



2024 Annual Report A Year of Impact



Planned
Parenthood
Ottawa
Planning
des naissances
d'Ottawa

Land Acknowledgement

Planned Parenthood Ottawa's office and all of our work takes place on unceded and unsurrendered Algonquin Anishinaabe land- land that was never traded, sold or treated. Indigenous peoples have lived on and cared for this land for time immemorial. We acknowledge the Anishinaabe as the customary keepers and defenders of the Ottawa River Watershed and its tributaries, and honour and uplift their presence, stewardship, wisdom, and values.

The reproductive health of Indigenous peoples in our communities is intrinsically tied to the land. Colonial policies and practices in the healthcare system continue to endanger Indigenous families and reproductive autonomy, such as the outlawing of Indigenous midwifery, child apprehension, routine evacuation for childbirth, and coercive sterilization and abortions. Planned Parenthood Ottawa acknowledges both historical and ongoing colonial violence within the healthcare and social service sectors and are committed to supporting and advocating for the diverse needs of our Indigenous service users, and ensuring all sexual and reproductive health decisions made with our team are grounded in informed consent and free from coercion.



Learn about the land where you live, the impacts of ongoing colonialism across Turtle Island, and start the process of meaningful reconciliation by visiting www.whose.land/en/

Located in the heart of Centretown, since 1964, Planned Parenthood Ottawa (PPO) has made a life-saving and lasting difference on the sexual and reproductive health of our community.

Mission

Planned Parenthood Ottawa empowers, supports, and advocates alongside individuals seeking sexual and reproductive health care, including abortions. Through inclusive sexual health education, system navigation, and compassionate counselling, we ensure that everyone feels supported, respected, and informed as they navigate their health, relationships, sexuality, and gender identity.



In 2024, we worked thoughtfully to craft a mission, mandate, vision, and values that reflect not only the programs and services we offer but how and why we offer them. This represents the most substantial mission change in our organization's history and more confidently sets us on the path towards the future we are building together with our clients and community.



Vision

Our vision is for a community where everyone has access to equity-driven, pro-choice, and culturally safe sexual and reproductive healthcare. In this future, bodily autonomy is universally upheld, reproductive justice is a reality, and everyone is free from stigma, shame, and barriers to care.

Mandate

Drawing on over 60 years of experience, we empower and advocate for individuals seeking sexual and reproductive health support by:

- **Providing inclusive, comprehensive sexual health education** through pro-choice, anti-oppressive, and evidence-based workshops tailored to youth, marginalized groups, and community members.
- **Offering system navigation and counselling services** through programs like Options and Affirm, helping individuals access abortion care, contraception, sexual health testing, gender-affirming care, and emotional support.
- **Advocating for reproductive justice and bodily autonomy** by working to reduce stigma, eliminate barriers to care, and promote health equity.
- **Prioritizing support for marginalized communities**, including 2SLGBTQIA+ individuals, Black, Indigenous, and racialized communities, newcomers, and uninsured people, ensuring they receive the care they deserve.
- **Engaging with the community through outreach and resource distribution**, offering free contraceptives, pregnancy tests, and gender-affirming resources, and fostering conversations around consent, healthy relationships, and gender-based violence prevention.



The values that guide our work

Reproductive Justice

We believe in the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities.

Pro-choice

We champion the right of every individual to make their own informed choices about their bodies and health, free from coercion or judgment.

Community-driven

We build and nurture strong, supportive networks where individuals feel connected and empowered to thrive.

Sex-positive

We embrace and celebrate the joy of exploring our bodies, health, and sexuality, fostering an environment free from shame and stigma.

Anti-Oppressive

We are committed to providing inclusive, culturally responsive care that centers marginalized worldviews and recognizes and responds to the historical, intergenerational, and present impacts of stigmatization, discrimination, and oppression. We ensure all of our work is centered on challenging oppressive power structures and contributing to systemic and institutional change.

Accessible

We are committed to ensuring that our programs, resources, and services are accessible to everyone, addressing the specific needs of marginalized communities.

Evidence-based Knowledge

We provide accurate, current, and research-based information to empower individuals in making informed decisions about their health and well-being.

A message from our leadership team

Planned Parenthood Ottawa (PPO) continues to be more than just an organization—we are a **movement driven by the belief that sexual and reproductive health is a right for all.**

We work strategically with our community partners to ensure everyone feels supported, respected, and informed as they navigate their health, relationships, sexuality, and gender identity. For the last 60 years, we are proud to have cultivated a reputation as a non-judgmental and compassionate place for anyone to access life-changing care, information, and community.

At PPO we believe that empowering youth with knowledge is the foundation of safer and more equitable communities. PPO provides innovative sexual reproductive health educational workshops in elementary, middle and high schools. This is critically important in an era of misinformation and policy reform that may reduce access to accurate and timely information for youth.

Compassionate care is at the heart of everything we do. Our counsellors provide high quality counselling, referrals and system navigation support for contraception, sexual transmitted infections, abortion, adoption, fertility, and pregnancy loss. We place emphasis on providing services that are accessible to folks without health insurance or status, those facing housing instability, and gender-based violence.

We proudly launched the AFFIRM: Gender-Affirming Care Program this year, modelled after our Options care model. Gender-affirming care is an essential part of reproductive healthcare, and as a trans-led team we are more committed than ever to improving access to these services.

In an ever-shifting political environment, we also embarked on the urgent and inspiring process of developing a **strategic plan for 2025-2029** that would deepen our impact and guide our progress for the next four years.

The **Sustainable Growth for Greater Impact** plan is centered on 5 interconnected strategic priorities:

Increasing financial sustainability through diversified and strengthened revenue streams.

Strengthening existing services to provide outstanding high quality services and programs that are relevant, impactful, and meaningful to the communities we serve.

Increasing operational capacity so that the organization can continue to meet rising service needs and maintain sustainable growth.

Building governance capacity to strengthen PPO's board systems and processes.

Exploring medical services to explore piloting these services by 2029.

This strategic plan is a blueprint for a PPO that goes beyond survival, and is our most robust and measurable yet. Our goals aim to set us on a course to more effectively dismantle the barriers that continue to limit access to comprehensive sexual and reproductive care.

We are committed to working alongside our communities, advocates, and supporters to drive forward solutions that honor the full scope of human rights in reproductive health.

As we look ahead, we are excited about the opportunities to further our mission and deepen our impact. **Together, we can build a movement that is unbreakable.**

On behalf of our leadership team, thank you for standing with us. Your support fuels our vision and inspires our work.

In gratitude and solidarity,



Jaisie Walker
Executive Director
they/them/theirs



Katherine Muldoon
President
she/her/hers

Our work in numbers

1,969

System navigation and support sessions*

30,582

Pregnancy tests and sexual health supplies distributed

1

Brand new program

164

Peer counselling sessions

2,683

People reached through sexual health education

222

Sexual health workshops and kiosks

104

Drop-ins hosted

1,750

Educational resources distributed

2

Peer groups offered



*System navigation at Planned Parenthood Ottawa often involves assisting people in finding and accessing abortion services, addressing potential barriers like geographical distance, financial constraints, and lack of information.



Meet Seth, our Gender Affirming Care Navigator

Q: Hi Seth! Tell us a bit about Affirm: PPO's newest program

Affirm offers emotional and system navigation support for folks seeking gender-affirming care in Ottawa. Affirm is a peer-based program by and for trans people centered in improving care and access, ensuring individuals feel informed, supported, and advocated for. We help people in finding health care providers, peer support programs, mental health support, trans-informed sexual health care, pregnancy options as a trans person, contraception and birth control, electrolysis providers, gender gear programs, sexual health supplies, and other types of gender-affirming care. We also provide one-on-one peer counselling, free safer sex supplies, and free menstrual products.

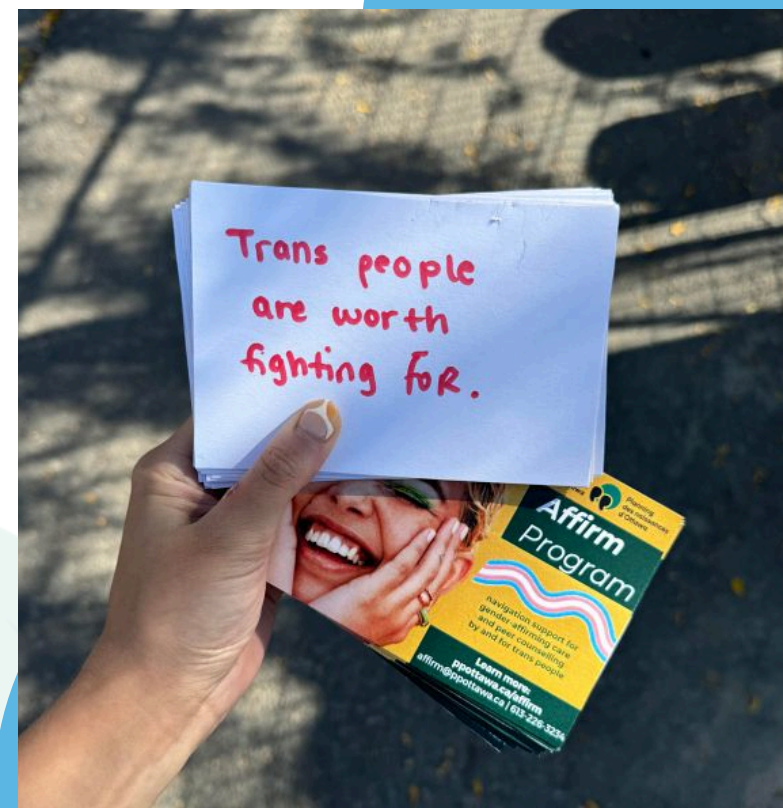
Q: What are some of the barriers to gender-affirming care in Ottawa?

Trans-informed health care providers can be hard to find. Capacity constraints at clinics that provide gender-affirming hormone therapy can cause waitlists to close, making it hard to know which clinics are currently taking new patients. Other clinics may have limitations on the types of patients that they are able to serve. Many of our clients do not have access to primary care due to a severe shortage of primary care providers. Those that do have access to primary care may not have access to a doctor that is informed about gender-affirming care or the specific health care needs of the trans and gender-diverse community.

Q: What does typical support look like through Affirm?

We work individually with each person that reaches out to us to find the providers that are the best fit for their specific needs and situation, supporting them in overcoming any challenges that they may have in accessing care.

For a person that doesn't have a primary care doctor, this might include providing an overview of how to get a referral at a walk-in clinic in order to access gender-affirming hormone therapy at an endocrinologist office. For someone else, it may include providing information about gender-affirming healthcare and peer support programs available on their university campus so they can continue receiving care when they are away from home. For another person, it might include connecting them with programs that provide free gender gear and free short-term counselling so they can access the care that they need without having to worry about financial constraints.



Most popular types of support

Hormonal starts & transfers

Legal & social transition

Peer support

134

Support sessions through Affirm

631

Referrals to healthcare and social services

40

Drop-ins hosted

12

Events and info sessions

Stories from Affirm

A 26-year-old trans man* reached out needing a sexual health provider for a cervical cancer screening and birth control that would work for him while receiving hormone therapy.

Affirm supported him in finding a gynecologist that was trans-affirming and informed about the unique birth control needs of people receiving testosterone therapy.

Instead of postponing important preventative health care due to the risk of being misgendered or feeling unwelcome, he was able to see a medical provider that made him feel comfortable getting the care that he needed. This included being able to make an informed decision on what birth control options were the right fit for him. **We support clients in accessing the health care that they need and deserve.**



*Our stories are our anonymized composite narratives, meaning that we drew from our experience supporting multiple clients. This helps ensure our clients can't be recognized.



A 17-year-old non-binary person who was aging out of care at the children's hospital emailed us, explaining that they would no longer be able to access gender-affirming care with their current care team. They were also interested in pursuing bottom surgery options but didn't know where to start.

Affirm supported them in finding an endocrinologist in the community so they could continue their life-saving hormone therapy and discussed next steps they could take to pursue bottom surgery, including identifying potential surgeons and providing an overview of the OHIP funding process.

Pregnancy options

Through our Options program, Planned Parenthood Ottawa offers free, pro-choice, all-options pregnancy counselling, emotional support, and navigation services to ensure community members feel informed and advocated for with their sexual and reproductive healthcare needs, including access to abortion, contraception, pregnancy loss, and post-abortion support. Our Options program is an essential resource in connecting individuals to healthcare and providing a safe and supportive space to work through sexual and reproductive health decisions.

1,835

System
navigation and
support sessions

2,586

Pregnancy tests
distributed

23,887

Safer sex supplies
distributed

150*

Peer Counselling
sessions

1,758

Referrals

Popular types of support

Accessing an abortion

Accessing contraception

Locating STI testing



*We saw a **39% increase** in
counselling requests in 2024.

Navigating access to abortion: Not as simple as you might think

In 2023, we began tracking “complex support” which we would classify as support that goes beyond basic information and referrals, and includes **extensive crisis support and system navigation**. In 2024 we saw a **170% increase in complex support compared to 2023**, including support around the following:

Complex or no insurance

Barriers associated with someone's immigration or residency status.

38%

Distance to services

Barriers associated with a client's location and proximity to services.

9%

Negative experience with a healthcare provider

Inaccurate information, refusal of care, or discrimination.

9%

Reproductive Coercion

Someone's decision is being influenced by pressure, misinformation, control, or threats.

7%

Precarious housing

Unhoused clients, clients living in precarious housing situations, or within the shelter system, impacting their access to care.

6%

Limits to abortion care

Provider availability, training, and clinic policies create barriers to access, particularly for people further along in their pregnancy.

7%

“Small acts of solidarity can be lifelines:” An interview with Mariam

Q: Tell us a bit about yourself and your role at PPO?

My journey with PPO began in 2018: first as a volunteer, then as a client who received life-saving support through the Options program, and now as a staff member. My role centers on supporting clients through sexual and reproductive health decision-making, and system navigation. I approach my work with compassion, honouring all peoples' autonomy and well-being. PPO helped me survive and has played a pivotal role in me reclaiming my life. Now, I am privileged that I can be in that position for others.

Q: What brings you joy in your role?

Being able to support people as they navigate difficult moments, especially as they come to realize that they have full control over their choices, without having to navigate barriers by themselves. Whether it's arranging insurance support for an abortion, explaining options in a client's first language, or simply holding space for their concerns, I am able to see every day how small acts of solidarity can be lifelines. Joy lives in these connections.

Q: What does a typical day look like for you?

Some days, I'm helping a newcomer navigate healthcare coverage and safety-planning around a coercive relationship to facilitate abortion access; and by the afternoon, I'll be preparing fun, interactive material to debunk myths about reproductive health with medical students. Behind the scenes, I'm often coordinating with partner medical and pharmaceutical providers, arranging supply distribution, preparing educational presentation material, and managing internal data/reports.



Q: Why do you think your role is important in the reproductive healthcare landscape?

Systemic barriers in the reproductive and sexual health landscape (language barriers, financial barriers, racism, anti-Indigenous practices, stigma, and more) don't just limit access to care, they isolate people. My role exists to navigate and push for change around these barriers in order to make access to reproductive knowledge and care as equitable as possible.

When a client says, "You're the first person who didn't make me feel ashamed," it's a reminder that what we do isn't just about services—it's about dignity, choice, and bodily autonomy. PPO and this role allow me to meet people where they are, and build trust within our community. This is how we start to make real change.

Q: What is a moment that stood out to you from your work in 2024?

A newcomer mother of three found out she was pregnant and was directed to an anti-abortion crisis pregnancy centre (CPC) by her church. She wanted to get an abortion because she did not want to have any more children, and was not in a position (financially, physically, or emotionally) to support another child...





...She was misinformed by the CPC that she could not access abortion care because she did not have any health insurance, but that they could help her find access to parenting care and supports. In fear of risking her refugee status and fearing deportation, she reached out to an immigrant women's association that then directed her to PPO. I was able to connect with this woman, provide her with emotional and logistical support in her first language, and connect her to low-barrier and accessible health services to get her access to abortion care.

Today, this newcomer is in school to become a nurse and is a happy mother of three. We support individuals in making informed choices that best suit their own circumstances and lived experiences. I am endlessly proud of the work that we do, and the organization that we are.

“When a client says, ‘You’re the first person who didn’t make me feel ashamed,’ it’s a reminder that what we do isn’t just about services- it’s about dignity, choice, and bodily autonomy.”

- Mariam Dakdouki, Options Line Coordinator

Sexual health education

As one of the only providers of pro-choice, anti-oppressive, evidence-based sexual health education in the Ottawa region, thousands of young people rely on us every year to support them with the knowledge needed to make confident, informed decisions about their sexual health and well-being. Our educational topics cover a wide range of areas, including puberty, healthy relationships, contraception, sexual decision-making, and sexually transmitted infections (STIs).

222

Sexual health workshops

2,683

People reached through workshops

12

Community kiosks and information sessions



Reaching **youth learners**

Youth age **8-12** make up **18%** of our learners

Youth age **13-18** make up **81%** of our learners

Workshops exploring **relationships, consent**, and **custom workshops** were are most popular in 2024.

Who books our workshops

Grade schools	77%
Social service agencies	12%
Post-secondary schools	6%
Other groups	5%

Hear from our sexual health educators

Q: What do you love about working with youth?

Ceara: Young people are actively trying to understand the world around them everyday. They are still trying to figure out what they should say or do. This means that young people often ask questions that adults are too afraid to ask, they want to talk about things that adults think are too controversial to say, and are curious in ways that adults don't have time for. When I work with youth I am challenged, I get to have vulnerable conversations, I get to laugh, and I am able to see the world through a new perspective everyday.

Q: Why is sexual health education for youth important?

Léa: Sexual health education is so much more than just talking to teens about condoms. It equips young people with the knowledge, skills, and confidence to build healthier, more satisfying relationships, with others and themselves. It empowers them to make informed decisions rooted in their own values, not fear or misinformation. It also helps them unlearn shame and stigma around their bodies, identities, and sexuality. The impact of sexual health education doesn't end when the class bell rings, its lessons shape how young people navigate autonomy, communication, boundaries, and self-worth for the rest of their lives.



“My son has come home and shared what he learned in school, and I’m amazed at how things have changed since the days of my own high school education which hammered home abstinence, abstinence, abstinence. Thank you for delivering what sounds like a pretty amazing program.

Not every kid has a family where they have the open dialogue that I have with my kids, and I’m so glad to hear that you are out there teaching them the things they need to know to make good, informed choices and stay safe.”

- Parent of one of our workshop participants



Resourcing our community

As part of our health promotion strategy we provide the public with free condoms, dental dams, lubricant, pregnancy tests, menstrual supplies, prenatal vitamins, and educational pamphlets. We support individuals, organizations, and community groups who work with marginalized groups. This initiative helps us to stay connected to community needs and support the prevention of pregnancy and sexually transmitted infections.

2,586

Pregnancy tests distributed

23,887

Safer sex supplies distributed

4,109

Menstrual supplies distributed

1,807

Educational materials, such as workbooks and information packets.

Who is using our resources

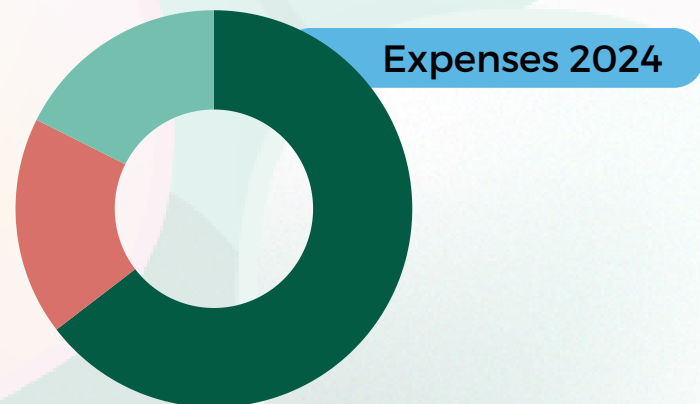
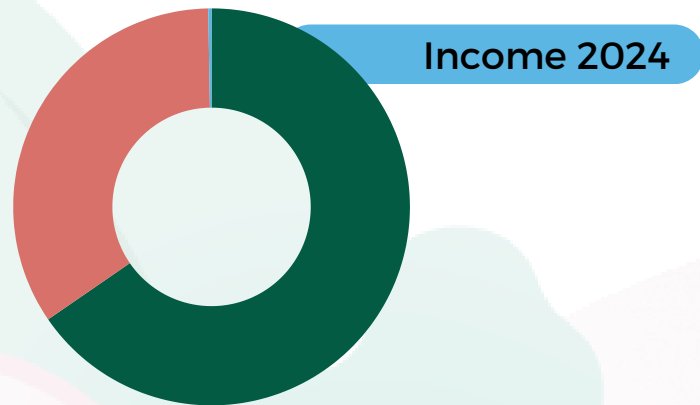
Individuals	37%
Social service agencies	34%
Schools	22%
Healthcare providers	6%



Plan B, also known as the morning-after pill, is an emergency contraceptive pill taken after unprotected sex to prevent pregnancy. **As of 2025, we now provide Plan B for free** for people who can't afford to purchase it, as part of our efforts to **improve equitable access**.



Financial statements



*PPO's fiscal year is November 1- October 31.

Revenue	2024	2023
● Grants	273,296	400,505
● Fundraising and donations	143,423	165,264
● Other	1,116	1,111
Total income	417,835	566,880
Expenses	2024	2023
● Amortization	1,092	761
● Bank charges and interest	1,117	3,422
● Consulting fees	332	100
● Fundraising	2,658	2,658
● Insurance	3,743	3,078
● Office	22,789	24,536
● Professional fees	91,901	47,084
● Program contracts	23,338	4,276
● Rent	21,723	23,698
● Salaries and benefits	333,381	329,235
● Training	1,265	187
● Travel	4,384	7,261
● Website and communications	8,492	8,109
● Honoraria	-	529
Total expenses	516,215	455,884
Excess of revenue	(98,380)	110,996



Stay connected to our work year-round

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Charitable Registration Number:
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