

SEX



HAPPENS

ENNS



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Annual Report 2011



*Nothing will
freak us out*



From the desk of Steve Trombley President and CEO



As I look back on 2011, I can say without question that it was the most intense year we've experienced as a movement since I became a part of Planned Parenthood 25 years ago. We faced unprecedented attacks by extremists in Congress who threatened to shut the Federal Government down over our funding. We watched a nation hang in the balance until the final hours of negotiations between Speaker of the House John Boehner and President Obama, and Boehner's one demand was to defund Planned Parenthood. Ultimately, the President stood with us and Boehner was forced to concede.

Then, we faced a defunding battle right here in Northern New England, when the New Hampshire Executive Council tested its powers and overturned the decisions of both the state legislature and the Department of Health and Human Services with a 3-2 vote against renewing the state's contract with Planned Parenthood. Planned Parenthood of Northern New England is the family-planning provider for 42% of all women in the state of New Hampshire eligible for subsidized services, and suddenly we were stripped of our ability to dispense low-cost birth control and antibiotics to uninsured patients.

It was an incredibly difficult time for our staff. Our patients were outraged and our supporters rallied, but the Executive Council turned a deaf ear to the public outcry against this decision. In September, access was finally restored to New Hampshire women when PPNNE contracted directly with the Federal Government. It's moments like these that, in the end, become our finest hour. We were able to continue to see the patients who we are committed to serving.

I believe that the work we do every day in our 20 health centers is the reason why we will continue to prevail no matter what, and that's why we're making significant investments in our capacity to serve our patients. In the pages that follow, you'll read not only about the battles we won, but also about the bold new vision we've launched to meet the needs of our patients and to adapt to the changing landscape of health care. Whether we're responding to a patient's questions about his or her sexual health, or fighting ideological attacks on our ability to provide essential health care, we are ready, and nothing will freak us out.

Thank you for standing with Planned Parenthood.

Sincerely,

Steve Trombley
President and CEO

HI! WELCOME TO PLANNED PARENTHOOD OF NORTHERN NEW ENGLAND.
WE ARE YOUR SEXUAL HEALTH EXPERTS.
NOTHING WILL FREAK US OUT.

Simple words. Audacious message.

“Hi! Welcome to Planned Parenthood of Northern New England. We are your sexual health experts. Nothing will freak us out.”

This is how we will welcome visitors to our 20 health centers across Maine, New Hampshire, and Vermont.

And with these words, we’re launching a bold new vision for Planned Parenthood of Northern New England.

We are responding to a changed landscape that includes the health care crisis, persistent assaults on our values and freedoms from the conservative movement, and—most important of all—a new generation of women and men, whose goals and concerns are dramatically different than those of previous generations.

Our nation needs a sexual health revolution. Yesterday.

When Margaret Sanger opened her Brooklyn health center in 1916, no one predicted its far-reaching economic and public health impact on our nation. Sanger initiated unimaginable social change—not with a marketing campaign, but by providing invaluable services essential to women. Services for which women were desperate, that would empower them and fundamentally change and improve their lives.

Today, we are the beneficiaries of Sanger’s initial vision. Contraception is no longer considered contraband. Family planning helped women gain new economic and personal independence throughout the 20th century. The sexual revolution of the 1960’s and 70’s brought new freedoms to both women and men.

Yet our nation continues to be conflicted about sex and sexuality. At PPNNE, we believe this ambivalence contributes significantly to the very outcomes we work against, such as sexually transmitted infections (STIs) and unplanned pregnancies. We believe America’s incoherent relationship to sex fuels the political battles we fight. Most important of all, we witness a deep disconnect between the sexual world of adolescents today and the majority of institutions and adults in their lives.

At PPNNE, we see the need and have the opportunity to become a revolutionary voice for sexual health across our region. As the preeminent provider of reproductive health services in Maine, New Hampshire, and Vermont, we believe this is the next urgent step in our mission.

Like Margaret Sanger in 1916, we believe that simply meeting the evolving needs of our patients can spark and spread a revolution. We believe the next wave of social change will be fueled not by issues of reproductive health alone, but by embracing sexual health for all.

To reach this goal, we will transform our health centers and reinvent the way we serve our patients. We will build a bold and aggressive public policy program to strengthen and wield our political power. We will leverage technology to pioneer efficient methods of health care delivery and reach new audiences. We will reinvent our educational programs, engaging youth by talking with them instead of talking at them.



*A bold,
new vision*



for PPNNE



It's time for a new approach

Why Now? What's Changed?

Unlike their parents, today's adolescents and young adults were born into a world in which significant aspects of sex are overt. In general, young people have had unprecedented exposure to sex and discuss the topic freely, if not with adults, then certainly among themselves. Meanwhile, the adult world remains largely silent about the sexual lives and challenges of young people.

Having grown up alongside the Internet, young people expect easy access and straightforward answers to their reproductive and sexual questions. They view their sexuality as positive and ordinary, not risky or as something to hide. Young women don't view their sexual health needs as "women's issues," or perceive discrimination in the same manner as their mothers and grandmothers. They often seek services along with their male partners. They care about issues such as choice or empowerment, but they take action in different ways. In many respects, today's young women have inherited the freedom and expectations that women of the 60's and 70's worked to create.

Social attitudes have shifted; we must engage young people where they are. Planned Parenthood has been a trusted health care provider for generations of young women and men. In order to ensure that we will meet the needs of our patients for generations to come, we will broaden our focus from reproduction to sexual health. Rather than trying to bring people to where we are, we will reach them where they are. Where once we operated in a paper world, we will thrive in a wireless world. We will engage our patients by talking with them, never at them. Instead of blending in, we will stand out.



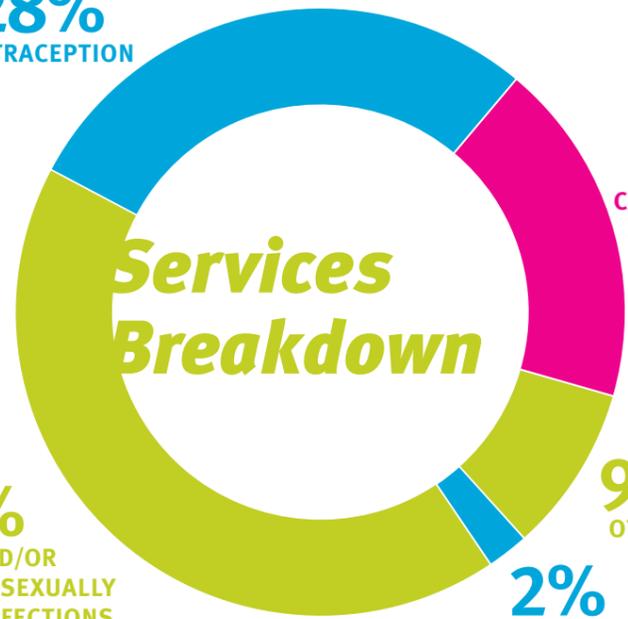
Sexual behaviors are complex, and sexual health eludes easy categories, but one thing is clear: the status quo isn't working. The time has come to pioneer an open and honest approach to sex in America.

- The U.S. continues to have among the highest teen pregnancy, birth and abortion rates in the developed world.
- Young people aged 13-24 made up about 17 percent of all those who received a diagnosis of HIV/AIDS in 2008. *[Guttmacher]*
- Teens in the United States and teens in Europe have similar levels of sexual activity. However, the latter are more likely to use contraceptives and to use effective contraceptive methods; they therefore have substantially lower pregnancy rates. *[Guttmacher Institute]*
- The Centers for Disease Control and Prevention recently analyzed data from Youth Risk Behavior Surveys and found that sexually active gay, lesbian, and bisexual adolescents are more apt to engage in risky behaviors, ranging from tobacco and alcohol use to suicidal behaviors and violence. The report highlights the need for greater support for those who experience stressors because of their sexual orientation.
- Although 15-24 year olds represent only one-quarter of the sexually active population, they account for nearly half (9.1 million) of the 18.9 million new cases of STIs each year. *[Guttmacher]*
- A 2002 study by the Kaiser Family Foundation showed that half of 15 to 17 year-olds never talked with their parents about sexual decision making, including 56 percent of those who were sexually active. The same study showed that more than half of sexually active teens had never talked to a doctor about sexual decision making either.
- Seven percent of young women aged 18-24 who had sex before age 20 report that their first sexual experience was involuntary. *[Guttmacher]* Among sexually active male teens and young men, nearly half (45 percent) say they've had sex with someone and regretted it afterwards. *[Seventeen Magazine + The National Campaign to Prevent Teen Pregnancy, 2009]*



28%
CONTRACEPTION

18%
CANCER SCREENING
AND PREVENTIVE
SERVICES

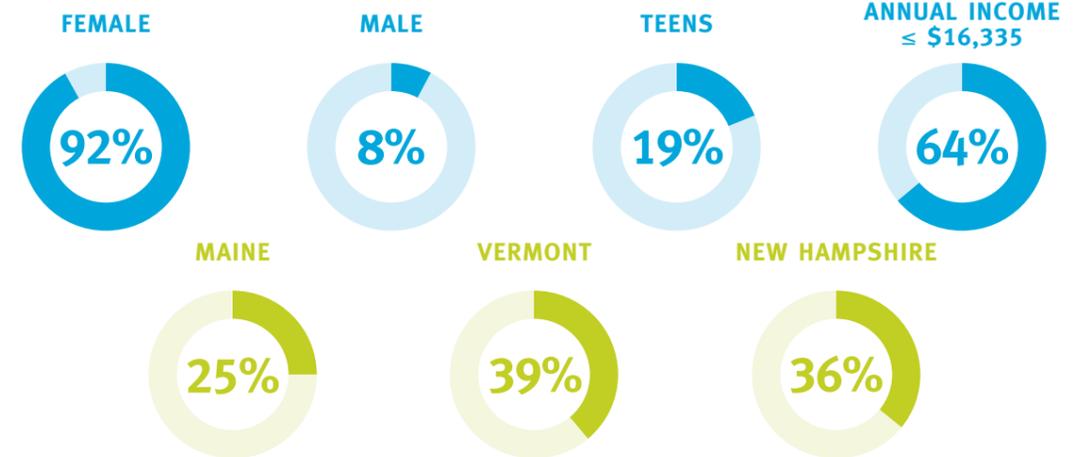


43%
TESTING AND/OR
TREATMENT FOR SEXUALLY
TRANSMITTED INFECTIONS

2%
ABORTION CARE

In 2011, PPNNE served 44,349 patients at 20 health centers across Maine, New Hampshire, and Vermont, totaling 65,653 visits.

Patient Demographics



Services & Accomplishments

Health Care Delivery

- In 2011, PPNNE transformed 2 flagship facilities in Burlington, VT and Portland, ME as well as 2 administrative offices and 1 medium-sized health center in Williston, VT
- We centralized our call center, ensuring maximum responsiveness to patients seeking our services
- We implemented region-wide technological infrastructure updates to connect all sites and pave the way for a new Electronic Practice Management system and Electronic Medical Records in 2012
- We laid the foundation for enhanced service delivery and expansion and hired a new Medical Director

Public Policy

- We faced New Hampshire defunding attacks head-on, securing public funding through a contract with the federal government for the provision of family planning services to thousands of patients in New Hampshire
- We defeated 5 anti-choice bills in Maine and worked with the Vermont legislature and governor to ensure reproductive health care and access to abortion were included in Vermont's single payer health bill
- Our activists organized and participated in 43 rallies in support of Planned Parenthood, playing a critical role in helping us to successfully beat back mounting attacks by extremist politicians

In 2011, PPNNE benefited from the support of 6,750 donors, representing a 27% increase over the prior year. In addition, we saw a 26% increase in the number of activists supporting us for a total of 24,871 individuals standing with PPNNE.

Financials

Revenue

	2011	2010
Net Patient Service Revenue	\$10,444,460	\$11,369,429
Contributions & Bequests	\$3,918,953	\$2,875,830
Federal, State & Local Grants	\$3,000,943	\$3,034,240
Investments	\$215,026	\$220,698
Other Income	\$1,271,037	\$218,604
Total Revenue Before Investment Gains/(Losses)	\$18,850,419	\$17,718,800

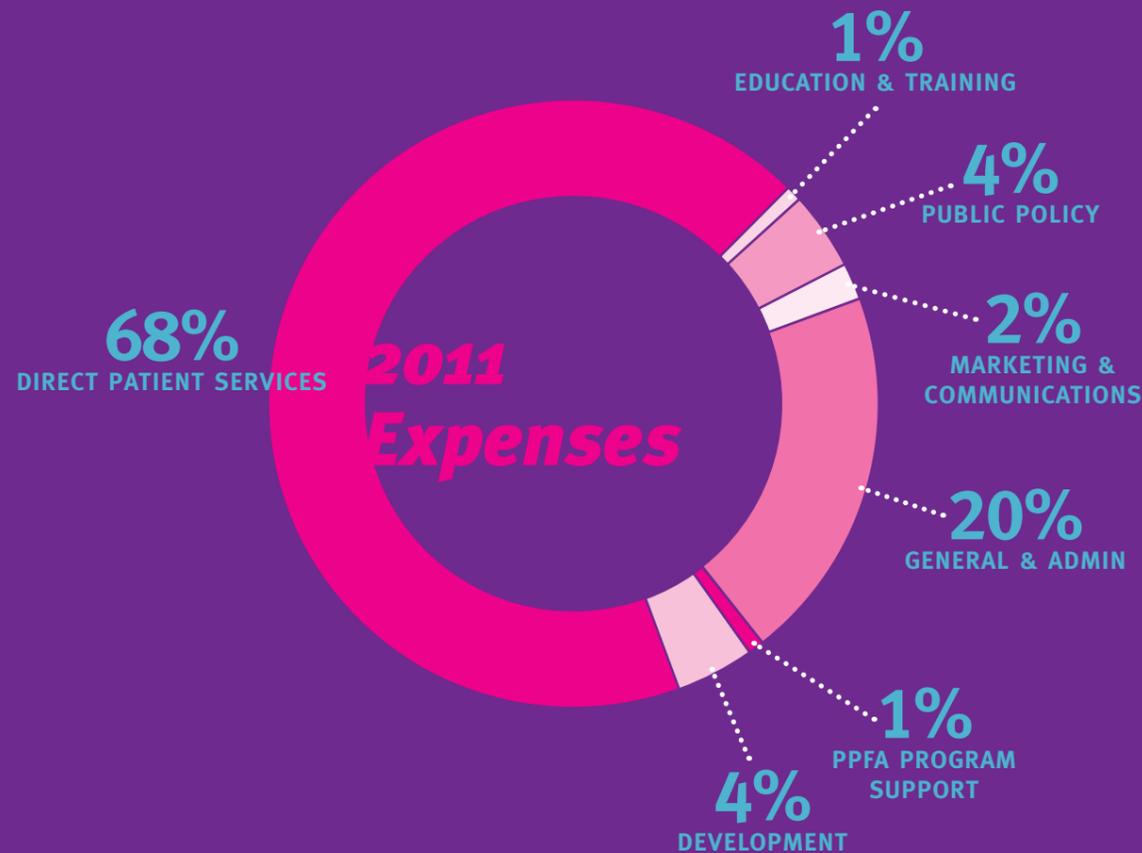
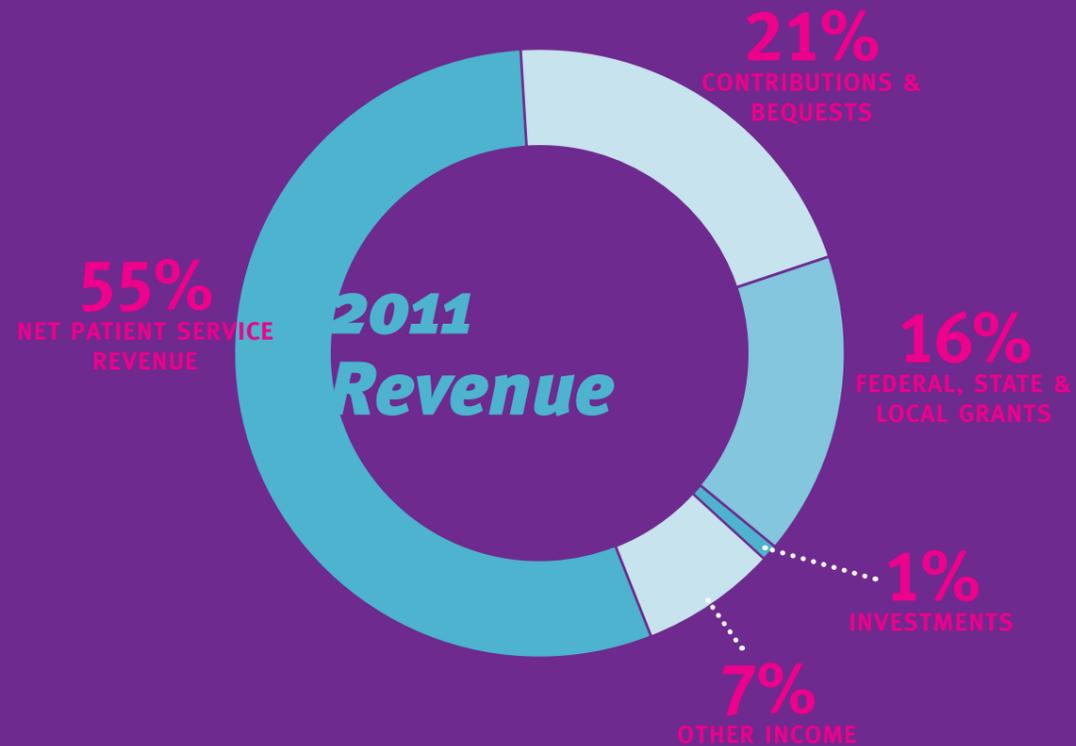
Expenses

	2011	2010
Direct Patient Services	\$12,743,450	\$12,970,075
Education & Training	\$154,205	\$299,876
Public Policy	\$718,472	\$678,099
Marketing & Communications	\$368,127	\$445,033
General & Admin	\$3,753,260	\$3,106,062
PPFA Program Support	\$223,642	\$249,843
Development	\$856,625	\$658,678
Total	\$18,817,781	\$18,407,666

Net Income Before Investment Gains/(Losses)	\$32,639	\$(688,866)
Investment Gains/(Losses)	\$(505,306)	\$625,777
Net Income After Realized/Unrealized Gains/(Losses)	\$(472,667)	\$(63,089)

Assets	\$13,924,239	\$12,717,698
Liabilities	\$4,419,191	\$2,739,988
Total Net Assets	\$9,505,048	\$9,977,710

In spite of unprecedented attacks on our funding, PPNNE provided \$10,030,990 in free or discounted care in 2011.



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Our mission: to provide, promote, and protect access to reproductive health care and sexuality education so that all people can make voluntary choices about their reproductive and sexual health

Health Care, Education & Advocacy Across Northern New England

○ PPNNE Health Center

● Central Administration

○ Administration/External Affairs

