



Annual Report

2016-2017



Planned
Parenthood®
Care. No matter what.

Planned Parenthood of Western Pennsylvania

PRESIDENT & CHAIR MESSAGE

Dear Friends,

This past year has been a critical one for Planned Parenthood. There have been numerous attempts by congress to “defund” Planned Parenthood by eliminating our participation in safety net programs like Medicaid and the Title X program which would leave 1.5 million patients across the country without access to

preventive services like birth control, cancer screenings, STD testing and treatment, and well-woman visits. So far, we have blocked these attempts and our success would not be possible without your tireless support. You called your legislators. You attended rallies. You provided financial support. You stood with us when we needed you!

In the midst of this challenging political climate, PPWP has experienced a remarkable response of caring and support. Our volunteer base has grown by hundreds. Many people have hosted house parties to raise awareness about our services and what it would mean to lose Planned Parenthood’s services. Dozens of local businesses and individuals have held fundraisers to help ensure that our doors stay open. And thousands of people have shown up for rallies and community events letting their elected officials know that they care about their health and support affordable health care options like Planned Parenthood. These collective actions made us stronger and we are honored to have received this high level of community solidarity.

With this strong community backing we were able to move forward with several exciting projects this year, including offering PrEP (pre-exposure prophylaxis for HIV prevention) in all of our health centers, relocating our Bridgeville office to a larger space, and renovating the health centers at our downtown Pittsburgh location. Access to IOTAS, our 24 hour texting hotline for teens, was expanded to additional areas in western PA. And, we relaunched our Pledge A Picketeer Program to be completely online, making it easier for donors to contribute and support safe access to our health centers. None of these accomplishments would be possible without you.



Kimberlee Evert
President and CEO

Jim Walker
Chair, Board of Directors

We know that our fight is far from over and extreme politicians are still trying to shut down our health centers and block access to important reproductive health care services. Bolstered by your support, we remain steadfast in our commitment to our mission and service to the community. Together we will succeed.

From all of us at Planned Parenthood, our sincere gratitude for standing with Planned Parenthood and for helping us keep our doors open!

Sincerely,



Jim Walker
Chair, Board of Directors



Kimberlee Evert, M.P.H.
President and CEO

OUR MISSION

To provide high quality reproductive health care services, comprehensive sexuality education and strategic advocacy.

PPWP believes in the fundamental right of individuals to manage their fertility and reproductive health without regard to income, marital status, race, ethnicity, religion, sexual orientation, gender expression, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being and that of our clients.

PPWP Now Offers PrEP

In January, PPWP began offering PrEP (pre-exposure prophylaxis) in all of our family planning health centers. Individuals who are HIV negative and at a substantial risk of coming into contact with HIV can access a once-a-day pill (PrEP by Truvada) which works to reduce HIV infection.

Studies have shown that PrEP reduces the risk of getting HIV from sex by more than 90% when used consistently. PPWP is currently participating in several programs which have allowed us to offer PrEP for free or at a low-cost to those who do not have health insurance. PPWP is proud to be able to offer this advanced level of preventive care and work to reduce the risk of HIV in our community.

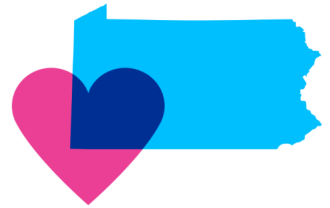


Care No Matter Where

With funding from a grant provided by Planned Parenthood Federation of America, PPWP was able to initiate a new program called Care No Matter Where (CNMW). The program's goal is to increase the rates of HIV testing and the uptake of PrEP in the Johnstown and downtown Pittsburgh communities. Using a targeted, community-based

and peer-to-peer outreach model, CNMW works to disseminate information about medically-accurate HIV prevention methods,

and to make linkages to care for patients testing positive for HIV. PPWP's past work with AIDS-Free Pittsburgh and the Regional HIV Collaborative provided the groundwork needed to effectively implement CNMW. One of the biggest components of the program is creating more opportunities for members of different communities to get tested for HIV, as well as offering access to PrEP. Testing services and PrEP are available at all PPWP health centers. PPWP has also organized a series of free rapid-HIV testing events that have occurred in a variety of locations throughout downtown Pittsburgh and Johnstown.



CARE NO MATTER WHERE

Bridgeville Location Change

After a year of planning, the PPWP Bridgeville family planning health center was relocated to a larger, more welcoming space. PPWP was fortunate to be able to move the center to a more appropriately sized space in the same office building, which made the transition easy for our patients. The expanded space, which includes an additional exam room, can accommodate a higher volume of patients and improves our ability to maximize our productivity models. With an enlarged facility, we now have the opportunity to implement

more services, and as a result, PPWP now offers colposcopy, which allows for the early detection of cervical abnormalities. This new space has provided an opportunity for PPWP to provide additional preventive health care services to more individuals while also improving the patient's overall experience.

HEALTH CARE BY THE NUMBERS

1,136 MALE PATIENT VISITS

16,376 FEMALE PATIENT VISITS

17,512 TOTAL PATIENT VISITS

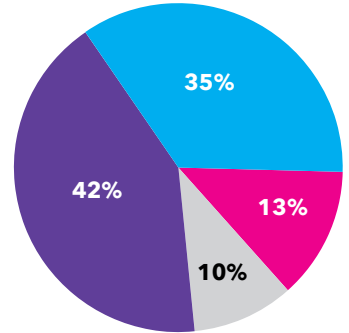
1,035 PAP TESTS

3,019 BREAST EXAMS

22,964 STD TESTS

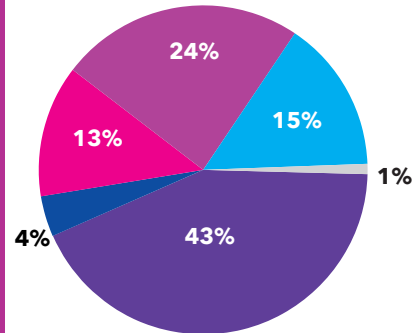
16,728 UNITS OF BIRTH CONTROL

Patient Profile by Fee



- Medicaid
- Sliding fee scale
- Full fee
- Private insurance

Birth Control by Type



- Oral contraceptives
- Nuvaring
- Depo injections
- Condoms
- IUD and implants
- Other methods

PPWP is a participating provider in 23 health insurance plans in western Pennsylvania, including plans operating in the Marketplace and in the commercial and Medicaid markets.

EDUCATION

Violence Prevention Program

PPWP's Violence Prevention Program is in its second year and continues to offer individuals in our service area with violence prevention sessions held in schools and community-based organizations. Over the past year, PPWP was able to offer this program to organizations including YouthPlaces sites, Operation Better Block, JobCorps, the Urban League, and Pyramid Healthcare. In total, 1,555 individuals were served including, middle and high school students, young adults, adults, and school staff. The goals of the violence prevention sessions are to promote respectful behavior and healthy relationships, encourage participants to think critically about how rigid gender norms and sexism are related to relationships and sexual violence, and encourage participants to not only recognize problematic behaviors, but to take steps to speak up or step in to keep a situation from escalating or to disrupt a problematic situation.

It's Okay to Ask Someone (IOTAS)

PPWP's confidential and peer-staffed sexual health textline is now in its third year. An evaluation done earlier in the year found that the textline resulted in an increased knowledge of healthy sexual behaviors and improved decision-making, not only among youth texting questions to the line, but among the peer education students as well. Over 81% of PPWP's peer education students have referred IOTAS to friends and family. Students describe staffing the textline as a fun and safe space to talk about sexual health.

EDUCATION BY THE NUMBERS

18,379

contacts made as a result of education & outreach activities

235

students participating in the Peer Helpers program

7,530

contacts made as part of community programs, professional trainings, and violence prevention education sessions

434

students participating in Lifeskills

573

community programs, professional trainings, and violence prevention education sessions held

99%

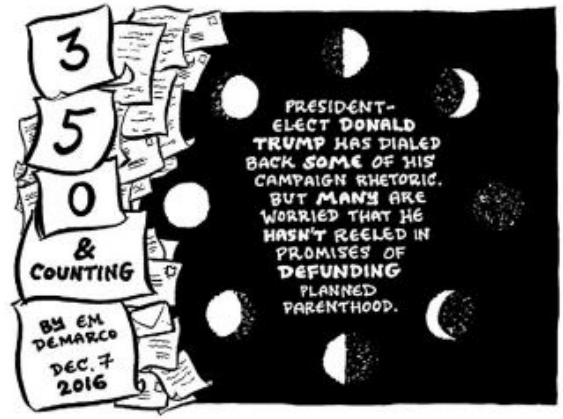
eligible Peer Helpers graduated from high school

VOLUNTEER PROGRAM

Volunteer Numbers Increase

Since the 2016 presidential election, PPWP has witnessed an unprecedented increase in the number of individuals who have signed up to volunteer. Last year PPWP trained over 400 volunteers, and we worked to expand our volunteer program to include more volunteer shifts so that we could make good use of this tremendous resource. Volunteers strengthened our organization by working as patient escorts, and they allowed us to do

more by donating their time in support of our health centers, education department, and outreach activities. This past year we had 208 active volunteers, which represents a 48% increase in the number of volunteers. We also saw an increase in the total number of volunteer hours provided to PPWP. A cartoon article entitled "350 & Counting" was featured in the City Paper and recognized this tremendous interest in our community to support PPWP.



Volunteer Numbers

208

active volunteers
(48% increase)

120

volunteer escorts
(26% increase)

329

average total volunteer
hours per month
(26% increase)

940

volunteer
applications*

59

average unique
volunteers per month
(28% increase)

400

individuals attended
volunteer orientation*

*not previously tracked

PINK OUT Rally

On June 21, PPWP supporters joined with supporters from around the country to “PINK OUT” Pittsburgh in support of the 2.4 million patients who rely on Planned Parenthood annually, and whose health care would be affected negatively under Trumpcare, as well as the effort to repeal the Affordable Care Act (ACA). The nationwide PINK OUT rally sent a powerful message to elected officials that our advocates, volunteers, and supporters are united in the fight to keep Planned Parenthood’s doors open. Supporters rallied nationally outside of health centers, state capitols, and other government buildings to tell the United States Senate: “Do not take away my health care.”

More than 120 volunteers and

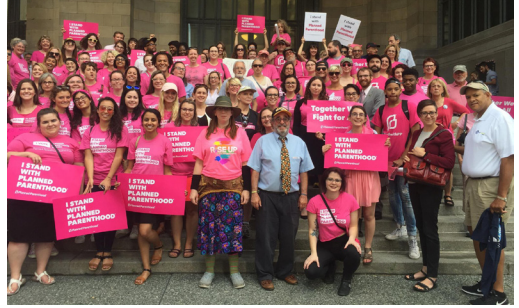
Planned Parenthood Centennial

In October 1916, the first birth control clinic was opened in Brooklyn, New York. This was an extraordinarily bold initiative for 1916 considering the fact that women still had to wait four more years until the 19th Amendment was ratified giving them the right to vote.

To kickoff the 100th year celebration, PPWP hosted a 100th year anniversary party at James Street Grill. Over 100 supporters gathered to hear live music and enjoy food and drinks in celebration of this landmark year. An anniversary cake, 100-year pins, and decorations were part of the celebration.

International Women’s Day

On International Women’s Day, PPWP participated in multiple events all over the city. We joined Pittsburgh Feminists for Intersectionality for a day of education, connection, and PPWP presented with New Voices Pittsburgh. PPWP was also one of the sponsoring organizations and featured speakers for The International Women’s Strike; an international day of action planned and organized by women in over 30 different countries. Over 500 people were in attendance.



PINK OUT rally in downtown Pittsburgh.

supporters attended PPWP’s rally outside the City Council Building. Before the rally, a petition drop was held at Senator Pat Toomey’s downtown office. The petition included 20,000 signatures of supporters asking the Senator to vote NO on the bill that would take health care away from millions. A PINK OUT rally was also held in Mack Park in Indiana County.





Pittsburgh Pride

PPWP had a strong showing of staff, volunteers, and supporters at this year's Pride March and festival. In addition to marching in the Pride parade, PPWP staffed a table at Pridefest where we signed up supporters, distributed healthcare information, and condoms, and sold t-shirts. Photos from Pride were taken by Alicia Romano Photography.



Community Partnerships

PPWP continues to deepen our engagement in coalition work because we understand that in working together, we have more power and influence to create the change we want. Our key partners include Pittsburgh United, One PA, Women's Law Project, and SEIU Healthcare. Through these partnerships, we've won collective action around Paid Sick Days and the Housing Opportunity Fund, both of which directly affect our patient base.

Stronger Together: Tools to Make Your Voice Count

PPWP was awarded a grant through the Sprout Fund to help us engage our supporters through a series of events that provided individuals with the tools to help foster civic engagement. Our biggest event, "Stronger Together: Tools to Make Your Voice Count," was held in March called at Artist Image Resources (AIR). This location allowed PPWP supporters the opportunity to silkscreen feminist-inspired t-shirts, and print postcards and rally signs. PPWP included speakers from partner organizations and elected officials to address what's at risk and how individuals can use their voices to impact change. This effort also included a series of smaller events which were held over a three month period and were focused on building support for reproductive rights.



#StandWithPP Celebration

In February, anti-choice groups from all over the country planned protests against Planned Parenthood. News of this national effort reached our supporters, and they wanted to show our community that they stand with Planned Parenthood. To help reduce the confusion our patients might have, we ramped up our escort effort and had four legal observers present at our downtown health center. A block down the street we hosted a #StandWithPP Celebration. Utilizing the Space Gallery, over 120 folks attended this event to write postcards, make buttons, find their legislators' contact information, and write thank you cards to our healthcare staff. 462 postcards were collected that morning.

House Parties for PPWP

To expand community awareness for PPWP's mission and to provide supporters with information about our fight-back efforts, we worked with PPWP supporters to organize house parties in homes around the Pittsburgh area. These events include a presentation about PPWP services and offer attendees an opportunity to ask our staff questions about specific programs. These events provided an opportunity for PPWP to hear from our stakeholders, develop stronger collaborations in support of reproductive rights, and raise additional funds

for our health centers and education department. This past year, over 500 individuals attended a PPWP house party hosted by our supporters.



2017 Spring Gala Marks Huge Success for 100th Year

Our fabulous Spring Gala was held on June 3rd at the home of Rachel and Adam Berger in Squirrel Hill. Thanks to our 100 host committee members and supporters, the event raised over \$150,000 to benefit PPWP's services. The Berger's beautiful home and large outdoor space provided an elegant atmosphere for the special event that marked Planned Parenthood's centennial year celebration. A celebratory cake cutting honored our 100 years of serving the western Pennsylvania community.

Over 275 supporters attended the event making this year's gala the most successful gala on record. Thank you to all of our donors who supported the gala this year. Catering for the event was provided by Michael Lench. Flowers and event design services were provided by Christine Glabicki. Special musical performances were provided by The Matto Quartet, The Pesaro Quartet, and Anqwenique Wingfield & Band.



Our 100th year birthday cake!

Guests mingle in the tented bar area.



CEO, Kim Evert and City Councilman, Dan Gilman

Increased Community Support for PPWP

PPWP has been extremely fortunate to benefit from an outpouring of community support from a variety of organizations, businesses, and individuals. One of the most exciting donations came from Meghan Tutolo, a local artist, and owner of 1flychicken creations, who created the design for the "Build Bridges, Not Walls" t-shirt. Meghan generously donated all proceeds from the t-shirt sales to PPWP - a total of over \$12,000! The shirts were sold online and at Biddle's Escape. Other notable community donations included money raised by Empire Tattoo from the proceeds of a cat tattoo design that was offered for a limited time; a gift from Scratch Food & Beverage's "A Day Without A Woman" fundraiser; contributions from a dinner series held at The Vandal in Lawrenceville and an event hosted by the Allegheny Wine Mixer.

PPWP has also received donations from many other local organizations. We are so incredibly thankful to all of them for their amazing support and generosity.

Pledge A Picketer Program

Visitors to our health centers are often confronted with graphic signs and heckling from picketers. They stand near the centers attempting to stop our patients from receiving care and hand out propaganda to anyone who walks by. What they don't do is deter PPWP from serving our community. In addition, with our Pledge a Picketer program, their presence actually generates additional funds to help us continue caring for patients!

This summer we brought the Pledge a Picketer program entirely online. Participants can sign up using an online form, and PPWP sends a monthly email that includes the number of protesters during the month with your monthly pledge total. The revamped program has already raised thousands of dollars and is currently at \$30 pledged per picketer. The higher the pledge per picketer, the more money is raised for PPWP, and, therefore, the more patients we can serve.

A special thank you to those who have already made a pledge. We appreciate your help, and you are making a difference!

Highlights

PPWP is a Four-Star Charity

PPWP is once again, proud to be listed as a four-star charity by Charity Navigator, America's largest charity evaluator.



Social Media Statistics



/plannedparent
hoodpgh
3,145
Facebook
Likes



@PPWPA
744
Twitter
Followers



@PPWPA
450
Instagram
Followers

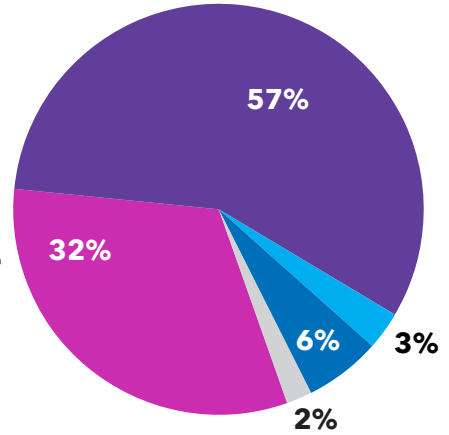
FINANCES

Families, grateful clients, foundations and government grants are just some of the many partners who help ensure that PPWP is able to provide access to high-quality preventive health care and sexuality education to all who need it.

We take the utmost care in the stewardship of all donations in order to maximize our impact in the communities we serve. Your investment in PPWP makes all of this possible. Thank you.

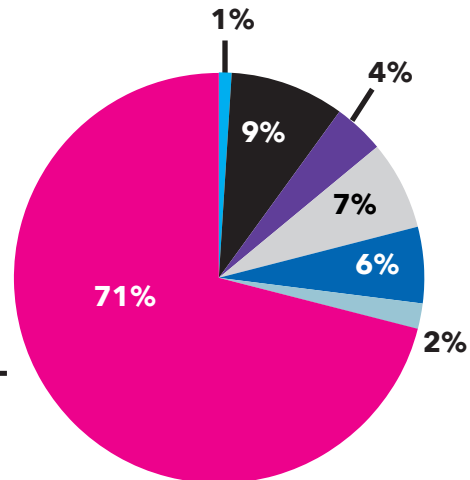
Income

● Patient Fees	3,486,639
● Contributions	1,962,759
● Special Events	217,932
● Government Funding	354,049
● Other Income	118,914
Total	6,140,293



Expenses

Program Services	
● Medical Services	4,364,129
● Education Services	376,072
● Public Education	114,004
Supporting Services	
● Administration	408,352
● Development & Publicity	243,054
● State & National Affiliation Dues	77,368
● Replenish Reserves	557,314
Total	6,140,293



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Executive Staff

Kimberlee Evert, M.P.H.
President and CEO

Beth Mautino, C.P.A.
CFO

Beatrice Chen, M.D.
Medical Director

Debbie Cain, M.A.C.P.
V.P. for Operations

Jody Figas, M.P.A.
*V.P. for Development &
Communications*

Katie Horowitz, M.P.H.
V.P. for Education

*deceased

OUR LOCATIONS



Allegheny

- Pittsburgh Family Planning
933 Liberty Avenue
Pittsburgh, PA 15222
412.434.8971
- ★ Women's Health Services (Pittsburgh)
933 Liberty Avenue
Pittsburgh, PA 15222
412.562.1900
- Bridgeville
533 Washington Pike
Bridgeville, PA 15017
412.257.9880
- Moon
935 Beaver Grade Road
Moon Township, PA 15108
412.264.7205

Westmoreland

- Greensburg
125 Nature Park Road
Greensburg, PA 15601
724.552.0352

Cambria

- Johnstown
817 Franklin Street
Johnstown, PA 15901
814.535.5545

Somerset

- Somerset
118 Kimberly Avenue
Somerset, PA 15501
814.443.6549