2014 Annual Report
A Message from Our Chair & President/CEO

2014 was a busy year at Planned Parenthood Hudson Peconic (PPHP), with both internal and external successes. Internally, we reorganized our Health Center and Patient Services structures to provide more effective, efficient care to our patients at all our 10 Health Centers.

We also underwent a scheduled accreditation by Planned Parenthood Federation of America (PPFA) to maintain our affiliation. Every three years, each Planned Parenthood affiliate undergoes accreditation, which involves a review of all aspects of the organization—from health services to fiscal operations to fundraising to board governance and more. We prepared for this extremely intensive process for months. Experts from PPFA’s offices reviewed all our procedures, interviewed and observed staff members, and toured our health centers. We are happy to report that we obtained full accreditation and remain in excellent standing with our national organization.

We are proud to have increased the number of educational and training programs by 11% in 2014, even while we saw a slight decrease in the number of patients seen in 2014 as compared to 2013. Additionally, our clinical and education staff tested more people for HIV and sexually transmitted infections (STIs). Our Public Affairs staff was heavily involved in the mid-term elections by educating voters about women’s health and reproductive rights issues.

We thank you for your continued support of PPHP’s services and programs to the community; we couldn’t do it without you.

Ann Pogue
Chair

Reina Schiffrin
President/CEO
• **Obvious Child**, a film labeled as a “breakout” after its debut at the Sundance Film Festival, explores unplanned pregnancy in a way that is funny, touching and honest. Our New Rochelle health center was used for scenes in the movie, which premiered in 2014.

• PPHP was invited to participate in the New York State Center of Excellence for Family Planning and Reproductive Health Services Learning Collaborative to devise strategies on how to increase the number of women leaving our centers with a highly effective method of birth control such as an IUC or implant. Our participation focused on our Mount Vernon health center and we saw an increase in long-acting reversible contraception (LARC) during the project.

• Lucy Christensen, Special Projects Associate, attended the 2014 PPFA National Conference as part of PPFA’s Young Leaders Advisory Council (YLAC). As Chair of YLAC, Lucy was tasked with helping PPFA create a pipeline for young leaders. PPHP created an Emerging Leaders Council (ELC) to advise PPHP on ways to engage young people as patients, advocates, and donors.
• **PPHP achieved accreditation** from our national organization which is critical to ensure that Planned Parenthood affiliates are in compliance with the PPFA Standards of Affiliation and quality care is provided. The PPFA accreditation process is based on a three-year cycle.

• **PPHP created two public service announcements** encouraging teens to act responsibly and pursue healthy relationships. A dozen teens spent two months creating the videos as part of PPHP’s Comprehensive Adolescent Pregnancy Prevention Program.

• **New Promotoras (community health workers) were trained** for PPHP’s initiative in Westchester County; the first promotoras group comprised of college students. These Latina community health workers serve as resources on their campuses, as well as within their home communities.
In 2014, more than 33,000 patients received medical services from one of our eleven health care centers.

At PPHP, we provide a wide range of services including sexually transmitted infection (STI) testing and treatment, HIV testing, birth control, pregnancy testing, prenatal services, HPV vaccine, gynecological care, emergency contraception, cancer screening, medical and surgical abortions, and services for men. Our patients receive nonjudgmental, professional treatment from our highly-qualified staff.

In our continuing efforts to provide the best services to our patients, we began offering women long-acting reversible contraception (LARC), such as IUDs, following a surgical abortion, in October 2014. They are more effective than over-the-counter contraception, eliminates the need for an additional visit, and are preferred by patients. We also upgraded our electronic medical records system to improve patient records and visits to our health center. This year, our Call Center answered nearly 169,000 calls, 1,885 more calls than in 2013.
Our Education and Training Department conducted more than 1,700 programs for 42,000 participants in 2014.

PPHP’s Education and Training Department offers outreach programs, community programs, smart-talk series, and evidence-based programs designed to promote accurate, unbiased information about issues related to human sexuality and reproductive health. Additionally, staff members are in the community with two SmartWheels mobile education and testing vans. Overall, staff provided HIV testing to 1,228 individuals, a 43% increase from the 860 tests provided in 2013. Education and Training staff also provided all of PPHP’s internal training for new staff at all levels as well as new trainings that are offered or required for existing staff.

The Comprehensive Adolescent Pregnancy Prevention Program (CAPP) completed a youth-driven Center Tour video, No Matter What Your Drama, which demystifies obtaining services from PPHP. Additionally, staff continued working with 23 Promotoras who represent Latina students from SUNY Purchase, Monroe College, Westchester Community College, Mercy College, and Pace University. During 2014, the Promotoras more than doubled referrals to our Westchester health centers by referring 203 patients, 67 of which were new patients, and 137 of which had breast health exams.
Our Public Affairs Department works on many fronts, from meeting with elected officials to discuss important legislation, to educating voters about issues impacting individuals’ reproductive choices, to registering people to vote, to assisting student groups on college campuses.

In 2014, PPHP participated in Family Planning Advocates of New York State’s Day of Action in Albany, celebrated the 41st Anniversary of Roe v Wade with events in Westchester and Suffolk Counties, and registered 600 voters prior to the mid-term elections in November.

While we were extremely disappointed with two Supreme Court rulings impacting women’s reproductive rights—the Hobby Lobby decision and a Massachusetts case involving buffer zones at reproductive health centers—we appreciate those who raised their voices to be heard and share our commitment to reproductive justice for everyone.

PPHP has more than 49,000 activists in our network advocating for women’s health and reproductive justice.
In 2014, PPHP received generous support from foundations, corporations, and individuals. We hosted several events to raise funds, build relationships, and educate the community about our work.

Through small gatherings and larger events, mail and email campaigns, grants, face-to-face meetings, and bequests, we are able to help women, men, and young people regardless of their ability to pay. The annual campaign was championed by our major donors, those giving $1,000 or more. Additionally, the shoppers at our Thrift Store in Huntington, NY supported our services.

We also greatly appreciate those who gave of their time and volunteered this year: more than 150 people donated over 8,000 hours, on a committee, in a health center, at the thrift store, on a college campus, or in our administrative offices.

More than 2,500 generous supporters contributed $2.4 million to PPHP in 2014.
In 2014, 33,147 patients made 64,171 visits to our health centers.

Family Planning* 51,874
Abortions 7,599
Prenatal Care 3,248
Pregnancy Detection Exams 1,160
Cervical Cancer Procedures & Treatments 290

* Family Planning includes annual well woman exams, contraception, sexually transmitted infection testing and treatment, cancer screening tests, pregnancy tests, HIV testing and counseling, vaginal infection testing and treatment, menstrual cycle irregularities, and other reproductive health issues.

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**RACE/ETHNICITY**

- **White** (Non Hispanic) 35%
- **Other** (Hispanic) 1%
- **Other** (Non-Hispanic) 4%
- **Asian/Pacific Islander** (Hispanic) 1%
- **Asian/Pacific Islander** (Non-Hispanic) 2%
- **Black** (Hispanic) 4%

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**AGE**

- **20-29 Years Old** 54%
- **19 Years and Younger** 10%
- **30 Years and Older** 36%

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**INCOME***

- **At or below 150%** 76%
- **151%-200%** 16%
- **201% and Above** 8%

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* as a percentage of the Federal Poverty Limit

† $17,655 or less for a single person/$36,375 or less for a family of four
PPHP Annual Report Financial Information for the year ending December 31, 2014

**REVENUE**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Grant Funding</td>
<td>$4,861,552</td>
<td>25.2%</td>
</tr>
<tr>
<td>NYS Medicaid</td>
<td>4,197,672</td>
<td>21.8%</td>
</tr>
<tr>
<td>Medicaid Managed Care Insurance</td>
<td>3,048,340</td>
<td>15.8%</td>
</tr>
<tr>
<td>Donor Contributions</td>
<td>2,444,145</td>
<td>12.7%</td>
</tr>
<tr>
<td>Direct Patient Charges</td>
<td>1,952,173</td>
<td>10.1%</td>
</tr>
<tr>
<td>Commercial Insurance</td>
<td>1,410,643</td>
<td>7.3%</td>
</tr>
<tr>
<td>Other</td>
<td>61,383</td>
<td>0.3%</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td>$17,975,908</td>
<td>93.2%</td>
</tr>
</tbody>
</table>

| Dividends and Interest                           | $378,107 | 2.0%  |
| Realized and Unrealized Gains                    | 923,849  | 4.8%  |
| **Total Investment Revenue**                    | $1,301,956| 6.8%  |

**TOTAL REVENUE**

|                                                 | $19,277,864| 100% |

**OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Services</td>
<td>$12,337,024</td>
<td>72.0%</td>
</tr>
<tr>
<td>Education, Training and Outreach</td>
<td>1,170,687</td>
<td>6.8%</td>
</tr>
<tr>
<td>Public Affairs</td>
<td>484,882</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>849,269</td>
<td>5.0%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>2,094,628</td>
<td>12.2%</td>
</tr>
<tr>
<td>National Dues</td>
<td>203,380</td>
<td>1.2%</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td>$17,139,870</td>
<td>100%</td>
</tr>
</tbody>
</table>

2014 Surplus

|                                                 | $2,137,994|

**Operating Margin**

|                                                 | 6.8%      |

**BALANCE SHEET**

**Current Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$2,737,395</td>
</tr>
<tr>
<td>Investments</td>
<td>18,401,718</td>
</tr>
<tr>
<td>Net Receivables</td>
<td>1,898,654</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>745,392</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>$23,783,159</td>
</tr>
</tbody>
</table>

**Net Fixed Assets**

|                                                 | $5,032,253|

**TOTAL ASSETS**

|                                                 | $28,815,412|

**LIABILITIES AND FUND BALANCES**

**Current Liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$1,349,287</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>50,953</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$1,400,240</td>
</tr>
</tbody>
</table>

**Fund Balance**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Fund Balance: 1/1/14</td>
<td>$25,277,178</td>
</tr>
<tr>
<td>Net 2014 Activity</td>
<td>2,137,994</td>
</tr>
<tr>
<td>Ending Fund Balance: 12/31/14</td>
<td>$27,415,174</td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND FUND BALANCES**

|                                                 | $28,815,412|

PLANNED PARENTHOOD HUDSON PECONIC 2014 ANNUAL REPORT
Through our health centers and mobile education vans, we provide health care and education in Suffolk, Westchester, Rockland, and Putnam Counties.

**ADMINISTRATIVE* HEADQUARTERS**
4 Skyline Drive
Hawthorne, NY 10532
(914) 467-7300

**Suffolk Regional Office**
70 Maple Avenue
Smithtown, NY 11787
(631) 361-7526

**SmartWheels**
Mobile Education Van
Suffolk: (631) 240-1147
Westchester, Rockland, and Putnam: (914) 220-1047

**HEALTH CENTERS**
**Suffolk County**
1. HUNTINGTON
   755 New York Avenue
   3rd Floor
   (631) 427-7154
2. PATCHOGUE
   450 Waverly Avenue
   (631) 475-5705
3. RIVERHEAD
   550 East Main Street
   (631) 369-0230
4. SMITHTOWN
   70 Maple Avenue
   (631) 361-7526
5. WEST ISLIP
   180 Sunrise Highway
   (631) 893-0150

**Westchester County**
6. MOUNT VERNON
   6 Gramatan Avenue
   4th Floor
   (914) 668-7927
7. NEW ROCHELLE
   247-249 North Avenue
   (914) 632-4442
8. WHITE PLAINES
   175 Tarrytown Road
   (914) 761-6566
9. YONKERS
   20 South Broadway
   11th Floor
   (914) 965-1912

**Rockland County**
10. SPRING VALLEY
    25 Perlman Drive
    2nd Floor
    (845) 426-7577
Be sure to connect with us on social media.

**PLANNED PARENTHOOD HUDSON PECONIC**
facebook.com/PlannedParenthoodHudsonPeconic
@pphp
PPHPHealth

**CAPP: COMPREHENSIVE ADOLESCENT PREGNANCY PREVENTION PROGRAM**
facebook.com/NLPBsquad
@NLPBsquad
nlpb_squad

**TIPS: TEEN INFORMATION AND PEER SERVICES**
facebook.com/tipsters

**AYLTCHA: ADVANCING YOUTH LEADERSHIP THROUGH COMMUNITY HEALTH AWARENESS**
@TeamAYLTCHA

**PLANNED PARENTHOOD HUDSON PECONIC ACTION FUND**
facebook.com/PPHudsonPeconicActionFund
@phpactivist
PPHPActivist
We believe that it is an absolute and fundamental right and responsibility of every individual to make her or his own reproductive health decisions.
Planned Parenthood Hudson Peconic’s mission is to empower individuals to determine their own sexual health and reproductive futures.

www.pphp.org