

Planned Parenthood



annual report to donors



MESSAGE FROM

Dear Friends,

Planned Parenthood is committed to providing high-quality health care for women, teens and families in the mid-Hudson Valley. We have a responsibility to our patients, community stakeholders and donors to ensure our current and future viability by developing a business model that maximizes the sustainability of the services we offer.

The environment in which health care now is delivered has evolved significantly over the past five years. With health reform, an additional 30 million individuals will have insurance coverage. This will dramatically increase the number of newly insured people seeking health care and will truly challenge our existing system. Planned Parenthood Mid-Hudson Valley must ensure we can accommodate everyone who will turn to us for confidential quality reproductive health services. We must invest in our infrastructure, our facilities and our targeted community outreach in order to prepare for the full impact of health care reform.

As with any investment, there should be an expectation of a “return” that moves us toward increased sustainability. We have identified four investment priorities that are essential if we are to succeed in the community network of providers. Most importantly, as you read through this report you will see how each priority promises a significant return on investment.

- We will upgrade our information technology infrastructure and implement EHR – an electronic health record system.
- We will complete the consolidation of our health centers to provide more convenient access to services six days a week throughout our four-county region.

THE CEO



- We will relocate in Kingston and Newburgh and open larger, more modern and secure facilities.
- We will prioritize campus outreach at the four community colleges to reach the age cohort that continues to have the highest percentage of unplanned pregnancies.

Planned Parenthood has survived – and **thrived** – thanks to the generosity of our supporters, many of whom turned to us when they were young, uninsured or in need of confidential caring services. We owe it to them, to our patients and to ourselves to make the smart investments that will ensure our viability for the next generation.

Nancy Ellen Budgett

President and CEO



GET ACCESS



Planned Parenthood provides vital reproductive health services in our communities. As a mission-driven non-profit organization, we are committed to serving the most vulnerable families. Like any business, we must make investments in infrastructure to remain a viable option in a competitive market.

An immediate priority is upgrading our information technology infrastructure and implementing an electronic health record system. Our patients will have a smoother experience in the health centers and be able to access their health information at any of our locations. This upgrade will also allow us to qualify for new federal incentives and the ability to bill more accurately, thereby ensuring that we are being reimbursed for all the services we provide.



In the coming year we will also complete the consolidation of our health centers to provide more convenient access. In July 2009 we closed one full-time and three part-time centers yet increased the number of patients using our services. With more daytime, evening and Saturday hours and walk-in sessions, we have seen a 10% increase in patient visits during the first half of 2010, and a corresponding increase in revenue.

We will relocate to open larger, more modern and secure facilities in Kingston and Newburgh. The Kingston health center can no longer accommodate the 31% increase in patient visits it has seen post-consolidation. The investment in a spacious new office on Broadway will provide patients with increased customer service and privacy and afford greater access to teens – the high school is one block away. A new health center in Newburgh on Lake Street will accommodate both our New Windsor and Dubois Street patients at a safe, secure site with adequate parking, full time services including more evening hours, and the addition of surgical abortion services. We anticipate that these two new centers will realize a significant increase in patient volume thereby meeting the needs of more community residents while increasing our revenue and sustainability.



GET INFORMED ● ● ●

Planned Parenthood knows the difference evidence-based education makes. We continue to reach out in the community through peer training, parent child workshops, programs in schools and on college campuses and professional trainings.

We continue to build new partnerships in the community and have forged new relationships with coalitions and teen pregnancy prevention taskforces. New programs were held in 9 schools throughout our four-county region.

In the coming year, we will prioritize campus outreach at the four community colleges to reach the age group that continues to have the highest percentage of unplanned pregnancies. By providing on-site HIV testing, engaging students as peer educators, and providing programs through student activity centers, we maximize referrals to our health centers for comprehensive reproductive health services.



In April 2010, we started a Teen Clinic at our Middletown location to provide services and education specific to teens up to age 19 in a fun, comfortable and confidential setting.

After receiving a generous private grant our educators were able to initiate Girls Circle, a nationally recognized curriculum. This program brings girls of the same age together to talk about their experiences, develop positive connections and gain skills to pursue meaningful goals in education, careers and relationships.

Our SOS (Safe or Sorry) peer educators coordinated the AIDS Day Walk on the Walkway over the Hudson to raise awareness about HIV prevention and testing.



GET VOCAL



Planned Parenthood and its activists work tirelessly to educate the public and inform legislators about issues affecting reproductive health. Whether it's a lobby day, phone banking or just talking to a neighbor or friend, our supporters are loud and proud voices for choice.

Locally, our SOS peers went to Albany to take part in the Get Your Facts Conference and to speak with state legislators.

Four teens from our Ulster County SOS peer group were selected to attend the Planned Parenthood Federation (PPFA) Young Leaders Summit in Washington, DC where they networked with peer educators from all over the country and strategized new advocacy methods.



Planned Parenthood worked hard for health care reform that would strengthen women's health and achieve quality, affordable care for all Americans. We applauded the health reform bill signed into law in March 2010. Though far from perfect, the bill represents a monumental step toward extending coverage and controlling costs but also continues to present roadblocks to comprehensive coverage for reproductive choice. This requires our continued vigilance during implementation.

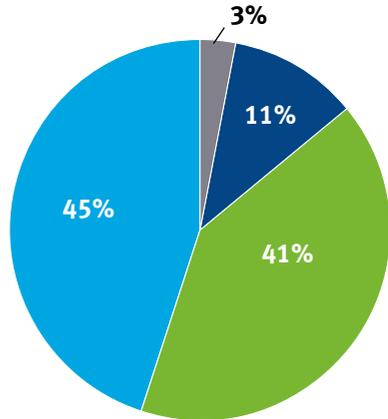
All of our activists and volunteers who emailed, called, phone-banked and even "tweeted" their legislators to ask for protection of women's health are a vital part of our efforts. Together we advocate for sound legislative policies and ensure the sustainability of our services.



2009 STATISTICS



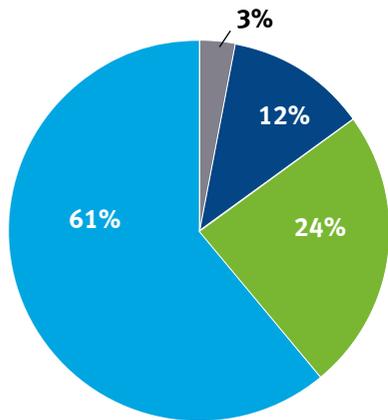
Financial



Revenue

Patient Fees	\$3,826,858
Government Grants	\$3,504,128
Contributions	\$933,736
Interest & Other	\$291,653

Total Revenue \$8,556,375

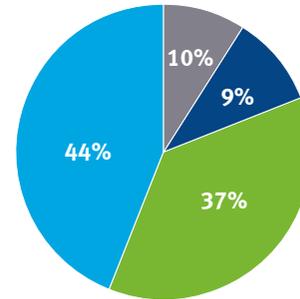


Expenses

Patient Services	\$5,433,411
Management	\$2,131,299
Education	\$1,042,416
Fundraising	\$271,286

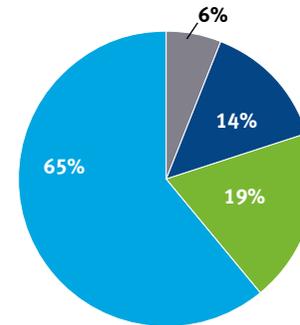
Total Expenses \$8,878,412

Patient Demographics



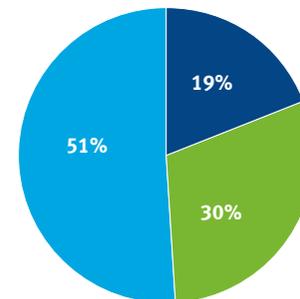
Patients by age

- 18 - 24
- 25 - 39
- Under Age 18
- Over Age 40



Patients by ethnicity

- White (non-Hispanic)
- Hispanic
- African-American (non-Hispanic)
- Asian, Native American, Other



Patients by insurance type

- Uninsured
- Medicaid
- Private Insurance

Planned Parenthood Health Centers are located in:

Goshen • Kingston • Middletown • Monticello
New Windsor • Newburgh • Poughkeepsie

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