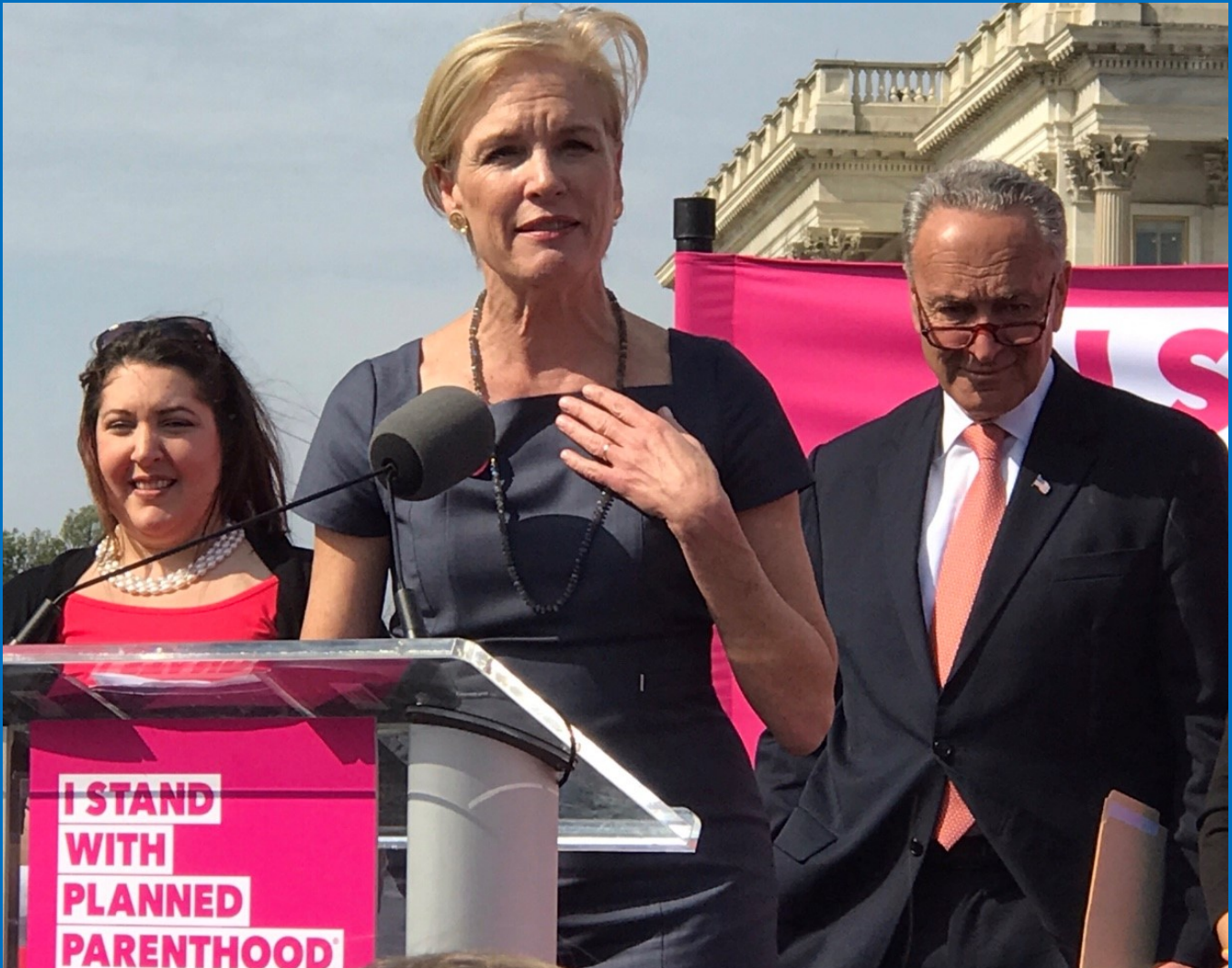




Planned Parenthood  
of the North Country New York, Inc.

# ANNUAL Report to the Community 2017



PPNCNY patient and advocate Jaime Benner with PPFA President Cecile Richards and NY Senator Chuck Schumer at US Capital

Canton • Lowville • Malone • Ogdensburg • Plattsburgh • Saranac Lake • Watertown

## FROM OUR PRESIDENT & CEO

# Tess Sacco Barker

Every day in the North Country, our medical providers and staff open the doors of Planned Parenthood health centers to get birth control, cancer screenings, STI testing and treatment, and safe and legal abortion. They don't come to us to make a political statement. They come to get compassionate, expert care.

Your local Planned Parenthood health centers provided that care to nearly 8,000 people in 2017 — regardless of where they live, their income, their immigration status, and their race, religion, gender identity or sexual orientation. And we did it despite the historic threat to our mission and the people we serve.

Three separate times, against all odds, we defeated bills that would have blocked patients who rely on Medicaid from coming to Planned Parenthood health centers for care. We won these fights because our supporters and patients leaped into action — shutting down the congressional switchboard with their calls, taking over town halls, and speaking out online and in the streets.

We know there are more fights ahead. We know that patients in states with hostile political climates will continue to face higher, harder barriers to getting care. Congress and this administration will try again to “defund” Planned Parenthood and undermine our ability to serve patients whenever they can. But as we enter a new year, we are stronger and bolder than ever before. In the North Country, since November 2016, new donors have stepped up to support Planned Parenthood, volunteers are looking to get involved, young people are joining the movement on campuses and online, and more people than ever are pledging to organize their communities and take action to protect access to care at Planned Parenthood.

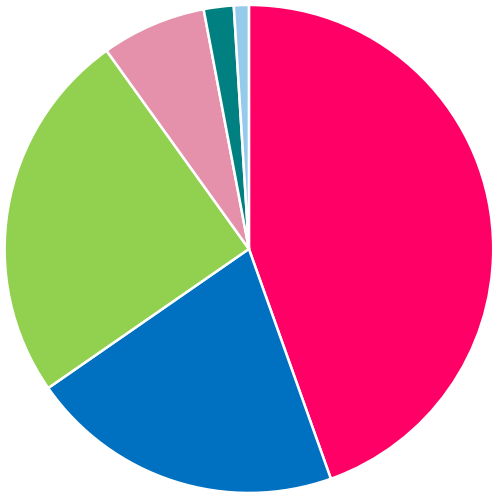
Because of your support, we're not just fending off attacks. We're expanding access to care — providing new services for our transgender patients, expanding medical abortion access and opening a community outreach center to promote youth engagement. And we're continuing to mobilize our supporters to fight for the health and rights of the people we serve.

THANK YOU for standing with us. Together we'll make sure all patients get the care they deserve — no matter what.



A handwritten signature in black ink that reads "Tess Sacco Barker".

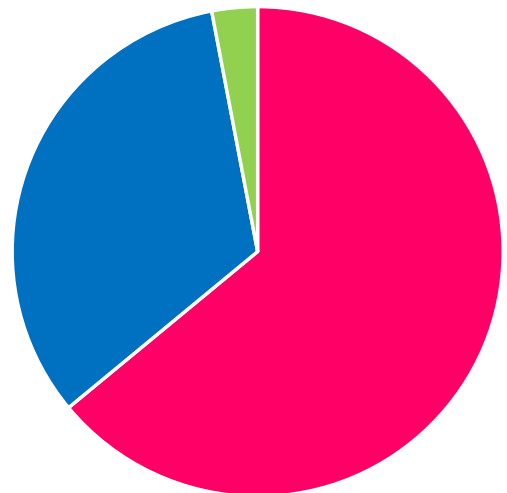
# Financials



## REVENUE

■ Government Grant Revenue .....	<b>42%</b>
	2,440,206
■ Medicaid, etc. ....	<b>18%</b>
	1,027,042
■ Insurance .....	<b>25%</b>
	1,431,529
■ Fund-raising Revenue.....	<b>10%</b>
	605,731
■ Client Fees .....	<b>1%</b>
	58,153
■ Other .....	<b>&lt; 4%</b>
	252,319

**TOTAL REVENUE: \$5,814,980**



## EXPENSES

■ Direct Service Expenses .....	<b>69%</b>
	3,796,816
■ Non-Direct Service Exp. ....	<b>29%</b>
	1,591,338
■ Fund-Raising .....	<b>2%</b>
	126,595

**TOTAL EXPENSES: 5,514,749**



**PROUD TO BE A SOURCE OF  
NONJUDGMENTAL HEALTH CARE  
AND INFORMATION**

# Health Care

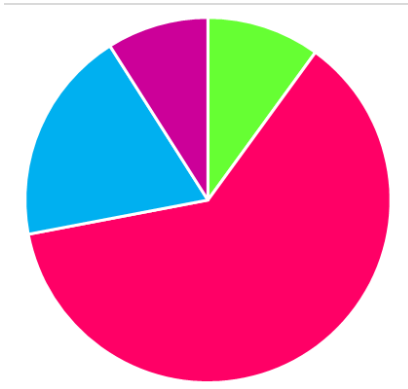
## PATIENT NUMBERS AND VISITS

7,808 - Patients  
 13,095 - Visits  
 12,378 - Chlamydia, Gonorrhea, Syphilis Tests  
 3,047 - Breast Exams

5,199 Pregnancy Tests  
 2,653 - HIV Tests  
 1,363 - Pap Tests  
 235- Doses of Emergency Contraception

## PATIENT AGE

- < 18 - 12%
- 18 - 29 - 61%
- 30 - 39 - 19%
- ≥ 40 - 8%



## PATIENT INCOME

- ≤ 100% of \*FPL - 55%
- 101 - 200% of \*FPL - 28%
- ≥ 201% of \*FPL - 17%

\*FPL= Federal Poverty Level. In 2016, this was an annual income of \$24,600.00 for a family of four.



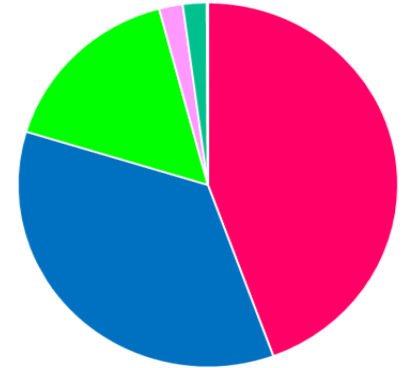
## SERVICES BY TYPE

- Problem Visits - 53.3%
- Annual Exams - 11%
- Birth Control - 20%
- Initial Exam - 2%
- Pregnancy Test - 13%
- Abortion - .4%
- Counseling - .3%



## PATIENT PAYMENT METHODS

- Private Insurance - 44%
- Medicaid & Medicaid Managed Care - 35%
- FPBP & FPEP - 16%
- No Charge via Title X - 2%
- Reduced via Title X - 2%
- Other - <1%
- Self Pay - <1%



Planned Parenthood of the North Country New York Inc.'s healthcare services for transgender patients expanded in April 2017 with the launch of gender affirming hormone therapy and referral services in our Watertown health center. PPNCNY is committed to improving the way transgender individuals receive healthcare in our region. As one of eight Planned Parenthood affiliates in the nation to offer these services, we proudly work together with our transgender community to lead the way in eliminating barriers to care.

Transgender people welcome here.

PPNCNY's Sexual Assault Services (SAS) and staff serves Clinton, Franklin and Essex counties. We provide on and off site visits with clients, school based visits, court-house accompaniments, legal advocacy and Office of Victim Services (OVS) compensation claim assistance. We also provide a 24 -hour sexual assault hotline and counseling to victims of sexual violence and their families. In 2017, our Sexual Assault Services staff served over 156 men, women and children and counseled 381 calls on our hotline.



**You are not a victim for sharing your story. You are a survivor setting the world on fire with your truth. And you never know who needs your light, your warmth, and raging courage. — Alex Elle**

## Denim Day supports PPNCNY's Sexual Assault Services



Denim Day is a campaign to prevent sexual violence through education and public awareness. April is Sexual Assault Awareness Month, and Denim Day is a call to action for all people to come together by wearing denim as a visible sign of protest against sexual violence. Each year in April, PPNCNY sells Denim Day pins to raise money for SAS of Clinton, Franklin, and Essex Counties. Wearing these pins on Denim Day is a sign of solidarity in support of survivors of sexual assault—locally and around the world. With a suggested donation of \$5, over \$1,250 was donated in 2017 to raise awareness of sexual assault and its effects on our community.

Why denim? Denim Day was originally triggered by a ruling by the 1997 Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day was developed in response to this case and wearing jeans during this annual event has become a symbol of protest against erroneous and destructive attitudes about sexual assault. Women of the Italian Legislature protested the decision by wearing jeans to work. As news of the decision spread, so did the protest. In April 1999, a social service agency in Los Angeles established the first Denim Day in the United States.



The second annual 5K Color Run took place on October 15, 2017 at Carousel Park in Saranac Lake and raised over \$1,500 for PPNCNY's Sexual Assault Services.

# Advocates for Choice



You may remember Jaime Benner. She was a patient of PPNCNY who credited us with saving her life. Our Watertown office referred her to a Rochester health center and her doctor performed a double radical mastectomy. Jaime was a day away from Stage 4 breast cancer. She became a national spokeswoman for Planned Parenthood, with her story broadcasted nationwide. Jaime is on the cover of our Annual Report with Senator Schumer and Planned Parenthood President, Cecile Richards and is a co-founder of the Planned Parenthood Cancer Survivors Network. We are so proud to have her as an PPNCNY advocate in our community.



February 2017, our supporters heard there was going to be a "Defund Planned Parenthood" rally at our Plattsburgh health center. The 20 protestors who showed up to press for defunding of Planned Parenthood were met with 165 enthusiastic and passionate Planned Parenthood supporters. Whoo Hoo! The Press Republican stated. "Though opposing viewpoints were in close quarters, the atmosphere was cordial."

## Act. No matter what.



"Day of Action" in Albany on January 30, 2017, brought together thousands of NY advocates, including three generations of PPNCNY supporters. Pictured: Bobbie Hulnick, Dani King, Nurse Practitioner for PPNCNY and former CEO of PPNCNY, Betsy Brown.



On January 24, 2017, Lisa G's in Saranac Lake hosted Sex Trivia. Our first event after the November 2016 election raised over \$5,000 for PPNCNY.



PPNCNY's Spring Plunge was held June 3, 2017. These hearty folks took the first plunge of the season into Lake Champlain to raise money for vital health services, Sexual Assault Services and prevention and education programs. The plunge was a splashing success, and PPNCNY ultimately raised over \$9,500.00 to further our mission.



Many of our Planned Parenthood champions and supporters have offered the power of their relationships and friendships to help us increase awareness and access to PPNCNY's services and mission by hosting house parties.

Attendees and party hosts appreciate increasing their awareness about our work in the North Country while growing our network of donors, advocates and volunteers.

Our CEO and leadership staff are pleased to speak to your group about the impact of this administration on Planned Parenthood locally and nationally, and provide your guests information on our services and plans for the future. You can check out our "How to Host a House Party" on our web page at [ppncny.org](http://ppncny.org) or call our Development department at 315-782-1818 x 236 to schedule your own house party.



Staff and Board members posed for a picture at "A Night of Encouragement" held at the Barn at 1844 house. Front left: Emily Goldsmith, PPNCNY Board President Cheryl Douglass, Carol Gable. Back left: Alex Augsbury, Jane Spencer, Katie Ramus, Lin Griffin, Jaime Benner, PPNCNY CEO, Tess Barker and Corinne Barber.

PPNCNY held "A Night of Encouragement" and epicurean delights at The Barn 1844 house in Potsdam NY. Jaime Benner, co-founder of the Cancer Survivor's Network from Planned Parenthood Federation was the guest speaker. The event was held the National Day of Encouragement, September 12th. It was a gorgeous fall evening with over 50 guests in attendance. The event raised over \$4,500 for Planned Parenthood.

# The "Write" Choice

Planned Parenthood Sexual Assault Services and The Adirondack Center for Writing teamed up in 2017 to pilot the first **Listen Poetry Festival**. This unique collaboration between an arts organization and a public health organization offered innovative arts programming with a critical social health message. The festival took place in April to honor both sexual assault awareness month and national poetry month.

This pilot collaboration featured four spoken word poets performing a series of pieces regarding consent, gender, and sexual assault for Essex and Franklin county high schools, as well as Paul Smith's College and North Country Community College in Saranac Lake. The objective of this collaboration was to bring real stories to light through a platform that is relatable, exciting, and entertaining. The performances were followed up by hour long workshops facilitated by poets, who are all trained through the Dialogue Arts Project in New York City.

In addition to the performance and workshops, each student received a folder with general information about sexual violence, along with information on national resources, local resources, Enough is Enough legislation, affirmative consent, Title IX, and survivor stories. Planned Parenthood's Sexual Assault Services team was present to provide immediate crisis counseling.

The poets selected to participate in this program were chosen because they all have acclaimed work pertaining to the subject, are all award-winning spoken word poets who give electrifying performances, and because they are all trained Dialog Arts Project staff who can confidently lead workshops on exploring themes as complicated and emotional as sexual consent and assault.



Spoken Word Poets: Jeanann Verlee, Carlos Andres Gomez, Jon Sands and Lauren Whitehead.



Workshops for the event were designed by the poets. The goal of the workshops was to open up a difficult conversation and allow a space for students to reflect on their school's culture. Students were prompted to discuss relationships, gender roles, and societal pressures. They then analyzed a poem and were told to write something modeled off the given piece of work. Feedback from teachers and students was overwhelmingly positive. Below is an example of many wonderful things stated about the event's impact...

"All I can say is WOW! The program was absolutely amazing. The poets were powerful, compelling and genuine. Their treatment of these tough topics was real and therefore lent themselves to full engagement with the students. Our students had such positive feedback, and stated they thought this type of program was very useful. We had students who typically clown around in assemblies at school, come back to school and were animated in their praise of the program when speaking with other teachers. Offering students the opportunity to dig deep into their own selves in creative and private ways was extraordinary."

## When PP Superhero's give monthly, it makes a POWERFUL impact!

Please consider an automatic gift on the 7th of each month from your Visa, MasterCard, American Express or Discover card.

I, \_\_\_\_\_ (name) pledge \$ \_\_\_\_\_ (monthly amount) to be charged to my:

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

CVV Code (on reverse of card) \_\_\_\_\_ AMEX is the 4 digit code on the front of the card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Your bank account or credit card statement will serve as a monthly record of your transaction. You can notify us by telephone or in writing when you wish to change or cancel this agreement. PPNCNY will provide you a summary of annual gifts in January.





With the opening of PPNCNY's Watertown Community Outreach Center in December 2017, our Teen Advocacy Program (TAP) has a new base of operations creating a safe space environment for both learning and gathering with peers and friends. Peer Educators have been able to facilitate important workshops under the new series *Snacktivities* on consent, healthy relationships, LGBTQIA+ inclusivity, social media etiquette, contraception options, STI testing and treatment, stress reduction and accessing Planned Parenthood services.

The Teen Advocacy Program offers larger scale events like the "Let's Taco-Bout It," a walking taco buffet which focuses on Sexual Assault Awareness month, a "Conse-tea" tea party that highlights the importance of asking for consent in all activities and multiple movie screenings that emphasized varying topics in women's rights, reproductive justice and equality. PPNCNY has been able to reach and serve many students on a new and/or recurring basis through this program. Peer Educators are excited to start bringing on volunteer Peer Advocates and building a movement of volunteer activists throughout the

schools in Jefferson and Lewis counties. Peer Advocates serve as important sources of information and provide direct linkages to Planned Parenthood, removing barriers for students to access healthcare and information in a confidential and positive way, through people they trust, right in their local schools.

### Our Health Center waiting and exam rooms received a make-over in 2017!

Modern furniture and vibrant access walls are giving our patients and visitors a warmer welcome! Complimentary WiFi, charging stations and ipads are available in all of our waiting rooms. Our patients are pleased to see colorful mobiles in all of our exam rooms. PPNCNY staff was asked to take photos of their favorite North Country scenery. Their photos were turned into the artwork that hangs in each health center. The response has been wonderful! Be sure to stop by and check out all that's new and colorful at Planned Parenthood of the North Country New York Inc.



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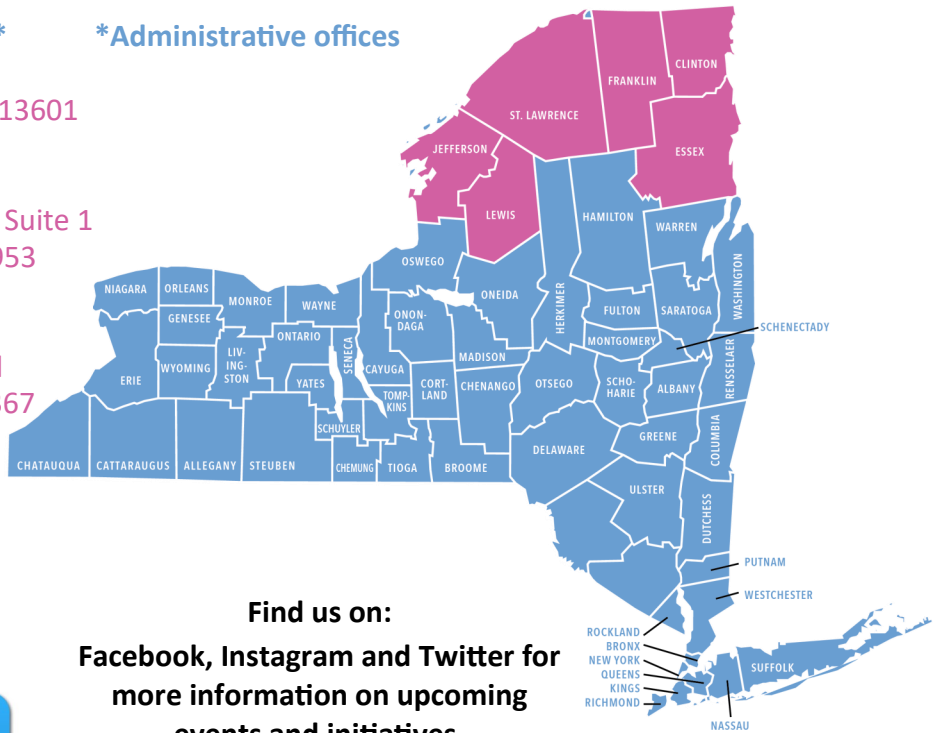
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Or visit us at  
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\*Administrative offices



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