



Planned Parenthood BC

Annual Report

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Annual Report is available online at:

www.plannedparenthoodbc.org/about/annualreport/index.htm

Message from the Board President



Wow, this year has just flown by. It has been an honour to represent PPABC. During my year as president I have learned so much. Just shortly after I was elected I was able to go to Calgary to represent PPABC at the Planned Parenthood

Federation's AGM. PPFC is looking at their governance and policy issues as well as opening up their membership. A lot was gained from the weekend, and it was nice to be able to share PPABC'S experience with some of the same issues that we have had in the past.

In November 2002, the board was at our Annual Retreat. We spent one exciting evening brainstorming our wishes for PPABC in a perfect world. It was great to see everyone having fun and working together for the future vision of PPABC. The one thing that kept coming up was the need to change our name. We discussed the information that came out of the Royal Rhodes project and you can bet we had some lively discussions about our name. Something we will all get a chance to vote on at the September AGM.

All during the year the board committees have been hard at work. The Advocacy Working Group is diligently

looking at Sex Education or lack of it in our schools. All throughout our discussions it comes back to needing a youth voice. We need to hear what youth want when it comes to Sexual Health Education in their classes.

The newly formed Reproductive Health Advisory Network (RHAN) was also started last year. This is a unique group, as it is comprised of a core group of physicians and non-physicians to deal with the medical issues that are important to PPABC.

As always the Board Development committee has been hard at work. We have a busy year ahead as we say good-bye to board members who have served their term, and hello to new members you will vote for at the AGM.

The Executive committee worked on developing a new Performance Appraisal for Greg. I am pleased with the way it turned out, and hope everyone who filled it out felt their voices were heard.

I am looking forward to the Celebration Awards and the AGM this year. It is now your turn to shine. I also want to thank all the members, staff, and volunteers in our clinics and organization. Without your hard work, and dedication to PPABC everything that we do would not be possible.

Thank you,

Suzie Soman

2002–2003 Board of Directors

President	Suzie Soman	Director at Large	Annette Browne
Vice-President	Barb Hestrin	Director at Large	Rebecca Maurer
Vice-President	Sonya Jakubec	Director at Large	Tara Nargang
Vice-President	Aura Rose	Director at Large	Nicole Rustad
Treasurer	Margaret McKelvie	Regional Representative	Vanessa Bramhill
Secretary	Shirley Ross	Regional Representative	Carmen Venturi
Director at Large	Kathy Banks	Reproductive Health Advisory Network	Jan Christilaw, Chair
Director at Large	Jessica Bowering	PPFC Liaison	Margaret McKelvie

EXECUTIVE DIRECTOR'S REPORT

Who has one head, three legs, 45 arms, multiple relationships, and thinks about sex all the time?
Planned Parenthood BC, of course.

Our head, in the person of Suzie Soman, the President of PPABC, brings warmth, realism, and immense dedication to the organization. I would like to thank Suzie for her personal support and encouragement over the past year.

Our three legs are the clinical services program, the education program, and the advocacy program. Highlights of the clinical services program in 2002-03 include 10% growth in client visits, introduction of a continual client satisfaction survey, and significant expansion of the number of nurses capable of working under delegated medical function. The education program prospered under an enhanced focus on marketing, progress toward our goal of introducing a certification program for educators, and an effective new advertising campaign for the Facts of Life Line. The advocacy program was introduced in 2002 by the PPABC Board of Directors and substantial work was done on an initiative on school sexual health education due to be launched in 2004. We also organized Sexual Health Week in the fall of 2002.

Admittedly, in 2002-03 we had only 41 arms in the form of our Branches and clinics (we acquired four more clinics when the West Kootenay Branch joined PPABC in June 2003). Thank you to all the Branch Boards who worked so hard in 2002-03 to recruit staff and volunteers, pay the bills, and maintain our presence in communities across the province. I am also grateful for the Branch Board support and teamwork that was so crucial in making the adjustments required to meet new gaming policy. The result was a formula for sharing the resources of the organization more equitably and effectively.

Our multiple relationships in 2002-03 encompassed the McCreary Centre Society, the new Provincial Health Services Authority and regional health authorities in several areas of the province, Royal Roads University, and a variety of cultural, community and professional organizations. PPABC was also a significant presence across the Planned Parenthood Federation of Canada during the year, providing extensive program materials and consultative support to other affiliates, and two representatives on the PPFC Board of Directors.



Do we really think about sex all the time? Not quite. We also thought about honouring those among us whose contribution to PPABC and our clients stood out among the rest. They included:

- Katherine Preston, who won a Helen and Fred Bentley Award for her work with the Sto:lo First Nation on a First Nation Workshop on reproductive Health and Sexuality
- Barbara Clague, recipient of the Dorothy Shaw Award for outstanding voluntary leadership, in recognition of her substantial impact and influence on PPABC and PPFC
- Joyce Martin of Nanaimo and Susan Flynn from Chilliwack, who received Volunteer of the Year Awards for their energetic dedication to both the governance and service delivery aspects of their Branches.
- Dr. Laurie Logan, who received the Jeffrey Dolph Memorial Award for her compassionate and respectful care of our clients
- Joy Becker, recipient of the 2002 Education Award for her exceptional skill, creativity and leadership

I would like to say a special thank you to the staff and volunteers of PPABC who, in every encounter they have, represent our values and vision as an organization with the eloquence of their intelligence, creativity, caring, energy, and integrity.

A handwritten signature in dark ink, appearing to read 'Greg Smith'.

Greg Smith

Year in Review

New Government Grants Two Wishes

Planned Parenthood BC sought three changes in its relationship with the provincial government. The first was a return to the health portfolio (from the child and family development portfolio) to reflect our position as a mainstream public health organization. The second was the ability to negotiate funding at the provincial level, to avoid inconsistent outcomes with regional health authorities that could result in uneven services to British Columbians. The government responded very positively to both of these in 2002. PPABC's contractual relationship is now with the Provincial Health Services Authority.

The third was a change in the mix of revenues we currently draw from government, which we felt offered benefits to both parties. While the government did not see the way clear to make this change, two important features of the year bear noting.

One is that PPABC did not experience any reduction in funding; the other is that the Provincial Health Services Authority indicated an interest in other revisions we proposed to the structure of our service agreement to reflect more accurately the scope of our activities.

Client Survey Gives Valuable Feedback

PPABC also introduced a periodic client satisfaction survey in our clinics. With over 39,000 client visits a year, we'd better know what works for them and what doesn't! Our clients gave us good advice about how to make their experience better, but overall, we seem to be doing well. Data gathered during 2002-03 indicated that our clients like us mainly because our prices are better, because we are friendlier, and because we take the time to explain things.

"Always a very friendly place, I feel safe here"

95 to 99% of clients told us that we are meeting their expectations about privacy and confidentiality, that they felt encouraged and supported, received the information they needed to make their choice, and were able to ask questions and get answers. 88% of our clients were served in the time expected; however, a lot of them complained about long waiting times. Just 3% said they felt the prices of contraceptive products were too high.

63% of clients first heard about our clinic through a friend. About one in six heard about us from a doctor, through school, or in some other unspecified way. On the other hand, our Facts of Life Line doesn't seem to get the attention it deserves—only a third of clients said they were given the Facts of Life Line number at the clinic (1-800-SEX-SENSE).

"PP is awesome, I value the staff and volunteers who work there. I have always felt in good hands, keep up the good work!"

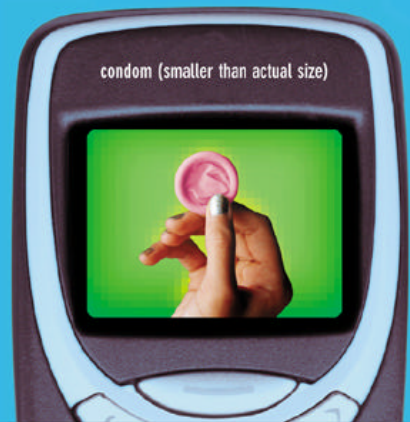
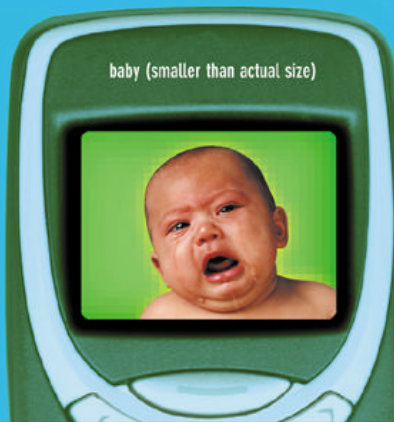
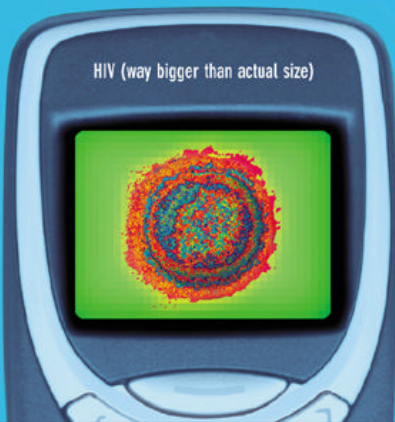
Lots of Free Advice

PPABC took a Leadership Challenge to the Masters in Leadership and Training class at Royal Roads in July 2002. We asked for advice on how to move the organization from controversy to a more confident and assertive position. Six different teams provided a host of excellent ideas, including changing our name and adjusting our organizational culture to reflect our values and vision. Among other things this gave strong impetus to the Board's Advocacy Working

Group, which is developing an initiative on school sexual health education for implementation in early 2004. The Royal Roads teams also stressed the importance of considering a new name, the better to reflect our values and vision. That advice launched a process for selecting a new name that will culminate in a members' vote at the September, 2003 Annual General Meeting.

"I have always been treated very warmly, by the very friendly staff, I would like to thank each and every staff member from the bottom of my heart."

It's your call.



1 800 SEX SENSE 1 800 739 7367 604 731 7803 IN THE LOWER MAINLAND

www.factsoflifeline.com

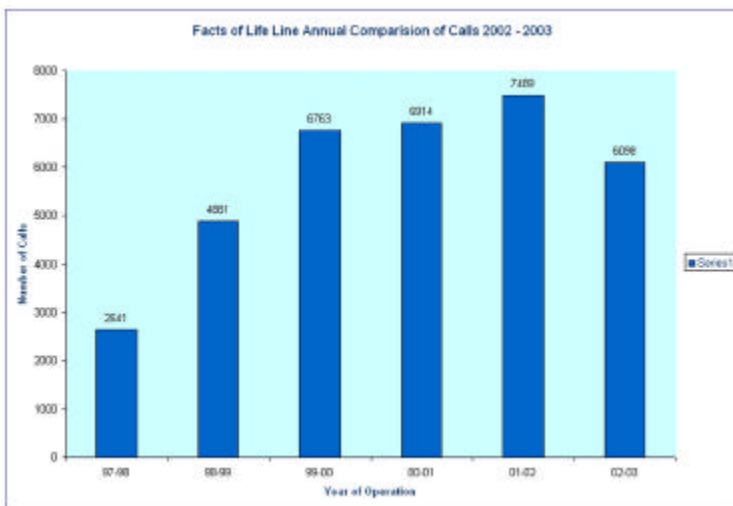


CALL US. PROBLEMS MAY BE LARGER OR SMALLER THAN THEY APPEAR.

confidential information and referrals • birth control • pregnancy options • emergency contraception • sexually transmitted infections and HIV

PLANNED PARENTHOOD BC

Focus Groups Help with FOLL Campaign



The feedback we got from focus groups about our new Facts of Life Line advertising campaign proved to be excellent advice. The “It’s Your Call” campaign attracted more than phone calls: the colourful bus ads quickly became collectors’ items.

“I got your number from the bus ad. Me and my girlfriends have them up on our wall.”

The Facts of Life Line received 6098 calls in 2002-03, an average of twenty calls each day the Line operates. The telephone service was supplemented by an e-mail response feature accessible through the PPABC website. Of particular note was the increase in calls from health professionals—a clear indication of the recognition of the quality and reliability of PPABC’s information and guidance.

BC'S First Sexual Health Week

October 7–11 2002 was Sexual Health Week in BC, thanks to an initiative of PPABC and months of hard work by Tania Pitcairn, a student who won a Planned Parenthood bursary from the Maple Ridge Branch and was given a summer job with the Provincial Office organizing the Week. The focus of this first and relatively modest event was on community outreach, information to the media, and speaking opportunities as they arose.

Growth and Celebration

Our People Make a Difference

PPABC and Educator Katherine Preston won second place in the Planned Parenthood Federation of Canada Helen and Fred Bentley Awards of Excellence for Katherine's superb work on a First Nations Workshop on Reproductive Health and Sexuality. We also acknowledge the powerful contribution made to this project by Millie Silver and Ida John of the Sto:lo Nation.

Kathy Cassels, our Educator in New Westminster, won the BC Medical Association's Award of Excellence in Health Promotion. Kathy has been with PPABC since 1981.

Other PPABC 2002 award winners included:

Barbara Clague, the Dorothy Shaw Award for volunteer leadership

Dr. Laurie Logan, the Jeffrey Dolph Memorial Award, for outstanding dedication and compassion

Joy Becker, the Education Award for her remarkable skills and outreach abilities

Joyce Martin, a Volunteer of the Year Award for her contribution to PPABC in Nanaimo

Susan Flynn, a Volunteer of the Year Award for her contribution to PPABC in Chilliwack.

Relationships

The Langley Branch Board entered its thirtieth year of service in 2002-03; by contrast, our newest Branch opened in Grand Forks in February 2003, and the northern community of Houston was also added to the PPABC network.

In October, PPABC marked the first anniversary of the busy Iron Horse Youth Clinic in Maple Ridge, and the Clinic served its 1000th client shortly afterward. A new Branch Board was established for Vancouver, North Vancouver, and Burnaby, after over a decade without this important community management presence.

The PPABC and the McCreary Centre Society formed a new working relationship of sharing information and exploring a

variety of opportunities for joint activity by co-locating, with substantial cost savings for both agencies.

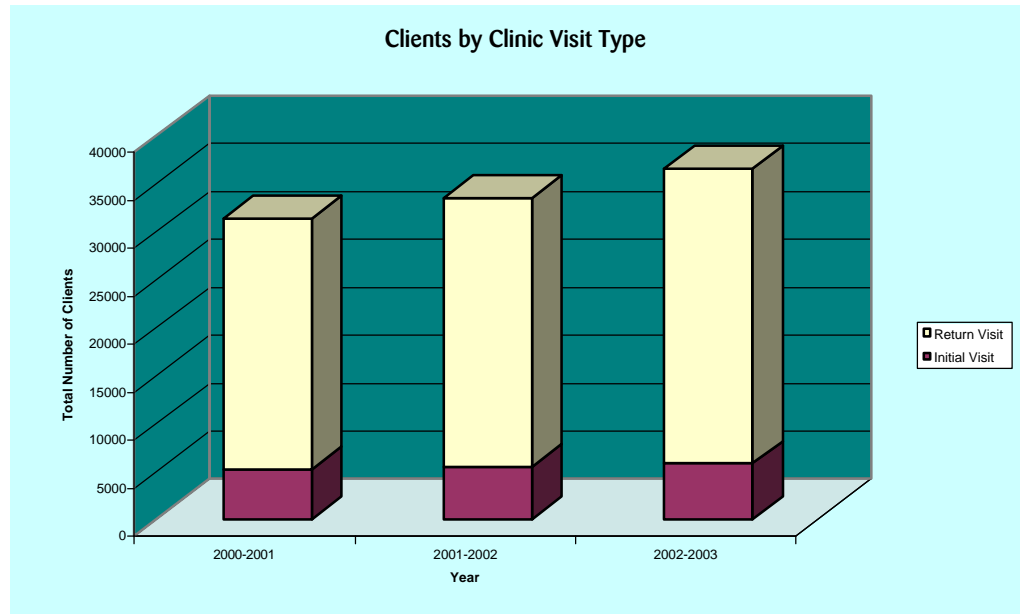
Strength in Numbers

Every non-profit organization needs to be able to demonstrate that it has support from the community at large; that support reassures granting agencies, the media, clients and the interested public. In 2002-03, PPABC enjoyed the support of 224 members from every part of the province, and beyond. We benefited from the hard work of more than 500-volunteers in our clinics, on Branch and Provincial Boards, in community outreach activities and with our nurses on the Facts of Life Line. We received generous financial donations from 207 individuals, employee groups, businesses, and other community service organizations. The Ian F Manning Memorial Fund donated \$3600 for the support of education programs. Three individuals—Cheri Reid, Cyril Relph, and Greg Smith—donated \$1000 or more.

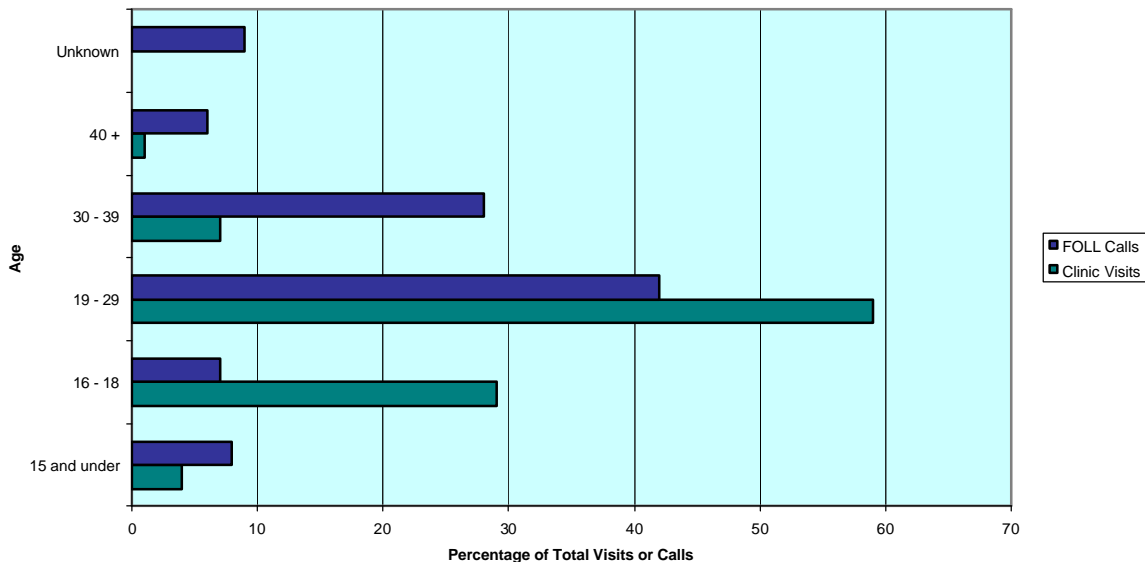
Clinic and Facts of Life Line Services

Two main sources of education and service we provide are our clinics and the Facts of Life Line. It is useful to realize the services we provide not only attract clients, but retain them, as can be seen in the chart to the right.

Although our clinics see people of all ages, one of our priorities is to provide entry into the health care system for young people in a nonjudgmental, supportive atmosphere. This, combined with access to the Facts of Life Line, provides young people with the information they need to make informed decisions.



Age Breakdown by Percentage 2003



The chart above shows that nearly 85% of all clients visiting our clinics are between the ages of 16 to 29. The ratios are somewhat different for Facts of Life Line callers. Although the greatest percentage of callers is still between the ages of 16 to 29 (70%), more than 25% are between 30 to 39 years of age.

Project Funding Yields Big Results

Among the “biggest” results were the gigantic genitals on two libidinous space aliens in the outrageously funny and hard-hitting play, “Trojan Rap”, created by the Sunshine Coast Branch with funding from the Vancouver Foundation. This production of dialogue, dance, and live music was a collaboration of theatre professionals and local young people. It sold out every night and audiences engaged in a “talk-back” session after each show. Alien anatomy aside, the play provided realistic, often amusing and sometimes unnerving portrayals of issues that arise in our relationships. Excerpts from the play provided background for a session on social action theatre at PPABC’s Education Conference in October, presented by Sunshine Coast President Donna Schmirler.

PPABC also received funding from the Ministry of Health Planning to prepare suggested implementation plans for recommendations that came from our workshop on the National Framework on Sexual and Reproductive Health in 2001. This provided an excellent opportunity to open a dialogue with the province about where action can be

taken to improve the sexual health status of British Columbians. Some of this work—dealing with school sexual health education - closely complemented the activities of the PPABC Board’s Advocacy Working Group.

The Columbia Basin Trust has proved to be a strong supporter of improved reproductive health services in the Columbia Basin, beginning the previous year with Revelstoke. In 2002–03 The CBT provided substantial support to two projects in the Kootenays designed to study how we can deliver services effectively to small and widely dispersed communities. In the East Kootenays the focus was on the potential for traveling clinical services; a team in the West Kootenays studied the feasibility of creating a regional structure to achieve the goal. Both projects involved the participation of a number of service agencies. PPABC acknowledges as well the ongoing core support we receive from the United Way of the Lower Mainland. In 2002-03 this support remained constant in spite of real resources challenges faced by the United Way.

Our Mission

To reduce unplanned pregnancy and promote optimal reproductive health by providing quality education, information, and clinical services to all British Columbians.

Our Vision

A society that celebrates healthy sexuality, its diversity of expression, and a positive sexual self-image for individuals throughout life.

Be sure to visit our Web site at www.plannedparenthoodbc.org

PLANNED PARENTHOOD ASSOCIATION OF B.C.

STATEMENT OF FINANCIAL POSITION

MARCH 31	2003	2002
ASSETS		
CURRENT ASSETS		
Cash and short-term investments	\$ 763,656	\$ 650,438
Accounts receivable and accrued interest	67,408	85,256
Inventory	146,402	128,900
Prepaid expenses	<u>29,194</u>	<u>32,783</u>
	1,006,660	897,377
CAPITAL ASSETS (Note 4)	<u>\$ 1,021,625</u>	<u>\$ 918,120</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 224,500	\$ 212,419
Deferred revenue (Note 5)	<u>138,815</u>	<u>60,809</u>
	<u>363,315</u>	<u>273,228</u>
COMMITMENTS (Note 6)		
NET ASSETS		
INVESTED IN CAPITAL ASSETS	14,965	20,743
UNRESTRICTED	<u>643,345</u>	<u>624,149</u>
	<u>658,310</u>	<u>644,892</u>
	<u>\$ 1,021,625</u>	<u>\$ 918,120</u>

PLANNED PARENTHOOD ASSOCIATION OF B.C.

STATEMENT OF OPERATIONS

YEAR ENDED MARCH 31	2003	2002
REVENUE		
Fund-raising:		
Grants - Province of British Columbia	\$ 1,017,782	\$ 1,001,767
Casinos, bingo and other	206,866	584,042
United Way	94,221	89,488
Donations and memberships	47,141	43,773
Grants - Other	57,322	42,698
Services:		
Medical supplies - sales	687,151	563,780
MSP commissions	539,359	524,544
Conference fees	27,905	68,351
Education fees	73,434	64,400
Clinic fees and services	5,411	32,383
Educational supplies - sales	12,758	16,781
Investment Income	8,314	12,366
	<u>2,777,664</u>	<u>2,711,373</u>
EXPENSES		
Human resources:		
Salaries and benefits	1,326,877	1,299,887
Physicians fees	308,298	306,042
Clinic honoraria	662	2,394
Services:		
Contraceptive supplies	312,574	312,198
Facts of Life Line	136,316	127,052
Conference	48,328	86,200
Education	45,858	32,877
Outreach:		
Publicity	79,320	87,436
Travel	13,564	10,772
Administration:		
Office and sundry	258,036	195,222
Fund-raising:		
Fund-raising expenses	10,841	6,168
Special programs (Note 7)	16,161	33,835
Operations:		
Rent and utilities	101,230	100,197
Telephone and postage	53,830	53,473
Amortization	18,748	30,866
Equipment maintenance and leases	25,684	23,652
Legal and accounting	7,919	10,148
	<u>2,764,246</u>	<u>2,718,419</u>
EXCESS OF REVENUE OVER EXPENSES (EXPENSES OVER REVENUE) FOR THE YEAR	<u><u>\$ 13,418</u></u>	<u><u>\$ (7,046)</u></u>