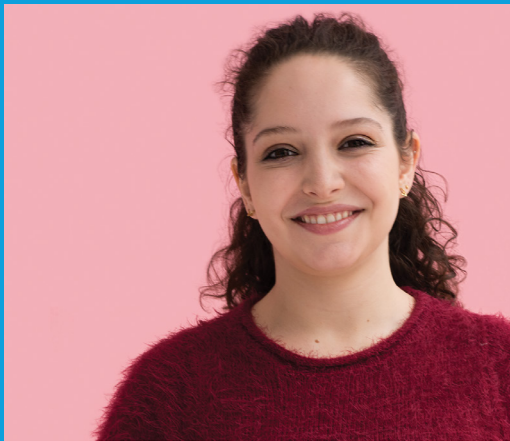




 **Planned Parenthood<sup>®</sup>**  
of Metropolitan New Jersey

**2017**

**ANNUAL  
REPORT**





<b>Message from the Chair of the Board and the President and CEO .....</b>	<b>1-2</b>
<b>Mission, Vision, Values.....</b>	<b>3</b>
<b>Planned Parenthood of Metropolitan New Jersey by the Numbers.....</b>	<b>4</b>
<b>Healthcare Services .....</b>	<b>5-6</b>
<b>Education and Outreach .....</b>	<b>7-8</b>
<b>Advocacy and Public Affairs .....</b>	<b>9-10</b>
<b>Events .....</b>	<b>11</b>
<b>Mulberry &amp; More .....</b>	<b>12</b>
<b>Financials .....</b>	<b>13</b>
<b>Living Legacy .....</b>	<b>14</b>
<b>Board of Trustees.....</b>	<b>15</b>
<b>PPMNJ Staff .....</b>	<b>15-16</b>

# Message from the Chair of the Board and President and CEO

Retrospective glimpses are always interesting. Often, there are insights and obvious answers that were not so apparent when decisions had to be made. The year 2017 ushered in both challenges and promises for Planned Parenthood of Metropolitan New Jersey. An uncertain national political climate accompanied the mounting excitement of a gubernatorial election. Threats of funding cuts loomed large as PPMNJ strategized about making our capital campaign a success. Plans for expanding programs and services were on the drawing board, while news media outlets often reported the next doom and gloom story about Planned Parenthood.

As we rang in 2017, to say that there was a sense of tension in the air is an understatement. Then came January 21, 2017—history was made. Women marched, men marched, millions all around the world marched, and a new optimism took center stage.

At PPMNJ, we were about the business of bringing the pages of our new strategic plan to life. We introduced PrEP (Pre-exposure Prophylaxis; anti-HIV medications to keep HIV-negative people from becoming infected) services at our Paterson health center and enhanced the ways our patients utilize technology to access services, while providing reproductive healthcare to over 18,000 women and men who made almost 28,000 visits to our five centers. Our Certified Application Counselors enrolled nearly 900 individuals into Medicaid and health insurance, providing first time medical coverage for many of them. The Family Life Institute educated over 7,000 individuals regarding sexuality, responsible decision making, and other related topics in Essex, Hudson, and Passaic Counties. On the public affairs front, we hosted a roundtable with U.S. Senator Cory Booker to discuss the potential impact that losing Affordable Care Act coverage would have on the lives of those we serve.



The year gave us reasons to celebrate. New Jersey Policy Perspective presented PPMNJ, along with the other New Jersey Planned Parenthood affiliate, with a 2017 Progress Award. And after a long year of preparation, we earned full accreditation through September 2020 from Planned Parenthood Federation of America.

This year's Taste of the Good Life event, honoring Kelly Watson, KPMG National Service Group Leader, was a huge success, exceeding our fundraising goals.

On the eve of PPMNJ's 90th anniversary year, thanks to our donors, board members, advocates, and staff, 2017 ended on a high note. We are financially strong, growth plans are in place, and the horizon before us looks promising. Of course, we know there will likely be curves ahead that we do not yet see. But like the 89 years before, this we know for sure, we remain committed to providing the very best quality service to each and every person who walks through our doors because they trust us to do so, and because we:

**Care. No matter what.**



*Ena J. Marsan D.O.*  
Ena Marsan, DO,  
Chair, Board of Trustees



*Roslyn Y. Rogers Collins*  
Roslyn Rogers Collins,  
President and CEO

# Mission, Vision, Values



## **Our Mission.**

Planned Parenthood of Metropolitan New Jersey will empower individuals to make voluntary, informed decisions about their reproductive lives by providing safe, affordable health care, educational services, and championing public policies to make those services available to all.



## **Our Vision.**

Planned Parenthood of Metropolitan New Jersey will be recognized as the leader in reproductive health care by providing a standard of excellence in clinical services, education, and advocacy for the women, men, and families of Essex, Hudson, and Passaic Counties. Together, with the national Planned Parenthood movement, we will create a healthier generation and a more just society by putting sexuality education and sexual health care in the hands of people—giving them information and power they deserve to shape the future.



## **Our Core Values.**

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



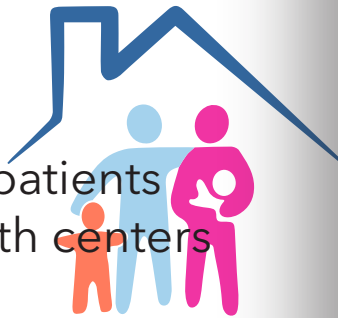
## 2017 by the Numbers

# 19,710

appointments made online

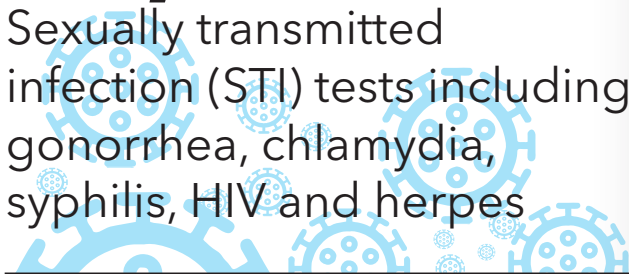
# 18,161

Family planning patients came to our health centers this year



# 45,535

Sexually transmitted infection (STI) tests including gonorrhea, chlamydia, syphilis, HIV and herpes



# 828

Individuals enrolled into qualified health plans or expanded Medicaid through our ACA enrollment program

# 78%

of patients are at or below

# 150%

of the Federal Poverty Guidelines



# 1,374

Medication abortions



# 2,650

Cervical cancer screening tests in 2017



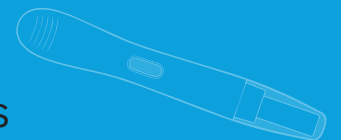
# 7,300

people participated in education programs



# 6,454

Pregnancy tests



# 17%

of our patients are male



# Healthcare Services

Since 1928, PPMNJ has delivered compassionate, high-quality health care and reproductive services for our neighbors in Essex, Hudson, and Passaic Counties. At the heart of all we do is our mission to provide health care to women, men, and teens. We are proud to serve all of the individuals in our communities. We provide: Care. No matter what.

## Our patients can access a wide range of services at our five health centers including:

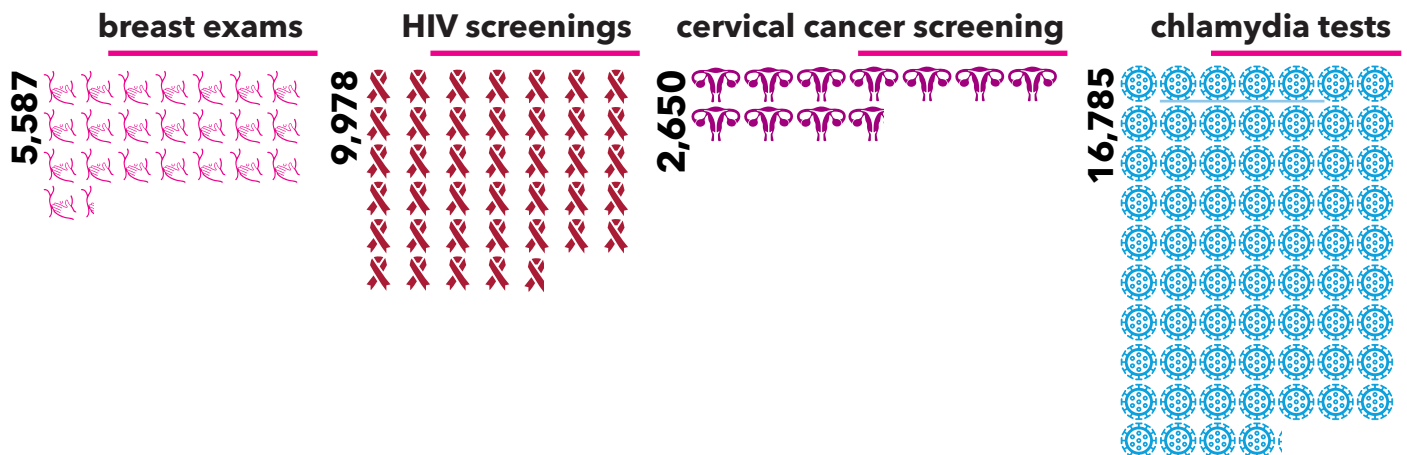
- Annual Exams
- Birth Control/Family Planning Services
- Emergency Contraception (EC)
- Pregnancy Testing and Options Counseling
- Surgical Abortion Referral
- HIV/AIDS Testing and Counseling
- STD Testing
- Colposcopy
- Medication Abortion

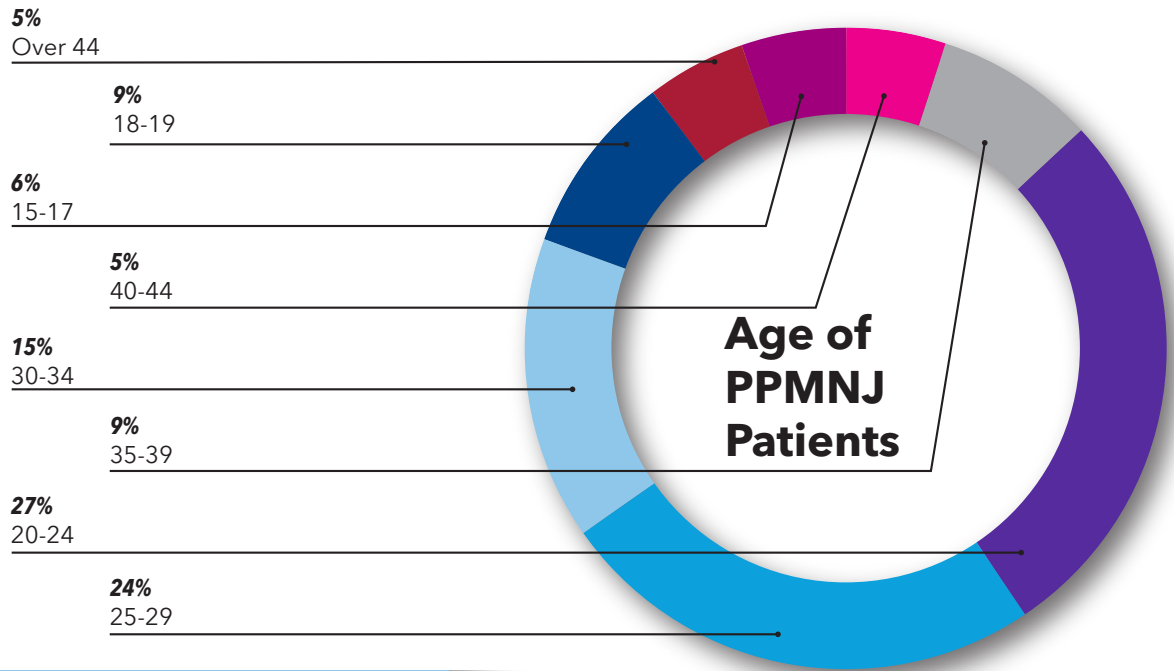
## 2017 highlight:

**27,960**

visits for family planning services were made

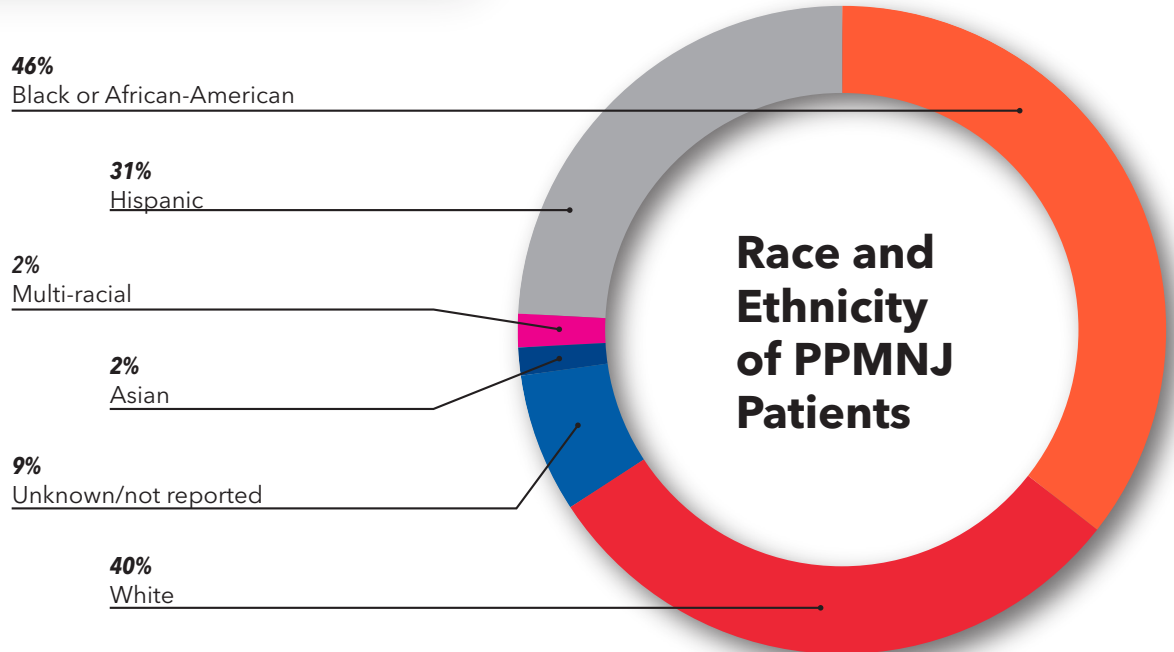
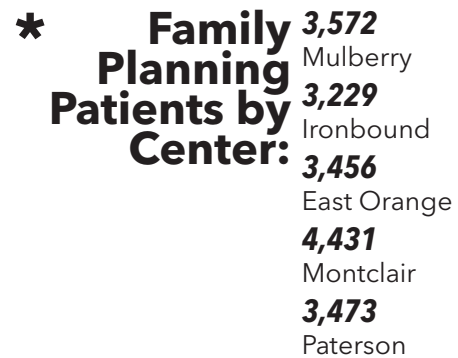
## Health Services





## Our patients:

**18,161** women, men, and teens accessed services at **PPMNJ** at one of our five health centers in **2017**. Seventy-eight percent of our patients were at or below **150%** of the Federal Poverty Guideline, and **35%** of them were uninsured, while **43%** were on Medicaid.



# Education and Outreach

In 2017, The Family Life Institute (FLI), the education department of Planned Parenthood of Metropolitan NJ, delivered educational programs to 7,300 individuals. This was done in 441 educational sessions throughout Essex and Passaic Counties.

FLI has continued to strengthen the Teen LINKS program in Newark and the greater-Essex County area. The Teen LINKS is PPMNJ's peer education group. This group of 12 teens was trained in the summer of 2017 at our Montclair health center. The summer program is a 50-hour comprehensive training conducted by experts in the fields of sexual health, dating violence, HIV/AIDS, finance, nutrition and development, and LGBTQ issues.



On May 18, 2017, FLI hosted the 34th Annual Essex County Teen Life Conference at the New Jersey Institute of Technology in Newark, NJ. Over 150 Newark-area high school students attended. On December 8, 2017, FLI hosted the 10th Annual Passaic County Teen Life Conference at William Paterson University in Wayne, NJ. There were over 170 participants at this year's Passaic County conference. Students at both conferences heard from keynote speakers, and participated in workshops on sexuality, sexual health, financial literacy, and applying to college.





## Affordable Care Act Enrollment Project

An integral part of our work in the community is making sure that our patients have access to health insurance through a qualified health plan or Medicaid. This is why our Certified Application Counselors (CACs) work on the Affordable Care Act Enrollment project, generously funded by the Healthcare Foundation of New Jersey, is so important. In 2017, our Certified Application Counselors enrolled 828 patients into a qualified health care plan or Medicaid.



Our passionate and committed counselors travel throughout Essex, Hudson, and Passaic Counties to our health centers, health fairs, and community events, to meet with individuals, educate, and enroll them into insurance programs. In addition, our CACs provide referrals to community organizations, such as prenatal care, women’s shelters, hospitals, and food pantries to address the wide range of issues our patients can face in addition to being un-insured.

# Advocacy and Public Affairs



Planned Parenthood of Metropolitan New Jersey's work focuses not just on providing health care, and education, but on advocacy and public affairs, as well. Our expertise in providing quality reproductive health care and comprehensive sexuality education allows us to provide a unique perspective to legislators and elected officials on why our work is vital to our communities.







## 2017 Highlights

PPMNJ held many Community Action Team meetings with committed supporters at our Montclair health center, where we trained volunteers in advocacy lobbying, and grass roots organizing.

In June 2017, PPMNJ staff participated in a roundtable discussion with the then Democratic-candidate for Governor, Phil Murphy, and other women’s health care advocates on why restoring funding for reproductive health care services was vital to the health and wellness for the people of New Jersey.

PPMNJ participated in Planned Parenthood Federation of America’s Advocacy Convening Conference, which included a training on reproductive justice and racial equity, and a day of lobbying on Capitol Hill in Washington, D.C. in November of 2017.

PPMNJ and U.S. Senator Cory Booker hosted a roundtable discussion to spotlight the potentially negative effects of replacing the Affordable Care Act with what was being proposed as the American Healthcare Act, and the implications it would have on women and their families.

# Events

## A Taste of the Good Life 2017

In October, PPMNJ held its fifth annual A Taste of the Good Life event. We hosted our food and wine tasting event in downtown Newark's chic art gallery, Project for Empty Space. Close to 300 people attended. We are excited to share that with the help of our generous sponsors, supporters and vendors, we doubled our fundraising goal!

The evening featured an exclusive talk by feminist artist, Shoshana Weinberger, as well as, music by a local Newark band, The Velvet Trio. Our honoree, Kelly Watson, National Service Group Leader–Risk Consulting at KPMG, received our first Women's Leadership Champion award. Kelly's commitment to empowering women in her professional and personal life, made the evening even more inspiring.

## Spring Soiree

PPMNJ's Board of Trustees hosted its Annual Spring Soiree at the lovely Van Vleck House. This year's event, "Advocacy, Activism, and You," highlighted ways that volunteers can actively engage in supporting the work and mission of Planned Parenthood. Guest speakers included Dawn Laguens, Executive Vice President and Chief Brand Officer of Planned Parenthood Federation of America and Planned Parenthood Action Fund, Barbara George Johnson, Executive Director for the John S. Watson Institute for Public Policy, and Jeanne LoCicero, Deputy Legal Director of the ACLU of New Jersey. The panel was moderated by Hans Dekker, President of the Community Foundation of New Jersey.



# Mulberry & More

PPMNJ's Mulberry & More Campaign was launched in 2016 to achieve two 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). We are happy to announce that we will complete the "quiet phase" of the campaign in 2018 as we secure \$1 million in pledges and gifts toward our \$3.25 million campaign goal. We are working hard to achieve this milestone as soon as possible.

As of December 31, 2017, we have raised \$870,000 (total pledges and gifts) including the generous sponsors of the campaign listed here.



## Dogwood Sponsors

The Healthcare Foundation of NJ

## Azalea Sponsors

Susan and Thomas Dunn  
Alan I. Goldman and Joanne T. Marren  
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Angela and Barry Roy  
Stuart Schepps

The current political climate makes this a critical time for PPMNJ (and Planned Parenthood affiliates across the country). The campaign, is vital to sustaining PPMNJ as we look to our 90th anniversary in 2018.

To participate in our crowdfunding campaign please go to [Crowdfunder.com/ppmnj](https://www.crowdfunder.com/ppmnj).

You can also schedule a tour of our state-of-the-art facility by contacting [Ishi.Sahni@ppmnj.org](mailto:Ishi.Sahni@ppmnj.org).



# Financials

## Revenue

Medicaid: **\$1,907,304**  
Insurance: **\$840,698**  
Patient Fees: **\$1,087,729**  
Contributions, Foundations  
and Other Grants: **\$1,954,238**  
Other Revenue: **\$619,979**  
State: **\$100,000**  
Federal: **\$1,759,429**  
Total: **\$8,269,377**

**Surplus**  
**\$1,637,186**

## Expenses

Management  
and General: **\$767,006**  
Development: **\$232,415**  
External Affairs: **\$113,079**  
Patient and  
Community Services: **\$5,357,365**  
Public Education: **\$162,326**  
Total: **\$6,632,191**

This financial summary reflects the highlights of our 2017 financial statements which were audited by Tait, Weller & Baker, LLP. The complete audited financial statements, including the auditors' unmodified opinion and required footnote disclosures are available upon request.

# Living Legacy

PPMNJ is fortunate to have supporters who have been consistently dedicated to our mission and vision for many years. We recognize those who have generously donated for 10 consecutive years or more in our Living Legacy Circle. Their contributions ensure that our services and programs continue to thrive, while providing the funds for our continued growth as we serve the community.

## In Memory of Junius E. Powell

Longtime friend and PPMNJ champion, Junius (Jay) Powell passed away in October 2015. He and his late wife, Maria (Marliss) Powell (a former PPMNJ board member who passed away in 2008), remained dedicated to PPMNJ's mission and vision, and provided support to grow our services and programs.

Mr. Powell's estate left a generous operating and capital gift to the organization after his passing to continue the family's legacy of support. The Powells remain in our thoughts and will continue to inspire our work.

## Living Legacy Donors as of December 31, 2017

John and Joyce Ahlbeck  
Michele and Thomas Bass  
Ruth Bedford  
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The Peierls Foundation, Inc.

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*1st Vice Chair*

David Robin,  
*2nd Vice Chair*

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Stuart Rosenblatt, CPA

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Caryl Heaton, DO

Edward Stuart

Gloria Watson, Ed.

Kimberly White

Renee Yozzi

## Admin Offices

••••••••••  
238 Mulberry Street  
Newark, NJ 07102  
P: 973.622.3900

Roslyn Rogers Collins,  
*President and CEO*

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*VP of Finance*

Christine Reynolds,  
*VP of Health Services*

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*Senior Director of Operations*

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Melinda Gallian,  
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Kalimah Johnson,  
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Loyara Lafayette-Waddell,  
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*Clinical Systems Specialist*

Sarah Mustafah,  
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Prudence Walters,  
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Kaitlyn Wojtowicz,  
*Director of External Relations*

## East Orange Center

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*Nurse Practitioner*  
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*Licensed Practical Nurse*  
Yudelka Gonzalez,  
*Clinical Assistant*  
Maria Pimienta,  
*Clinical Assistant*  
Felicia Teabout,  
*Receptionist*

## Ironbound Center, Newark

.....  
70 Adams Street  
Newark, NJ 07105  
P: 973.465.7707

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Analleli Martinez,  
*Clinical Assistant*  
Vanessa Morel,  
*Receptionist*  
Engeline Sanchez,  
*Licensed Practical Nurse*  
Diana Vidal,  
*Clinical Assistant*

## Montclair Center

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

Kelly Ferreira,  
*Center Manager, LPN*  
Jacquelyn Centalanza,  
*Receptionist*  
Sheriffer Julien-Greene,  
*Nurse Practitioner*  
Maritza Morales,  
*Clinical Assistant*  
Ashly Martinez,  
*Clinical Assistant*  
Zenaida Rodriguez,  
*Clinical Assistant*  
Maryory Valladares,  
*Clinical Assistant*  
Towanda Williams,  
*Registered Nurse*

## Mulberry Center, Newark

.....  
240 Mulberry Street  
Newark, NJ 07102  
P: 973.622.3900

Lillian Williams,  
*Center Manager, LPN*  
Adriana Garcia,  
*Clinical Assistant*  
Allison Garnett-Eke,  
*Licensed Practical Nurse*  
Lummie Little,  
*Clinical Assistant*  
Arlene Martinez,  
*Clinical Assistant*  
Angela Peterson,  
*Clinical Assistant*  
Aneekah Simmons-Durham,  
*Physician Assistant*

## Paterson Center

.....  
680 Broadway  
Paterson, NJ 07514  
P: 973.345.3883

Sylvia Bryant,  
*Center Manager, LPN*  
Janet Ferrer,  
*Clinical Assistant*  
Yury Gomez,  
*Clinical Assistant*  
Felicia Lawrence,  
*Registered Nurse*  
Lori Marino,  
*Physician Assistant*

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Rachel Delano,  
*Nurse Practitioner*  
Donna Gunther,  
*Nurse Practitioner*  
Barbara Martin,  
*Certified Nurse Midwife*

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*Call Center Representative*  
Stephanie Martinez,  
*Call Center Representative*  
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*Call Center Representative*

# MULBERRY & MORE CAMPAIGN

OWNING OUR FUTURE



For more information about how you can join the **Mulberry & More Campaign**, please contact Ishi Sahni, Senior Director of Development, at [Ishi.Sahni@ppmnj.org](mailto:Ishi.Sahni@ppmnj.org).