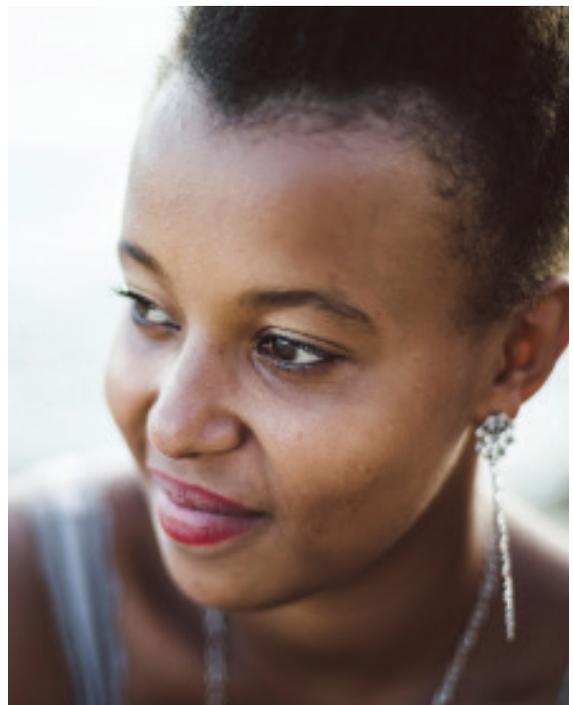




2015 ANNUAL REPORT

**We are**  
in this to care.  
in this to educate.  
in this to advocate.  
**in this together.**



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**We are**

in this to care.

in this to educate.

in this to advocate.

**in this together.**

## 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.

# You helped us rise above it all

Two thousand and fifteen is not a year that we will easily forget. Across the country, Planned Parenthood (PP) endured a smear campaign launched by extremists who used deceptive and illegal tactics in an effort to malign, confuse and incite fear and hatred. Although these criminals are finally being held accountable for their actions, the damage has left a lasting imprint across the country.

Fueled by false allegations and without regard for the women, men and teens who rely on us for critically-needed reproductive health care and sexual health education, Congress moved forward with multiple efforts to defund Planned Parenthood. States followed suit, with Texas, Wisconsin, Alabama, Louisiana, Utah and Arkansas moving to terminate Medicaid contracts with Planned Parenthood.

This political circus was, and continues to be, disgraceful. Investigation after investigation at both the federal and state levels revealed no wrongdoing on the part of PP. However, our affiliates nationwide endured acts of arson and vandalism, as well as the murder of three innocent people at Planned Parenthood of the Rocky Mountains in Colorado.

Equally deplorable, in 2015, state lawmakers proposed nearly 400 bills restricting abortion, with 47 bills enacted. Arkansas passed six new anti-abortion laws, the most of any state in 2015. Kansas and Oklahoma banned the most common and safest form of second-trimester abortions, while West Virginia and Wisconsin passed bans on abortion after 20 weeks with no exceptions. Texas saw the dire effect of a law passed in 2013 with sweeping regulations that closed more than two-thirds of the abortion providers in the state. These restrictions created a new landscape, with women now needing to travel thousands of miles or even cross state lines for access to abortion services. Recognizing the terrible, unjust reality that so many were, and are, faced with, amazing individuals like you supported us and renewed your commitment to the people we serve. You stood with us as we rallied, fought back and pushed forward.

Throughout 2015, PPNC's Public Affairs staff worked tirelessly to mobilize patients and community members. We remained steadfast in our mission, emerging with large-scale education and outreach campaigns, focusing on safeguarding access to reproductive health care services and sexuality education. Nationally, we rallied

to oppose dangerous women's health initiatives, and in New York state, we lobbied for progress by reaching out to elected officials and helping individuals to advocate for themselves.

While we continued fighting for reproductive rights in Washington and Albany, your support allowed us to move forward with our essential, lifesaving reproductive health care services. This year, PPNC's health centers in Hempstead, Glen Cove and Massapequa, provided safe, non-judgmental and confidential care to 14,500 patients. And, for more than two-thirds of our patients, PPNC is their only health care provider. With this in mind, our staff was unwavering in their efforts to ensure that each individual who walks into our health centers receives exceptional care, regardless of ability to pay.

Continuing to recognize that knowledge is power, our Department of Training and Education reached over 30,000 individuals this year with evidence-based, bilingual sexual health information. We believe that community education is an essential part of our mission, and so we continued to extend our reach, providing individuals and families with the knowledge and tools to lead safe and healthy lives.

Undoubtedly, 2015 was both a challenging and sobering year for PPNC, but with your support we were able to demonstrate to our opponents that we will never waiver from our mission. We know that we could not have withstood the multitude of assaults throughout the year without your enduring commitment. Because of you, we fought hard for reproductive freedom and were able to keep our doors open, no matter what.

Now, more than ever, we are grateful that you continue to stand with Planned Parenthood. Thank you for partnering with us today and every day.

*Miranda Meyer*

Miranda Meyer  
Chair, Board of Directors



*JoAnn D. Smith*

JoAnn Smith  
President & CEO





# Our health care impact.

Despite the increased attacks on Planned Parenthood, we remained focused on what matters most: our patients. We rose above the rhetoric and worked tirelessly to ensure that our patients received essential health care 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, as well as the diagnosis and treatment of sexually transmitted infections. Equally important, we were proud to continue to provide safe and legal abortion to the women who need it.

Regardless of obstacles, all of our health centers – Hempstead, Glen Cove and Massapequa – remained open, continuing to offer safe, non-judgmental and confidential care for the thousands of individuals that come through our doors each year.

# In 2015, Our Patients



## experienced

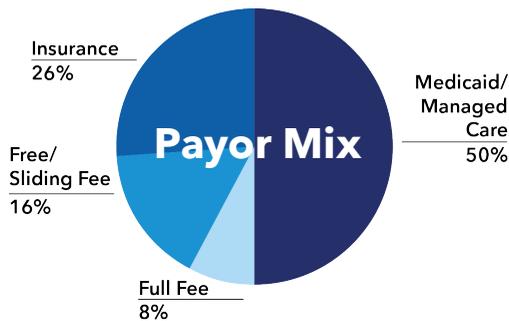
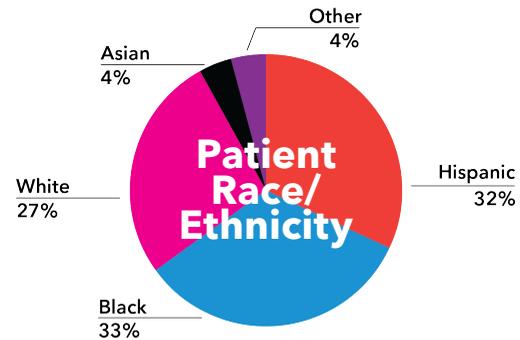
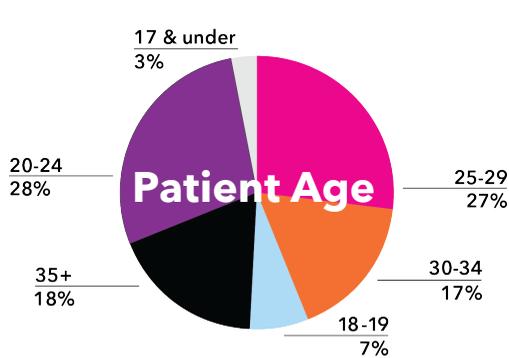
- Non-judgmental care
- Compassion + support
- High-quality health care

## received

- **27,127** STI tests
- 17,851** GYN exams
- 8,429** Pregnancy tests
- 6,283** Rapid HIV tests
- 4,436** Male STI visits
- 4,089** Breast cancer screenings
- 3,891** Pap tests
- 2,441** Medical + surgical abortions
- 2,057** Emergency contraception visits
- 1,181** Free prenatal care visits
- 157** HPV vaccine visits

# Health Center Highlights

In 2015, more than **14,500 patients** made **27,565 visits** to our health centers.



## 01 Increased use of long-acting reversible contraceptive methods

Planned Parenthood, recognized as the expert in the provision of birth control and reproductive health care, continued to be a pioneer in implementing best practices and evidence-based medicine. Indeed, when the American College of Obstetricians and Gynecologists and the Centers for Disease Control and Prevention acknowledged that long-acting reversible contraceptives (LARC) were the most effective method of reversible birth control for both adults and teens, PPNC ramped up its efforts to educate our patients about IUDs and implants, giving them more control over their reproductive lives.

PPNC is proud to offer these methods alongside the full-range of contraceptives available, ensuring that our patients are always able to choose the form of birth control that is right for them.

## 02 Working with Sisters United in Health for Breast Cancer Awareness



The image shows a postcard for Breast Cancer Awareness Month. At the top, it says "Breast Cancer awareness month" in a mix of script and sans-serif fonts, with a pink ribbon icon to the right. Below this, on the left, is the Planned Parenthood logo with the tagline "Care. No matter what." and "Planned Parenthood of Nassau County" underneath. On the right is the logo for Sisters United in Health (SUIH), which includes the text "SISTERS UNITED IN HEALTH An initiative for breast health." and "HERMANAS UNIDAS EN LA SALUD Una iniciativa para la salud del seno." in both English and Spanish. The postcard is divided into two main colored sections: a pink section on the left and a purple section on the right. The pink section contains the text: "Receive a breast cancer screening as part of a well-woman exam at any of our three locations: Hempstead, Glen Cove & Massapequa Call (516) 750-2500 to make an appointment #carenomatterwhat". The purple section contains: "Are you 40 and over? Time for your mammogram? This October and year-round, you can get a FREE OR LOW-COST MAMMOGRAM. Call 1(800) 559-6348 for more details". At the bottom, there are two website URLs: "www.ppnc.org" on the pink background and "breast-cancer.adelphi.edu" on the purple background.

Sisters United in Health (SUIH), a coalition of 16 like-minded organizations of which PPNC is a leading partner, addresses the alarming breast cancer mortality rates among medically-underserved women of color on Long Island. SUIH's team of highly-trained educators, volunteers and interns, reaches women who are challenged by socioeconomic barriers through community outreach, workshops, one-on-one education, and access to breast health screening services.

In 2015, we were thrilled to collaborate with SUIH to honor Breast Cancer Awareness Month. Together, we created a unique postcard marketing program, in both English and Spanish, highlighting the breast cancer screenings offered at PPNC and the free or low cost mammograms accessible through the SUIH program.

Throughout the month of October, educators from both organizations used these cards during street outreach to provide information to the women in our community about the prevention of breast cancer and how to access breast health services.

## 03 Ensuring the Future of Reproductive Health Services

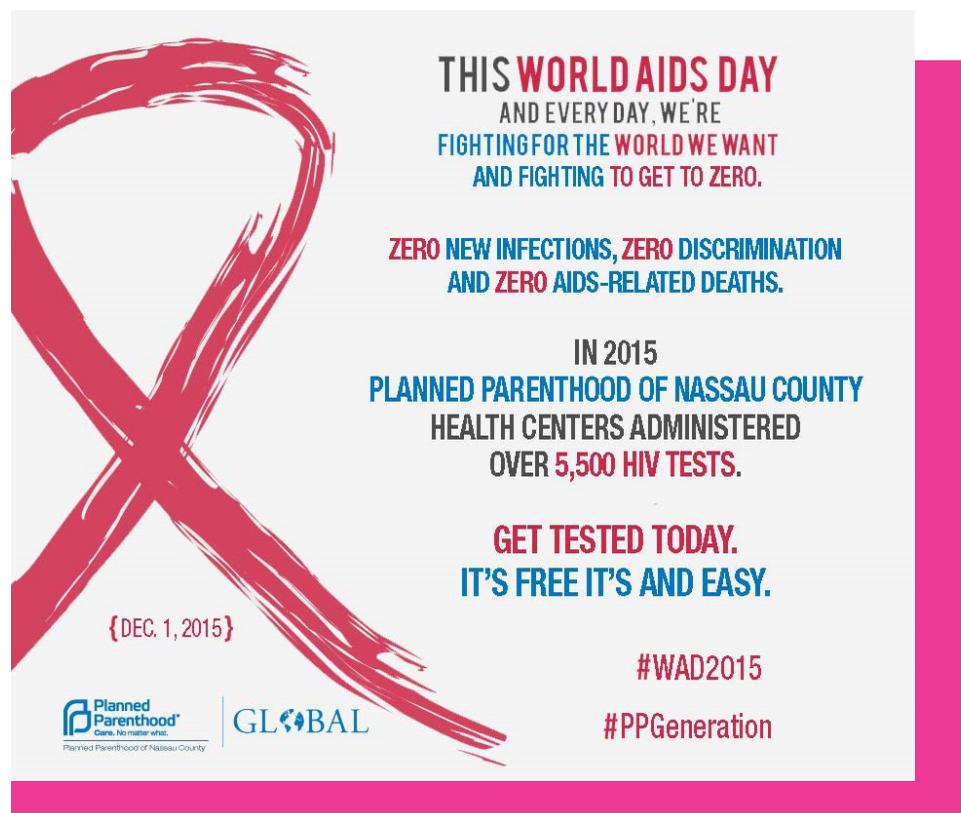


In 2015, PPNC began its partnership with the Kenneth J. Ryan Residency Program, a national initiative to enhance family planning and pregnancy termination training for obstetrics and gynecology residents in the United States and Canada. The residency program provides resources and technical expertise to departments of obstetrics and gynecology in hospitals by linking them with freestanding clinics, such as Planned Parenthood.

Through the Ryan Program, we welcomed 10 residents from North Shore LIJ (now known as Northwell Health) and 2 students from Hofstra Northwell School of Medicine into our Hempstead Health Center. The students gained hands-on experience in providing the full range of reproductive health care services, including family planning counseling, ultrasound, contraception and abortion care, right here in our health centers.

The Ryan program is critical to ensuring the sustainability of reproductive health care services for future generations and we are thrilled that PPNC is able to partner with such a prestigious initiative.

## 04 World AIDS Day: Getting to Zero



**THIS WORLD AIDS DAY**  
AND EVERY DAY, WE'RE  
FIGHTING FOR THE WORLD WE WANT  
AND FIGHTING TO GET TO ZERO.

**ZERO NEW INFECTIONS, ZERO DISCRIMINATION  
AND ZERO AIDS-RELATED DEATHS.**

IN 2015  
**PLANNED PARENTHOOD OF NASSAU COUNTY**  
HEALTH CENTERS ADMINISTERED  
OVER **5,500 HIV TESTS.**

**GET TESTED TODAY.  
IT'S FREE IT'S AND EASY.**

{DEC. 1, 2015}

**#WAD2015**  
**#PPGeneration**

As we do every year, PPNC mobilized our community in support of World AIDS Day to further the global goal of Getting to Zero: zero new infections, zero discrimination and zero AIDS-related deaths. Our HIV Program plays such a critical role within our community and to honor this important day, PPNC's Mobile Plan Van offered free HIV testing services at several locations throughout Nassau County.

Meanwhile, the PPNC Youth Activist Council joined Hofstra's Student Advocates of Safer Sex, along with Adelphi University and SUNY Old Westbury students, donning red clothing to highlight the Getting to Zero campaign and spreading out across their college campuses in order to provide their peers with information about HIV prevention and testing. Our student activists played a critical role in ensuring that their peers understand that Planned Parenthood works tirelessly to reduce the incidence and spread of HIV through educational campaigns and the provision of free testing at our health centers.

Finally, PPNC promoted the Governor's effort to 'End the Epidemic' by providing increased HIV testing to women, men and teens. In 2015, we tested 15% more community members, ensuring that these individuals were made aware of their status and, if tested positive, were directly linked to organizations that could provide the treatment they needed.



# Our community education impact.

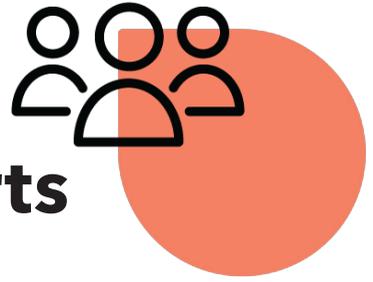
At PPNC, we recognize the power of knowledge and understand that the health and well-being of every individual, family and community begins with education.

Using evidence-based, bilingual programming, our educators had another successful year, reaching over 30,000 individuals in our community with the information they need to lead safe and healthy lives. Working specifically with at-risk youth, our educators entrenched themselves in local schools, providing comprehensive, medically-accurate sexuality education, youth development activities and referrals for essential, preventive health care services.

In 2015, we also began using a new enhanced outreach strategy (EOS) through which our educators identified locations where vulnerable populations are present and then consistently returned to those locations with a goal of building rapport and developing an ongoing trusting relationship. Using EOS, PPNC linked at-risk teenagers, males and low-income populations that frequently display chronic poor-health indicators to high-quality, low or no-cost reproductive health care at our health centers.

This strategy is a multi-faceted approach to connecting community members to health care services, guiding them through the process of accessing care and encouraging their continued active engagement in their health care.

# In 2015, Our Education Efforts



## provided

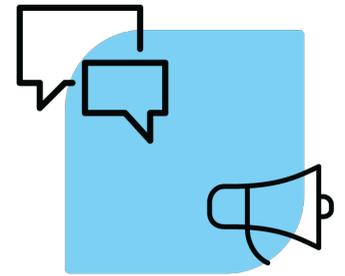
- Comprehensive, evidence-based programming
- Knowledge + tools to lead healthy lives
- Increased access to support + services

## reached

- **32,796** Individuals
  - 6,358** Medically-underserved women
  - 5,522** At-risk individuals about HIV/STD prevention
  - 5,119** Local residents through street outreach, health fairs + community events
  - 3,417** Teens during workshops
  - 3,132** Middle + high school students
  - 1,764** Young men
  - 1,213** College students
    - 694** Spanish-speaking women
    - 333** Teachers + school faculty members

# Education **Highlights**

## **01 Empowering Teens with social media**



In 2015, our TAP (Teen Advocate Project) Teens implemented a new social media initiative, the goal of which was to raise the profile of PPNC's efforts to provide young people with honest, accurate sex education and information on how to access reproductive health services. Through social media, the TAP Teens were able to easily reach teens in their community – and it's a method that they enjoy! We are thrilled to report that through their enhanced social media outreach, the TAP Teens more than doubled their social media following from 5,043 in 2014 to over 13,500 followers in 2015!

To encourage their peers to take advantage of the services available at our health centers, our TAP Teens also used social media to promote an award-winning video they produced, sending the message to their peers that PPNC is a safe, friendly and affordable place where the staff provides compassionate, confidential care. The TAP Teens received a great deal of positive feedback about their film, further expanding their engagement with the teens in our community.

PPNC's TAP Teens also facilitated a series of innovative, engaging workshops for their peers on sex, sexuality and relationship issues. One new workshop, "Preventing Digital Disasters," teaches other

teens how to use social media responsibly and avoid targeting peers with negative messages about sex and sexuality. Our teens gave presentations on this topic, as well as other topics ranging from self-esteem to safe sex, at schools and community organizations, with a special emphasis on our three priority communities of Hempstead, Roosevelt and Westbury. This peer-to-peer programming has resulted in our TAP Teens becoming the "go-to" source for sexual health information for their peers.



## **02 More teens visit our health centers**

Following through on our commitment to provide the young people in our community with the tools they need to stay safe and grow up healthy, PPNC's education department has been collaborating with health center staff to develop innovative ways to inform young people about the health services available to them at PPNC, and to increase the number of teen visits to our health centers. In fact, this past year, 21% of our patients were ages 18 and under, increasing our teen visits threefold!





# Our advocacy reach.

This past year, we remained steadfast in our commitment to our mission, facing the smear campaign head on. Our advocacy efforts ranged from nationally-driven “Pink Out” events, to mobilizing our advocates against anti-choice legislation and initiatives that were detrimental to women’s health, as well as rallying for a New York State Pro-Choice agenda which was promoted at the Family Planning Day of Action.

We also held regular meetings with officials in Albany, encouraging legislators to move on key pieces of legislation that would protect and advance women’s rights.

2015 was a year of fighting fiercely and we simply couldn’t have done it without our incredible volunteers who were tireless in their efforts and generous with their time.

# In 2015, Our Advocacy Efforts



## created

- • Awareness
- Civic engagement
- Activism

## mobilized

- **11,000** Online activists via email alerts
- 3,287** New supporters via the PP Action Network
- 2,815** Followers across social media
- 1,464** Patients and community members with voter information through our Health Center Advocacy Program (HCAP)
- 909** Teens through the TAP program
- 40** Advocates attending lobby visits

# Advocacy Highlights



## 01 Pink Out

On September 29th, 2015, PPNC participated in “Pink Out” Day, a national, grassroots action to fight back against the video smear campaign and to remind politicians, as well as our communities, of the essential and compassionate health care and education we provide every day.

Spreading out across our local community at five different locations, staff and volunteers tabled and distributed information on the many services that PPNC provides. We stood together with patients and supporters, showing a strong presence at our three health centers and at local colleges, including Adelphi, Hofstra, Nassau Community College, and SUNY Old Westbury.

On that day alone, over 500 students, patients, and community members stood with us, signing a Planned Parenthood petition, taking a photo, or calling Senators Schumer and Gillibrand to thank them for standing strong with us.

“Pink Out” Day did not go unnoticed nationally nor locally, as news outlets like News 12 Long Island interviewed our President and CEO, JoAnn Smith.

On this significant day, and throughout 2015, PPNC and affiliates across the country stood proudly together, making it clear to extremist politicians that the majority of people in our country support the critical reproductive health care and education that Planned Parenthood has provided for nearly a century.





## 02 Affordable Care Act Awareness + Enrollment

Believing that access to health care is a right, not a privilege, PPNC staff and volunteers promoted the Affordable Care Act (ACA) throughout our advocacy efforts.

The second year of ACA health insurance enrollment began in November 2014 and ended in early February 2015. Though this period of time was marked by harsh winter storms, numerous attacks by anti-health care lawmakers, and a general lack of understanding of ACA benefits, the U.S. Department of Health & Human Services estimated that about 11.4 million people explored their options, learned about the financial assistance available, and signed up for or renewed a health insurance plan that meets their needs.

We at PPNC are proud to say that we contributed to that effort by providing nearly 7,000 people here in Nassau County with information about the benefits of the ACA, including how and where to enroll in a plan, and how to access quality health care services. We are especially heartened to know that nearly 50 million women have gained access to free birth control, cancer screenings, and other preventive care since the launch of the ACA three years ago.

## 03 Family Planning Day of Action



In May 2015, more than 30 PPNC advocates, volunteers and staff joined over 400 activists in Albany for the Family Planning Advocates of NYS (FPA) Day of Action where we attended meetings with our New York State Assembly Members and Senators, as well as with staff members of the Governor's and the Attorney General's offices. The day began with a rally where legislators and reproductive rights leaders spoke passionately about keeping New York a safe haven while PP educators showcased all forms of contraception in a larger-than-life exhibit which lined the halls of the Capitol.

A highlight of the day was meeting with our Nassau County champions Michaelle Solages, Todd Kaminsky, Chuck Lavine and Michelle Schimel. During these meetings, advocates discussed key pieces of legislation that would ensure reproductive freedom, including the Comprehensive Contraception Coverage Act, the Paid Family Leave Act, and the Reproductive Services Act, the remaining unpassed bill of the Women's Equality Act.

As affiliates and activists came together from across the state to continue the fight for access to reproductive health care and women's equality, our 2015 Day of Action truly exemplified the energy and power we hold when we are united.

## 04 PP Generation Action



In 2015, an unprecedented number of young people engaged in promoting reproductive health, rights and justice throughout the country. In addition to “Pink Out” initiatives, six young PPNC volunteer leaders and two staff members attended the 2015 National PP Generation Action Conference in Washington D.C., where they participated in PP’s largest lobby day ever, learned tools for campus organizing and turned the capitol pink.

At the conference, our emerging leaders had the opportunity to lobby our NY Senators and Congressional representatives on the importance of the National Family Planning Program, Title X, and the devastating issue of sexual assault on college campuses. Of equal importance, PPNC’s activists participated in a 2-day organizing training facilitated by young leaders from all over the country, including PPNC staff, where they learned how to develop strategic goals and build strong teams. Attendees also heard from inspiring speakers such as Senator Warren, poet and activist, Sonya Renee Taylor, and PPFA’s fearless leader, Cecile Richards, who left our youth leaders energized and excited about being advocates for the reproductive justice movement.

Indeed, the leaders of our Youth Activist Council and other local PP Generation campus groups continue to be our top volunteers – participating in phone banks, canvassing and attending our events. We know that the young people in our community bring new voices and dynamic ideas to the table, and we at PPNC are proud to work alongside them.

**In 2015,  
your support,  
both moral and financial,  
allowed us to**



- **keep our doors open**
- **invest in quality health care**
- **increase the number of teens accessing support + services**
- **mobilize individuals to advocate for reproductive freedom**

**With your help,** we continued to provide essential, lifesaving reproductive health care services including gynecological exams, cancer screenings, prenatal care, birth control, pregnancy testing, emergency contraception, HIV testing and counseling, as well as STI testing and treatment. Equally important, we continued to provide access to safe and legal abortion services, a vital part of women's health care.

**With your help,** we extended our reach into even more classrooms, community events, and worked with teens and adults in the at-risk communities that need us most.

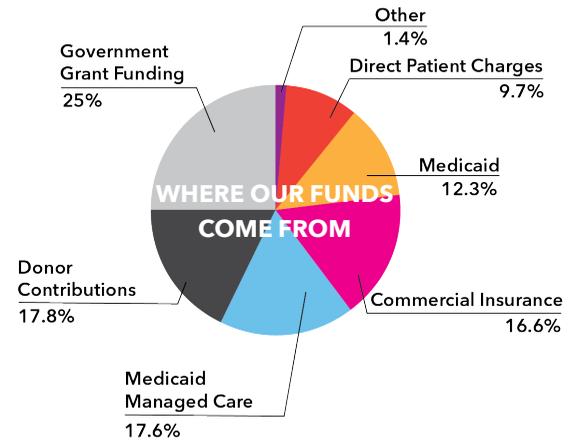
**With your help,** we stood tall amidst the vicious attacks and continued to fight for sexual and reproductive health and rights. Because of you, we were able to rise above our opposition and keep our doors open, no matter what.



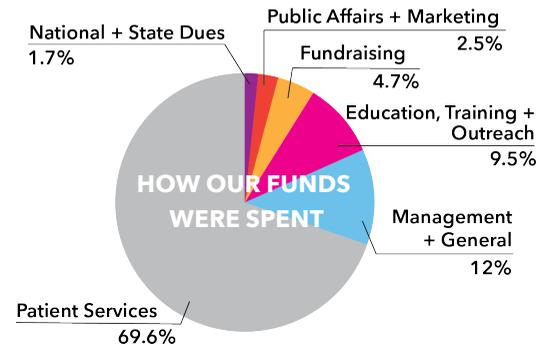
# Our 2015 Financials

Fiscal year ending December 31, 2015

REVENUE	Amount	%
NYS Medicaid	\$960,254	12.3%
Government Grant Funding	1,958,243	25.0%
Medicaid Managed Care	1,380,723	17.6%
Donor Contributions	1,395,180	17.8%
Commercial Insurance	1,300,598	16.6%
Direct Patient Charges	759,108	9.7%
Other	108,514	1.4%
<b>Operating Revenue</b>	<b>\$7,862,620</b>	<b>100.4%</b>
Dividends and Interest	\$333,153	4.2%
Realized and Unrealized Gains	(361,409)	-4.6%
<b>Investment Revenue</b>	<b>\$(28,256)</b>	<b>-0.4%</b>
<b>Total Revenue</b>	<b>\$7,834,364</b>	<b>100.0%</b>



OPERATING EXPENSES	Amount	%
Patient Services	\$5,451,149	69.6%
Education, Training & Outreach	745,496	9.5%
Public Affairs & Marketing	199,759	2.5%
Fundraising	371,579	4.7%
Management & General	941,235	12.0%
National & State Dues	134,407	1.7%
<b>Total Expense</b>	<b>\$7,843,625</b>	<b>100.0%</b>
<b>Deficit</b>	<b>\$(9,261)</b>	
<b>Operating Margin</b>		<b>0.2%</b>



## BALANCE SHEET for the year ending December 31, 2015

Current Assets	
Cash	\$829,861
Investments	1,665,747
Net Receivables	853,877
Other Current Assets	223,539
<b>Total Current Assets</b>	<b>\$3,573,024</b>
Long Term Assets	
Investments	\$11,119,924
Net Fixed Asset	5,216,083
Life Income Gift Receivable	60,366
<b>Total Other Assets</b>	<b>\$16,396,373</b>
<b>TOTAL ASSETS</b>	<b>\$19,969,397</b>

## LIABILITIES AND FUND BALANCE

Current Liabilities	
Accounts Payable and Accrued Expenses	\$663,268
Refundable Advances	188,340
<b>Total Liabilities</b>	<b>\$851,608</b>

Fund Balance	
Opening Fund Balance: 1/1/15	\$19,127,050
Net Activity	(9,261)
Ending Fund Balance: 12/31/15	\$19,117,789
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$19,969,397</b>

# Thank you for **standing with us.**



**Annual Luncheon Keynote Speaker  
Jonathan Eig with Board Members**



**President & CEO JoAnn Smith and Board  
Chair Miranda Meyer with 2015 Gala honoree  
Karen Seltzer and Gala Co-Chairs Francesca  
Laplaige, Robin Sigman and Jill Fishbin**

## 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](http://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 visit [ppnc.org](http://ppnc.org) or contact PPNC's Development Department at 516-750-2660.**

# Leadership

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*Vice-Chairperson*

**Lynn Najman**  
*Vice-Chairperson*

**David Ackman**  
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**Donna Bacon**  
*Recording Secretary*

**Andrina Veit Cleveland**  
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Sharon Pikus  
Carol Rudman, Ph.D.  
Jennifer Ruys  
Audrey Schein  
Jane Schwartz  
Judy Schwartz  
Karen Seltzer

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*President & CEO*

**Nancy O'Keefe**  
*Senior Vice President,  
Health Services*

**Tammy Umansky**  
*Chief Financial Officer*

**Eileen Jamison**  
*Vice President, Development*

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

**Elizabeth Schmidt, MD**  
*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:

Health Centers: 516.750.2500  
Administrative Offices: 516.750.2600  
ppnc@ppnc.org  
www.ppnc.org

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 [ppncactionfund.tumblr.com](https://ppncactionfund.tumblr.com)

 [youtube.com/ppnassaucounty](https://youtube.com/ppnassaucounty)

 [pinterest.com/ppncactionfund](https://pinterest.com/ppncactionfund)



Planned Parenthood of Nassau County