



## The Opportunity of Now is the Opportunity of Us.

There is so much work to be done. And we are ready for what the future brings. As innovators and leaders, we will build on the work that came before and tackle all the challenges and opportunities ahead.

Together we will:

- Transform our health centers
- Leverage technology for health care delivery and access
- Build a bold and aggressive public policy program
- Reinvent our education programs to engage youth
- Continue providing direct care to more than 40,000 people annually



## Her Body Matters.

### It Happens Every Day.

Each day brings more stories of lives saved – stories that make us more determined than ever to continue this work and make a difference in the lives of the people who come to us for care every day. Because, whether they need life-saving screenings for cancer or affordable birth control, family planning services or access to safe, legal abortion – each and every one of their lives matters.

### 50 Years Young.

It all started like so many great conversations do – around a kitchen table. A group of friends and concerned neighbors gathered to discuss the challenges women faced in getting affordable, safe birth control.

Today, PPNNE is the northern New England leader in providing sexual health information to anyone who asks, offering breast and cervical

**Providing expert care in a safe, non-judgmental environment is, and will always be, the core of our work.**

“I’ve visited two PPNNE locations and I just wanted to say that I’ve never had a negative experience. I really appreciate the positive and caring attitudes of the employees and environment. It makes me feel comfortable with examinations and being honest about my sexual health. I just want to thank Planned Parenthood for providing that comfort and safety for everyone.”

cancer screenings, STD screenings and treatment. Here, women and men have access to affordable birth control options. And so much more.


We have come a very long way over the course of 50 years and PPNNE is ready to take on the next 50 knowing that, with you by our side, we will be there for anyone who needs us. Because each and every one of them matters.



## She Matters.

Something just wasn’t right. She hadn’t felt well for weeks and she knew she had to get checked. But with no health insurance and her husband out of work, the couple had nowhere to turn. They found their way to Planned Parenthood where tests revealed cervical cancer. Treatment at a local hospital, covered by PPNNE, began immediately. Years later, a grateful husband let us know:

**“As far as we are concerned, Planned Parenthood saved my wife’s life.”**



Recently, a patient walked into our newly renovated health center in Portland, ME, looked around and said,

**“I deserve this.”**

## Her Health Matters.



## The Plan. Forward.

50TH ANNIVERSARY CAMPAIGN

Tomorrow Matters.



Serving Maine, New Hampshire and Vermont

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## The Plan. Forward.

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## What's Changed ... Besides Everything?

We are grateful to you – and all our supporters, leaders, trustees and staff – who have contributed to our 50 years of success. It is your work, boldness and leadership that have made our work possible.

It is certainly true that we've come a long way since 1965, but if there is one thing that the past has taught us – it is that you can never be complacent. As we enter our 50th year, we are not just making strides forward, we are defining a new vision for our work.

**The goal:** To ensure the next generation – and the next – are healthy, strong and empowered by providing expert sexual and reproductive health care, by being the strongest and loudest voice for women's health, and by removing the shame that our culture's contradictions around sex and sexuality imprint on us. We will change people's lives.

## Tomorrow Matters

Building on our founders' work 50 years ago, we have grown and evolved to the PPNNE you know today – an organization that now spans 3 states, 21 health centers, and has touched hundreds of thousands of lives.

With all the progress made, we still must defend our very existence from those who do not understand our work or the lives affected. But, we are more resolute than ever, determined to hold fast to our mission, to fight any battle and meet the growing demand for our services. Because, every single life we touch matters. The future matters.

### The Plan. Forward.

Today, our health centers throughout northern New England are being transformed and modernized, while we continue our aggressive public policy program; update our outreach, sexuality information and youth education services; and continue to offer direct care to the more than 40,000 people who come through our doors every year.

We are closing in on our ambitious 50th Anniversary Campaign goal of \$25 million. Your support has gotten us to where we are today, and you can help us get to where we need to go for tomorrow.

Inside these pages, you will read about the work being done, as well as our plans for the future. You'll see stories about some of the lives we have touched. This is what keeps us going, because each of these stories represents all of the women, men and teens who count on us to be there.

### You Matter.

Thank you for being a part of our community of supporters. With you by our side, we are poised for the future – with more determination and resolve than ever before.

There is no time to waste. Let's move forward.

Warmly,

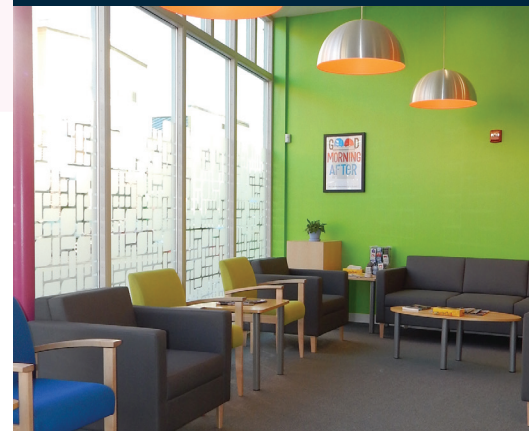


Meagan Gallagher  
President/CEO  
Planned Parenthood of Northern New England

# The Plan. Forward.

50TH ANNIVERSARY CAMPAIGN

1965  
50  
YEARS  
2015



We are on our way toward meeting the 50th Anniversary Campaign goal of \$25M. The Plan. Forward. will go a long way toward advancing Planned Parenthood of Northern New England as a visible and trusted provider of sexual and reproductive health services, and support critical work to benefit those we serve in our communities.

## With your support we will:

Be positioned to deliver our expert services with tools, technology and facilities that reflect the quality of care our patients deserve.

Continue our unwavering defense of reproductive rights and assume greater leadership in health care policy settings.

Provide our communities with reproductive and sexual education through information that is honest, factual and geared toward making our youth healthier, stronger and more empowered.

Build on 50 years of changing lives, saving lives and caring for every person who walks through our doors.

### Transform 21 PPNNE health centers \$7.6M

Redesign and, in some cases, relocate PPNNE health centers and 3 administrative offices across Maine, New Hampshire and Vermont.

### Expand technology for health care delivery and access \$1.7M

Implement Electronic Health Records (EHR) at 21 health centers.

Invest in a faster, more secure network that connects all PPNNE sites.

Develop and pilot telemedicine services (video visits) that can be replicated across our health center network to expand patient access.

### Build a bold and aggressive public policy program \$600K

In the face of continued attacks, and with the opportunity to be a leading voice in the health care arena, we must sustain a robust three-state public affairs program. We must be loud, proud and unapologetic as we engage and enlist activists, working with us to demonstrate the value of PPNNE as a critical preventive care provider within our region.

### Reinvent ways to engage youth \$370K

Conduct youth engagement and community education needs assessments.

Invest in program leadership and support staff.

Pilot peer-to-peer education programs across the region and support PPNNE's popular sex information YouTube channel – *A Naked Notion*.

(Our library of videos has been viewed millions of times and has thousands of subscribers.)

### Provide direct care to more than 40,000 people annually \$14.6M

We have incorporated support into our Campaign goal to offset any loss of funds throughout the year while we focus on special projects and campaign initiatives. These funds will ensure that essential reproductive and sexual health services provided by PPNNE continue.



## Tomorrow Matters

## Her Health Matters.

She was in agony. Extreme breast pain meant she needed breast cancer screening, but she could not get an appointment with an OB/GYN for over a month. A call to PPNNE resulted in expedited testing – the results, breast cancer. "I still have a long way to go. But I'm so grateful to Planned Parenthood for getting my testing done. They're now helping me with treatments and I know that I will survive thanks to them."