



2018
ANNUAL
REPORT

UPPER HUDSON
PLANNED PARENTHOOD



More than ever before, Planned Parenthood is putting the tools people need to live healthy lives directly into their hands. Whether they are getting sexual and reproductive health information from PlannedParenthood.org, booking an appointment on their phone, or marching to defend their rights — Planned Parenthood is providing them with the care, information, and resources they need to take control of their health and their future.

With so much at stake, we are joining hands and working together toward our mission: **Care. No matter what.**

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We are so proud to share this annual report of our work and our vision in 2018. Regardless of the relentless attacks and misinformation, this was a year of expansion and growth for Upper Hudson Planned Parenthood. Our vision is a future where everyone has access to the affirming and non-judgmental care that Planned Parenthood is known for – no matter their income, no matter their ZIP code, no matter their documentation status. Ours is a vision of care. No matter what.

Our community's unwavering support has meant that our vision is coming true. UHPP launched a Capital Campaign focused on relocating our health centers in Hudson and Troy and completing renovations in Albany. Our campaign does not stop there. We are raising funds to act as a bulwark between our patients and the administration in Washington, D.C. Our Patient Access Fund is designed to cover the cost of low- or no-cost services in our health centers – regardless of the attacks. We are committed to keeping our doors open and to opening new ones.

In 2018, UHPP expanded care to include behavioral and mental health care for our patients. Our patients come from all walks of life and all kinds of communities. When they enter our health centers, they deserve to be seen and heard. We are so proud that we can provide even more services to give our patients the care they deserve.

Our Public Affairs team worked tirelessly to ensure that voters throughout our service area had

access to reliable information about where candidates stood on the issues important to them. And they used that information to usher in representatives who reflect our community's values and respect for reproductive health care.

Our Education department was recognized with awards and added new venues to provide honest education about sexual health, consent, healthy relationships, PEP and PrEP, and much more. In 2018, our team was making connections and giving people the tools they needed to make decisions about their health and their future.

All of this was possible because of you and the support you provide. We look forward to more places, more people, and more services in 2019!



CHELLY HEGAN
President/CEO, UHPP

DEBORAH SHAKOTKO
Board President, UHPP

Impact of Upper Hudson Planned Parenthood Health Care and Education



9,119 Patients



15,162 Patient visits



20,943 Birth control information and services



8,733 Breast exams and Pap tests



710 Gender-affirming health care visits



3,859 People reached through sex education



Health within Reach

Planned Parenthood is committed to providing care, no matter what. We find a way to get care and information to the people who need it most — going over, under, and through barriers to get there. Now, more than ever, we're innovating to put tools for a healthy life directly into people's hands. No matter who they are, what they need, or where they live.

Hudson Expansion

Over the last three years, UHPP expanded its operations in Hudson from one day per week in 2016 to three days per week in 2018, and expanded services to include gender-affirming health care, high-complexity gynecological care, and behavioral and mental health care coordination. With the additional days, the Hudson Health Center saw unprecedented growth— a 138 percent increase in patient visits since 2016, with 1,291 visits in 2018.



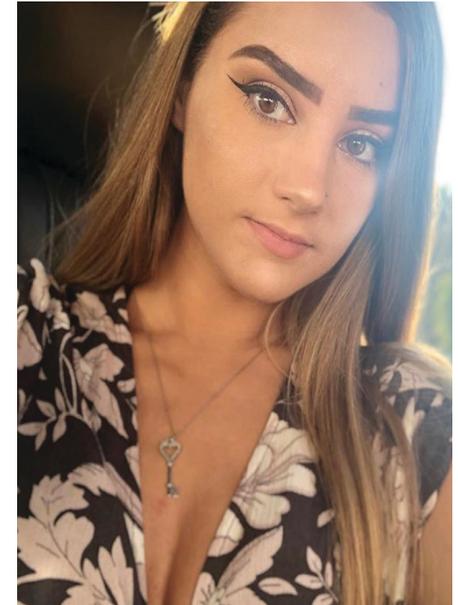
Expanded Behavioral Health Care

Public health tells us that there are more indicators of health than height, weight, and blood pressure. Food security, safe housing, counseling, and social support are all part of what makes a person holistically healthy. Our communities have struggled to provide enough access to mental health services and the kind of patient care that can connect people to what they need. So, in 2018, UHPP began offering behavioral health care for our patients at all three of our health centers. Recognizing that there are both physical and social indicators of health, our team works with individuals to help them find the services and tools they need to live healthier lives.

Within this program, a licensed professional is assigned to the patient to work closely with our health center clinical team and other partners in the community to help address physical health such as obesity, hypertension, diabetes, asthma, and smoking, as well as social indicators of health, including safe housing, food security, and access to needed social services or transportation. Each patient is then connected to the relevant community resources to support our patients' health and well-being. In addition, our patients are able to access onsite counseling through a RCDMH Psychiatric Nurse Practitioner co-located in our health center.

“When I booked my appointment with UHPP online, I was able to do it in minutes and was sent a reminder as soon as it was booked. The language they use is super inclusive and easy to understand. It didn't alienate my lifestyle, which was really helpful and affirming when I was in the process of booking my appointment.”

— Carissa Streckfuss,
SUNY Albany



5,686 Online appointments in 2018



Holding On & Pushing Forward

Fighting Back

Planned Parenthood supporters continued the fight against the Trump administration's efforts to block patients from care at Planned Parenthood, institute a gag rule on our doctors, and appoint Supreme Court justices who would undermine reproductive freedom. Our advocates fought back in Albany, Hudson, NYC, and Washington, D.C.

2018 results:

- **92** events
- **22** get out the vote events
- **8** teach-ins
- **8** rallies
- **5** marches
- **17** lobby visits

Top: UHPP President/CEO Chelly Hegan spoke at the Albany Women's March.

Bottom: Fifty UHPP advocates went to NYC for the Women's Day March.



Mobilizing the Movement

Our advocates attended the 2018 Day of Action in Albany and joined Planned Parenthood Action Fund President Cecile Richards and New York Governor Andrew Cuomo for our Action Rally. Following the rally, advocates prepped and participated in seven legislative visits and legislative actions on behalf of reproductive health legislation.

For the second year in a row, UHPP hosted *Across the Line*, a virtual reality experience where participants witness the realities of crossing an abortion picket line. More than 150 people participated in our viewing this year and took action on social media following their experience.

189 Advocates registered to attend the 2018 Day of Action



Supporting Partners

Planned Parenthood stands in solidarity with our community, whether it is fighting for the rights of LGBTQ individuals, people of color, immigrants, victims and survivors of sexual assault and/or gun violence, or anyone who feels threatened or marginalized.

In 2018, UHPP partnered with OutHudson, the Columbia County Sanctuary Movement, In Our Own Voices, Citizen Action of New York, and the REACH Center.

UHPP staff, volunteers, and advocates marched in Capital Pride in Albany and OutHudson Pride in Hudson and did outreach at the In Our Own Voices Black and Latino Gay Pride festival.

UHPP held three teach-ins to uplift our partners' voices in Albany and Hudson and joined coalition partners at rallies, lobby days, and community events.



Planned Parenthood Generation

Planned Parenthood Generation (PPGen) at UAlbany has only been a recognized student organization at the University at Albany for three years, but you would never know it based on its campus presence. Established in 2016, when two students saw the need for grassroots organizing on campus that focused on reproductive justice, PPGen has grown to over 400 members. Over the past year the group's influence on campus has developed so much that it expanded its executive board, added a junior executive board to foster future leaders, and partnered with over 15 student organizations to bring intersectional programming to campus that focused on social justice issues such as sustainable menstruation, racial disparities in health care, feminist porn, healthy sexuality, and immigration policy concerns. PPGen members attended two national student convenings, the Power of Pink and the National Organizing Summit, where they networked with other student leaders, learned how to effectively leverage their voices and stories in the movement, and committed to spreading their message of reproductive justice on campus and in the community.

Educating Our Future



Expanding Staff and Reach

The Upper Hudson Planned Parenthood Education team expanded its department in 2018 by hiring an additional full-time Sexual Health Educator and Digital Manager. The new staff allow us to expand to new schools, including Green Island, where we provided the high school and middle school with evidence-based programming. We added programming in Hudson, serving Columbia County Jail and Warren Street Academy.

- **1,160** education sessions conducted
- **71%** of education participants attended multi-session programs

Top: Wendy Milligan, UHPP Sexual Health Program Coordinator, was recognized as GLSEN Educator of the Year.

Bottom: UHPP earned the New York State Department of Health's Commissioner's Special Recognition Award, for its commitment to community health.



Reaching Out to Teens

The Youth Health Promoters worked with social media to continue to reach out to young people. In addition to running social media accounts, including Facebook, Snapchat, YouTube, and Instagram, they created two marketing campaigns. They wrote, produced, and recorded 30-second Pandora ads and created short-form videos for YouTube and Facebook on topics such as testing for STDs, accessing birth control, the bystander effect, and consent. The "Get Tested" reality show video reached 36,400 people, with 97,500 impressions, of whom 37.5 percent viewed the entire video.



880 Clicks from Pandora ads to uhpp.org





Gail Ann Dorsey (left) and The National's lead singer, Matt Berninger performing together at Hudson Hall

Bringing New Partners into the Movement

A group of engaged volunteers from Columbia and Greene counties organized the second annual Rally in the Valley festival this past December. The event successfully engaged advocates, local businesses, and artists through an evening concert and a full day of workshops. The sold-out show took place at Hudson Hall and featured The National, Gail Ann Dorsey, and Kaki King.

The full day of workshops included a Clergy for Choice panel; the creation of a reproductive rights-themed quilt, an interactive talk on self-care before, during, and after an abortion; and discussions about the intersection of our work with that of important coalition partners.

Rally in the Valley brought over 500 supporters and raised nearly \$70,000!



Leadership Circle



This past year we expanded our Women's Leadership Circle to include people of all gender identities. We did so with the knowledge that Planned Parenthood is a place for everyone, and it felt important to align our fundraising with the values and principles of our health center. We want anyone who is able to have the opportunity to take a public stand in support of our work and protecting access to care for future generations. Throughout this transition, we've remained committed to fostering a space where people are valued and collectively can learn, engage in dialogue, and empower our community to thrive.

The Leadership Circle continues to be a group of incredible people who support Planned Parenthood's mission and services by annually contributing \$1,000 (\$500 if under 40) to our work. Couples can be listed together by giving a minimum of \$1,500 (\$750 if under 40). Members proudly share their support by having their names printed in local newspapers – including the *Times Union* and *The Register Star* – at the end of each year. We've been thrilled by the response to our Leadership Circle by members new and old. In 2018, we surpassed our goal of 200 members by reaching 213 by the year's end.





Capital Campaign: A Place for Everyone

In 2018, we launched *The Campaign for Upper Hudson Planned Parenthood: A Place for Everyone* to relocate our Troy and Hudson health centers, update our Albany health center, and establish a Patient Access Fund to ensure seamless health care access for our patients, no matter what. Through this campaign, we will raise \$7.2 million to ensure that we continue to provide high-quality health care in facilities that welcome our patients with warmth and respect.



Capital Campaign

Welcoming Facilities: UHPP received a \$2.2 million health care transformation grant from the New York State Department of Health. This grant has covered the bulk of the funding needed to relocate our Hudson and Troy health centers. We are nearing completion on our new Hudson Health Center, which opened to patients in late February 2019, in a larger and more centralized office in the City of Hudson. The new Hudson Health Center houses a reception area, a waiting area, four patient exam rooms, a recovery room, collaborative care and counseling offices, and a shared teen space and community room. We are evaluating potential locations in Troy to best fit the needs of our community and anticipate a secured location by fall 2019.



Patient Access Fund: More than half of our patients live at or below the poverty line and are covered by Medicaid. We offer the care these patients need, often as the only provider in their area. Medicaid then reimburses UHPP for those services. There is an ongoing effort at the national level to block Planned Parenthood from Medicaid reimbursement. This provision has been added to several bills but has been removed before approval. We do not know when this will happen, and we can't know exactly what the financial impact will be, but our \$5 million Patient Access Fund will ensure that we are prepared.

Next Steps

Since the launch of our campaign, we have been humbled by the incredible generosity in our community. We know all people deserve a safe space for open and honest information and discussion about what is happening to their bodies, their relationships, and what they want for their futures. UHPP will always provide that, no matter what. We look forward to partnering with our supporters on this exciting and vital venture.

UHPP Balance Sheet

REVENUE

Revenue from services	\$4,051,676
State and county grants	\$2,061,027
Contributions	\$2,130,484
TOTAL	\$8,243,187

Contributions

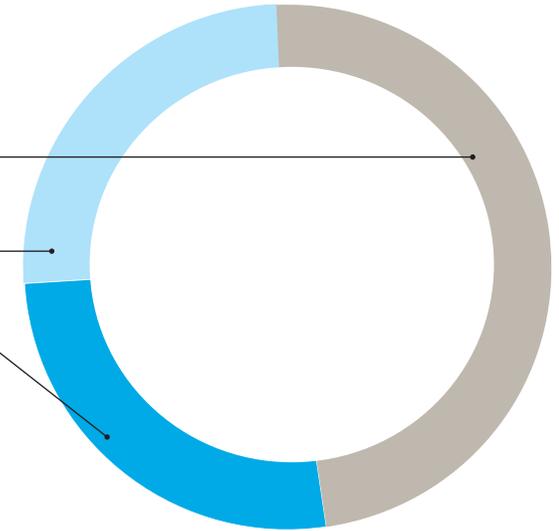
 Capital campaign	\$1,305,286
 Annual fund	\$825,198

EXPENSES

Patient services	\$4,543,717
Management and general	\$1,052,560
Education, outreach, and advocacy	\$807,118
Fundraising and events	\$438,673
TOTAL	\$6,842,068

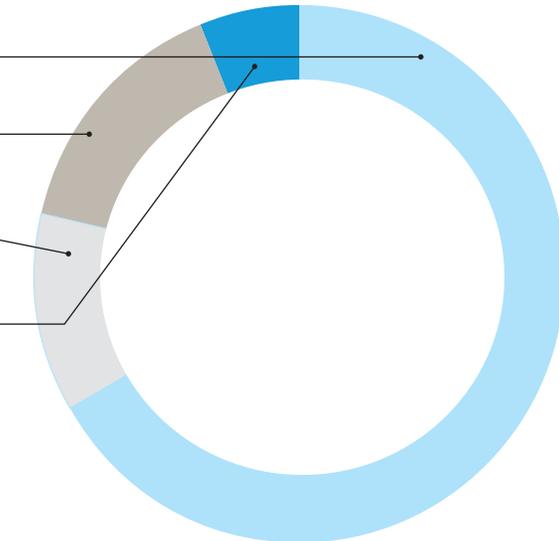
REVENUE

- 49%** Revenue from services
- 25%** State and county grants
- 26%** Contributions

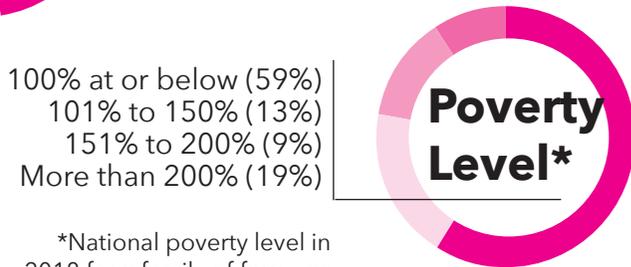
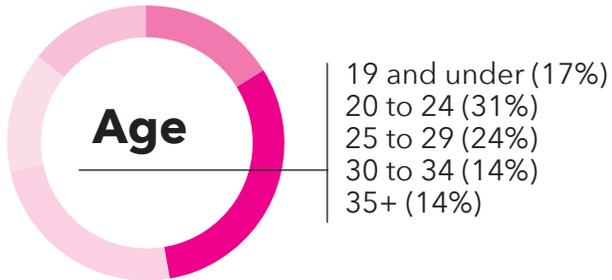
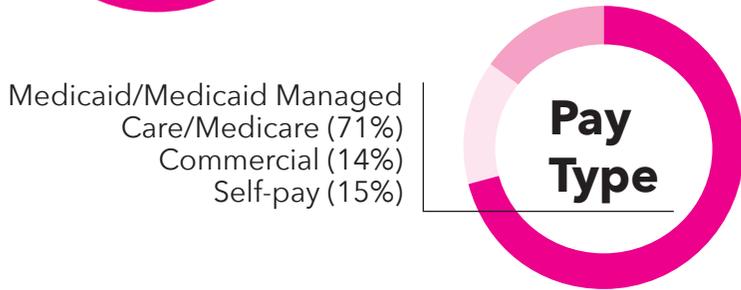
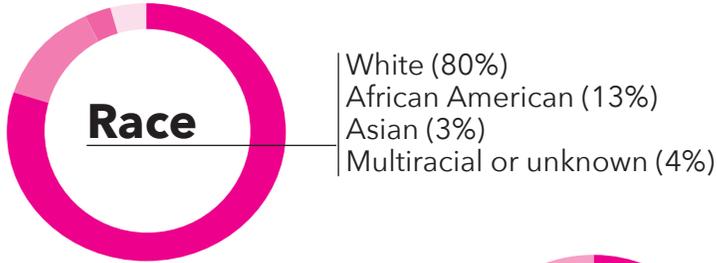


EXPENSES

- 66%** Patient services
- 15%** Management and general
- 12%** Education, outreach, and advocacy
- 7%** Fundraising and events



UHPP Demographics Albany, Columbia, Greene, and Rensselaer counties



*National poverty level in 2018 for a family of four was \$25,750

Upper Hudson Planned Parenthood/PPANYUH

- UHPPANY
- TheUHPP
- UpperHudson-PlannedParenthood
- UHPPANY

Planned Parenthood Generation Action

- PPGenatUAlbany
- PPGenatUAlbany
- PPGenatUAlbany

Upper Hudson Planned Parenthood Youth Health Promoters

- uhppyhp
- uhppyhp
- omgpp
- omgpp



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uhpp.org