



 **Planned Parenthood of New York City**

2015 annual report

Planned Parenthood of New York City

26 Bleecker Street

New York, New York 10012-2413

212-274-7200



www.ppnyc.org



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Opening new doors

In 2015, Planned Parenthood of New York City opened the door of our newest health center in Queens, welcoming clients from one of the most diverse areas of the city. We realized our longtime dream of carrying out our threefold mission of health care, education, and advocacy in every borough. The doors of our health centers in Manhattan, Brooklyn, the Bronx, Staten Island, and Queens are open to all, regardless of age, gender, immigration status, or ability to pay. We offer care, no matter what.

What follows are highlights from a year full of exciting successes and some challenges, too.

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From the President/CEO and Board Chair

*Diane Max (l), Board Chair and
Joan Malin (r), President and CEO*

2015 brought us the greatest challenges we've ever experienced, and also made us the strongest we've ever been.

In 2015, we opened the doors of our bright and welcoming Diane L. Max Health Center in Queens. We're now providing expert care and education in all five boroughs, making us even more a part of the fabric of New York City.

When our opponents unleashed fraudulent video attacks on Planned Parenthood and legislators tried to defund us, we continued to do what we do best - offer compassionate care, education, and advocacy. The attacks were hard on our staff, but they helped us to bond closer and renew our commitment to making sexual and reproductive health care accessible for all.

We couldn't have done this without everyone who came forward in solidarity. Our patient Diana Danieli stood up at a rally and shared her abortion story with 500 supporters. City and state officials voiced their confidence in us. Our partners made it clear that attacks on Planned Parenthood are attacks on their communities. And our donors made sure we were able to continue meeting the needs of all New Yorkers, no matter what. With your support, our doors stayed open to all and made it clear that we aren't going anywhere.

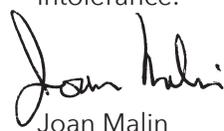
We're proud that PPNYC stands with all communities to fight discrimination and injustice. We stand with them through the services we offer and by working to ensure that young people, immigrants, transgender and gender-nonconforming communities - and every single



New Yorker - have the resources they need for the future they want.

2016 brings a change in our leadership with Diane L. Max stepping down as Board Chair. Our Board and supporters have empowered Diane with their energy and dedication during her seven years as Chair and PPNYC has accomplished so much during that time. This will be a seamless transition as Katie Danziger, a Board member who has been involved with PPNYC for decades, becomes our new Chair.

Thank you for standing with us in 2015 - and every year. One thing is certain: collectively, when we band together, listen to each other, and support each other, we are so much stronger than fear and intolerance.


Joan Malin

President and CEO


Diane L. Max

Board Chair



We expanded care.

At our five health centers, PPNYC provided services to more than 53,000 patients in 2015, a 6% increase over 2014. The increase is the result of our opening the Diane L. Max Health Center in Long Island City. This state-of-the-art center provides a full range of sexual and reproductive health services, as well as educational programs, to a highly diverse client population that comes from more than 100 countries.

At our five health centers:

- 57,230** sexual and reproductive check-ups
- 32%** increase in insertion of long-acting reversible contraceptives
- 8,562** Pap tests for cervical cancer
- 94,510** tests for sexually transmitted infections
- 707** HPV vaccines
- 6,642** pregnancy tests
- 17,934** abortions
- 90%** of abortions were in the first trimester

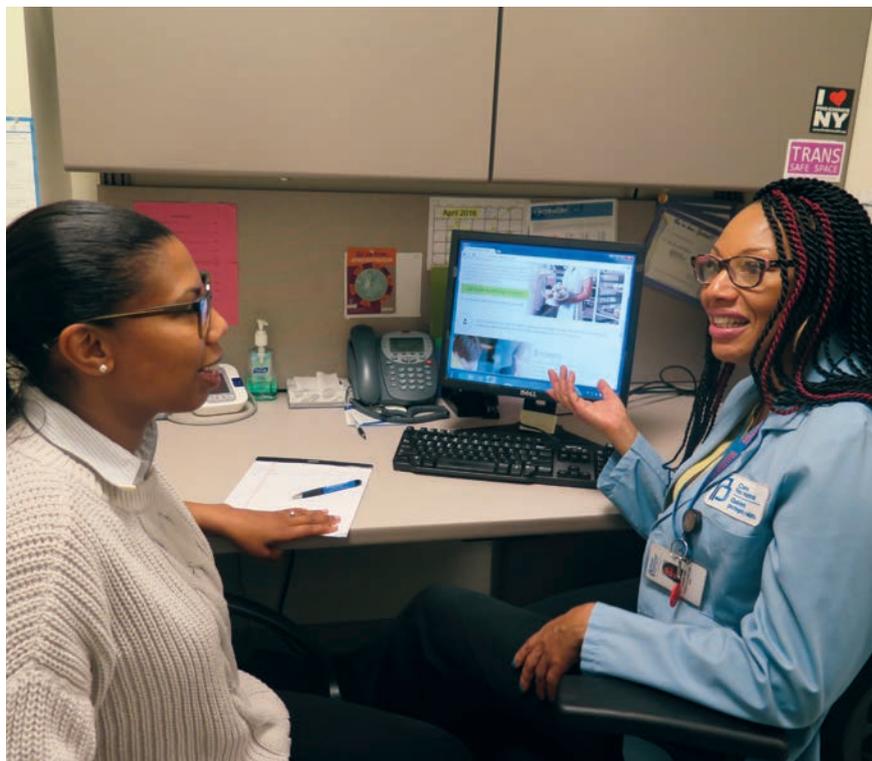
“I needed to get my annual exam and renew my birth control Rx. I came to PP because it’s affordable health care for someone who can’t afford insurance. Also, these new facilities are wonderful! Happy to have a provider close to home in Long Island City.”

–Zenobia

We helped New Yorkers get health insurance.

When it comes to navigating the rough waters of insurance plans, PPNYC leads the way. Every patient who comes to us can see a Financial Counselor who can help that person enroll in a public insurance program like Medicaid or a private insurance plan under the Affordable Care Act. We also have sliding-scale fees, which range from no fee to reduced fees depending on income. We always find a way to take care of patients' needs!

And we shared our experience with insurance beyond our own doors, by training more than 80 family planning providers, city government agencies, and other organizations so that they, too, could enroll their clients in public health insurance.



“Every time I come here I leave feeling safer and taken care of. My family lives on the other side of the country, but with the staff here I did not feel alone. They care like family would. I am so thankful for Planned Parenthood and the positive impact they make in real people’s lives.”

—Cassie

6,853

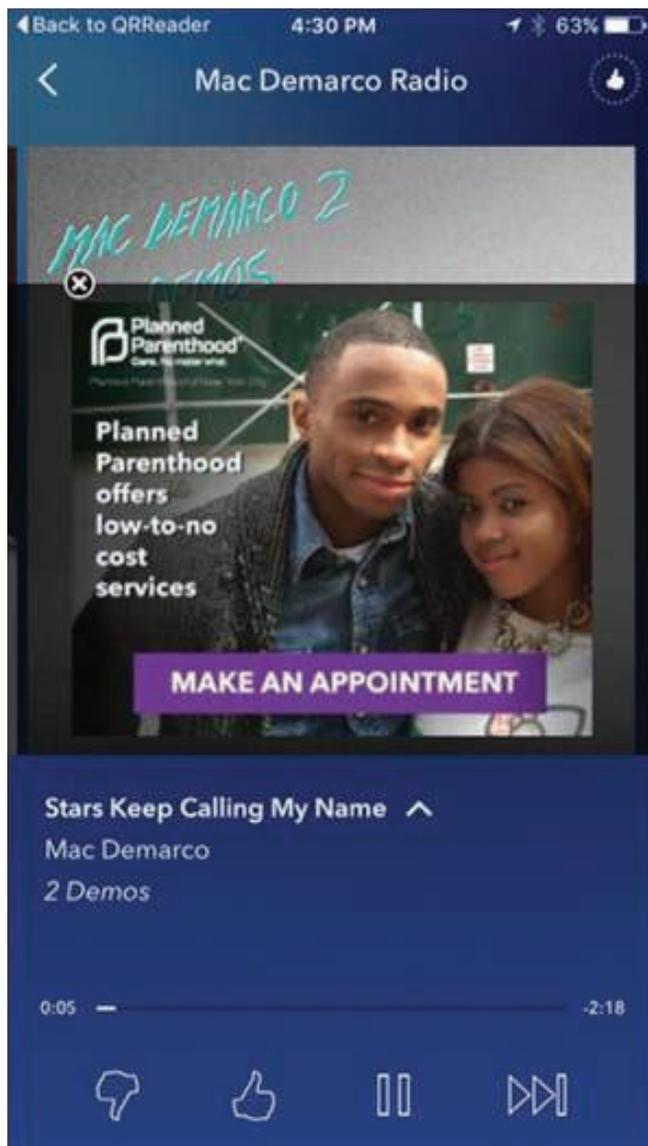
patients enrolled in health insurance
with PPNYC’s help

47

free workshops on “Public Insurance
and Reproductive Health Care”

We connected with teens through their favorite media.

Always eager to connect with teens “where they are,” PPNYC was thrilled to launch its first Pandora ads. Pandora is the most popular platform for Internet radio, attracting 74% of listeners. One ad featured our teenage peer educators, the Teen Advocates, and promoted our services to teens. The Teen Advocates wrote the script and starred in the Pandora ad and the ad’s website landing page. The Pandora ad featuring the Teen Advocates was a big success, reaching 609,824 teens and generating 10,145 clicks to our landing page.





We helped to win legislative victories.

We successfully lobbied for the enactment of several statewide bills that will make a real difference: laws to allow pregnancy as a qualifying life event in the health insurance marketplace, prevent and respond to sexual assault on campus, improve workplace protections for nail salon workers, strengthen the state's breastfeeding bill of rights, and stop the shackling of pregnant individuals who are incarcerated.

As a member of the Women's Equality Coalition, PPNYC campaigned for passage of a slate of laws to curtail discrimination and violence against women, and we were pleased when Governor Andrew Cuomo signed eight of those measures into law. But we were disappointed that a reproductive health

measure was not included, and we will continue pressing for this advance in women's equality to be a steppingstone to future legislation to protect reproductive health.

As Co-Chair of the Sex Education Alliance of New York City, we secured a City Council hearing about sex ed in the public schools. We brought eye-catching infographic signs and six speakers from PPNYC's Education Department, Activist Council, and Board to a press conference on the steps of City Hall and then to the hearing itself, which was attended by 40 ally organizations. The hearing spurred the City Council to pass three bills requiring the Department of Education to improve its tracking and evaluation of sex education and school-based health care.

We trained clinicians to provide reproductive health care.



PPNYC's Clinical Training and Research Initiative (CTRI) addresses the regional and nationwide shortage of clinicians who have both the skills and the commitment to provide a full range of reproductive health services. CTRI trains medical residents and fellows, nurse practitioner students, physician assistant students, nursing students, and established physicians in contraceptive options counseling, IUD and implant placement, diagnosis and treatment of sexually transmitted infections, ultrasonography, and provision of medication and surgical abortion.

50

clinicians honed their skills in sexual and reproductive care at PPNYC

“Training and working at Planned Parenthood has given me the opportunity to sharpen my skills and grow as a provider all while working with an amazing team of intelligent, caring, and supportive people.”

—Teresa

We conducted research that advances health care.



We were proud to publish our evaluation of Project Street Beat's "Healing Our Women" intervention for transgender women in the journal *AIDS Education and Prevention*. Project Street Beat is PPNYC's program that offers services to people living with HIV or at risk for HIV infection. The 11-week "Healing Our Women" intervention was created at the University of California at Los Angeles to address the role of sexual trauma in HIV risk and preventive behaviors among women of color. After successfully conducting this intervention for six years, Project Street Beat adapted it for transgender women in collaboration with Community Kinship Life, a South Bronx organization serving transgender individuals. Our evaluation found a high level of satisfaction with the program, with some participants saying that it changed their thinking about sexual risk or substance use. We measured significantly lower levels of depression and higher levels of coping abilities after the intervention compared to before it. These are promising results for a one-of-a-kind program with the potential to help a group that is disproportionately at risk for both sexual violence and HIV.

"I am in such a better place. As a trans Latina, I feel like the healing from this program has helped me to realize that I'm ready to move forward."

—Denise



We engaged and trained the next generation of leaders.

Planned Parenthood of New York City's Generation Action network connects students from campuses throughout the city so they can work together to create change on reproductive health, rights, and justice issues. PPNYC trains members of Generation Action and provides them with resources for school-specific campaigns – from speakers to assistance with events to tabling materials. PPNYC links members to citywide and statewide campaigns. We are building skills and power on New York City's college campuses, including New York University, Brooklyn College, Pace University, Baruch College, Columbia University, and Fordham University.

“I think that the Planned Parenthood Generation Action trainings really help to demystify the work of activism for people. Anyone can be an activist – it’s not like some people are born knowing how to organize and some aren’t – but there’s a lot of skill building and connecting with others that goes into that. The trainings are really good for identifying winnable goals on your own campus and finding the tools and people available to you to help make them happen.”

—Eshani

We rejoiced in 10 years of Activist Council achievements.

The Activist Council is a highly dedicated corps of frontline activists who carry forward the movement for reproductive health, rights, and justice. Activist Council members work to further PPNYC's mission, advance legislative priorities, and uphold a reproductive justice framework in their community organizing, event planning, and partnerships. We held a joyous celebration to mark the 10th anniversary of the Activist Council and introduced a new logo and video about their work, which can be viewed at www.bit.ly/Activist_Council_video.

“When I realize how nonchalantly I can now hand out safer sex kits to complete strangers on the street, how I have rallied outside the U.S. Supreme Court twice, met with elected officials, and assisted in the planning and outreach for four Summer, Sex & Spirits benefits, I truly appreciate the opportunities I have been given by the Activist Council. Here’s to 10 more years!”

—Rachel



We expanded the expertise of our community partners.

Our Queens Healthy Sexuality Capacity Building Program has been working for several years with four community partners so they can address sexual and reproductive health issues with their clients. We led trainings for the staff of the Queens Library, South Asian Youth Action, Sunnyside Community Services, and Queens Community House. An evaluation showed how valuable the program was for our partners. The results indicated significant increases

over 15 months in positive attitudes about providing sexual and reproductive health information and referrals to clients; staff preparedness and knowledge about PPNYC services and sexual and reproductive health generally; and conversations with clients about these topics. Our partners reinforced our findings with their enthusiasm: Queens Library staff declared PPNYC's trainings to be their most popular in-service learning opportunities!

“Thank you for an amazing series of workshops. They have been incredibly informative. You were able to keep us motivated and engaged. I was impressed not only with the content of the workshops, but also with the teaching techniques. What’s your secret?”

—Kunal





We organized for solidarity with Planned Parenthood.

PPNYC played a central role in a concerted national effort to fight back against the onslaught of attacks that Planned Parenthood faced in 2015 at the hands of anti-abortion extremists and legislators. They tried to damage our reputation with fraudulent videos and to defund the vital work we do. We countered by soliciting and obtaining an outpouring of public support for our organization. Fifteen elected officials, from the state's lieutenant governor to the New York City mayor, made videos for our YouTube channel expressing their appreciation for PPNYC. A "PinkOutNYC" rally in Foley Square drew more than 500 ardent supporters. In the wake of a terrible shooting at Planned Parenthood of the Rocky Mountains, we hosted a "National Day of Solidarity" calling for an end to the inflammatory rhetoric that fueled attacks not only against abortion providers, but also against the black community, immigrants, refugees, and transgender individuals.

"I stand with Planned Parenthood and the 76,000 New Yorkers who turn to it each year for vital sexual and reproductive health services, education, and training. Planned Parenthood started right here in New York City nearly a hundred years ago, then as now providing care to all people who walk through their doors, regardless of age, income, or immigration status. If New Yorkers have anything to do with it - and we do - Planned Parenthood will continue to connect New Yorkers to care for another hundred years, turning no one away."

—Bill de Blasio, Mayor of New York City

Where we're headed.

Having served New Yorkers for 100 years, we try to always have our eyes open to the context of our clients' lives. We know that for many of them, PPNYC is their only source of health care. We are committed to working within a reproductive justice framework, not only providing health care but also knocking down barriers to accessing care - barriers related to income, age, language, culture, documentation status, sexual orientation, and gender identity, as well as legislative barriers. Ours is a vital voice in the city and state, as both leader and ally, to ensure that essential services are available.

We're expanding our health services in 2016 to meet new community needs. PPNYC's health centers and our Project Street Beat program will be providing PrEP, the daily medication that can lower the risk of HIV transmission. Project Street Beat is mounting a

public education campaign to raise awareness of PrEP among African-American and Latina women in the Bronx, with community events, social marketing materials, giveaways, and bus shelter ads. PPNYC also conducted a survey of the transgender community to find out how we could better serve them. Based on the results, we took steps to make all aspects of our mission more trans-inclusive and we will be providing hormone therapy, which should help reduce the long wait for appointments for it in New York City. And, because we want to give our patients as many birth control options as possible, we are starting to offer vasectomies.

One of our top priorities is to align ourselves with future generations by responding to their needs and mindsets, whether that means offering mobile health care in the palm of the hand or connecting with them

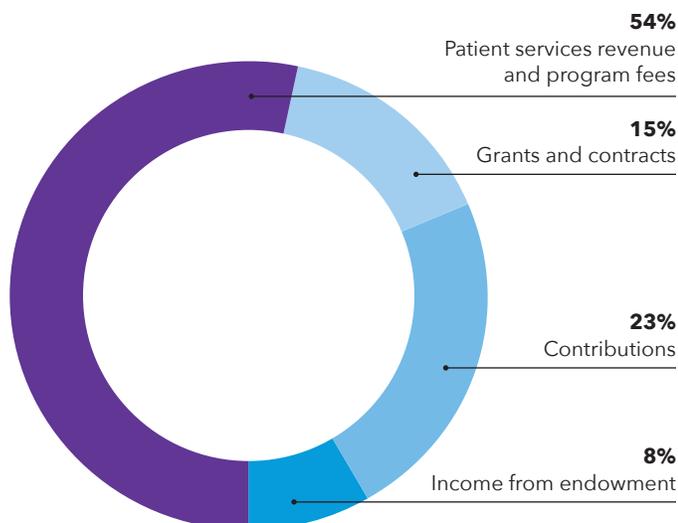
on the latest social media platform to generate a buzz. We embrace technologies that can advance our goals.

As Planned Parenthood celebrates our centennial, we want to share exciting visions of our next 100 years and hear your ideas. We'll be inviting you, our deeply valued supporters, to join the conversation. Stay tuned!

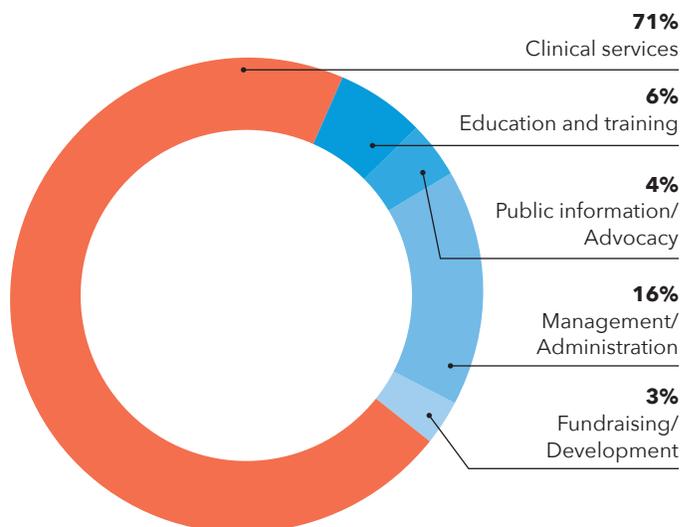


Financial information

Where Our Operating Funds Come From



How Our Funds Were Spent



Consolidated Statement of Financial Position

as of December 31 of each year

	2015	2014
<i>Assets</i>		
Cash and equivalents	\$14,663,497	\$6,232,990
Short-term investments	\$848,834	\$3,045,591
Accounts receivable, less allowance for doubtful accounts	\$2,968,413	\$2,273,928
Pledges receivable, net	\$2,321,862	\$3,231,862
Grants receivable	\$1,915,128	\$1,922,410
Prepaid expenses and other assets	\$1,276,530	\$1,224,034
Long-term investments	\$89,186,652	\$78,222,480
Land, property, and equipment, net of accumulated depreciation and amortization	\$14,955,953	\$12,977,002
Total Assets	\$128,136,869	\$109,130,297
<i>Liabilities and Net Assets</i>		
Liabilities:		
Accounts payable and accrued expenses	\$2,795,402	\$2,578,117
Refundable advances	\$2,749	\$31,255
Total Liabilities	\$2,798,151	\$2,609,372
Net assets:		
Unrestricted	\$39,368,371	\$19,398,592
Board designated	\$5,000,000	
Temporarily restricted	\$8,070,395	\$14,222,381
Permanently restricted	\$72,899,952	\$72,899,952
Total Net Assets	\$125,338,718	\$106,520,925
Total Liabilities and Net Assets	\$128,136,869	\$109,130,297

Consolidated Statement of Activities and Changes in Net Assets

as of December 31 of each year

	2015					2014
	Unrestricted	Board designated	Temporarily restricted	Permanently restricted	Total	Total
<i>Operating Support, Grants, and Revenue</i>						
Public support and grants:						
Direct contributions	\$7,847,258		\$1,089,057		\$8,936,315	\$13,343,015
Grants and contracts	\$7,139,084				\$7,139,084	\$8,070,454
Revenue:						
Net patient service fees and sales of supplies	\$26,146,697				\$26,146,697	\$22,529,129
Professional training fees	\$141,098				\$141,098	\$79,778
Endowment assets used for operations	\$3,950,000				\$3,950,000	\$3,675,000
Other	\$134,896				\$134,896	\$188,648
Net assets released from restrictions	\$3,460,397		(\$3,460,397)			
Total Operating Support, Grants, and Revenue	\$48,819,430		(\$2,371,340)		\$46,448,090	\$47,886,024
<i>Expenses</i>						
Program services:						
Clinical services programs	\$32,395,964				\$32,395,964	\$27,694,215
Educational programs	\$2,667,829				\$2,667,829	\$2,687,524
Public affairs and advocacy	\$2,047,243				\$2,047,243	\$1,968,156
Total program services	\$37,111,036				\$37,111,036	\$32,349,895
Supporting services:						
Management and general	\$6,525,050				\$6,525,050	\$6,905,872
Development	\$1,588,875				\$1,588,875	\$1,216,698
Total supporting services	\$8,113,925				\$8,113,925	\$8,122,570
Membership payments to Planned Parenthood Federation of America	\$461,911				\$461,911	\$439,477
Total Expenses	\$45,686,872				\$45,686,872	\$40,911,942
Change in net assets before Non-Operating Revenue and Expenses	\$3,132,558		(\$2,371,340)		\$761,218	\$6,974,082
<i>Non-Operating Revenue and Expenses</i>						
Planned giving - contributions	\$18,289,640	\$5,000,000			\$23,289,640	\$124,916
Planned giving - interest income	\$8,442				\$8,442	\$80
Planned giving - expenses	(\$168,262)				(\$168,262)	(\$232,111)
Endowment income			\$2,757,861		\$2,757,861	\$2,267,339
Endowment assets used for operations			(\$3,950,000)		(\$3,950,000)	(\$3,675,000)
Net realized and unrealized gain on investments	(\$1,292,599)		(\$2,588,507)		(\$3,881,106)	\$1,176,362
Total Non-Operating Revenue and Expenses	\$16,837,221	\$5,000,000	(\$3,780,646)		\$18,056,575	(\$338,414)
Change in net assets	\$19,969,779	\$5,000,000	(\$6,151,986)		\$18,817,793	\$6,635,668
Net assets at beginning of year	\$19,398,592		\$14,222,381	\$72,899,952	\$106,520,925	\$99,885,257
Net Assets at End of Year	\$39,368,371	\$5,000,000	\$8,070,395	\$72,899,952	\$125,338,718	\$106,520,925



How you can help

PPNYC is a not-for-profit organization, and client fees and public grants cover only a portion of the costs of our clinical services, education and training programs, and advocacy efforts. To sustain our work, we rely on a large network of friends who support us financially and in other ways.

We welcome financial contributions to PPNYC

- Cash, check, or credit card donations of any amount.
- Online donations made through a secure credit card transaction at **www.ppnyc.org**.
- Donations in memory or in honor of a relative, friend, or colleague.
- Donations of stock, bonds, real estate, or other property.
- Planned gifts, including gifts that return lifetime income and offer other tax benefits.
- New or existing life insurance policies naming PPNYC as a beneficiary.
- Corporate matching gifts.
- Foundation and corporate grants.
- Bequests of cash, securities, or property.

“Not only did I learn more about the value of the organization itself from volunteering at PPNYC, but also I walked away with a new sense of empowerment and a set of passions that I plan to apply to my future endeavors.”

—Chris

Bequests and devises to PPNYC are deductible for federal and state estate tax purposes in accordance with the law. The following language is suggested:

I give and bequeath to the Board of Directors of Planned Parenthood of New York City, 26 Bleecker Street, New York, NY 10012, a New York Not-for-Profit Corporation, the sum of ____ dollars (or ____ percent of my residuary estate) for such purposes as the Board of Directors of PPNYC shall determine to be in the best interest of the agency.

For more information, please contact our Development Department at 212-274-7329.

Volunteering for PPNYC

Our volunteers and interns are devoted to keeping women, men, and teens healthy and safe. Every day they serve in a wide range of capacities, supporting our health care services, administrative work, educational programs, and outreach to underserved populations. They also engage in a variety of advocacy activities to increase access to

reproductive health care and medically accurate sex education.

Sign up for our Advocacy Alerts and we'll update you on policy developments, ask you to contact your legislators about upcoming votes, and invite you to join in other grassroots activism. To sign up, just visit **www.ppnyc.org**. You can also sign up there to join the Activist Council and be a frontline activist carrying forward the movement for reproductive health, rights, and justice. To learn about volunteer opportunities suited to your interests, please contact us at 212-274-7284 or visit **www.ppnyc.org**.

Employment at PPNYC

PPNYC is a dynamic and fulfilling place to work. Our staff is caring, knowledgeable, and dedicated. PPNYC is committed to a diverse workplace and encourages applications from women and minorities. If you are interested in employment at PPNYC, please visit our website, **www.ppnyc.org**; fax your resume to 212-274-7243; or e-mail it to resume@ppnyc.org.

Board of Directors and Executive Staff

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Marcella Tillett
Vice President, Project Street Beat

Credits

Design: Your Message Media

Printing: Candid Litho

Photos: Stephen Yablon Architecture (cover); "Welcome" design by Calori & Vanden-Eynden Design Consultants (page 1); Ryan Brown (page 2); Michael Moran (page 3); PFPHOTO (pages 7, 8, and 12).

Make an appointment:

Call 212-965-7000 or 1-800-230-PLAN to make an appointment at any one of our health centers in Manhattan, the Bronx, Brooklyn, Queens, or Staten Island.

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Planned Parenthood of New York City