



# COMPASSION. RESPECT. RESILIENCE.



2020 ANNUAL REPORT



Planned Parenthood of  
Metropolitan New Jersey





**Without darkness, nothing comes to birth, as without light, nothing flowers.**

— May Sarton



**Roslyn Rogers Collins**  
President and CEO



**Jessica Restaino**  
Chair, Board of Trustees

## DEAR FRIENDS,

2020 did not bring the calm waters that we hoped were ahead as the year started, yet there is reason for gratitude.

We are proud of achieving accomplishments and overcoming struggles. May Sarton reminds us, “Without darkness, nothing comes to birth, as without light, nothing flowers.”

COVID-19 has stretched us all to our limits. Across the country, the past year made fresh cuts in existing wounds: disparities in access to health care as the virus raged in communities and legacies of racial pain on our streets. [Nevertheless, at Planned Parenthood of Metropolitan New Jersey we continued to take care of our patients, to innovate and expand the services we offer, and to build new networks for growth.](#)

While maintaining CDC safety protocols in our five health centers, we provided more than 23,500 patient visits in 2020. We provided essential reproductive healthcare: family planning, STI testing and treatment, lifesaving breast and cervical cancer screenings, and safe abortion services. To accommodate our patients’ safety concerns, we expanded our telehealth services by more than 100%.

We are proud that this year, even as the pandemic raged, we expanded our services to include gender-affirming hormone therapy (GAHT) for our transgender patients. In the first months we offered GAHT, our patient numbers for this service doubled as word spread. We believe in our patients’ right to their humanity and their safety. Our clinicians are dedicated to fostering an environment in which ALL of our patients feel valued and heard.

We have worked as a team, united by shared goals, across board trustees and affiliate leadership staff. A new board committee focused on education has recruited outside experts in public health and secondary-level sexual education. This new committee has teamed up with staff to widen our networks for education initiatives. To that end, we recently secured a grant in partnership with three other Planned Parenthood affiliates to convert sexuality education workshops into platforms for virtual learning environments for area schools. Our board retreat in September centered on anti-racist work and included expert presentations designed to educate us about the racist history of medicine and the current challenges for patients with disabilities in securing reliable healthcare.

Through it all, with the generous support of our friends and donors, our financial health remained strong. [We could not have done this without a wide network of support.](#) Together we honor a hard year of growth, resilience, and ingenuity. We are proud of this annual report and excited to move forward together.

**Roslyn Rogers Collins**

**Jessica Restaino**

# TOGETHER WE STAND FOR ALL



## Governor Murphy Supports Family Planning Services

PPMNJ President and CEO Roslyn Rogers Collins joined Governor Phil Murphy and others for the signing of Bill A5802 which made a fiscal year 2020 appropriation of \$9.5 million to the NJ Family Planning League which includes PPMNJ. The legislation replaced critical federal funding for family planning services impacted by the Trump Administration's implementation of the Title X gag rule which limited access to healthcare and family planning resources.



## Let's Stir Things Up

Our annual spring event went virtual in 2020 and was a big hit. Speaker Kelley Robinson, Executive Director of Planned Parenthood Action Fund was the keynote speaker to more than 80 PPMNJ supporters.



## Ride for Reproductive Rights

D\*Fit Montclair and BSTV co-hosted a sold-out outdoor spin class the morning after Thanksgiving with 100% of the proceeds benefiting PPMNJ. Participants were treated to free t-shirts, buttons, and other swag.



## Montclair Bread Company Fundraiser

Montclair Bread Company, a local bakery in Montclair, raised more than \$2,000 for PPMNJ on Election Day, 2020. The line for baked goodies wrapped around the block!



## Reproductive Freedom Act

In October 2020 the Reproductive Freedom Act was introduced in New Jersey. Our Director of Communications and External Affairs, Erin Chung, spoke at a Ruth Bader Ginsburg legacy rally in support of the important piece of legislation.

# 2020 PPMNJ AT-A-GLANCE

## Gender Affirming Care Launched in Paterson!

In 2020, we launched Gender Affirming Hormone Therapy in our Paterson Health Center for our patients, 18 and over. The demand for this service was immediate and has grown. We are so proud to be a place where every patient knows they will receive non-judgmental, compassionate, and high-quality care.



Ultimately my decision to receive hormone replacement therapy was out of self-love and preservation. The rates of attempted suicide within the transgender community are staggering and at one point in my life, I was part of that statistic. I can honestly say that Planned Parenthood saved my life. It was the first time that an institution treated me with respect and dignity and the first time that I was called by *my name*.

— Paterson Gender Affirming Hormone Therapy patient



### Patient Visits

#### Total Patients

**14,970**

#### Total Visits

- 3,430** East Orange Health Center
- 2,071** Ironbound Health Center (Newark)
- 5,824** Montclair Health Center
- 4,489** Mulberry Health Center (Newark)
- 4,416** Paterson Health Center
- 1,859** Telehealth (direct patients)



### Family Planning and Health Services

- 6,346** Pregnancy tests
- 5,757** Cancer screenings (Pap tests, breast exams, HPV exams, colposcopy, LEEPs, etc.)
- 26,291** Sexually Transmitted Infection and HIV tests and treatment
- 15,471** Cycles of birth control (pills, rings, patches, IUCs insertions, implants, DMPA, EC)
- 1,607** Medication Abortion
- 115** PREP Patients
- 22** Gender Affirming Hormone Therapy



I joined the Teen Links program as a bright-eyed freshman who needed to be pushed out of my comfort zone. This program has given me the confidence to speak comfortably about STIs and sexuality in front of crowds and with people from different walks of life. I have also made some amazing friendships and met really interesting people.

— Kristina Spencer, Teen Links intern



## Patient Demographics

### Race

- 49%** Black
- 38%** White
- 13%** Other

### Ethnicity

- 32%** Hispanic/Latinx
- 68%** Non-Hispanic/Latinx

### Age

- 14%** 19 or younger
- 53%** 20-29
- 24%** 30-29
- 9%** 40 or older

### Gender Identity or Biological Sex

- 82%** Female
- 18%** Male

### Below Poverty Guideline

72% of our patients have an annual income below 150% of the Federal Poverty Level. Roughly \$39,300 total per year for a family of four.



## Sexuality Education

- 60 workshops to more than 1,000 participants
- Our peer-to-peer sexuality education interns “Teen Links” offered multiple virtual workshops over the course of the year
- Facilitated two “Black Caucus” sessions for Planned Parenthood Federation of America
- Expanded our reach into Hudson County by establishing a partnership with Hoboken High School for sexuality education workshops
- Relunched PPMNJ’s Education website with new features and content
- Celebrated our first ever virtual Teen Life Conference with more than 100 registrants



## Public Policy and Advocacy

PPMNJ spent much of 2020 working with the Planned Parenthood Action Fund of New Jersey advocating for the Reproductive Freedom Act, hosting volunteers to recruit census participants in our health centers, and attending community events focused on reproductive justice and the reinstatement of Title X funding.



PPMNJ Director of Communications and External Affairs, Erin Chung, speaks on a panel with Montclair Mayor Sean Spiller in support of the Reproductive Freedom Act.

# THANK YOU TO ALL OUR DONORS!

*PPMNJ is fortunate to have a diverse group of funders dedicated to our mission, including individuals, public and private foundations, and government sources. Their contributions enable us to continue to provide our important services.*

## **A Special Toast to our Mulberry and More Campaign**

Our Mulberry and More supporters gathered virtually on June 18th, 2020 to commemorate reaching our campaign goal of raising \$3,183,424 for the costs of renovations to our Mulberry Health Center and the delivery of essential healthcare services and educational programs in Essex, Passaic, and Hudson counties. Our heartfelt gratitude goes out to our generous donors, grantors, and the State of New Jersey for making our work possible!

## **COVID CHALLENGE Campaign a Success**

When COVID-19 forced us to temporarily close our Ironbound and East Orange health centers because they were too small to adhere to social distancing regulations, our supporters stepped up in a big way to help us through a challenging year. With nine Lead Gifts, 12 Do It Yourself Fundraisers, and our Year-End Appeal, our COVID CHALLENGE Match Campaign raised \$216,729 to ensure our doors would stay open to serve the patients who need our care. We are beyond grateful to all of our supporters who contributed.

## **Thank You Victoria Foundation!**

The Victoria Foundation seeks to improve the lives of Newark's vulnerable children and their families through access to high-quality youth development programs, as well as efforts to stabilize fragile families. They have now supported PPMNJ for over a decade! We thank them for their consistent support and look forward to our continued partnership.

# 2020 SOLIDARITY

## **Solidarity Gala Welcomes Alexis McGill Johnson**

President and CEO of Planned Parenthood Federation of America  
and the Planned Parenthood Action Fund

Our virtual Solidarity Gala on November 12th was a great success. We shared an inspiring evening of speakers, cocktails, toasts, and handmade advocacy posters! Thank you to the 200-plus supporters who joined us, participated in our online auction, and donated so generously the night of the event.

# Gala



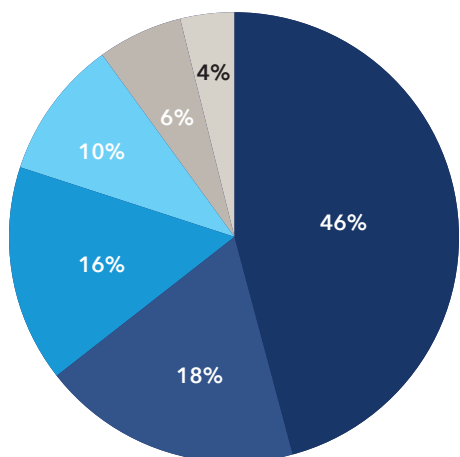
## **\$65,641**

raised to support our important mission to provide reproductive health care for **ALL** in Essex, Passaic, and Hudson counties.



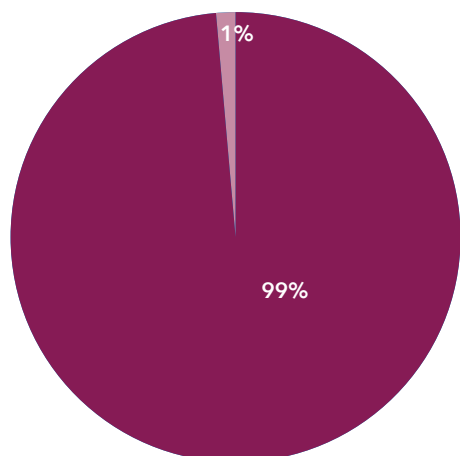
# PPMNJ FINANCIAL RESULTS\*

\*Due to social distancing requirements, patient visits were limited.



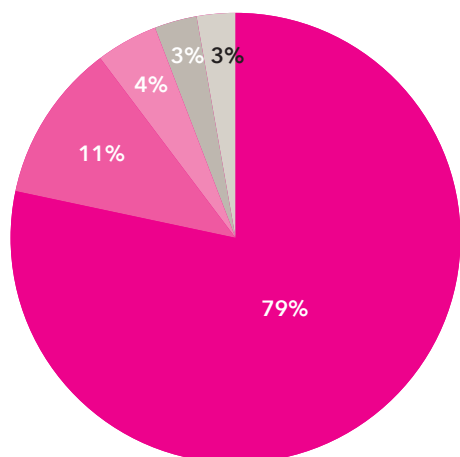
## Revenues

State	\$ 4,499,413
Contributions, Foundations, and Grants	\$ 1,800,298
Medicaid	\$ 1,539,914
Insurance	\$ 973,797
Patient Fees	\$ 579,663
Other Revenue	\$ 374,045
<b>Total Revenues</b>	<b>\$9,767,130</b>



## Non-Operating Changes

Gain on Investment Securities	\$ 485,743
Gain in Value on Split Interest Agreements	\$ 5,525
<b>Total Non-Operating Changes</b>	<b>\$ 491,268</b>



## Expenses

Patient and Community Services	\$ 6,291,356
Management and General	\$ 910,304
Development	\$ 350,838
Public Education	\$ 244,680
External Affairs	\$ 211,446
<b>Total Expenses</b>	<b>\$8,008,624</b>

## Mission

PPMNJ empowers individuals to make voluntary, informed decisions about their reproductive lives by providing safe, affordable healthcare, educational services, and championing public policies to make those services available to all.

## Vision

PPMNJ is recognized as a leader in reproductive healthcare by providing a standard of excellence in clinical services, education, and advocacy for our patients and community members in Essex, Hudson, and Passaic counties. Together, with the national Planned Parenthood movement we are creating a healthier generation and a more just society by putting sexuality education and sexual healthcare in the hands of people, giving them information and the power they deserve to shape the future.

## Core Values

PPMNJ serves our clients with professionalism, compassion, and respect. We responsibly advocate for patients and their rights. We serve all people regardless of age, race, ethnicity, religion, gender, national origin, socioeconomic status, disability, or sexual orientation with excellence, integrity, and pride. We practice kindness, flexibility, patience, confidentiality, and dependability. We have the courage to make choices that strengthen our communities.

**Thank you to ALL our  
dedicated staff and  
Board of Directors.**

**You make it possible for  
us to live our mission to  
Care. No Matter What.**

## Board of Directors

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Kimberly White

Renee Yozzi

## PPMNJ Leadership Team

**Roslyn Rogers Collins**

President and CEO

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Health Services

**Marcia Mann**

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and Systems Management

## Honorary Trustees

**The Rev. Diana Clark**

Foster Story Osborne

Marilea Schlobohm

**Ed Stuart**

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## PPMNJ Health Centers

**East Orange**

560 MLK Blvd. Suite 100

East Orange, NJ 07107

P 973.674.4343

**Newark, Ironbound**

70 Adams Street

Newark, NJ 07105

P 973.465.7707

**Newark, Mulberry**

240 Mulberry Street

Newark, NJ 07102

P 973.622.3900

**Montclair**

29 N. Fullerton Avenue

Montclair, NJ 07042

P 973.746.7116

**Paterson**

680 Broadway

Paterson, NJ 07514

P 973.345.3883



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