

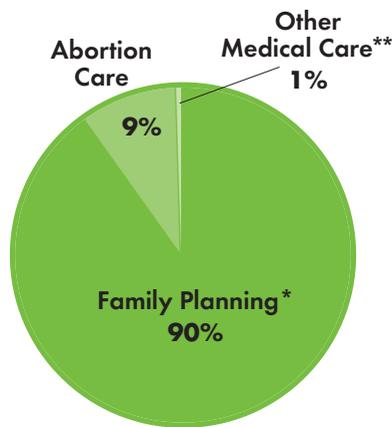


P l a n n e d P a r e n t h o o d M o h a w k H u d s o n

2012 Annual Report

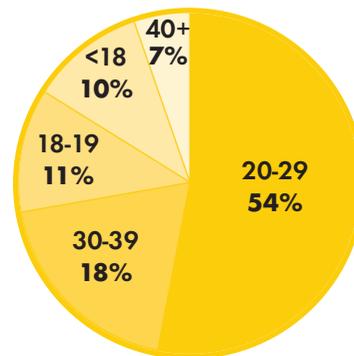
Our mission is to provide quality health care, to educate individuals to make informed sexual and reproductive decisions, and to advocate for reproductive rights.

Patient Profile by Visit



91% of patient visits are prevention & treatment

Patient Profile by Age



90% of patients are adults 18 and older

* annual exams, birth control, breast & cervical cancer screening, HIV tests, pregnancy tests, sexually transmitted infections tests/treatment

**gynecological care for women who are no longer fertile due to hysterectomy, menopause, other causes and prenatal services. (PPMH suspended prenatal care in April 2012)

Leadership Message

Care. No Matter What.

Our new logo and tagline are more than a “branding strategy.” For us, it is simply our solemn promise to be *the* place for women and men to go when seeking sexuality education and medical services.

PPMH is a blend of complementary core values that at first blush might seem contradictory. Our patients know they can trust us to serve them without judgment and handle their private, personal matters with the greatest care. They also have come to expect that if any of their services or choices are threatened, our “no matter what” gear kicks in and we prepare for battle on their behalf.

For nearly 100 years, those dual energies, kept in balance, have made us the nation’s most trusted women’s health care provider. Locally, for 78 years PPMH thrived as a mission driven, caring organization that fought with bare knuckles when challenged by ideological, political or business conditions. Any doubters need only ask the Komen Foundation how 2012 went for them; or read last year’s *Daily Gazette* and *Times Union* articles about how we overcame threats to our sex education efforts in the Shenendehowa School District.

2012 was a year of strategic thinking and planning as PPMH laid the groundwork for sustainable growth in the tumultuous health care arena. The promise of the Affordable Care Act and the restructuring of the health care system in the United States form the backdrop for a challenging future that we intend to meet with the same tenacity that we summon for any fight. We are committed to examine everything — the range of our services; the location of our medical centers; our productivity standards — to guarantee that PPMH’s patients will continue to receive the high quality reproductive health services they rely on.

In 2013 PPMH’s co-CEOs are retiring after many years of service. Our new CEO and COO will move us forward in continuing to fulfill our mission and our promise to the women, men, and teens of our communities in this time of healthcare reform.

Planned Parenthood Mohawk Hudson.
Care. No Matter What.

Paul Drisgula
Co-President/CEO

Margaret Roberts
Co-President/CEO

Roberta Steiner
Board Chair



PPMH 2012 Board of Directors

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Rabbi Matthew Cutler
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Laurel Saville
George Shaw
Mary Simonson
Connie Spohn
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Hannah Stevens, *Secretary*
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Joanna Zangrando

20,899

Number of
family planning
patients served

Health Services

Providing Care

- PPMH relocated the Cobleskill center to a newly updated medical building at 106 Legion Drive, resulting in a 21 percent increase in family planning patient visits.
- More than 4,400 patients registered for PPMH's new secure, online Patient Portal in 2012, giving them convenient 24/7 access to request appointments and prescription refills, get lab results, make payments, and send/receive confidential messages with staff.
- Last year PPMH added new birth control options for patients. Intrauterine devices (IUDs) ParaGard® and Mirena® and the implantable hormonal contraceptive Nexplanon® offer women effective, discreet, convenient pregnancy prevention for three or more years.
- Our 2012 video and social media marketing campaign *Sex? Test. STDs happen.* successfully encouraged young adults to get tested for sexually transmitted diseases at PPMH health centers. New male patients increased 47 percent and new female patients increased 14 percent.



Advocacy



Protecting Rights

- Access to reproductive rights was a hot topic during the 2012 elections. PPMH successfully utilized Facebook and other social media to share the latest political information. Activists learned about local, state and national candidates who support — or don't support — Planned Parenthood's vital mission.
- Like us on Facebook <https://www.facebook.com/ppmhaction>. It's easy to stay up-to-date on issues important to you — health, sex education, reproductive rights, and equality.
- College students signed petitions, attended rallies, and wrote elected officials thanks to PPMH advocacy efforts which educated and engaged young people on reproductive rights issues.
- Campus events during National Condom month and Get Yourself Tested month promoted PPMH's confidential health services. Women's History month activities taught students how to advocate for their rights.



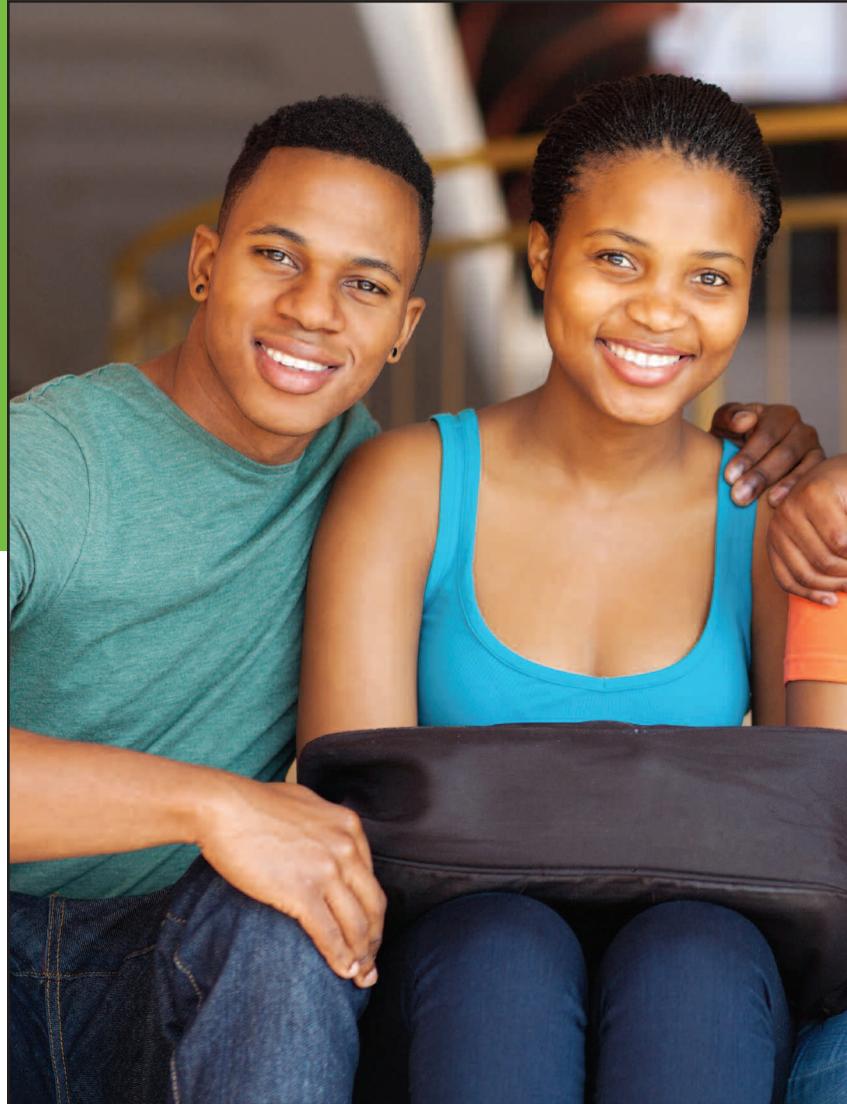
Dylan Colbert

"I trust Planned Parenthood completely. They've been absolutely wonderful every time I've been there."

— Dylan Colbert

24,424

Number of
people reached
through programs



Education

Changing Lives

- In addition to the 45 school districts we provide sex education programs for, last year PPMH educators were invited to 11 new locations — including a local YMCA, county jail, and community parenting group.
- PPMH educators were welcomed back into Shenendehowa schools to partner with teachers in providing the comprehensive sex education that parents say they want, students say they need, and science says works.
- In 2012, PPMH educators developed sex education curriculum that meets the specialized needs of developmentally/intellectually disabled adults in the communities we serve.
- Our education and medical staff collaborated on a project to ensure that patient forms use welcoming, unbiased language which encourages open, honest provider-patient dialogue about sexuality and demonstrates that PPMH is a safe place where lesbian, gay, bisexual and transgender (LGBT) individuals are respected.

Development



Supporting Choice

- Last year, 86 private foundations, corporations and community organizations gave PPMH grants/awards totaling nearly \$250,000. We upgraded medical equipment, expanded teen peer education, enhanced building security and provided essential sexual assault prevention materials.
- The Henry M. Butzel Family Foundation generously donated \$222,000 in Annual Fund Challenge gifts over the last 15 years. These unrestricted funds help support medical services, sex education, and advocacy efforts.
- Our Board of Directors raised more than \$23,000 to purchase a state-of-the-art ultrasound machine for the Schenectady health center.
- Last year generous supporters donated \$17,000 to the Carol Valentine Patient Assistance Fund. This fund has helped hundreds of patients since 2007.



Mary Vicks

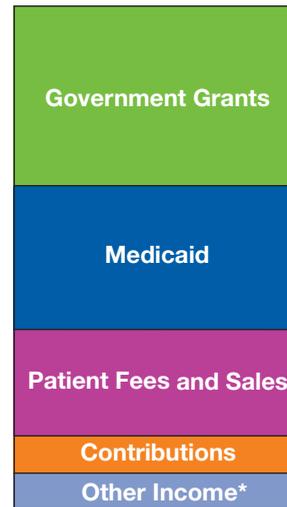
“I’m a strong believer in Planned Parenthood because they provide safe, affordable access to reproductive health care in our community.”

— Mary Vicks

2012 Financial Report

Revenue

Government Grants 37.8%	\$5,004,756
Medicaid 29.2%	\$3,866,001
Patient Fees and Sales 23%	\$3,040,442
Contributions 5.1%	\$671,634
Other Income* 4.9%	\$653,703
Total Revenue	<u>\$13,236,536</u>



Expenses

Client Services 80.4%	\$10,170,407
Education Services 6.6%	\$839,507
Management & General 11.6%	\$1,462,026
Fundraising 1.4%	\$183,478
Total Expenses	<u>\$12,655,418</u>
Excess (Deficiency) of Revenue Over Expenses	\$581,118
Non-Operating Gain/Loss**	\$15,165
Change in Net Assets	<u>\$596,283</u>



2012 Financial Statements as prepared by Planned Parenthood Mohawk Hudson (PPMH) auditors, Bonadio & Co., LLP are available. This Financial Report reflects the activities of PPMH for the entire year of 2012. Due to auditing standards, neither income nor related expenses representing volunteer services valued at \$468,040 are included in this report.

* Includes Investment Gains or Losses.

** Non-Operating Gain/(Loss) related to a derivative financial instrument or interest rate swap agreement.

Health Centers

Amsterdam
518.842.0285

Oneida
315.363.3950

Clifton Park
518.383.1783

Rome
315.337.8584

Cobleskill
518.234.3325

Saratoga
518.584.0041

Glens Falls
518.792.0994

Schenectady
518.374.5353

Johnstown
518.736.1911

Utica
315.724.6146

PPMH Administrative Offices

1040 State Street
Schenectady, NY 12307
518.374.5353

1424 Genesee Street
Utica, NY 13502
315.724.6146



Carri LaCroix Pan and Cristine Cioffi



Susan Bacot-Davis



Planned Parenthood Mohawk Hudson

planonit.org
plannedparenthood.org/ppmh



Planned Parenthood Mohawk Hudson

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