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## New Name... New Home... New Outlook

**OPTIONS FOR SEXUAL HEALTH: A society that celebrates healthy sexuality, its diversity of expression, and a positive self-image for individuals throughout life.**



Planned Parenthood BC became Options for Sexual Health (OPT) in the fall of 2003, and although the name change was not actively publicized after the decision, the feedback we got from clients and others was almost universally positive. Young people and those in the GLBT community in particular expressed to us that they felt more included and welcome by the connotations of the name. By year's end, the Board of the Planned Parenthood Federation of Canada was considering changing the name of that organization to reflect the broader perspectives of "sexual health".

Our Provincial Office moved again, unexpectedly, but as the result of the good fortune and collaborative spirit of our friends at the McCreary Centre Society. When MCS received special funding to purchase a new headquarters, we were invited to continue to co-locate with them. MCS purchased a building with a layout and location that meets our needs as well, and we enjoy the stability of a reasonably priced multi-year lease. One of the benefits of the move was our ability to re-locate our Burnaby clinic from an expensive site to the new office, with the additional flexibility that provides for our services to the area.

So how did our outlook change? It's a work in progress. We value the legacy of trust and competence of our Planned Parenthood past, but our new name has given us the opportunity to move beyond the weary controversy associated with PP and to become a more confident and assertive organization about all aspects of sexuality and health. In 2003-04 we held, but had not yet fully expressed, a vision of a society that celebrates healthy sexuality, its diversity of expression, and a positive self-image for individuals throughout life.



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## Working with Others

OPT entered into a supply and purchase agreement with Planned Parenthood Alberta in support of their clinical operations in Banff. The agreement provides PPA with the same favourable pricing we receive from suppliers and the use of our clinical standards and guidelines. A similar agreement is specific to Planned Parenthood Edmonton, and covers the pills used for emergency contraception.



At the end of the year we signed an agreement with Yukon Health to extend our Facts of Life Line services into the Territory. The Yukon had a recorded message service called YK Style; the agreement enhanced the service to real-time conversations with our well-trained staff. Calls from the Yukon come in on a designated line and are answered with the “YK Style” greeting. Yukon Health provided all the referral information our nurses need to make accurate and useful referrals for clients.

At OPT’s invitation, the President and Executive Director of Planned Parenthood Newfoundland and Labrador visited us in January 2004. In terms of the scope and energy of operations, we feel a strong kinship with PPNL, and the visit allowed both organizations to share a wealth of information on projects completed and under way. Following OPT’s lead in 2001, for example, PPNL launched its own initiative on the Framework for Sexual and Reproductive Health, and succeeded in playing a central role in the development of sexual health policy in the province. PPNL also operates an information line similar to our Facts of Life Line, and we mused about linking the two, then filling the gap in the middle to create a national service. With the spirit we share, anything seems possible.

Following an attention-getting report published by Northwest Environment Watch (NEW) contrasting BC’s low rates of adolescent pregnancy (one third those of Oregon, for example), executives with the Planned Parenthoods of Western Washington asked to visit us to discuss what we’re doing. The visit was illuminating for everyone. What appeared in sharpest contrast was the relatively supportive educational, government and legal environment in which OPT operates, and the impetus that gives us to deliver high quality, comprehensive education. The PPWW group deal with the almost constant need to protect their ability to operate through the legislature and the courts, and they face severe funding constraints because of the Bush administration’s policies opposing comprehensive sex education. As one of our visitors put it at the end of the meeting: “We have Canada envy”. We understood why; their experience was a reminder to us that things could be much, much harder than they are.

The Provincial Health Officer, Dr. Perry Kendall, invited OPT to provide comment and input to a major report he was preparing on health education in BC schools. The report, *An Ounce of Prevention*, was published in October 2003. It provided a helpful and complementary impetus to OPT’s advocacy planning on school sexual health education. Dr. Kendall is a member of the Board’s Advocacy Working Group.

In May we enjoyed a visit from two members of SHINE (Sexual Health Information, Networking and Education) of South Australia. SHINE is a dynamic public health program well funded by the Department of Human Services of South Australia, and we gained a lot of valuable ideas from our guests. The T-shirts they brought us were

instant collectors' items.

A chance meeting at a social issues forum in Vancouver with the Executive Director of the BC Aphasia Centre led to a very successful presentation to persons living with aphasia on how to express intimacy when one has lost most or all of the communication skills we take for granted, such as speech and the ability to write. Increasingly, OPT's expertise is being sought for special needs groups who want not only the facts, but an accepting and safe environment in which to explore them.

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## 2003 Annual General Meeting

We recognized some of our special people at the Annual General Meeting in 2003.

Carmen Venturi, a member of the Kelowna Branch Board and the Regional Representative for the Okanagan on the Provincial Board, received the Dorothy Shaw Award for volunteer leadership.

Dr. Hugh Aspinall received the Jeffrey Dolph Memorial Award, for his outstanding dedication and compassion as a long-serving physician in the Langley Branch. Dr. Aspinall's acceptance remarks were full of the warmth and passion that earned him the award, including his account of painting the clinic in its early days.

Saleema Noon received the Education Award for her very successful work in the media, with children and with parents. Saleema was elected to the OPT Board at the meeting.

Miriam Rose and Jan Sawyer received the Volunteer of the Year Award, Miriam for her work with the Ladysmith Branch and Jan Sawyer for her contribution to the Shuswap Branch. Both have given tireless energy, dependability and skill to both the governance and client services of their Branches.

Diane Lees and Joan Westman DeCarle received a new award introduced in 2003-04, the Executive Director's Award of Excellence for staff members who have made an exceptional contribution to the quality of our services and the performance of the organization. Diane set a gold standard for her colleagues on the Facts of Life Line with the extent of her knowledge, the gentleness and empathy of her approach with callers, and her rock-solid reliability under any circumstances. Joan is our Manager of Financial Services. She used her initiative and knowledge to bring about two major changes to the way we managed payroll services that saved OPT several thousands of dollars on a continuing basis.

Participants also heard a fascinating presentation on multiple ovulation from Dr. Roger Piersen, Director of the Reproductive Biology Research Unit at the University of Saskatchewan. Dr. Piersen is a world leader in research into ovarian physiology. In 1990, he became the first scientist to use ultrasound to directly visualize human ovulation. He showed that ultrasonography could be a powerful new tool for non-invasive study of the dramatic changes that occur in the structures of the ovary just before and during ovulation. It was this work that enabled him to demonstrate the process of multiple ovulation in women. The findings have implications for how contraceptive use is managed.



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## Program and Project Funding

The Ministry of Health launched a review of the toll-free information lines supported by the provincial government, with a focus on how they should be coordinated or integrated with the BC Nurse Line. The result was a change in the government's funding commitment to our Facts of Life Line, from continuing support to an annual renewable agreement. Most important, the amount of funding required by the Line was not reduced. OPT proposed cross-training for nurses working our line and the BC Nurse Line as one way to enhance services.



Two significant changes occurred in OPT's eligibility for gaming funds. The Branches were no longer entitled to apply for funds in their own right because they are not legal entities. Instead, the funding application had to be submitted by OPT provincially. The other change affected the criteria for funding; we were required to apply on a program basis rather than for the whole organization. To help ourselves and others understand the new rules, OPT and our auditors at Manning Elliott organized a workshop for all interested not-for-profits, with representatives of the Gaming Policy and Enforcement Branch. Did it help? All in all, the answer is yes: although we received less support than we had enjoyed in the past, the \$174,000 we were given has been vitally important to our education program.

OPT acknowledges as well the core and program support we received from the United Way of the Lower Mainland, the United Way of the Fraser Valley, the Campbell River and District United Way, Castlegar District United Way, the Comox Valley United Way, United Way of Cranbrook, the United Way of the North Okanagan Columbia Shuswap, and the Nelson and District United Way. Collectively, OPT received \$106 thousand in United Way funding in 2003-04.

OPT received a grant from the Law Foundation for development of information for new arrivals to Canada on health and sexual rights under Canadian law. The project involved consultation with four cultural communities who expressed interest in participating, and was guided by a steering group of representatives from those communities.

The McLean Foundation provided funding for the development of learning resources for visually impaired persons.



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## The Numbers Game

We are very grateful to the 246 members who supported and encouraged us through 2003-04, and to the over 400 volunteers who serve on our Boards at the Branch and Provincial level, keep our clinics running effectively, give out information at community events, and work with our nurses on the Facts of Life Line.

We received generous financial donations from many individuals, employee groups, businesses and other community service organizations. Two individuals – Cyril Relp and Greg Smith – and two organizations – the Ladysmith Eagles and the Ladysmith and District Hospital Auxiliary - donated \$1000 or more. The Ian F Manning Memorial Fund donated \$2086 for the support of education programs.



There is a financial formula for the success of our clinics around the province. Over a period of eight years, we have established three quick indicators for the clinics based on past performance. In 2003-04 they looked like this:

Target revenue per client visit - \$18

- Target cost of medical supplies per client visit - \$9
- Target ratio of payments to physicians and return from MSP billings – 1:1.5

Combined with a reasonable number of client visits at each clinic, these targets signal virtual self-sufficiency in a clinic's operation.

OPT's clinics performed well over the year. The average revenue per client visit was \$18.74, the supply cost per visit was \$7.87, and the return ratio on physician services was 1:1.56. We estimated at the outset that we would see 37,185 clients over the year; the actual number was 38,770.

There is a similar formula for education programs. The total cost of putting an OPT educator into a classroom, parent group or other setting is close to \$180 an hour, when preparation time and all other inputs are taken into account. The cost to the client is advertised at \$100 an hour, and discounts are available. The difference is made up with other fundraising.

Cost recovery was not a core feature of OPT's education program in the past, so a lot of learning and adjustment was involved. In 2003-04 we devoted a lot of energy to building the marketing skills of the Education Services Program staff, and instilling the importance of cost recovery as a strategy for maintaining the program. We fell well short of our revenue target for 2003-04, but the program performed far better financially than in past years. We look forward to steady progress.



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## Client Feedback

Here are some of the things clients in our clinics told us:

*"I have been to various Planned Parenthood clinics over the years and I am really grateful for their services. I have always been met with warm friendly smiles and truly excellent service. The Courtenay clinic is awesome! Thank you!"*



"The service is wonderful! The staff is very informed and friendly. I feel very comfortable coming here (Vancouver) and my partner also feels welcome to come and ask questions. Thank you for offering these services. I am so glad to have them available! Women here are incredible. Thanx!"

*"A very good place for teens to come without fear of parents finding out, etc. Makes you feel right at home. I am glad that there is a place like this in Cranbrook! Staff are well informed and great with explanations."*

They also told us they don't like the waiting times they sometimes experience, and a small number of clients have left the clinic without all the answers they wanted. This latter concern certainly shouldn't occur, and steps were being taken into the new year to improve our service in this respect.



## OPT Financial Statements Exerpts for Year ending March 31, 2004

STATEMENT OF OPERATIONS	2004	2003
<b>Revenue</b>		
Fundraising	\$1,274,964	\$1,423,332
Services	1,342,981	1,346,018
Investment income	10,642	8,314
	<u>\$2,628,587</u>	<u>\$2,777,664</u>
<b>Expenses</b>		
Human Resources	1,665,390	1,635,837
Services	530,711	543,076
Outreach	65,550	92,884
Administration	294,495	258,036
Fundraising	3,697	10,841
Special Program	28,836	16,161
Operations	186,510	207,411
	<u>\$2,775,189</u>	<u>\$2,764,246</u>
Excess of (expenses over revenue) over expenses for the year	<u>(\$146,602)</u>	<u>\$13,418</u>

### STATEMENT OF FINANCIAL POSITION

as at March 31, 2004

	2004	2003
<b>ASSETS</b>		
<b>Current assets</b>		
Cash & short term investments	\$ 676,984	\$ 763,656
Accounts receivable and accrued	69,040	67,408
Inventory	117,962	146,402
Prepaid expenses	29,239	29,194
	<u>\$ 893,225</u>	<u>\$1,006,660</u>
<b>Capital assets</b>	<u>20,366</u>	<u>14,965</u>
	<u>\$ 913,591</u>	<u>\$1,021,625</u>
<b>LIABILITIES</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 233,691	\$ 224,500
Deferred revenue	168,192	138,815

	401,883	363,315
<b>NET ASSETS</b>		
Invested in capital assets	<u>20,366</u>	<u>14,965</u>
Unrestricted	491,342	643,345
	<u>511,708</u>	<u>658,310</u>
	<u>\$ 913,591</u>	<u>\$1,021,625</u>