



Annual Report

2002– 2003

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Planned Parenthood Waterloo Region is a charitable community organization that provides education, counselling and access to information in order to promote healthy and responsible sexuality throughout the life cycle.

Building for the Future

A message from the Executive Director and the Board President

In the past year we celebrated PPWR's 30 years as the only charitable pro-choice organization in this community dedicated to providing sexual health counselling and education. Reaching this milestone has been exciting, and has rejuvenated our efforts to continue building on PPWR's strengths in preparation for many more years of service.

Once again our Program Coordinators, assisted by their many volunteers, have been very busy. We are providing counselling to more and more people, as requests to this program continue to increase and diversify. Meanwhile, our Education Coordinator continues to deliver core-education programs as well as peer education theatre - while also working to develop new and innovative resources to meet emerging community needs and gaps.

Our 30th anniversary also coincided with the creation of The Choices Fund at the Kitchener and Waterloo Community Foundation. This donor designated fund is the result of many years of work toward the creation of an organizational endowment fund. The interest earned on the invested fund will provide much-needed funds towards our annual budget.

Revenue from The Choices Fund is especially important given the need to secure adequate annual funding to meet the higher costs associated with growing programs. Each year, we continue to face the challenge of fund raising approximately 75% of our annual budget. As the Fund grows, its revenue will bring increasing stability to this precarious situation.

In the meantime, we continue to take advantage of opportunities to strengthen our working relationships with other community stakeholders as well as local businesses. These partnerships enable us to better serve our community in a diversity of capacities.

We are very fortunate to have strong group of women on staff at PPWR. They are professional, talented and committed to the people we serve. This year our team was enhanced by the efforts of two placement students, Nicole Craddock and Michelle Winterburn, who brought energy, enthusiasm and new ideas to our work. Together they contributed hundreds of hours to the agency providing direct service to clients and developing new agency resources.

In addition, our Board and its committees continued to work with staff to ensure that policies are developed in accordance with the service we provide, and that the expectations for implementation are manageable. The Board also approved a new format for our operating budget that allows us to track more accurately the costs of service delivery in all of the programs. Although this makes it difficult to provide comparative numbers from the 2001-2002 fiscal year in our statements, we are confident that this new format will be more comprehensive, and we look forward to sharing the details of it with you.

Overall, some very important work has been done this year that lays the ground work for a healthy future for PPWR. There will continue to be challenges, but the foundations that have been laid will empower us to overcome any hurdles, leaving staff and volunteers to focus their energies on *providing education, counselling and access to information in order to promote healthy and responsible sexuality throughout the life cycle.*

Jolanta Scott,
Executive Director

Donna Reid
President, Board of Directors

Our PPWR Team

Staff

Sharon Bowes, Administrative Assistant
Ronda Lobsinger, Counselling Coordinator
Gail McVicar, Education Coordinator
Christine Rier, Fundraising Coordinator
Jolanta Scott, Executive Director

Amanda Chalmers, Summer Student
Chris Lane, Intimate Betrayal, Director

Volunteers

With only one full-time and four part-time staff, there is no way that we would be able to accomplish all that we do without the dedication and commitment of our many volunteers. Together they contribute over 4000 volunteer hours annually. Among other things, they provide strategic direction for the agency at the Board level, support women through pregnancy decisions in the counselling program, and provide accurate information about birth control and sexually transmitted infections to youth in the education program. Others volunteer their time by offering their professional skills and expertise to the agency. Thanks to all of you — without your support, our work would not be possible.

Board of Directors

Alyssa Bain-Hannusch
Meredythe Brown, Vice President
Danielle Chanda
Margaret Cinel, Secretary
Monica Collins
Barb McArthur, Treasurer

Susan Neeb
Gloria Nafziger, Past President
Joan Rawski
Donna Reid, President
Steve Schenk

Counselling and Education Volunteers

Danielle Brochu	Angela Gorni	Julie Hornick	Anna Martyniak
Mercedes Calma	Alison Groves	Craig Kingston	Allison Munroe
Hugh Cameron	Kate Hano	Breanna MacLeod	Shobana Rajan
Danielle Chanda	Jane Hartnell	Jen McGowan	Soy Ward
Amanda Chalmers	Kristi Herridge	Sarah McGaughey	Sarah Wolf
Andrea Ellis			

Placement Students

Nicole Craddock, Conestoga College, Social Services
Michelle Winterburn, Wilfrid Laurier, Masters in Social Work

Professional, Fundraising and Administrative Volunteers

Jackie Forster	Michael Lobsinger	Dr. Violet Shadd
John Groothuis	Dr. Joy Roberts	Charles Smith
Valerie Hall	Attila Schmidt	Irene Zalagenas

Peer Education Theatre Volunteers - Intimate Betrayal

Sarah Hepler	Sam McCaffrey
Graham Kent	Lexie Mitchell
Dana Krook	Ashley Watson
Mark Lammert	

How We Helped

Education Program (2582 Contacts)

Workshops and Presentations (1137 Contacts)

Planned Parenthood Waterloo Region's education team continues to offer workshops in schools and community groups by request. Presentations include such topics as: Healthy Relationships, Teen Pregnancy, Contraception, Sexually Transmitted Infections, a pro-choice philosophy, Girl Time, Parents for Healthy Sexuality, Puberty 101, Anatomy and Healthy Decision Making.

The following groups accessed our education programs in 2002-2003:

Community Groups

First United - English as a Second Language Our Place	ROOF (Reaching Our Outdoor Friends) St. Monica House
Southwood Community Centre	Preston Heights Community Group
Forest Hill United Church	

Schools

Kitchener Vocational & Collegiate Institute	Grand River Collegiate Institute
Galt Collegiate Institute	Eastwood Collegiate Institute
Waterloo-Oxford Secondary School	St. Andrew's Public School
Bluevale Collegiate Institute	Conestoga College

In comparing the statistics from previous years, we have noticed an increase in the number of presentations over the year from repeat agencies or schools. The locations of the presentations have continued to shift as well. In the 2002-2003 year, 73% of education workshops took place in Cambridge. In order to ensure that we are meeting our objective of broadening the reach of our service, we have worked hard at including Cambridge in our promotional distributions and educational opportunities.

Annual Youth Sexuality Conference (125 Contacts)

The theme of our 6th Annual Youth Sexuality Conference was www.sexualityandu.ca. Thanks to the new Society of Obstetricians and Gynecologist of Canada website, we had a title that was attractive, youth friendly and useful. The response to the conference this year was overwhelming with 125 registered participants and another 125 on a waiting list. The Kitchener Public Library was a convenient location for participants, presenters and organizers. The conference also gave us a great opportunity to showcase both of our Peer Education Theatre projects, *Live, On Stage, Uncensored!* and *Intimate Betrayal*. More than 25 door prizes were given to teachers and students after completion of the conference evaluations. Both teachers and students were impressed with the T.E.A.C.H (Teens Educating And Confronting Homophobia) presentation given by youth from Planned Parenthood Toronto. With the number of students and teachers interested in attending the conference continuing to grow annually, we are going to be searching for a new home for the conference in the upcoming year.

Peer Education Theatre Program (1320 Contacts)

During the 2002-2003 academic year a company of youth, from Bluevale, Eastwood, Grand River and Waterloo Collegiate Institutes, presented performances of *Intimate Betrayal* within Waterloo Region. *Intimate Betrayal* looks at the impact a sexual assault has on the victim, the offender and their mutual friends. One of the most memorable moments after a performance was helping a young woman get the support she needed after disclosing a history of sexual abuse. A member of the cast summed it up succinctly in stating, "If she gets the help she need, then all the hard work was worth it."

How We Helped

Counselling Program (1107 Contacts)

One-on-One Support

PPWR's counselling program offers support, information and counselling pertaining to all aspects of sexuality. The program includes comprehensive information and support for all three options regarding unplanned pregnancies (parenting, abortion and adoption). Our counsellors also provide information and support on other issues including contraception, sexually transmitted infections, and fertility awareness.

Information and Referrals

Every day our counselling volunteers respond to the needs of dozens of people, either in person or over the telephone, who are seeking information on a variety of sexual health issues. While many of these individuals want information for themselves, we have also seen an increase in the number of professionals who are accessing our information services on behalf of their clients. Our counselling volunteers provide information related to contraception, sexually transmitted infections, access to local medical services, referrals to other community organizations and much more.

PPWR has a computer complete with Internet access available in our resource centre for clients and students who wish to access on-line sexual health information.

Counselling Highlights

- 53% of the clients we had contact with in our counselling program were accessing our options counselling program.
- 3% of our clients were non-English speaking and required the services of an interpreter.
- 28 information packages were mailed to clients.
- 2% of our clients accessed our referral and information services via email.
- Over 20 students came to PPWR to gather information for school projects.
- 41% of PPWR's clients fall in the 20-29-year-old age bracket.
- 19% of our clients were referred to us by other health professionals.
- 124 of our clients were walk-ins. The majority of walk-ins come in to get condoms, have a pregnancy test, or to gather information pamphlets.
- 27% of clients spoke to our counsellors by phone, requesting information or community referrals

Volunteer Support

13 people participated in PPWR's 2002 Fall Volunteer Training Program. 10 of those new volunteers continue to offer their invaluable time and energy to our Counselling and Education Programs. With the help of volunteers we were able to update our 24 page Community Resource Package which provides information for pregnant women regarding support groups, agencies and programs that are available for pregnant and parenting women.

Language of Choice

Michelle Winterburn is a Community Development MSW student who has been working to increase PPWR's presence within cross cultural communities. It is hoped that we will be able to engage volunteers from a diversity of communities for work in three key areas: to form a community advisory committee, to complete the fall training program and provide counselling and education services, and to do outreach work within their respective communities. PPWR is committed to the continuation of this important work.

"Thank you for the support that you gave us. You gave us confidence and reassurance that everything would be fine, and it was." - counselling program client

Financial Information

Statement of Operations

March 31, 2003

REVENUE	2003	2002
DONATIONS		
Individuals	\$76,966	
Corporate	21,391	
Community Groups	3,335	
Foundations	14,106	
Regional Municipality of Waterloo Grant	30,711	
Fees for Service	5,507	
Special Events - Net	3,676	
HRDC Summer Grant	2,893	
Interest Earned	<u>2,414</u>	
	\$160,999	
Nevada Tickets	3,646	
Raffle Tickets	<u>4,080</u>	
	<u>\$168,725</u>	<u>\$221,283</u>
EXPENSES		
PROGRAM		
Theatre	\$41,501	
Education	32,586	
Counselling	45,272	
Fundraising	43,813	
Administrative	<u>47,963</u>	
	\$211,135	
Nevada Tickets	2,443	
Raffle Tickets	<u>\$351</u>	
	<u>\$213,929</u>	<u>\$220,696</u>
(Deficit) Surplus before extraordinary item	(45,204)	587
Deduct : Extraordinary item		
- Transfer to The Choices Fund (see note 3)	(54,067)	-
Excess (Deficit) of Revenues over Expenditures	<u>\$(99,271)</u>	<u>\$587</u>

Notes:

- ① Complete Audited Financial Statements are available by contacting the Planned Parenthood Waterloo Region office at 743-9360.
- ② Planned Parenthood Waterloo Region adopted a new budget format during the 2002-2003 fiscal year. The new budget format allows for a more detailed breakdown of costs per program. However, as a result comparative numbers are not available for individual line items. The new budget distinguishes between organizational administration and program administration and disperses overhead costs, and administrative salary costs using a disbursement formula.

Financial Information

Balance Sheet		
March 31, 2003		
ASSETS	2003	2002
CURRENT		
Cash		
Unrestricted	\$8,143	\$12,769
Restricted	1,539	2,735
Designated (theatre)	5,923	20,082
Short-Term Investments		
Unrestricted	29,069	96,072
Designated (theatre)	8,168	19,353
Accounts Receivable	6,333	6,807
Prepaid Expenses	<u>3,662</u>	<u>2,177</u>
	\$62,837	\$159,995
Capital Assets	<u>10,631</u>	<u>15,560</u>
	<u>\$73,468</u>	<u>\$175,555</u>
LIABILITIES		
CURRENT		
Accounts Payable and Accrued Liabilities	\$1,043	\$1,000
Deferred Contributions	<u>4,285</u>	<u>7,144</u>
	<u>\$5,328</u>	<u>\$8,144</u>
FUND BALANCES		
Unrestricted	67,145	165,238
Restricted	<u>995</u>	<u>2,173</u>
	68,140	167,411
	<u>\$73,468</u>	<u>\$175,555</u>

Notes Continued...

- ③ On October 16, 2002 an agreement was entered into between a donor and the Kitchener and Waterloo Community Foundation (KWCF) to establish a permanent donor designated fund with the KWCF to be known as The Choices Fund. The income on The Choices Fund will be paid to PPWR each year. The Choices Fund forms part of the assets of KWCF and therefore is no longer shown on the balance sheet of PPWR. The balance transferred to The Choices Fund in 2003 was \$54,067. This amount, together with other donations received by KWCF resulted in the Fund having a Market Value of \$111,859 as of December 31, 2002.
- ④ In 2003, PPWR carried a deficit. In part, this was due to the fund transfer in note 3. Additionally, funds for PPWR's theatre education program were raised in 2002, but spent in 2003.
- ⑤ PPWR is not a member agency of the United Way and neither does it receive grant monies from United Way. Likewise, although PPWR is affiliated with Planned Parenthood Federation of Canada (PPFC), we are administratively and financially independent of PPFC.

Community Support

During 2002-2003 PPWR felt the impact of increased program demands combined with higher related overhead costs and challenging economic times, made all the more challenging by limited sources of potential funding. Our supporters responded to this predicament by increasing their individual annual support, which accounted for more than \$76,000 of fund raising revenue, and by creating The Choices Fund, an endowment fund to support the future work of PPWR.

Support from additional sources (foundations, community groups and businesses) resulted in total annual fund raising revenue of more than \$120,000. Unfortunately, this together with \$44,000 in non-fund raising revenue (including the grant from the Region of Waterloo) was not enough to avoid using monies from PPWR's Reserve Fund. By instituting a balanced budget for 2003-2004 and mounting a renewed fund raising campaign, we look forward to replenishing the Reserve Fund in the year ahead.

Thank You, Funders and Donors*

We gratefully acknowledge and applaud PPWR's dedicated supporters. Their contributions ensure that people can access confidential and accurate sexual health counselling and participate in sexual health education programs, thereby enjoying a better quality of life.

Basics Office Products	Indulge Yourself Raffle &
Berlex Canada Ltd	Skate-a-thon Contributors
Budd Canada	IOF Foresters
CAW Local 1451	May Court Club of Kitchener-Waterloo
CAW Local 1524	Navion Charitable Foundation
Clarica	Organized Labour Groups - Anonymous
Development Services International	Organon Canada Ltd.
Elementary Teachers' Federation of Ontario - Waterloo	The Record
Fantasia	The Region of Waterloo
Generation X Alternative Video & Media	Sears Employee Charitable Fund
George Lunan Family Foundation	Service Clubs - Anonymous
Gallery on the Grand	VIA Rail Canada
Human Resources Development Canada	Waterloo Regional Labour Council
Harold Crabtree Foundation	Weld Foundation
Impress Me Marketing	Zehrs Markets
Individual Donors - Anonymous	
Industry Canada - Community Access Program	

* PPWR policy requires explicit approval for any donor names to be published herein. We have made every attempt to ensure that our supporters in the business, faith, organized labour, service club and foundation communities have had the opportunity to be recognized here, and apologize for any inadvertent omissions on our part.