

Planned Parenthood Ottawa

2010 Annual Report

Charitable # BN 12398 7430 RR0001



THE ONTARIO
TRILLIUM
FOUNDATION



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Mission, Vision and Values

Mission

Planned Parenthood Ottawa (PPO) is a pro-choice organization promoting healthy sexuality and supporting informed sexual and reproductive health choices through education, counselling, information, and referral services.

Vision

Planned Parenthood Ottawa envisions a community where accurate sexual and reproductive health supports and services are comprehensive, accessible, and delivered equitably.

Values

Non-judgmental

- We are committed to creating a space where personal beliefs, attitudes and values are recognized; a space where clients' perspectives and decisions are validated.

Inclusive

- We are dedicated to supporting any individual regardless of age, sexual orientation, gender identity, ability, religion, race, ethnicity, financial circumstance or the language they speak.

Evidence-informed

- We are committed to providing accurate, up-to-date information on sexual and reproductive health topics, administration, services and practices.

Sex-positive

- We believe healthy sexuality can be a positive, pleasurable and dynamic force in life and are committed to embracing the unique ways people choose to express this aspect of their lives.

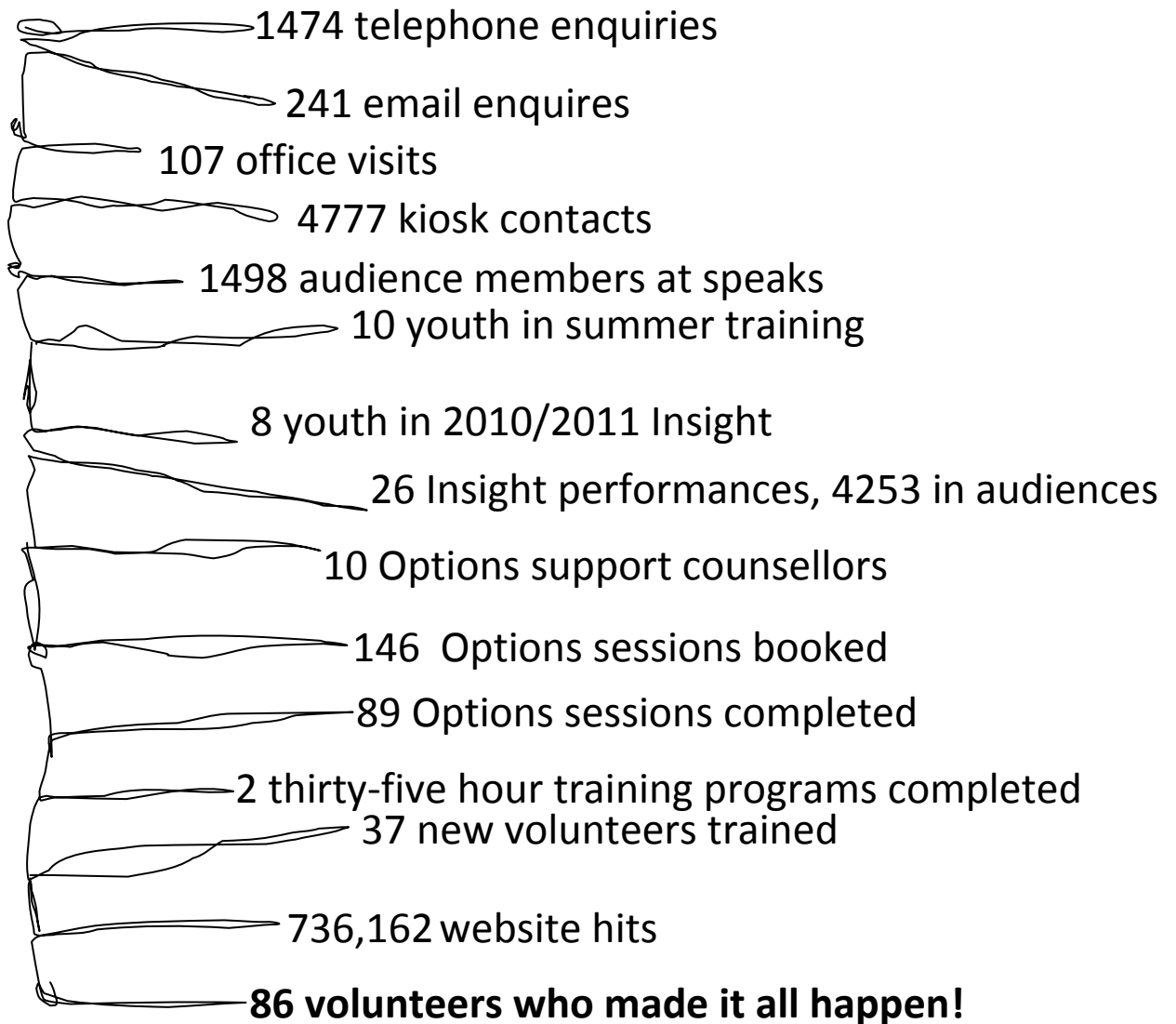
Pro-choice

- We respect the right of every individual to make their own decisions about their sexual and reproductive health. Our role is to support and help to inform the decisions that each individual makes based on their own circumstances and needs.

Community-oriented

- We are dedicated to ensuring our programs and services are accessible to all members of the Ottawa region and involving community members in the administration of our programming and service provision.

How PPO Helped in 2010



President and Director's Note

In 2010 PPO continued to offer credible and evidence-based information on sexual and reproductive health to the Ottawa community through its Sexuality Awareness Program, Information and Referral services, Community Education Program, Options Support Service, and Insight Theatre. Community demand for many of PPO's services increased in 2010.

The number of program volunteers engaged with PPO in 2010 remained high and the number of hours those volunteers contributed increased significantly. The increase can be attributed, in part, to incorporating the use of trained volunteers in phone and office support in addition to existing program activities. Volunteer numbers were sustained through the delivery of two Sexuality Awareness Program trainings for a total of 37 participants in 2010. A review of PPO's volunteer training in early 2010 facilitated the creation of a restructured training program that enables PPO staff to train incoming volunteers more effectively and efficiently.

The 2010/11 school year was a challenging one for Insight Theatre. The troupes in 2009/10 and in 2010/11 were slightly smaller and completed 26 shows over the calendar year. Outreach and promotion efforts for the program have been doubled and those efforts are starting to show results. Insight will mark its 30th year in the fall of 2011, which will provide a great opportunity to highlight the success of the program.

PPO organized and participated in several fundraising and/or awareness raising events throughout the year including a letter writing night, a Venus Envy workshop, World AIDS Day, Timeraiser, the Great Glebe Garage sale, Capital PRIDE, and the Scotiabank AIDS Walk for Life. PPO is particularly proud to have hosted a performance of Jane Cawthorne's *Abortion Monologues*, with the support of local volunteer actors.

In 2010, PPO also rejuvenated our monthly newsletter, now titled *The Lay Down*, which is distributed electronically to volunteers, members, our mailing lists, as well as posted monthly to our website. This has increased the organization's ability to communicate with its members and the greater Ottawa community.

2010 was also the first full year for PPO's new website (launched in October 2009). The number of hits in 2010 increased 241% from 2009 and the number of page views increased 299% from 2009. The website traffic can be credited to regular updates to the website, combined with online publishing of *The Lay Down* newsletter, and increased use of the website for education and outreach. PPO also increased the use of social media as a communications tool. At the close of 2010, PPO had well over 150 Facebook "fans"; providing another means for PPO to interact with the community and share information, updates, and interesting sexual health facts.

PPO moved in December of 2010 from its location in Centretown to the Billings Bridge area. The new office space is more comfortable and appealing to clients, has visitor parking, and is more accessible for people with disAbilities. The move was motivated in part by an opportunity to share office space with the Canadian Federation for Sexual Health. The office sharing arrangement both cuts costs and presents increased opportunities for collaboration.

Lastly, the groundwork of a strategic planning process was completed in 2010, providing an opportunity to reflect on where PPO has been, determine where it's going, and bring about positive change. Board members, staff and key volunteers participated in the process which involved a revision of PPO's Mission, Vision and Values, an environmental scan of strategic issues, and the formation of goals and objectives for the next three years. Planning for change does not mean leaving PPO's legacies behind, but rather building on its 'tried and true' core programs in order to better serve the Ottawa community. The future has many successes in store.



Kate Verhoeven, Board President



Heather Holland, Executive Director

Programs and Services

Information and Referral

Information and referral continued to be at the core of PPO's service delivery in 2010. People can ask questions anonymously and have them answered by our knowledgeable team of staff and volunteers. Individuals in Ottawa can access information by telephone, email or by dropping in to the PPO office. The office also carries a selection of up-to-date pamphlets and handouts that can be accessed for free by the public. As was noted, there were **a total of 1474 information inquiries by telephone, 241 by email, and 107 drop-ins in 2010.**

Client service numbers in 2010 increased significantly—from 1215 client contacts in 2009 to 1822 in 2010. Options support bookings also showed a marked increase—from 96 booked and 56 completed in 2009, to 143 booked and 89 completed in 2010. The closure of the Sexual Health Centre for renovations is likely one cause of the increase in client contacts in the fourth quarter. Secondly, thanks to the support of a donor, PPO is now providing free pregnancy tests to clients, which has also had an impact on the number of client contacts.

Inquiries by Topic

| | |
|--------------------------------------------------------------------------------|------|
| Contraception | 262 |
| STIs | 45 |
| Doctors / Clinical services | 241 |
| Sexuality / Period / Health | 43 |
| Pregnancy Options / Concerns | 587 |
| Services and Programs (Vol., Options, Speaks, Insight, Fund., Resources, etc.) | 750 |
| No referral; Information only | 1108 |
| Referrals to community and medical services | 714 |

Sexuality Awareness Program

PPO's flagship training course, the Sexuality Awareness Program (SAP) was held twice during 2010: from November 2009 to March 2010 and from October to November 2010. The first of the SAP courses involved three-hour evening workshops over a 14 week period, while the second was provided in the modified training program as a series of four full-day Saturday workshops. Effort was made to make the training accessible to all interested volunteers and to provide the training in different formats to suit different schedules.

Topics covered include:

- Attitudes and Values
- Puberty & Anatomy
- Healthy Sexuality
- Sexuality through the Life Cycle
- Contraception
- GLBTTQ Issues and Testimonials
- HIV and AIDS
- Sexually Transmitted Infections
- Pregnancy Options and Testimonials
- Sexual Rights and Sexual Violence
- Sex Positivity
- Anti-Oppression

The SAP training continues to be of high quality and well respected in the community. It reinforces our relationship with our volunteers and with our community partners who take advantage of the accessibility and credibility of the program in order to provide professional development for members of their staff. PPO continues to receive a great amount of interest in the SAP course and maintains an ongoing wait list.

Community Education

PPO continued to support schools and community organizations in 2010 by offering presentations and kiosks on sexual health topics. As noted, in 2010 there were **4777 kiosk contacts and 1498 audience members at presentations**. All of the presentations are in line with the existing Ontario Ministry of Education Health and Physical Education Curriculum. Presentations such as Puberty and Growing into Adolescence, Safer Sex, and Contraception and STIs have a direct impact on children and youth, providing skills and knowledge to enhance their decision-making processes with regards to sexual and reproductive health.

At kiosks, brochures on sexual and reproductive health are widely distributed. Examples of forms of contraception are also on display, which elicit numerous questions on sexuality that are asked of the staff and volunteers operating the kiosk.

PPO's community education program has been the 'go-to' source for sexual health education in Ottawa since 1975.

This is a great program. It brings street value information to students in high risk groups.

- Teacher, Alternate School program

I am very proud to have participated in this discussion group! I feel grateful to have greater knowledge of sexuality and just being a girl!

- Youth Participant

Planned Parenthood provides an important educational resource which provides honest and open, non-judgmental information about sexual health and dispels many misconceptions young people have about sexual health. This is a vital community program that provides useful, accessible and frank information. Their continued work supports positive health in communities.

- Secondary School Teacher

Most of the contraception methods I wasn't familiar with so it's good to have someone to educate people on things like these.

- Student Participant

Insight Theatre

Insight Theatre is PPO's educational youth theatre initiative. The primary goal of Insight Theatre is to increase access to sexual and reproductive health education for students attending secondary schools in Ottawa. Youth in the community are recruited and trained in sexual health promotion and the use of theatrical performance as a means of public education. Each summer students participate in a training program and then develop a dramatic presentation based on the collaborative input of youth volunteers, representatives from community organizations, and PPO staff. Throughout the school year the youth present a 45-60 minute show, made up of skits on sexual health, and tour to area schools and community organizations. Skits cover a range of topics including safer sex, contraception, sexual orientation, unintended pregnancy options, sexual readiness, sexually transmitted infections, and healthy relationships. The show is followed by approximately 15 minutes of a question and answer period. In the summer of 2010, eight participants went through the summer training program. Of these participants, six went on to form the 2010/2011 troupe.

The two troupes active in 2010 (the 2009/10 school year and 2010/11 school year) presented a total of 26 shows in 2010: 13 schools, 2 community organizations, 4 special events, 1 community show, 1 audition show and 1 premiere.

2010/2011 was a challenging school year for the program. A decrease in highschool bookings in 2009 (due to the OC Transpo bus strike and the H1N1 pandemic) resulted in a lower turnout for auditions in the spring of 2010. While the 2010/11 troupe was on the small-side they were dedicated and amazing! Outreach efforts were doubled in the 2010/2011 school year and bookings are increasing once again.

The fall of 2011 will be the launch of **Insight Theatre's 30th season** which presents an excellent opportunity to profile and celebrate the thousands of youth who have been impacted by this program over the years as both participants and audience members.

Options Support Service

As was noted, Options support bookings showed a marked increase—from 96 booked and 56 completed in 2009, to **143 booked and 89 completed in 2010**.

The Options Support Service has three to four key roles: the program coordinator, the options support provider (counsellor), a buddy and a mentee, when applicable. While the first two roles are self-explanatory, a buddy increases security by ensuring that a minimum of two staff and/or volunteers are in the office for the duration of the Options session, and by providing a PPO presence in the outer office while any client support persons are sitting in the waiting area.

An Options Support specific training (for SAP graduates) was offered in the summer of 2010 concurrently with the mentorship process. Most mentees observe over a period of several months.

Thanks to the support of a donor, PPO is now providing free pregnancy tests to clients, which has had a positive impact on the number of client contacts. The six-week closure of the Sexual Health Centre in November/December of 2010 also had an impact on client numbers in 2010 as an increased number of Sexual Health Centre clients were referred to PPO.

I just wanted to say thank you so much for being here for teenagers. Lucky for me my period started on Sunday night. Though being in that situation made me realize how much an organization like yours is very important. I realized how easy it is to get into a situation that you don't want to be in and how helpless you feel once you are in that situation. Thank you for giving teenagers someone to email or to talk to so we can feel like we are not alone and that there is someone that can help us through tough situations.

- Program client

The PPO Team

Board of Directors (2010)

Kate Verhoeven, President

Heather Thom, Vice President

Marilyn Matheson, Secretary/Treasurer (resigned June 2010)

Anne Neal, Treasurer

Samar Musallam, Director

Andréa Proulx, Director

Herbert de Graaf, Director

Danielle Leguard-White, Director

Jocelyn Wentland, Director

Maureen Collins, Director (resigned November 2010)

Allison Trites, Director (resigned March 2010)

Staff Team (2010)

Heather Holland, Executive Director

Jeanette Doucet, Interim Executive Director (to March 2010)

Andrea Hogue Reynolds, Volunteer and Client Services Coordinator

Courtney Scanlan, Interim Volunteer and Client Services Coordinator (Maternity Leave Contract)

Gemma Bonham-Carter, Community Education Coordinator

Nadine Thornhill, Insight Theatre Coordinator

Jonathon Braun, Insight Theatre Drama Coach

Barbara Hayes, Communications and Volunteer Recruitment Officer

Susanne Ledbetter, Bookkeeper

Anastasia Szakowski, Intern

Melissa (Mel) Pagliaro, Intern

Volunteers (2010)

Insight Theatre team (2010/2011 school year):

Katrina Cormier-Laurin
 Heather Cormier-Laurin
 Justin Michel
 Catherine Swierenga
 Faith Thompson

Drama Assistants:

Aidan Reed
 Natasha Weltner
 Aisha Zeghouane

Program Volunteers¹:

Karin Almuhtadi, Sheyna-Ludlyne Antoine, Carol Anne Austin, Amanda Bagascala, Danielle Bailey, Selena Bateman, Leslie Bennett, Angie Bird, Robert Blanchard, Christine Cabrera, Christina Clorey, Julie Dagenais, Lindsay Deschamps, Syntyche Djindil, Lauren Dobson-Hughes, Jocelyn Dudley, Chris Farley Ratcliffe, Carole Gagne Ince, Rachel Glennie, Caitlin Goyeau, Rebecca Hosker, Anne Houston, Ragen Halley, Jenny Lacombe, Lidija Latifovic, Anna Maria Lawreukiewicz, Lisa Levesque, Sadie Litchfield, Greg MacDougall, Kelsey Marshall, Laura Masters, Lee May, Amanda McCartney (Neilson), Airlie McGhee, Sarah McGirr, Dana Ménard, Suzanne Miller, Jessica Milloy, Victoria Miron, Michael Murphy, , Heni Nadel, Max Noel, Richard Nolet, MaryAnn Notarianni, Melanie Oattes, Leslie Ordal, Samira Ould, Sarah Pinnington, Andréa Proulx, Rebecca Ray, Tina Richichi, Onessa Robertson, Léa Séguin, Amberine Sheikh, Nessa Sherwood, Angie (Vowles) Strotmann, Jessamy Tedlie, Rebekka Wallace Roy, Amanda Whitten, Samantha Whittle, Erin Williams, Kerry Worth, Joan Wright, Jared Vawter.

¹ Excluding Insight youth and board members, listed above

Funders and Supporters (2010)

PPO could not serve the community without the support of our loyal individual donors and the following funders and supporters:

Ottawa Public Health

United Way Ottawa

Ontario Trillium Foundation

MBNA Bank of America

Community Foundation of Ottawa

Weld Foundation

Chrysalis Consulting

Mother Tongue Books

Venus Envy

Financial Information

| | <u>2010</u> | <u>2009</u> |
|-------------------------------------|----------------|----------------|
| Revenue | | |
| Program & grants | \$179,580 | \$175,983 |
| Fundraising & donations | 37,203 | 23,213 |
| | <u>216,783</u> | <u>199,196</u> |
| Expenditures | | |
| Advertising | 761 | 5,156 |
| Amortization | 2,576 | 3,146 |
| Program contracts | 22,200 | 26,099 |
| Bank charges and interest | 817 | 727 |
| Insurance | 8,575 | 9,387 |
| Office | 18,478 | 26,663 |
| Fundraising | 2,749 | 4,897 |
| Professional fees | 5,105 | 11,711 |
| Rent | 26,497 | 30,317 |
| Repairs and maintenance | 505 | 638 |
| Salaries and wages | 142,283 | 133,819 |
| Honorarium and outside service | 3,230 | 264 |
| Training | 997 | 5,195 |
| Transportation | 991 | 2,619 |
| | <u>235,764</u> | <u>260,638</u> |
| Excess of expenditures over revenue | (18,981) | (61,442) |
| Draw down on reserve | 20,000 | 7,000 |
| Net assets, beginning of year | <u>761</u> | <u>55,203</u> |
| Net assets, end of year | <u>\$1,780</u> | <u>\$761</u> |