2014 Annual Report

Healthcare Happens **Here**

Planned Parenthood®
Care. No matter what.

Planned Parenthood Mid-Hudson Valley

Healthcare Happens **Here**

MISSION:

Planned Parenthood Mid-Hudson Valley empowers individuals to make independent, informed decisions about their sexual and reproductive lives. It provides high-quality, evidence-based, medically-sound health care and education services to all. It promotes and advocates for public policies that support our mission.

Planned Parenthood Mid-Hudson Valley encourages each individual to manage his or her fertility regardless of income, marital status, race, ethnicity, sexual orientation, national origin or residence.

178 Church Street, Poughkeepsie, NY 12601 | 845.471.1530 | www.ppmhv.org
© 2014 Planned Parenthood Mid-Hudson Valley. All Rights Reserved.

2014 Annual Report

Message from Our Chair & President	2
Pregnancy	3
Reaching Our Teens	4
Breast Exams	5
Obvious Child Screening	6
Education and Outreach	7
Next Generation of Leaders	8
Diversity Initiatives	9
Patient Data	10
Revenue and Expenses	11
Financials	12
Giving	13
Young Leaders Award	14
Donor List	15
Directors and Officers	20
Social Media	21

Message from Our Chair & President

We are so grateful for your support! When we ask, you respond. We appreciate that and count heavily on your continued dedication.

In 2014, Planned Parenthood Mid-Hudson Valley provided 24,653 healthcare visits in our five locations: Poughkeepsie, Kingston, Newburgh, Goshen and Monticello. For 81 years PPMHV has been trusted by women and men in the mid-Hudson Valley to provide for their most intimate reproductive health needs. Whether they're seeking preventive care such as cervical cancer screenings, clinical breast exams, testicular cancer screenings, treatment for urinary tract infections or testing and treatment for sexually transmitted infections – we are available to see them on a same-day basis. In addition we reached 24,945 individuals through our education and outreach programs.

Many people in our communities don't know about the range of preventive services we offer. In 2014 we continued to expand our outreach into communities that experience significant disparities in health outcomes. Modeling the successful outreach we've done in Newburgh for several years, and with the help of generous donors, we were able to expand our efforts to Poughkeepsie. The most exciting result has been the partnerships we've formed with school districts, the faith community, governmental programs, health plans and community based organizations. Through our efforts, awareness of the need for ongoing reproductive health services has become widely recognized.

We are privileged to be able to provide these services in New York State. Women in other states are facing the closures of their local Planned Parenthood health centers. This is being done under the guise of "protecting women's health" and is often triggered by the fact that Planned Parenthood health centers provide abortion services. State legislators passed 200 new laws between 2011 and 2013 restricting access to abortion services. By restricting access to abortion – a very small percentage of the services provided by Planned Parenthood – the laws have forced closures of clinics that primarily provide birth control as a way to prevent unplanned pregnancies.

We cannot afford to be complacent. There are elected officials who would like to see Planned Parenthood defunded nationwide, including here in New York. Please continue to **Stand with Planned Parenthood – No Matter What!**

Fred Cook
Chairperson

Ruth-Ellen Blodgett
President and CEO

01

Planned Parenthood Mid-Hudson Valley (PPMHV) Helped Reduce Unintended Pregnancies to a 20-Year Low

We've seen a reduction in unintended pregnancies locally because of a couple of things: sex education and access to effective birth control. Long-acting reversible contraception is being used more often. PPMHV now has a fund started by donors which pays for an IUD if a woman cannot afford it, or if her insurance will not pay for it. This has been a huge success for us. Our educational programming has reached almost 8,400 young people in colleges, schools and community events. Education gives people the information they need to make informed choices about their sexual health.

02

Reaching Our Teens

In May of 2014 we launched **ICYC (In Case You're Curious)** sexual health textline for teens! This service provides teens with a new, relatable resource for getting medically accurate answers to their sexual health questions, and is a great way to connect youth to Planned Parenthood Mid-Hudson Valley health center services. In seven months, **105 texters** used this service with **455 interactions** that resulted in **57 Health Center referrals**.

03

We Provide Breast Exams

Many women come to PPMHV for their yearly exams and have told us that they have no other healthcare provider. We offer breast exams and other cancer screenings and work closely with patients to provide them with the best healthcare possible.

A unique partnership has formed in Kingston to help women! When a woman comes into our Planned Parenthood Health Center in Kingston for an exam, and a breast mass is found, she is immediately referred for imaging to the Breast Health Navigator at Health Alliance Hospital. And if the patient is uninsured or underinsured, Planned Parenthood will notify and facilitate the paperwork for the Cancer Service Program to cover the costs. The three agencies work together to help the patient find a good breast doctor, set up appointments and work out how to afford treatment. The patient is followed from the first appointment through the end of treatment. Thanks to these three caring organizations in Kingston, women with no or little insurance receive excellent care and outcomes.

04

PPMHV Brought *Obvious Child* to the Mid-Hudson Valley

Planned Parenthood Mid-Hudson Valley hosted a screening of *Obvious Child* for our supporters at Upstate Films. We felt it was important to bring this film to our community.

When the film *Obvious Child* was released, it marked a breakthrough for abortion in popular culture – as an edgy, hip, funny, remarkably honest story revolving around one woman's abortion. Planned Parenthood worked for years with the film's writer, director, and producers to shape the story, helped them film it in a Planned Parenthood Hudson Peconic health center, and oversaw its release to widespread critical and commercial success.

05

2014 Education and Outreach By the Numbers

Educational Programming:

933 sessions conducted reaching **11,869 participants**

- **487 sessions** conducted in schools and colleges reaching **8,333 students**
- **446 sessions** conducted at Community Based Organizations and Residential Youth Facilities reaching **3536 participants**

Outreach:

305 activities conducted

13,076 people reached through Community Outreach

Diversity Initiatives (Newburgh and Poughkeepsie)

- Outreach Activities = **165**
- Encounters = **5,437**

06

Next Generation of Leaders

In 2014 we strengthened our collaboration and advocacy efforts with campus groups at Marist College, Bard College, Vassar College and SUNY New Paltz. We also collaborated with SUNY Orange, SUNY Ulster, SUNY Sullivan and Dutchess Community College. Throughout the year we provided various services at education seminars, health fair events and dorm storms to offsite HIV testing during World AIDS Day and Get Yourself Tested events **reaching over 1600 students**.

We hired and trained 18 Youth Health Promoters (YHPs) to promote sexual and reproductive health among their peers in Newburgh, Kingston and Poughkeepsie reaching **2100 teens**!

07

Diversity Initiatives

In 2014 our diversity initiatives reaching the African-American and Latino communities thrived and expanded!

In Newburgh, we hired and trained 12 Community Health Promoters and Promotores de Salud who conducted a multitude of outreach activities including community / street fairs, canvassing and street outreach, and ongoing tabling at various venues including local Department of Social Services, Salvation Army, Soup Kitchens, Food Pantries and more. In total, **165 Outreach Activities were conducted, making 5,437 encounters that resulted in 522 health center referrals**.

In Poughkeepsie, we launched the Poughkeepsie Healthy Latino Task Force and the Healthy Black Community Task force aimed to educate and bring communities of color together to address existing sexual health disparities. Over **35 community agencies and civic organizations have participated** in efforts to educate key stakeholders and community leaders (formal and informal). These coalitions have created pathways to increased education programming and expanded our visibility in the community as a trusted, valued health care provider.

Patient Data

Patient Visits: 24,653
Abortion Service Visits: 3,158

Patient Visits By Age

Under 18	2%
18-24	33%
25-39	54%
Over 39	11%

Patient Visits By Race/Ethnicity

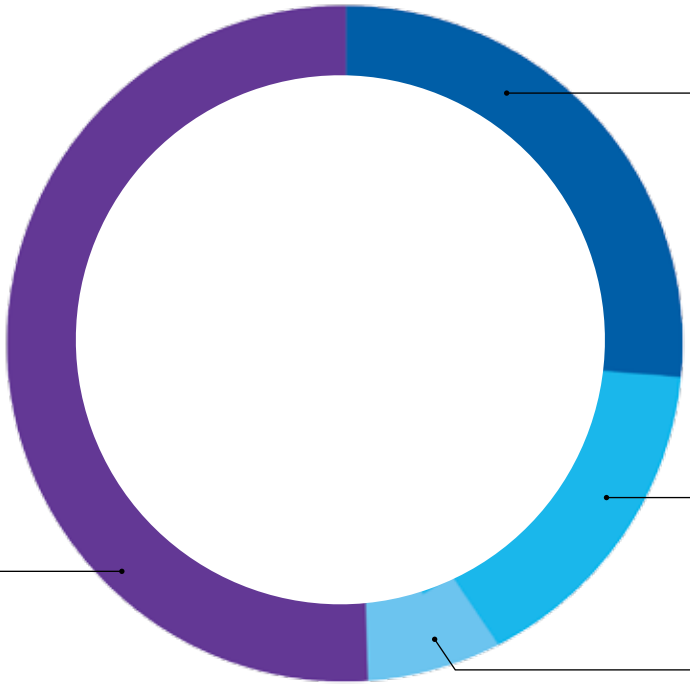
White (non-Hispanic)	54%
Hispanic	26%
African-American	19%
Asian, Native American, other	1%

Patient Visits by Payer

Medicaid	59%
Commercial Insurance incl. ACA	24%
Self-Pay (may or may not be insured)	14%
Other (Medicare, Cancer Services Program, Abortion Access Fund	2%

Revenue and Expenses

Revenue



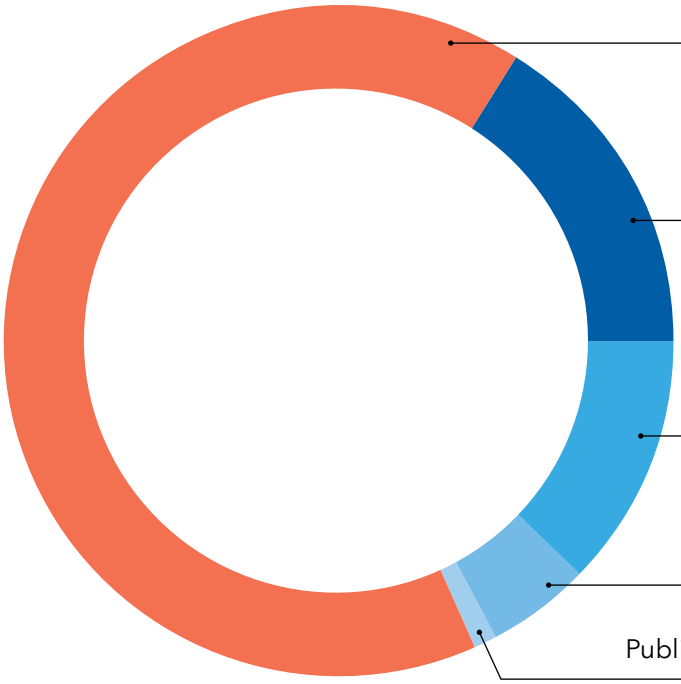
30%
Government Grants

10%
Contributions

56%
Patient Fees

4%
Other

Expenses



67%
Patient Services

19%
Management
and General

10%
Education
and Outreach

3%
Fundraising

1%
Public Policy and Advocacy

Financials
Revenue and Expenses

For The Year Ended June 30, 2014

Revenue	
Patient Fees	$4,889,662
Contributions	$889,399
Government Grants	$2,573,532
Other	$349,613
Total Revenue	**$8,702,206**

Expenses	
Patient Services	$5,747,086
Management and General	$1,616,966
Education and Outreach	$809,455
Public Policy and Advocacy	$100,588
Fundraising	$272,799
Total Expenses	**$8,546,894**

2014 Giving

Over 700 people attended our fundraising parties this year. The Hudson Valley is brimming with supporters!

We raised more money – **$290,000** – in 2014 from special events **than in any other year!**

Consecutive Years of Giving:

201 committed donors have given every year for 5 years or more contributing **$7,227,910.**

Their consecutive years of giving total **2,824 years.**

We had **223 new donors** in 2014.

Supporter Extraordinaire Made Possible Through Gift to a Pooled Income Fund

A long-time consistent $100 supporter died in the comfort of her home leaving Planned Parenthood Mid-Hudson Valley a sizable **$50,000 bequest**. Many years ago, this woman worked with PPMHV to donate to a Pooled Income Fund. She received income in her lifetime and made an impactful gift upon her death.

A warm, loving woman who enjoyed good literature and fine arts, she understood the plight of low income and uninsured women. She had long talks with people at PPMHV about wanting to ensure that women always have access to birth control and affordable healthcare. This lovely woman will be missed by her entire community but will be remembered at Planned Parenthood as a woman with foresight, an enormous heart and unbridled generosity!

Aura Libertad Lopez Zarate

The Lucille Pattison Young Leaders Award

Ross Pattison (pictured on page 15) made a major contribution to establish an award in his late wife's name. The Lucille Pattison Young Leaders Award was born! The Lucille Pattison Young Leaders Award was inspired by a pioneering woman known for her dedication to women's reproductive rights, her courage, strength, wisdom and knowledge. This Leadership Award is presented to a young person who shares Lucille's passion for helping the most vulnerable populations in our community, serves as an example to others through volunteer leadership, and aspires to change things for the better. The first recipient was Aura Libertad Lopez Zarate.

Donor List

Private donations are essential for keeping our doors open to all in need, for developing creative and innovative education programs, and for furthering preventive reproductive health care. Planned Parenthood Mid-Hudson Valley thanks the following supporters for their loyalty. The list below represents gifts made between January 1, 2014 and December 31, 2014.

Thank you to all the anonymous donors we have. Your gifts are very much appreciated.

Lifetime Donors

$1 Million plus
Dyson Foundation

$500,000 plus
Lillian Goldman Charitable Trust

$150,000 plus
Phebe & George Banta
Fanny V.W. Boos Fund
Sandra I. van Heerden

2014 Donors

$100,000-$499,999
Dyson Foundation

$25,000-$99,999
Michael Dupree & Michael Fleischer
Estate of Jeannette F. Schlobach

$10,000-$24,999
George & Phebe Banta
Emilie Dyson
Elinor & Maynard Marks Family Fund
Ross Pattison
Richard Rowley & Marianne Murray
Sapna & Ashish Shah
Joan Sherman

Aura Libertad Lopez Zarate and Ross Pattison

$5,000-$9,999
Fanny V.W. Boos Fund
Gail Brittain
Sally & Stephen Clement, III
Debra Blalock & Russell Frehling
Amy Goldman Fowler & Cary Fowler
Albert Penick Fund

Phillip Shatz & Natalie Marshall
Peter Sheeleigh
Amy Sherman & James Page
Helen Ullrich & Thomas Marks
Gita van Heerden
The Villchur Foundation
Julia & Nigel Widdowson

Rachel and Bruce Jackson

$2,500-$4,999

Ruth-Ellen & John Blodgett
Ira Hochman & Kim Heller
Rachel & Bruce Jackson
Stephen & Maryann Katz
Marion & Jules Levine
Carolyn Marks Blackwood & Gregory Quinn
Byron & Marianna Martin
Miller-Howard Investments
Jeffrey Myers & Patricia Farren
Lynn Peebles & Douglas Land
Illiana van Meeteren
Mary Louise Van Winkle
Laura Wiegand & Stanley Wiegand
Zickler Family Foundation

$1,000-$2,499

Munir & Susan Abuhaidar
The Alvarez Charitable Foundation
American Endowment Foundation
Vahan & Frances Bachmann
Roz Balkin & Robert Whitcomb
Didi & David Barrett
Karen Bechtel
Steven & Judy Benardete
Katherine Blossom
Susan Bonhomme & Ralph DiBart
Barry & Pamela Breeman
Bernard & Mary Fern Breheney
Martin & Eleanor Charwat
Clare Coleman
William & Jenny Colman
Fred & Jane Cook, Jr.
John & Wendy Curtis
Wolcott Dunham Jr. & Joan Findley Dunham
Christian Eisenbeiss
Sean Eldridge & Chris Hughes
Linda & Ed Faber
Andy & Jenna Field
Bernard & Shirley Handel
Sue Hartshorn
Robert Haskins & Mary Cassese
Angela & Bryan Henry
Margaret Howe
Thomas & Catherine Hunter
Anne & Hance Huston III
Martin Kasofsky
Marilyn Kelly
Tracy Kimmel & Jim Florack
Laureen & Ragnar Knutsen
Kimberly Koenig & Brian Mizerak
Barbara & Martin Kremer
John & Alison Lankenau
Lawrence & Geraldine Laybourne
Cynthia Lowe & Glenn Sutherland
M &T Charitable Foundation
Paul Madel & Jennifer Morrison
Christopher & Claire Mann
Mansakenning LLC
Mercato Osteria Enoteca
Patricia Mitchell & David Marell
Henrietta & Will Morlock
David & Janet Offensend
Claire & John Reid
Tina & Greg Robie

Irwin Rosenthal & Doris Goldberg
Gloria F. Ross Foundation
Kealy Salomon & Robert Cook
Irving & Gloria Schlossberg Family Fund
Miriam Tannen & Bruce Phipps
Trish Tieger
Dean & Linda Tintle
Donald & Barbara Tober
Steve White & May Lum

$500-$999

Daniel & Nancy Aronzon
Robert & Barbara Bachner
Alexander & Margaret Bancroft
Kay Brover & Arthur Bennett
Bergstein & Ullrich, LLP
Eileen Bertelli & Gavin Caruthers
Gail Bradney & Lowell Miller
Jennie Bucove & Timothy Bartley
Laura Bunora
E. Jean Carroll
Hugo Cassirer & Sarah Buttrick
Catania, Mahon, Milligram & Rider, PLLC
Joan Davidson
Cornelis De Groot & Suzanne Taetzsch
Kathy & Gonzalo de las Heras
Gary DiMauro Real Estate
Rachel & Steven M. Eidelman
Shepard & Jane Ellenberg
Joan Ellis & Junya Nakatsugawa
Patricia & John Forelle
Caroline Geerlings & Samuel Metzger
Mary Meeker Gesek
Patricia Goodwin
Gourmet To Go
Payton & Julia Griffin
Julius & Carla Gude
H.H. Hill Realty Services
Vicki Haak & Spero Chumas
Flo & Andy Hannes
Mary & Martin Harnick
Jocelyn Jerry
Shirley Johnson-Lans

Michael Dupree, Ruth-Ellen Blodgett and Michael Fleischer

Elizabeth Jordan & Thomas Polk
Bindy & Stephen Kaye
Fernanda Kellogg & Kirk Henckels
Karen Kilhenny & Rob Fracchia
Elissa Kramer & Jay Newman
Alfred & Glenda Fowler Law
Stephen & Patricia Lichtenberg
Claire Renata Lobo
James & Lee Luce
Judith MacDonald
Wendy Mackenzie & Alexander Cortesi
Philip Mactaggart
Michael Medeiros
Marta & Fernando Nottebohm
Kenneth & Amy Horn Oclatis
Optimus Architecture
The Patrina Foundation
Barbara & James Peelor
Ellen & Eric Petersen
Tricia & Foster Reed
Patricia & David Rider
Robert & Cynthia Rozenberg
Nancy Rubsam
Alvin Schechter & Janine Gordon
Kenneth & Bonnie Scheer
Paul Schwartz & Lisa Barnes-Schwartz
Linda Scorsone
Martin & Dagni Senzel

Doris Goldberg, Ruth-Ellen Blodgett and Irwin Rosenthal

Frances & Philip Shepherd
Julie & Allan Shope
Anne Sidamon-Eristoff
Jane Barber Smith
Martin & Toni Sosnoff Foundation
Sarah & David Stack
David & Evelyn Stevenson
Tara & Ned Sullivan
Illya Szilak & Christopher Vroom
Eva Tenuto
Mila & Christopher Tewell
Zibby & James Tozer, Jr.
UnitedHealthcare Medicare & Retirement
Phil & Barbara Van Itallie
Kathleen Vuillet Augustine
Aida & Albert Wilder
Mary Elizabeth Wohl
Shannon & Nelson Wong

$250-$499

Barbara Joyce Agren
Miriam Altshuler & Thomas Mansfield
Leora Armstrong
Ruth & Louis Baker Family Foundation
Robert Bard
Gary & Carole Beller
Howard Bellin
Elizabeth & Stephen Bierman
Dean Bloch & Gale Wolfe
Karen Blonder & Jerry Toepfer
Martin Bondell & Juliette Galant
Susan & Donald Brant
Meg & Tobe Carey
Cook + Fox Architects
Julia Crowley & Arthur Carlson
Lorna De Wangen
Carla Decker
John Deckoff & Nicole Gill
Mary Diana & Sasha Ristic
Palma Driscoll
Barbara Eichin & Jeffrey Scales
Hal & Valery Einhorn
Joni Elenson & Rob Ramirez
Facilities Maintenance Corp.
Nicole Fagan & Ken Turner
Gerald & Ingrid Fields
Jonathan & Linda Filley
Charles & Adelia Geiger
John & Ann Gifford
Julia & Eric Goings-Perrot

Jill Choder-Goldman & Michael Goldman
Richard & Susan Goldman
Paul & Sheridan Goldstein
Alice Goodman
Jeanne Goodwin & Robert Goodstein
Hana & Chet Gordon
Ginger Grab
Alison Granucci
Lester & Jan Greenberg
Alice & Robert Greenwood
Jeanne & Richard Grull
Sandra Handler
Joy Harris & Michael Brod
Nancy Heitman
Vivienne Hodges & Stuart Margulies
Geoffrey & Carole Howard
Colleen & DeForest Howland
Joan & Craig Inciardi
Jonathan Jacobson
Joseph Johnson
Raina Kattelson & Robert Butscher
Perla & Chuck Kaufman
John & Patricia Kiersten
Margaret King
Catherine Kinsey & Clinton Smullyan
Beth & Roger Kolp
Joshua & Rose Koplovitz
Kevin Kraft & Oliver Kita
Robert Kuhbach & E. Sherrell Andrews
Muriel Lavins
Judith & Dean Leonard
Sarah & Robert Levine
Mari Kirwood Design Associates
Louis Marquet & Nancy Clavin
Jim & Donna Martin
Elizabeth & Fred McCurdy
Julius & Anita Medwin
Sheila Moloney & John Pruitt
Nancy Molzon & Rob Pistey
Ilana & Robert Nilsen
Amy Novatt & Ron Whitmont
Mary Olivere
Cynthia & Michael Ostrow
Paula Redmond Real Estate
Dana & Hart Perry
Harry Pharr & Ann Fitzpatrick
Linda & John Philbrick
Jamie Raab
Rider, Weiner & Frankel, PC
Susanne & Giles Rittenberry
Steven Rosenberg & Debi Duke
Stuart Rothkopf & Joan Mack
Ted Rothstein & Janice Grace
Peter Salerno & Amy Rothstein
Barbara Sarah
Heinz & Klara* Sauer
Molly Schaefer & Daniel Slott
Jay Marc Schwamm
Tara Shafer & Gavin Curran
Navin Chandra Sharma & Pamela Morin
Melissa Shaw-Smith & Jacob Gendelman
James & Betsy Shequine
Eric & Karin Shrubsole
Kathy & Jack Smith
Jerome & Paula Spector
Law Offices of Steinberg, Symer & Platt
Jessica & Peter Tcherepnine
Jennifer & Jonathan Thorne
William Usnik & Harlan Bratcher
Daphne Uviller & Sacha Spector
Vanguard Org.
Olivia van Melle Kamp
Susan Van Velson
Marcy Wagman
Dorsey Waxter & Richard Armstrong
Jon Wechsler
William & Ann Weeks
James & Eleanor Weidenhammer
Christine & Bob Westerman
Ross Williams
Amelia Wilson
Courtia Worth
Barbara & Michael Zimmerman

570 donors gave between $1 and $249

*deceased

Directors and Officers

Planned Parenthood Mid-Hudson Valley

Board of Directors
2014-2015

Chair
Fred Cook

Vice Chair
Cathie Hunter

Treasurer
Cynthia Lowe

Secretary
Helen Ullrich

Members
Martin Charwat
Leah Feldman
Julia Goings-Perrot
Ira Hochman
Stephen Katz
Kellyann Kostyal-Larrier
Blake Rider
Irwin Rosenthal
Mimi Tannen
Shannon Wong

C4 Board of Directors
(Action Fund)
2014-2015

Chair
Fred Cook

Vice Chair / Treasurer
Helen Ullrich

Secretary
Shannon Wong

Members
Alanna Andrews
Terry Gipson
Angela Henry
Irwin Rosenthal

Social Media Properties

Planned Parenthood Mid-Hudson Valley

facebook.com/PPMHV

youtube.com/PlannedParenthoodMHV

Planned Parenthood Mid-Hudson Valley Action Fund

twitter.com/PPMHVaction

instagram.com/ppmhvaction

ppmhvaf.tumblr.com

Planned Parenthood®
Care. No matter what.

Planned Parenthood Mid-Hudson Valley