

Attachment 2

PPHSSO Qualifications & Background

Planned Parenthood Health Services of Southwestern Oregon was founded in 1966 as an affiliate of the Planned Parenthood Federation of America. Our mission is to ensure the right of all individuals to manage their sexual and reproductive health by providing health services, education and advocacy. PPHSSO serves eight counties in Southwestern Oregon, with six reproductive health clinics and two rural outreach sites. In 2004, we served 30,000 clinic clients, comprising nearly 60,000 visits. Since 1999, we have quadrupled the number of patient visits, thanks in part to our participation in the Oregon Family Planning Expansion Project, which expands the income eligibility range for Medicaid-subsidized family planning services. The vast majority of our clinic clients are below the age of 25 and qualify for subsidized services.

PPHSSO is fundamentally committed to offering extensive education and training to the communities we serve. In fact, our affiliate was originally founded to provide educational outreach (clinic services came later, in 1973). Our education offerings include youth-oriented programs on topics such as teen pregnancy, postponing sexual involvement, healthy relationships, birth control and sexual protection, parent-child communication, sexually transmitted infections, and HIV/AIDS. We also provide trainings and materials for young adults, parents, and professionals who work with youth and families. In 2004, PPHSSO provided 760 educational programs throughout our service region, reaching 30,000 people.

Nationwide, Planned Parenthood is recognized as a leader in family planning and sexual health services. Our own affiliate is among the top affiliates in the Planned Parenthood Federation in terms of service innovation, executive leadership, and financial strength and stability. As evidence of our organizational strength, we were awarded the #1 designation among all Planned Parenthood affiliates nationwide in the Federation's most recent "Best Places to Work" survey. PPHSSO has a well-established history of launching ambitious projects that result in valuable services for our communities. This has been facilitated by our participation in the Oregon Family Planning Expansion Project, which, coupled with sound fiscal management and efficient service delivery, has created a positive result of operations and a substantial increase in our net assets over the past several years. In the interest of wise stewardship and long-term sustainability, our board is committed to reinvesting these assets to significantly expand capacity.

These investments have included a substantial expansion of clinical facilities — five new clinics opened since 2001, including a first-of-its-kind "Express" drop-in site and two rural outreach sites — plus the seeding of endowments that provide partial funding for our public affairs and education programs, including The New 3Rs: Rights, Respect, Responsibility initiative. (Neither education nor public affairs are income-generating and have historically relied on income from clinic operations for funding). These expansions not only allow us to reach thousands of new constituents, but also lay a foundation for serving our communities in the future after the Family Planning Expansion Project has expired (this subsidy program may or may not be renewed at the end of 2006).

To complement the board's reinvestment strategy, we continually seek to diversify funding sources for our highest-priority projects, and this includes strong partnerships with numerous

foundations. These relationships enable us to establish new and vital services and also enhance our clinical, education and public affairs programs in innovative, forward-looking ways — all in partnership with the greater community.

PPHSSO has an extremely engaged and vital Board of Directors, some of whom have been affiliated with our agency for a decade or more. In addition, the executive staff championing The New 3Rs initiative — President and CEO Bill Sheppard and Vice President of Education and Training, Mary Gossart — have both been with PPHSSO more than 20 years. Their leadership, dedication, and deep connections in the community have made The New 3Rs an outstanding success thus far.