



 **Planned Parenthood of New York City**

2016 annual report

Planned Parenthood of New York City

26 Bleecker Street

New York, New York 10012-2413

212-274-7200



www.ppnyc.org



www.ppnyc.org/Facebook



www.ppnyc.org/Twitter



www.ppnyc.org/Instagram



www.ppnyc.org/YouTube



www.carethatcounts.tumblr.com



“As a longtime supporter and neighbor of PPNYC, I pass this corner often and try to give subtle appreciative signs to the volunteer escorts guiding women through protesters. At this rally, even with fingers chilled by snow, I had a chance to capture the energy of the moment and express what I felt with my art.”

—Ron Crawford

From the President/CEO

After more than 17 years, this will be my farewell message as President and CEO of PPNYC. When I first joined the agency in 2000, PPNYC had a long-standing reputation as a trustworthy provider of health care and education, a strong advocacy voice, a great team, and an active Board. Since then, we have built on that foundation to significantly increase our clinical care to serve 60,000 patients each year; reach an additional 25,000 parents, caregivers, teachers, and teens through our Education and Training programs; and develop a robust Activist Council and deep supporter base.

As our services have grown, so has our approach to advocacy - not only are we on the steps of City Hall and in Albany, but we are using social media in many innovative ways to extend our reach. Our approach to social justice has broadened by building non-traditional partnerships with community organizations that share our vision of a city where all people can lead empowered lives.

I am so proud of my tenure at PPNYC and the people who have made our accomplishments happen. The staff and Board members are committed, knowledgeable, and passionate about Planned Parenthood and its place in New York City, the state, and the nation. I thank them and the many supporters who have helped make our work a reality.

Planned Parenthood has been a part of the fabric of New York City since it first opened its doors in Brooklyn in 1916, making a difference in the lives of so many people. Right now, we are facing unprecedented threats from the new administration in Washington that will shape the political landscape in the coming years. In response, we have seen a surge of rallies and support that show how much



people value our organization and how committed they are to standing with us.

I am grateful for having had the opportunity to lead this extraordinary organization. I leave knowing that PPNYC will continue to demonstrate the same resilience that has strengthened us over a century. Whatever challenges come our way, PPNYC will fight back, grow, and endure.

A handwritten signature in black ink that reads "Joan Malin". The signature is fluid and cursive, with a large initial "J" and "M".

Joan Malin
President and CEO

From the Board Chair

As a longtime member of PPNYC's Board, I've worked with Joan Malin since she first arrived more than 17 years ago. It's been my pleasure and honor to collaborate with her on so many different projects and plans, from budgeting and development to the expansion of our health centers and services.

Joan has made PPNYC what it is today - an organization that, at all levels, prioritizes the communities it serves. As President and CEO, she paved the way toward centering PPNYC in a broader social justice movement, and partnered with community organizations to expand the reach of our impact in peoples' lives. Her ongoing efforts to diversify the Board have enhanced the important work being done by PPNYC staff and Board members.

Now as she steps down, we gratefully recognize that Joan has set PPNYC up for continued success. Even as we face unprecedented attacks, we are coming from a position of strength. People regard PPNYC as a leader of change, and we are seeing them stand with us more than ever.

In the context of the hostile administration in Washington, my vision as Board Chair is to seize upon this outpouring of support. It is imperative that we harness this energy and engage friends and supporters in deeper and more sustained ways. We are asking people to infuse PPNYC into their daily lives and bring us with them wherever they are.

Despite the challenges we face, New Yorkers know we are not going anywhere. PPNYC has been here for 100 years and we plan to be here 100 more.

I look forward to working with our new President and CEO, Laura McQuade (learn more about her on page 15), who will continue to lead our organization



as a catalyst for progressive change. And I look forward to this next chapter of delivering high-quality and compassionate care, no matter what.

A handwritten signature in black ink that reads "Katie Danziger".

Katie Danziger
Board Chair

We are proud of all that we did in 2016, which is described in the pages ahead...



An Appreciation of Joan Malin

During her 17 years of leading Planned Parenthood of New York City, Joan Malin has taken us to new heights and inspired us every day with her shining vision, inclusive values, and wisdom.

When she joined PPNYC in 2000, after serving as Commissioner of the New York City Department of Homeless Services and Executive Director of Bowery Residents' Committee, Joan brought us 26 years of experience determining how government and

nonprofits could best help the underserved and combat inequality. She also brought her allegiance to Quaker values of peace, equality, justice, and community, which enable her to unite people, achieve compromise, and make progress.

Under Joan's stellar leadership, we have greatly expanded our mission. She doubled the number of patients PPNYC serves each year. We launched new health centers in Staten Island and Queens, achieving our long-held dream of being in every borough. We have continuously expanded our services to meet the health needs of our communities, through emergency contraception, vasectomies, medication abortion, the HPV vaccine to prevent cervical cancer, Pre-Exposure Prophylaxis to prevent HIV, and transgender hormone therapy. Our educational programs go everywhere from schools and libraries to beauty salons and church basements - we want to be where New Yorkers need us.

Joan encouraged staff and Board members to view their work through the lens of reproductive justice. This means that we advocate not only for beneficial sexual and reproductive health policies, but also for policies that improve our clients' working conditions, immigration status, housing, and other circumstances that profoundly affect their well-being.

Joan has been a tireless advocate, both as the leader of PPNYC and as an ally to other organizations. Her voice has been heard in an impressively wide range of venues, from supporters' events in local bars to Mayor Bill de Blasio's advisory Commission on Gender Equity. She has been a forceful and respected voice in New York City and Albany, representing the interests of the communities we serve.

Our staff and Board find it hard to let Joan go. She has meant so much to all of us. But we know that her accomplishments here at PPNYC will live on and long continue to inspire us.



In 2016, we expanded our services.

At our five health centers, PPNYC provided services to more than 60,000 patients in 2016, a 13% increase over 2015. This increase in patients is the result of opening a new center in Queens, the Diane L. Max Health Center. In addition, we also began offering new services: vasectomy, transgender hormone therapy, and Pre-Exposure Prophylaxis (PrEP), a daily pill that can prevent HIV infection. Through this service expansion, we're already advancing health care research with our publication of an article about the needs of transgender New Yorkers in the journal *Transgender Health*.

At our five health centers:

72,174	sexual and reproductive check-ups
7,489	Pap tests for cervical cancer
104,426	tests for sexually transmitted infections
832	HPV vaccines
6,761	pregnancy tests
18,768	abortions
90%	of abortions were in the first trimester
7,490	patients enrolled in health insurance with PPNYC's help

“I’m sexually active and so get routine STD screenings every six months – and I always have a positive experience at Planned Parenthood. It’s the only affordable option for me.”

–Patricia

We helped prevent the spread of HIV.



Assembly Member Michael Blake takes an HIV test at Project Street Beat

Project Street Beat is PPNYC's unique HIV-prevention, harm reduction, and access-to-care program for adults and young people who live and work on the city's streets. Traveling to northern Manhattan, Bronx, and Brooklyn neighborhoods in minivans and a mobile medical

unit, our street outreach teams connect with the people who are at highest risk. Through the "Your Body Needs You" campaign, Project Street Beat spreads awareness of Pre-Exposure Prophylaxis (PrEP) - a daily pill that can prevent HIV - among African-American and Latina

women in Brooklyn and the Bronx. We shared the lessons learned from the campaign in *Social Marketing Quarterly*. In this campaign, in our case management services, and in our mobile medical unit, Project Street Beat encourages and offers HIV testing.

13,688

Project Street Beat services
of all types in 2016

1,808

HIV tests



We worked to advance reproductive justice.

PPNYC is committed to working within a reproductive justice framework: not only providing health care but also knocking down barriers to accessing care - barriers related to income, age, language, immigration status, sexual orientation, and gender identity, as well as legislative barriers. We conducted numerous trainings of staff, Board members, and other Planned Parenthood affiliates around New York State to spread an understanding of what reproductive justice is and how it influences the way we carry out our mission. In one example of how it informs our work, we joined the Coverage 4 All Campaign as a Steering Committee member so we can work to expand affordable health insurance options to all New Yorkers regardless of their immigration status.

“I was thrilled to attend the ‘We Won’t Wait 2016 Summit’ about linking economic justice to reproductive health access and to publish my account of it in Ms. Magazine.”

—Michele Ko, Government Relations Associate



We helped to win legislative victories.

We advocated for landmark measures that the state and city enacted in 2016. At the state level, paid family leave was part of the budget adopted in March. In New York City, a new law will require all single-stall bathrooms to become gender-neutral and no longer carry “male” or “female” designations. Another package of New York City laws will supply free tampons and menstrual pads to students, incarcerated individuals, domestic violence survivors, and those living in shelters.

“My period got me suspended from school. Periods – a natural bodily process we cannot control – should not be a financial impossibility, a source of incurable pain, or an emotional burden for anyone. Everyone who has a period deserves access to the resources to meet their essential needs so they can stay focused on their futures.”

–Elle Wisnicki, Intern, from her opinion article in Gotham Gazette

We taught Fresh Air Fund staff how to answer campers' questions about sex and relationships.



With two years of support from the DeMartini Family Foundation, PPNYC has provided organizational capacity building assistance to The Fresh Air Fund to develop policies and skills to guide conversations with youth about sexual and reproductive health. In the summer of 2016, our staff trained The Fund's camp staff who work with 3,000 campers annually, teaching them communication tips that will help them respond to the sexuality questions asked by campers every day.

“The training gives you a sense of confidence for how to respond to our campers' questions.”

—Fresh Air Fund camp counselor

400

Fresh Air Fund camp staff
trained by PPNYC

Activist Council members engaged New Yorkers in the streets.



The Activist Council is a highly dedicated corps of frontline activists who carry forward the movement for reproductive health, rights, and justice. Among many other activities, these activists connect with New Yorkers as they promote sexual and reproductive health by handing out safer sex kits, organizing rallies, speaking at public forums, and staging fun events.

New York City Public Advocate Letitia James joined Activist Council members and volunteers from the Hetrick-Martin Institute and Sakhi for South Asian Women to hand out Valentine's condoms in the Union Square subway

“The Activist Council has provided me with the tools and resources to channel my passion for justice into concrete social action.”

—Elena



We made PPNYC a boldface name in the arts and popular culture.

The musician Miley Cyrus, artist Marilyn Minter, and designer Marc Jacobs created a unique limited edition photographic print and t-shirt that sold worldwide to benefit PPNYC. Project Street Beat enjoyed a stimulating partnership with the Bronx Museum of the Arts, participating in the museum's "Art AIDS America" exhibition and its "Boogie on the Boulevard" street fair. Parsons School of Design students worked with us to develop imaginative concepts for digital tools to promote sex education to youth. And the Teen Advocates, PPNYC's teen peer educators, hit internet gold with their video inspired by Drake's "Hotline Bling." They wrote their own lyrics and recorded "Hotline Bling - PPNYC Style" to inspire young people to take care of themselves by getting sexual and reproductive health services. "Hotline

Bling - PPNYC Style" proved extremely popular with major national media and went viral on the internet, getting more than 270,000 views across our social media platforms. You can see it at http://bit.ly/Hotline_Bling_PPNYC_Style.

"It's better than the original!"

—Teen Vogue said of "Hotline Bling - PPNYC Style"



We strengthened incarcerated parents' relationships with their children.

*Yvette Harris and Dennis Barton
bring Adult Role Models
parenting tips to incarcerated
men and women*

PPNYC's Adult Role Models program conducts educational work with incarcerated parents in New York City. A corrections employee was looking for educational services that could prepare incarcerated fathers for Family Day, a time when fathers are briefly reunited with their children. The Adult Role Models workshops, which help parents communicate with their children and strengthen parent-child relationships, turned out to be a perfect fit. The initial workshops went so well that the Adult Role Models were invited back to facilitate two four-part workshop series at Metropolitan Corrections Center in Manhattan and Metropolitan Detention Center in Brooklyn.

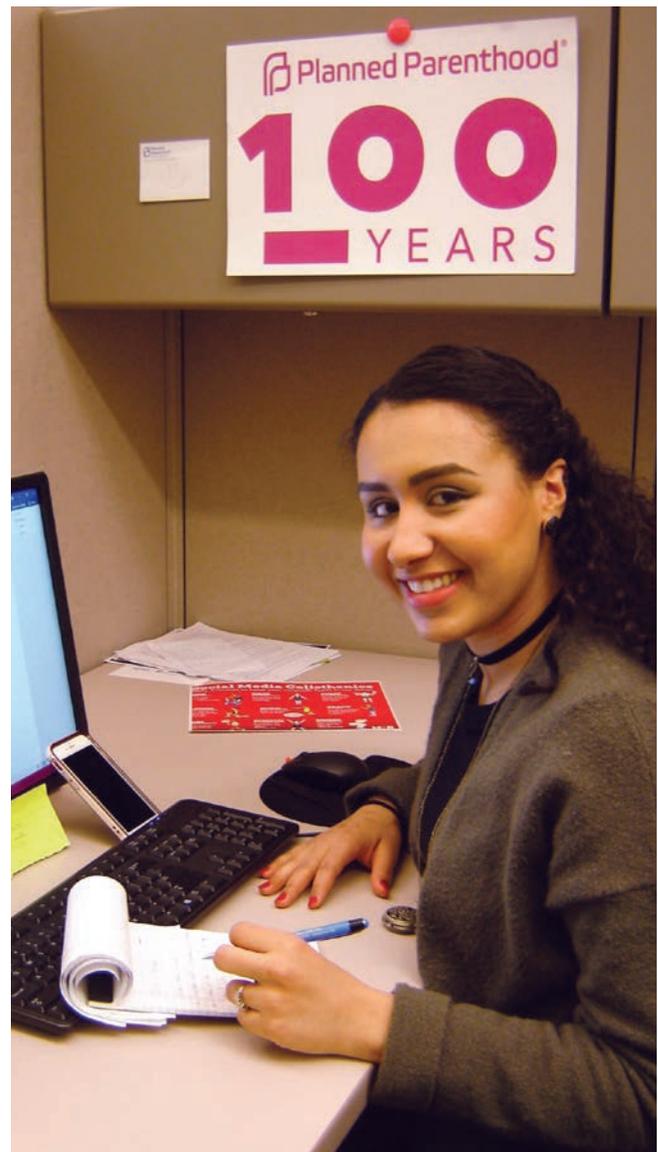
We engaged and trained the next generation of leaders.

One way we nurture young leaders is through our internship program. We have a flourishing partnership with the City University of New York (CUNY) Service Corps. The Service Corps mobilizes more than 900 students from eight CUNY colleges to work on projects that improve the short- and long-term civic, economic, and environmental

sustainability of New York City, its residents, and its communities. PPNYC's five Corps members are with us for 12 hours a week throughout the school year. It's a mutually beneficial relationship: they help us to achieve our goals while gaining valuable real-work experience, earning a wage, and, in some cases, receiving college credit.

“Interning at Planned Parenthood taught me the true value of fighting for the right to love and care. At a time when our voices need to be heard louder than ever, PPNYC engaged me in the most influential activities: telling teenagers what they need to know about sex education, marching and rallying, and meeting with elected officials to tell them what they should be fighting for as well. Everywhere I went, I got energized by passion and acceptance that I can’t wait to use for the greater good.”

—Yarah Shabana, Intern



Where we're headed.

PPNYC has long been a leader in advocating for policies and laws to protect sexual and reproductive health, but we're now engaged in our hardest fight ever. The Trump administration is trying in every way it can to shut down Planned Parenthood and repeal the Affordable Care Act, which will strip insurance coverage from millions of people. We have to be stalwart defenders against this onslaught but fortunately we're not waging the battle alone. Thousands of supporters have shown themselves willing to rally for us, urge their legislators to protect us, and help us in myriad other ways. Here are three things you can do to stand with us:

1. Take immediate action to defend Planned Parenthood at www.istandwithpp.org
2. Sign up for future email Action Alerts at www.ppnyc.org

3. Make a donation to PPNYC at www.ppnyc.org and see the "Get Involved" section for more ways to support us

While we fight the attacks on multiple fronts, PPNYC continues to grow and innovate. 2016 was Planned Parenthood's 100th anniversary of delivering vitally needed services, and we're planning for the next 100 years! PPNYC's role as a pathbreaker in health care, education, and advocacy is ongoing.

We're using technology to streamline our operations and make them more efficient and nimble. By introducing online appointment scheduling, we are enabling our patients to easily make appointments on any electronic device in real time, often for the same day. We're reducing waiting time at appointments by going "paperless" and asking patients to complete forms online or electronically.

These Doors Stay Open.



All of these changes benefit our patients and improve their experience at our health centers.

Project Street Beat is taking on a role at the forefront of health care by serving as a “health home” for its clients. This means that Project Street Beat coordinates care by working closely with other health care and social service providers to ensure that people living with chronic conditions have the support they need to navigate services and live a healthy life.

Our clinicians are engaged in valuable research studies about the efficacy of a new copper IUD, expanded options for over-the-counter emergency contraception (the “morning-after pill”), and ways to encourage patients to get HPV vaccines to prevent cervical cancer. Our social science researchers will be conducting studies of our efforts to promote PrEP, the pill to prevent HIV infection.

In the area of education as well, PPNYC is blazing trails. We’re designing a new sex ed curriculum specifically tailored to New York City, for schools and community organizations. As its name “All of Us” signals, it is inclusive and comprehensive. In this curriculum and other initiatives, we are embracing all the digital tools at our disposal to get our messages across in the most impactful ways. We’re making a series of videos to encourage parent-child communication about topics such as puberty and sexting. PPNYC is also bringing sex education to a field where it has not been much in evidence - foster care. We are undertaking research to develop and test educational models for professionals and foster parents so they can create a healthy environment for youth in foster care.

As PPNYC continues to improve our services while simultaneously fighting to deflect attacks, we’re

also entering a new chapter with a transition in our leadership. Joan Malin has stepped down after 17 years at the helm, and Laura McQuade is on board as PPNYC’s new President and CEO. As you can see from the mini-bio below, she is just the right person to lead us into the future.

Welcome to our new President and CEO, Laura McQuade

For the past three years, Laura McQuade has been the President and CEO of Planned Parenthood Great Plains, where she oversaw health care



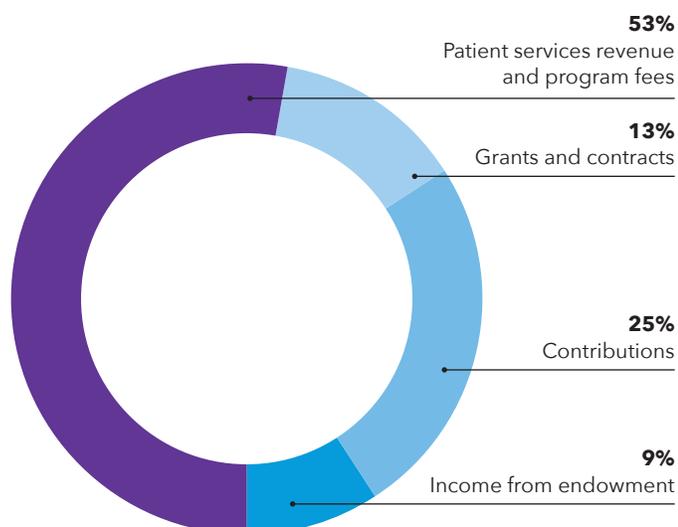
services, education, and training in 12 health centers in Arkansas, Kansas, Missouri, and Oklahoma and was a leading advocate for sexual and reproductive health, rights, and justice in those four states.

She previously served as Executive Vice President and Chief Operating Officer of the Center for Reproductive Rights, a New York City organization that works to advance reproductive freedom as a fundamental human right.

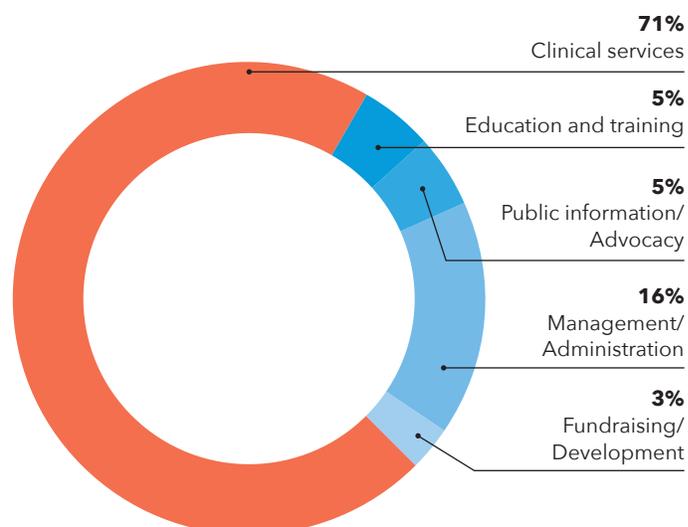
McQuade is excited about her new role: “Planned Parenthood of New York City has an extraordinary reputation not only for the excellent health care and education it provides, but as a fierce advocate for the communities it serves. I am very proud to have been chosen to lead PPNYC.”

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

	2016	2015
<i>Assets</i>		
Cash and equivalents	\$17,645,199	\$14,663,497
Short-term investments	\$315,445	\$848,834
Accounts receivable, less allowance for doubtful accounts	\$3,110,624	\$2,968,413
Pledges receivable, net	\$3,511,662	\$2,321,862
Grants receivable	\$1,640,721	\$1,915,128
Prepaid expenses and other assets	\$1,443,106	\$1,276,530
Long-term investments	\$91,726,730	\$89,186,652
Land, property, and equipment, net of accumulated depreciation and amortization	\$13,888,964	\$14,955,953
Total Assets	\$133,282,451	\$128,136,869
<i>Liabilities and Net Assets</i>		
Liabilities:		
Accounts payable and accrued expenses	\$2,991,367	\$2,795,402
Refundable advances	\$2,388	\$2,749
Total Liabilities	\$2,993,755	\$2,798,151
Net assets:		
Unrestricted	\$43,711,090	\$39,368,371
Board designated	\$4,839,558	\$5,000,000
Temporarily restricted	\$8,838,096	\$8,070,395
Permanently restricted	\$72,899,952	\$72,899,952
Total Net Assets	\$130,288,696	\$125,338,718
Total Liabilities and Net Assets	\$133,282,451	\$128,136,869

Consolidated Statement of Activities and Changes in Net Assets

as of December 31 of each year

	2016					2015
	Unrestricted	Board designated	Temporarily restricted	Permanently restricted	Total	Total
<i>Operating Support, Grants, and Revenue</i>						
Public support and grants:						
Direct contributions	\$9,790,038		\$3,429,123		\$13,219,161	\$8,936,315
Grants and contracts	\$6,325,622				\$6,325,622	\$7,139,084
Revenue:						
Net patient service fees and sales of supplies	\$26,608,619				\$26,608,619	\$26,146,697
Professional training fees	\$113,271				\$113,271	\$141,098
Endowment assets used for operations	\$4,400,000				\$4,400,000	\$3,950,000
Other	\$409,337				\$409,337	\$134,896
Net assets released from restrictions	\$3,048,995	(\$27,467)	(\$3,021,528)			
Total Operating Support, Grants, and Revenue	\$50,695,882	(\$27,467)	\$407,595		\$51,076,010	\$46,448,090
<i>Expenses</i>						
Program services:						
Clinical services programs	\$34,445,646				\$34,445,646	\$32,395,964
Educational programs	\$2,325,017				\$2,325,017	\$2,667,829
Public affairs and advocacy	\$2,283,119				\$2,283,119	\$2,047,243
Total program services	\$39,053,782				\$39,053,782	\$37,111,036
Supporting services:						
Management and general	\$7,512,354				\$7,512,354	\$6,525,050
Development	\$1,498,044				\$1,498,044	\$1,588,875
Total supporting services	\$9,010,398				\$9,010,398	\$8,113,925
Membership payments to Planned Parenthood Federation of America	\$496,088				\$496,088	\$461,911
Total Expenses	\$48,560,268				\$48,560,268	\$45,686,872
Change in net assets before Non-Operating Revenue and Expenses	\$2,135,614	(\$27,467)	\$407,595		\$2,515,742	\$761,218
<i>Non-Operating Revenue and Expenses</i>						
Planned giving - contributions	\$1,088,215				\$1,088,215	\$23,289,640
Planned giving - interest income						\$8,442
Planned giving - expenses		(\$132,975)			(\$132,975)	(\$168,262)
Endowment income	\$508,420		\$2,162,976		\$2,671,396	\$2,757,861
Endowment assets used for operations			(\$4,400,000)		(\$4,400,000)	(\$3,950,000)
Net realized and unrealized gain on investments	\$610,470		\$2,597,130		\$3,207,600	(\$3,881,106)
Total Non-Operating Revenue and Expenses	\$2,207,105	(\$132,975)	\$360,106		\$2,434,236	\$18,056,575
Change in net assets	\$4,342,719	(\$160,442)	\$767,701		\$4,949,978	\$18,817,793
Net assets at beginning of year	\$39,368,371	\$5,000,000	\$8,070,395	\$72,899,952	\$125,338,718	\$106,520,925
Net Assets at End of Year	\$43,711,090	\$4,839,558	\$8,838,096	\$72,899,952	\$130,288,696	\$125,338,718



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.

*“I volunteer to say thanks and to pay it forward.
I volunteer because the people at Planned Parenthood
know that every last one of us deserves respect, love,
and care. No matter what.”*

—Dorie

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 212-274-7329.

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 Action 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 or e-mail your resume to resume@ppnyc.org.

Board of Directors and Executive Staff

Board of Directors (effective December 2016)

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Lana Lewin-Ross*
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Lana Lewin-Ross*
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Jonathan Segal
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Lauren Stewart
Vice President, Human Resources

Marcella Tillett
Vice President, Project Street Beat

Credits

Design: Your Message Media

Printing: Candid Litho

Drawing on cover and page 1: Ron Crawford made this drawing of a rally he attended at PPNYC's Manhattan health center. In addition to being our neighbor and longtime supporter, he is an artist, animator, and actor in theater, film, television, and the internet.

Photos: Pages 2 and 4 - PFPHOTO; Page 3 - Steve Horowitz;
Page 18 - Yarah Shabana

Make an appointment:

Visit www.ppnyc.org or call 212-965-7000 or 1-800-230-PLAN to make an appointment at any one of our health centers in Manhattan, the Bronx, Brooklyn, Queens, or Staten Island.



www.ppnyc.org



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Planned Parenthood of New York City