

# 2015

Annual Report and  
A Time to Build  
Campaign Report

 **Planned Parenthood**<sup>®</sup>



**Our mission is to promote healthy sexuality and reproductive choice through exceptional services, honest education, and fearless advocacy.**

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# 2015

Annual Report and  
A Time to Build  
Campaign Report



# 01

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# Letter from our Chair and Interim CEO

Dear friends,

We are pleased to present the 2015 Annual Report for Planned Parenthood of the Southern Finger Lakes (PPSFL).

At PPSFL, we began 2015 with a strong focus on our financial health and improving our ability to see patients efficiently and effectively. You may remember that in 2014 we implemented electronic health records and moved our Ithaca operations from State Street to our wonderful new building at 620 West Seneca Street. While both of these were key milestones, their implementation affected our ability to see as many patients as we typically see. In the fall of 2014, we undertook focused efforts to improve productivity, and this work continued in 2015 with several initiatives and projects running concurrently. We are pleased to report that our efforts are paying off: we experienced an 8% increase in clinical visits at our sites from 2014 to 2015.

One key project was the implementation of online appointment scheduling (OAS) in 2015. Our patients love being able to schedule appointments at their convenience. OAS also allows patients to input their insurance information and sign up for text appointment reminders, all of which increases our efficiency.

In June, we were thrilled to purchase our soon-to-be new home in Corning! The new site has many advantages over our existing 135 Walnut Street health center. The new site is private, conveniently located on a bus route, and has ample off street parking. Our staff has worked diligently with our architect, Grace Chiang, of Chiang O'Brien Architects, to create a welcoming and efficient design for the new building, and we look forward to beginning renovations.

As you may recall, in the summer of 2015 a group of anti-reproductive health extremists released the first of a series of heavily edited videos making false claims about Planned Parenthood and attacking the health care that we proudly provide. Their attacks also included hacking attempts of our online data systems and websites. The ensuing months brought a flurry of defunding efforts from anti-reproductive health politicians across the country, but also fierce support from our friends and allies. In September, our community proudly supported us on Pink Out Day by wearing pink, putting up yard signs, changing their online profile pictures, and attending Pink Out Day events.

Sadly, a number of clinics received more threats and vandalism after these videos were released. In November 2015, after months of hateful rhetoric fueling violence, an armed gunman attacked a Planned Parenthood clinic in Colorado Springs killing two innocent bystanders and a law enforcement officer. Our local, state, and federal law enforcement officers immediately contacted us and were very supportive of staff and our security efforts. We have strong security measures in place at our health centers, but we also know that these centers shouldn't be armed fortresses. We continue to be vigilant and enjoy excellent support from law enforcement and the communities we serve.

Also in November, our long-time CEO, Joe Sammons, departed PPSFL for a position at another important community-based organization. We wished him a fond farewell with a chocolate chip cookie toast at our annual fall event. The Board of Directors appointed Angela Riddell as the interim president and CEO. The Board launched a CEO search in early 2016 with a dedicated group of Board members serving on the Search Committee, and working with Planned Parenthood Federation of America, to identify the right person to fill this role long-term.

2015 was a busy year and, despite the challenges, a successful one. We are extremely grateful for your generosity, spirit, and support that ensure **Our Doors Stay Open. No Matter What.** Thank you for standing with us.

With deep gratitude and appreciation,



**Linda Jolly**

Chair



**Angela Riddell**

Interim President/CEO

# 02

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# Patient Services

Patient Services had a very busy 2015! In addition to seeing over 18,000 visits for Family Planning and Abortion services in our five health centers, we also undertook several projects over the course of the year, all of which served to further our ability to help our patients access reproductive health care.



We celebrated the one-year anniversary of our Electronic Health Record (EHR) implementation and continued with various upgrades and system changes. Two of the most important changes were updates to our standards of care, and realizing efficiencies in our follow up and care coordination.

A very exciting development in the spring of 2015 was PPSFL's launch of Online Appointment System (OAS), which allows our patients to make appointments in real time via computer, tablet, or smart phone. At any time of the day or night, new and returning patients can make, reschedule, or cancel appointments, pre-register demographic and insurance information, and receive appointment reminders via email or text. OAS continues to be a popular way for patients to reach us - to date there have been over 2,000 appointments made through OAS for visits to our health centers- and helps to reduce heavy phone traffic and the burden of waiting for both our staff and patients.

In June of 2015, we introduced a new option for Intrauterine Contraception - Liletta. PPSFL is one of the top providers in the state for Long Acting Reversible Contraceptives like Intrauterine Devices (IUDs) and Implants, and we continue to make these highly effective birth control methods accessible and affordable for our patients.

Later in 2015, we expanded our transgender services to include both our Corning and Ithaca health centers. We are proud and excited to offer essential healthcare to the transgender population in our communities and beyond.

Finally, a shout out to our wonderful Patient Services staff! None of these services could be delivered in such a compassionate and efficient way without the hard work of all of our practitioners, nurses, medical associates, counselors, financial services professionals, administrative staff, and center managers. They are the heart and soul of our clinic operations, and have continued delivering services with professionalism and sensitivity in the face of national attention on the now discredited smear videos released in the summer of 2015, and following the brutal attack on Colorado PP in November. We are grateful for the work they do every day to help our clients and to maintain PPSFL's role as an essential provider in the communities we serve.

**18,789**

Total visits

**9,811**

Unique patients

**2,919**

Cancer screenings

**21,316**

STD tests / screenings

**4,657**

Annual exams / well visits

**1,704**

Medical and surgical abortions

**1,244**

Emergency contraception packs distributed

**5,517**

Contraception supplies distributed (not including LARCs)

**4,611**

Patients below 150% of the federal poverty line (47.60%)

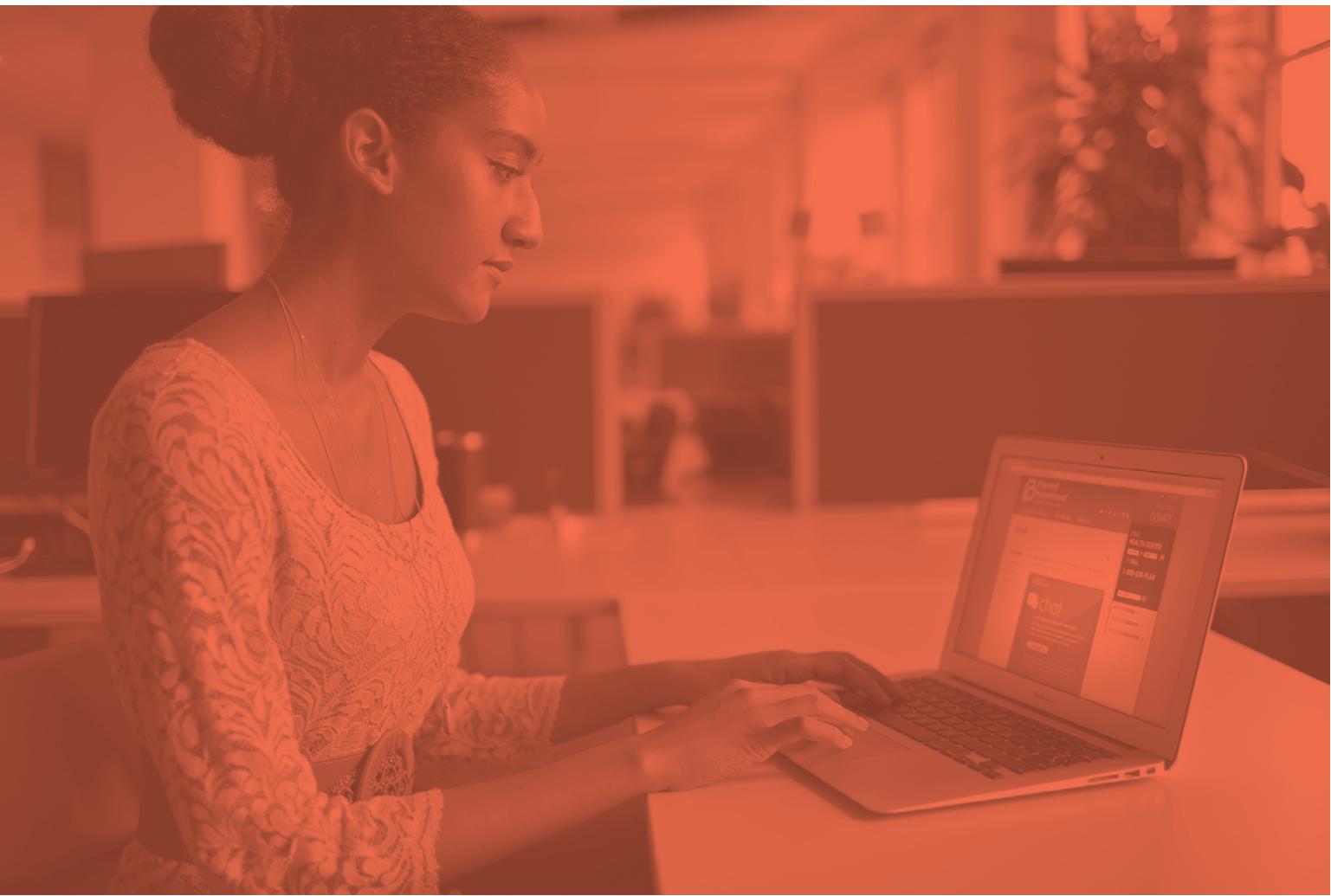
**1,252**

LARCs Initiated

**03**

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# Programming and Communications



**In addition to our general sexuality education work, our Programming and Communications department is responsible for the management of several discrete programs, including Out for Health, ProjectCAP, and the Sexual Assault Resource Center (SARC).**

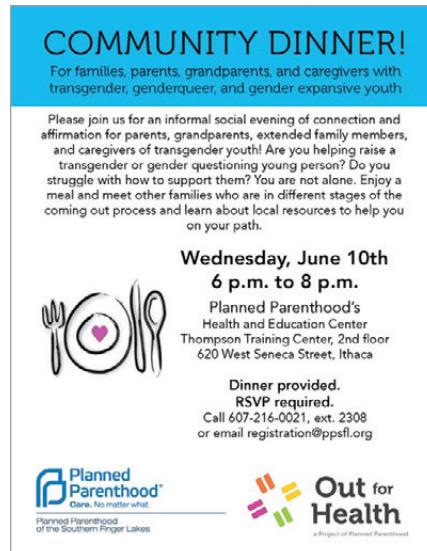
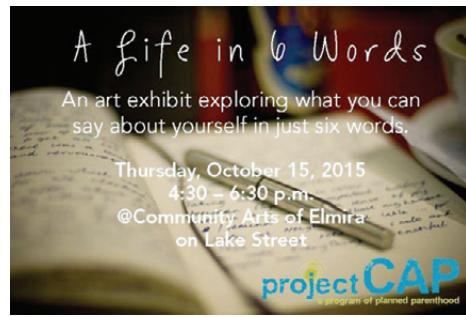
## **Sexuality Education**

Our exceptional team of sexuality educators continues to build their networks, contacts, and programming expertise every year. We continue to see repeat invitations, increases in multi-session program series, and invitations into new schools and organizations to provide programs. In 2015 our staff provided programming and outreach in every county we serve and began relationships with yet another round of new schools and organizations seeking our expertise and youth-centered education programming. Of the 11,208 people we provided education and outreach to, 80% were youth.

In addition to the sexuality education programming we provide in schools and afterschool programs, PPSFL is pleased to collaborate with a number of community organizations, including Glove House, the Greater Ithaca Activities Center, and the Family Treatment Court.

## **ProjectCAP**

Through ProjectCAP, our New York State Department of Health grant funded teen pregnancy and sexually transmitted disease (STD) prevention program in Chemung County, we implemented three Centers for Disease Control (CDC)-approved Evidence Based Programs (EBPs) in schools and community groups in Elmira. "Be Proud, Be Responsible," a pregnancy and STD prevention program for youth in grades 9-12, "Making Proud Choices," a pregnancy and STD prevention program for youth 7-9th grade, and "Project AIM," a futures planning program for youth in 5-7th grade. Two hundred and forty seven Chemung County youth participated in these programs.



ProjectCAP hosted our 5th annual art exhibit at Community Arts, Inc. in Elmira in October. This year's topic was "A Life in 6 Words" and invited youth and adults to think about what they could say about themselves in just six words. The six-word memoirs were funny, inspiring, thought-provoking, and personal.

## Out for Health

Our Out for Health program provides outreach, education, and information to LGBT people, their health care providers, and the community-at-large about the importance of inclusive, welcoming, and respectful care for LGBT people. The program continues to provide support and resources to organizations and individuals in various formats, including LGBT youth groups in Corning and Ithaca, "A Night Out" an LGBTQ social event and movie series kicked off in June 2015, a community dinner for parents of transgender and gender non-conforming youth, and presentations and trainings at conferences and professional spaces.

## Sexual Assault Resource Center (SARC)

Despite a significant loss of grant funding that resulted in programming cuts and the elimination of 3 staff positions, our SARC staff members continued providing exceptional services to victims of sexual assault, their loved ones, and the community in 2015.

We added five new trained volunteers in 2015. These amazing volunteers provide direct victim services after hours, weekends, and holidays and are a very important part of the program. Another big success in 2015 was the restoration of our 24/7 hotline. This is a huge accomplishment

because it allows our clients to receive much needed services anytime, day or night. Lastly, in 2015 we received \$104,000 from New York State that will be used to continue funding the SARC program and will also allow us to create programming to address college campus sexual assault, a problem that has reached epidemic proportions across New York State and the entire country.



In addition to direct services work, SARC staff provided educational sessions at middle schools, high schools, and colleges throughout Chemung, Schuyler, and Steuben counties and participated in a number of health fairs and events.

## 2015 Direct Services Statistics:

**88**

**NEW cases opened**

**508**

**counseling sessions provided  
(in-person)**

**422**

**calls received on the 24/7  
hotline**

**504**

**clients received information  
and/or referrals**

**467**

**criminal justice/law  
enforcement contacts to  
advocate for clients**

**170**

**accompaniments to local  
hospitals, police stations, etc.**

**32**

**accompaniments to forensic  
evidence collection**



# 04

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# Development and Public Affairs

**PPSFL is incredibly fortunate to have the broad support of individuals, businesses, foundations, and organizations whose generosity and advocacy efforts allow us to provide outstanding services and programs to those who need it most.**

## **Development**

With the help of volunteer solicitors, we raised a total of \$555,860 in unrestricted funds last year. We also raised over \$272,000 in restricted funds to support our capital campaign, education programs, abortion services, transgender services, and our Sexual Assault Resource Center (SARC).

None of this would be possible without help. Our deepest gratitude to those who dedicate their time, energy, and passion by spreading the word about the important work of Planned Parenthood and aid in cultivating the resources we need to conduct it!

The Development Committee is a standing committee of the board comprised of board and community members and chaired by a

board member. This committee assists with planning and implementing our annual fundraising program, with the goal of increasing efficiency and maximizing results for the agency.

**Many thanks to the following individuals for their service in Development Committee last year:**

Mary Grainger, *Chair*

Rebecca Weger, *Chair*

Penny Chick

Rob de la Fuente

Norris Kirby

Kate Potteiger

Kay Rogus

Marybeth Tarzian

Katie Thompson

Regional Action Teams (RAT Packs) are groups of committed volunteers and supporters who help bring a strategic focus to our development program in the areas of fundraising, advocacy, and engagement in a specific community. RAT Packs report to the Development Committee. We are grateful to the following individuals for serving as RAT Pack Chairs and to the many community members who have participated in one (or several) RAT Pack meetings:

Kay Rogus, Corning RAT Pack

Annie Werner, Elmira RAT Pack

Kate Potteiger, Ithaca RAT Pack

## Public Affairs

2015 was an eventful year for Public Affairs at PPSFL as we reaffirmed our commitment to increase our visibility and strengthen our support across the region. Through an increase in Public Affairs programming and events, we were able to reach a broader, more diverse community than ever before. And harnessing the momentum of the year, our staff met with elected officials and their

representatives more than fourteen times, starting off with our annual Day of Action at the State Capitol in January.

In July anti-reproductive health extremists released the first of a series of heavily-edited videos making false claims about Planned Parenthood and attacking the health care that we proudly provide. The months following were met with a flurry of defunding efforts from anti-reproductive health politicians across the country, but also with fierce support from our friends and allies who proudly showed how strongly they support Planned Parenthood.

Just a month after the attacks started, PPSFL welcomed our new Director of Public Affairs, Liz Gipson, to our team. Liz jumped right in, organizing a series of "Stand With PP" events across the region to collect thank you cards for both PPSFL staff and Senators Gillibrand and Schumer, collecting 79 cards for the Senators.

On September 29th, the Southern Finger Lakes community proudly dove in to publicly celebrating and supporting Planned Parenthood

along with thousands of allies across the country during the first national day of support for PP, Pink Out Day. Mayors in Elmira, Hornell, Horseheads, and Ithaca publicly participated alongside over 35 local businesses across our region who proudly displayed "Stand With



Planned Parenthood" signs in their windows. The day's events were covered by local papers and were so successful that Planned Parenthood Federation of America shared a number of PPSFL photos on social media, gave us a shout out on a nationwide call, and Cecile Richards included one of our staff photos in her nationwide email celebrating Pink Out's success.

In addition to these large scale events, Public Affairs continued to grow support through on-going programs that focus on building a diverse and robust activist base. Area students continue to be powerful advocates for Planned Parenthood through the nationwide PP Generation Action Initiative. PPSFL proudly worked with student groups at Cornell University, Elmira College, and Ithaca College throughout 2015.

Following this summer's attacks, our Public Affairs team decided to center the power of social media in activism and peer-education by starting the Social Media Ambassador program in September. With more than 30 active Social Media Ambassadors, PPSFL is able to connect our social media-savvy supporters to resources, articles, and data to share with their networks to encourage continued public support of Planned Parenthood

Another effort to proactively change the narrative about Planned Parenthood is PPSFL's new Health Center Advocacy Program (HCAP). A partnership between Public Affairs and Patient Services, PPSFL's HCAP program was initiated in October of 2015. After working with a diverse internal taskforce to pinpoint the ways PPSFL could best engage health center visitors in our public affairs advocacy work, HCAP launched Advocacy Stations in the waiting rooms in Corning, Elmira, Ithaca, and Hornell and trained our first HCAP volunteer in Ithaca in December. By strengthening the connection between our health care and our advocacy, HCAP builds a stronger movement of support for Planned Parenthood by centering our patients as our advocates.



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# A Time to Build: The Campaign for Planned Parenthood

## **A Message from Angela Riddell, Interim President and CEO**

When we started this campaign our health centers were overcrowded and aging. Providers worked in cramped and inefficient spaces, clients faced a gauntlet of protesters, waiting rooms provided little privacy, and décor and furnishings were worn and dated. That was 12 years ago. While we've never waivered in our mission to promote healthy sexuality and reproductive choice through exceptional services, honest education, and fearless advocacy, our health centers simply didn't reflect our deep respect for our clients or our commitment to their well-being .

Now, thanks to you, all that has changed. Your gifts to the A Time to Build Campaign enabled us to renovate our Elmira health center in 2007, open a new health center in Hornell in 2012, complete construction of the beautiful Tibby McLafferty Health and Education Center in Ithaca in 2014, and purchase a new building in Corning that will soon become a new and improved health and education center serving Corning and the surrounding communities.

With your support, we provide our patients with welcoming, respectful spaces that honor patient privacy and allow for a more efficient delivery of the high quality, compassionate care we provide every day. We've realized efficiencies and engaged our supporters and community in ways we couldn't have imagined 10 years ago. Our team of expert sexuality educators provide trainings on site in Ithaca, and will do the same in Corning soon. Our youth groups have dedicated meeting spaces, and we now have room to run a robust volunteer program.

There is something very special about the communities we serve. Each and every day I am impressed by the level of commitment, caring, and generosity that our donors and volunteers

demonstrate—be it boarding a bus to Washington to stand with us or writing a check here at home to support us, you have been with us in so many ways over all these years and we are truly grateful.

It has taken an army of people and an enormous effort to make this campaign such an extraordinary success. We are deeply grateful to each and every one of you for the part you played. I would especially like to thank our campaign leadership for their wisdom, guidance,

patience, perseverance, and tenacity—without them this campaign would not have been possible. And special thanks go to all of our extended committee members who worked tirelessly to share Planned Parenthood's story and widen our circle of friends and supporters.



I would also like to thank our board and staff. Past Chairs Linda Jolly, Steve Ruoff, and Kathleen Good, and all the members of the board worked together to dream with us about what could be and to make tough decisions about how to make it happen. And while so many of our leaders and friends focused on the future, the staff of the agency kept their eyes and hands firmly in the present, serving all the people who rely on our organization for care and compassion.

We are humbled by the support of our community and what we have been able to achieve. We also know there is more to accomplish and one of our immediate tasks is making sure we complete our Corning project, putting in place a respectful, professional health and education center that amplifies how proud we are to be the home of Margaret Sanger.



Thank you for standing with Planned Parenthood. Thank you for believing in us. And thank you for joining with us to provide respectful, thoughtful, quality care and educational services.

With deepest gratitude,

**Angela Riddell**



## **A Message from the PPSFL "A Time To Build" Campaign Leadership**

Once in a while, we get a chance to make history. In the face of increasing legal restrictions and political maneuvering, reproductive health centers across the country have been scaling back services and, in some cases, closing their doors. Here in the Southern Finger Lakes our Planned Parenthood is taking a different approach.

We are opening new health centers and have renovated existing ones – all to ensure that our programs are the best that they can be and our clients see in our facilities the same level of care and respect that they feel from our services. Thanks to the generosity and commitment of our supporters in the "A Time to Build" Campaign for Planned Parenthood of the Southern Finger Lakes, we exceeded our wildest dreams raising over \$7,000,000 and surpassing our fundraising goal of \$6.35 million in support of these important projects.

We are so very proud to have been a part of the A Time to Build Campaign and we are grateful to the dedicated members of our committee and to our talented Planned Parenthood staff for all that they did to help make this decade's long dream a reality.

We especially want to thank the hundreds of individual donors who are the true heroes of our story. We have had many meaningful conversations with both long-time supporters and new friends. Many of our donors talked about the people in their lives who had inspired them – women and men who bravely shared information and support regarding sexual and reproductive health care when there was nowhere else to turn. Others told deeply personal stories of their own experiences or those of family members and friends. We have been humbled by their strength and touched by their generous response.

The spirit of social justice and equal rights runs deep throughout our region. From Margaret Sanger, Corning native and mother of the birth control movement, to Constance Cook, the brave Republican Assemblywoman from Ithaca who led the abortion reform effort in New York State in 1970, this region has produced trailblazers in the arena of women's rights and access to reproductive health care. We believe that through this campaign we have honored their legacy and heeded their call to continue this important work.

We are proud to stand with you and we thank you for helping us make history.

With warm regards and appreciation,

**Alan Eusden, Jean Gortzig, Ian Harrop, Katie Thompson, Sandy True, and Annie Werner**

**W**hat an amazing journey this has been! It began ten years ago when the PPSFL Board of Directors endorsed a long-term and much needed plan to upgrade all of our health and education facilities. We were committed to having all facilities function in a new, more modern and efficient way. In addition, our new facilities would be designed to be patient-centered and highly secure. Most importantly, all of our PPSFL physical structures were to reflect the care and the deep and abiding respect that our patients both need and deserve.

When we started, our health centers were overcrowded, aging, and expensive to maintain. Patients had to walk past protestors to enter the building or be subjected to abuse through the windows as they sat in waiting areas that faced the sidewalk. Once inside, waiting rooms offered little privacy, clinical spaces were inefficient, and the décor was worn and outdated.

Over the years, our patient and visit numbers had soared. Buildings that were already stretched beyond capacity were now bursting at the seams. Still, we were only seeing 26% of the women in need of family planning services in our region. We knew our vision was the right one, but we also knew we couldn't do it alone.

The first step in our plan was to improve our busiest health centers. A preliminary campaign in 2006 raised close to \$1 million and allowed us to renovate our health center in Elmira and secure the land for our future Ithaca Health and Education Center. In 2012, we quietly began the leadership phase of our major campaign and we quickly raised enough to support the renovation of our health center in Hornell.

Next we tackled the most ambitious capital project we had ever undertaken—or even

imagined—the construction of our brand new primary health and education center in Ithaca. Opened in 2014, this building, which is named in honor of one of our region's most generous philanthropists and Planned Parenthood's most faithful champions, Tibby McLafferty, is now a bustling hub of service and the cornerstone for reproductive health care in our region.

The capstone of this long-term plan brings it all home to Corning, New York—the birthplace of Margaret Sanger and the Planned Parenthood movement. In Corning, we have already purchased a new building and plans are underway for a full renovation to create a new Health and Education Center. When this building is complete, Planned Parenthood of the Southern Finger Lakes will have accomplished something truly remarkable for an affiliate of our size.

At a time when other affiliates were retreating in response to fierce political attacks, PPSFL was launching the largest fundraising campaign in its history. Together with our closest friends and supporters, we set an incredibly ambitious fundraising goal of \$6,350,000. Never before had PPSFL raised such a substantial sum and at the time, neither had any community-based non-profit in our region. On top of that, we were starting in the midst of the worst economic crisis since the great depression.

It seemed the deck was stacked against us, but thanks to you, we not only reached that astonishing goal—we surpassed it raising gifts and pledges totaling just over \$7,000,000, a whopping 11% more than our original goal. You believed in our future. You believed in us. And you made the difference.

There are no words to adequately express our gratitude to you and our pride in our community.

Thank you!

# Timeline

## Planting the Seed...

2006

PPSFL engages in a quiet preliminary campaign which raised close to a \$1 million to renovate the Elmira Health Center and purchase land for a new health center location in Ithaca.

2007

Renovations conclude at the Elmira Health Center and the new and improved center is opened.

2010

An updated Long-range Space Plan calls for new health centers in Ithaca and Hornell, renovations in Corning, and selling administrative offices in Horseheads.

2011

A Feasibility Study is conducted to assess community support for the proposed projects. A new health center is purchased in Hornell and the administrative offices in Horseheads were sold to the Community Foundation of Elmira-Corning and the Finger Lakes.

## ...Watching it Grow

2012

The PPSFL board votes to undertake a capital campaign with a goal of \$6.35 million. The new health center in Hornell opens. Early gifts and pledges total \$1.185 million.



2013

The kickoff of the public phase of the campaign is held at the Hangar Theatre in Ithaca. Gifts and pledges reach \$4.3 million, or close to 70% of the goal.



2014

The Tibby McLafferty Health and Education Center in Ithaca opens. Gifts and pledges reach \$5.7 million.



2015

PPSFL purchases a new building in Corning that will become our new and improved health and education center. Our fundraising goal of \$6.35 million is met.



# Before

|             |                  |              |
|-------------|------------------|--------------|
| 14          | Exam Rooms       | 20           |
| 1           | Procedure Rooms  | 3            |
| 6           | Buildings Rented | 1            |
| 4           | Buildings Owned  | 5            |
| \$3,400,000 | Agency Assets    | \$13,200,000 |

# After

## Capital Campaign Committee Members

|                                  |                          |
|----------------------------------|--------------------------|
| Alan Eusden, <i>Tri-Chair</i>    | Randi Hewit              |
| Jean Gortzig, <i>Tri-Chair</i>   | Linda Jolly              |
| Ian Harrop, <i>Tri-Chair</i>     | Beth Landin              |
| Katie Thompson, <i>Tri-Chair</i> | Alice Moore              |
| Sandy True, <i>Tri-Chair</i>     | Margaret Munchmeyer      |
| Annie Werner, <i>Tri-Chair</i>   | Kate Potteiger           |
| Stewart Auyash                   | Wendy Robertson          |
| Elizabeth Bixler                 | Kay Rogus                |
| Margot Bliven                    | Steve Ruoff              |
| Penelope Chick                   | Chrissie Schelhas-Miller |
| Eleanor Cicerchi                 | Rebecca Weger            |
| Mary Grainger                    |                          |

## Campaign Counsel

Kathy Cole, West Wind Consulting Strategies in Fundraising, LLC

# 07

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# Giving Opportunities

Planned Parenthood strives to ensure that the individuals who turn to us for sexual and reproductive health care get the services they need – no matter what. We rely on the generosity of our community to make this possible. There are many ways you can make a lasting impact:

**The Annual Fund** is a pool of unrestricted donations that are secured on a yearly basis to support the greatest needs and operations of Planned Parenthood in a given year. Gifts to the Annual Fund also support specific programs within the organization, including patient services, programming, education, public affairs, and our Sexual Assault Resource Center.

**The Cervical Cancer Prevention Fund** subsidizes the cost of coloscopies for un- and underinsured women who need them. A colposcopy is a life-saving procedure that examines the cervix for abnormalities and is a critical tool in the prevention of cervical cancer.

**The Abortion Access Fund of PPSFL** aids women in Tompkins, Chemung, Schuyler, and Steuben counties who have made the decision to have an abortion, but do not have the financial means to do so.

**The Maurer and Kelly Transgender Health Fund** supports low-income individuals to offset the cost of transgender health services. This includes, but is not limited to, clinician visits and health services provided at PPSFL.

**Honorarium or Memorial** gifts enable you to recognize loved ones with a gift that helps support the work of Planned Parenthood. Honorarium and Memorial gifts are recognized throughout the year.

**Planned Giving** helps ensure access to sexual and reproductive health care for generations to come. Planned gifts can be made in the form of a bequest in your will or revocable trust, retirement or life insurance policy, or by charitable gift annuity.

For more information about making a gift, please contact our Development Office at 607.273.1526 or email us at [development@ppsfl.org](mailto:development@ppsfl.org).

# 08

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## 2015 Financials

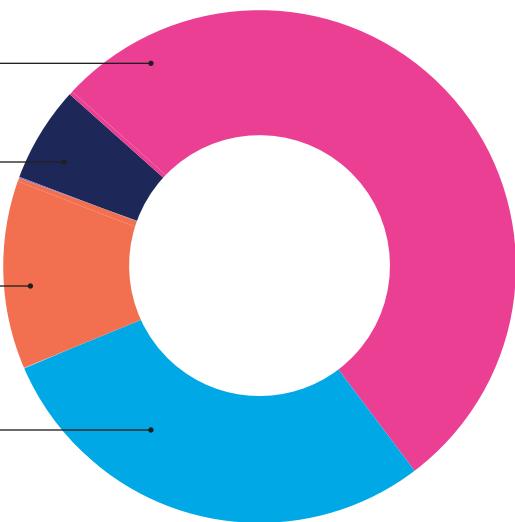
### 2015 Revenues (\$7,193,583)

**53%**  
Medical Services Revenue

**6%**  
Other

**12%**  
Private Contributions and Bequests

**29%**  
Government Grants



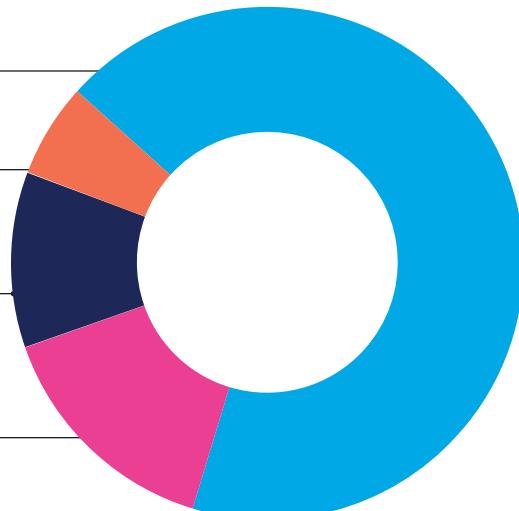
### 2015 Expenses (\$6,886,080)

**68%**  
Medical Services

**6%**  
Fundraising

**11%**  
Management and General

**15%**  
Program Services



# 09

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# Board & Leadership

## 2015 Board of Directors

*Chair*  
Linda Jolly

*Vice Chair*  
Elizabeth Bixler

*Treasurer*  
Jeffrey Silber

*Secretary*  
Mary Grainger, Kay Rogus

*Members*  
Rachel Barbour  
Renee Botelho  
Leslie Danks Burke  
Karen Dashiff Gilovich  
Clover Drinkwater  
Amy Gecan  
Norris Kirby  
Gary McCaslin  
Maria Militello

Mary Opperman  
Jane Powers  
Uttara Prasad  
Wendy Robertson  
Rich Rose  
Steve Ruoff  
Micahel Schaff  
Carmen Strong  
Rebecca Weger  
Leanna E. Weinert-Watson

## 2015 Leadership Team

*President/CEO*  
Joe Sammons

*Interim President/CEO*  
Angela Riddell

*Vice President for  
Patient Services*  
Liz Weissbrot

*Vice President for  
Programming and  
Communications*  
Maureen Kelly

*Vice President for  
Development and  
Public Affairs*  
Alicia Kenaley

*Vice President for  
Finance and Operations*  
Angela Riddell

## Contact/Social Media

[Facebook.com/ppsfl](https://www.facebook.com/ppsfl)

Twitter: @ppsfltweets

[Pinterest.com/PPSFL](https://www.pinterest.com/PPSFL)

[Instagram.com/ppsfl](https://www.instagram.com/ppsfl)

