

MULBERRY
& MORE CAMPAIGN
OWNING OUR FUTURE



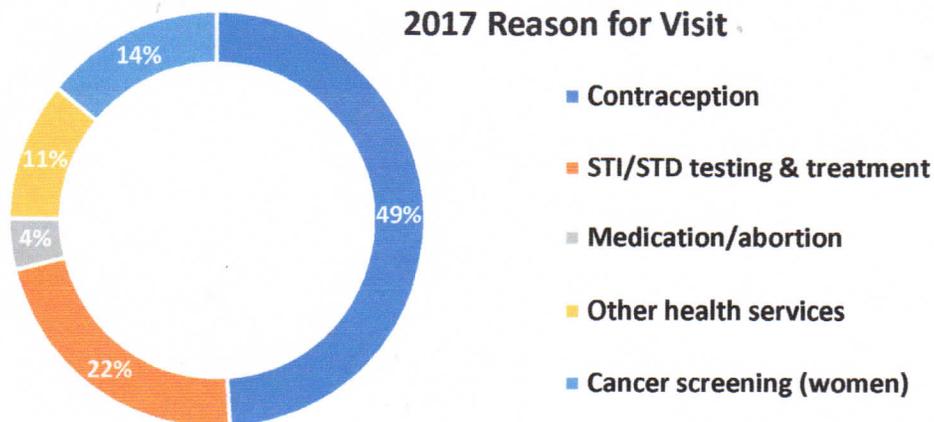
Planned Parenthood of Metropolitan New Jersey

PLANNED PARENTHOOD OF METROPOLITAN NEW JERSEY THIS IS A CRITICAL MOMENT IN TIME

Recent political attacks remind us of the escalating threats facing women’s health and reproductive rights. We can no longer rely on government support and funding to keep our health centers open.

At PPMNJ, we are committed to 3 key areas that keep our patients healthier in Essex, Hudson and Passaic counties and to providing access to healthcare in our underserved communities.

1. Provide the **highest quality reproductive healthcare** and family planning services to women, men and young people regardless of age, ethnicity or ability to pay



2. Offer **medically accurate education programs** that emphasize responsible choices and lifestyles
3. **Advocate** for initiatives within our community and State, including **engagement with elected officials, coalition building and volunteer recruitment** to further our mission and vision

For more than 100 years, birth control has been an essential part of women’s health and lives. Since 2017, however, Planned Parenthood has been under ever-increasing attacks by the Trump Administration which proposes cutting Federal family planning dollars, contrary to established science, public opinion, and despite decades of social and economic progress – particularly for women.

A 2012 study by the Guttmacher Institute of more than 9,000 women demonstrated that access to no-cost birth control effectively reduced unplanned pregnancies by between 62 and 78%. The study further noted the correlation between the worldwide decline in rates of abortion and unplanned pregnancies with improved contraceptive use.

When making a donation to PPMNJ, think of a life-changing moment in a woman's life. Having the opportunity to gain medically accurate knowledge about reproductive health and choices, an individual -- and her chance to realize her potential -- may be transformed forever.

A gift to PPMNJ may even be life saving, empowering women to access health care and make informed choices.

*PPMNJ stands with women.
Care. No matter what.*

The impact of defunding Planned Parenthood

Historically comprising an important part of PPMNJ's operating budget, the loss of Federal funding (primarily Title X and Medicaid reimbursements) would disproportionately affect our patients, depriving them of access to basic health services, including STD testing and treatment, birth control and cancer screenings.

We have already experienced the negative effects of defunding at the State level. Between 2010 and 2018, under former Governor Christie, PPMNJ suffered a loss of more than \$8 million. The impact of multi-year State funding cuts caused PPMNJ to close 1 health center, postpone capital expenditures, delay the introduction of new healthcare services, dismiss educators and suspend contributions to our employee retirement plan.

Key statistics provide evidence that the loss of funding for women's health and reproductive services made New Jersey residents unhealthier. (*Access at Risk/2017/PP Action Fund of NJ*)*

- The number of new cases of STDs increased 35% between 2009 and 2015
- Breast and cervical cancer cases increased 5.2% from 2009 to 2013, with women of color being disproportionately affected
- At the end of 2015, 33% of people living with HIV/AIDS were women and, of those, 44% were ages 20-49 (*NJ Dept. of Health*)
- The number of women needing publicly supported contraception increased by 5% between 2010 and 2013
- Approximately 295,000 women of reproductive age in New Jersey remain uninsured

78% of our patients live at, or below, 150% of the Federal poverty level, and we will NOT turn anyone away for lack of ability to pay for services.

* <http://ppactionnj.org/wp-content/uploads/2016/10/Planned-Parenthood-Action-Fund-of-NJ-Access-at-Risk-2017.pdf>

Welcome Governor Murphy!

Today we celebrate a victory in New Jersey even while defunding efforts in Washington, D.C. continue to threaten Planned Parenthood. In January 2018, newly inaugurated Governor Murphy reinstated State funding for family planning services totaling \$7.5 million. The portion of those dollars allocated to PPMNJ will fund expanded hours and services, empowering PPMNJ to serve more patients in Essex, Hudson and Passaic counties.



Nearly 9 in 10 women of reproductive age will use contraception at some point in their lives, whether it's for family planning or other medical reasons, like treating endometriosis.

At PPMNJ, we strive to ensure that EVERY woman has access to birth control services and medically accurate information, and we empower women to be in control of when to start a family, to make informed choices that shape their own future, to pursue career opportunities and to realize their potential.

“When one type of healthcare is singled out, stigmatized and attacked, people suffer. People suffer from lack of care, lack of information, and lack of access to care.

Yet that is what is happening. Everything I've learned as a doctor and public health leader has led me to this conclusion: the threat to women's health is the greatest public health catastrophe of our time.

Planned Parenthood's work -- bringing affordable and accessible healthcare to as many women (and men and all people) as possible -- isn't just the right thing to do. It's the urgent thing to do.”

- Dr. Leana Wen

President, PLANNED PARENTHOOD

Thanks to affordable access to birth control, economic equality is more within reach both in New Jersey and across the country. Additionally, access to birth control has dropped the rate of unintended pregnancy to a 30-year low and the rate of pregnancy among teenagers is at an historic low.

Mulberry & More Campaign

Keeping vital services in our communities while expanding our vision

Funding is never a certainty. To continue to provide vital services to women, men and young people in Essex, Hudson and Passaic counties, PPMNJ has undertaken a 5-year, \$3.25 million campaign: the **Mulberry & More** Campaign.



The board of directors and staff are committed to reducing our dependency on government funding. An additional goal is closing the gap between our current funding base and the cost of providing healthcare services and innovative new programs that benefit our patients and communities.

Opening new doors for a state-of-the-art health center in Newark

In September 2016, after 31 years at our prior address on Washington Street, PPMNJ relocated our downtown Newark health center and administrative headquarters to a new, state-of-the-art facility located at 238-240 Mulberry Street.

The move was unplanned and involuntary and PPMNJ was unexpectedly forced to absorb the costs associated with this move, including significant renovation expenditures and a greater-than-50% increase in rent. Relocation and renovation costs of the new space amounted to an unbudgeted \$1.2 million.

At 12,435 square feet, our new building is 20% larger and includes:

- 3 examination rooms
- 1 ultrasound room
- 1 specimen laboratory
- 2 waiting areas
- 5 consultation rooms

As health care providers, educators, and advocates, we're committed to serving all people in our community with care and respect. Planned Parenthood health centers offer birth control, cancer screenings, HIV prevention, STD treatment, abortions, LGBTQ care, well-woman visits, and more. We care for all people. #ThisIsHealthCare



Please come for a tour!

The **Mulberry & More** Campaign will ensure our ability to serve our current and future patients in this new and secure space. We are proud of this beautiful, new facility where our dedicated medical staff provides comprehensive, high-quality care to our growing patient family every day.

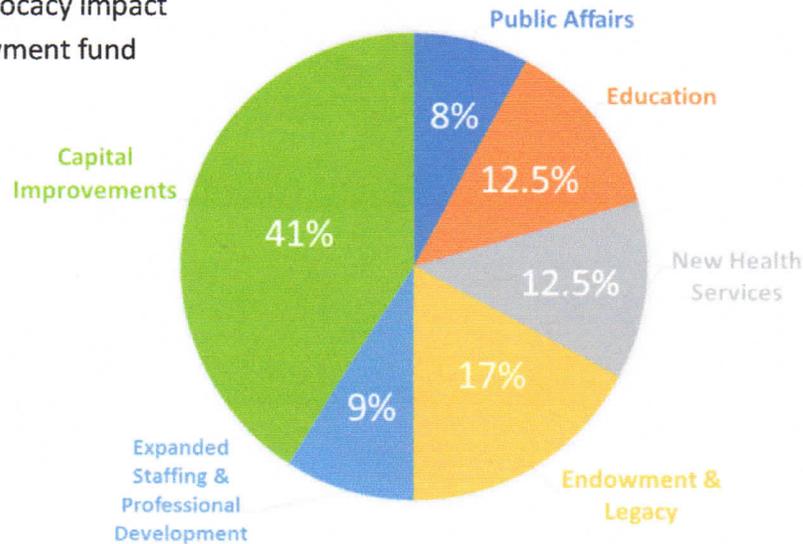


Our need

The success of the 5-year, \$3.25 million **Mulberry & More** Campaign will achieve 2 main objectives: recoup the costs of the new Mulberry Street facility (*the 'Mulberry' component*), and secure funds to sustain the delivery of vital healthcare services and educational programming in Essex, Hudson and Passaic counties (*the 'More' component*).

The **Mulberry & More** Campaign builds on PPMNJ's history of providing high-quality healthcare services, running educational workshops, conferences and the Family Life Institute (FLI) teen program and leading advocacy initiatives -- all with integrity and professionalism. The vision of the campaign is to secure resources to:

- ✓ Expand direct healthcare services and educational programming
- ✓ Recoup the costs incurred with relocating our downtown Newark health center and administrative headquarters
- ✓ Fund security upgrades and capital improvements at PPMNJ's 4 other health centers
- ✓ Reduce PPMNJ's dependence on government funding
- ✓ Invest in staff
- ✓ Enhance our advocacy impact
- ✓ Grow our endowment fund



Capital improvements (41%) :		
(1) Mulberry Health Center cost	\$1,200,000	36.9%
(2) Upgrades to PPMNJ's 4 additional health centers	\$132,500	4.1%
Endowment & legacy	\$552,500	17.0%
Expansion of health services	\$406,250	12.5%
Enhance educational initiatives	\$406,250	12.5%
Investment in staff	\$292,500	9.0%
Public policy work	\$260,000	8.0%
TOTAL Campaign	\$3,250,000	100.0%

Ensuring safe and welcoming health centers in all locations

"THEY'VE DONE SO MUCH FOR OUR COMMUNITY, FOR WOMEN, FOR EVERYBODY.

When I had questions in my adolescence, in my teenage years, when I had scares and issues, Planned Parenthood was the safest place to go."

- **Issa Rae**

Actor, Writer, Director, Producer

In addition to the costly relocation of the downtown Newark facility, planned improvements to the 4 additional PPMNJ health centers include key security upgrades, bathroom repairs and renovations to the laboratories and patient exam rooms.

Funds raised through the **Mulberry & More** Campaign will pay for these capital expenditures and enable PPMNJ to welcome existing and new patients in a safe, comfortable and respectful setting at each of our locations.

PPMNJ Health Centers

1. Downtown Newark
2. Newark Ironbound
3. East Orange
4. Montclair
5. Paterson



The Mulberry & More campaign

Please support PPMNJ – your Planned Parenthood affiliate!

The Board of Directors and staff are extremely grateful to our corporate, foundation and individual donors. Your support and generosity will help us continue to make a difference into the next century.

All members of PPMNJ's Board of Directors have committed their financial support to the **Mulberry & More** Campaign.

Naming opportunities

All of the naming sponsorships detailed below will be honored for the shorter of 10 years or the duration of PPMNJ's occupancy at 238-240 Mulberry Street, Newark.

"When I think of Planned Parenthood, I feel at ease, safe and secure, knowing that whatever concerns or questions I have will be thoroughly explained and that I will walk away feeling content and assured. I choose them because they never turn you away no matter the circumstance. Even if I pay out of pocket, they work with you. There were times I didn't always have insurance and they worked with my income."

- Patient, PPMNJ

Dogwood Sponsor: Name a waiting room (2 opportunities)

\$150,000

(1 secured)

Donor appreciation and benefits:

- Name will be displayed on a plaque in the selected waiting room
- Ceremony to celebrate sponsorship
- Named sponsor of PPMNJ events for 1 year
- Lead billing for 2 years on a custom PPMNJ banner that will be featured at PPMNJ events
- Public recognition of gift at PPMNJ events for 2 years
- Name or logo published for 2 years on PPMNJ's **Mulberry & More** website and in PPMNJ newsletters.
- Name or logo printed for 2 years on all **Mulberry & More** Campaign materials.
- Name or logo published on PPMNJ's social media channels for the duration of the Campaign, reaching a social media and eBlast audience of 20,000
- Lead billing on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for year of gift

Azalea Sponsor:

Name an exam or consultation room (8 opportunities)

\$50,000

(3 secured)

Donor appreciation and benefits:

- Name will be displayed on a plaque in the selected exam or consultation room
- Ceremony to celebrate sponsorship
- Featured billing for 1 year on a custom PPMNJ banner that will be displayed at PPMNJ events
- Public recognition of gift at PPMNJ events for 1 year
- Name or logo published for 1 year on PPMNJ's **Mulberry & More** website and in PPMNJ newsletters
- Name or logo printed for 1 year on all **Mulberry & More** Campaign materials
- Name or logo published on PPMNJ's social media channels for the duration of the campaign, reaching a social media and eBlast audience of 20,000
- Featured billing on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for year of gift

"For our sisters, daughters, granddaughters and women of the future, the clock of social progress cannot be rolled back.

We are pro-choice and believe that all people are free to choose the religion they practice, the person to marry regardless of sexual orientation, their representatives in government by exercising their right to vote, and when, or if, to start a family."

- Donor, PPMNJ

Tulip Sponsor:

\$25,000

Donor appreciation and benefits:

- Name or logo published for 1 year on PPMNJ's **Mulberry & More** website and newsletters
- Name or logo printed for 1 year on all **Mulberry & More** Campaign materials
- Name or logo published on PPMNJ's social media channels for the duration of the Campaign, reaching a social media and eBlast audience of 20,000
- Notable placement on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for year of gift

Myrtle Sponsor:

\$15,000

Donor appreciation and benefits:

- Name or logo printed for 1 year on all **Mulberry & More** Campaign materials
- Name or logo published on PPMNJ's social media channels for the duration of the Campaign, reaching a social media and eBlast audience of 20,000
- Placement on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for year of gift

Spruce Sponsor:

\$10,000

Donor appreciation and benefits:

- Name or logo published on PPMNJ's social media channels for the duration of the Campaign, reaching a social media and eBlast audience of 20,000
- Placement on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for year of gift

Maple Sponsor:

\$5,000

Donor appreciation and benefits:

- Placement on PPMNJ's donor wall
- Listing in PPMNJ Annual Report for calendar year of gift



By request:

Naming opportunities are available at PPMNJ's 4 additional health centers.

Newark Ironbound



Montclair



East Orange



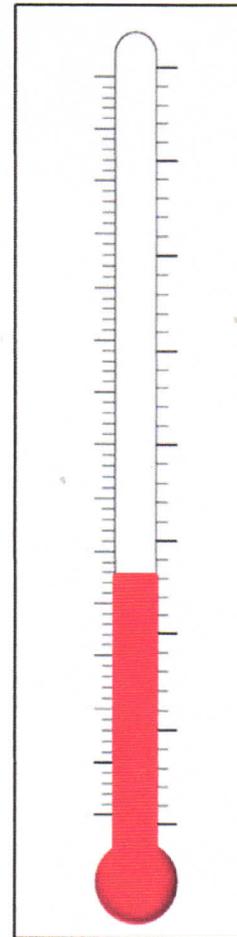
Paterson



PPMNJ Partners

(Reflects gifts \geq \$10,000)

- Anonymous
- Ruth Bedford
- Evan T. Booker
- Susan and Tom Dunn
- Alan I. Goldman and Joanne T. Marren
- Dede and Peter Horowicz
- Peter R. and Cynthia K. Kellogg
- Barbara Murray
- Story Osborne and Pam Kuhn
- J. L. Powell, Jr. Family Foundation
- David Rappaport and Cheryl Solomon
- Susan Ratner
- Nancy and David Robin
- Jeff Sobel and Hyona Revere
- Linda and Brian Sterling
- Edward and Nancy Stuart
- Sheryl and Roger Tucker
- Susan and Allan Young
- The Gutenstein Foundation
- The Healthcare Foundation of NJ



\$3,250,000

\$988,000

\$0

For more information, please contact:

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