



 **Planned
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Planned Parenthood of Metropolitan New Jersey



2012 Annual Report

Serving Essex, Hudson and Passaic Counties



Planned Parenthood of Metropolitan New Jersey

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Real Life Story

I was in college with no money. I had two jobs and I could not afford any health care. I was just a kid trying to get my education. Going to Planned Parenthood was the only way I was getting my yearly PAP tests. Through their quality and inexpensive service I found that I had abnormal cells on my cervix and I needed prompt testing. Because of them, I continue to be tested for abnormal cells regularly knowing that cervical cancer may be right around the corner.

Planned Parenthood saved my life! And now I am a doctor and married.

Elaine B., Jersey City





Planned Parenthood of Metropolitan New Jersey (PPMNJ) in a Nutshell:

- Since 1928 we have provided affordable reproductive and preventive health care and education programs to more than **1.5 million** women, men and teens.
- Planned Parenthood has been a trusted health care provider to one in five women in the USA at some point in their lives.
- 100% of Planned Parenthood of Metropolitan New Jersey's services are preventive health care, including lifesaving cancer screenings, birth control, annual exams and STD testing and treatment.
- The return on investment for every dollar invested in the preventive services provided by PPMNJ is nearly four dollars.
- 90% of every revenue dollar is spent on direct patient care, education and advocacy.
- 90% of our patients are at or below 150% of the Federal poverty guideline.
- PPMNJ, along with the other 74 Planned Parenthood affiliates in the country, do more than any other group to prevent unintended pregnancy.
- We give young people futures; young women who plan their first child after they complete their education have healthier children and greater income over their lifetimes.
- Last year, Planned Parenthood of Metropolitan New Jersey provided care to more than 20,000 women, men and teens who made more than 31,000 visits to our six health centers.

Next Year is Here!

Last year we discussed taking the first steps in stabilizing the organization after substantial changes in state policy, budgetary constraints and organizational change. With that accomplished, Planned Parenthood of Metropolitan New Jersey must now focus on the critical elements required by our new accreditation standing. In short, Planned Parenthood Federation of America (PPFA) requires that all affiliates offer a menu of core services enabling clients to access standard services anywhere in the country.

Moreover, there are other criteria challenging and changing the way Planned Parenthood of Metropolitan New Jersey operates. These criteria will require us to be competitive with and comparable to the best health facilities in the region. Under the new Affordable Care Act (ACA), millions of Americans, who previously had limited access to healthcare options, will be insured and able to obtain treatment from any provider. Many of the other institutions we are competing with already have other funding mechanisms - we have to play catch up and we need your help!

Despite ACA however, many of our clients will remain uninsured. Planned Parenthood of Metropolitan New Jersey will continue to need financial support to provide services to those most vulnerable. This is at the cornerstone of our mission and we will not waver... because we care no matter what!

As we adapt to the ever changing healthcare marketplace, the support of our stalwarts is essential. We also need to find new voices who share our passion. As Planned Parenthood of Metropolitan New Jersey attracts new faces through friend raisers and other types of events, we recognize the need to compete, a word we have never really had to use until now. We are energized by the opportunities of a new landscape and our loyal following of constituents. There are endless possibilities to attract new clients as they search for a safe, reputable, first-class environment in which to receive affordable, quality health services. Join us as we surge forward into the new vanguard of healthcare. Please donate or volunteer. We need your help on this journey to excel as an elite healthcare provider of first choice.



Terry Booker

Chair of the Board



Terry Booker

PM Message
from the
Chair of
the Board



n the Cusp...

I've often heard it said that the older you get the faster time seems to pass. That certainly appears to be the case this year. It only seems like yesterday that I was recapping 2011 for last year's annual report.

In 2012, once again Planned Parenthood played a prominent role in national news media. The Susan G. Komen Foundation announced that it would no longer provide funding for breast cancer screenings and referrals to Planned Parenthood affiliates. Legislators in Washington threatened to defund our entire organization. These events created a massive public backlash from all sides of the political arena and focused attention on what was at the heart of the matter, women's health. Through social media, millions of people engaged in a national conversation about the critical importance of access to healthcare for all. There was tremendous mobilization and positive energy created by these incidents. The Komen decision was reversed and federal funding retained. Today, Planned Parenthood is enjoying a national approval rating of 68%.

At PPMNJ, we were creating buzz of our own with new programs and initiatives. Our 2012 yearend level of service exceeded 2011 and we offered flu shots for the first time. In efforts to expand our network of volunteers, advocates and donors, the Board of Trustees hosted their first Spring Soirée, inviting friends and colleagues to the beautiful Van Vleck House to learn more about PPMNJ. Several supporters hosted house parties on our behalf, providing us with the opportunity to interact with new audiences as well.

Through the years, the generosity of others has been a building block for this organization. As a way of thanking our many long term donors, we launched the Living Legacy Circle to acknowledge those who have contributed to the organization for ten consecutive years or more. More than 100 individuals were inducted into this inaugural effort.

With the support of area restaurants and wine and spirit distributors, we hosted our first ever "A Taste of the Good Life" event. What a successful and fun evening that proved to be!

Looking ahead we are on the cusp of exciting times. Healthcare reform, expansion of the core services we offer, including the exploration of limited primary care and advances in technology will undoubtedly provide opportunities and challenges. Many of our uninsured clients will become eligible for health insurance and will have the means to contribute towards their care. PPMNJ must remain viable and sustainable in our communities. We are committed to being a provider of first choice and not merely one of last resort. We migrated to a new practice management system to collect patient data. This platform is our entrée into electronic health records, slated to begin in 2014. This will keep us competitive in the marketplace and revolutionize the way that we are able to care for our clients.

In 2013, Planned Parenthood of Metropolitan New Jersey will celebrate a significant milestone – our 85th anniversary, *A Legacy of Choice, Challenge and Change!* Certainly this achievement would be impossible without competent staff, generous donors, conscientious advocates and volunteers, along with a committed board.

Thanks to all of you for standing with Planned Parenthood. Your partnership, participation and presence are phenomenal.

Roslyn Rogers Collins
President and CEO

Roslyn Rogers
Collins

essage
from the
CEO

Vision:

We believe in the fundamental right of each individual throughout the world to manage his/her fertility, regardless of income, marital status, national origin or residence.

We believe that reproductive self-determination must be voluntary and must preserve the individual's right to privacy.

We believe such self-determination will contribute to the enhancement of the quality of life, strong family relationships and vital population stability.

Mission:

The mission of Planned Parenthood of Metropolitan New Jersey is to:

- provide, to the best of our ability and means, comprehensive reproductive and complementary health services in settings, which preserve the essential rights and privacy of each individual;
- advocate public policies that guarantee these rights and ensure access to these services; and
- provide educational programs that enhance understanding of human sexuality and reproductive health, promote responsible sexual behavior and strengthen family relationships.

Our
Vision
and
Mission



Healthcare



Your support served 20,586 women, men and teens in 2012, who made 31,790 visits. We provide the most advanced, trusted and personalized care at our six health centers in Newark (2), Montclair, East Orange, Paterson and Pompton Lakes. We serve women, men and adolescents, regardless of their ability to pay, marital status, national origin or residence. 100% of our services are preventive healthcare.

2012 Highlights:

- We launched our new Breast Health Initiative by providing free vouchers for mammograms and MRIs to uninsured women. We want to ensure that every woman in need has access to lifesaving healthcare.
- Despite the NJ state cuts in family planning programs we managed to exceed the number of clients we served in 2011. We saw 641 more clients in 2012.
- We expanded our services and now offer flu shots and smoking cessation programs to our clients.
- We started the planning process for a new core service introduction in 2013.
- We made sure that we reach the communities beyond our doors. We initiated monthly HIV testing and full reproductive health services to Prospect House clients (Mental Health Association of Essex County).

2012 Numbers:

- 20,586 women, men and teens accessed Planned Parenthood of Metropolitan New Jersey services at one of our six health care centers in Essex, Passaic and Hudson counties.
- 31,790 visits were made to our healthcare centers.
- 2,382 men received healthcare services representing 12% of total clients served.
- 9,263 were screened for HIV.
- 2,495 emergency contraceptives were provided to clients.
- 4,757 Pap tests were provided.
- 11,515 breast exams were performed.
- 6,851 pregnancy tests were conducted.
- 88 colposcopies were performed to screen cervical cancer.
- 14 cryosurgeries (the use of extreme cold temperatures to destroy tissue for therapeutic purposes) were provided.

Healthcare

| Centers | Clients | Percentages |
|--------------|---------------|-------------|
| Chubb | 5,007 | 24% |
| Ironbound | 2,979 | 15% |
| Montclair | 4,404 | 21% |
| East Orange | 3,403 | 17% |
| Paterson | 2,938 | 14% |
| Pompton | 1,855 | 9% |
| Total | 20,586 | 100% |





Family Life Institute

Health is about more than one person – families and communities have important roles to play! We bring innovative health education, training and technical assistance to the communities in Essex, Passaic and Hudson counties. The Family Life Institute (FLI) is the Education Department of Planned Parenthood of Metropolitan New Jersey.

In 2012, thanks to your commitment, we provided nearly 9,000 individuals with presentations and consultations from our trained educators. They are

known for their ability to connect with their audiences and make a difference in people's lives.

With your support:

- We provided weekly sexuality education sessions to the adolescents in five high schools in Passaic County. This is a great opportunity for students to gain access to high-quality and trained experts. They educate on the very sensitive and universal topic of sexuality as well as teen pregnancy, the transmission of sexual infections, contraceptive methods, responsible decision making, delaying intercourse, etc.
- We expanded our scope and reach in Essex County. The Family Life Institute has been granted approved vendor status by the largest school district in the state –Newark. This is a crowning achievement and we are excited about the opportunity to further extend the educational programs to the youth, their families and school staff. The needs of students in the Newark Public School system are well documented. We are committed to the efforts to reduce teen pregnancy and sexually transmitted diseases.
- We organized the 6th Annual Teen Life Conference at William Paterson University in Passaic County and the 29th Annual Teen Life Conference in Newark. This year's Newark conference was by far the most attended forum in the last eight years. We were able to provide students with an educational experience that included a youth-focused motivational speaker, various workshops on topics relevant to youth, lunch and multiple giveaways, as well as an essay contest with prizes. It is truly a fun yet educational event for high school youth. The Newark conference has been hosted for many years by New Jersey Institute of Technology (NJIT). NJIT is a very diverse institution of higher education and an active participant in the city of Newark in the area of youth education and empowerment.
- The Teen LINKS (Leaders Impacting Neighbors with Knowledge on Sexuality), our peer leadership and education group, supported by the Victoria Foundation continued to reach out to students and communities. Their performances were featured by several organizations including Girls Connect, Newark Public Schools Student Center, Essex County Juvenile Detention Center, YCS Girls Shelter and International High School in Paterson.



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External Affairs and Advocacy

Planned Parenthood of Metropolitan New Jersey is a powerful force for progressive public policy on reproductive issues. Our unique voice, expertise and over 80 years of experience as provider of community-based healthcare education and training make us a strong and respected advocate.

In 2012, Planned Parenthood of Metropolitan New Jersey advocates lent their strong voices to this year's campaigns to ensure insurance companies cover birth control without a co-payment. Raising awareness

about this issue proved to be enlightening as the public found that an average woman without insurance would pay nearly \$70,000 out of pocket for birth control through her reproductive years and over \$10,000 in co-pays with insurance.

Every woman thanks our advocates for supporting this need. It is surreal that our mission in 1928 was to ensure that women had access to birth control and now in 2012 that endeavor remains a substantial part to our efforts.

Campus supporters and volunteers came out to canvas in Montclair in September, knocking on 1,000 doors asking people to pledge to vote. We registered new voters and found new advocates. Following the Superstorm Sandy devastation, we reached out to our advocates to make sure people knew how and where they could vote.

As we enter our 85th year, we also enter the new landscape of healthcare reform which will offer many of our patients access to affordable insurance coverage. We will continue the work to ensure that our patients have the right to keep Planned Parenthood of Metropolitan New Jersey as the healthcare provider they know and they trust. We ask for your continued support as the attacks on women's healthcare and women's rights continue. In partnership with our supporters we will continue to fight back. With your help we will continue to lead the way and to protect every woman's right to get the healthcare she needs, regardless of where she lives or how much money she has.

External Affairs and Advocacy

Share Your Story

Many people have a story about the work of Planned Parenthood. One in five women in the United States has used the services of Planned Parenthood at some point in their lives. We are collecting 85 stories from clients, staff, donors, volunteers and friends. Tell us why you support Planned Parenthood and help us collect more stories from your families and friends. For more information contact Jane Celusak, Director of External Affairs - P: 973.622.3900 ext. 1208, jane.celusak@ppmnj.org.



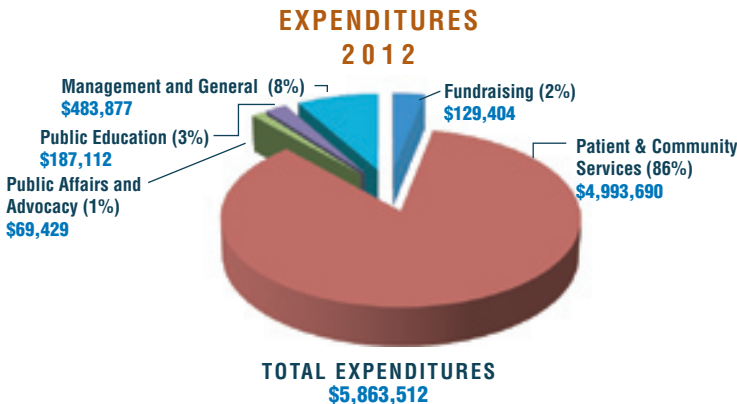
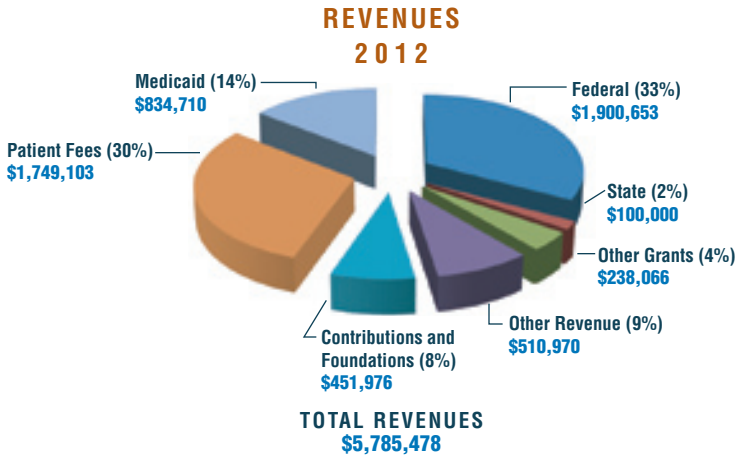
Financials

At Planned Parenthood we have maintained the highest level of ethical, business and financial practices and have ensured that the organization has remained financially resilient during these challenging economic times. We believe our internal controls provide reasonable assurance, that our financial reports and statements are reliable and they comply with generally accepted accounting principles.

This financial summary reflects the highlights of our financial statements, which were audited by James M. Wood, CPA. The complete audited financial statements, including the auditors' unqualified opinion and required footnote disclosures are available upon request. In addition, our policies, procedures and controls have been found to be reliable and effective. The Budget and Finance Committee of the Board of Trustees rigorously oversees our financial management.

We are proud to report that 90% of every revenue dollar is spent on direct patient care, education and advocacy.

Financial Summary 2012



Your Philanthropy

You came through again! With help from all our donors Planned Parenthood of Metropolitan New Jersey succeeded in keeping its doors open during a difficult year.

You saw the necessity to look further into the future and provide the financial support needed to continue serving the women, men and teens in Essex, Passaic and Hudson counties. This will allow us to continue providing high quality reproductive healthcare and education in the years to come.

We pride ourselves in being the best stewards for your charity gifts. The return on investment for every dollar invested in the preventive services provided by PPMNJ is nearly four dollars.

Thank you!

2012 Highlights

- In 2012 we established the **Living Legacy Circle** and invited donors who have been supporting Planned Parenthood of Metropolitan New Jersey for at least 10 consecutive years. We celebrated our joint mission and dedication at the Van Vleck House in Montclair.



- We organized the first PPMNJ Board of Trustees Spring Soirée and invited new supporters to join us and learn more about our mission, medical and education services and advocacy.
- Finally, we celebrated the power of education and empowerment of young people with our food and wine tasting event "*A Taste of the Good Life*". With the help of local restaurants and wine and spirit distributors, we spent an amazing evening at the BMW of Bloomfield.



How you can help

Planned Parenthood of Metropolitan New Jersey is a not-for-profit organization. Client fees, third party reimbursements, federal funds and public grants cover only a portion of the costs of our health services, education programs and advocacy efforts. To sustain our work, we rely on a large network of friends who have supported us financially for almost 85 years.

With gratitude for your support and interest in our work, we respectfully request your consideration of a gift to our programs. With your gift, you will share the satisfaction of helping us provide reproductive health care to more than 20,000 clients yearly, many of whom rely on us as their only medical provider.

We organize our operations to be efficient and focused on results. Every dollar donated to Planned Parenthood of Metropolitan New Jersey is leveraged for the greatest impact. Using innovative, low-cost and high-impact proven methods, we are able to help thousands of men and women. We thank you for your consideration of Planned Parenthood of Metropolitan New Jersey's programs and for joining our efforts to serve our communities.

Help locally. Donate locally to PPMNJ and you will support our 6 health centers:

- We accept checks and credit cards (Visa, MasterCard, American Express and Discover).
- You can mail your gift to:
Planned Parenthood of Metropolitan New Jersey
151 Washington Street
Newark, NJ 07102

Host a House Party for PPMNJ

In 2013, Planned Parenthood of Metropolitan New Jersey will be celebrating its 85th anniversary! What better way to help us celebrate than to throw us a party! Help spread the word to your friends about the importance of women's reproductive rights. It's a fun and easy way to introduce new people to PPMNJ and our mission.

Happy Birthday PPMNJ

Why not do something different for your birthday this year! Ask your family and friends to make a special gift to Planned Parenthood of Metropolitan New Jersey in celebration of you! Help us provide healthcare and education services to more women, men and teens.

Help the most vulnerable and join the "Marlis Powell Fund"

Marlis Powell a Montclair, NJ resident for nearly 60 years dedicated her life to women's health and rights. She was a prominent leader in civic affairs, long-term PPMNJ Board Member and Board Chair (1993-1997). "My mother was a phenomenal human being and a champion of women's rights. She was shocked that women had been turned away from health services because they couldn't pay", stated Katharine Powell (Marlis' daughter). In 2008, PPMNJ established a special "Marlis Powell Fund" to support efforts to provide quality health care to all women regardless of their ability to pay. Help us to ensure that all women have access to health care, information and education.

Leave a lasting gift of health! Why not Planned Giving?

You can leave behind a legacy of caring that will save and improve the lives of thousands of women and men. You can ensure our future for generations to come by putting Planned Parenthood of Metropolitan New Jersey in your will or creating an annuity, which can provide income back to you.

Donating a highly appreciated asset may allow you to avoid a significant portion of your tax liability while still receiving a charitable deduction. While this giving strategy has many obvious benefits, no doubt the most important is the satisfaction of knowing that your support helps advance reproductive health information and education. Consult your attorney for more information to ensure the bequest conforms to your wishes and the probate laws.

Explore Matching Gifts

Many employers throughout New Jersey set up matching gift programs and will match your donation. Ask your employer today and double your gift. If you own a company, consider setting up a matching gift program and encourage charitable giving.



Your
Philanthropy



Choose Planned Parenthood of Metropolitan New Jersey when you make a United Way contribution

When you fill out your United Way pledge form, you have the option to specify the name and address information of the community organization that you want your funds to support. You can list Planned Parenthood of Metropolitan New Jersey.

Please contact our Development Office
for more information:

Lina Bonova, Director of Development

P: (973) 622-3900 ext. 1232

Lina.Bonova@ppmnj.org

Thank you for your consideration!

Our Mission Is Your Mission - Thank You Donors!

In 2012, you stepped up to the challenge of meeting serious healthcare needs, empowering our youth with knowledge and advocating for women's rights with your support of Planned Parenthood of Metropolitan New Jersey.

PPMNJ Staff

Real Life Story

“As a teenager, I went to a women’s health clinic, I needed help and information and not ONE person wanted to help me. They spoke down to me and treated me in a very negative way. As a scared teenager, I didn’t know where else to go. This memory stays with me at all times. It might have happened over 15 years ago, but it’s a part of my life that makes me a better counselor today at PPMNJ. I know how it is to be on the other side. As an agency, we do not judge, we help.”

Administrative Offices

Roslyn Rogers Collins, President and CEO
Blanche Duke, VP, Health Services
Joanna Lewin, VP Finance
Christine Reynolds, VP Clinical Compliance
Rhonda Nichols, MD, Medical Director

Lina Bonova, Dir. of Development
Sophia Bryan, Executive Assistant
Kathy Bullock, Controller/Benefits Administrator
Jane Celusak, Dir. External Affairs
Michelle Dotro, Dir. Patient Services
Melinda Gallian, Billing Supervisor
Lolita Jones, Dir. Systems Management
Frank McClain, Dir. Facilities
Lisa McMillan, Payroll/AP
Megan Munford, Billing
Reginald Rosarion, Dir. Education
Nicole Ryan, Development Associate

Call Center

Kalimah Johnson, Admin Asst./Call Center Supervisor
Maritza Morales, Call Center Rep.
Dawn Randleman, Call Center Rep.

Chubb Center, Newark

Lillian Williams, LPN/ Center Manager
Hannah Benniman, LPN
Akira Frierson, LPN
Lummie Little, Clinical Assistant
Lisandra Rivas, Receptionist
Dalitza Sanchez, Clinical Assistant
Sharhonda Ward, Clinical Assistant
Deborah Zambrana, Clinical Assistant

East Orange

Kelly Ferreira, LPN, Center Manager
Kisha Anderson, NP
Katherine Davis, Clinical Assistant
Yudelka Gonzalez, Clinical Assistant
Antinette Rhymes, Receptionist
Aneekah Simmons, Physician Assistant

Ironbound, Newark

Rebeca Lopez, LPN, Center Manager
Sandra Mercorelli, Clinical Assistant
Jennyfer Vedia, LPN
Diana Vidal, Receptionist

Montclair

Phyllis Rowan, LPN, Center Manager
Jacquelyn Centalanza, Receptionist
Trishaun Hamilton, Clinical Assistant/Lab Tech
Angela Peterson, Clinical Assistant
Bonnie Probert, NP
Azia Tillman, Clinical Assistant
Towanda Williams, RN

Paterson

Paula Hudson-Lambkin, RN, Center Manager
Yury Gomez, Clinical Assistant/Lab Tech
Janet Ferrer, Clinical Assistant
Yvonne Jackson, LPN
Lori Marino, Physician Assistant
Aileen Morales, Receptionist

Pompton Lakes

Daneane Finley, RN, Center Manager
Atiyah Hargrove, Receptionist
Evelyn Malave, Clinical Assistant
Mary Sessa, NP

Per Diem Clinicians:

Barbara Podinker
Kellie Volcy
Mary Yori





Planned Parenthood of Metropolitan New Jersey

Health Centers

Chubb Center/Newark

151 Washington Street
Newark, NJ 07102
P: 973.622.3900



Paterson

680 Broadway
Paterson, NJ 07505
P: 973.345.3883



Ironbound/Newark

70 Adams Street
Newark, NJ 07105
P: 973.465.7707



East Orange

560 MLK Blvd., Suite 100
East Orange, NJ 07018
P: 973.674.4343



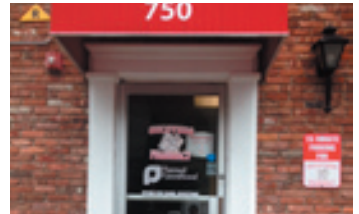
Montclair

29 N. Fullerton Avenue
Montclair, NJ 07042
P: 973.746.7116



Pompton Lakes

750 Hamburg Turnpike
Pompton Lakes, NJ 07442
P: 973.839.2363



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PPMNJ Administrative Offices

151 Washington Street
Newark, NJ 07102
P: 973.622.3900
F: 973.596.2851

Visit our website: www.ppmnj.org
Discover our Blog: www.sexualtapestry.com

AT PLANNED PARENTHOOD, CARE IS MUCH MORE THAN THE SERVICES WE PROVIDE; IT IS THE WAY WE APPROACH OUR WORLD.

WE CARE.

DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.

WE ARE UNWAVERING IN OUR BELIEF THAT ALL PEOPLE DESERVE HIGH-QUALITY, AFFORDABLE HEALTH CARE. WE ARE TIRELESS IN OUR EFFORTS TO PROVIDE EDUCATION AND INFORMATION SO PEOPLE CAN MAKE THEIR OWN HEALTH DECISIONS. WE PROUDLY FIGHT FOR WOMEN TO BE ABLE TO GET THE REPRODUCTIVE SERVICES THEY NEED. WE DO ALL OF THIS BECAUSE

WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE

LEAD HEALTHY LIVES.

NO MATTER WHO THEY ARE. NO MATTER WHERE THEY LIVE. WE WILL DO EVERYTHING WE CAN TO GET THEM THE CARE THEY NEED. BECAUSE WE BELIEVE THAT WHEN PEOPLE ARE TRULY CARED FOR, THEY WILL MAKE THEIR LIVES, THEIR FAMILIES – AND EVEN THE WORLD – BETTER AND HEALTHIER.

PLANNED PARENTHOOD. CARE. NO MATTER WHAT.

