Celebrating 90 Years

ANNUAL REPORT 2018

Planned Parenthood of Metropolitan New Jersey
# Table of Contents

- Message from the Chair of the Board and the President and CEO .......................................................... 1-2
- Mission, Vision, Values ................................................................................................................................. 3
- Planned Parenthood of Metropolitan New Jersey by the Numbers ........................................................... 4
- Healthcare Services ...................................................................................................................................... 5-6
- Education and Outreach ............................................................................................................................... 7-8
- Advocacy and Public Affairs ....................................................................................................................... 9-10
- Fundraising & Development ....................................................................................................................... 11
- Mulberry & More .......................................................................................................................................... 12
- Financials ...................................................................................................................................................... 13
- Living Legacy .............................................................................................................................................. 14
- Board of Trustees ....................................................................................................................................... 15
- PPMNJ Staff ............................................................................................................................................... 15-16
On May 15, 1928, The New Jersey Birth Control League opened its first clinic in Newark, NJ, the third one in the United States to open under the direction of Margaret Sanger. Of the 17 appointments made for that first clinic session, 13 patients, whose average income was $36 weekly, came for services. The receipts for that day totaled $38.50.

Today, nearly a century later, Planned Parenthood of Metropolitan New Jersey is estimated to have served close to 2 million patients throughout Essex, Hudson and Passaic Counties.

For PPMNJ, 2018 was a year of celebration, innovation and growth. The restoration of NJ State funding for family planning enabled us to expand programs, increase services and be innovative. We hosted several fundraisers for our supporters and open houses for the communities we serve. There is now a Teen LINKS program in Paterson, where peer educators engage with teens to provide information enabling them to make healthy choices and responsible decisions. We hired a float team consisting of a clinician, nurse and two clinical assistants to expand the hours that we are able to see patients, thus increasing our level of service. PPMNJ introduced telehealth to the women of New Jersey, enabling them to download an app on their phones, and through a video conference with one of our clinicians, obtain oral contraceptives.

At our festive People Who Make a Difference Gala in October, we honored the contributions of NJ Lt. Governor Sheila Oliver, Karol Corbin Walker, Esq. and long term board member and donor Edward Stuart. We also announced that we were nearing the $1 million mark of our $3.25 million Mulberry and More Campaign!
As the year came to an end, it was clear that we had exceeded the goals established for 2018. There were 30,989 visits made to our health centers, 1,094 patients and community residents enrolled in Medicaid or a qualified health care plan and over 6,000 participants in education programs and workshops.

Even as PPMNJ celebrated, both internal and external challenges presented themselves. In February, a truck crashed through the waiting room of our East Orange health center. While the front area was completely demolished, we were pleased that there were only minor injuries and that staff present that day did everything right…kudos to that team!!! We were able to reopen a little over 3 months later. We also continue to engage with Planned Parenthood Federation of America and other Planned Parenthood affiliates across the country in numerous political and legislative battles… rallying, marching and leading the fight for women’s health and reproductive freedom. The struggle indeed continues…

For 90 years thanks to our staff, board, volunteers, donors and advocates, PPMNJ has fought the good fight. Our doors are open, our finances strong, and we remain committed to our promise to you for Care…
Mission, Vision & Values

Our Mission.
Planned Parenthood of Metropolitan New Jersey will empower individuals to make voluntary, informed decisions about their reproductive lives by providing safe, affordable health care, educational services and championing public policies to make those services available to all.

Our Vision.
Planned Parenthood of Metropolitan New Jersey will be recognized as the leader in reproductive health care by providing a standard of excellence in clinical services, education, and advocacy for the women, men and families of Essex, Hudson and Passaic Counties. Together, with the national Planned Parenthood movement, we will create a healthier generation and a more just society by putting sexuality education and sexual health care in the hands of people, giving them information and power they deserve to shape the future.

Our Core Values.
Planned Parenthood of Metropolitan New Jersey is dedicated to serving clients with professionalism, compassion, and respect. We will responsibly advocate for clients and their rights. We will serve all people regardless of age, race, ethnicity, religion, gender, national origin, socioeconomic status, disability, or sexual orientation with excellence, integrity, and pride. We will practice kindness, flexibility, patience and confidentiality, and dependability. We will have the courage to make choices that strengthen our communities.
2018 by The Numbers

2,612  Cervical cancer screening tests in 2018

1,094  Individuals enrolled into qualified health plans or expanded Medicaid through our ACA enrollment program

19,650  Family planning patients came to our health centers

53,123  STI tests including gonorrhea, chlamydia, syphilis, HIV and herpes

6,543  Pregnancy tests

75%  of patients are at or below 150% of the Federal Poverty Guidelines

1,479  Medication abortions

26,732  appointments made online (11,662 were new patients)

18%  of our patients are male

6,253  people participated in education programs

93  PrEP Patients
PPMNJ has delivered high-quality and compassionate reproductive healthcare to our neighbors in Essex, Hudson and Passaic Counties for 90 years. Our core values are aligned with our mission to provide health care to women, men and teens. We are honored to serve our communities, providing ‘Care. No matter what.’

**Our five health centers provide a range of services including:**

- Annual Exams
- Birth Control/Family Planning Services
- Emergency Contraception (EC)
- Pregnancy Testing and Options Counseling
- HIV/AIDS Testing and Counseling
- STD Testing
- Colposcopy
- PrEP Counseling Services
- Medication Abortion
- Surgical Abortion Referral

---

**Health Services**

<table>
<thead>
<tr>
<th></th>
<th>breast exams</th>
<th>HIV screenings</th>
<th>cervical cancer screening</th>
<th>chlamydia tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>5,502</td>
<td>11,105</td>
<td>2,612</td>
<td>19,359</td>
</tr>
</tbody>
</table>
Our patients:

19,650 women, men and teens accessed services at PPMNJ at 1 of our 5 health centers in 2018. Seventy-five percent of our patients were at or below 150% of the Federal Poverty Guideline, and 37% of them were uninsured, while 42% were on Medicaid.

What’s New

In November 2018 PPMNJ implemented TP Direct Telehealth Services, enabling women throughout New Jersey to download an app on their phones which connects them to a clinician and access to oral contraceptives. The birth control pills can be mailed to their homes or picked up at a pharmacy of their choice.
In 2018, PPMNJ’s Education department, The Family Life Institute (FLI), continued to provide high quality sexuality education to the communities we serve in Essex, Passaic, and Hudson Counties. FLI presented 384 education workshops to over 6,000 participants in the three counties.

During the summer of 2018 PPMNJ Education/FLI staff were able to recruit and train an incredible 46 teenagers for our annual ‘Teen Peer Health Educator’ summer training! This number was tripled the usual amount from previous years.

What’s New
The Family Life Institute replicated our highly successful and long-running teen peer health educator program for the young people of Passaic County! PPMNJ/FLI now has two distinct yet complimentary teen leadership programs in two of our three service areas (Essex and Passaic counties).

A second health educator was hired enabling us to address the public’s request for ‘gender-reflective programming.’ This expansion in staff has allowed us to develop and nurture new and enduring partnerships within our communities.

With a renewed commitment to reproductive-health education in 2018; PPMNJ was able to provide educational programs, trainings and retreats to many youth and adults.

Education Highlights
- 35th Annual Teen Life Conference at NJIT-Essex County
- “Safe Celebration” at Manchester HS-Passaic County
- 13th Annual Passaic County Teen Life Conference
Affordable Care Act Enrollment Project

An essential part of the work we do in our communities is making sure that our patients have access to health insurance. In 2018, 1,094 patients and community residents were enrolled into a qualified healthcare plan or Medicaid by our Certified Application Counselors.

Our devoted CACs travel throughout Essex, Hudson and Passaic counties including our 5 health centers. They participate in a variety of health fairs and community events to meet with individuals and educate them on enrolling into insurance programs. In 2018, our CACs attended the ‘Gaelen Family Resource Back 2 to School’ event where over 500 students attended with parents and guardians. They also participated in the ‘Lincoln Park Sustainable Health and Wellness Initiative’ where they were able to assist over 1,000 people with general health insurance and service information. At these events our CACs provide the community with free condoms, educational information on birth control, STD and HIV testing. They are also a referral source for many who seek information regarding housing, prenatal care, domestic violence, etc.
In efforts to block the appointment of nominee Brett Kavanaugh to the U.S. Supreme Court, our President and CEO, Roslyn Rogers Collins, joined Senator Cory Booker and Senator Bob Menendez in July 2018 in Newark with supporters, local elected officials and coalition partners to firmly state "we won't go back, and we won't back down."
What’s New

On January 16th, 2018 New Jersey’s new Governor Phil Murphy, was inaugurated. On February 21st, 2018 he signed his first piece of legislation: a bill to restore family planning funding! There was a bill signing ceremony that was well attended by elected officials, volunteers, and staff from Planned Parenthood and the Murphy Administration. Cecile Richards was also on hand for this historic occasion.

PPMNJ held monthly Community Action Team (CAT) meetings with committed supporters from our service area at our Montclair health center, where thorough discussions and education took place, along with training volunteers in advocacy lobbying and grass roots organizing.
At PPMNJ we embrace the power of philanthropy to make meaningful change in the lives of women, men and teens. 2018 was a milestone year as we entered our 9th decade. We created numerous ways to share this celebration with our friends, supporters and the community at large. There were open houses at each of our health centers, showcasing the services that we provide. We also hosted various events including Rock the House Party and Hands to Hearts Craft Show.

People Who Make a Difference 2018

The highlight of the 90th year anniversary festivities was our 2018 People Who Make a Difference Gala; honoring pioneers who made a difference in our community and have supported our efforts over the years. A night of fundraising coupled with entertainment, great food and unforgettable memories made our 90th year celebration a very special one as we honored Karol Corbin Walker Esq., Edward Stuart and The Honorable Sheila Oliver, Lt. Governor of New Jersey.
You can schedule a tour of our state-of-the-art facility by contacting Development@PPMNJ.org.

In 2018, PPMNJ hosted naming opportunity receptions to honor the contributions of Alan Goldman and Joanne Marren, Cheryl Solomon and David Rappaport, and David and Nancy Robin, Mulberry & More Campaign Donors.

PPMNJ’s Mulberry & More Campaign was launched in 2016 to achieve two key objectives, recouping the costs of the renovations to the new Mulberry Street facility and securing funds to sustain and expand the delivery of vital healthcare services and educational programs in Essex, Hudson and Passaic Counties. As of December 31, 2018 we have raised almost $1 million in total pledges and gifts.

---

**2018 Mulberry & More Sponsors**

**Tulip Sponsor**  
Linda & Brian Sterling

**Myrtle Sponsor**  
Lyn Rosensweig & Bruce Schnelwar

**Spruce Sponsor**  
The Gutenstein Foundation

**Maple Sponsor**  
Patricia Bell  
Herbert Bachelor

---

**MULBERRY & MORE CAMPAIGN**

OWNING OUR FUTURE
Financials

Revenue

Medicaid: $2,066,214
Insurance: $984,711
Patient Fees: $1,014,908
Contributions, Foundations and Other Grants: $1,007,980
Other Revenue: $290,267
State: $2,029,751
Federal: $1,831,212
Total: $9,225,043

Non-Operating Changes

Loss on Investment Securities: $379,024
Loss in Value of Split Interest Agreements: $7,585
Total: $386,609

Surplus $344,012

Expenses

Management and General: $1,270,432
Development: $281,433
External Affairs: $144,242
Patient and Community Services: $6,555,410
Public Education: $242,905
Total: $8,494,422
PPMNJ is fortunate to have supporters who have been consistently dedicated to our mission and vision for many years. We recognize those who have generously donated for 10 consecutive years in our Living Legacy Circle. Their contributions ensure that our services and programs continue to thrive, while providing the funds for our continued growth as we serve the community.

John & Joyce Ahlbeck  
David & Barbara Belasco  
H. Bartlett Brown  
Stephanie Carmel  
John N. Dennis  
Susan & Thomas Dunn  
Robert & Rita Erickson  
Melinda Gallian  
Alan I. Goldman & Joanne T. Marren  
Stephen & Alice Golin  
David Greene  
Dede & Peter Horowicz  
Richard R. Howe  
Kevin Jespersen  
Mary Lee & David Jones  
Ruth Kram  

Joanna Lewin  
Lummie Little  
Paulina K. Marks  
Frank McClain, Jr.  
Elsa New  
Foster Story Osborne & Pam Kuhn  
Edith & Emil Oxfeld  
The Peierls Foundation, Inc.  
Powell Family Charitable Trust  
Roslyn Y. Rogers Collins & Marc Collins  
William & Rebecca Sawyer  
Stephen & Barbara Schlesinger  
Carmella Stagnitta  
Edward & Nancy Stuart  
Mary Yori
Akira Frierson,
Center Manager, LPN
Rachel Delano,
Nurse Practitioner
Bianca Carreras,
Licensed Practical Nurse
Yudelka Gonzalez,
Clinical Assistant
Maria Pimienta,
Clinical Assistant
Felicia Teabout,
Receptionist

Kelly Ferreira,
Center Manager, LPN
Jacquelyn Centalonza,
Receptionist
Sheriffer Julien-Green,
Physician Assistant
Maritza Morales,
Clinical Assistant
Ashly Martinez,
Clinical Assistant
Maryory Valladares,
Clinical Assistant
Towanda Williams,
Registered Nurse

Patience Marks,
Float Nurse Practitioner
Samantha Anderson,
Float Nurse Practitioner
Christy Borud,
Per Diem Nurse Practitioner
Barbara Martin,
Per Diem Nurse Practitioner

Carolyn St. Hilaire,
Nurse Practitioner
Taisha Glover,
Licensed Practical Nurse
Shaunte Soman,
Clinical Assistant
Karena Estrella,
Clinical Assistant

Bonnie Black,
Centralized Appointment Representative II
Solanlly Arias,
Centralized Appointment Representative I

Rebeca Lopez,
Center Manager, LPN
Grace Vidal,
Licensed Practical Nurse
Jasmine Mann,
Licensed Practical Nurse
Diana Vidal,
Clinical Assistant
Analleli Martinez,
Clinical Assistant
Vanessa Morel,
Receptionist

Sylvia Bryant,
Center Manager, LPN
Janet Ferrer,
Clinical Assistant
Yury Gomez,
Clinical Assistant
Zenaida Rodriguez,
Clinical Assistant
Ashley Branch,
Registered Nurse
Lori Marino,
Physician Assistant
Dikeya Gainey,
Licensed Practical Nurse

Engelien Sanchez,
Center Manager, LPN
Adriana Garcia,
Clinical Assistant
Alexis Bolger,
Licensed Practical Nurse
Anabel Roque,
Float Clinical Assistant
Arlene Martinez,
Clinical Assistant
Angela Peterson,
Clinical Assistant
Aneekah Simmons-Durham,
Physician Assistant
Regina Silvera,
Clinical Assistant
For more information about how you can tour our state of the art health center or join the Mulberry & More Campaign, please contact development@ppmnj.org.