



Planned Parenthood Hudson Peconic

2014 Annual Report



A Message from Our Chair & President/CEO



2014 was a busy year at Planned Parenthood Hudson Peconic (PPHP), with both internal and external successes. Internally, we reorganized our Health Center and Patient Services structures to provide more effective, efficient care to our patients at all our 10 Health Centers.

We also underwent a scheduled accreditation by Planned Parenthood Federation of America (PPFA) to maintain our affiliation. Every three years, each Planned Parenthood affiliate undergoes accreditation, which involves a review of all aspects of the organization—from health services to fiscal operations to fundraising to board governance and more. We prepared for this extremely intensive process for months. Experts from PPFA's offices reviewed all our procedures, interviewed and observed staff members, and toured our health centers. We are happy to report that we obtained full accreditation and remain in excellent standing with our national organization.



We are proud to have increased the number of educational and training programs by 11% in 2014, even while we saw a slight decrease in the number of patients seen in 2014 as compared to 2013. Additionally, our clinical and education staff tested more people for HIV and sexually transmitted infections (STIs). Our Public Affairs staff was heavily involved in the mid-term elections by educating voters about women's health and reproductive rights issues.

We thank you for your continued support of PPHP's services and programs to the community; we couldn't do it without you.

Ann Pogue
Chair

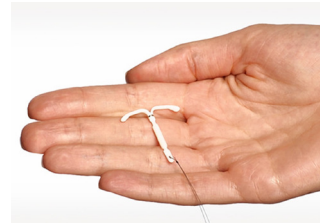
Reina Schiffrin
President/CEO

Highlights from 2014



- **Obvious Child**, a film labeled as a “breakout” after its debut at the Sundance Film Festival, explores unplanned pregnancy in a way that is funny, touching and honest. Our New Rochelle health center was used for scenes in the movie, which premiered in 2014.

- PPHP was invited to participate in the New York State Center of Excellence for Family Planning and Reproductive Health Services Learning Collaborative to devise



strategies on how to increase the number of women leaving our centers with a highly effective method of birth control such as an IUC or implant. Our participation focused on our Mount Vernon health center and we saw an increase in long-acting reversible contraception (LARC) during the project.

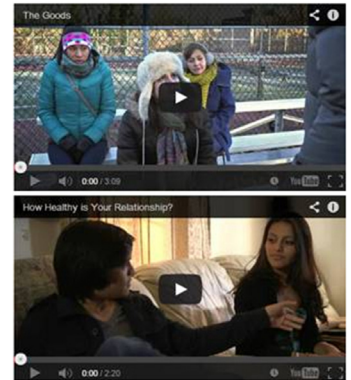


- Lucy Christensen, Special Projects Associate, attended the **2014 PPFA National Conference** as part of PPFA's Young Leaders Advisory Council (YLAC). As Chair of YLAC, Lucy was tasked with helping PPFA create a pipeline for young leaders. PPHP created an Emerging Leaders Council (ELC) to advise PPHP on ways to engage young people as patients, advocates, and donors.

- **PPHP achieved accreditation** from our national organization which is critical to ensure that Planned Parenthood affiliates are in compliance with the PPFA Standards of Affiliation and quality care is provided. The PPFA accreditation process is based on a three-year cycle.



- **PPHP created two public service announcements** encouraging teens to act responsibly and pursue healthy relationships. A dozen teens spent two months creating the videos as part of PPHP's Comprehensive Adolescent Pregnancy Prevention Program.



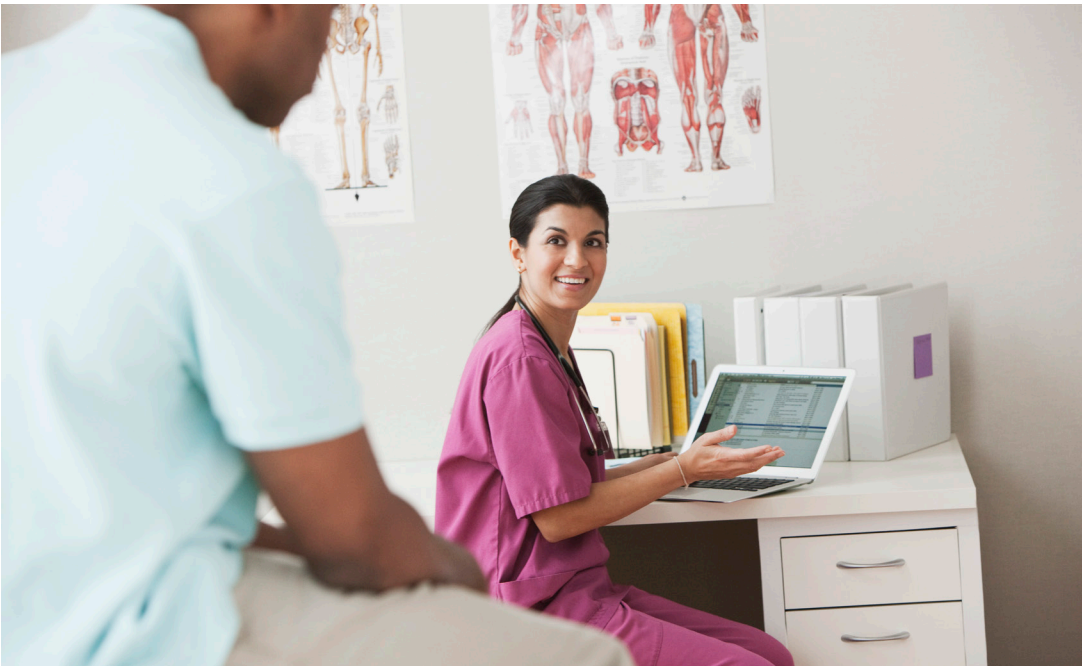
- **New Promotoras (community health workers) were trained** for PPHP's initiative in Westchester County; the first promotoras group comprised of college students. These Latina community health workers serve as resources on their campuses, as well as within their home communities.



In 2014, more than 33,000 patients received medical services from one of our eleven health care centers.

At PPHP, we provide a wide range of services including sexually transmitted infection (STI) testing and treatment, HIV testing, birth control, pregnancy testing, prenatal services, HPV vaccine, gynecological care, emergency contraception, cancer screening, medical and surgical abortions, and services for men. Our patients receive nonjudgmental, professional treatment from our highly-qualified staff.

In our continuing efforts to provide the best services to our patients, we began offering women long-acting reversible contraception (LARC), such as IUDs, following a surgical abortion, in October 2014. They are more effective than over-the-counter contraception, eliminates the need for an additional visit, and are preferred by patients. We also upgraded our electronic medical records system to improve patient records and visits to our health center. This year, our Call Center answered nearly 169,000 calls, 1,885 more calls than in 2013.





Our Education and Training Department conducted more than 1,700 programs for 42,000 participants in 2014.

PPHP's Education and Training Department offers outreach programs, community programs, smart-talk series, and evidence-based programs designed to promote accurate, unbiased information about issues related to human sexuality and reproductive health. Additionally, staff members are in the community with two *SmartWheels* mobile education and testing vans. Overall, staff provided HIV testing to 1,228 individuals, a 43% increase from the 860 tests provided in 2013. Education and Training staff also provided all of PPHP's internal training for new staff at all levels as well as new trainings that are offered or required for existing staff.

The Comprehensive Adolescent Pregnancy Prevention Program (CAPP) completed a youth-driven Center Tour video, *No Matter What Your Drama*, which demystifies obtaining services from PPHP. Additionally, staff continued working with 23 Promotoras who represent Latina students from SUNY Purchase, Monroe College, Westchester Community College, Mercy College, and Pace University. During 2014, the Promotoras more than doubled referrals to our Westchester health centers by referring 203 patients, 67 of which were new patients, and 137 of which had breast health exams.



PPHP has more than 49,000 activists in our network advocating for women's health and reproductive justice.

Our Public Affairs Department works on many fronts, from meeting with elected officials to discuss important legislation, to educating voters about issues impacting individuals' reproductive choices, to registering people to vote, to assisting student groups on college campuses.

In 2014, PPHP participated in Family Planning Advocates of New York State's Day of Action in Albany, celebrated the 41st Anniversary of *Roe v Wade* with events in Westchester and Suffolk Counties, and registered 600 voters prior to the mid-term elections in November.

While we were extremely disappointed with two Supreme Court rulings impacting women's reproductive rights—the Hobby Lobby decision and a Massachusetts case involving buffer zones at reproductive health centers—we appreciate those who raised their voices to be heard and share our commitment to reproductive justice for everyone.

More than 2,500 generous supporters contributed \$2.4 million to PPHP in 2014.

In 2014, PPHP received generous support from foundations, corporations, and individuals. We hosted several events to raise funds, build relationships, and educate the community about our work.

Through small gatherings and larger events, mail and email campaigns, grants, face-to-face meetings, and bequests, we are able to help women, men, and young people regardless of their ability to pay. The annual campaign was championed by our major donors, those giving \$1,000 or more. Additionally, the shoppers at our Thrift Store in Huntington, NY supported our services.

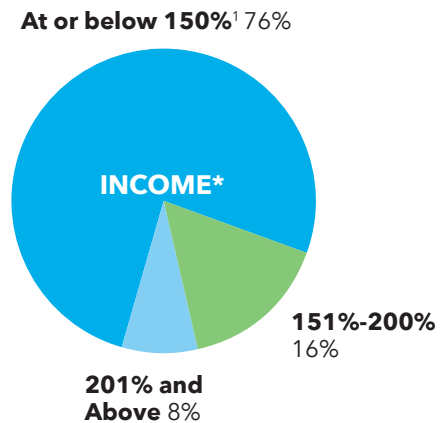
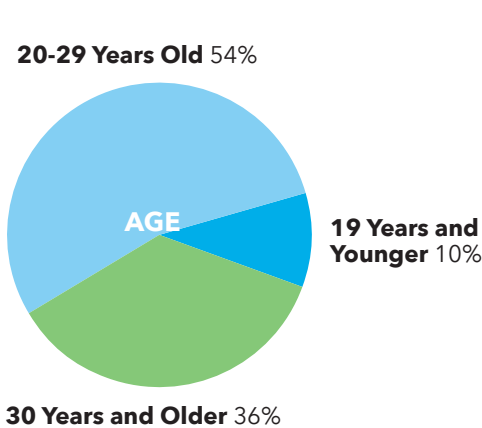
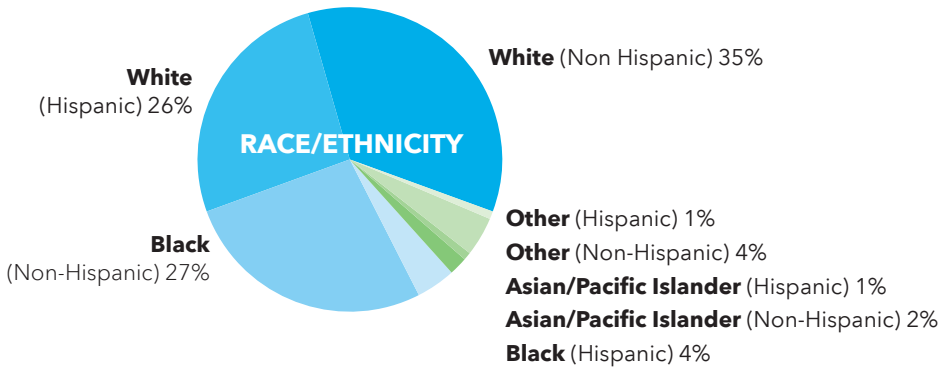
We also greatly appreciate those who gave of their time and volunteered this year: more than 150 people donated over 8,000 hours, on a committee, in a health center, at the thrift store, on a college campus, or in our administrative offices.



In 2014, 33,147 patients made 64,171 visits to our health centers.

Family Planning*	51,874
Abortions	7,599
Prenatal Care	3,248
Pregnancy Detection Exams	1,160
Cervical Cancer Procedures & Treatments	290

* Family Planning includes annual well woman exams, contraception, sexually transmitted infection testing and treatment, cancer screening tests, pregnancy tests, HIV testing and counseling, vaginal infection testing and treatment, menstrual cycle irregularities, and other reproductive health issues.



*as a percentage of the Federal Poverty Limit

¹ \$17,655 or less for a single person/\$36,375 or less for a family of four

PPHP Annual Report Financial Information for the year ending December 31, 2014

REVENUE	Amount	%
Government Grant Funding	\$ 4,861,552	25.2%
NYS Medicaid	4,197,672	21.8%
Medicaid Managed Care Insurance	3,048,340	15.8%
Donor Contributions	2,444,145	12.7%
Direct Patient Charges	1,952,173	10.1%
Commercial Insurance	1,410,643	7.3%
Other	61,383	0.3%
Total Operating Revenue	\$ 17,975,908	93.2%
Dividends and Interest	\$ 378,107	2.0%
Realized and Unrealized Gains	923,849	4.8%
Total Investment Revenue	\$ 1,301,956	6.8%
TOTAL REVENUE	\$ 19,277,864	100%

OPERATING EXPENSES

Patient Services	\$ 12,337,024	72.0%
Education, Training and Outreach	1,170,687	6.8%
Public Affairs	484,882	2.8%
Fundraising	849,269	5.0%
General & Administrative	2,094,628	12.2%
National Dues	203,380	1.2%
TOTAL EXPENSE	\$ 17,139,870	100%
2014 Surplus	\$ 2,137,994	
Operating Margin	6.8%	

BALANCE SHEET

Current Assets	
Cash	\$2,737,395
Investments	18,401,718
Net Receivables	1,898,654
Other Current Assets	745,392
Total Current Assets	\$23,783,159
Net Fixed Assets	\$5,032,253
TOTAL ASSETS	\$28,815,412

LIABILITIES AND FUND BALANCES

Current Liabilities	
Accounts Payable & Accrued Expenses	\$1,349,287
Other Liabilities	50,953
Total Current Liabilities	\$1,400,240
Fund Balance	
Opening Fund Balance: 1/1/14	\$25,277,178
Net 2014 Activity	2,137,994
Ending Fund Balance: 12/31/14	\$27,415,172
TOTAL LIABILITIES AND FUND BALANCES	\$28,815,412

Through our health centers and mobile education vans, we provide health care and education in Suffolk, Westchester, Rockland, and Putnam Counties.

ADMINISTRATIVE* HEADQUARTERS

4 Skyline Drive
Hawthorne, NY 10532
(914) 467-7300

Suffolk Regional Office

70 Maple Avenue
Smithtown, NY 11787
(631) 361-7526

SmartWheels

Mobile Education Van

Suffolk: (631) 240-1147
Westchester, Rockland, and
Putnam: (914) 220-1047

HEALTH CENTERS Suffolk County

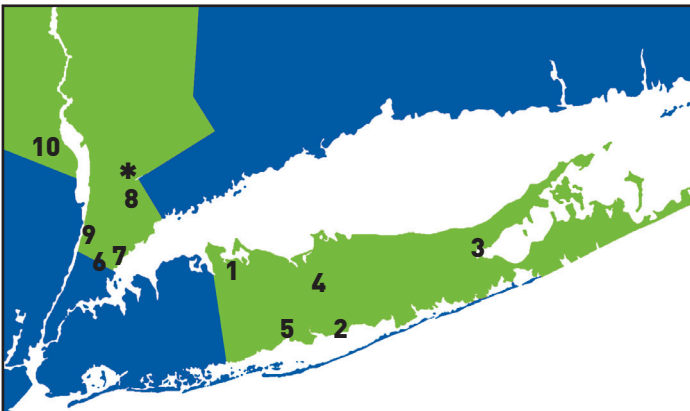
1. HUNTINGTON
755 New York Avenue
3rd Floor
(631) 427-7154
2. PATCHOGUE
450 Waverly Avenue
(631) 475-5705
3. RIVERHEAD
550 East Main Street
(631) 369-0230
4. SMITHTOWN
70 Maple Avenue
(631) 361-7526
5. WEST ISLIP
180 Sunrise Highway
(631) 893-0150

HEALTH CENTERS Westchester County

6. MOUNT VERNON
6 Gramatan Avenue
4th Floor
(914) 668-7927
7. NEW ROCHELLE
247-249 North Avenue
(914) 632-4442
8. WHITE PLAINS
175 Tarrytown Road
(914) 761-6566
9. YONKERS
20 South Broadway
11th Floor
(914) 965-1912

HEALTH CENTER Rockland County

10. SPRING VALLEY
25 Perlman Drive
2nd Floor
(845) 426-7577



Be sure to connect with us on social media.

PLANNED PARENTHOOD HUDSON PECONIC



facebook.com/PlannedParenthoodHudsonPeconic



@pphp



PPHPHealth

CAPP: COMPREHENSIVE ADOLESCENT PREGNANCY PREVENTION PROGRAM



facebook.com/NLPBsquad



@NLPBsquad



nlpb_squad

TIPS: TEEN INFORMATION AND PEER SERVICES



facebook.com/tipsters

AYLTCHA: ADVANCING YOUTH LEADERSHIP THROUGH COMMUNITY HEALTH AWARENESS



@TeamAYLTCHA

PLANNED PARENTHOOD HUDSON PECONIC ACTION FUND



facebook.com/PPHudsonPeconicActionFund



@pphpactivist



PPHPActivist



PPHPActivist

We believe that it is an absolute and fundamental right and responsibility of every individual to make her or his own reproductive health decisions.



**Planned Parenthood Hudson Peconic's mission
is to empower individuals to determine their own
sexual health and reproductive futures.**

www.pphp.org



Planned Parenthood Hudson Peconic