



# Annual Report

## 2003– 2004

### **Table of Contents**

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A Year of Change .....	2
Our PPWR Team .....	3
How We Helped .....	4
Financial Information .....	6
Community Support .....	8

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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.

# A Year of Change

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## A message from the Executive Director and the Board President

This past year has been one of change and transition for PPWR. We were sorry to lose Jolanta Scott as Executive Director, but are happy to hear she has settled in well in Ottawa. Marylu McGrath was hired in January to replace Jolanta as Executive Director. Marylu's background in working with Family & Children's Services here and in Montreal, and her position of Acting Executive Director of the shelter now called Haven House, enabled her to hit the ground running. The Board recognizes the challenge of changing such a pivotal position mid-year, but Marylu has made the transition appear seamless.

There were other staffing changes this year and PPWR has welcomed Sarah Wolf as Education Coordinator, and Linda Smith as Bookkeeper/ Fundraising Assistant.

The significant changes in PPWR staffing are simply reflective of life in the 21st century, where the only constant is change. PPWR is always evolving and we are weathering this transitional phase with equanimity. In spite of the fact that staff works part-time hours, we served more people than ever in our Counselling Program. With the help of specially trained volunteers we were able to respond to all Education requests from our community.

The year 2003-2004 brought new faces to the Board also. Shannon Golletz, Morgan Holmes, Lisa Keeping, Wanda Manning, Steven Shadd and Charles Smith have each contributed their individual talents and commitment to our Board.

The Choices Fund continues to grow. It benefitted from a more positive investment climate in 2003, allowing us to receive a generous initial disbursement. The Choices Fund enables us to share the vision of The Kitchener and Waterloo Community Foundation by helping to build a perpetual fund that will serve the sexual health needs of citizens of Kitchener, Waterloo, Cambridge and area for generations to come.

This next year promises to be an exciting one. Our Raise The Curtain campaign will gain momentum as we bring back our Peer Education Theatre. Also with the generous support of the Ontario Trillium Foundation, we will be able to hire a Volunteer Coordinator. This position will further develop and enhance our Volunteer Program and enable us to reach out to our multicultural community.

PPWR continues to be deeply grateful to our staff members, volunteers and supporters. Thanks to their unflagging support we are able to continue to provide education, counselling and access to information in order to promote healthy and responsible sexuality throughout the life cycle.

*Marylu McGrath,  
Executive Director*

*Donna Reid  
President, Board of Directors*

# Our PPWR Team

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## Staff

Sharon Bowes, Administrative Assistant\*  
Amanda Chalmers, Summer Student  
Angelina Gorni, Education Coordinator\*  
Ronda Lobsinger, Counselling Coordinator  
Marylu McGrath, Executive Director

Gail McVicar, Education Coordinator\*  
Christine Rier, Fundraising Coordinator  
Jolanta Scott, Executive Director\*  
Linda Smith, Bookkeeper/Fundraising Assistant  
Sarah Wolf, Education Coordinator  
**\* resigned this year**

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## Volunteers

We can never overstate how important the presence and commitment of our volunteers are to the smooth functioning of our agency. With only part-time staff, there is no way that we would be able to accomplish all that we do without volunteers. Together volunteers 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

Danielle Chanda  
Shannon Golletz, Secretary  
John Groothuis  
Morgan Holmes  
Lisa Keeping, Vice-President  
Wanda Manning

Susan Neeb  
Barb McArthur, Treasurer  
Joan Rawski  
Donna Reid, President  
Steven Shadd  
Charles Smith

## Counselling and Education Volunteers

Kristin Baetz  
Hugh Cameron  
Amanda Chalmers  
Danielle Chanda  
Wilma Chiang  
Margaret Cinel  
Emily Cumming  
Tanya Fortier  
Angela Gorni  
Tracy Hall  
Kate Hano  
Jane Hartnell

Kristi Herridge  
Amber Huffman  
Craig Kingston  
Breanna MacLeod  
Sarah McGaughey  
Allison Munroe

Julianna Parker  
Alison Pearson  
Shobana Rajan  
Melissa Samuel  
Melissa Valdez  
Monica Weber  
Sarah Wolf

## Placement Students

Amber Huffman, Conestoga College, Social Services

## Professional, Fundraising and Administrative Volunteers

Jane Arnold  
Scott Arnold  
Sharon Bowes  
Margaret Cinel  
Jackie Forster  
Valerie Hall  
Tim Jackson  
Michael Lobsinger  
Vivian MacLean  
Dr. Joy Roberts  
Dr. Violet Shadd  
Irene Zalagenas

## Peer Education Theatre Volunteers - Intimate Betrayal

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

# How We Helped

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## Education Program (1373 Contacts)

### Workshops and Presentations (853 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, Parents for Healthy Sexuality, Sympto-thermal Information, Sexuality and Adults With Learning Disabilities, Teaching Healthy Sexuality, HIV & AIDS, Hangin' With The Boys. The most sought-after sessions were: Healthy Relationships, Sexual Jeopardy, Teen Pregnancy, and Hangin' With The Boys.

### The following groups accessed our education programs in 2003-2004:

#### Community Groups

Choices for Youth	Preston Heights Community Group
Cambridge Family Years	Guelph Sexuality Conference
Grand River Hospital	Family & Children's Services
Unitarian Church, Guelph	Participation House
ROOF (Reaching Our Outdoor Friends)	Calgary Youth Institute Symposium
Boys Conference (Chicopee Centre)	

#### Schools

New Dawn	Preston High School
Galt Collegiate Institute	University of Guelph
Waterloo-Oxford Secondary School	Alternative Programs
Grand River Collegiate Institute	Waterloo Collegiate Institute
Eastwood Collegiate Institute	

The Education Program continues to reach a wide variety of schools and community groups. Contact locations included Kitchener, Waterloo, Cambridge, Baden, Guelph and Calgary. The inclusion of Hangin' With The Boys accounts for us reaching out as far as Calgary, where this new resource was shared with other sexual health educators from across Canada.

### Annual Youth Sexuality Conference - SEX MATTERS (215 Contacts)

Our 7th Annual Youth Sexuality Conference was held at RIM Park in Waterloo. Response to the conference was very positive - 135 students attended (and 80 visited the PPWR kiosk), and there was a large waiting list. There was a breadth of topics for students to choose from, such as Contraception, Sexual Assault, Pregnancy Options, and Living With Being HIV Positive. T.E.A.C.H. (Teens Educating And Confronting Homophobia) from Planned Parenthood Toronto was back again this year - and along with Sex Olympics - were the most well received sessions. Intimate Betrayal - the peer education theatre production - was also presented.

Pizza Pizza generously donated lunch for the students, teachers and volunteers. Many local businesses graciously donated door prizes. Organon Canada and The Region of Waterloo Public Health -our main sponsors - also helped to make the conference possible.

### Peer Education Theatre Program (385 Contacts)

Intimate Betrayal was presented to almost 400 students throughout the area. At the Youth Sexuality Conference and Waterloo Collegiate, students were able to view the play; focussing on the impact of sexual assault specific to youth. The cast was comprised of students from Bluevale, Grand River, Waterloo and Eastwood Collegiates, and was directed by Chris Lane.

# How We Helped

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## Counselling Program (1317 Contacts)

### One-on-One Support

PPWR's counselling program offers unbiased, non-judgemental support and information regarding all aspects of human sexuality. The program includes comprehensive information for all three options (parenting, adoption and abortion) to women who are experiencing an unplanned pregnancy. Our counsellors also provide information, support and referrals for 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 in person, over the telephone or by email who are seeking information on a variety of sexual health issues. While many of these individuals want information for themselves, we have continued to receive information requests from a number of professionals who are accessing our information services on behalf of their clients. Our Counselling volunteers provide sexual health information and assist clients in accessing local medical services as well as providing referrals to other community organizations.

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

- 49% of the clients who contacted us made appointments to see a counsellor
- 17% 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
- 33% of clients spoke to our counsellors by phone, requesting information for community referrals
- 54% of the clients we had contact with in our Counselling Program requested options counselling
- 38% of PPWR's clients fall in the 20-29 year-old age bracket
- 13% of our clients came in exclusively for birth control information
- 2% of our clients requested fertility information
- 1% of clients were non-English speaking and required the services of an interpreter

### Volunteer Support

Ten people participated in PPWR's 2003 Fall Volunteer Training Program. Six of those new volunteers continue to offer their invaluable time and energy to our Counselling and Education Programs. In addition to providing information, resources and emotional support to clients, volunteers help keep our files up-to-date so that we can continue to provide factual information and current resources.

# Financial Information

## Statement of Operations: March 31, 2004

<b>REVENUE</b>	<b>2004</b>	<b>2003</b>
<b>DONATIONS</b>		
Individuals	\$106,899	\$76,966
Corporate	29,150	21,391
Community Groups	1,255	3,335
Foundations	11,876	14,106
Regional Municipality of Waterloo Grant	30,711	30,711
Fees for Service	3,391	5,507
Special Events - Net	3,438	3,676
HRDC Summer Grant	2,466	2,893
Property Tax Rebate	3,655	-
Interest Earned	<u>671</u>	<u>2,414</u>
	\$193,512	\$160,999
Nevada Tickets	5,928	3,646
Raffle Tickets	<u>4,315</u>	<u>4,080</u>
	<b><u>\$203,755</u></b>	<b><u>\$168,725</u></b>
<b>EXPENDITURES</b>		
<b>PROGRAM</b>		
Theatre	\$13,020	\$41,501
Education	39,067	32,586
Counselling	51,265	45,272
Fundraising	45,478	43,813
Administrative	<u>41,820</u>	<u>47,963</u>
	190,650	\$211,135
Nevada Tickets	3,260	2,443
Raffle Tickets	<u>\$142</u>	<u>\$351</u>
	<b><u>\$194,052</u></b>	<b><u>\$213,929</u></b>
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES (EXPENDITURES OVER REVENUES) BEFORE UNUSUAL ITEMS	9,703	(45,204)
UNUSUAL ITEMS	<u>(4,250)</u>	<u>(54,067)</u>
transfer to The Choices Fund		
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES (EXPENDITURES OVER REVENUES)	<b><u>\$5,453</u></b>	<b><u>\$(99,271)</u></b>

### Comments:

- ① Complete Audited Financial Statements are available by contacting the Planned Parenthood Waterloo Region office at 743-9360.
- ② Planned Parenthood Waterloo Region's budget format distinguishes between organizational administration and program administration and disperses overhead costs, and administrative salary costs using a disbursement formula.

# Financial Information

## Statement of Financial Position: March 31, 2004

<b>ASSETS</b>	<b>2004</b>	<b>2003</b>
<b>CURRENT</b>		
Cash		
Unrestricted	\$15,935	\$8,143
Restricted	5,013	1,539
Designated (theatre)	2,441	5,923
Investments		
Unrestricted	41,719	29,069
Designated (theatre)	5,078	8,168
Accounts Receivable	8,043	6,333
Due from unrestricted fund	2,823	-
Prepaid Expenses	<u>3,136</u>	<u>3,662</u>
	\$84,188	\$62,837
Capital Assets, note 3	<u>5,293</u>	<u>10,631</u>
	<b><u>\$89,481</u></b>	<b><u>\$73,468</u></b>

## LIABILITIES & FUND BALANCES

<b>CURRENT</b>		
Accounts Payable and Accrued Liabilities	\$11,637	\$1,043
Due to restricted fund	2,823	-
Deferred Contributions, note 4	<u>1,428</u>	<u>4,285</u>
	<b><u>\$15,888</u></b>	<b><u>\$5,328</u></b>
<b>FUND BALANCES</b>		
Unrestricted	65,757	67,145
Restricted	<u>7,836</u>	<u>995</u>
	<u>73,593</u>	<u>68,140</u>
	<b><u>\$89,481</u></b>	<b><u>\$73,468</u></b>

### Comments Continued...

- ③ In 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 is to be paid to PPWR each year. The Choices Fund forms part of the assets of KWCF and therefore is not shown on the balance sheet of PPWR. With donations received by KWCF in 2003 the Fund had a Market Value of \$127,204.32 as of December 31, 2003.
- ④ 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

Our organizational financial priority for 2003-2004 was to balance our budget. This required difficult choices and reaching the fundraising revenue target of \$118,000, over 70% of annual operating budget. Our supporters were up to the challenge; increased individual giving enabled us to surpass this target. Growing special events, aided by greater corporate sponsorship and in-kind support, were also an important part of the funding puzzle. Another highlight was the first disbursement from The Choices Fund, a donor-designated fund with The Kitchener and Waterloo Community Foundation.

Having met our targets for 2003-2004, we are building on this momentum for 2004-2005. The fundraising theme for this year is renewed excellence, namely funding support for our new Volunteer Program and a community campaign, Raise The Curtain, in support of our latest peer education theatre production, Sexploration. These goals, in addition to meeting annual funding needs, will ensure PPWR can continue to fulfill its mandate.

## 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.

Agfa HealthCare	La Vie en Rose
Basics Office Products	105.3 KOOL FM
Cambridge Centre Merchants' Association	Kitchener Public Library
CAW Local 1451	May Court Club of Kitchener-Waterloo
CAW Local 1524	Organon Canada Ltd.
City of Kitchener Civic Contribution Committee	Pizza Pizza
Development Services International	The Princess Cinema
Elementary Teachers' Federation of Ontario – Waterloo	The Record
Generation X Alternative Video & Media	The Region of Waterloo
The Good Foundation	Sears Employee Charitable Fund
Human Resources Development Canada	Sifton Family Foundation
Impress Me Marketing	Sun Life Financial
Over 500 Individual Donors - Anonymous	VIA Rail Canada
Indulge Yourself Raffle, Skate-a-thon & Youth Conference prize contributors	Waterloo Regional Credit Union
Industry Canada - Community Access Program	The Weld Foundation
	Zehrs Markets
	Zonta Club of Kitchener-Waterloo

\* PPWR does not publish individual donor names. Our policy also requires explicit approval for any other 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.