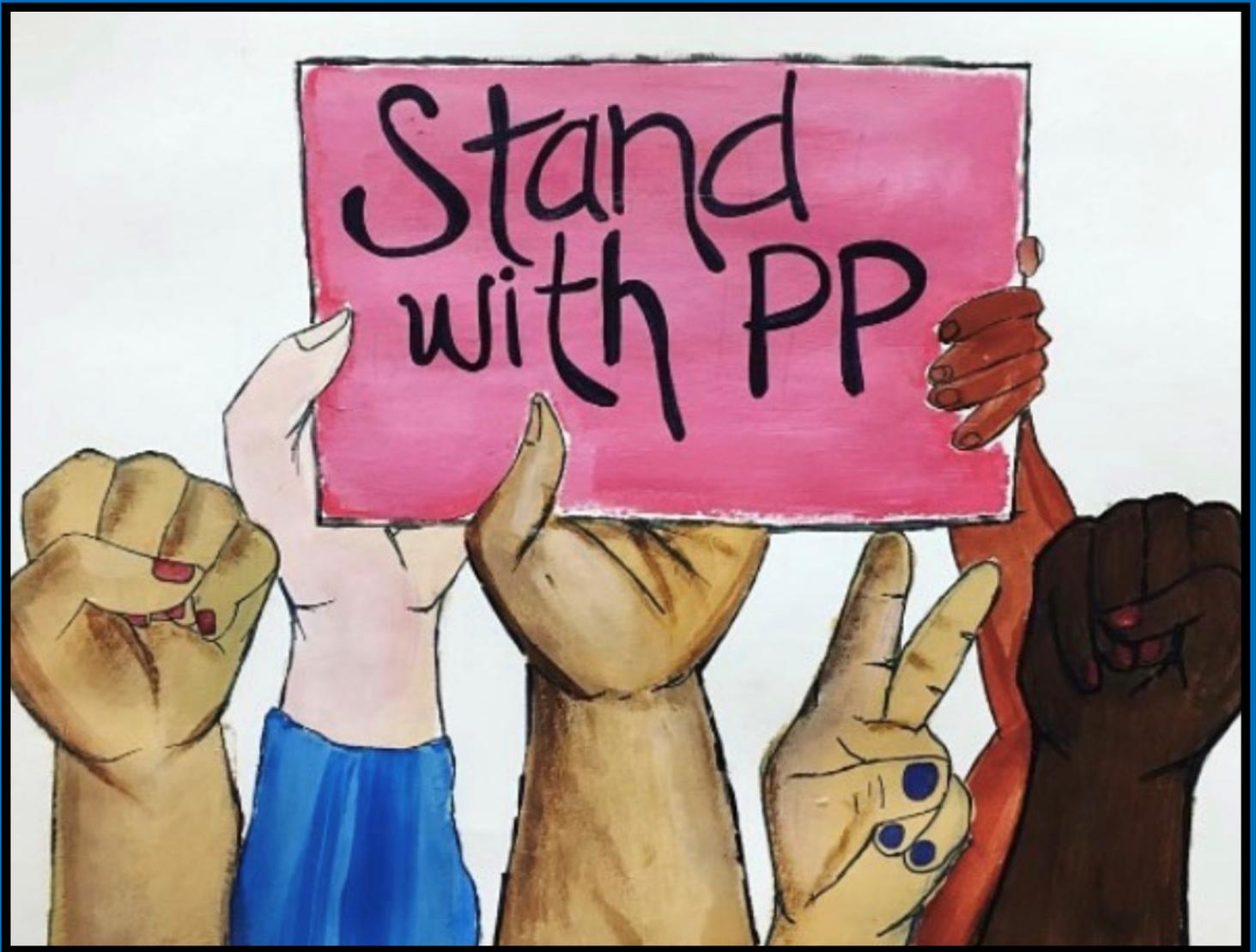




Planned Parenthood  
of the North Country New York, Inc.

# 2019 Annual Report to the Community



## FROM OUR PRESIDENT & CEO, **Tess Sacco Barker**

Resilient. Courageous. Dedicated.

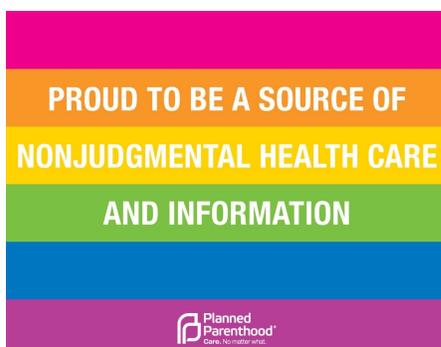
Few superlatives are adequate when describing Planned Parenthood of the North Country New York lately. We've experienced headwinds driven by extremists in and out of the government, but we have never seen anything like the past year. Whether it was a dangerous law banning abortion, a presidential administration blocking the ability of health care providers to share facts with patients, or a state regulator weaponizing licensing to prevent direct patient care, the 2019 fiscal year was turbulent.

But amidst that volatile time, we also found optimism and hope.

While most other organizations would have struggled to survive, Planned Parenthood thrived. Powerful interests wanted to shut us down, but each time they failed. We are still here. Not only are we still here, we're fully engaged in planning for the future. We are leveraging technology and expanding our services. We are assessing the needs of our communities and planning new ways to meet our patients where they are, providing the essential services they need.

For more than 100 years, Planned Parenthood has been a community of real people coming together around the foundational idea that freedom begins at the individual level—that no person is free who is not in control of their own body. And that extends beyond choice. That means scientifically sound, culturally relevant sex education. That means affordable, accessible contraception. That means informed and persistent advocacy. That means gender and racial equity. It's as urgent a mission today as it was in 1916. As a Planned Parenthood donor, you are changing lives. You are changing the world.

Thank you again for putting patients first and enjoy the Annual Report. After all, you made it happen.



In solidarity,

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

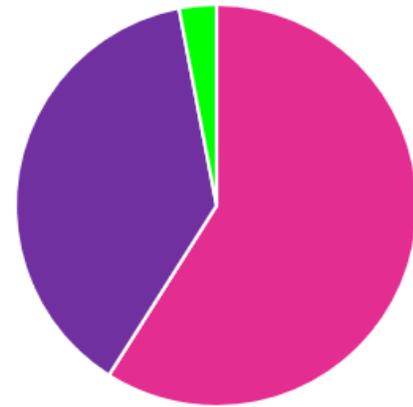
# Financials



## REVENUE

■ Government Grant Revenue .....	<b>44%</b>
	\$2,305,282
■ Medicaid, etc. ....	<b>23%</b>
	\$1,218,300
■ Insurance .....	<b>22%</b>
	\$1,157,872
■ Fundraising Revenue.....	<b>6%</b>
	\$295,797
■ Client Fees .....	<b>1%</b>
	\$30,584
■ Other .....	<b>4%</b>
	\$207,693

**TOTAL REVENUE: \$5,215,528**



## EXPENSES

■ Direct Service Expenses .....	<b>59%</b>
	\$3,339,507
■ Non-Direct Service Exp. ....	<b>38%</b>
	\$2,193,495
■ Fundraising Expenses.....	<b>3%</b>
	\$165,043

**TOTAL EXPENSES: \$5,698,045**



# Health Care

## PATIENT NUMBERS AND VISITS

7,602—Patients

12,329—Patient Visits

2,357—Contraception Visits/Supply pick ups

280—Doses of Emergency Contraception

299— Gender Affirming Care

5,958—Pregnancy Tests

759—Long Acting Reversible Contraceptives (LARC)

6,027—Cancer Screenings (Breast exams, Pap tests, Colpos & LEEPs)

16,705—STI/HIV Tests

57 —Primary Care Visits

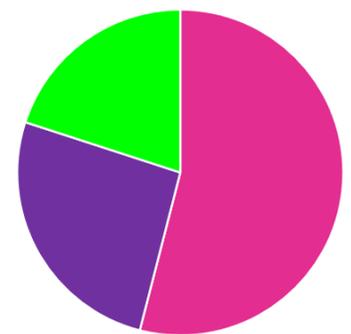
### PATIENT AGE

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



### PATIENT INCOME

- ≤ 100% of \*FPL—54%
- 101 - 200% of \*FPL—26%
- ≥ 201% of \*FPL—20%



\*FPL= Federal Poverty Level.

In 2019, the FPL was an annual income of \$25,750 for a family of 4.

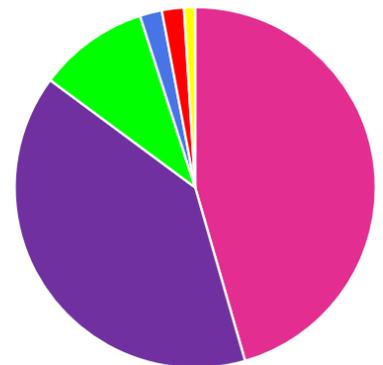
### SERVICES BY TYPE OF VISIT

- Problem Visits—50%
- Annual Exams —11%
- Birth Control—19%
- Initial Exam—1%
- Pregnancy Tests—12%
- Abortion—4%
- Gender Affirming Care—3%



### PATIENT PAYMENT METHODS

- Private Insurance—46%
- Medicaid & Managed Medicare —40%
- FPBP & FPEP—10%
- No Charge-Title X—2%
- Reduced via Title X—2%
- Self Pay—< 1%



We want to thank our North Country volunteers for all they do to make our affiliate stronger. In 2019 we had over 51 volunteers and interns across six counties give over 10,800 hours to help further our mission.

We are grateful for their time and service.

# Supporting Survivors of Sexual Assault



## Who does Planned Parenthood's Sexual Assault Team serve?

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, courthouse 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 2019, our Sexual Assault Services staff served over 175 men, women and children and counseled 285 calls to our hotline.

**Planned Parenthood is here to help victims of sexual abuse.**  
**Our Sexual Assault Hotline is toll free and available 24 hours a day.**  
**1-877-212-2323**

**Denim Day** is a campaign to help prevent sexual violence through education and public awareness. 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, supporters who donate \$5 or more receive a hand crafted pin made by PPNCNY employees. Denim Day pins raise money for our Sexual Assault Services. Wearing these pins on Denim Day (last Wednesday in April) is a sign of solidarity in support of survivors of sexual assault—locally and around the world.

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.



# I Ask

Sexual Assault Awareness Month 2019

April is Sexual Assault awareness month. Every 92 seconds an American is sexually assaulted. The theme of 2019 was "I ask." **Consent should be freely given, reversible, informed, enthusiastic and specific.** Our amazing team promotes SAS awareness and education across Clinton, Essex and Franklin counties all year long.

## SAS Employee Spotlight : Nathan Niles

*Sexual Assault Prevention Educator for Clinton, Franklin & Essex Counties*

*"Throughout my job with PPNCNY Sexual Assault Services, I provide educational programming around intervention and prevention of sexual violence. These include: consent, bystander prevention, healthy relationships, internet safety, safe-touch, LGBTQIA+ and inclusivity.*

*Being able to provide support and help meet the needs of my community is one of the many reasons why I enjoy this job so much! It is important to build a community where one feels safe, validated and accepted. Every day, I hope to continue to bring a helping hand and provide support and assistance for our students, families and community members across the North Country."*



# Community Outreach and Education



Our Community Outreach and Education team held a January retreat in Lake Placid to talk about the successes, challenges and opportunities they see each day across the affiliate. Our team shared their most meaningful interactions with community members, schools and partner agencies. We build on the success of these interactions and collaborations to identify schools, groups, businesses and partner agencies that would benefit from our programs and services. We provide sex education, LGBTQ services and support, information on birth control methods, consent, puberty, sexual orientation, diversity, pregnancy, STI testing, healthy relationships, personal communication skills, negotiation and decision making. Check out our Facebook and Instagram page for outreach events and community collaborations and partnerships. We had over 800 participants in our programs and events in 2019.

Planned Parenthood® celebrates

## MEN'S HEALTH MONTH

FREE Community Information Sessions/Discussions

Plattsburgh Public Library Smart Room

<b>Consent</b>	<b>Reproductive Health</b>
<b>Tuesday June 25th</b>	<b>Thursday June 27th</b>
<b>6:00-7:30 PM</b>	<b>6:00-7:30 PM</b>

Planned Parenthood® CELEBRATES NAT'L CONDOM WEEK FEB 14-21 WITH

## No Cost STD Tests

know your status, no cost tests for:  
Gonorrhea, Chlamydia & HIV

NO APPOINTMENTS, WALK-INS ONLY  
Watertown - Plattsburgh - Saranac Lake  
Canton - Ogdesburg - Malone  
for hours, visit ppnyc.org

SEPT 25 | 4-6 PM  
PP COC | PADDOCK ARCADE  
OPEN TO ALL TEENS-21

## Wellness Wednesday

JOIN US FOR FREE YOGA, MINDFULNESS, SELF CARE ACTIVITIES, SNACKS AND SMOOTHIES!

Our educators often create videos for social media to help folks feel at ease, with topics on birth control, what to do if you suspect you have a STI, and what to expect when you arrive for your appointment.

In May of 2019 our Malone Health Center hosted an open house! We are so fortunate to meet such amazing community members and former patients. One of our guests credited our Planned Parenthood with saving her life when she was eighteen. It means the world to us to reconnect and hear stories from our patients.





Planned Parenthood was honored to be with Governor Andrew Cuomo and attend NY's passing of the Reproductive Health Act on January 22, 2019 in Albany. The RHA ensures every woman has the ability to make the personal family planning decisions that are best for her. It also removes abortion from the criminal code and ensures constitutional protections are reflected in NY law. If there are fetal anomalies and/or maternal health risks later in pregnancy, after 24 weeks, a woman can now have an abortion without having to travel to another state for safe abortion care. The act also ensures medical practitioners who are licensed, certified and trained to provide abortion care may lawfully do so, thereby improving women's access to care.

## Planned Parenthood loses Title X funding with Gag Rule

Title X has served as a vital public health program, ensuring vulnerable populations—especially low-income women—have access to basic, preventive reproductive health care. The Health and Human Services department under the Trump-Pence administration banned health providers in the Title X program across the country from telling women how they can safely and legally access abortion. This Gag Rule makes it impossible for patients participating in the program to get birth control at places like Planned Parenthood. It also prohibits doctors from giving women full information about all of their sexual and reproductive health care options, specifically abortion. The Gag Rule harms patient care and causes physicians and other health care professionals to violate ethical obligations by preventing Title X health centers from providing full information to patients about all of their reproductive care options. The Trump Pence administration's rule withholds federal funding from providers that do offer the full range of family planning services, like abortion, much to the detriment of the millions of Americans who depend on Title X for reproductive care. The Gag Rule was specifically designed to hurt Planned Parenthood's across the nation.

**TITLE X SERVICES**

- 1970**  
Title X Family Planning Program was launched in 1970 under President Nixon
- Services include:**
  - diagnostic exams
  - Pap tests
  - breast cancer screening
  - pregnancy testing
  - birth control
  - STI and HIV screening and treatment
- The Gag Rule prohibits** Title X funded institutions to refer patients to abortion services and blocks Planned Parenthood health centers from receiving funding due to a "physical separation" requirement.

## Planned Parenthood Advocates Gather for Day of Action in Albany



NYS Planned Parenthood advocates gathered in March at the Empire State Plaza for a Day of Action hosted by Planned Parenthood Empire State Acts. The pink scarves stood for solidarity. Our advocates will continue the fight to make sure local women still have access to family planning programs. There was celebration from the recent passage the Reproductive Health Act. However, there was also deep sadness by the recent gutting of federal funding (Title X) for healthcare organizations that provide abortions or refer patients for abortions. Title X helps lower-income patients; 83 percent of New York state Title X recipients are at or below the federal poverty level.

Attorney General Tish James stated, "Abortion care is healthcare and access to healthcare is a basic human right. As the federal government attacks our rights and attempts to gut our health care providers, it is imperative that we continue to advance legislation in New York to protect women's reproductive rights and access to care."



# Planned Parenthood PRIDE



In June 2019, Pride month was celebrated in Watertown, NY. Planned Parenthood was proud to participate and sponsor this event. Our goal is to participate sponsor, promote and encourage Pride events in all the communities we serve. Over 500 people attended the first Pride flag raising at City Hall and over 1,200 people participated in events related to supporting our local LGBTQ community. The Pride flag flying at City Hall is especially meaningful, as it encourages and promotes diversity, tolerance and inclusiveness. We proudly celebrate the resilience, strength and activism of LGBTQ communities and reaffirm our commitment to a world where no one experiences

discrimination, shame or violence because of their gender identity, gender expression or sexual orientation. We stand with lesbian, gay, bisexual, trans gender and queer people in the struggle for full equity—many of whom turn to us for health care, referrals, linkages to services, education and support.



Planned Parenthood's Youth Advocates carry the first Pride flag to be raised in Watertown.



Planned Parenthood celebrates Pride week with LGBTQ Trivia at Garland City Beer Works, Watertown



Planned Parenthood celebrates Pride week with LGBTQ Trivia at Olive Ridley's, Plattsburgh.



Cookie Pride



Planned Parenthood staff joins the Victims Assistance Center and Jefferson Community College to celebrate National Coming Out Day

## Creating a Healthier World for Everyone in the North Country

Planned Parenthood has been a leading provider of high-quality, affordable health care for women men, and young people for over 100 years nationally and over 50 years locally. Many folks walk through our doors because they don't have anywhere else to turn for the vital healthcare they want, need and deserve. Many have Medicaid and/or little to no money to see a doctor. We pride ourselves on creating a safe environment for all who enter and we never turn anyone away if they cannot pay. We welcome everyone to our health centers and pride ourselves on being a "safe space" for all. If we cannot provide you with the service you need, we will get an appointment with a provider and /or health center that can help you.



We often hear folks say, "I went to Planned Parenthood when I didn't have insurance," or "When I was young, I didn't have a real doctor so I went to Planned Parenthood." **We have real doctors at Planned Parenthood!!** We encourage you to visit and or re-visit one of our health centers for your health care needs. In addition to our reproductive health services, we also provide primary care at all of health centers! This includes treatment for acute illnesses, asthma, anemia, controlled hypertension, controlled type 2 diabetes, depression /anxiety ,flu shots, all forms of birth control, testing and treatment for sexually transmitted infections, Pep and PreP testing, and lifesaving cancer screenings.

We are so proud to provide quality, compassionate care to transgender, intersex, non-binary, and gender non-confirming patients. We are committed to improving the way transgender people receive health care in our community, including eliminating barriers to that care. All of our patients are truly amazing!



As a trusted health care provider in the North Country, we are proud to enhance our services to meet the needs of our patients and community. Patients seeking these additional services will receive the same high-quality and affordable healthcare they have come to expect from Planned Parenthood. Patients are welcome with or without insurance. We accept Medicaid, Medicare and most major health plans. We welcome referrals and encourage new patients to make an appointment ahead of their visit. When our schedule allows, we can offer same-day appointments. **Please call 1.800.230.PLAN to make an appointment.**

### Here's how our patients felt about their visit at Planned Parenthood of the North Country NY

"This was my first time here. I loved my nurse. She was warm and welcoming and absolutely WONDERFUL."

"You guys rock! I always feel cared for and comfortable when I'm there. Thank you guys for being the best."

"I have recommended PP to so many people. I've had such a pleasant experience that I switched from my original provider to PP."

"I absolutely love all the ladies here. They are all so sweet and friendly."

"This place was awesome. The staff was amazing and very professional. I will definitely make the drive again."

"Excellent staff all around. I had an amazing experience. I'm going to tell everyone about how much they care."

"I will definitely recommend Planned Parenthood of the North Country to others."

"Seriously, everyone is so kind. I have never felt so comfortable."

"I am so grateful to receive health care at Planned Parenthood of the North Country during my transition. They are knowledgeable, kind and compassionate to my needs. It is a safe space for me to be myself."

"As a gay man I am very grateful to Planned Parenthood for being one of the only PrEP prescribers in the area. I'm here every three months for a full STI check and PrEP checkup".

Everyone was very friendly and helpful! Good place to get help. Loved the little snack cart and white noise machine."

"I felt completely cared for and welcomed without judgement from anyone. The compassion the staff showed me will never be forgotten and I thank each and every one of you for helping me through this terrible situation."



Superheroes took the plunge into Lake Champlain, raising over \$10,000.



PPNCNY staff getting ready for Rock Against Rape.



Entertainment and Epicurean delights at 5 Elements Living in Colton. Shelby Connelly made all the food and superhero cookies were given to all guests.

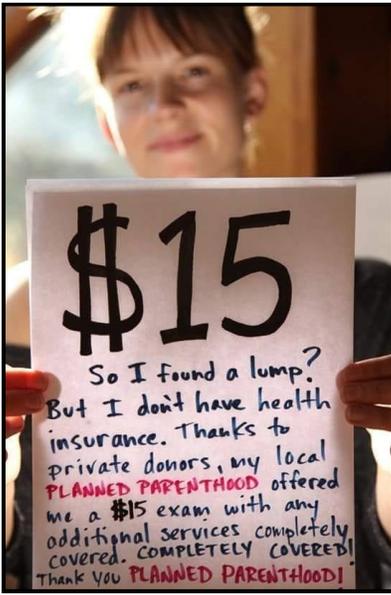


Color Run at Adirondack Carousel Park, Saranac Lake



PPNCNY's first Boos and Brews Pub Crawl in downtown Plattsburgh.

## Who contributes to Planned Parenthood?



Over 85% of our donors are or know someone who has received compassionate, affordable healthcare from PP. Our donors are informed, intelligent and compassionate. They believe in equality and equity for all humanity. They want sex education in schools because they know contraception prevents unwanted pregnancy. Over 80% of PP donors are women and are pro-choice. They believe government has no business telling folks what's best for them. PP donors stretch their resources and give when we go through times of challenge and need because they know PP is here for individuals going through the same. They remember the non-judgmental kindness PP gave them when they suspected something was wrong and were afraid or didn't have insurance or any way to pay. They remember no matter where they live, how they identify or how old they are, PP is an accessible safe space for confidential advice, exams, cancer screenings, referrals and contraception. *Source: O'Brien Garrett*

**YOU are our donor and we are incredibly grateful for your support!** Over 80% of PP donors now give locally because it makes the most impact. In 2019, our monthly giving program. (Friends with Benefits) grew 253%. Why? It's easier (and less noticeable) from your account, your PP updates and advocacy news are more frequent, you receive discounts/VIP entry to our events and you receive very cool swag.

**Yes! I want to give monthly!** I acknowledge my monthly gift will be deducted on the 7th of each month from my Visa, MasterCard, American Express or Discover card and will enroll me into PPNCNY's Friends with Benefits Program.

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 \_\_\_\_\_ T-Shirt Size \_\_\_\_\_ Email: \_\_\_\_\_

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. **Be sure to fill out your email to receive our Friends with Benefits communications!**

### Board of Directors 2019

Suzy Johnson, Chair  
Margot Gold, Vice Chair  
Harris Semegram, Treasurer  
Michelle Timmons, Secretary  
Cheryl Douglass  
Rita Fitzgerald  
Heidi Fortsch  
Susan Gagnon  
Lin Griffin  
Cheryl Maid  
Emily Martz  
Christine Mooney  
Ted Sonneborn

Monthly giving starts at just \$10 a month! You will receive free admission to Friends with Benefits events, like Sex Trivia, affiliate updates and advocacy e-news, Friends with Benefits pin and surprise swag that may include t-shirts, bandanas, mugs, glasses, and masks. Plus, the amount you give, you get off at our higher priced events. For example, if an event is \$40 and you give \$10 a month you get your ticket for \$30.



If you become a monthly donor before January 7, 2021, you can pick from one of these locally made, hand crafted advocacy bracelets.

**Call Shelby at 518-561-0605x 128.** She will take all your information and you and tell her which bracelet you would like.



**PLATTSBURGH: \***  
66 Brinkerhoff St.  
Plattsburgh, NY 12901

**CANTON:**  
9 Miner St.  
Canton, NY 13617

**OGDENSBURG:**  
419 Ford St.  
Ogdensburg, NY 13669

**SARANAC LAKE:**  
41 St. Bernard St.  
Saranac Lake, NY 12983

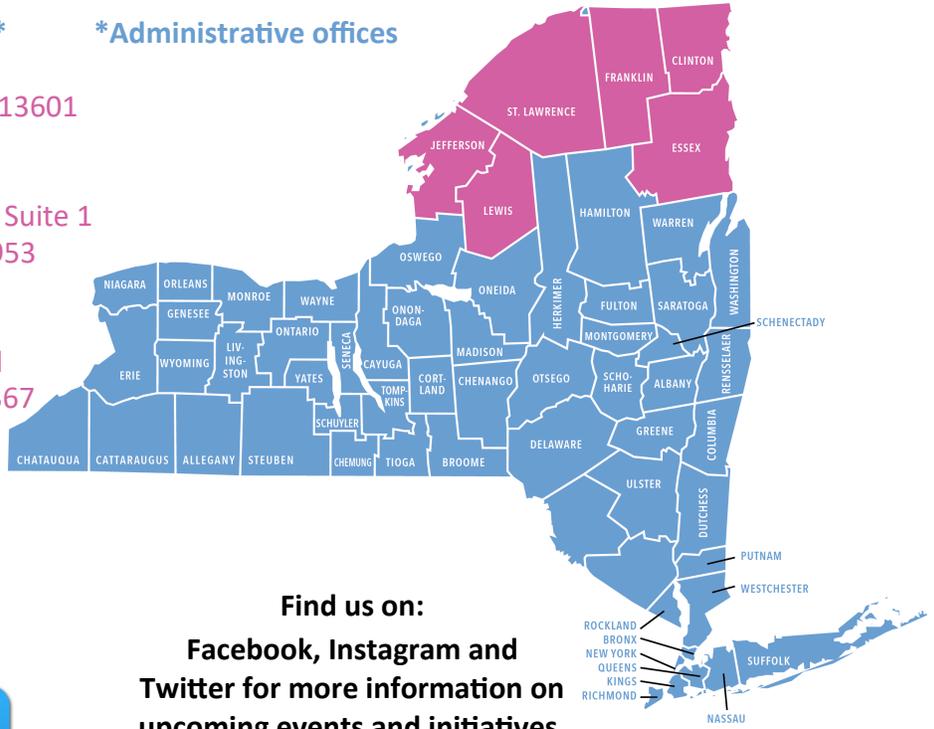
**WATERTOWN: \***  
160 Stone St.  
Watertown, NY 13601

**MALONE:**  
246 W. Main St. Suite 1  
Malone, NY 12953

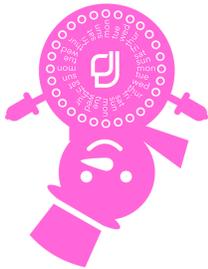
**LOWVILLE:**  
7398 Turin Road  
Lowville, NY 13367

Or visit us at  
[PPNCNY.ORG](http://PPNCNY.ORG)

\*Administrative offices



Find us on:  
**Facebook, Instagram and  
Twitter for more information on  
upcoming events and initiatives.**



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