Message from Our Leadership

We began Fiscal Year 2020 with a set of challenges that included the loss of our federal Title X grant, but we held our steadfast commitment to providing comprehensive, high-quality, affordable care and unbiased information to our patients. In the spring, we were faced with the pandemic’s pervasive impact on our operations. We knew that it was critical to balance PPSP’s financial sustainability with the imperatives of meeting our communities’ needs while safeguarding the health of our staff, patients, clients, advocates and volunteers. We quickly pivoted to adapting our services and programs to best navigate the changing environment before us.

We mobilized rapidly to implement telemedicine services, with phone-based care launching in May and video-based care in June. Our telemedicine services expanded to a wide range of services, including contraception visits, emergency contraception, STI testing and treatment, gender-affirming care and more.

Our education work in schools and community-based organizations focused on keeping students and young people connected to programs and resources. To continue to meet the critical need for compassionate, evidence-based education, we shifted to virtual platforms to reach students in their homes and worked with schools and community partners to design programs that would fit their needs in an online setting.

We battled a slate of attacks on sexual and reproductive health in the state legislature and worked to educate and galvanize our advocacy base and our supportive elected officials. We conducted voter-registration and vote-by-mail campaigns through digital house parties, phone-banking and text-banking.

We continued to implement practices and activities that supported the development of racial equity and inclusion across the organization. We launched a multi-year racial and social justice strategic plan aimed at hiring and retaining a diverse staff and
At Planned Parenthood, we gather strength from each other through difficult times. We always return to the importance of our mission, and we know that the people we serve rely on Planned Parenthood to be a safe and compassionate haven for their health care and education needs—no matter what. We are in this together, along with thousands of colleagues and millions of patients, clients and supporters across the country. Thank you for your generosity, your care and your unwavering support.

Forward together.

At Planned Parenthood Southeastern Pennsylvania’s mission is to provide sexual, reproductive and complementary health services; deliver comprehensive sexuality education; and advocate fiercely for the protection and advancement of health equity and access to care—all with a strong commitment to cultural humility.

We remained inspired by our staff, who consistently displayed extraordinary resilience and a tireless commitment to keeping the organization running under unprecedented circumstances.

Dayle Steinberg
President & CEO

Rev. Marvin A. Marsh
Board Chair

Building an anti-racist learning culture at PPSP. In deepening our racial and social justice practices, Planned Parenthood affiliates across the country committed to reckoning with the broader reproductive health care history of discriminatory practices based on race, gender expression, sexual identity and class. We are committed to addressing and correcting implicit bias and structural racism in order to improve our service and program delivery while respecting and honoring all people in our communities.

Aware that PPSP’s mission statement had become outdated and not reflective of the expansion of our work and the inclusion of cross-movement issues, we created a new statement of our mission, approved by the Board of Directors, which better captures our broader commitment to our communities:

Planned Parenthood Southeastern Pennsylvania’s mission is to provide sexual, reproductive and complementary health services; deliver comprehensive sexuality education; and advocate fiercely for the protection and advancement of health equity and access to care—all with a strong commitment to cultural humility.

We remained inspired by our staff, who consistently displayed extraordinary resilience and a tireless commitment to keeping the organization running under unprecedented circumstances.
PATIENT SERVICES
Our dedicated Patient Services team bravely and creatively met the profound challenges of safely providing health care during a pandemic.

To minimize potential exposure to the virus, we initially shifted to limited care via telemedicine for services other than surgical abortion, which remained in-person without interruption. We also continued providing medication abortion through telemedicine visits, a service we launched at West Chester Health Center in January.

Our health centers provided approximately 2,000 telemedicine visits per month in Fiscal Year 2020. And, we re-introduced essential in-person services, along with modifications to our workflows to protect patients and staff from potential exposure to the virus.

We continuously monitored and refined our service delivery in order to provide the excellent care that our patients expect from PPSP while ensuring that our critical sexual and reproductive health services remain accessible and affordable for all. The Patient Services Department implemented several projects to enhance patient experience and to expand access to services:
We expanded gender-affirming care to West Chester Health Center and PrEP was made available at all health centers, as were flu vaccines.

In order to provide a welcoming environment for our patients, we completed renovations to our Locust Street Surgical Center along with improvements at our Far Northeast Surgical Center.

While in-person patient outreach was suspended in the spring, we continued targeted-marketing efforts via digital platforms. We ran digital advertising campaigns for new services including online health via the PPDirect app.

We expanded medication abortion services to 11 weeks gestation, which allowed more patients to choose this option.

The average length of visits improved from 60 minutes to 37 minutes and patients noticed; many used our patient satisfaction surveys to comment on the shorter, more efficient visits in our health and surgical centers.

We created a new and frequently-updated COVID-19 section of our website to communicate changes in services and safety measures to our patients.
PPSP’s Education Department rose to the challenges presented by the pandemic, providing young people with the language and information they need to effectively communicate their personal boundaries and learn about their bodies in shame-free, healthy ways.

In April, we repositioned all of our programs to virtual platforms and developed new online resources to ensure our educators were able to reach students safely in their homes. We adapted our inclusive and trauma-informed approach to sexuality education for digital delivery, along with additional privacy and safety considerations. We know that disruptions to the school year, and in many cases, accompanying losses of privacy have been extremely difficult for the youth we serve. We will continue to innovate and adapt in order to remain a trusted source of information and guidance for those who count on us.
» By moving our online programs to a learning-management system, we facilitated interactive and engaging virtual programs. This system enabled us to provide self-paced lessons, which are essential to our trauma-informed approach, as students may prefer to access lessons when they feel ready to engage with the material. And, we increased accessibility and privacy through the addition of closed-captioning in our live classes.

» We expanded the model of our SPOT (Space to be Proud Open and Together) program for LGBTQIA+ youth in Chester County, forming a new partnership with The Equality Alliance of Chester County to start a second youth group in the Phoenixville area. The groups merged and met virtually for discussions, game and trivia nights, and video viewings – along with sexuality education.

» We continued our work with the Achieving Independence Center and Health Resource Centers to educate young people through contactless programming, distribution of safer-sex materials, and one-on-one counseling via telephone.

» We launched a new professional development webinar series for youth-serving professionals on topics such as Trauma-Informed Sex Ed, Affirmative Consent, and Working with LGBTQIA+ Youth.
EXTERNAL AFFAIRS
The External Affairs Department shifted our urgent organizing work to digital platforms – utilizing social media, digital house parties, and phone and text banking – to empower our grassroots base to speak out and take action on important policy issues.

In April, Senate Bill 857, which sought to expand access to telemedicine, was amended by anti-abortion politicians, restricting access to telemedicine abortion. Abortion is essential health care, and telemedicine abortion provides safe and legal access to essential care with fewer barriers. Thankfully, Governor Wolf vetoed the bill, but it was a sober reminder that in this public crisis, when expansion of telemedicine is crucial, there are those who would exploit the pandemic for political gain.

Racist and ableist voter suppression has a longstanding history in this country. The widespread and unprecedented effects of the pandemic, along with decades of tireless advocacy, helped to usher in a wave of urgently needed voting reforms. Act 77 was signed into law in Pennsylvania, allowing for no-excuse vote by mail, among other critical reforms. We organized a vote-by-mail mobilization, virtual phone and text banks, educational virtual happy hours via our Young Advocates, and a volunteer-led webinar workshop on Act 77.
External Affairs

Accomplishments

» We modified our patient advocacy programs by quickly expanding our digital presence to connect with supporters in safe and innovative ways. Using social media, we recruited volunteers and kept our supporters informed with up-to-date information on our services and state and national news.

» We maintained active roles with coalition partners as part of the Campaign for Women’s Health, Pennsylvania State Voices, Keystone Counts, and the PA Coalition for Sex Education.

» We worked with organizers in our PP Generation Action college chapters and high school advocates groups to provide mutual aid to communities most affected by COVID-19, including immigrants and people of color.

» We stood in solidarity with the Black Lives Matter movement, sharing resources with supporters and other racial justice organizations.

» Despite the unprecedented challenges brought by the pandemic, we increased our advocacy base by 36%.
We met Fiscal Year 2020’s challenges with tenacity and creativity in order to provide a sustainable strategy for delivering the best possible services to those who rely on us.

Prior to the pandemic, we were working to close the $1.2M gap left in our budget following our departure from the Title X program in order to ensure the financial solvency of our operations.

While we quickly adjusted our service and program delivery at the onset of the pandemic, including significant investments in IT hardware and software, the necessary restrictions resulted in a decline in our visit volume.

We are confident that the interventions and efficiencies we established will continue to protect the safety and health of our patients, our staff, and our communities.

Throughout every challenge we have faced, our supporters have risen to the moment with us, consistently and generously supporting PPSP. We have every confidence that the coming year will bring continued growth and stability.
Fiscal Year 2020

Revenue by percentage

- Patient Services: 36%
- Patient Services (Abortion): 35%
- Government Grants & Contracts: 3%
- Other: 3%
- Community Support: 3%

Expenses by percentage

- Patient Services: 53%
- Patient Services (Abortion): 22%
- Government Grants & Contracts: 3%
- Education & Professional Development: 3%
- Other: 3%
- Public Information & Advocacy: 3%
- Fundraising: 17%
- Administration: 3%

JULY 1, 2019 – JUNE 30, 2020
Thank you, Donors!

In a year unlike any other, the support our donors provided to us has been more critical than ever. Your commitment enabled us to provide the sexual and reproductive health care, education, and advocacy that our communities need to plan their families and their futures.

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PPSP extends the deepest gratitude to The Honorable Constance H. Williams for her generosity and vision. After the administration implemented an unethical Title X gag rule, and Planned Parenthood affiliates departed the Title X program, Ms. Williams made an extraordinary $500,000 gift to help us provide healthcare services to uninsured and underinsured patients, regardless of their ability to pay.

Thank you, Connie, for your enduring support.
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