A Message from the Board Chair and President/CEO

Care is much more than the services we provide. Every day, Planned Parenthood works to provide essential health care to the women, men, and young people who visit our medical centers. Our educators work to inform the community on medically accurate information so they can make their own health decisions and our public affairs department works to ensure that Pennsylvanians can access our essential health care services.

This past year was filled with exciting opportunities as we combined the strengths of our two affiliates, Planned Parenthood of Northeast, Mid-Penn & Bucks County and Planned Parenthood of Central Pennsylvania, to become Planned Parenthood Keystone (PPKey). We are the leading sexual and reproductive health care provider throughout our 37 counties, representing 43% of Pennsylvania’s population and almost half of the state’s area.

We are proud to report that Fiscal Year 2013 was an exceptional year of service to our community. PPKey cared for more than 45,000 women, men, and young people with health care services. In addition, more than 13,000 individuals received comprehensive sexuality education, and over 100,000 advocates are signed up and ready to support Planned Parenthood to ensure access to our services.

We are honored by your unwavering support and belief that everyone should have access to high quality, affordable health care. Our local communities have stood with us since the beginning, enabling us to serve those who need us the most. Although our footprint has grown, we assure you that PPKey will continue to care passionately about helping the people in your community. No matter who they are. No matter where they live. No matter what they need. We believe that when people are truly cared for they will make their lives, their families - and even the world - better and healthier.

We can’t thank you enough and hope you enjoy this year’s annual report – we know you will be proud of the work that you have allowed us to accomplish.

Planned Parenthood Keystone Board of Directors FY 2014

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Carleen Myers, York
Joan K. Paxton, Lancaster
Marianne Phillips, Lehigh
David Rheinheimer, Monroe
Sue Savage, Lancaster
Martin Siegel, Dauphin
Shaleeta Washington, York
From Our Patients.....

Planned Parenthood was the only place I could go when I was uninsured, working, and going to school.

In a three year period, I needed several colposcopies after getting abnormal pap results. The staff stayed with me over three years, offering constant care. Each time, they were able to adjust the fee based on my income and I got the peace of mind I needed, knowing that I was cancer-free.

Now that I’m an R.N. with great insurance from my employer, I’m still a Planned Parenthood patient because they provided great care when no other private doctor would treat me.

Elizabeth, age 32

We're here for our patients. No matter what.
Medical Services

- Full range of reproductive and sexual health services for women, men, and young people
- For the convenience of our patients, our medical centers offer evening and Saturday hours
- Comprehensive contraceptive methods, including Long Acting Reversible Contraception such as IUDs and Nexplanon
- Offer walk-in, same day, next-day, and scheduled appointments in our medical centers
- Sliding fee scales, Medicaid, and commercial insurance accepted
- Individualized, non-judgmental patient education and care is provided by experienced, caring medical professionals
- Follow-up care after abnormal Pap tests, including colposcopy
- Testing and treatment for sexually transmitted diseases (STDs), including Peace of Mind screening, Rapid HIV testing, and referrals for follow-up care
- Screening for breast, cervical, and testicular cancer
- Pregnancy testing, all-options education, information, and referrals
- Our surgical centers received nationally recognized certification as Ambulatory Surgical Facilities
- Implemented electronic medical records in all our medical centers

Providing essential health care. No matter what.
Education & Training

The Education & Training Department serves the community by providing education on a wide variety of topics related to sexuality and reproductive health. We work with schools, colleges, treatment facilities, community organizations, faith-based organizations, and more throughout our service area to deliver high quality and impact programs.

- Increased the number of individuals served by 63%
- Provided safe and welcoming LGBTQIA (lesbian, gay, bisexual, transgender, queer, questioning, and allies) youth programs in Doylestown, Reading, and York where youth learn, build support networks, and have fun
- Recognized as leaders in the field of human sexuality education by Planned Parenthood Federation of America (PPFA):
  - Provided technical assistance to other Planned Parenthood affiliates
  - Invited to speak on webinars for Planned Parenthood educators across the country
  - Presented at the National Sex Ed Conference
- Delivered presentations at the PA Adolescent Sexual Health Conference
- Gave presentations at the PA Gay Straight Alliance (GSA) Summit at Dickinson College
- Won an award from the PA Diversity Network for our work with LGBTQIA youth with The SPECTRUM in Reading
- Received the prestigious Big APPLE (Educator of the Year) award from PPFA for our Education & Training Manager’s outstanding work

<table>
<thead>
<tr>
<th>Individuals Reached</th>
<th>Hours</th>
<th>Programs Provided</th>
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<tbody>
<tr>
<td>12,435</td>
<td>1,055</td>
<td>Community Education &amp; Training</td>
</tr>
<tr>
<td>22</td>
<td>154</td>
<td>CLEAR</td>
</tr>
<tr>
<td>7</td>
<td>10</td>
<td>Healthy Relationships</td>
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<tr>
<td>19</td>
<td>11</td>
<td>Focus on Youth w / Impact</td>
</tr>
<tr>
<td>177</td>
<td>140</td>
<td>RESPECT</td>
</tr>
<tr>
<td>512</td>
<td>210</td>
<td>Street Smart</td>
</tr>
<tr>
<td>56</td>
<td>70</td>
<td>The CURVE</td>
</tr>
<tr>
<td>79</td>
<td>86</td>
<td>Rainbow Room</td>
</tr>
<tr>
<td>127</td>
<td>96</td>
<td>The SPECTRUM</td>
</tr>
<tr>
<td>17</td>
<td>88</td>
<td>Girlfriends Club</td>
</tr>
</tbody>
</table>

13,451 1,920 Total

Inform. No matter what.
Established a consistent presence at community events, such as fairs, festivals, and markets to put a public face on Planned Parenthood. Educated our community about our services, recruited volunteers and signed-up new supporters.

Canvassed door-to-door to educate our neighbors about the wide range of medical services conveniently provided right in their neighborhood.

Provided updates to our supporters on current legislative battles through numerous phone banks.

Signed up more than 7,000 new supporters.

Direct and grassroots efforts:

- Met regularly with members of the Pennsylvania General Assembly to encourage their support of legislation that improves the lives of Pennsylvania women.
- Spoke out against legislation designed to restrict Pennsylvania women’s access to essential health services, including abortion care.
- Secured a 20 foot buffer zone around our Harrisburg medical center for the safety of our patients and staff when the Harrisburg City Council passed legislation in November 2012.
- Participated in Planned Parenthood Lobby Days at the United States Capital.

Health Center Advocacy Program (HCAP):

- Trained and mobilized a team of HCAP grassroots interns to reach out to patients in our medical centers providing education about women’s health issues.
- Worked on college campuses to recruit students to become patients and more informed about our organization.
- Signed up more than 950 new supporters.

Advocate. No matter what.
Development

Thanks to more than 2,400 generous donors, 32 foundations, and $2,129,113 in donations, you supported our essential health care services, education programs, and access efforts.

The Development Department focused on opportunities for local communities to engage with Planned Parenthood. Throughout the year you gave through various annual fundraising appeals and our special events:

- April Follies (spring event benefiting LGBTQA youth of The SPECTRUM)
- Blue Moon Auction (fall event in Bucks County)
- Chili Nights (spring event benefiting FUND FOR CHOICE (FFC), a volunteer committee of PPKey)
- Jazz Night (fall event in York County)
- Pledge-A-Protester (spring’s 40 Days for Life and summer’s Pledge-A-Protester campaign)
- Sandra Fluke, Reproductive Rights Activist (spring event). Events were held in Lancaster, Harrisburg, and Allentown.
- Sing Out Loud And Proud (SOLAP) (spring event benefiting our education programs including our LGBTQA efforts)
- Sticky Wicket (fall event benefiting FFC)

In FY 2013, PPKey was the grateful recipient of several large planned giving bequests. The Development Department continued to strengthen our local presence in communities through Partnership Councils throughout our affiliate.

Our 283 dedicated volunteers donated 7,671 hours of time and talent in support of our mission.

There are many reasons why you choose to support our mission. It is your support that allows us to serve those who need us the most throughout the year – thank you!

Supporting our mission. No matter what.
From our young people....

The CURVE has been a safe-haven for me. On campus, groups are prone to leaks, which can be dangerous to people still in the closet. Not only is the separation helpful, but I’m also more involved in the community and aware of events, that I might not have otherwise found. It’s good to feel like I’m part of something bigger.

Thomas, age 19

The Rainbow Room has introduced me to so many people that I can relate with. It’s such a positive, safe, and cozy environment, that I wish I could come more often. People like us need others where we can talk openly, and this place is that for us, especially if you don’t feel safe at home.

Rachel, age 17

As a teen at 15, I couldn’t imagine speaking to my mother about my sexual health. I was emotionally and physically ready to have an intimate relationship, but my mother wasn’t in a place where she could have accepted that. I finally broke my silence with my older sister who promptly told me that I needed to take responsibility for my own body and decisions. She sent me to Planned Parenthood where I found answers. No one judged me; they simply educated me about my own body and my options for preventing STDs and an unplanned pregnancy. I was one of the lucky ones - I managed to get through high school and college without getting pregnant and was able to get my degree and start a career on my own terms. I feel like I owe Planned Parenthood a great debt for helping me to protect myself and treating me as a whole person.

Lindsey, age 28

Compassion. No matter what.
Planned Parenthood Keystone
Financial Overview & Patient Demographics*

**SOURCES OF FUNDS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<td>Operating Revenue</td>
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<td>Patient Fees/Direct Billing</td>
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<td>Government Grants</td>
<td>$2,129,113</td>
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<tr>
<td>Contributions</td>
<td>$293,578</td>
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<td>Assets Released</td>
<td>$202,865</td>
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<tr>
<td>Investments</td>
<td>$11,391,658</td>
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<tr>
<td><strong>Total</strong></td>
<td>$11,391,658</td>
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**EXPENSES**

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<th>Expense</th>
<th>Amount</th>
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<td>Patient Services</td>
<td>$8,310,088</td>
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<tr>
<td>Education</td>
<td>$460,042</td>
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<tr>
<td>Fundraising</td>
<td>$517,998</td>
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<tr>
<td>Advocacy</td>
<td>$212,703</td>
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<tr>
<td>Management &amp; General</td>
<td>$1,732,978</td>
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<tr>
<td><strong>Total</strong></td>
<td>$11,233,809</td>
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</table>

**ETHNICITY OF OUR PATIENTS**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>1%</td>
</tr>
<tr>
<td>Unknown/Other</td>
<td>4%</td>
</tr>
<tr>
<td>Multiple Race</td>
<td>4%</td>
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<tr>
<td>Latino</td>
<td>12%</td>
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<tr>
<td>African American</td>
<td>13%</td>
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<tr>
<td>Caucasian</td>
<td>66%</td>
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<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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**AGE OF OUR PATIENTS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent</th>
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<tbody>
<tr>
<td>17 and under</td>
<td>11%</td>
</tr>
<tr>
<td>18 - 19</td>
<td>10%</td>
</tr>
<tr>
<td>20 - 29</td>
<td>51%</td>
</tr>
<tr>
<td>30 - 39</td>
<td>19%</td>
</tr>
<tr>
<td>40 +</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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</tbody>
</table>

45,739 Total Patients Served

*These are combined numbers from Planned Parenthood Northeast, Mid-Penn & Bucks County and Planned Parenthood of Central Pennsylvania for Fiscal Year 2013.*
Planned Parenthood Northeast, Mid-Penn & Bucks County (PPNMPBC) and Planned Parenthood of Central Pennsylvania (PPCP)
Board of Directors Fiscal Year 2013

YOUR DONATION

$1,500
60 HOURS
Sixty hours of age appropriate sexual education for high school students

$2,500
Colposcopy (follow up service for cervical cancer screening) for four women who have had an abnormal Pap test

$5,000
36
Well-Woman exams, including cervical and breast cancer screenings, for 36 women

$10,000
7 IUDs
Seven IUDs for low-income women who want to postpone a pregnancy

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Alex Reber, Dauphin
Board Vice Chair
Joan Paxton, Lancaster
Board Treasurer
Debbie Hutchison, Bucks
Board Secretary

PPCPC Board
Steven Koehler, Chair
Marisa Button, Vice Chair
Lucy Kniseley, Secretary
Cathy Stouch, Treasurer

PPNMPBC Legal Council
Saul Ewing LLP
K&L Gates LLP
Pepper Hamilton LLP
Pratt, Brett & Luce, P.C.

PPCP Legal Council
Barley Snyder LLC

PPNMPBC Auditors
Tait, Weller, & Baker LLP

PPCP Auditors
SF & Company

Executive Management
Kim Custer
President/Chief Executive Officer
James Anast, MD
Medical Director
Jill Marino
Chief Performance Officer
John Moeller Jr.
Vice President of External Affairs

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Kim Gronendahl, Bucks
Jan Hodges, Cumberland
Carol Johnson, Bucks
Joe McCabe, Bucks
Mandy Miller, Berks
Shawn Murphy, Luzerne
Kathryn O’Neill, Luzerne
Marianne Phillips, Lehigh
David Rheinheimer, Monroe
Martin Siegel, Dauphin
Sue Savage, Lancaster

Tracy Benenson
Nancy Blake
Robert Jensenius
Paul Minnich
Carleen Myers
Mark Schmidt
Emily Seitz-Moore
Shaleeta Washington

Rexann Richardson
Vice President of Finance and Operations
Kate Rosset
Vice President of Medical Services
Tim Wolfgang
Chief Financial Officer
Planned Parenthood Keystone

Allentown
29 North Ninth Street

Bensalem
2185 Galloway Road

Bristol
721 Veteran’s Highway

Chambersburg
1854 Wayne Avenue

Easton
2906 William Penn Highway*
*Until 3/18/14 - new location at 2407 Butler Street

Gettysburg
963 Biglerville Road

Harrisburg
1514 North Second Street

Hanover
Center Square

Lancaster
31 South Lime Street

Quakertown
401 West Broad Street

Reading
48 South Fourth Street

Red Lion
2997 Cape Horn Road

Scranton
316 Penn Avenue

Stroudsburg
28 North Seventh Street

Warminster
610 Louis Drive

Wilkes-Barre
63 North Franklin Street

York
728 South Beaver Street

Administration Office
PO Box 813
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5920 Hamilton Blvd.
Allentown, PA 18106
610.481.0481

Elephant’s Trunk
Consignment Shop
348 Main Street
Emmaus, PA 18049
610.967.6621

800.230.PLAN (7526)
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