



Planned Parenthood®  
Mid-Hudson Valley

WE'RE HERE.™

Someone you know  
counts on  
Planned Parenthood

ANNUAL REPORT  
2011



**Planned Parenthood**<sup>®</sup>  
Mid-Hudson Valley

## HEALTH CENTER LOCATIONS

7 Coates Drive  
Goshen, NY

14 Prince Street\*  
Monticello, NY

21 Grand Street\*  
Kingston, NY

136 Lake Street\*  
Newburgh, NY

40 Grove Street\*  
Middletown, NY

17 Noxon Street  
Poughkeepsie, NY

1-800-230-PLAN

*\*indicates on-site Community Education offices*

## ADDITIONAL COMMUNITY EDUCATION OFFICES

395 Main Street  
Beacon, NY  
845-838-1200, ext. 103  
education@ppmhv.org

Family Partnership Center  
29 N. Hamilton Street  
Suite L13  
Poughkeepsie, NY

## DEVELOPMENT & MARKETING

395 Main Street  
Beacon, NY  
845-838-1200, ext. 112  
development@ppmhv.org

## PUBLIC AFFAIRS

395 Main Street  
845-838-1200, ext. 117  
publicaffairs@ppmhv.org

# WE'RE HERE.<sup>SM</sup>

## MESSAGE FROM THE CEO

Dear Friends,

The year 2011 presented us with some of the most vicious attacks on women's health that we have seen for decades. Can we actually believe that there are those who want to see women denied access to such basic health care as cancer screenings and birth control? Yet, the tone and the extreme nature of these attacks have resulted in some very positive outcomes right here in our communities.

Because of the national dialogue concerning Planned Parenthood, we have had many more requests to speak to new groups of people and help them better understand what services we provide in the mid-Hudson Valley, to whom and how those services would be impacted if Planned Parenthood were to be "de-funded." Many were surprised to find that 90% of our services consist of preventive care – annual exams, pap smears, clinical breast exams, birth control, HIV testing, and testing and treatment for sexually transmitted diseases. They were also surprised to learn that 80% of those we serve are at 150% of the Federal Poverty Level, that is \$34,575 for a family of four. And 6 out of 10 women who come to us state that we are the only source of health care they access in a year.

We serve some of the most vulnerable residents in the mid-Hudson Valley. But we cannot do it alone! We rely on you for support – whether through donations, patient escorting, phone banking, hosting an event or writing letters to the editor.

As we move forward, please continue to stand with us in bold support for women's health and reproductive justice. Let's ensure that the women and families here in the mid-Hudson Valley can continue to count on Planned Parenthood. Healthy families make healthy communities.

Most sincerely,

*Ruth-ellen Blodgett*

Ruth-Ellen Blodgett  
President and CEO





Planned Parenthood®  
Mid-Hudson Valley

WE'RE HERE.™

A photograph of two women embracing outdoors. The woman on the left has dark, curly hair and is wearing a green top. The woman on the right has long, wavy brown hair and is wearing a light-colored top and blue jeans. They are both smiling warmly at the camera. The background is a soft-focus outdoor setting with green trees and a path.

Someone you know  
understands that  
we'll be there  
for them

# FOR OUR PATIENTS

**At Planned Parenthood, we believe that health care is for everyone regardless of age, race, ethnicity, sexual orientation or income.**

That's why we offer services at low or no cost to our patients and never turn anyone away. We work hard every day to ensure we provide the best service and the best care for everyone who walks through our doors. And we know that prevention is the key to a healthy life. **In fact, more than 90% of our services are preventive.**

## Services

- Sexually transmitted infection (STI) testing, treatment and prevention
- Teen-sensitive care
- Male services
- Lesbian, gay, bi-sexual, transgender & questioning (LGBTQ) friendly
- Cancer screenings
- Contraception
- Bilingual Staff
- Family Planning Benefit Program
- Pregnancy testing and counseling



## 2011 BY THE NUMBERS

- 5,684 Pap smears to help prevent cervical cancer
- 6,380 Breast exams to screen for early signs of cancer
- 15,713 Doses of emergency contraception dispensed
- 19,659 Tests to screen for STIs and other infections
- 28,454 Total patient visits



**Healthy communities equal healthy families.** Planned Parenthood helps build healthy communities with medically-accurate information and innovative programming. Early education is key, but our programming reaches people of all ages and can be customized to meet particular needs. Through peer training, parent/child workshops, professional trainings and programs in schools and on college campuses we reach tens of thousands of community members each year.

## Community Programs

- Be Proud, Be Responsible
  - Knowledge Empowers You (KEY)
  - Parent/Professional Workshops
  - Safe or Sorry (SOS) Peer Program
  - Sexting Workshops
  - LGBTQ Circles
  - ¡Cuidate!
- Niñas Y Mujeres Enpoderandose  
(Girls and Women Empowering Themselves)



## 2011 BY THE NUMBERS

- 5,650 Students attended educational programs in schools
- 3,494 People attended educational programs at community based organizations
- 9,152 People reached through community events
- 2,684 College students received information and referrals
- 343 People tested for HIV off-site

FOR THE COMMUNITY

A group of young women are shown in a close embrace, smiling and laughing. They are wearing bright pink t-shirts. The woman in the foreground on the left is wearing glasses and has her hair in braids. The woman on the right is also smiling. The background is slightly blurred, showing more people in similar pink shirts. The overall mood is joyful and supportive.

Someone you know  
relies on  
your support



**Following the record-breaking number of restrictions on abortion rights and access across the nation in 2011**, the first half of 2012 saw more than any year prior with 39 new restrictions in access according to the Guttmacher Institute. Funding for family planning and sex education continues to be under attack both at the national and state level. However, people in New York and the mid-Hudson Valley continue to be outspoken leaders in women's reproductive and sexual health. On behalf of our patients we thank you! Here's how you did it:

**Political Activism** In January, many of you joined us in Albany to educate your legislators on the importance of the **Reproductive Health Act (RHA)**. Seven in ten New York voters support RHA, a bill that would guarantee that a woman can make her own personal, private health care decisions, especially when her health is endangered. Although this bill did not make it through, we will continue working to ensure that this common sense measure passes!

**Engaging the Community** Over the last year, many of you have joined the newly formed **Activist Councils**. Dutchess, Ulster, Sullivan, and Orange counties have organized groups of people within their communities who are interested in securing reproductive rights here in New York. By planning and attending house parties, participating in activist trainings, phone banking, traveling to Albany and writing letters to the editor of local papers, the individuals involved in the activist councils make sure that the women in New York State can continue to make the health care decisions that they need to for themselves and their families.

# FOR REPRODUCTIVE JUSTICE

We partnered with the Orange County Democratic Women and The YWCA Orange County to present *Miss Representation*, a documentary that explores how the media's misrepresentations of women have led to the underrepresentation of women in positions of power and influence.

Four lower New York State Planned Parenthoods collaborated with Planned Parenthood Federation of America to present *A Vital Service: African-American Stories of Reproductive Health Care*, followed by a panel presentation with actor Tamara Tunie from *Law and Order*.

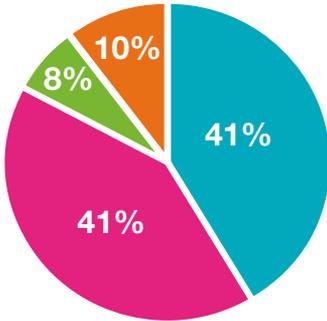
*The Next Generation* Planned Parenthood Mid-Hudson Valley works closely with the area's colleges, and this past year a VOX: Voices for Planned Parenthood chapter formed at Bard College. We partnered with the Feminist Collective at SUNY New Paltz and presented the documentary *Orgasm Inc* to over 80 participants followed by a discussion. In addition, more than 100 students on Vassar's campus attended a "Teach In" regarding "The War on Women" organized by the Feminist Alliance, Vassar Democrats and the Grassroots Alliance for Alternative Politics where our Director of Public Affairs was the guest speaker.

Contact us at [publicaffairs@ppmhv.org](mailto:publicaffairs@ppmhv.org) to find out more information about Planned Parenthood and the Activist Councils' fun upcoming events this year and how you can become involved!



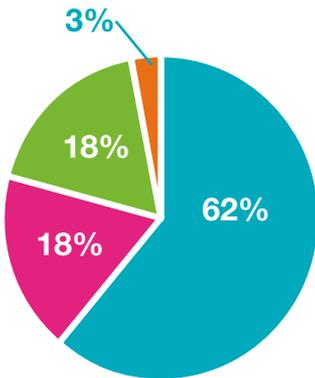


## PATIENT DEMOGRAPHICS



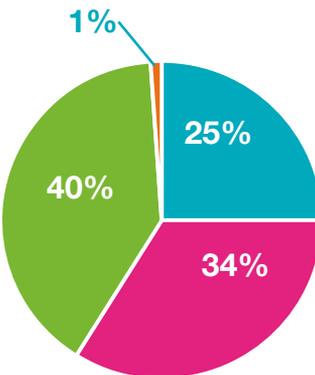
### Patients by age

- 18 - 24
- 25 - 39
- Under Age 18
- Over Age 40



### Patients by ethnicity

- White (non-Hispanic)
- Hispanic
- African-American (non-Hispanic)
- Asian, Native American, Other

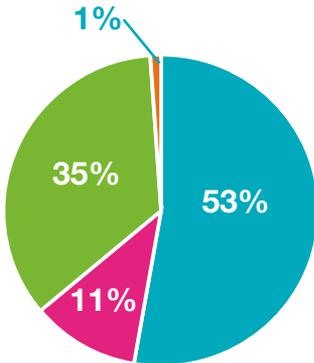


### Patients by insurance type

- Commercial Insurance
- Medicaid
- Uninsured
- Other

# STATISTICS & FINANCIALS

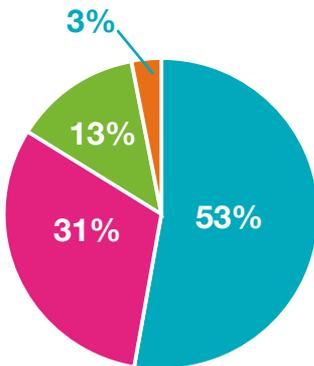
## FINANCIALS



### Revenue

Patient Fees	\$3,732,989
Contributions	\$ 785,933
Government Grants	\$2,461,313
Other	\$ 62,797

**Total Revenue \$7,043,032**



### Expenses

Patient Services	\$4,500,176
Management	\$2,656,184
Education	\$ 996,490
Fundraising	\$ 288,800

**Total Expenses \$8,441,650**

Nearly 80% of our patients come from households that are below 150% of the poverty level; that is \$34,575 for a family of four.





Someone you know

**STANDS  
WITH  
PLANNED  
PARENTHOOD®**

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Visit us at [www.ppmhv.org](http://www.ppmhv.org)

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