

## SOON WE'LL BE ESSENTIAL HEALTH CLINIC

Effective July 20, Options Clinic will become Essential Health Clinic. It's the same great reproductive healthcare, in the same locations, just with a new name.

We're changing the conversation, and focusing on what's "essential" for our clients.

It's Essential to have a confidential place for pregnancy planning and conversations about birth control, or STD testing and treatment.

It's Essential to have a place to go, where payments are based on a client's income, and they are cared for regardless of their ability to pay. It's Essential for people to monitor and be mindful of their reproductive health.

It's not only an option...it's Essential.

We appreciate your support, and we look forward to all we can accomplish together in the future. You're an Essential part of our work and we are grateful. Your dollars go toward essential services. The cost of rebranding was made possible by Gundersen Health System.

Visit us at our new address: [essentialclinic.org](http://essentialclinic.org).



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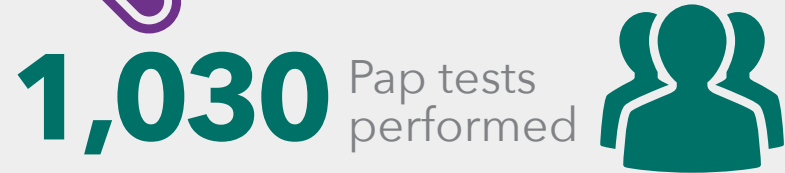


# ANNUAL REPORT 2014

**Thank you for making a difference for  
individuals and the community**



## OUR FACTS



## OPTIONS CLINIC GROWS SERVICE AREA IN WESTERN WISCONSIN

On January 1, 2014, Options Clinic added two new clinic locations, and three counties, to its service area. In a merger with Western Dairyland's Women's Health Center, the Clinic welcomed clients from Buffalo, Trempealeau and Jackson counties, making our service footprint stretch over 5,800 miles of Western Wisconsin.

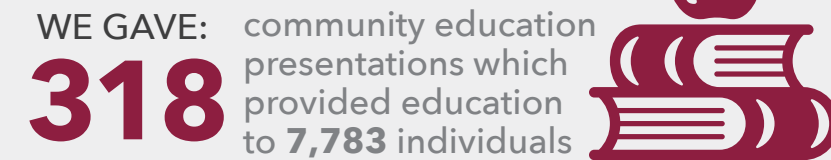
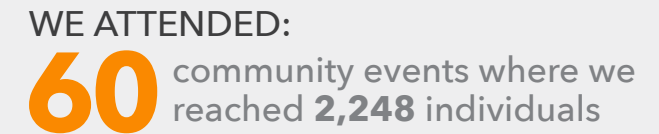


We served just under 500 new clients at the two new locations in Black River Falls and Whitehall. Twenty percent of the population utilized our language interpretation service.

Through a partnership with the health departments of Jackson and Trempealeau counties, we received grant funding to promote STD prevention and education. We hosted two after-hours STD testing clinics.

Connecting with new health partners and serving minority populations made this merger an exciting addition to our agency.

## OUR IMPACT



\*According to the 2014 Guttmacher Institute's tool - Health Benefits and Cost Savings of Publicly Funded Family Planning: A Tool to Generate Estimates for Individual Programs and Providers

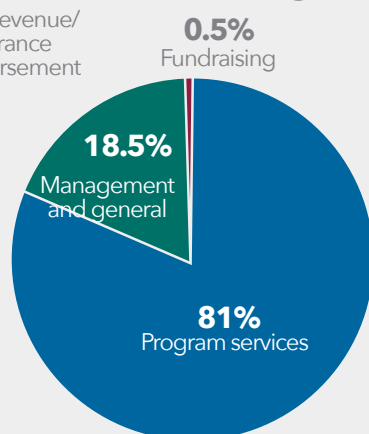
### HOW YOU CAN HELP

**Donate.** Visit [optionsclinic.org](http://optionsclinic.org), or checks payable to Options Clinic can be sent to 1201 Caledonia St., La Crosse, WI 54603

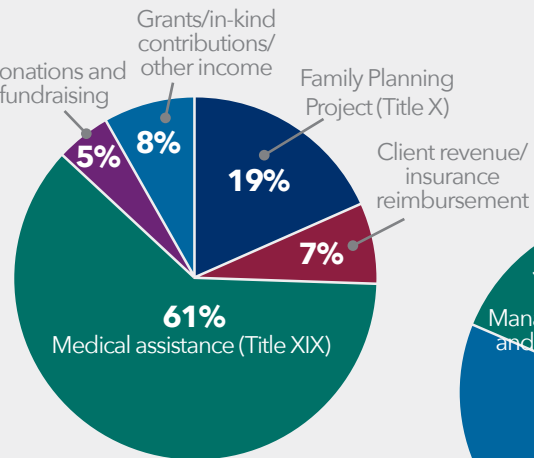
**Tell your friends** about our mission and why you support Options Clinic.

**Follow us** on Twitter, Pinterest, Facebook or Instagram.

### EXPENSE



### REVENUE



Everything we accomplished in 2014 was made possible by your support. Thank you! There are many ways you can continue to support Options Clinic in 2015 and beyond.