



 **Planned  
Parenthood**<sup>®</sup>  
Care. No matter what.

Planned Parenthood of Western Pennsylvania

**2015-2016**

**Annual**

**Report**

# PRESIDENT & CHAIR MESSAGE

Dear Friends,

Thank you for supporting Planned Parenthood of Western Pennsylvania (PPWP). We are truly grateful to you for helping to ensure that every person who turned to PPWP received the care they needed, regardless of their income level or insurance status. Last year PPWP

provided more than 17,000 patient visits. Most of these services were provided to individuals who were low-income; with many lacking even basic health insurance. These individuals rely on PPWP for affordable access to reproductive health care services. This care plays a critical role in the health of our community and directly supports women and their families.



Kimberlee Evert  
President and CEO

Carole Bailey  
Chair, Board of Directors

This past year, PPWP's Education Department continued to make a difference in the lives of thousands of youth in western Pennsylvania. The Peer Education and LifeSkills program offered students in 20 area schools comprehensive sexuality health programs that work to reduce teen pregnancy and the rates of STDs by building skills and knowledge needed to avoid risky behaviors. In addition, the education staff expanded the IOTAS program - providing more youth with answers to their sexual health questions through a confidential text option and launched a new violence prevention program.

Our advocacy efforts continued to fight for the rights of women to live strong, healthy lives. This past year these efforts included public demonstrations and strategic outreach that worked to educate, energize and mobilize patients, students, community groups and supporters to protect women's access to reproductive health care and abortion service.

As you read through this report, I hope that you will take pride in knowing that you have made a considerable difference in the lives of women, men and teens in our community. For 100 years Planned Parenthood has been dedicated to supporting a woman's right to have control over her fertility and we have worked to be the trusted health care provider for those in western Pennsylvania.

While we look back on the achievements made last year, we are keenly aware of the recent political changes which now threaten our ability to provide these basic services to those who are most vulnerable. We know that this will be a difficult fight - however we stand on the shoulders of countless women and men who courageously gave so much to secure our freedoms and we will not back down! We will continue our tradition of care for all, without judgment, because we know our work brings tremendous benefits and opportunities to the people we serve and to our community at large.

We thank you for standing with us.

Sincerely,



Carole Bailey  
Chair, Board of Directors



Kimberlee Evert, M.P.H.  
President and CEO

## OUR MISSION

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To provide high quality reproductive health care services, comprehensive sexuality education and strategic advocacy.

PPWP believes in the fundamental right of individuals to manage their fertility and reproductive health without regard to income, marital status, race, ethnicity, religion, sexual orientation, gender expression, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being and that of our clients.

## Patient Stats

1,051 male patient visits

16,274 female patient visits

17,325 total patient visits

## Service Stats

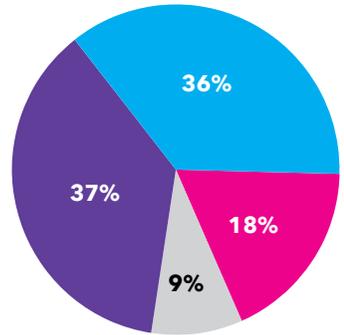
1,126 pap tests

2,957 breast exams

20,646 STD tests

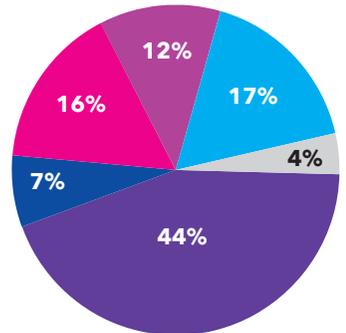
18,000 units of birth control

### Patient Profile by Fee



- Medicaid
- Sliding fee scale
- Full fee
- Private insurance

### Birth Control by Type



- Oral contraceptives
- Nuvaring
- Depo injections
- IUD and implants
- Condoms
- Other methods

### Birth Control Pills By Mail Program

PPWP launched our Pills by Mail program which allows patients to receive their monthly birth control pills by mail instead of visiting our center. This provides a more convenient option for our patients and reduces potential gaps between cycles to ensure women aren't missing a pill which can place them at risk for an unintended pregnancy. In addition, this program reduces PPWP's medical staff time allowing us to provide health care services to more people. This program is currently being piloted in the downtown Pittsburgh family planning health center with plans to extend this option to all of our locations.

## Johnstown Health Center Renovation Project

PPWP received grant funding to remodel and update our family planning center in Johnstown. The renovations began in the spring and include wood flooring, new cabinets in all of the patient rooms, interior painting and new signage. The Johnstown health center provided over 3,200 patient visits last year, and this renovation project provides a more welcoming and comfortable center for the patients in Johnstown who turn to PPWP for their care.

## PATIENT STORIES

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Our organizers and volunteers have worked to compile hundreds of stories from PPWP patients. These stories show the diverse experiences of those who come to us seeking health services. Below are just a few of the stories that have been collected.

*Planned Parenthood has provided me with necessary health care, that is specific to women. I've never felt judged in their settings. And I've also never been so well informed about what's happening or the options that I have.*

- Elizabeth

**I have endometriosis and I have a lot of pain with it. With Planned Parenthood I can get the depo shot at a very low cost and it helps me a ton.**

- Lisa

*Having Planned Parenthood at my disposal has given me a peace of mind that I haven't felt at other "doctor's offices." I will continue to support Planned Parenthood because I know they support me.*

- Sara H.

**Partner of mine called and needed me to get tested. Ended up positive and received treatment. Very nice and supportive at the clinic.**

- Aaron

**I've always come to Planned Parenthood for routine STI testing. The staff are patient, helpful and kind. While I could get tested at my PCP, I know how vital Planned Parenthood's services are to the community, so I choose to get tested here.**

- Sean

*I use Planned Parenthood for my birth control and other health services. As a college student on a limited budget, they are a very useful resource for me. Planned Parenthood has helped me not be nervous about women's health and sex education.*

- Kaitlyn

**I chose to use PP for my birth control services because my PCP is often too rushed to spend enough time discussing my needs with me. I trust the name "Planned Parenthood" and knew I'd get taken care of. The staff was helpful and knowledgeable, and most importantly, took the time to make sure my needs were met to the fullest.**

- Brianna

## **Violence Prevention Initiative**

PPWP's education department launched a new Violence Prevention Initiative in June. The initiative is possible thanks to a two-year grant from the FISA Foundation to support the expansion of our delivery of Sexual and Intimate Partner Violence (S/IPV) prevention programming to youth and youth-serving professionals in alignment with the goals of Southwest PA Says NO MORE. The goal of the initiative is to engage youth, particularly boys and young men to promote healthy relationships and communication, encourage bystander intervention, educate how gender expectations can perpetuate violence, and give youth and mentors practical tools to live out values of non-violence. The new position of Violence Prevention Specialist was added to the education staff as part of the initiative's launch. In addition to the Violence Prevention Specialist, all current education staff have been trained on violence prevention curricula and content.

## **IOTAS Textline**

PPWP's confidential, youth-friendly sexual health textline It's OK to Ask Someone (IOTAS) is now in four counties including Allegheny County. The goal of the textline, to improve the sexual health outcomes of youth in Western PA, has been expanded this past year with a marketing and outreach campaign that targeted 200,000 youth ages 14-22 in those four counties. The marketing plan included Facebook and Instagram ads as well as ads placed on public transit. Materials such as posters, brochures, palmcards, and branded phone pockets we distributed to youth-serving organizations in order to get the word out about IOTAS.

In addition to our full-time education staff, PPWP has trained adult volunteers, Peer Educators, and PPWP student alumni who answer texts and support youth staffing the line. A part-time staff person was also hired to assist the education department with the marketing for IOTAS. Future plans for the program include rolling out an education package to introduce community partners to the IOTAS service as a sexual health intervention.



## **Media Arts Institute**

In the summer of 2015, PPWP's education department hosted a Summer Media Arts Institute that focused on creating original media such as memes and videos related to sexual health. Staff at the East Liberty Carnegie Library's Teen Center instructed us how to use their video software, and teens shot their own short films as well as created videos about condom negotiations.

## Making Healthy Decisions Study

PPWP is participating in the Making Healthy Decisions study. This study is funded by the Office of Adolescent Health's (OAH) teen pregnancy prevention funding and is a partnership between CMU and WVU to evaluate a new teen pregnancy prevention curriculum. We will be participating for the next three years as facilitators and delivering these sessions at a number of community sites around Allegheny County. We also acted as facilitators during April and May of 2016, helping the developers put the final touches on the curriculum. PPWP is excited to be part of a national project with such an incredible team of researchers and educators. We are hopeful that the end result will be that the OAH has an engaging, effective new curriculum to add to their list of evidence-based curricula.



## Peer Helpers Program

PPWP's Peer Helpers program's goal is to reduce teen pregnancy and prevent school dropout in local middle and high schools. During the 2015-16 academic year, the Peer Helpers Program was offered at seven different local middle and high schools. 239 students participated in the program. The program exceeded its goal of 99% pregnancy prevention in its participants. All 46 Peer Helpers who were seniors completed their graduation requirements with the majority going on to higher education. As the IOTAS program expands its reach, more members of the Peer Helpers program will have the opportunity to field sexual health related questions through text message while being supervised by PPWP staff and adult volunteers.

## Education by the Numbers

A total of **16,320** contacts were made as a result of education and outreach activities.

More than **4,645** contacts were made with participants in **990** community programs and professional training sessions.

**239** Peer Helpers used their communication skills to encourage self-exploration and responsible decision making.

**303** students participated in LifeSkills to learn decision-making techniques, self-esteem enhancement and effective communication skills.

**99%** of eligible Peer Helpers graduated from high school.

## Young Leadership Council

Thanks to a handful of dedicated volunteers who wanted to concentrate their efforts on advocacy and fundraising, PPWP was able to launch the Young Leadership Council (YLC). This group is comprised of professionals living in and around the Pittsburgh area who are between the ages of 25-40 and have a passion for women's health and reproductive rights. During their first year, the YLC hosted two successful events. Their fall event, *Cornstalks & Cardigans*, was held outside at the Bayardstown Social Club in October and featured seasonal drinks and a corn roast. In February, the YLC relaunched the Valentine's Day dance party, *Love of Friends*, at Spirit Lodge in Lawrenceville. After planning two great events for PPWP, the YLC is excited to build on their experience and continue to organize fun and affordable events in creative venues in support of PPWP.

## War on Women Art Show

The second annual War on Women Art Show was held at Clear Story Studio in the Southside. The show featured over 35 works by nationally recognized and respected regional artists that addressed the reproductive and social inequalities faced by women on a daily basis. Special guests, Phat Man Dee and Tami Dixon provided the entertainment and Kate Romane Productions provided an impressive selection of small plates and appetizers. Over \$15,000 was raised in support of PPWP and Planned Parenthood Advocates of PA with 200 people attending. Special thanks to our art selection committee, Vicky Clark, Sara Dixon, Meredith Driscoll and Richard Parsakian, for helping to organize this successful event.



Guests fill the space at Clear Story Studio



## Highlights

### PPWP is a Four-Star Charity

PPWP is once again, proud to be listed as a four-star charity by Charity Navigator, America's largest charity evaluator.



### Social Media Statistics



/plannedparent  
hoodpgh  
**2,538**  
Facebook  
Likes



@PPWPA  
**546**  
Twitter  
Followers



@PPWPA  
**213**  
Instagram  
Followers



**Above:** Gala hostess Elsa Limbach with guest Diane Mohr.

## 2016 Spring Gala

On June 4, 2016, PPWP held its annual Spring Gala at the home of Elsa Limbach in Point Breeze. Ms. Limbach's beautiful home provided an ideal setting for the event and guests were able to enjoy her expansive gardens. Flowers and event design were provided by Christine Glabicki. Special thanks to the 225 guests who supported our signature event which raised \$110,000 for reproductive health care services.



**Left:** Elsa Limbach's pool and garden lit up with candles after sunset.



**Right:** Joanna Shultz and John Lovelace with Kim and Bob Evert.

## Cocktails for a Cause

PPWP continued to host seasonal Cocktails for a Cause events. These low-cost and big-fun events are offered four times a year at local restaurants and bars. Typically, the hosting venue offers to contribute a percentage of the evening sales to PPWP, however this past year, The Allegheny Wine Mixer offered to host our *Roe v. Wade* Anniversary Cocktails for a Cause event and donated all of the sales for that night to PPWP. A standing-room-only crowd attended!

## House Parties

To expand community awareness for PPWP's mission, we worked with several of our supporters to organize house parties in homes around the Pittsburgh area. These events include a presentation about PPWP services and offer attendees an opportunity to ask our staff questions about specific programs. These events have provided PPWP with an opportunity to hear from our stakeholders and develop stronger collaborations in support of reproductive rights. If you are interested in hosting a house party for PPWP, please email [development@ppwp.org](mailto:development@ppwp.org).



**Left:** Kim Evert speaks at two different house parties held this past year.

## Trip to Washington D.C. to Rally for Abortion Access

On March 2, 2016, a bus filled with volunteers and supporters left Pittsburgh to attend a rally in Washington D.C. to show support for women's access to abortion, while the Supreme Court heard oral arguments in the case of *Whole Women's Health vs. Hellerstedt*. The case was the biggest challenge to abortion rights since 2007. PPWP joined hundreds of other supporters in front of the Supreme Court building to rally and hear from speakers including Dr. Willie Parker, Amy Hagstrom Miller of Whole Women's Health, and Planned Parenthood's own Cecile Richards.

The Supreme Court struck down the Texas abortion access law in a 5-3 ruling, reaffirming and strengthening constitutional protections for abortion rights.



The PPWP crew on the bus to D.C.



Protesters in front of the Supreme Court Building.



Volunteer & Cecile Richards

Members from Pitt Johnstown's PP Gen group at the rally. This photo was featured in Refinery 29.

## Trapped Documentary Screening

In partnership with New Voices Pittsburgh, Women's Law Project, and Pro Choice Escorts, PPWP hosted a screening of *Trapped*, the award winning documentary that follows abortion providers as they try to keep their doors open. Since 2010, hundreds of TRAP (Targeted Regulations of Abortion Providers) bills have been introduced all over the country, causing many abortion providers to close. While many think a woman's right to choose was decided with *Roe V. Wade*, this film asks, what is a right without access?



## National Pink Out Day

September 29th 2015 was National Pink Out Day in Support of Planned Parenthood. Rallies occurred across the country including Pittsburgh. PPWP, community partners, and over 200 supporters marched in the pouring rain from Market Square to Pat Toomey's office in Station Square. A press conference was held which included stories from three women who have relied on PPWP's health care services.

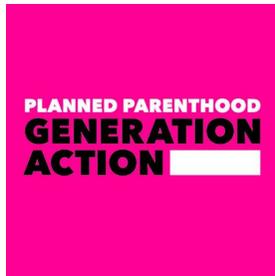


## Health Center Advocacy Program

Our Health Center Advocacy Program (HCAP) is a volunteer program that works to engage our patients by updating them on legislation that may impact their ability to get care, registering folks to vote, and collecting patient stories to lift up the voices of the people most impacted by measures around defunding and other legislation that reduces access to care. Over 150 patient stories have been collected through HCAP. PPWP volunteers highlighted many of these stories by creating a video that showcases several of these stories. This video is currently playing in our health center waiting rooms.

## Planned Parenthood Generation Action

College students in the area are more engaged than ever with PPWP! Planned Parenthood Generation Action (PP GEN) engages students and young people around issues of reproductive rights and gives them the skills to organize on their campuses. PPWP works with student groups at the University of Pittsburgh, Chatham University, Point Park University, Robert Morris University, Allderdice High School, University of Pittsburgh Johnstown, Edinboro University and Mercyhurst University.



## PPWP at Pittsburgh Pride

Pittsburgh Pride was held in June. PPWP had a strong showing of staff, volunteers and supporters at this year's Pride March and festival. In addition to marching in the Pride parade, PPWP had a table at Pridefest where we signed up supporters, gave out information and condoms, and sold t-shirts. Photos from Pride were taken by Alicia Romano Photography.



# VOLUNTEER PROGRAM

## Volunteer Appreciation Night

In April, we held our volunteer appreciation event at The Allegheny Wine Mixer in Lawrenceville. PPWP staff, board members, donors and community members gathered to celebrate the hard work of our dedicated volunteers.

This year we honored five outstanding volunteers with the following awards:



**Volunteers of the Year:** Robin Felder & Ryan Morden

**Student Volunteers of the Year:** Lea Deimeyer & Audrey Baldwin

**The Eliese Cutler Lifetime Achievement Award:** Louanne Baily

Awardees were nominated and selected by PPWP Board, staff and volunteers.



## Volunteer Painting Project

In early April, we hosted 10 students from the University of Missouri who came to Pittsburgh to do volunteer work during their spring break. Their goal was to help reproductive rights organizations. They helped paint the entire first floor of our downtown Pittsburgh building which included our large conference room, hallways, and first floor offices, saving PPWP thousands of dollars.

## Pastoral Care Training for Reproductive Decision Making and Loss

In October PPWP orchestrated a training workshop facilitated by the Religious Coalition for Reproductive Rights designed to help participants cut through the public debate on reproductive issues in order to be a compassionate, faithful, pastoral presence to those in need. 15 clergy members from different faiths attended.

## Volunteer Led Story Sharing Video Project

One of our volunteer leaders, Lola Adebisi, formed a video production committee to write, direct, and produce a short video to destigmatize abortion by showcasing abortion stories from PPWP story tellers. The video is currently playing on our health center digital screens.

## Volunteer Stats

**140**  
active volunteers

**46**  
volunteers  
per month

**262**  
volunteer  
hours per  
month

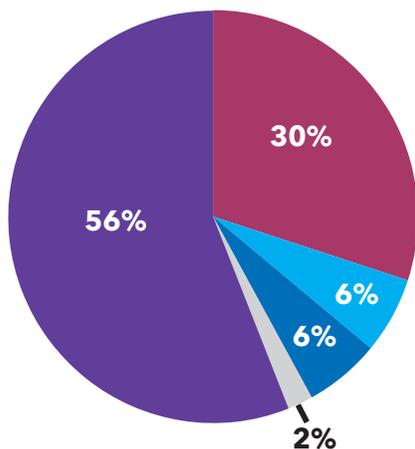
**95**  
volunteer  
escorts

Families, grateful clients, foundations and government grants are just some of the many partners who help ensure that PPWP is able to provide access to high-quality preventive health care and sexuality education to all who need it.

We take the utmost care in the stewardship of all donations in order to maximize our impact in the communities we serve. Your investment in PPWP makes all of this possible. Thank you.

## Income

● Patient Fees	2,823,948
● Contributions	1,519,468
● Special Events	141,690
● Government Funding	324,921
● Other Income	114,774
<b>Total</b>	<b>4,924,801</b>



## Expenses

### Program Services

● Medical Services	3,986,997
● Education Services	290,355
● Public Education	151,879

### Supporting Services

● Administration	199,818
● Development & Publicity	393,297
● State & National Affiliation Dues	80,858
Reserves Used	-178,403
<b>Total</b>	<b>4,924,801</b>

