



2017 annual report

From the President/CEO and the Board Chair

Planned Parenthood of New York City

Executive Offices

26 Bleecker Street

New York, New York 10012-2413

212-274-7200

Health Centers

212-965-7000

Manhattan, 26 Bleecker Street

Brooklyn, 44 Court Street

Bronx, 349 East 149th Street

Queens, 21-41 45th Road

Staten Island, 23 Hyatt Street



www.ppnyc.org



www.ppnyc.org/Facebook



www.ppnyc.org/Twitter



www.ppnyc.org/Instagram



www.ppnyc.org/YouTube

In our first year together as CEO and Board Chair of Planned Parenthood of New York City, we stand in a powerful moment in our history, and one we believe to be of great hope and opportunity. 2017 saw us reach new heights in our patient care and community engagement and in the boundless energy of our supporters. We increased our collaborations across partnerships, introduced online appointment scheduling, began offering revolutionary HIV medications at our health centers, advocated for health care access at City Hall and in Albany, and worked for the empowerment of the communities we serve in New York City every step of the way. Today, despite the hostility and attacks we face from the Trump-Pence administration, Planned Parenthood is the most trusted brand in America. And we're just getting started.

As a PPNYC supporter, you know intimately that we cannot counter fear with fear. We can only beat back fear with hope. Only through equity and justice can we live side by side in a community where all people are treated with respect and compassion, and have the tools they need to live with dignity.

What makes Planned Parenthood unique as an engine for social change is that we mobilize our voice for fundamental human rights as well as open our doors each day to provide care, education, and



Laura McQuade (l), President and CEO and Katie Danziger (r), Board Chair

information that allow people to choose their own futures. People require our services at every stage of life - from the teen who needs comprehensive, empowering sex education to the college student requiring birth control or abortion services to the father of three needing a vasectomy to the woman in need of cancer screenings.

As we look to the work ahead, we are excited to continue to build on our strong foundation and community support. We are growing, we are serving, and we are leading. In the coming months and beyond, we will deliver more critical care to New Yorkers, expand our health centers, invest in telemedicine, and continue our dynamic advocacy to advance a pro-sexual-and-reproductive health, rights, and justice agenda at the state level. We are forging new partnerships across sectors to collaborate and innovate. As always, we will be investing in

community outreach to make it clear that we serve all people, regardless of their ability to pay. The LGBT community, transgender individuals, communities of color, and documented and undocumented immigrants all deserve access to high-quality, compassionate health care, and all are welcome at PPNYC.

That's the New York we've been building with you and generations that came before us, and the New York that is just over the horizon. With your steadfast support, we just need to reach out and grab it. Thank you for standing with us, and for fighting for a world where all people can lead empowered lives.

Laura McQuade
President and CEO

Katie Danziger
Board Chair

PPNYC by the numbers in 2017



90,015

Visits to our five health centers



98,249

Tests for sexually transmitted infections

5,748

Pap tests screening for cervical cancer

64,206

Sexual and reproductive health visits

841

HPV vaccines

32,203

HIV tests



6,288

Patients enrolled in health insurance with PPNYC's help



5,884

Pregnancy tests



16,781

Young people reached by education programs

4,155

Adults reached through workshops and trainings



18,748

Abortions (90% in the first trimester)

130,000

E-activists in our online Action Alert network



33,290

Followers of our Facebook, Twitter, and Instagram sites



In the pages that follow, we have highlighted six areas of recent work that exemplify our mission of health care, education, and advocacy and the integrated approach we take to carrying out that mission.



Enhancing health care for New Yorkers.

PPNYC has only become stronger and able to serve more patients even as we have been under siege by the Trump-Pence administration. When the administration tried more than once to “defund” us, we mobilized our supporters who turned out en masse at rally after rally to demand “Don’t take away our health care.”

Even when fending off the attacks, we nonetheless continued to expand our services. PPNYC began providing:



Vasectomy – a safe and effective form of permanent birth control for men.



Hormone therapy – a necessity for the transitions of our transgender and gender nonconforming patients.



PrEP (Pre-Exposure Prophylaxis) and PEP (Post-Exposure Prophylaxis) - two medicines that can help prevent HIV infection (see page 7).

While the Trump-Pence administration tried repeatedly to repeal the Affordable Care Act, we continued to enroll our patients in federal and state public insurance programs so they can take care of their and their families’ health needs.



Expansion continued in 2018 as PPNYC launched:



Online appointment scheduling for most services.



Medication abortion at our Staten Island health center, one of the only abortion providers in that borough.



Menopausal hormone therapy.

On the horizon for PPNYC are further new avenues of care – such as introducing telemedicine for birth control and expanding our health center facilities. We won’t let anything stand in the way of our ongoing goal of serving more New Yorkers in more ways than ever before.



“Planned Parenthood doesn’t just provide me with regular exams. They ensured I didn’t go for years without seeing a doctor.”

—Raquel, Brooklyn

Exposing so-called crisis pregnancy centers.

PPNYC has taken a leading role in exposing and opposing the harmful tactics of fake clinics, aka crisis pregnancy centers (CPCs). These fake clinics masquerade as legitimate health care facilities to shame and mislead pregnant individuals about their reproductive health options with the sole goal of stopping individuals from accessing safe abortion care and birth control. We have heard horrifying stories from patients who felt harassed and intimidated after mistakenly entering a CPC. These deceptive facilities often locate near Planned Parenthood health centers to trick patients into entering the wrong office.

A fake clinic across the street from PPNYC's Bronx Center displayed a large banner that said "Unplanned Pregnancy? Plan Your Parenthood!" with design elements similar to ours.

PPNYC was one of the strongest advocates for the passage of Local Law 17 in 2011, New York City's first regulation of CPCs. The law requires CPCs to post signage that publicly states that no licensed medical provider is on staff. PPNYC testified before the New York City Council in 2017 urging stronger enforcement of Local Law 17 and related regulations. This led to the city's first fine on a crisis pregnancy center. In early 2018, the Department of Consumer Affairs issued a \$1,500 fine to EMC Frontline, an anti-abortion facility, for failing to display the required signage.



**WOMEN DESERVE TIMELY,
ACCURATE INFORMATION ABOUT
THEIR HEALTHCARE OPTIONS.**

**END
THE
LIES**



**END
THE
LIES**

**THE ANTI-CHOICE MOVEMENT
IS NOT GOING TO GIVE UP.**

NEITHER ARE WE.



Protecting those most at risk for HIV.

As HIV continues to impact New York City's most vulnerable people, particularly Black and Latinx women, PPNYC has expanded its HIV prevention services and outreach. With enhanced screening and counseling in our health centers and our Project Street Beat mobile medical unit, we have been spreading awareness of PrEP (Pre-Exposure Prophylaxis) and PEP (Post-Exposure Prophylaxis), two medicines that can prevent HIV infection.

We took our "Your Body Needs You" social marketing campaign to new neighborhoods in the Bronx and Brooklyn with an HIV prevention/PrEP/PEP message aimed at Black and Latinx women. Through postcards, posters in shops, and bus shelter ads the campaign promotes HIV testing and informs women about how PrEP and PEP can protect them.

We created a wallet-sized PrEP screening card that encourages women to ask themselves 12 questions to determine if PrEP

and PEP might be right for them. Our efforts are making a contribution well beyond New York City. Health care providers in other parts of the country are replicating the self-screening card, and we have published several articles in journals such as *AIDS Education and Prevention* that extend knowledge in the broad field of HIV prevention.



B38

Lafayette Av &
Marcy Av

JCDecaux

part of your city

**PrEP is a pill to
prevent HIV.
Get tested and
ask about it.**

**YOUR
BODY
NEEDS
YOU**

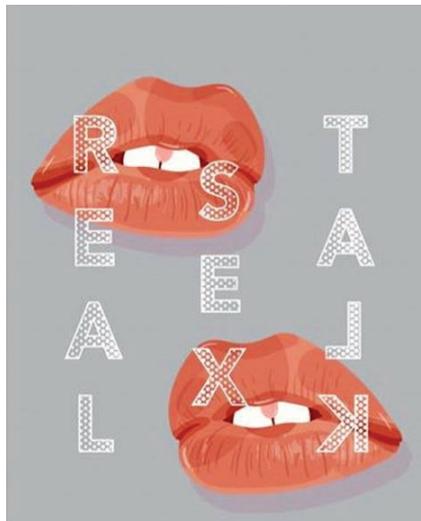


www.YourBodyNeedsYou.org 855-778-BEAT (2328)

Advancing sex education in New York City.

PPNYC has led the way in advocating for and providing sex education in New York City for students and adults. Together with the Sex Education Association of New York City (SEANYC) we pushed hard for the city to strengthen its implementation, tracking, and evaluation of sex education in the NYC public schools. We conducted a survey of more than 300 citywide students who described the inadequacies of the sex ed they received. The survey results were presented to the New York City Council and drew media coverage. The *New York Times* ran a two-page 2017 article, “Sometimes the Birds and the Bees Get Short Shrift in School,” that featured our Vice President of Education. Our activism spurred the creation of a Mayor’s Task Force on Sexual Health Education on which PPNYC has two seats, and led to an investigative report issued by the City Comptroller in 2017 about the status of sex ed and how it can be made better.

PPNYC is a unique source of sex education for the city’s youth and adults. We bring two free evidence-based programs – “Making Proud Choices!” and “Be Proud! Be Responsible!” – to schools and community



organizations in Manhattan, Brooklyn, Queens, and the Bronx. We recently took these programs into new venues, including Summer Youth Employment Programs around the city, a Lower East Side Boys Club, and P.S. 811X’s special education program in the Bronx.

We find just the right way to communicate about sexual health

with people of all ages:

- PPNYC’s Youth Health Promoters – teens who serve as peer sex educators – made a video called “Let’s Talk about Sext” for both parents and youth.
- Our new workshop called “Real [Sex] Talk” is tailored to college students and has been in demand on campuses across the city.
- We launched “Sex Education for Adults,” a program that connects New Yorkers to sexual and reproductive health information through free workshops and trainings for staff at community organizations and shelters.

PPNYC opens windows of opportunity for sex education as a lifelong process.



“I feel uncomfortable talking to my parents about these things so I mainly search it up. If I did have a sex ed class, I’d ask my teacher.”

—10th grader, Queens

Welcoming and championing immigrants.

As immigrants to our country have increasingly faced hostility from Washington, PPNYC has embraced and welcomed them.

Our doors are open to all regardless of immigration status. We created an internal immigration task force charged with getting the message to immigrant families that PPNYC is a safe place for care. Our health centers do their utmost to communicate with and serve patients in the languages they speak and understand best, with interpretation available either in person or by telephone. Our doors and walls feature warm words of welcome.



PPNYC's Promotores de Salud play a key role in reaching New York City's large Latinx community through outreach, workshops, and linkage to our health centers. In 2017, after completing a year-long training in medical interpretation, they began bringing our mobile medical unit into neighborhoods where immigrants live and cannot easily obtain care. They also partnered with the Mexican Consulate to distribute Zika virus prevention kits to people traveling to high-risk areas.

PPNYC stands with immigrants everywhere. In collaboration with the New York Abortion Access Fund we hosted a panel discussion about reproductive justice for immigrants and undocumented people. Our staff and activists participated in the "May Day! Rise Up, NY for Immigrant and Worker Rights" rally led by Make the Road and the New York Immigration Coalition and in many other rallies to defend the Deferred Action for Childhood Arrivals policy and to help immigrants achieve their dreams of a better life in this country.





Supporting youth in foster care.

Foster youth often lack information about sexual and reproductive health and their rights to access care. PPNYC has developed relationships with agencies throughout the five boroughs that arrange home and residential placements for youth, as well as with the New York City Administration for Children's Services. By providing these organizations with educational materials, trainings, and technical assistance, we are making a real difference in the lives of young New Yorkers at risk.

We helped the organizations' staff to deal forthrightly and sensitively with the sexual and reproductive health needs of the

youth under their supervision. PPNYC condensed and packaged organizational policies and best practices in a set of handy and engaging educational materials that convey the content in an easily understandable way:

- a concise "Guide for Supporting the Sexual and Reproductive Health and Development of Youth"
- a magnet
- a sticker
- posters

So far, more than 600 staff members from child welfare and juvenile justice agencies across New York City have taken

our "Ensuring Information and Access" training to deepen their knowledge about sexual and reproductive health and communication skills. These trainings met with an enthusiastic reception and are now being longitudinally evaluated.

Youth can get sexual and reproductive health care without adult permission. **They still need your support for healthy development and wellness.**

WHAT CAN YOU DO?

- ASK** questions to encourage conversations.
- LISTEN** to what they think and feel.
- SHARE** information and resources.

USE A WARM TONE OF VOICE AND SHOW YOU CARE!

For more information:
SRHsupport@acs.nyc.gov

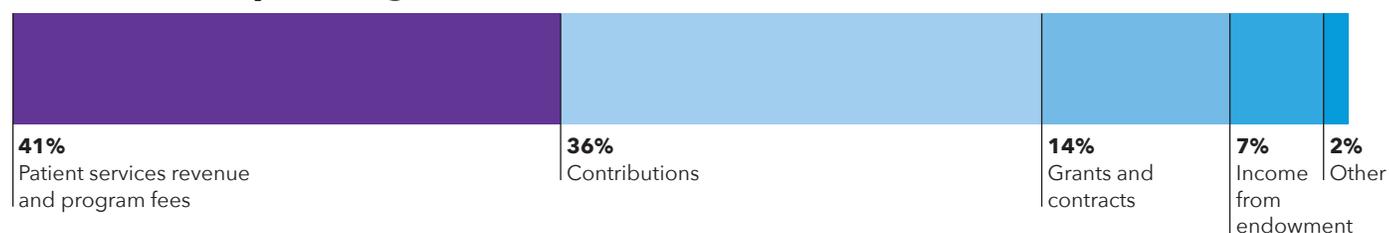
"I heard rave reviews about the content and delivery of today's training."

*—Administrator of foster care agency,
Brooklyn and Queens*



Financial information

Where Our Operating Funds Come From



How Our Funds Were Spent



Consolidated Statement of Financial Position

as of December 31 of each year

	2017	2016
<i>Assets</i>		
Cash and equivalents	\$19,991,050	\$17,645,199
Short-term investments	\$588,741	\$315,445
Accounts receivable, less allowance for doubtful accounts	\$2,281,953	\$3,110,624
Pledges receivable, net	\$4,104,926	\$3,511,662
Grants receivable	\$1,575,305	\$1,640,721
Prepaid expenses and other assets	\$1,519,883	\$1,443,106
Long-term investments	\$109,041,721	\$91,726,730
Land, property, and equipment, net of accumulated depreciation and amortization	\$12,747,492	\$13,888,964
Total Assets	\$151,851,071	\$133,282,451
<i>Liabilities and Net Assets</i>		
Liabilities:		
Accounts payable and accrued expenses	\$2,711,620	\$2,261,982
Deferred rent	\$1,137,801	\$729,385
Refundable advances	\$25,715	\$2,388
Total Liabilities	\$3,875,136	\$2,993,755
Net assets:		
Unrestricted	\$57,880,480	\$43,711,090
Board designated	\$3,798,342	\$4,839,558
Temporarily restricted	\$13,394,911	\$8,838,096
Permanently restricted	\$72,902,202	\$72,899,952
Total Net Assets	\$147,975,935	\$130,288,696
Total Liabilities and Net Assets	\$151,851,071	\$133,282,451

Consolidated Statement of Activities and Changes in Net Assets

as of December 31 of each year

	2017					2016
	Unrestricted	Board designated	Temporarily restricted	Permanently restricted	Total	Total
<i>Operating Support, Grants, and Revenue</i>						
Public support and grants:						
Direct contributions	\$18,458,648		\$3,413,493	\$2,250	\$21,874,391	\$13,219,161
Grants and contracts	\$8,491,784				\$8,491,784	\$6,325,622
Revenue:						
Net patient service fees	\$25,844,905				\$25,844,905	\$27,429,896
Less: provision for bad debts	(\$605,784)				(\$605,784)	(\$821,277)
Professional training fees	\$107,784				\$107,784	\$113,271
Endowment assets used for operations	\$4,400,000				\$4,400,000	\$4,400,000
Other	\$1,384,618				\$1,384,618	\$409,337
Net assets released from restrictions	\$3,921,383	(\$1,041,216)	(\$2,880,167)			
Total Operating Support, Grants, and Revenue	\$62,003,338	(\$1,041,216)	\$533,326	\$2,250	\$61,497,698	\$51,076,010
<i>Expenses</i>						
Program services:						
Clinical services programs	\$35,627,650				\$35,627,650	\$34,445,646
Educational programs	\$2,499,307				\$2,499,307	\$2,325,017
Public affairs and advocacy	\$2,293,611				\$2,293,611	\$2,283,119
Total program services	\$40,420,568				\$40,420,568	\$39,053,782
Supporting services:						
Management and general	\$8,304,831				\$8,304,831	\$7,512,354
Development	\$2,264,232				\$2,264,232	\$1,498,044
Total supporting services	\$10,569,063				\$10,569,063	\$9,010,398
Membership payments to Planned Parenthood Federation of America						\$496,088
Total Expenses	\$50,989,631				\$50,989,631	\$48,560,268
Change in net assets before Non-Operating Revenue and Expenses	\$11,013,707	(\$1,041,216)	\$533,326	\$2,250	\$10,508,067	\$2,515,742
<i>Non-Operating Revenue and Expenses</i>						
Planned giving - contributions	\$1,659,378				\$1,659,378	\$1,088,215
Planned giving - interest income	(\$174,704)				(\$174,704)	(\$132,975)
Investment income	\$417,192		\$2,103,047		\$2,520,239	\$2,671,396
Endowment assets used for operations			(\$4,400,000)		(\$4,400,000)	(\$4,400,000)
Net realized and unrealized gain on investments	\$1,253,817		\$6,320,442		\$7,574,259	\$3,207,600
Total Non-Operating Revenue and Expenses	\$3,155,683		\$4,023,489		\$7,179,172	\$2,434,236
Change in net assets	\$14,169,390	(\$1,041,216)	\$4,556,815	\$2,250	\$17,687,239	\$4,949,978
Net assets at beginning of year	\$43,711,090	\$4,839,558	\$8,838,096	\$72,899,952	\$130,288,696	\$125,338,718
Net Assets at End of Year	\$57,880,480	\$3,798,342	\$13,394,911	\$72,902,202	\$147,975,935	\$130,288,696

How you can help.

PPNYC is a not-for-profit organization, and client fees and public grants cover only a portion of the costs of our clinical services, education and training programs, and advocacy efforts. To sustain our work, we rely on a large network of friends who support us financially and in other ways.

We welcome financial contributions to PPNYC

- Cash, check, or credit card donations of any amount.
- Online donations made through a secure credit card transaction at www.ppnyc.org.
- Donations in memory or in honor of a relative, friend, or colleague.
- Donations of stock, bonds, real estate, or other property.
- Planned gifts, including gifts that return lifetime income and offer other tax benefits.
- New or existing life insurance policies naming PPNYC as a beneficiary.
- Corporate matching gifts.
- Foundation and corporate grants.
- Bequests of cash, securities, or property.

Bequests and devises to PPNYC are deductible for federal and state estate tax purposes in accordance with the law. The following language is suggested:

I give and bequeath to the Board of Directors of Planned Parenthood of New York City, 26 Bleecker Street, New York, NY 10012, a New York Not-for-Profit Corporation, the sum of ____ dollars (or ____ percent of my residuary estate) for such purposes as the Board of Directors of PPNYC shall determine to be in the best interest of the agency.

For more information, please contact our Development Department at 212-965-7191.



Volunteering for PPNYC

Our volunteers are devoted to keeping our clients healthy and safe. Every day they serve in a wide range of capacities, supporting our health care services, administrative work, educational programs, and outreach to underserved populations. They also engage in a variety of advocacy activities to increase access to reproductive health care and medically accurate sex education.

Sign up for our Advocacy Alerts and we'll update you on policy developments, ask you to contact your legislators about upcoming votes, and invite you to join in other grassroots activism. To sign up, just visit www.ppnyc.org. You can also sign up there to join the Activist Council and be a frontline activist carrying forward the movement for reproductive health, rights, and justice. To learn about volunteer opportunities suited to your interests, please contact us at 212-274-7284 or visit www.ppnyc.org.

Employment at PPNYC

At PPNYC, you'll find commitment to New Yorkers, dedication to providing sexual and reproductive health care, and a focus on justice. We value a diverse workforce and inclusive workplace. If you are interested in employment at PPNYC, please visit www.ppnyc.org.



Board of Directors and Senior Leadership Team

Board of Directors (effective June 2018)

Officers

Katie Danziger*
Chair

Leah Johnson*
Vice Chair

Ann Hicks*
Secretary

Valerie Johnson*
Treasurer

Leah Johnson*
Issues and Advocacy Chair

Ana Cepin, M.D.
Medical Advisory Chair

Courtney Smith*
Philanthropy Chair

William J. Borner*
Strategic Planning Chair

Lisa Rubin
Moitri Savard, M.D.
Jennifer Sturman
Diana Wagner

Emeritus Members

Cathy A. Cramer
Peggy Danziger
Marion F. Levy
Wendy Mackenzie
Diane Max
Laura A. Philips
Elizabeth F. Rosenman
Roberta Schneiderman
Patricia J. Volland

Committee Chairs

Beth Essig
Audit and Compliance Chair

Silda Palerm*
Board Development and Governance Chair

Valerie Johnson*
Budget and Finance Chair

Susan Weil
Compensation Chair

Katie Danziger*
Executive Chair

Lana Lewin-Ross*
Investment Chair

Directors

Lisa Alter
Lisa Beattie Frelinghuysen*
Jenny Brorsen
Stephen Chasen, M.D.*
Chris Creatura, M.D.
Alison Mariella Désir
Andrea Hagan
Meryl D. Hartzband
Leonard Hersh
Anya Hoerburger
Naima Hyppolite
Peter Lafer
Margot Levy
Beatrice Liu
Erika Munro Kennerly
Diane Rosen

Honorary Members

Marcia Allina
Clare Russell Gregorian
(deceased in 2017)
Andrew Herz
Betty Kowaloff
Mary D. Lindsay
John N. Mayberry
Barbara S. Mosbacher
Hector P. Prud'homme

*Executive Committee

Senior Leadership Team

Meg Barnette,
Chief Strategy Officer and General Counsel

Christina Chang,
Chief External Affairs Officer

Keith Corso,
Chief Development Officer

Ila Dayananda,
Chief Medical Officer

Jacqueline Johnson,
Chief Administrative Officer

Merle McGee,
Chief Equity and Engagement Officer

Laura McQuade,
President and CEO

Anne Robinson,
Chief Clinical Officer

Jonathan Segal,
Chief Financial Officer

Adrienne Verrilli,
Vice President of Communications and Marketing

Credits

Design: Your Message Media

Printing: Candid Litho

Photos: Terry J. Allen (cover/bottom left); PFPHOTO (From the President/CEO and the Board Chair); *El Diario's* Archives (page 5); EndtheLies.com (page 6); Poster design by micahbazant.com and "Welcome" design by Calori & Vanden-Eynden Design Consultants (page 11); Magnet design by Karen Houser Design (page 13); Dominique Sindayiganza (page 18).

Make an appointment:

You can book an appointment online at www.ppnyc.org or call 212-965-7000 to make an appointment at any one of our health centers in Manhattan, the Bronx, Brooklyn, Queens, or Staten Island.

 www.ppnyc.org

 www.ppnyc.org/Facebook

 www.ppnyc.org/Twitter

 www.ppnyc.org/Instagram

 www.ppnyc.org/YouTube