

Caring for our community Empowering through education Powering our promise Funding the future Moving our mission forward **Advocating for access** Strengthening to serve Protecting our patients Advocating for access Fighting for freedom Empowering education **Caring for our community** Voice for the vision Funding the future Moving our mission forward Advocating for access St

No matter what.

PLANNED PARENTHOOD OF NASSAU COUNTY 2016 ANNUAL REPORT

Strengthening to serve Protecting our patients Advocating for access Caring for our community Powering our promise Funding the future Protecting our patients Fighting for freedom **Empowering through education** Voice for the vision Funding the future Moving our mission forward Powering our promise Protecting our patients Advocating for access Powering



Mission

Planned Parenthood of Nassau County seeks to compassionately and respectfully empower individuals to make independent, informed decisions about their sexual and reproductive lives by providing access to medically-sound health care and educational services, and by promoting public policies to make those services available to all.

Powering Our Promise

Two thousand sixteen was bookended by uncertainty: the year began on the heels of a vicious and unfounded smear campaign that sought to decimate access to abortion across the country, and ended with the election of a president who vowed to defund Planned Parenthood and slash access to reproductive health care for millions of people. Despite the year being framed by impending doom, Planned Parenthood of Nassau County (PPNC) stayed laser-focused on our patients and communities, thanks to the tireless commitment of our supporters, donors and advocates.

Throughout 2016, PPNC's three health centers continued to provide high-quality, compassionate and affordable reproductive health care to every patient, every time they walked through our doors. Our health centers in Hempstead, Glen Cove and Massapequa remained on the cutting edge of care with the introduction of PrEP, a preventive, innovative and lifesaving medication to protect against contracting HIV, and the expansion of providing long-acting reversible contraceptives (LARCs), the most reliable and effective form of birth control available. Beyond our centers, PPNC continued to use our mobile medical unit, the Plan Van, to provide HIV testing, counseling and outreach.

Sexuality education also remained a cornerstone of PPNC's work in 2016, as we facilitated more than 35,000 educational opportunities and experiences through both in-school and in community-based programs. For adolescent and teen students in Hempstead, Westbury and Roosevelt school districts – where the teen pregnancy rates are disproportionately high – PPNC continued to be the primary source of sexuality education in the classroom. To bridge education to health care services, PPNC launched its new Teen Clinic in 2016 at our Hempstead location so that teens could receive comprehensive reproductive health care services in a safe and confidential setting.

For adults in the community, PPNC offered sexual health workshops through community-based organizations with which we partner. These efforts allowed us to meet the members of our community where they are with the information they need to make informed and responsible decisions about their sexual and reproductive health.

On the public policy front, PPNC's Public Affairs and Advocacy team tackled critical health care issues that affected or would impact our communities. As 2016 wore on, it became clear that a top priority was ensuring that PPNC's doors stayed open in the face of growing national discourse about abortion in general, and Planned Parenthood in particular.

Leading up to the election, we worked tirelessly to gain, protect and preserve reproductive rights, while educating and engaging the community in reproductive rights advocacy through a "Get Out the Vote" campaign, voter registration, rallies, and educational initiatives designed to give a voice to the people in our communities.

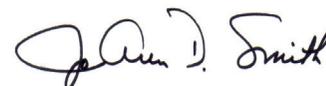
As we reflect on last year, we feel both proud and accomplished to have been able to meet and advocate for the essential reproductive health care needs of the thousands of women, men and young people throughout Nassau County who rely on us. However, at the close of 2016, it was clear that despite our many achievements, the future would hold greater challenges as the political climate took a dangerous turn after the presidential election, and the drumbeat to defund Planned Parenthood and annihilate its lifesaving services pounded louder. Still, with the steadfast support we witnessed and continue to see from supporters and donors like you, all of us at PPNC are dedicated to marching onward to ensure that our doors stay open...no matter what.

Now, more than ever, we are grateful for your commitment to standing with Planned Parenthood.

Thank you!



Carol Markman
Chair, Board of Directors



JoAnn D. Smith
President & CEO



Caring for our community

HEALTH CARE IMPACT

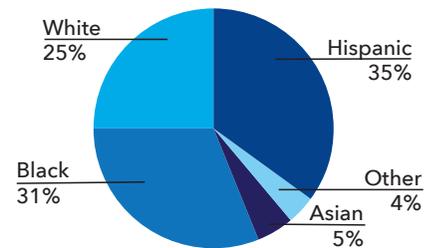
At our health centers in Hempstead, Glen Cove and Massapequa, PPNC provided more than 13,200 patients with state-of-the-art, essential health services, including gynecological exams, breast and cervical cancer screenings, testicular cancer screenings, prenatal care, birth control, emergency contraception, pregnancy testing, infertility screenings, HIV testing and counseling, testing and treatment of sexually transmitted infections (STIs), as well as abortion care. With more than 26,500 visits in 2016, we were proud to continue providing our patients with the health care they both need and deserve.

Ensuring a Future of Skilled Providers

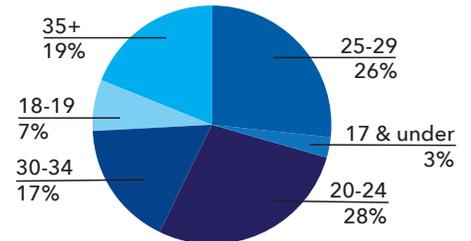
Throughout 2016, PPNC continued its partnership with the Kenneth J. Ryan Residency Program, a national initiative to enhance family planning and pregnancy termination training for Obstetrics and Gynecology residents.

The Ryan Program not only increased PPNC's ability to meet the needs of patients who came to us, but also enabled residents who rotated through the program to understand the importance of abortion services and gave them the chance to practice quality family planning care from the premier provider – Planned Parenthood.

PATIENT RACE/ETHNICITY

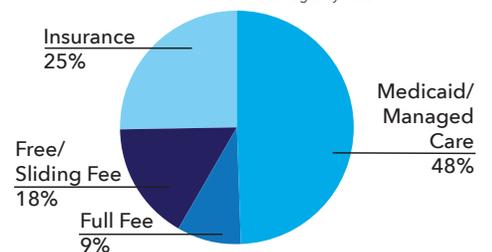


PATIENT AGE



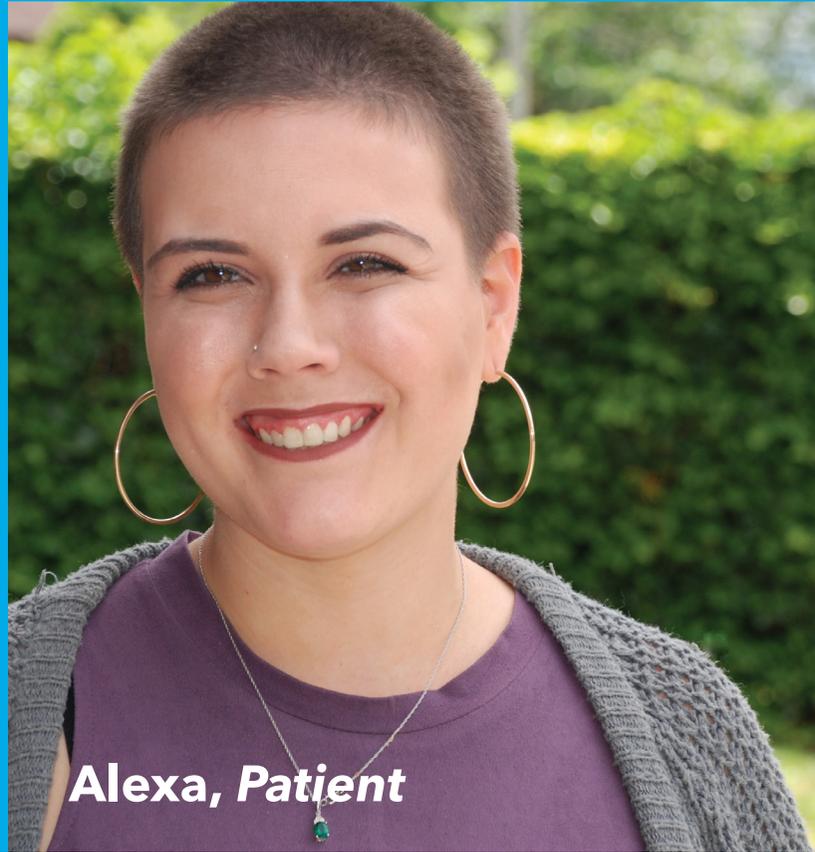
PAYOR MIX*

*Percentages by visits

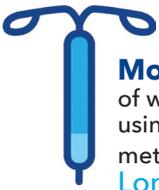


I am a proud patient of PPNC w they provide me with the services and knowledge I need to stay safe, healthy and empowered to make decisions regarding my body.

In a nation where my body and decisions are oftentimes politicized, I felt a thousand miles away from such rhetoric when I went to my local Planned Parenthood and made the decision to terminate a pregnancy. During this very scary time in my life, the entire staff at Planned Parenthood treated me with nothing but dignity, kindness and respect for my choices, while providing me with high-quality health care. After my first visit, the quality of care, compassion and knowledge of the staff drew me back time and time again for a variety of services.



Alexa, Patient



More than 18% of women who were using contraceptive methods chose **Long Acting Reversible Contraceptives** like IUDs



28,769 **STI tests**

were given to patients in our health centers



2,497 Medical + surgical abortions were provided to our patients



8,272

Pregnancy tests

4,076

Breast exams

2,750

Pap tests were provided in PPNC health centers

2,043 **Emergency Contraception**

Kits were distributed to prevent unintended pregnancy



Free prenatal care visits were provided to ensure a healthy pregnancy



17,286

GYN exams and family planning visits were facilitated to dispense birth control and contraceptives

PPNC launched our PrEP service –

a preventative medication to protect against HIV

Reliable Contraception for the Long Term

One of the greatest advancements to women's reproductive health care and family planning is the use and availability of long-acting reversible contraceptive methods (LARCs). LARCs, which include IUDs and implants, eliminate human error in adhering to a contraceptive method and, as a result, are the most effective form of birth control available. **As the leader in sexual and reproductive health care, Planned Parenthood affiliates across the country – and right here in Nassau County – continued to be on the cutting edge** of increased educational efforts and service provision of long-term methods of birth control.

Coupling what we know about the effectiveness of LARCs with the resources provided through the Ryan program, PPNC began to offer LARCs to patients immediately following surgical abortion procedures. Through research and patient experience, we know that this is the most effective way to ensure our patients are able to immediately protect themselves and reduce the chances of unintended pregnancies.



Preventing HIV across Nassau County

Throughout 2016, PPNC continued its work to prevent HIV in Nassau County through a multi-faceted approach that incorporated education, counseling and outreach. Over the course of the year, PPNC's team of HIV Peer Educators shared information and personal stories at local community organizations and in our health center waiting rooms as a way to inspire and connect with patients. Furthermore, **PPNC began offering PrEP – a daily medication to prevent HIV transmission** – and has plans to offer PEP in 2017, an emergency treatment for patients who have been exposed to HIV.

We also traveled into neighborhoods with our mobile medical unit – the Plan Van – to provide testing, counseling and enhanced outreach. **In total, PPNC facilitated more than 6,915 HIV tests in the Plan Van and our health centers.**

In the summer months, as a part of a multi-agency program called *Nassau Knows 2016*, PPNC collaborated with a number of health care partners and community-based organizations to increase HIV testing and awareness of HIV status in the county. As a part of this effort, we facilitated more than 1,000 HIV tests, far exceeding the goal of the entire initiative.



Thanks to funding from the New York State CAPP Grant, **our mobile medical unit, the Plan Van, was redesigned!**

Empowering through education + outreach

INFORMATIONAL IMPACT

Healthy living and responsible choices begin with accurate knowledge and access to resources. At PPNC, we believe that comprehensive, evidence-based sexuality education is central to preventing unintended pregnancies and disease transmission, and equips young people with the tools they need to grow up healthy, safe and happy.

Bringing Knowledge into Classrooms and Community Centers

In 2016, PPNC continued to be embedded in three high-priority, high-risk school districts – Roosevelt, Hempstead and Westbury – to provide comprehensive sexuality education. Our team of bilingual sexuality educators provided more than 35,000 educational opportunities and experiences to Nassau County residents, engaging individuals and students in interactive and informative workshops. In addition, our educators provided educational sessions that reached more than 260 teachers, faculty and community-based organization staff.

“Several students from one of our high schools told me they came to the Teen Clinic to receive the long-acting reversible contraceptive method of their choice. I saw first-hand the powerful connection between education and services.”

– Zoeë Davidson, Bilingual Sexuality Educator



Keeping our Doors Open for Teens: PPNC's New Teen Clinic

Education is only half of the equation to keeping young people healthy and safe. In working with local schools to provide education, PPNC recognized an opportunity to bridge the gap between information and access to care towards reducing the likelihood of adverse sexual health outcomes (such as STIs and unintended pregnancies), and launched its new Teen Clinic in November of 2016.

The Teen Clinic, which offers services exclusively to teenagers at our Hempstead site every Friday from 4 to 6 PM, provides a safe space for teens to access care and gives PPNC another opportunity to influence positive reproductive health care outcomes. In fact, teens in PPNC's Teen Advocate Project (TAP), a group of student leaders from our priority high schools, are present at our Hempstead site during Teen Clinic hours to engage their peers in interactive and informative mini-workshops on a range of reproductive health topics while they wait to be seen by health care staff.



Community Outreach

Much of PPNC's most significant work occurs in the community at-large through outreach efforts. Throughout 2016, PPNC partnered with numerous organizations on a regular basis to educate Nassau County residents about the essential and lifesaving reproductive health care services available at PPNC. Our partners included the Family and Children's Association, Hispanic Brotherhood of RVC, Hispanic Counseling Center, LIGALY, NuHealth, Pride For Youth, Prosper and S.T.R.O.N.G. Youth, Inc.

Promotoras

In 2016, the Promotoras program, a grassroots peer education effort to reach Hispanic women, engaged hundreds of individuals on the topics of navigating the health care system, as well as reproductive justice advocacy. PPNC also offered workshops to nearly 1,000 monolingual Spanish speakers, further connecting us to the people in our community, and increasing their knowledge and access to care. In September, PPNC hired a bilingual Latina intern to increase civic engagement among the Latinx population during the months leading up to the presidential election.

DSRIP

In 2016, PPNC began its partnership with New York State's Delivery System Reform Incentive Payment (DSRIP) initiative, which works to fundamentally restructure the health care delivery system by reinvesting in the Medicaid program, and ultimately reducing avoidable hospital use by 25% over 5 years. To assist in meeting DSRIP goals, PPNC collaborated with the Nassau Queens Performing Provider System to implement the Patient Activation Measure (PAM) project – an assessment of individuals' engagement in their health care, and an effort to shift people from relying on emergency rooms for routine and non-urgent care to using primary and preventive care services, including those offered here at PPNC.



PPNC Sexuality Educator, Michael Groover, Recognized by Local Elementary School

The Centennial Elementary School in Roosevelt (Principal Dr. Barbara Solomon, pictured left) recognized PPNC Sexuality Educator, Michael Groover, with an award for his success in running the "Man Up Boys" empowerment group for sixth grade boys in the school. The "Man Up Boys" program reached more than 1,794 young men in our community.

“ One of major takeaways from the group is that the young men and boys feel able to express themselves in a safe space, which is useful when discussing topics like self-esteem, puberty, and the meaning of manhood. ”

– Michael Groover, Sexuality Educator

As a part of the Teen Advocate Project, I feel accomplished knowing that I bridge the gap between information and reproductive health care for teens.

I get to inform my peers on safer sex practices and raise awareness of the services offered at Planned Parenthood for teens.

My favorite part of being a TAP Teen is debunking the common misconceptions about Planned Parenthood, and encouraging teens them to get the facts for themselves.



Jevon, TAP Teen



8,645
Medically-underserved African American and Latina Women

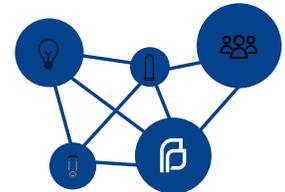
received information on breast cancer risk reduction & referrals



5,923 Individuals participated in workshops on pregnancy and disease prevention, relationships, healthy decision-making & parent-child communication



5,117 Local residents learned about PPNC's services through street outreach, health fairs and community events



5,685 At-risk individuals of color received information about HIV and STI prevention

4,060 Individuals

were surveyed on their level of engagement in the health care system



3,639 Teens were reached during workshops and outreach activities



1,666 Middle and High School students were engaged through evidence-based sexuality education workshops on topics including puberty & pregnancy prevention

1,365

College students were reached during on-campus outreach and programming

Advocating for access

ADVOCACY IMPACT

In 2016, Planned Parenthood faced significant challenges at the national level that threatened our reputation and jeopardized access to reproductive health care for millions of Americans. In the face of these hurdles, Planned Parenthood of Nassau County joined its affiliates across the country to stand up for truth and "Pink Out" for reproductive rights!

Clearing the Slate and Delivering the Truth

To help people understand the truth and illustrate what actually happens at our health centers, Planned Parenthood launched a series of videos called "Stories of Care. No Matter What."

To lift these stories, PPNC shared videos from this series across our social media channels every week throughout the summer of 2016. The videos showcased the exceptional care that we provide to our communities.



Organizing to Get Out the Vote!

In the months leading up to the election, recognizing the importance of bringing reproductive rights issues to the attention of the public in a significant election year, and to mobilize grassroots advocates to achieve policy and institutional changes on the state level and national stage, PPNC launched a nonpartisan voter education and engagement project in the communities surrounding our health centers and on college campuses throughout Nassau County.

To achieve these goals, PPNC lifted up the national "My Vote, My Voice" campaign here in Nassau County, a non-partisan voter engagement campaign through which we collected voter registrations and pledge cards in our Health Centers (Health Center Advocacy Program) and in local neighborhoods. Volunteers, interns and staff all crowd-canvassed, knocked on doors and spoke with patients in our Hempstead health center about the importance of voting.

Through this project, PPNC built a social movement where college students and residents of Long Island's most underserved communities recognized the importance of being informed about current events and social issues, advocated for causes that they believe in, and engaged in the political process by registering to vote and voting on Election Day. In collaboration with local coalition partners, more than 8,000 people were reached through voter registration and education efforts.



I feel like I belong to something truly important.

I love advocating for Planned Parenthood, not only because I believe in the mission so much, but also because I've found a great community here. I have talked to other patients and have been a patient myself, and each conversation reminds me of the thousands of people who rely on PPNC's services right here in Nassau County.

To see just how much stronger Planned Parenthood becomes in the face of adversity is inspiring, and empowers me more to continue the fight.

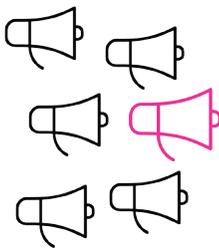


Kat, Youth Activist

5,000 
New supporters joined our Action Network to keep informed about the fight to protect reproductive rights and take actions to support us

PPNC informed the public about our health care services and advocacy opportunities online, reaching

13.5K 
individuals through social media
+ 160K
individuals through digital ads*
*impressions

75 
Youth Activists organized at the **NY Youth Power Summit** to receive training in canvassing, organizing and voter engagement efforts

 **500**
advocates lobbied for reproductive rights in Albany at the 2016 Day of Action

 **8,000**
individuals were reached through voter registration & education efforts in collaboration with partner organizations

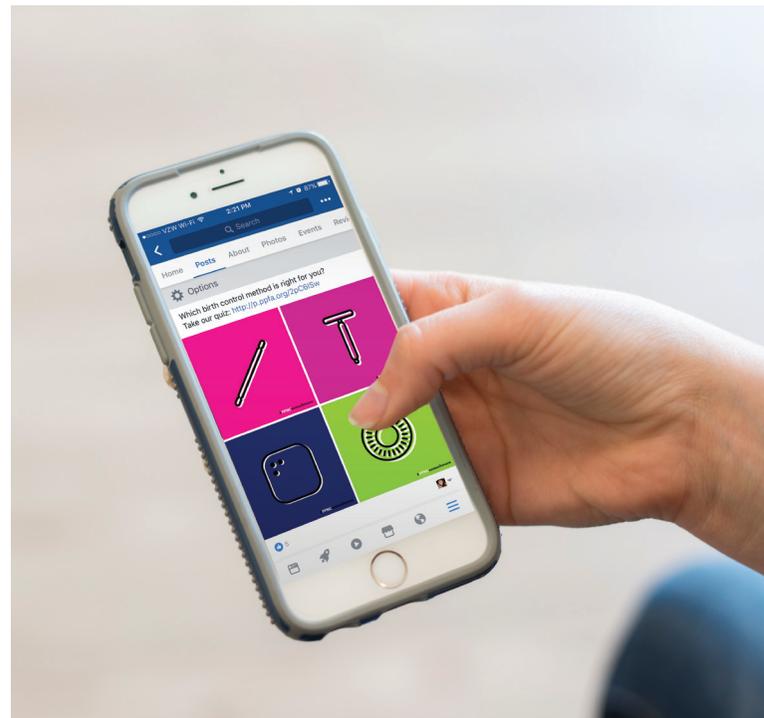
 **PPNC activists rallied about and celebrated the Supreme Court win for abortion access in *Whole Woman's Health v. Hellerstedt***

Building Youth Power in New York: The 2016 NY Youth Power Summit

In September of 2016, **more than 75 youth volunteers and activists from across New York State convened** at the New York Youth Power Summit – hosted by PPNC and Planned Parenthood Hudson Peconic – for a weekend of trainings on grassroots organizing strategy with an emphasis on civic engagement and voter mobilization. The Summit was one of 12 conferences organized nationwide under the guidance of Planned Parenthood Generation Action, the youth organizing arm of Planned Parenthood Federation of America.



Youth Activists at the NY Youth Power Summit



Creative content posted by the So Much More Campaign

Increased Awareness through Marketing and Social Media



In August 2016, PPNC launched a robust social marketing campaign, entitled "So Much More," which was developed to raise awareness of the breadth and scope of our reproductive health care services among 19-29 year-olds. The So Much More campaign – which continued into 2017– featured an eclectic collection of humorous, creative and informative content that reached a record high of more than 12,000 individuals and a new level of engagement on social media. Followers began commenting on posts, asking questions about birth control methods, as well as sharing their experiences in accessing care.

PPNC also leveraged digital channels to drive patient recruitment through display ads on Facebook, Instagram, Pandora and Grindr. These strategies were complemented by search ads on Google and Bing Search. **The display ad campaign generated more than 3,200 calls, 343 appointments and engaged individuals online in a new and creative way – increasing visibility of PPNC's brand and services.**

Advocating for access Fighting for freedom
for access Fighting for freedom Advocating

2016

A YEAR IN REVIEW



500 Advocates lobbied

January 25, 2016

Advocates lobbied for reproductive rights in Albany at the annual Day of Action.

Sexuality Educator Recognized with Local Award for Programming

Spring 2016

Educator, Michael Groover, was recognized for his "Man Up Boys" empowerment program in Centennial Elementary School.



Fought back against Zika with Zika virus prevention kits

Summer 2016

PPNC distributed more than 200 Zika virus prevention kits to prenatal patients during their visits and equipped them with the information they needed to stay healthy and safe.

Hosted the NY Youth Power Summit

September 23-25, 2016

Youth Activists from across the state organized to take action.



Election Day

November 8, 2016

The resistance began and we pinked out and powered up for the fight.

Initiated PrEP provision to prevent HIV

December 2016

PPNC Health Centers launched our provision of PrEP – a preventive medication for protection against HIV risk.

Honored the 43rd Anniversary of Roe V. Wade

February 2, 2016

Joined by more than 70 supporters, PPNC hosted a private screening of the award-winning documentary, *The Provider*.

Supreme Court Ruled in Favor of Abortion Access



June 27, 2016

In *Whole Woman's Health v. Hellerstedt*, the Supreme Court ruled against Texas' unconstitutional clinic shutdown law and in favor of abortion access.

So Much More Campaign Launched

August 24, 2016

PPNC increased its digital efforts to promote access to care among 19-29 year olds.

Celebrated Planned Parenthood's 100th Birthday



October 16, 2016

We celebrated 100 years of care, education and activism.

Teen Clinic Launched



November 11, 2016

PPNC's new, weekly Teen Clinic officially launched in the Hempstead Health Center.

Thank you for standing with us today and everyday.



Your generosity and support allows us to continue to:

- **Focus on our patients**
- **Remain on the cutting edge of health care**
- **Invest in our service offerings**
- **Increase accessibility to and visibility of our services**
- **Expand and mobilize our Activist Network**
- **Keep our doors open**

You can support PPNC by:

- Cash, check, or credit card donations of any amount
- Online donations made through a secure credit card transaction at ppnc.org/donate
- Donations in memory of or in honor of a relative, friend or colleague
- Donations of stocks, 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 PPNC as a beneficiary
- Corporate matching gifts
- Foundation and corporate gifts
- Bequests of cash, securities or property

For more information on any of these options, please contact PPNC's Development Department:

 516-750-2660

 Development@ppnc.org

Funding the future Moving our mission forward
Funding the future Moving our mission forward



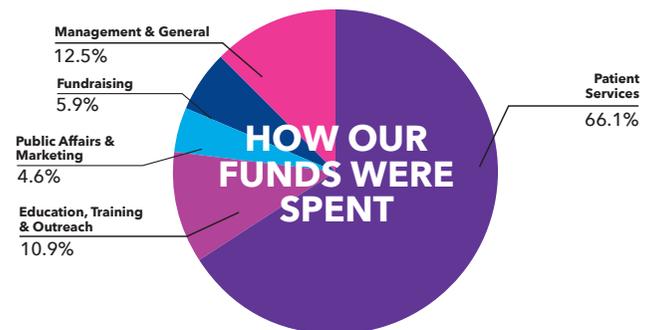
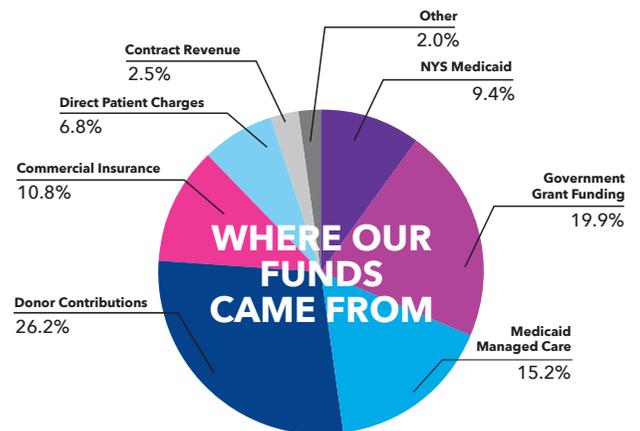
Our 2016 Financials

Fiscal year ending December 31, 2016

REVENUE	Amount	%
NYS Medicaid	\$984,009	9.4%
Government Grant Funding	2,094,950	19.9%
Medicaid Managed Care	1,598,338	15.2%
Donor Contributions	2,755,975	26.2%
Commercial Insurance	1,137,336	10.8%
Direct Patient Charges	713,459	6.8%
Contract Revenue	258,150	2.5%
Other	210,206	2.0%
Operating Revenue	\$9,752,423	92.8%

Dividends and Interest	\$420,685	4.0%
Realized and Unrealized Gains	348,575	3.3%
Investment Revenue	\$769,260	7.3%
Total Revenue	10,521,683	100.1%

OPERATING EXPENSES	Amount	%
Patient Services	5,577,358	66.1%
Education, Training & Outreach	924,334	10.9%
Public Affairs & Marketing	392,020	4.6%
Fundraising	498,452	5.9%
Management & General	1,052,607	12.5%
Total Expense	\$8,444,771	100.0%
Surplus (Deficit)	\$2,076,912	
Operating Margin		13.4%



BALANCE SHEET for the year ending December 31, 2016

Current Assets	
Cash	\$759,564
Investments	1,957,041
Net Receivables	1,007,725
Other Current Assets	311,456
Total Current Assets	\$4,035,786

Long Term Assets	
Investments	\$12,779,757
Net Fixed Asset	5,126,254
Life Income Gift Receivable	53,042
Total Other Assets	\$17,959,053
TOTAL ASSETS	\$21,994,839

LIABILITIES AND FUND BALANCE

Current Liabilities	
Accounts Payable and Accrued Expenses	\$670,242
Refundable Advances	129,896
Total Liabilities	\$800,138

Fund Balance	
Opening Fund Balance: 1/1/15	\$19,117,789
Net Activity	2,076,912
Ending Fund Balance: 12/31/15	\$21,194,701

TOTAL LIABILITIES AND FUND BALANCE	\$21,994,839
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Leadership

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Karen Seltzer
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Sarah Miller
*Vice President,
Public Affairs and Education*

Elizabeth Schmidt, MD, MSCI, FACOG, FACS
Medical Director

Visit us:

Hempstead Location
540 Fulton Avenue
Hempstead, NY 11550

Glen Cove Location
110 School Street
Glen Cove, NY 11542

Massapequa Location
35 Carmans Road
Massapequa, NY 11758

Contact us:

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Administrative Offices: 516.750.2600
ppnc@ppnc.org
www.ppnc.org

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