



2012 Annual Report

Planned Parenthood Association of the Mercer Area

Dear Supporters,

As we have continuously done during our 80-year history, Planned Parenthood Mercer in 2012 reaped the rewards of what was done by our volunteers, staff and donors in the past. Significantly, though, we also laid the groundwork for important initiatives coming to fruition in 2013 and beyond. All of this was in addition to providing high-quality reproductive health care and education to more than 12,000 members of our community.

We were very pleased to begin 2012 offering “conscious sedation” for our in-clinic abortion patients after almost 20 years’ effort on the part of Board members, staff and volunteers. This service was made possible by initial funding through the *Stand With Us* Capital Campaign, which also contributed to the Health Care and Justice funds and supported technology improvements in 2012.

Work done in 2012 positioned the organization for future success on both programmatic and long-term strategic levels. Programmatically, we took many steps to prepare for Health Care Reform, including a system upgrade and establishing relationships to pave the way for participation in both Accountable Care Organizations (ACOs) and insurance exchanges. We also greatly increased outreach in our community in 2012 by forming an African American Leadership Group. In 2013, in addition to meeting bi-monthly, this Group helped us hire a dedicated outreach coordinator and accept a national award from Planned Parenthood Federation of America (PPFA). Additionally, preparation that began in 2012 led to our receiving Full Accreditation by PPFA in 2013.

Strategically, 2012 was one of Planned Parenthood Mercer’s most important and exciting in its 80 years. Considering options for the affiliate given dramatic changes in health care over the past decade, the Board of Trustees called for a comprehensive analysis of Planned Parenthood Mercer as a “stand alone” affiliate. This analysis was undertaken as the Board began a dialogue about possible merger with Planned Parenthood of Central and Greater Northern New Jersey. As you know from our Fall 2013 Newsletter, the analysis and dialogue about merger resulted in both Boards unanimously voting to merge effective January 1, 2014. We are very pleased that our efforts in 2012 resulted in this outcome which will enable us, as a combined organization, to meet our mission even better.

Planned Parenthood Mercer is very grateful for the vital role our donors play in our current work and our efforts to lay groundwork for the future. In 2012, our donors continued to make what we do possible through annual gifts and support of the *One More Day* initiative (see p. 6 for more information). With Melissa Harris-Perry as our speaker, we held our most successful Spring Benefit Luncheon ever. We were also fortunate to be the beneficiaries of two large estate-related donations, demonstrating the importance of planned giving to our ongoing work.

We cannot thank you enough for your support of Planned Parenthood Mercer in 2012. It helped us do vital work during that twelve-month period and has helped lay a foundation to improve the provision of high-quality reproductive health care and education to our community for years to come.



Carol Golden
Board Chair



Debby D'Arcangelo
President & CEO

community services

Planned Parenthood Mercer continued to engage residents of our community with information and education about our services, contraception, sexually transmitted infections (STI/STDs), well woman care, including breast health and Pap tests, and HIV/AIDS. In 2012, we provided education and outreach services to 3,720 individuals in 187 different settings. Of those, 15% received personalized information linking them to a local health care or a social service provider like Planned Parenthood.



The demand for our private home health parties, in which our outreach staff provides education in the comfort of a client's home, increased significantly in 2012. This service is particularly popular in the Latino community. We provided 117 home health parties to women and their friends and family members in the Trenton area in 2012, more than double the number provided in 2011.

2012 also saw the inaugural year of our African American Leadership Group (AALG) whose participants include female leaders in the community—social service providers, business and nonprofit leaders, educators, former local officials, and representatives from religious institutions. The AALG works with Planned Parenthood staff and informs our work in diverse communities in the area. The group met eight times in 2012.

In light of continued state budget cuts to family planning services, the need to engage volunteers remained a priority in 2012. Our volunteers provide us with a wide array of support, including patient support in surgical services, patient call center support, and administrative assistance. In 2012, we held nine volunteer training sessions and worked with 15 new volunteers.

Nationally, 2012 started off with a huge and very public groundswell of support for Planned Parenthood in light of a decision—eventually reversed—by a major funder to withdraw support for our affiliates. We also successfully defended access to no co-pay birth control (as outlined in the Affordable Care Act) and stood with activist Sandra Fluke as she weathered attacks from a conservative talk show host.

Women's health continued to take center stage in the 2012 elections with pro-women's health candidates winning key positions. The results were clear: Americans voted to ensure that women will have access to affordable health care and be able to make their own medical decisions.

health services



Planned Parenthood believes in the fundamental right of each individual to manage his/her own sexuality and fertility. We are a trusted health care provider, an informed educator, a passionate advocate, and a global partner.

Our patients rely on Planned Parenthood for a wide range of health services. Our three health centers in Mercer County (Trenton, Hamilton, and at The College of New Jersey) provide life-saving cancer screenings (including breast health services and Pap tests), birth control, prevention and treatment of STIs, HIV testing, vasectomy services, abortion procedures, sexual health education and information and health counseling. In 2012, we helped more than 12,000 people in our community with our comprehensive reproductive health care services and education/outreach programs.

Nationally, 1 in 5 women have turned to Planned Parenthood at some time in their lives for professional, nonjudgmental, and confidential care.

2012 stats

- 10,910** Family planning visits which included:
 - 4,330 Cancer screenings
 - 660 Emergency contraception visits
 - 4,235 Pregnancy tests
 - 12,255 Sexually transmitted infection tests and treatments
- 1,360** Abortion procedures
- 3,720** Individuals educated through community outreach and counseling services

2012 demographics

Patients by Age	19 or younger	15%
	20-29	52%
	30-39	25%
	40 or older	8%
Patients by Ethnicity	African American	35%
	Hispanic	31%
	White	27%
	Asian	4%
	Other	3%
Patients by Payment Source	Medicaid	37%
	Title X	24%
	Self Pay	20%
	Commercial Insurance	19%
Patients by Income Level	Above 150% of Federal Poverty Level	26%
	Below 150% of Federal Poverty Level	74%

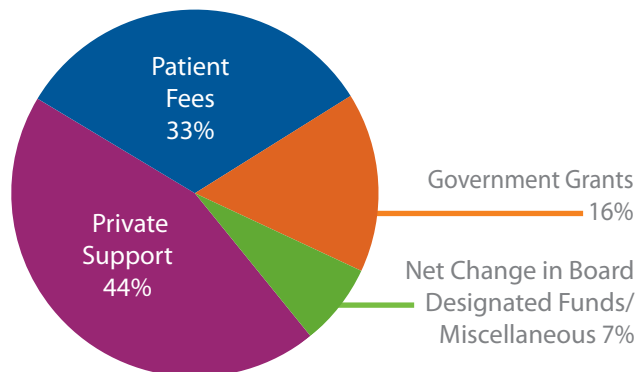
2012 financial overview

revenue

Patient Fees	\$ 1,278,467
Private Support	1,750,541
Government Grants	624,534
Net Change in Board Designated Funds/ Miscellaneous	285,635

\$3,939,177

2012 Revenue

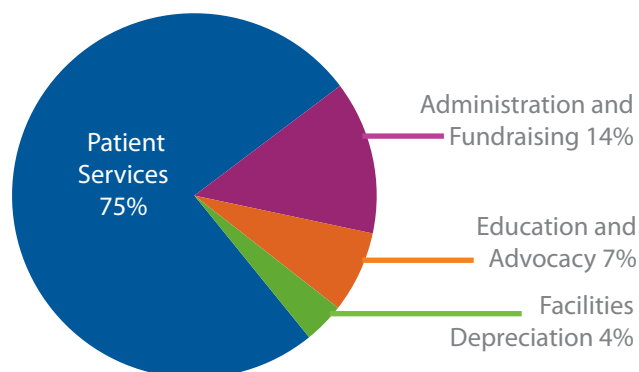


expenses

Patient Services	\$2,847,844
Administration and Fundraising	521,411
Education and Advocacy	265,694
Facilities Depreciation	137,832

2012 Expenses

\$3,772,781



Planned Parenthood Mercer was pleased to finish 2012 with a small surplus due to wonderful support from our donors. 2012 was a challenging year for us operationally with an approximate 4% operating loss resulting from our migration to a new electronic patient management system, a necessary step toward adoption of electronic health records. Additional expenses included, as planned, spending funds raised during the *Stand With Us* Capital Campaign which continues to have a significant impact on our work.

Great support of the *One More Day* initiative offset some of the State budget cuts that began in 2011 by enabling us to provide comprehensive family planning visits at our Trenton Health Center an additional day each week starting in June. Also in 2012, Planned Parenthood Mercer was grateful to receive the proceeds of two generous estate-related gifts, which have been added to our board designated endowment funds for long-term use. Finally, the net change in our board designated endowment funds, which consist of prior long-term donations, was almost \$250,000. In sum, generous support from you, our donors, played an extremely important role in our ability to provide high-quality reproductive health care and education to our community in 2012 and into the future. **Thank you so much!**



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of the Mercer Area

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