

# 2020

ANNUAL REPORT

**CHOICES.**  
Memphis Center for Reproductive Health





# VISION

**CHOICES** ENVISIONS A WORLD WHERE SEXUAL AND REPRODUCTIVE HEALTHCARE IS RECOGNIZED AS AN ESSENTIAL HUMAN RIGHT.

# MISSION

**CHOICES** PROVIDES PATIENT-CENTERED MEDICAL CARE AND CHAMPIONS SEXUAL AND REPRODUCTIVE RIGHTS.

# VALUES

- + **DIVERSITY IS IMPERATIVE.**
- + **DARE TO INNOVATE.**
- + **LEAD BY EXAMPLE.**
- + **RESPECT INDIVIDUAL CHOICES.**
- + **LEVERAGE COLLECTIVE GENIUS.**
- + **THINK BIG, BE KIND, DO GOOD.**

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# MESSAGE FROM OUR BOARD PRESIDENT



TIFFANY FUTCH, BOARD PRESIDENT

Growing up in a working class home, my parents did all that they could to ensure I had the opportunities that they believed would prepare me to be successful in life. I’m sure they never realized that they would also need to add access to quality reproductive health care to that list. I joined the CHOICES board in 2012 as my personal commitment to eradicate barriers I faced from the age of thirteen as I fumbled through costly referrals and bad provider experiences to manage a hereditary reproductive condition. I concluded my term as Board president in December walking through the CHOICES lobby and beaming with pride in the place that I imagined that teenage and young adult Tiffany would have felt confident walking into because she knew she was getting quality care at each step in her journey.

2020 was a year of much uncertainty but I’m immensely proud of CHOICES for weathering the storm and continuing to safely serve our patients. In last year’s annual report, I referred to CHOICES as “the little clinic that could” as we dared to climb the mountain of our ambitions to open a birthing center. A year later, we can celebrate as the first nonprofit clinic in the country to provide abortion and birth services under the same roof. Thank you, our donors, patients and supporters, for bringing our dream to fruition.



# BOARD OF DIRECTORS

- |                                      |                       |
|--------------------------------------|-----------------------|
| + TIFFANY FUTCH, <i>President</i>    | + DR. AMANDA GREEN    |
| + KATHY FISH, <i>Vice President</i>  | + REP. TORREY HARRIS  |
| + TARRIN MCGHEE, <i>Secretary</i>    | + STEPHANIE MEI HOM   |
| + DR. DAVID CISCEL, <i>Treasurer</i> | + DR. MARILYN KOESTER |
| + SEN. RAUMESH AKBARI                | + MARY SCHEUNER       |
| + JENNIFER CAMPBELL                  | + JERAMIE SIMMONS     |
| + DR. ARI EISENBERG                  | + DR. DANIELLE TATE   |
| + SARA JANE GOODMAN                  |                       |



# MESSAGE FROM OUR OUTGOING EXECUTIVE DIRECTOR, REBECCA TERRELL



## DEAR FRIENDS & SUPPORTERS,

I admit that 2020 was a challenging year to be my last as Executive Director at CHOICES. Along with each of you, our team experienced the shock and confusion of a deadly pandemic which still has the world in its grasp. In the midst of this chaos we continued to provide critically important health care services to 3,678 patients and to provide \$339,213 in financial assistance to those who were unable to pay fully for their care.

We moved into our beautiful new health center in September without much fanfare or the celebration we'd dreamt of for so long. Yet the building, including Memphis' first birth center, is already serving as a beacon of hope for people in Memphis and across the country who understand that a new, more just and comprehensive model of reproductive health care was desperately needed.

We fought the state of Tennessee through the courts to protect the autonomy of pregnant people and were successful in overturning a law requiring a second unnecessary doctor's visit in order to obtain an abortion.

Our nationally recognized midwifery practice has grown and developed this year and is providing the kind of compassionate, patient-centered care that all people deserve.

Although my last official day was December 31, 2020, a part of my heart remains with CHOICES and with each of you – our friends, believers, and supporters whose gifts and inspiration made so many of our dreams come true. Onward to an amazing 2021!

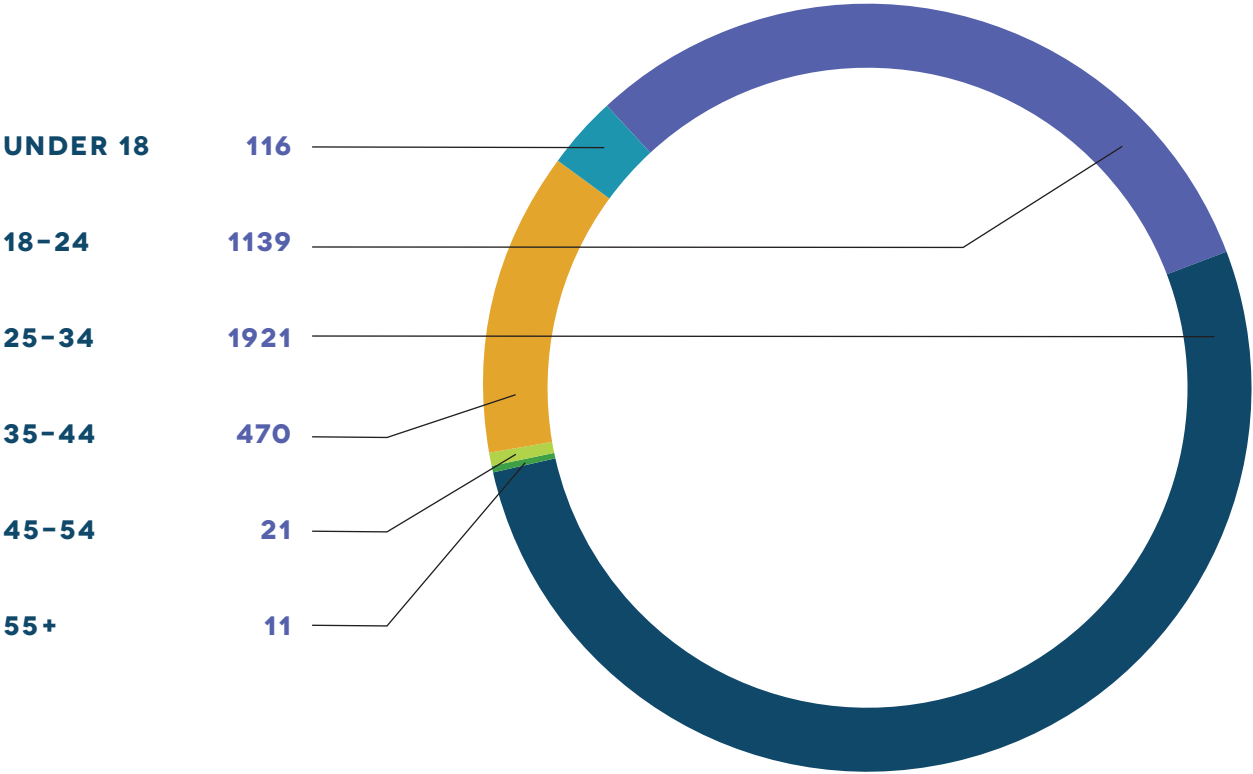
WITH GRATITUDE & WARM REGARDS,

A white handwritten signature of Rebecca Terrell on a dark blue background.



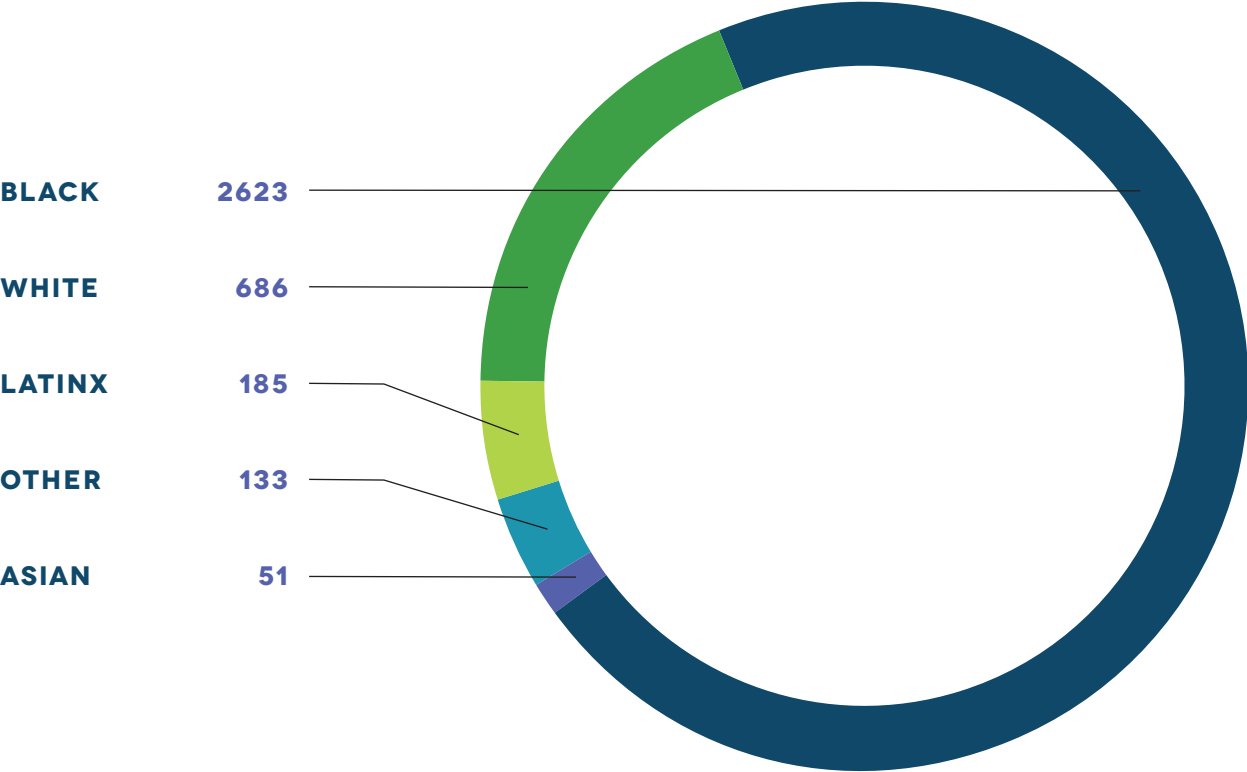
# SERVICES/PATIENT DEMOGRAPHICS

PATIENTS BY AGE

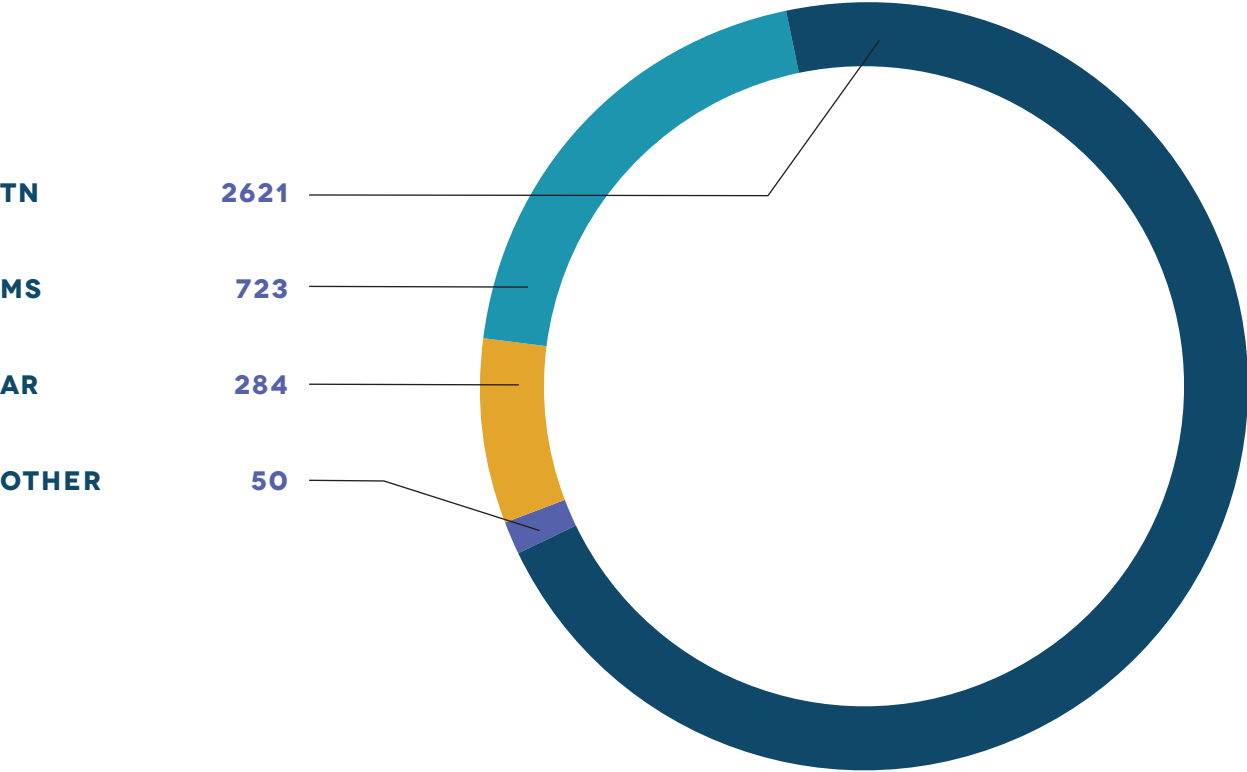


TOTAL NUMBER OF PATIENT VISITS 7,693  
NUMBER OF INDIVIDUAL PATIENTS 3,678

PATIENTS BY RACE/ETHNICITY

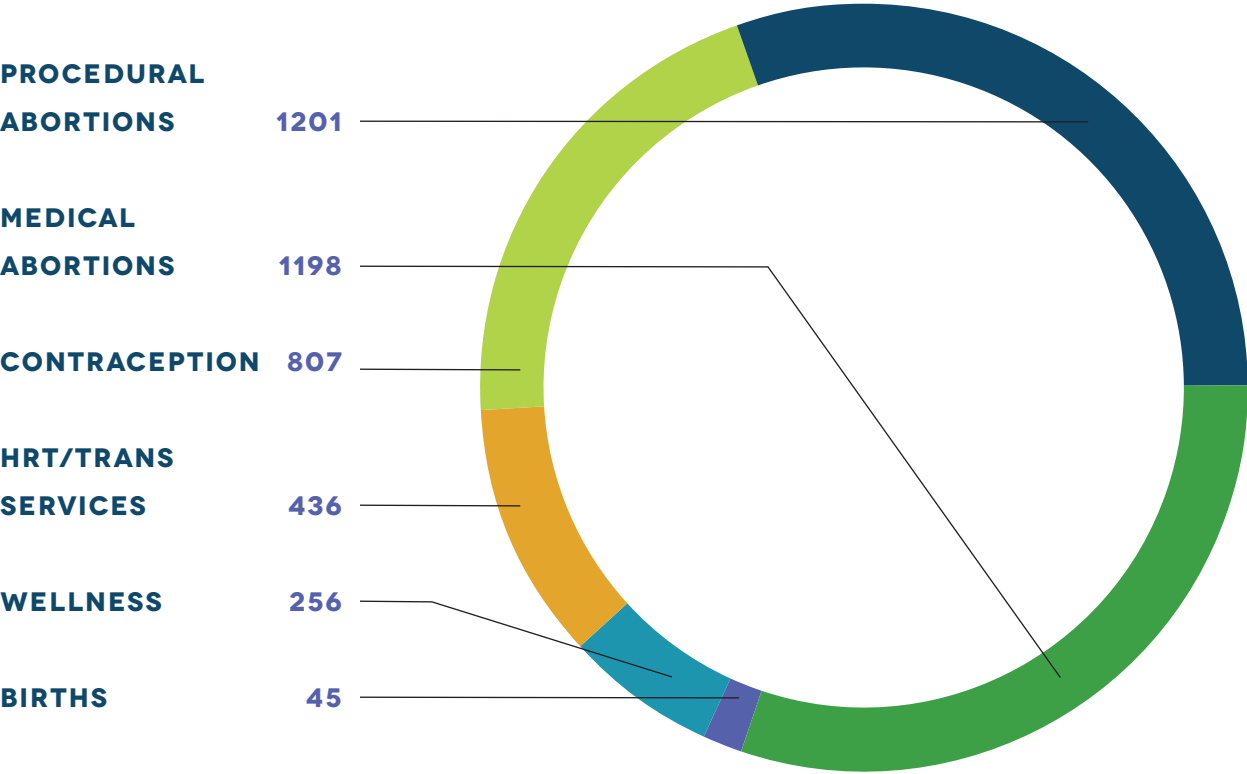


PATIENTS BY LOCATION

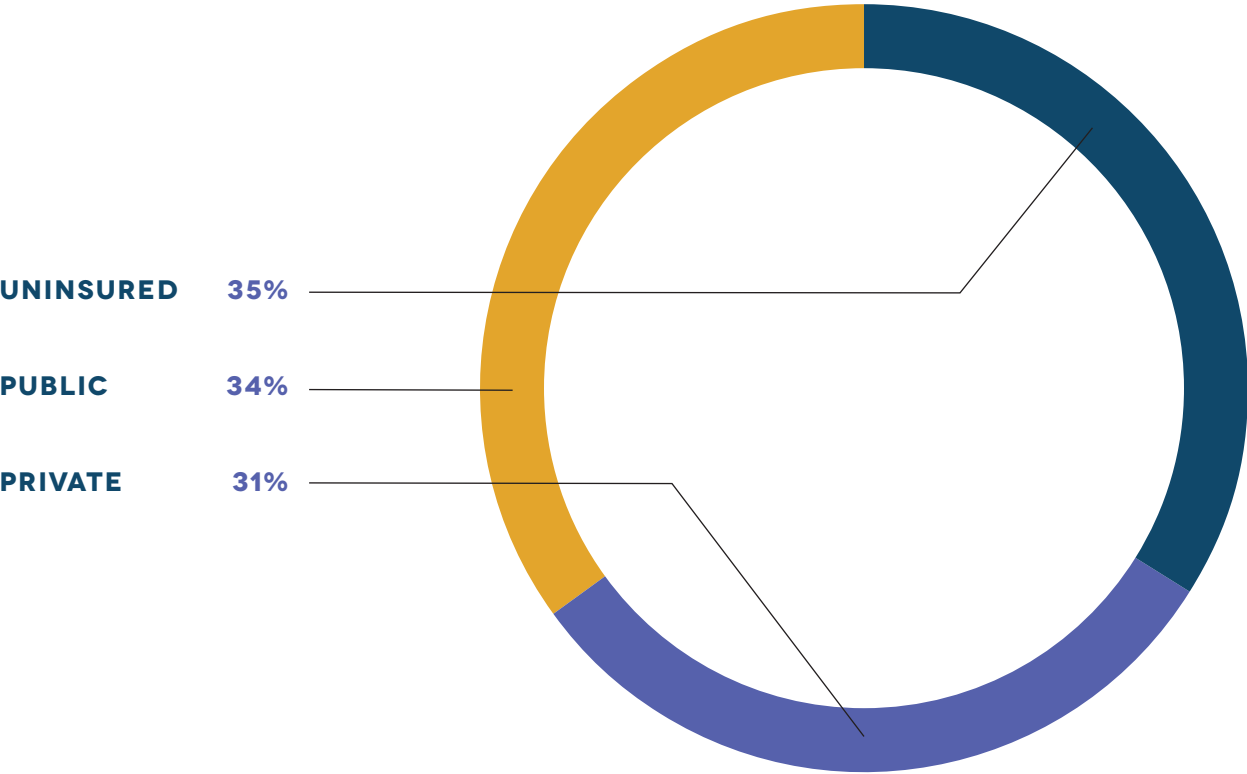




TYPES OF SERVICES PROVIDED



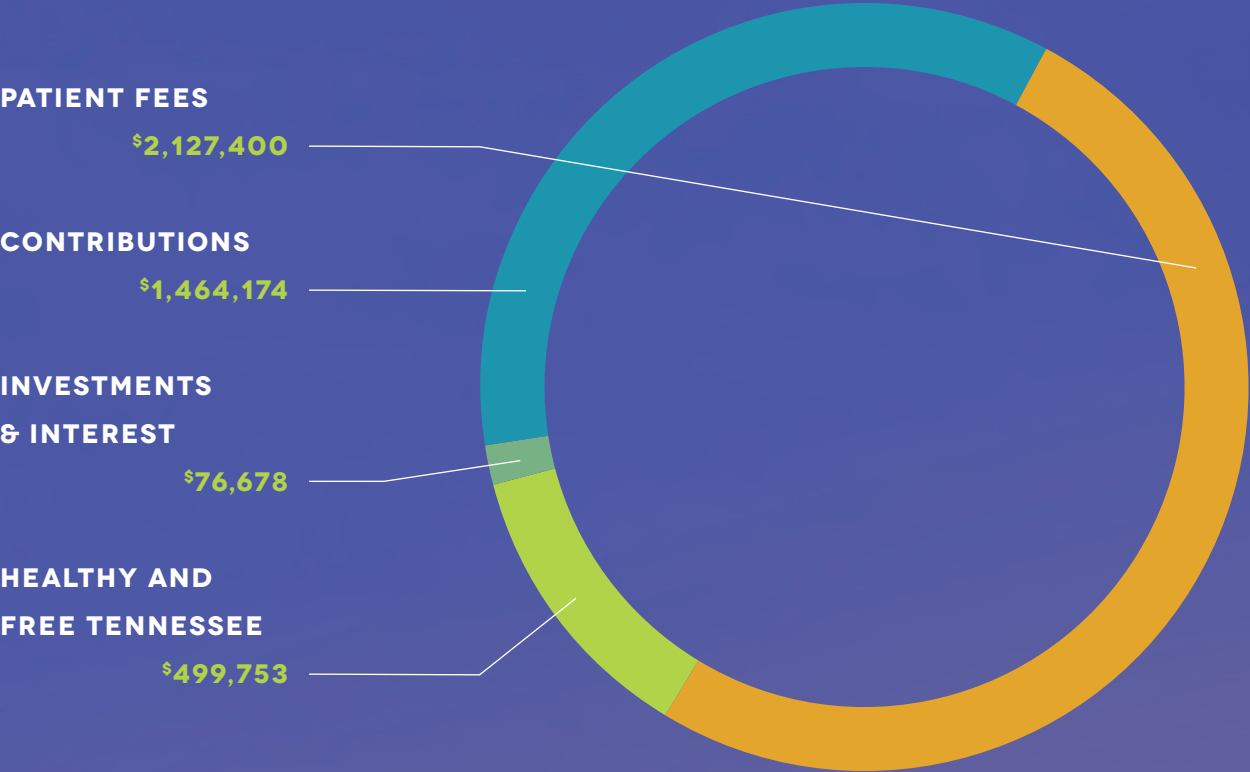
INSURANCE STATUS





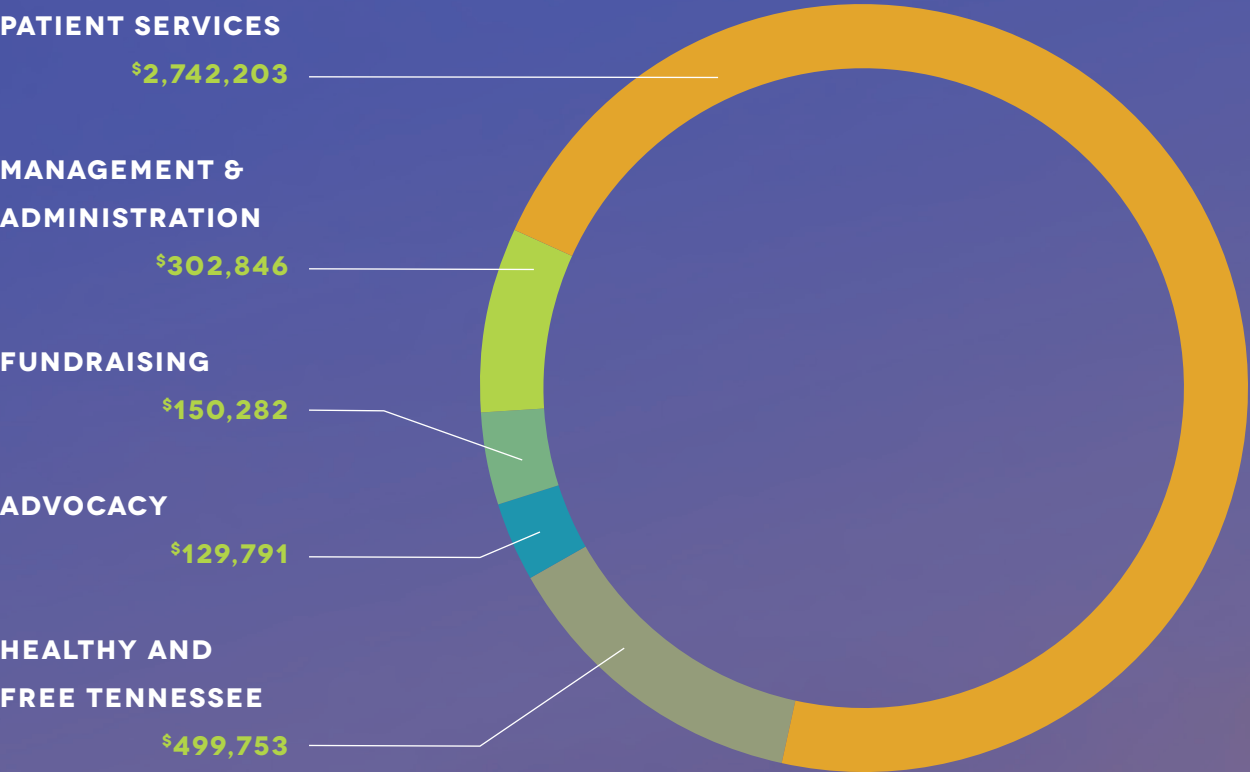
# FINANCIALS

## OPERATING REVENUES



TOTAL REVENUE \$4,168,005

## OPERATING EXPENSES



TOTAL EXPENSES \$3,824,875



# COVID

**AS WE BEGAN 2020 READY TO LAUNCH CHOICES' NEW COMPREHENSIVE MODEL OF CARE AND OPEN OUR NEW BUILDING WITH A GRAND PARTY, NONE OF US COULD HAVE PREDICTED THE WAY THE YEAR WOULD UNFOLD. AS THE DEPTH OF THE COVID-19 CRISIS BECAME APPARENT, THE FIRST CONCERNS OF CHOICES' LEADERSHIP TEAM WERE:**

- 1) HOW DO WE CONTINUE SERVING PATIENTS?**
- 2) HOW DO WE CARE FOR OUR STAFF?**



CHOICES has remained open and has continued to provide compassionate medical care to our patients throughout the pandemic. We implemented the screening procedures recommended by the CDC. We removed some lobby and clinic seating to provide for social distancing. We provided masks to all of our staff and patients, and we require masks for everyone when inside the clinic. We limited the number of visitors patients are allowed to bring to an appointment, and we began taking the temperature of anyone entering the building. All of these measures resulted in a safe environment for our patients and staff.

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The pandemic magnified existing health disparities in our country and community. Families marginalized across multiple demographic intersections such as race and ethnicity, class, and immigration status are especially vulnerable. CHOICES saw these inequities play out in the lives of our patients and then be further underscored by the murders of Black Americans by police and a resulting spotlight on racial injustice in the United States. During this crisis, CHOICES worked with our staff to identify the structural racism within our own organization and to put in place policies and procedures to counter this. This work is ongoing, and CHOICES is committed to face our own implicit biases and make the changes necessary as an organization to grow and change.

The governor of Tennessee tried to use the global pandemic as an excuse to shut abortion providers down in the state. With the help of our attorneys at the Center for Reproductive Rights, CHOICES fought Governor Lee's egregious Executive Order and won.





# THE MOVE

In the midst of a global pandemic, the CHOICES team was able to open our new comprehensive center and relocate our operations. In true CHOICES fashion, we kept our eyes on our mission and vision, daring to bring to life this innovative new model of healthcare. We received many messages of support as our community watched our beautiful green building take shape on Poplar Avenue. For many of you, and certainly for us, the opening of this new center was a bright moment in an otherwise dark 2020.

## ONWARD!







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# DONOR SPOTLIGHT



**RYAN PRYOR, CNM, FNP-BC**

“I first learned about CHOICES in 2019 when I applied for a midwife position. During my visit and since, I have been moved by how CHOICES and the Black-led clinical team at its center constantly pivot and adapt to provide excellent care in challenging circumstances. I witnessed everyone making bold moves with humility and a sense of humor to meet the needs of individuals and families in Memphis. It was refreshing as a trans and queer clinician to imagine not having to silo off different parts of myself in doing clinical work, but to be able to prescribe hormones, attend births, support clients in abortion and early pregnancy loss all under one BEAUTIFUL roof, within an organization that is part of a larger reproductive justice movement. While ultimately I was not able to relocate to Memphis in 2020, I knew I wanted to support CHOICES in the long-term.”

”



**MELISSA AZZI**

“It is rare for me to find an organization that embodies so many of my core values. CHOICES does just that. Although I am a relatively new citizen of Memphis, I have found so much to be proud of here, and CHOICES is at the top of the list. I am honored to continue to support all the truly good work being done.”



# ONWARD TO 2021

LETTER FROM INCOMING  
EXECUTIVE DIRECTOR,  
JENNIFER PEPPER



Wow, 2020 was a whirlwind for all of us! During the COVID-19 pandemic, completing construction and moving into our brand-new facility, and battling legislation designed to shut down clinics like us across the state, CHOICES also transitioned leadership after more than a decade. This transition has brought into focus one of my long-held values - leadership does not exist in any single person at an organization.

This is an outtake from CHOICES 2021 Executive Team photo... I forgot to take off my badge (roll eyes) and, well, the bare trees in the background (laugh). Nonetheless, this is one of my new favorite photos. All I see is the power and beauty of our team.

Maria Hassol is our new Director of Operations. She is a keen problem-solver and holds a deep commitment to centering people, both patients and staff. Dr. Nikia Grayson is our Director of Clinical Services, and she is an awe-inspiring phenomenon nationally recognized and sought after for her work, and she still remembers the birth dates of all the babies she has ushered into the world. Katy Leopard is our Director of External Affairs, our greatest cheerleader and a tenacious visionary. She dreams big and challenges each of us to do the same every day. As the new Executive Director, I bring keen business acumen, a lifelong dedication to reproductive health, and vision to see CHOICES continue to grow and evolve into the next decade.

It is a privilege to be asked to lead such an inspiring group of talented, smart, and powerful people. Each morning, I ask myself, how in the world did I get so lucky? This is the team that will usher CHOICES into 2021 and beyond. As a team, we are honored to continue to serve our community and trust them when they tell us what they need from their healthcare provider. CHOICES offers a new vision of what sexual and reproductive healthcare can be, and we believe everyone deserves access to the patient-centered comprehensive care we provide in the Mid-South and beyond.

JENNIFER PEPPER, EXECUTIVE DIRECTOR





