF AT  
LGBTQ+ MICROCONFERENCE

... REPRODUCTIVE & ...  
... SEXUAL HEALTH ...

# NEW WEST HEALTH CENTER

NEW WEST HEALTH CENTER



Patients visiting our beautiful new West Health Center in Urbandale, Iowa, are enjoying a welcoming space that offers an enhanced patient experience and improved safety and security. Located at 3309 109th Street, we relocated to this stunning new location in April.

## Community Initiatives

### NEBRASKA

The Women's Fund of Omaha's Adolescent Health Project/Contraceptive Access Project (CAP) was expanded to serve patients in Lincoln. This project is designed to increase access to contraception and reduce unintended pregnancies across all age groups, with particular focus on youth and young adults age 24 and under. Because of this expanded program, more than 2,000 Planned Parenthood patients in Lincoln received free exams, pregnancy tests and contraception.

### IOWA

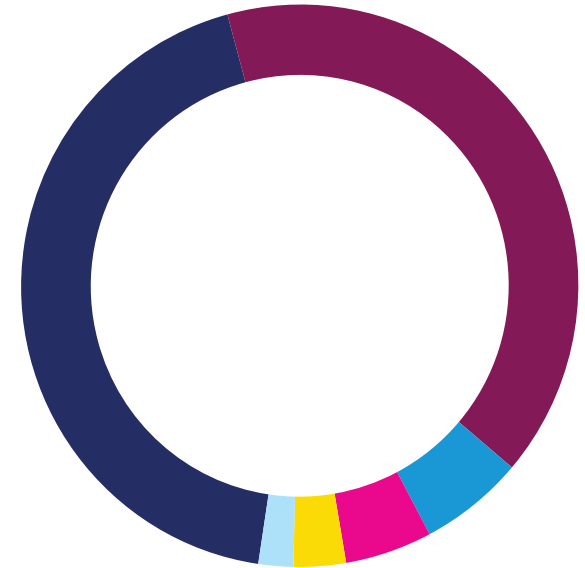
As a Title X provider in Iowa, PPHeartland provides outreach, education, and family planning services at six of our health centers. In FY18, we served 17,542 patients; 57% of these patients had incomes at or below the Federal Poverty Level. We also provided 1,597 education programs and served 25,044 participants.



# SERVICES PROVIDED

## SERVICES PROVIDED

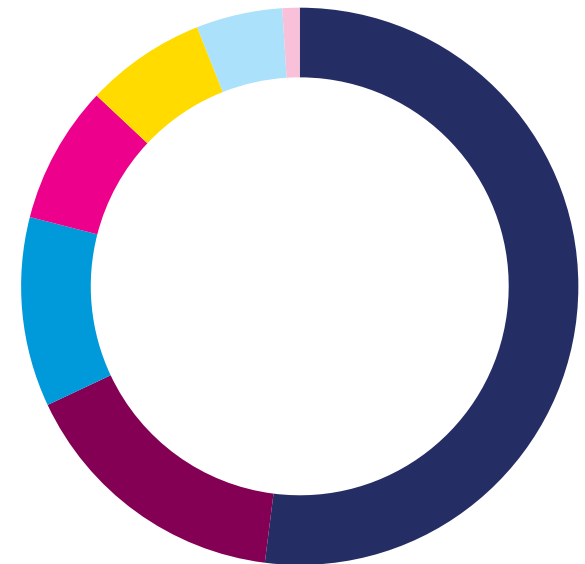
60,903	Contraception	43%
57,277	STI Testing	40%
8,756	Breast Exam	6%
7,238	Pregnancy Testing	5%
4,204	Abortion	3%
3,212	Pap Test	2%
224	Colposcopy/Biopsy/LEEP	<1%
150	Transgender Services	<1%



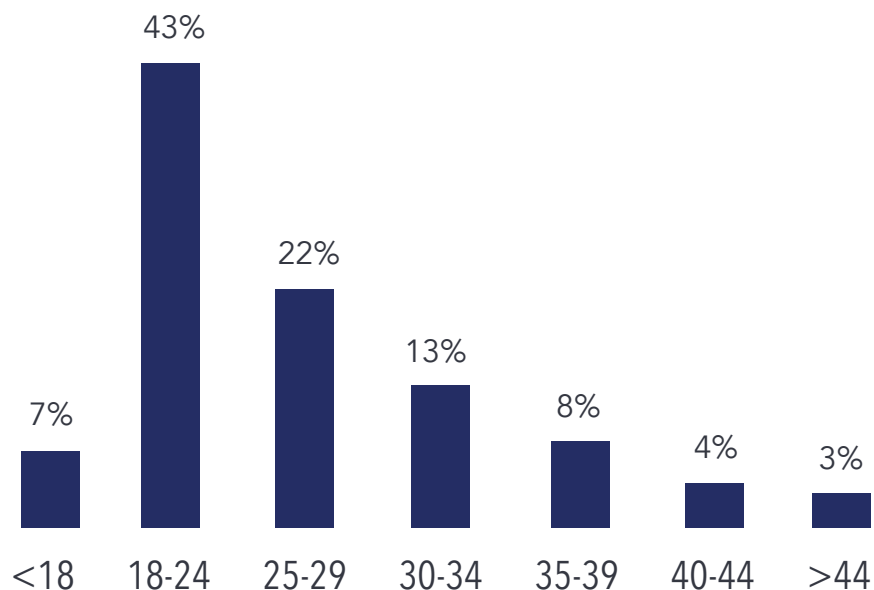
# CONTRACEPTION BY TYPE

## CONTRACEPTION BY TYPE

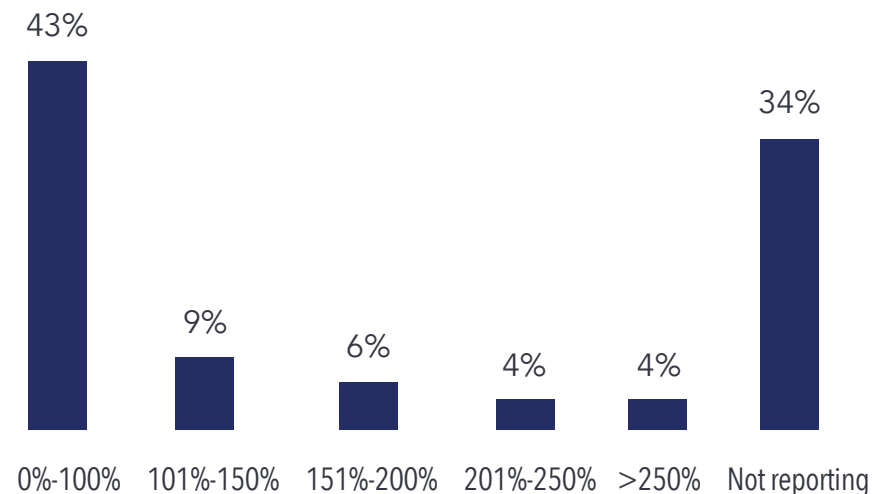
13,798	Oral Contraception	43%
4,414	Depo-Provera	40%
3,008	IUD	6%
2,167	Implant	5%
1,828	NuvaRing	3%
1,430	Emergency Contraception	2%
140	Patch	<1%



**90% OF OUR PATIENTS WERE BETWEEN THE AGES OF 18 AND 44**



**43% OF OUR PATIENTS SHOWED INCOME AT OR BELOW THE FEDERAL POVERTY LEVEL. THAT WAS \$24,600 FOR A HOUSEHOLD OF FOUR (APRIL 1, 2017-MARCH 30, 2018).**



**3,120 individuals** (11%) of our patients self-identified as **male**.



We **expanded transgender services** to our Rosenfield, West, Cedar Falls, Council Bluffs, and Omaha health centers, **reaching 84 people** during 150 visits.



Because of **incredibly generous donors**, we were able to provide **\$3,586,741** in uncompensated charity care.



Staff focused on creating an **exceptional patient experience**, every time, achieving the **92nd percentile for patient satisfaction** by year end on national Press Ganey health care survey data collected from more than 16,000 visits.



**Patient access was improved** through several measures, including offering **same-day appointments** at all health centers and **increasing accessibility to walk-in patients**. Some health centers saw as many as 50% more walk-ins.

EDUCATION  
EDUCATION

# EDUCATION WITH IMPACT

IMPACT  
IMPACT

TRAINING IN  
DES MOINES, IA

NON  
EDUCATION  
THEM







In FY18, PPHeartland provided **3,364** education programs reaching **54,273** individuals, **41,300** of whom (76%) were youth in high school or younger.



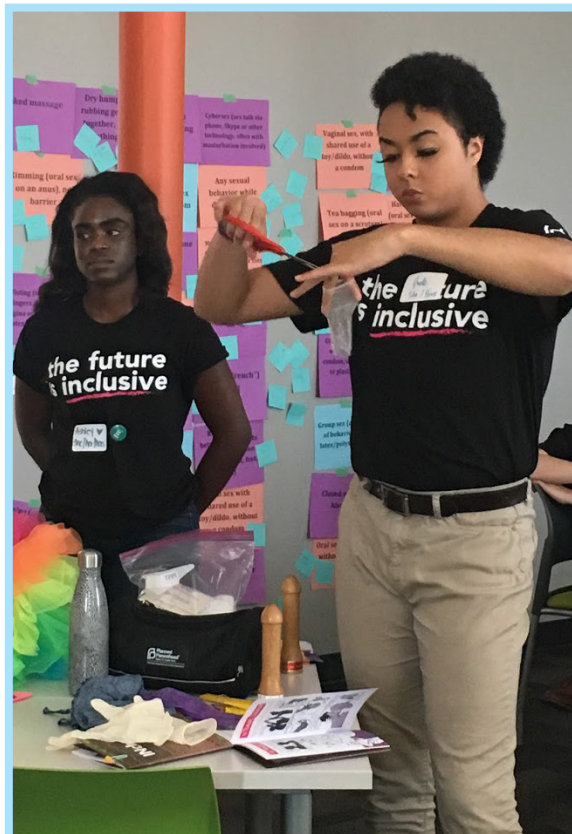
**91%** of programs were focused on reducing unintended pregnancy and STD rates, and **95%** of programs were focused on giving people the tools and information they need to take care of themselves.



Our educators made **157 new contacts** with individuals and organizations, helping us foster relationships and collaboration, build our brand, and enhance understanding of the work Planned Parenthood does in the community.



Educators spent **376 hours** at **107 outreach events**, reaching 4,146 youth and 7,336 adults.



### Community Initiatives

PPHeartland educators and trained peer educators from our Teen Council program provided **5 IN•cluded sessions** to **66 LGBTQ (lesbian, gay, bisexual, transgender, queer) youth**, plus trainings for 60 health center staff in four of our communities across Iowa and Nebraska. These efforts educated young people on how to keep themselves safe and where to access safe, inclusive spaces, and the staff trainings helped us **create those spaces so young LGBTQ patients feel comfortable using our services and can get the care they need.** The goal of this groundbreaking, evidence-informed program is to lower the rates of unintended pregnancy and STDs among these young people, who are disproportionately impacted by health disparities.

### TEEN COUNCIL MEMBERS PRESENT AN IN•CLUDED TRAINING TO PLANNED PARENTHOOD STAFF

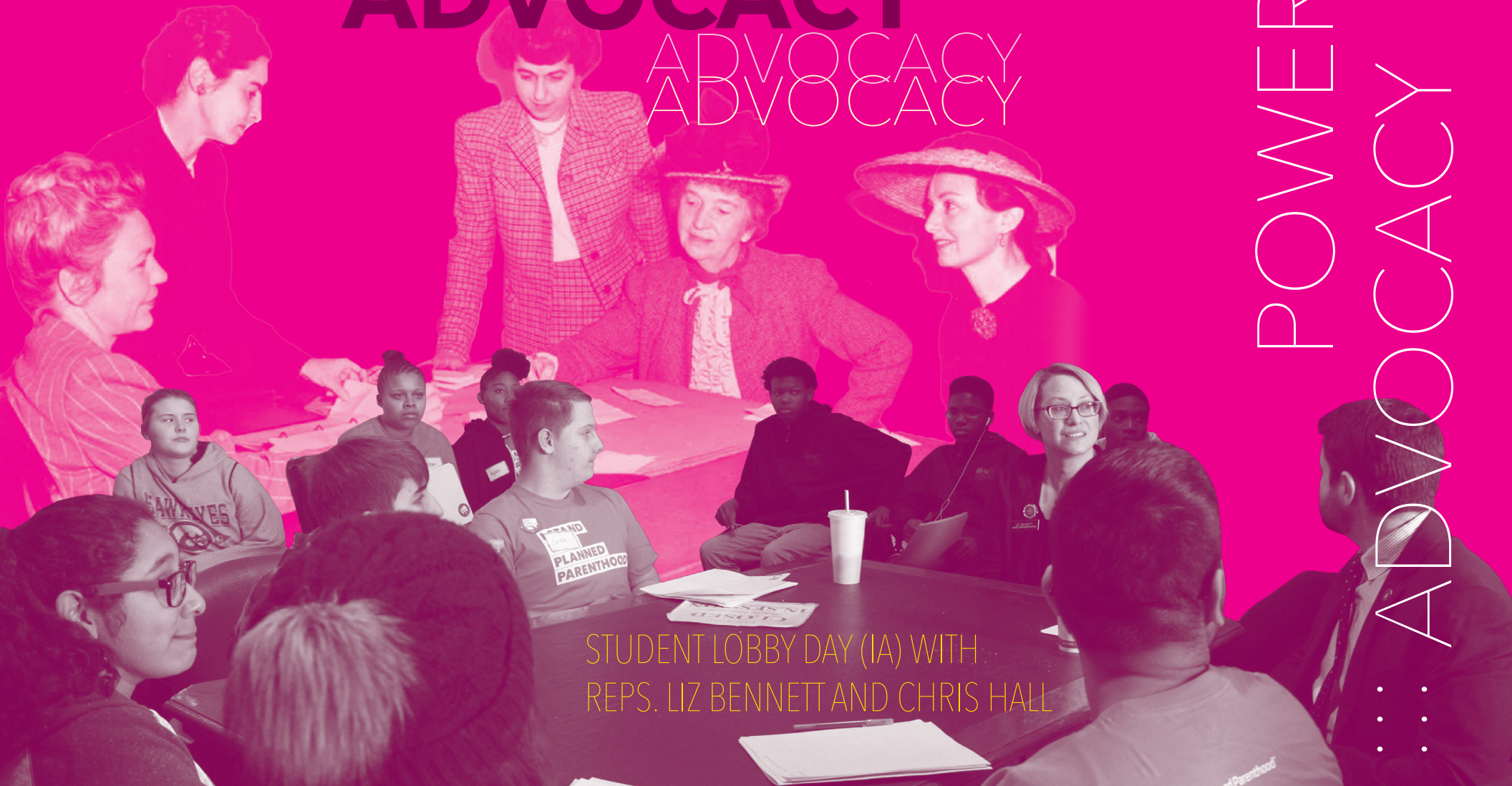


POWERFUL  
POWERFUL

# POWERFUL ADVOCACY

ADVOCACY  
ADVOCACY

POWERFUL...  
ADVOCACY...  
ADVOCACY



STUDENT LOBBY DAY (IA) WITH  
REPS. LIZ BENNETT AND CHRIS HALL



**PPHeartland won a huge victory in June when the Iowa Supreme Court ruled** that a 72-hour forced waiting period for abortion is unconstitutional. Furthermore, the Court ruled that abortion is a fundamental right in Iowa, laying significant precedent to protect the right to abortion from anti-choice politicians like Gov. Kim Reynolds.



**182 Nebraskans** and **81 Iowans** spoke to their legislators at our Lobby Days in February and March. Supporters across both states also sent **8,166 emails to their legislators** on behalf of Planned Parenthood patients and communities.



**Our Iowa Public Affairs team launched a Speakers' Bureau** in January, laying the foundation for storytellers who are empowered to speak up and respond rapidly through writing letters to the editor, testifying before lawmakers, and speaking to the media. In just six months, their powerful voices reached as far as Norway, where a popular magazine featured one of our members on the cover!



In FY18, **16,256 new Iowa supporters** were added to the Voter Activation Network, and **in Nebraska 10,655 new supporters** were added.

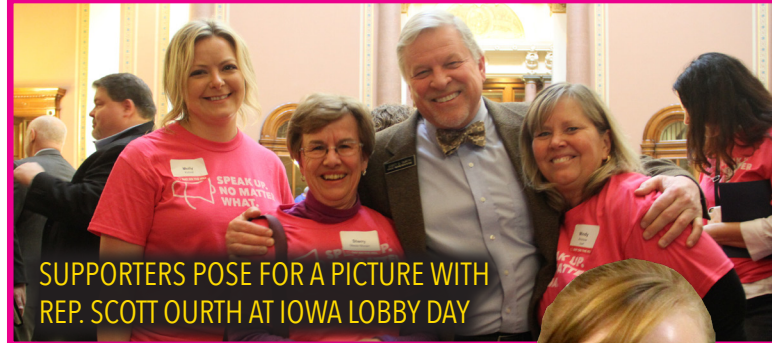
**Nebraska Public Affairs staff traveled more than 800 miles around the state** making connections and building alliances with individuals and organizations, which they leveraged during the Title X fight and again as part of our work to expand Medicaid in Nebraska.



PILLAMINA IN SCOTTSBLUFF, NE



IA SPEAKERS BUREAU PHOTO BY AL WOMBLE



SUPPORTERS POSE FOR A PICTURE WITH REP. SCOTT OURTH AT IOWA LOBBY DAY

Planned Parenthood succeeded in creating **"My Body, My Choice" license plates** in Nebraska in response to Gov. Ricketts' state-sponsored "pro-life" license plate. More than 250 Nebraska supporters are now driving with their support for Planned Parenthood proudly on their vehicles!



NEW NEBRASKA LICENSE PLATE



ORGANIZATIONAL ::::

...VITALITY



ORGANIZATIONAL  
ORGANIZATIONAL

# ORGANIZATIONAL VITALITY

VITALITY  
VITALITY

With the full support of our Board of Directors, PPHeartland announced Planned Parenthood North Central States (PPNCS), a new five-state affiliate and partnership with Planned Parenthood Minnesota, North Dakota and South Dakota. This strategic move will leverage regional strength to expand our mission and serve more people while building strong local leadership in each state. Erin Davison-Rippey is the state executive director for Iowa, and Andi Curry Grubb is the state executive director for Nebraska. Serving as deputy state directors are Jenna Knox in Iowa and Meg Mikolajczyk in Nebraska.



**ERIN DAVISON-RIPPEY**  
STATE EXECUTIVE DIRECTOR – IOWA

**ANDI CURRY GRUBB**  
STATE EXECUTIVE  
DIRECTOR – NEBRASKA



**JENNA KNOX**  
DEPUTY STATE DIRECTOR – IOWA



**MEG MIKOLAJCZYK**  
DEPUTY STATE  
DIRECTOR – NEBRASKA



**Inclusive provider:** PPHeartland received the designation of a 2018 HealthCare Equality Leader from the Human Rights Campaign Foundation.



Responding to staff concerns that we need to make more progress on our Diversity, Equity and Inclusion (DEI) goals, we prioritized those efforts and **established a DEI task force** to address these concerns.



**Medical Director Jill Meadows, MD again fought for access** to safe, legal abortion by joining PPHeartland in filing suit against an Iowa law that would ban abortion after a fetal heartbeat is found – typically around 6 weeks gestation – often before an individual even knows they are pregnant. This law is blocked while the case continues through the courts.



**Nebraska State Executive Director Andi Curry Grubb**, who previously served as PPHeartland’s director of education, received PPFA’s 2018 APPLE TURNOVER Award, which recognizes a VP/Education Director who has met exceptional challenges with creativity and courage.



For the sixth consecutive year, PPHeartland was **voted Best Family Planning** in CITYVIEW magazine’s annual “Best of Des Moines.”

CULTURE  
CULTURE

# A PHILANTHROPIC CULTURE OF COMMUNITIES

2017 FALL BOOK SALE  
YEAR ROUND VOLUNTEERS



PHILANTHROPIC... COMMUNITIES



Political attacks on Planned Parenthood sparked a surge of new donors giving to support our mission: **428 Iowans, 200 Nebraskans, and 126 other individuals across the country** gave a total of **\$481,807 in new contributions** to care for our patients.



**1,758 individuals** volunteered **27,479 hours** in our communities across the Heartland.



**1,007** people attended our annual fundraising galas in Omaha, Lincoln, Cedar Rapids, and Des Moines.



**Donors pledged \$2,562,354 in future gifts** in their wills to PPHeartland during the year.



**147 year-round Book Sale volunteers raised \$529,239** in support of our education and outreach programs.

**JOAN MANNHEIMER &  
BARB MADDEN-BITTLE**

FORMAL BOOK SALE CHAIRS  
& CENTRAL IOWA EVENT CO-CHAIRS



CENTRAL IOWA ANNUAL EVENT



HEALTH  
HEALTH

# HEALTH CENTERS

In FY18, Planned Parenthood of the Heartland proudly served patients across Nebraska and Iowa at 10 health centers.

CENTERS  
CENTERS

IOWA

## Iowa



Ames

Cedar Falls

Cedar Rapids

Council Bluffs

Des Moines - Rosenfield

Des Moines - Susan Knapp

Des Moines - West

Iowa City

NEBRASKA

## Nebraska



Lincoln South

Omaha - Northwest

HEALTH  
CENTERS  
CENTERS  
CENTERS



## Operating Board

Catherine Dietz-Kilen  
– *Chair*  
Susan Ugai  
– *Vice Chair*  
Patrice Sayre  
– *Treasurer*  
Cyril Mandelbaum  
– *Secretary*  
Rebecca Boyd Dublinske  
Teree Caldwell-Johnson  
Jenny Doyle  
Janet Griffin  
Rev. Stephen Griffith  
Dr. Wendi Harris  
Jennifer Leachman  
Jennifer Magilton  
Sharon Malheiro  
Randy Moody  
Dr. Stephanie Morgan  
Suzanna de Baca  
– *President/CEO*

## Foundation Board of Trustees

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Fran Fleck  
– *Vice Chair*  
Dr. Robert Shaw  
– *Treasurer*  
Loree Miles  
– *Secretary*  
Catherine Dietz-Kilen  
Virginia “Cuz” Johnson  
Susan Knapp  
Richard McArthur  
Cheryl Morton  
Elisabeth Norwood  
Kathy Thuman  
Mike Woods  
Suzanna de Baca  
– *President/CEO*

## Planned Parenthood Voters of Iowa Board\*/ PAC Steering Committee

Shayla McCormally\*  
– *Chair*  
Susy Robinette\*  
– *PAC Chair*  
Alicia Claypool\*  
– *Vice Chair & PAC Vice Chair*  
Betty Baird\*  
– *Secretary Treasurer & PAC Secretary/Treasurer*  
Sean Bagniewski\*  
Margaret Borgen  
Tyler Coe\*  
Jann Freed\*  
Debbie Gitchell  
Judie Hoffman  
Jessalyn Holdcraft  
Natalie Koerber\*  
Jason Lehman  
Zach Mannheimer\*  
Paul McAndrew  
Jodi O’Donnell\*  
Cindy Paschen  
Betsy Shelton\*  
Nate Willems\*  
Paul Wittau  
Barb Yankey\*  
Suzanna de Baca  
– *President/CEO*

## Planned Parenthood Voters of Nebraska Board

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– *Chair*  
Judy Vohland  
– *Vice Chair*  
W. Don Nelson  
– *Secretary/Treasurer*  
Jill Brown  
Patricia Carlson  
Jean Hartnett  
Brian Jorde  
Sharlette Schwenninger  
Sue Ellen Wall  
Suzanna de Baca  
– *President/CEO*



# 2018 STATEMENT OF FINANCIAL POSITION

## AS OF JUNE 30, 2018

ASSETS	2018	2017
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 6,733,261	\$ 5,266,474
Patient Accounts Receivable, Net	411,190	775,036
Grants Receivable, Net	358,431	754,513
Current Pledges Receivable, Net	982,046	1,058,817
Inventory of Materials and Supplies	319,857	352,175
Prepaid Assets	242,514	283,534
Other Current Assets and Discontinued Operations*	-	-
<b>Total Current Assets</b>	<b>9,047,299</b>	<b>8,490,549</b>
PROPERTY AND EQUIPMENT, NET	<b>10,087,360</b>	<b>11,257,136</b>
LONG-TERM INVESTMENTS	<b>5,425,297</b>	<b>5,297,797</b>
OTHER ASSETS		
Pledges Receivable, Net	391,215	55,677
Beneficial Interest in Assets Held by Others	532,724	504,774
Other Assets	156,505	76,724
<b>Total Other Assets</b>	<b>1,080,444</b>	<b>637,175</b>
<b>Total Assets</b>	<b>\$ 25,640,400</b>	<b>\$ 25,682,657</b>

LIABILITIES AND NET ASSETS	2018	2017
CURRENT LIABILITIES		
Current Portion of Long-Term Debt	\$ 2,624,787	\$ 375,358
Accounts Payable	1,493,465	1,205,829
Accrued Salaries and Related Taxes	862,843	372,469
Accrued Paid Time Off	327,201	423,081
Deferred Revenue	329,708	311,280
Other Liabilities	177,362	163,525
Liabilities, Discontinued Operations*	-	-
<b>Total Current Liabilities</b>	<b>5,815,366</b>	<b>2,851,542</b>
LONG-TERM Debt	<b>1,004,157</b>	<b>5,353,251</b>
<b>Total Liabilities</b>	<b>6,819,523</b>	<b>8,204,793</b>
NET ASSETS		
Unrestricted	13,770,451	13,201,373
Temporarily Restricted	1,739,684	1,007,395
Permanently Restricted	3,310,742	3,269,096
<b>Total Net Assets</b>	<b>18,820,877</b>	<b>17,477,864</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 25,640,400</b>	<b>\$ 25,682,657</b>

# 2018 STATEMENT OF ACTIVITY

YEAR ENDED JUNE 30, 2018

	Unrestricted	Temporarily Restricted	Permanently Restricted	2018	2017
<b>REVENUES</b>					
Patient Service Revenue	\$ 7,336,821	-	-	\$ 7,336,821	\$ 9,964,113
Contributions	6,115,406	\$ 1,108,350	\$ 11,660	7,235,416	6,798,936
Government Grants	2,689,107	-	-	2,689,107	3,559,171
Private Grants	1,513,372	522,499	-	2,035,871	2,539,899
Book Sale Revenues	555,904	-	-	555,904	457,533
Special Events	659,372	48,937	-	708,309	706,182
Investment Income	109,093	-	69,319	178,412	147,699
Net Realized Gain/(Loss) on Investments	2,620	-	398	3,018	5,900
Net Unrealized Gain/(Loss) on Investments	838,651	-	134,115	972,766	1,052,540
Gain/(Loss) on Sale of Property and Equipment	210,377	-	-	210,377	186,655
Miscellaneous Income	1,911,117	-	-	1,911,117	695,214
Net Assets Released from Program Restrictions	1,121,343	(947,497)	(173,846)	-	-
<b>Total Revenues</b>	<b>23,063,183</b>	<b>732,289</b>	<b>41,646</b>	<b>23,837,118</b>	<b>26,113,842</b>
<b>EXPENSES</b>					
Program Services:					
Clinical Services	11,254,541	-	-	11,254,541	13,507,957
Public Affairs and Education	2,652,052	-	-	2,652,052	2,874,581
<b>Total Program Services</b>	<b>13,906,593</b>	<b>-</b>	<b>-</b>	<b>13,906,593</b>	<b>16,382,538</b>
Supporting Services:					
Management and General	7,038,908	-	-	7,038,908	5,690,670
Fundraising	1,548,604	-	-	1,548,604	1,357,259
<b>Total Supporting Services</b>	<b>8,587,512</b>	<b>-</b>	<b>-</b>	<b>8,587,512</b>	<b>7,047,929</b>
Affiliate Assessment:					
Planned Parenthood Federation of America, Inc.	-	-	-	-	153,809
<b>Total Expenses</b>	<b>22,494,105</b>	<b>-</b>	<b>-</b>	<b>22,494,105</b>	<b>23,584,276</b>
<b>OPERATING GAIN or (LOSS)</b>	<b>569,078</b>	<b>732,289</b>	<b>41,646</b>	<b>1,343,013</b>	<b>2,529,566</b>
Loss from Discontinued Operations (PPAEO)*					(1,283,113)
<b>Change in Net Assets</b>	<b>569,078</b>	<b>732,289</b>	<b>41,646</b>	<b>1,343,013</b>	<b>1,246,453</b>
<b>Net Assets - Beginning of Year</b>	<b>13,201,373</b>	<b>1,007,395</b>	<b>3,269,096</b>	<b>17,477,864</b>	<b>16,231,411</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$ 13,770,451</b>	<b>\$ 1,739,684</b>	<b>\$ 3,310,742</b>	<b>\$ 18,820,877</b>	<b>\$ 17,477,864</b>

\* As of October 20, 2016, Planned Parenthood of the Heartland completed the divestiture of PPAEO. This impacted FY17 financial statements and is reflected in separate lines for assets, liabilities, and discontinued operations activities.

Note: These financials include Planned Parenthood of the Heartland, Planned Parenthood of the Heartland Foundation, Planned Parenthood Voters of Iowa, Planned Parenthood Voters of Iowa PAC, and Planned Parenthood Voters of Nebraska.



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

1.877.811.7526