



84 volunteers



gave us  
3,797 hours



which helped us  
to provide



71,706 condoms



answers to  
2262 questions



744 phone calls



54 Insight  
performances



77 workshops



105 counselling  
sessions



24 kiosks



1492 emails



supported 66  
agencies, including



on topics  
such as




sexual health  
care



consent

# Annual Report for 2014

Planned  
Parenthood  
Ottawa



Planning  
des naissances  
d'Ottawa



14 schools



52 community  
organizations



updated our 447  
page manual



birth control



which helped 8,486 people to make healthy sexual and reproductive health choices



trained 67  
people



pregnancy  
options



STIs



healthy  
relationships



191 individual do-  
nors



\$125,000 in grants +  
program revenue



\$111,000 in  
donations



# Planned Parenthood Ottawa

## Our 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.

## Our Vision

We envision a community where accurate sexual and reproductive health supports and services are comprehensive, accessible, and delivered equitably.

“It’s a squirmy topic for a lot of people. When somebody makes it funny or silly, and it’s okay to laugh and feel however you feel, it makes it easier for people. And, if they have a question, they can ask us afterward.”

-Insight Theatre troupe member

## Our 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.

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

**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.

**Community-oriented:** We are dedicated to involving community members in our programming and ensuring our programs and services are accessible to everyone.

**Sex-positive:** We believe healthy sexuality can be a positive, pleasurable and dynamic force in a person’s 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.



## Message from our Board President

It has been an exciting year for Planned Parenthood Ottawa. Firstly, we welcomed our new Executive Director, Catherine Macnab, who brought her strategic vision, knowledge of the Ottawa community and inclusiveness to our team. With Catherine's leadership and belief in Planned Parenthood, we've re-focused our work, aligned our programs with our strategic plan and become more inclusive and accessible to all.

We are indebted to interim Executive Director, Chris Farley-Ratcliffe, for his guidance and stewardship as Catherine came on board.

Our staff team – Polly, Luna, Ariane, Trina and Courtney (who moved on in 2014) – went from strength to strength. We consolidated our school and youth-based education programs – Community Education and Insight Theatre – into more marketable packages, better suited to schools, youth and teachers.

Our sex and relationship curriculum is now up-to-date, and thanks to the update to the Ontario school curriculum, is in real demand.

PPO raised its profile in the community this year, with a number of media appearances, news stories and interviews featuring our board and staff. It's a great way to promote the work we do, and ensure a sex-positive, pro-choice voice is out there, loud and proud.

As ever, PPO operates in an environment where resources are tight, and where pro-choice organizations like us fight every day to raise the funds we need to accomplish our work.

We hosted an enormously successful fundraiser in October 2014. Our annual Choices gala was the talk of the town, with Globe and Mail writer Liz Renzetti as our guest speaker, along with Tom Mulcair, Justin Trudeau and Mayor Watson. It was a wonderful,

fun, pro-choice evening, and we raised nearly \$12,000.

Thank you to Catherine, Polly, Luna, Ariane and Trina for their dedication and hard work. We couldn't ask for a better staff team. And to our volunteers who give their time, energy and expertise to PPO's clients, youth and the wider Ottawa community. You make an enormous difference, every day, to the lives of people in our city.

Lauren Dobson-Hughes  
Board President

“PPO showed amazing flexibility, concern and genuine care, without judgment.”  
- Options Client



## Message from our Executive Director

As I approach my first anniversary at PPO, I continue to be astonished at the power of volunteers. In 2014, with only four part-time staff, PPO reached about 8500 people with counselling, workshops, Insight Theatre and telephone and email support. Talk about return on investment!

This reach was achieved with the support of 84 volunteers who contributed 3797 hours. Volunteers do everything at PPO: Options Counselling, Community Education, Insight Theatre, condom distribution, event management, office support and governance. We could do nothing without them.

Part of the magic of volunteers is their drive to help others. The other part is the support we provide. All of our volunteers become experts in sexuality through PPO's training and mentoring program. In 2014, we provided training to 67 people for a total of 834 training hours in sexual & reproductive health.

Ottawa is full of professionals who began as PPO volunteers — my own career began 20 years ago with similar training at Planned Parenthood Toronto. I'm still awed by the intimacy and compassion radiated by our volunteers. It is immensely humbling and rewarding to see how much people trust us — many clients share their deepest fears and secrets... then they make major decisions with our support.

We balance this work on a shoestring thanks to volunteer power, but it does have costs. In 2014, salaries were \$135,000; rent was \$25,000 and other office expenses (communications, equipment, etc.) cost about \$18,000. Direct program expenses brought our budget to \$244,000 for 2014.

We strive to maintain our level of service after losing core funding from United Way. Last year \$92,000 came from the City of Ottawa (a 10% reduction). The Crabtree Foundation provided

\$25,000 to support amazing mental health outreach. We had \$10,000 for student jobs and program revenue was another \$10,000 — we don't do *everything for free*.

Individuals supported the rest of our work. We received a generous donation of \$20,000 from a long-time supporter (thank you). Designated donations from United Way totaled \$20,000. Direct mail and online donations reached about \$20,000 and there were several donations from family foundations. Choices, our fall fundraiser, raised \$12,000.

Moving forward, 2015 is a lean year. We decided to preserve our education program without core funding and doubled the number of workshops this school year over the previous year. This strategically positions us to support the new health curriculum in schools this fall — if we secure funding. We expect demand for our support to grow exponentially.

More than 50 years after our inception, PPO's work is as urgent as ever due to the changing landscape. Sex is everywhere and youth need help navigating their choices. They need people they can trust.

You can help us promote sexual health. Speak to a school board trustee or your city councillor; host a fundraiser for your friends or for your children's friends — we will happily come speak or run a workshop on any sexual health topic; talk to corporate acquaintances about sponsoring our work; harness the United Way campaign in your workplace; make sure friends and family know about our good work; connect with us on Twitter and Facebook.

I am immensely grateful for the long legacy of remarkable staff and volunteers who carried Planned Parenthood Ottawa through the decades, especially for the ones who inspire me everyday.

Catherine Macnab  
Executive Director



# Options Counselling

PPO offers free, pro-choice, non-judgmental, confidential Options Counselling for individuals experiencing an unintended pregnancy. This service is contracted by Ottawa Public Health (OPH). We also offer post-abortion and contraception counselling, as well as couples decision-making sessions. All appointments may include partners in pregnancy, relatives, friends and other support people.

In 2014, the Options Support team provided 156 individual clients with face-to-face counselling support.

## Topics discussed during Options sessions include:



pregnancy options



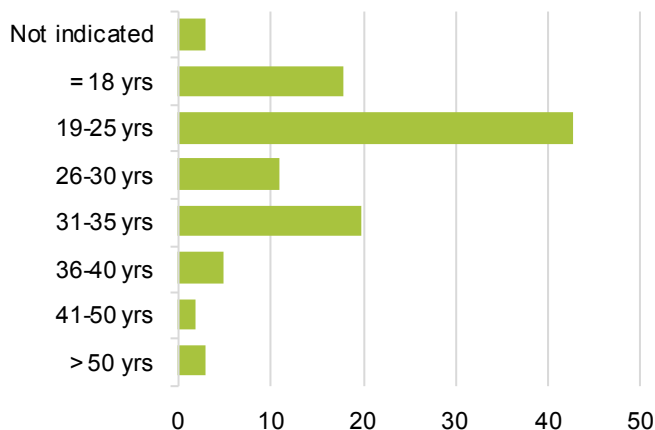
birth control



post-abortion support

The Options Counselling team is supervised by Polly Leonard, our Volunteer and Client Services Coordinator. This remarkable team consists of 15 trained volunteer counsellors who are scheduled for evening sessions five days a week. Polly and other members of the Options team also welcome drop-ins and scheduled daytime appointments throughout the week.

## Age of Options Clients



“The discussion about my not being alone or different in my circumstances made me feel much better and supported.”

-Options Client



# Insight Theatre

Insight Theatre is PPO's educational theatre initiative. Insight has been running for 34 years and is primarily funded by Ottawa Public Health. Under the direction of Luna Allison, the Insight Theatre Coordinator, Insight Theatre recruits and trains a team of high school youth to act as sex educators who create and deliver educational theatre shows and workshops for their peers. But they are more than just educators: they are also sex-positive leaders in their schools and friend circles, providing sexual health information and referrals to other youth.

In 2014, Insight troupe members volunteered 1532 hours of their time to help educate their peers on healthy sexuality.

Insight gave 54 performances throughout the year, including:



11 school shows



19 community shows



22 workshops

Using humour, poignant personal stories and pop culture references to engage their audiences, the Insight show includes scenes on pregnancy options, HIV/AIDS and other STIs, safer sex, abstinence & sexual readiness, contraception, sexual orientation & gender identity, healthy relationships, sexting and consent.

Insight delivered 54 performances in 2014, including 11 school shows, 19 community shows, 22 workshops and 2 presentations. The Insight youth contributed a total of 1532 volunteer hours, including training, show creation, rehearsals and performance hours.

Sophie Dufault, one of our 2013-14 Insight members, was honoured with a Community Hero Award from The Canadian Centre for Gender and Sexual Diversity (formerly Jer's Vision) for work with Insight Theatre.

"I loved everyone's attitudes and the creativity. Best show I've ever seen!"

- Insight audience member



# Community Education

In 2014, the Community Education program helped 3,389 people to access information about sexual and reproductive health. This was accomplished through the delivery of 77 workshops and 24 kiosks. Topics covered included puberty, healthy relationships, birth control, sexual decision-making, and sexually transmitted infections (STIs).

In 2014, we spent 228 hours working directly with youth in schools and community organizations to increase their sexual health knowledge.

## Our most popular workshops help students learn about:



sexual decision making



birth control

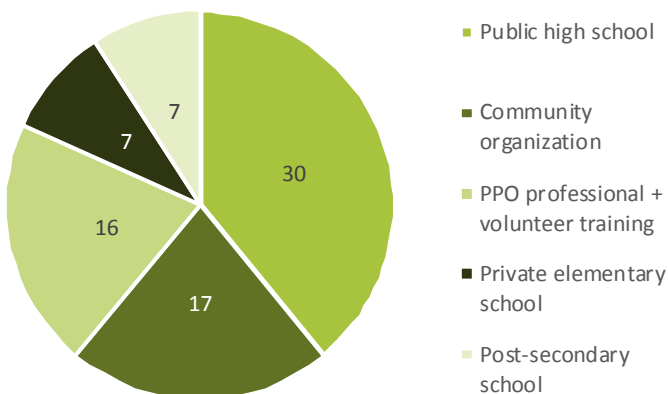


STIs

The program benefitted from the expertise of two Coordinators in 2014. Courtney Scanlan ended a five-year term in May 2014, and was replaced by current Community Education Coordinator Ariane Wylie.

Their work was supported by a team of 12 dedicated volunteers, who gave 266 hours of their time to ensure that youth and adults across Ottawa could access interactive sex and relationship education.

## Workshops by host organization



"I think the workshop was great and you should change nothing about it. I was surprised how friendly and funny you guys were."

- Workshop participant



# Sexual + Reproductive Health Training

As a volunteer-driven organization, PPO has a long-standing culture and technical capacity for building people's knowledge, skills and confidence to deliver SRH support and education. Many volunteers and community members use PPO training and experience to advance their careers in social services.

In 2014, PPO offered the following training Programs.:

## Our training programs foster skilled + enthusiastic:



experts



peer counsellors



educators

**Level 3: Community Education Training** provides facilitation skills for Sexual Health Educators who deliver workshops and staff our information kiosks. Twelve volunteers participated in the 2014 training.

**Level 4: Options Support Training** is an 8-hour training program to equip participants with knowledge and values for working as pregnancy options support counsellors. A select group of 6 dedicated volunteers participated in the Options training and mentoring.

We trained 46 new volunteers and professionals in 2014. We also helped 18 existing volunteers to build new skills in counselling and education.

**Level 1: Orientation , Values and Attitudes** is a 3-hour training session that introduces professionals and new volunteers to PPO's programs and philosophy. The October 2014 Level 1 training included 28 volunteers and professionals.

**Level 2: Sexual + Reproductive Health Training** is a 30-hour training program that provides background knowledge and practical skills to understand issues related to sexuality. Level 2 was held twice during 2014, training a total of 21 people. We also accomplished a complete update of the 18-chapter SRH training manual.

"I learned a lot from this program and definitely acquired new resources to be used as well."

- Sexual + Reproductive Health Training Participant





# Information + Referral Services

Information & Referral Services continue to be at the core of PPO's public health programming. Clients contact us with questions on a wide variety of topics, including pregnancy options, contraception and safer sex, questions about our programming, queries about where to access clinical services and requests for information.

In 2014, we responded to 2,262 inquiries from individuals in Ottawa, the surrounding areas and abroad.

## We answered sexual health questions via:



1492 emails



744 phone calls

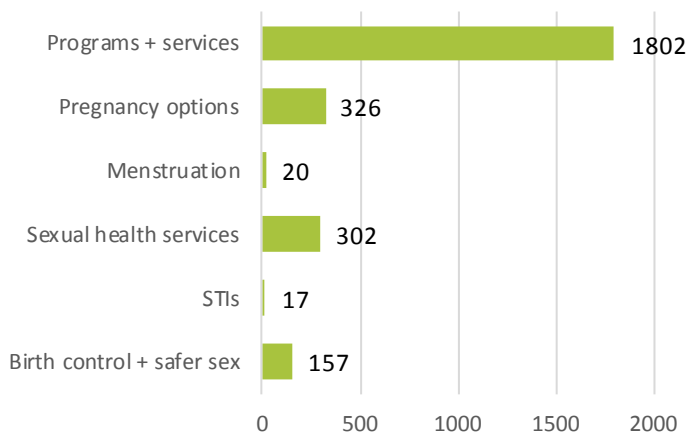


26 walk-in sessions

Phone calls are answered by our Volunteer & Client Services Coordinator, and by eight committed office volunteers. Office volunteers also work to keep our resources and information up to date through research and outreach to the many local organizations that provide sexual & reproductive health services.

Emails are answered by a team of 4 volunteers, who ensure that every client receives a response to their questions within 24 hours.

## Questions by topic



"The non-judgmental way in which I was greeted and spoken to was the most helpful thing, and it really put me at ease."

-Options Client



# Partnerships + Outreach

In 2014, with support from the Crabtree Foundation, PPO did an immense amount of community outreach to increase knowledge about and accessibility of sexual health services. A concentrated effort was made to reach populations that we have not previously supported.

We connected with 45 different agencies in 2014 to offer support, expand our knowledge, and promote healthy sexuality.

We learned from hard-to-reach populations, including:



new Canadians



adults living with mental health issues



youth living in rural areas

This outreach took many forms, including single and multiple one-on-one meetings, presentations to full staff teams and workshops with youth.

Throughout 2014, we connected with 45 different programs and agencies to promote sexual health support and services and to exchange expertise with other service providers.

Outreach gave us knowledge of and access to hard-to-reach populations such as: adults living with mental health issues, youth in mental health settings, rural youth, people living in shelters and transitional housing, new Canadians and Aboriginal communities.

“Youth come to me that are not comfortable in their sex ed classes, they feel embarrassed, they don’t ask questions. Insight provides a safe place for them to do it”

-Teacher



# Condom Distribution

Staff and volunteers distributed 41,960 condoms at major events such as DNA Live, Carivibe, Escapades and Canada Day.

Another 29,746 condoms were distributed through Insight Theatre and Community Education workshops, from our office and through outreach activities with community partners.

Planned Parenthood Ottawa distributed a total of 71,706 condoms in 2014, through the extensive community outreach.

## We distribute condoms across Ottawa because they:



reduce the risk of pregnancy by 85%



reduce the risk of HIV transmission by 80%

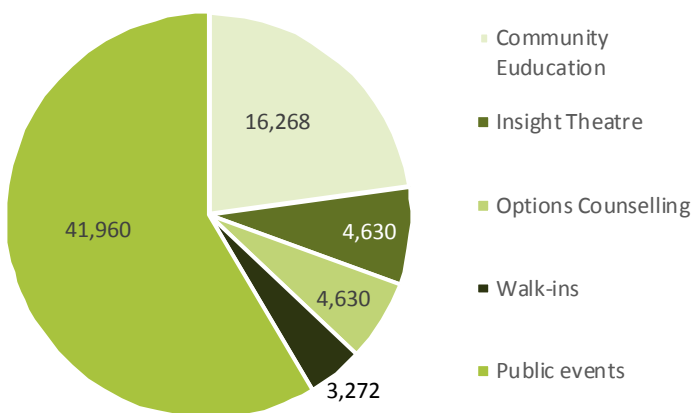


help people take control of their sexual health

Many local organizations reached out to us for condoms, safer sex supplies, resources and sexual and reproductive health materials.

In 2014, we supplied condoms to 63 different social service organizations, schools, events and institutions.

Condom distribution by program



"Loved the enthusiasm! It was easy to connect with the presenter and information."

-Workshop participant