















**Planned Parenthood®
of Metropolitan New Jersey
2016 Annual Report**



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Message from the Chair of the Board & President and CEO



For Planned Parenthood of Metropolitan New Jersey, 2016 will likely be recorded in the organization's history as **a good year...a very good year.**

The year began pouring over architectural drawings, floor plans and selecting paint colors. We were in the midst of renovating a new facility in Newark, NJ to house our administrative office and largest health center.

Of course the "real business at hand" of providing the quality reproductive health care required by our more than 17,000 patients was at the top of the agenda.

As the year rapidly rolled by, multi-tasking was the order of the days. PPMNJ rolled out both its patient portal which allows those we serve to access their medical information online as well as an online appointment system.

After completing a feasibility study, we launched our \$3.25 million **Mulberry and More** capital campaign designed to finance our relocation and increase our organizational capacity to make us less reliant on government funding.

On September 14, the doors of our new 12,000 square foot health center and administrative headquarters opened. **The space is beautiful!!!**

In the fall, as Planned Parenthood Federation of America celebrated its centennial, PPMNJ hosted it's **People Who Make a Difference Jazz Cocktail Reception** honoring Senator

Cory Booker, Congressman Donald Payne Jr. and The Powell Family, long time donors, for their commitment to reproductive health care.

During the year, over 800 people were enrolled in health insurance by our Certified Application Counselors. We collectively engaged in strategic planning for 2017-2019 and by December 31, over 17,200 patients had made more than 26,500 visits to our five health centers.

The year, though **good for PPMNJ...very good**, was not without its external challenges.

Nationally, attacks against Planned Parenthood continue to escalate and the results of the November election hold incredible threats, making business as usual impossible.

Despite oppositional activity, there has been a ground swell of support for affiliates across the country. Our commitment to **Care...No Matter What** intensifies with each effort to defund, destroy or dismantle this important work.

On behalf of our board, staff and the communities we serve, thank you to our volunteers, donors, advocates and friends for standing in partnership with us...No Matter What.



Ena J. Marsan D.O.

Ena Marsan, DO,
Chair, Board of Trustees



Roslyn Y. Rogers Collins

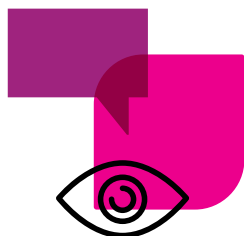
Roslyn Rogers Collins,
President and CEO

Vision and Mission Statement



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 the information and power they deserve to shape the future.



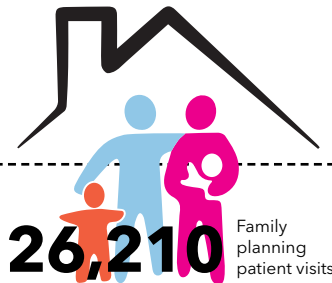
Our core values.

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, confidentiality, and dependability. We will have the courage to make choices that strengthen our communities.



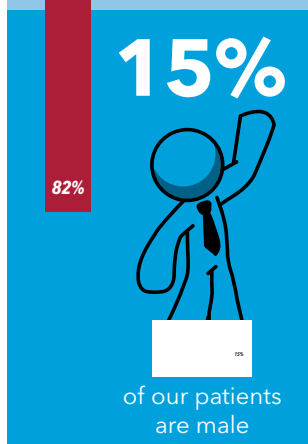
Planned Parenthood of
Metropolitan New Jersey

2016 by the Numbers

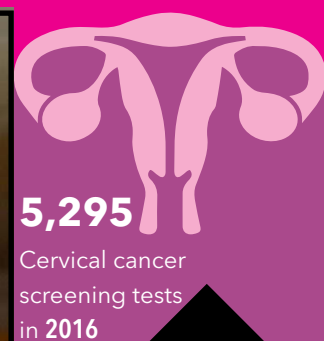


6,032

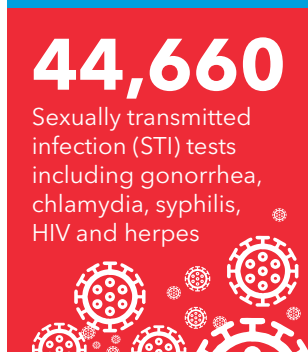
Pregnancy Tests



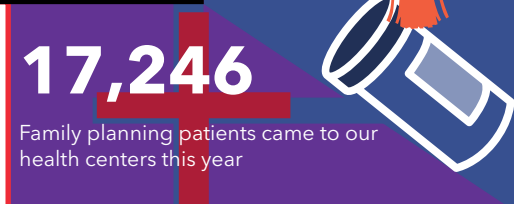
"I am one of many grateful for Planned Parenthood. With a sliding scale payment policy, Planned Parenthood gave me access to healthcare that I couldn't get anywhere else. They made sure to not only provide me with medical care but to educate me and show concern for areas of my life beyond just my physical well-being. I stand with Planned Parenthood because Planned Parenthood has stood by me. It is just that simple."



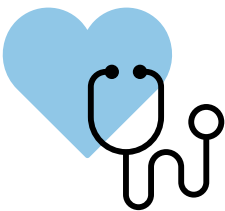
9,000
people participated in education programs



924
Medication abortions



Healthcare Services



For almost 90 years, PPMNJ has delivered compassionate, high-quality health care and reproductive services for our neighbors in Essex, Hudson, and Passaic Counties. The central focus in all that we do is providing health care to women, men, and young people. We are proud to serve the individuals in our communities no matter who they are, their socio-economic situation, or their health status. We provide, Care... No Matter What.



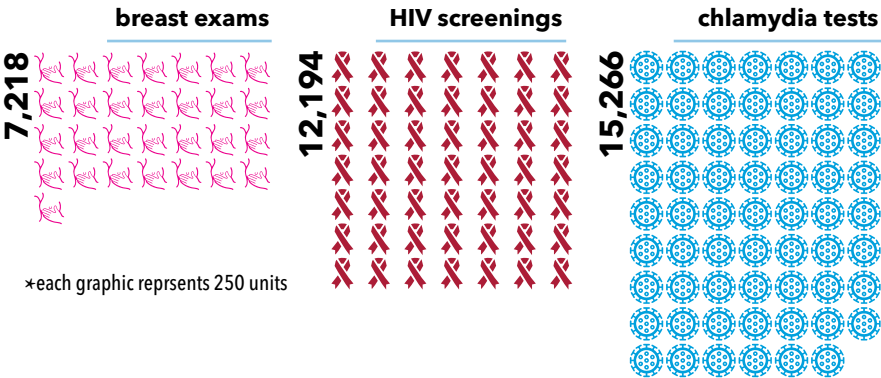
2016 highlights:

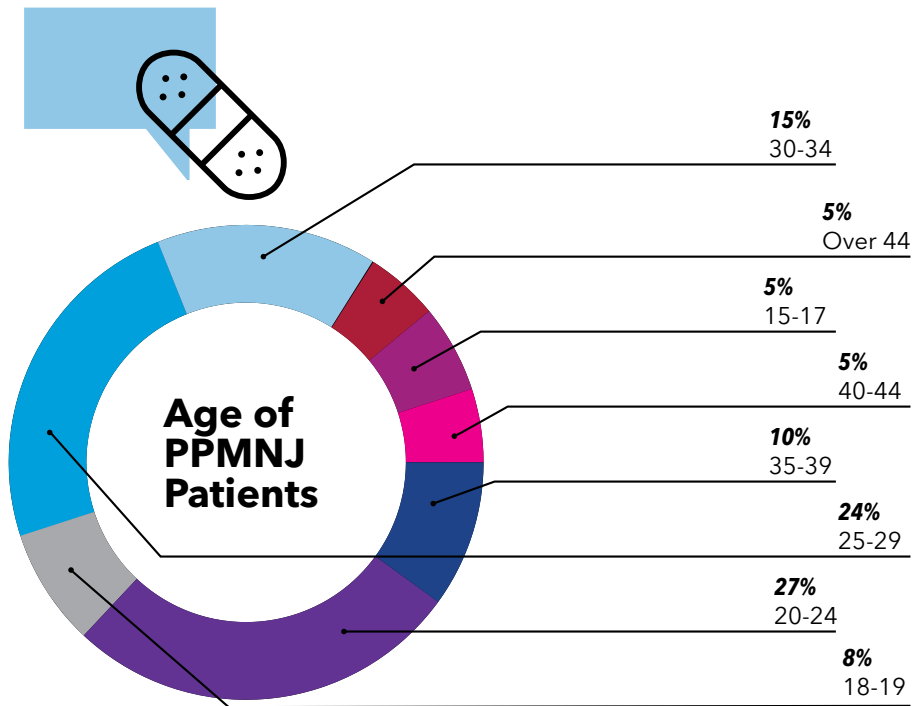
- 49% of patients are now making their appointments online for family planning and medication abortion services.
- There has been an increase in the number of patients requesting and receiving long-acting reversible contraceptive methods (LARCs) such as, IUDs or contraceptive implants.

Our patients can access a wide range of services at our five health centers including:

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

Health Services



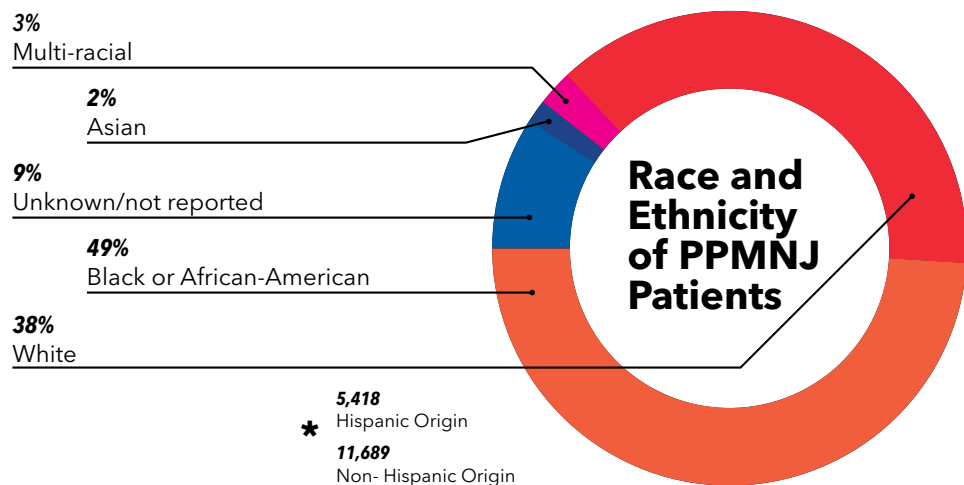


*** Numbers By Clinic:**

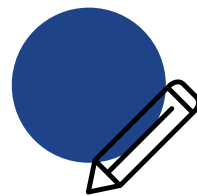
3,472	Mulberry
2,877	Ironbound
3,422	East Orange
3,989	Montclair
3,486	Paterson

Let us tell you about our patients:

We had 17,246 women, men, and teens access services at PPMNJ at one of our five health centers in 2016. Eighty-two percent of our patients were at or below 150% of the Federal Poverty Guideline, Thirty-six percent of them are uninsured, while 44% are on Medicaid.



Education and Outreach



In 2016, PPMNJ's education department –Family Life Institute (FLI)– provided education to over 9,000 participants in Essex, Passaic, and Hudson counties.

FLI presented two annual conferences in 2016: the 10th Annual Teen Life Conference in Passaic County at William Paterson University, and the 33rd Annual Teen Life Conference in Essex County at New Jersey Institute of Technology. These conferences are attended by local area high school students that in our efforts to provide opportunities for accurate and comprehensive reproductive health education to those we serve.



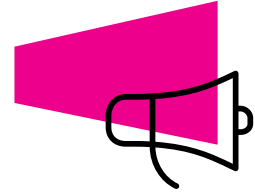
Affordable Care Act Enrollment

An integral part of our outreach to the community is our work on the Affordable Care Act Enrollment Project, generously funded by the Healthcare Foundation of New Jersey. In 2016 PPMNJ's Certified Application Counselors (CACs) enrolled over 800 individuals into qualified healthcare plans and expanded Medicaid. After receiving training in 2015, our CACs began providing Presumptive Eligibility enrollment, which allows individuals to enroll in and use Medicaid on the same day as their appointment. This gives members of our communities access to the care they need when they need it. Our passionate and committed counselors travel throughout Essex, Hudson and Passaic counties to health fairs and community events to meet with individuals, educate them, and enroll them into insurance programs. This ensures their access to health care. Our CACs also provide referrals to community organizations, such as prenatal care, hospitals, and food pantries to address the wide range of issues our patients face in addition to being uninsured.

2016 Highlights:

- FLI sponsored its first retreat targeting gay and bisexual males ages 14-21 and their parent or trusted adult. The retreats are designed to enhance communications regarding issues of sexuality and sexual identity.
- In the Fall of 2016 thanks to a generous grant from the Healthcare Foundation of New Jersey, FLI partnered with the City of Newark Department of Health and Community Wellness. Two cohorts of Newark-area health, educators, and nurses from Community-Based and Faith-Based Organizations were trained on:
 - Planned Parenthood programs and services
 - Birth control and safer sex
 - Cultural differences in family planning
 - Sexually healthy individuals
 - The LGBTQ community and reproductive health
 - Working with teens
 - Issues of consent (parental/abortion)

Advocacy and Public Affairs



With 89 years of commitment to serving our communities, Planned Parenthood of Metropolitan New Jersey continues its strong advocacy and public affairs efforts. Our expertise in providing reproductive health care and education and ensuring access for anyone needing services, provides a unique perspective that we are proud to give voice to. Partnering with the Planned Parenthood Action Fund of New Jersey, PPMNJ continues to advance this important work locally, around the state and nationally.

2016 Highlights:

- PPMNJ hosted a press conference for Congressman Donald Payne Jr. in January 2016. He spoke regarding his opposition to a proposed bill designed to defund Planned Parenthood and repeal the Affordable Care Act.
- PPMNJ's CEO Roslyn Rogers Collins was a guest panelist on Caucus NJ, a local television show, hosted by Steve Aduvato to discuss issues impacting Newark residents and their ability to access insurance through ACA.
- PPMNJ hosted several Community Action Team (CAT) meetings at our Montclair Health Center focused on training volunteers to advocate, lobby and support the work and mission of Planned Parenthood.



Events



Fundraising and friendraising are two activities well embraced by PPMNJ. In 2016 the Board of Trustees sponsored a Spring Soiree at Montclair's Van Vleck House, inviting colleagues, family and friends to learn more about the work of PPMNJ. During the fall our People Who Make a Difference Jazz Cocktail Reception honored Senator Cory Booker, Congressman Donald Payne Jr. and The Powell Family for their commitment to women and to PPMNJ. We opened the doors of our new Mulberry Health Center to the community during our ribbon cutting celebration in November.



Mulberry & More



In 2014 we were notified that we would be forced to relocate our administrative office and largest health center in Newark after 31 years due to the failing structural integrity of an adjacent building. Despite cost estimates exceeding an unbudgeted \$1 million, this move was a necessity for our patients and continued operations.

Keeping Vital Services in our communities while expanding our vision

To continue to provide vital services to our communities with passion and vision, PPMNJ needs to close the gap between the cost of providing health care services and the innovative new programs and funding we need. Our vision to move forward includes meeting capital needs, expanding direct health care, increasing educational capabilities, building capacity and creating sustainability.

Mulberry & More Campaign

This three-year \$3.25 effort will build on our history and success to ensure that PPMNJ secures the resources needed. And so, we've launched an ambitious capital campaign: Mulberry & More... Owning Our Future.

Opening of the new health center

With over 12,000 square feet, 238-240 Mulberry Street is 20% larger than our previous headquarters and health center. The space has been completely retrofitted with three examination rooms, one ultrasound room, a specimen lab, two waiting areas and five consultation rooms to provide state-of-the-art care transforming our patients' safety and experience.

Financials

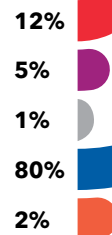


Expenses

(reflects graphic to the right)

Management and General: **\$733,683**
 Development: **\$290,326**
 External Affairs: **\$66,232**
 Patient and Community Services: **\$4,946,668**
 Public Education: **\$154,362**
 Total: **\$6,191,271**

Surplus:
\$494,623



Revenue

(reflects graphic to the left)

Medicaid: **\$1,792,249**
 Insurance: **\$611,446**
 Patient Fees: **\$821,904**
 Contributions, Foundations and Other Grants: **\$1,163,146**
 Other Revenue: **\$495,271**
 State: **\$100,000**
 Federal: **\$1,701,878**
 Total: **\$6,685,894**

This financial summary reflects the highlights of our 2016 financial statements which were audited by Tait, Weller & Baker, LLP. The complete audited financial statements, including the auditors' unmodified opinion and required footnote disclosures are available upon request.

Philanthropy Living Legacy



Living Legacy Donors

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.

As of December 31, 2016

John and Joyce Ahlbeck
Virginia Baker
H. Bartlett Brown
Thomas Bass
Ruth Bedford
David and Barbara Belasco
Robert and Bunny Blum
Joseph and Barbara Darden
John N. Dennis
Susan and Thomas Dunn
David Greene
Alan I. Goldman and Joanne T. Marren
Sanford and Zella Felzenberg

Archie Palmer
Holly W. Gauthier
Steve and Alice Golin
Sally and John Goodson
Dianne and Peter Horowicz
Richard R. Howe Foundation
Kevin Jefferson
Mary Lee and David Jones
Ruth Kram
Joanna Lewin
Robert and Mary Litterman
Lummie Little
Joseph and Diana Lunin

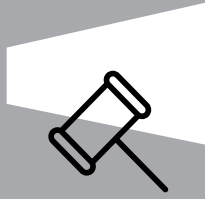
Paulina K. Marks
Elsa New
Story Osborne and Pam Kuhn
Edith Oxfeld
Roslyn Y. Rogers Collins and Marc Collins
Stuart Rosenblatt
William and Rebecca Sawyer
Stephen and Barbara Schlesinger
Carmella Stagnitta
Edward and Nancy Stuart
Delores Tyson
Mary Yori
The Peierls Foundation, Inc.

How You Can Help

There are numerous ways to show your support for PPMNJ including, but not limited to: corporate matching gifts, workplace giving, planned giving, or hosting an event for PPMNJ. For more information about the ways you can help PPMNJ fulfill its mission, please contact our Development Department at:
development@ppmnj.org or 973.622.3900 x1232.



Board of Trustees



As of December 31, 2016

Ena Marsan, DO,
Chair

Jessica Restaino,
1st Vice Chair

David Robin,
2nd Vice Chair

Lorita Jackson,
Treasurer

Sheryl Hilliard Tucker,
Secretary

Leslie Brown,
Nominating Chair

Ruth Bedford

Terry Booker

Damali Campbell, MD

Alan Goldman

Dede Horowicz

Natalie Roche, MD

Stuart Rosenblatt, CPA

Angela Pandolfo Roy

Stuart Schepps

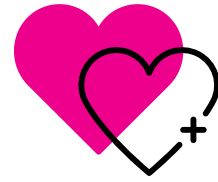
Edward Stuart

Gloria Watson, Ed.

Kimberly White

Renee Yozzi

Staff



Admin Offices

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Newark, NJ 07102
P: 973.622.3900

Roslyn Rogers Collins,
President and CEO

Joanna Lewin,
VP of Finance

Christine Reynolds,
VP of Health Services

Jamila Baucom,
Senior Director of Development

Sophia Collier Bryan,
Director of Operations

Kathy Butts,
Controller/ Benefits Administrator

Laverne Diego,
Billing Associate Assistant

Michelle Dotro,
Director of RQM

Melinda Gallian,
Medical Billing Supervisor

Kalimah Johnson,
Certified Application Counselor

Demetria Manradge,
Follow-up Nurse

Frank McClain,
Director of Facilities/Security

Lisa McMillan,
Accounts Payable/Payroll Associate

Sandra Mercorelli,
Certified Application Counselor

Rhonda Nichols-Wyche, MD
Medical Director

Reginald Rosarion,
Director of FLI

Dalitza Sanchez,
Clinical Systems Specialist

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Administrative Assistant



Paterson Center

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Janet Ferrer,
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Lori Marino,
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Zenaida Rodriguez,
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Center Manager

Kisha Anderson,
Nurse Practitioner

Bianca Carreras,
LPN

Yudelka Gonzalez,
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Maria Pimienta,
Clinical assistant

Felicia Teabout,
CA Receptionist

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Jacquelyn Centalanza,
Receptionist/CA

Sheriffer Julien-Green,
Physician Assistant

Maritza Morales,
Clinical Assistant

Maryory Valladares,
Clinical Assistant

Towanda Williams,
Registered Nurse

Ironbound Center, Newark

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Newark, NJ 07105
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Rebeca Lopez,
Center Manager

Analleli Martinez,
Clinical Assistant

Vanessa Morel,
CA/Receptionist

Engeline Sanchez,
LPN

Diana Vidal,
Lab Tech

Mulberry Center, Newark

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240 Mulberry Street
Newark, NJ 07102
P: 973.622.3900

Lillian Williams,
Center Manager

Hannah Benniman,
LPN

Lummie Little,
Clinical Assistant

Ashly Martinez,
Clinical Assistant

Arlene Martinez,
Clinical Assistant

Angela Peterson,
Clinical Assistant

Aneekah Simmons-Durham,
Physician Assistant

Fiorela Valdez,
Clinical Assistant

Per Diem Clinicians

Christy Borud,
Nurse Practitioner

Barbara Martin,
Certified Nurse Midwives

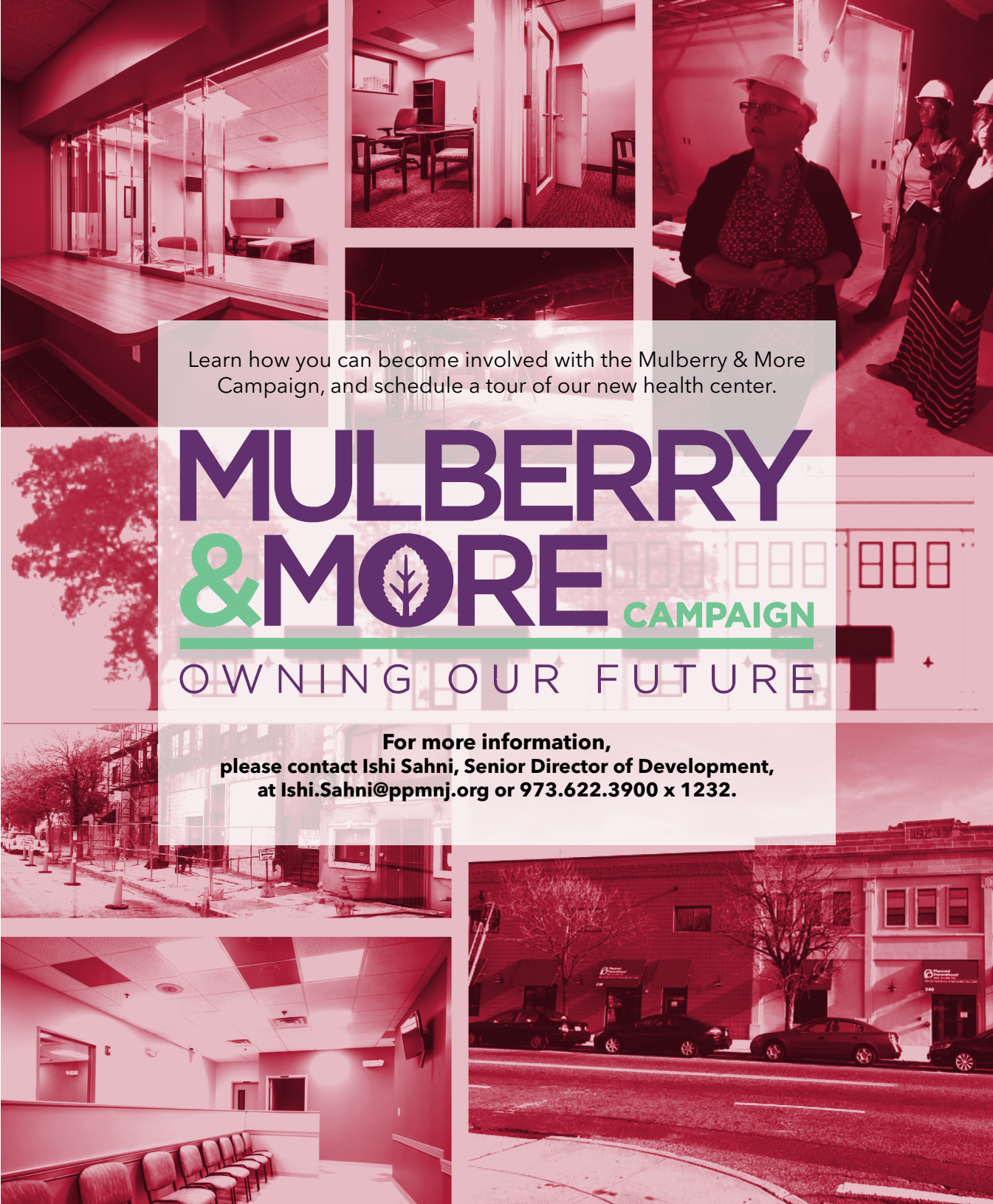
Bonnie Probert,
Nurse Practitioner

Call Center

Bonnie Black,
Call Center Representative

Alejandrina Gonzalez,
Call Center Representative

Stephanie Martinez,
Call Center Representative



Learn how you can become involved with the Mulberry & More Campaign, and schedule a tour of our new health center.

MULBERRY & MORE CAMPAIGN

OWNING OUR FUTURE

**For more information,
please contact Ishi Sahni, Senior Director of Development,
at Ishi.Sahni@ppmnj.org or 973.622.3900 x 1232.**