

In uncertain times, we are here.

2021 ANNUAL REPORT

CARE.

**NO
MATTER
WHAT.**



Dear Friends,

For the 525,600 minutes of 2021, there was very little predictability. We were all challenged with the opportunity to create a new normal for our lives...a new way of being. Much of what we were accustomed to, no longer served us. Reinvention was the order of the day.

At PPMNJ, even in the midst of circulating uncertainty, we were there providing the services that were needed. Adaptability paved the way. There was never a question of "if we keep our doors open," but rather "how do we keep them open." The "how" meant complying with the ever-changing CDC guidelines regarding COVID safety precautions and vaccines. It also meant staff going above and beyond to cover those unable to work for various reasons. It meant being in a state of "assess, reassess, and repeat."

There is good news...the bottom line is in place, thanks to the support of our engaged board, amazing team, and dedicated supporters! We were able to celebrate several wins – PPMNJ's reach through telehealth expanded. The Gender Affirming Hormone Therapy program is thriving, with plans to replicate it in all of our centers. After a comprehensive process, we received a three-year full accreditation from PPA. Operational efficiencies continue to improve, and we are providing education services in new and exciting ways. Additionally, we enjoyed successful virtual events and meetings with elected officials.

In retrospect, we are stronger because of our experiences together – and that strength is needed now more than ever. Political attacks

and legislative bans continue to threaten the provision of reproductive health care around the country. The Supreme Court is expected to revisit rulings regarding Roe v. Wade. Abortion access is slowly being eroded, state by state. Fortunately, New Jersey is not one of those states and is well positioned as a safe haven for those seeking the services restricted at home.

In 2022, collectively we will be developing our next three-year strategic plan for 2023-2025.

Focus will certainly include assessing the needs of the diverse communities we serve while evaluating how to best reach others (e.g., people with disabilities), creating new programs, expanding existing services, and enhancing technology to ensure this is all done effectively. It will be critical that we determine how best PPMNJ can open our doors even wider and meet the challenges and changes that continue to lie ahead; again, we will demonstrate that PPMNJ will be there providing the services that are needed.

We are grateful for all that we accomplished together in 2021. As in the past, our work is possible because of the support, generosity and partnership of our donors, advocates, and allies. We thank you for being on this journey with us...even during these uncertain times, as we provide **"Care. No Matter What!"**



Roslyn Rogers Collins



Jessica Daye

Roslyn Rogers Collins
President and CEO

Jessica Daye
Chair, Board of Trustees

Engaging our communities in our work

MEETINGS WITH NJ LEADERS

PPMNJ President and CEO Roslyn Rogers Collins and Director of Marketing and Communications, Erin Chung met with Senator Cory Booker to thank him for his constant support for reproductive health care!



MONTCLAIR WOMEN'S MARCH

Our staff was proud to represent PPMNJ at the 2021 Women's March, held in Montclair, New Jersey. Our Montclair Health Center was on the march route so our team greeted supporters with swag and cheers!



SUMMER COVID FELLOWSHIP

Our Summer Covid Fellows Braeden and Julien met with New Jersey First Lady Tammy Murphy during their Fellowship where they spread the word about the efficacy and safety of the Covid 19 vaccine in our service area.



CELEBRATING PRIDE!

In honor of Pride month, our board members Colleen Veldt (pictured here) and Jessica Daye collected toiletries for Hudson Pride, an organization supporting the LGBTQIA+ community in Hudson County!



PPMNJ at-a-glance



Services

Pregnancy Tests	5,428
Cancer Screenings (breast exams, Pap, colpo, leep, HPV test, etc.)	3,247
STD and HIV Tests & Treatments	45,216
PrEP	332
Medical Abortions	1,381
Gender Affirming Hormone Treatment	89

Birth Control Age		
19 or younger		2,150
20-29		9,054
30-39		4,283
40 or older		1,612
Birth Control Cycles		
Number of pills		8,322
Number of patches		475
Number of rings		452
Number of Depos		2,214
Number of IUDs		386
Number of implants		393



Patient Visits

28,004	17,748
Total Visits	Total Patients

East Orange Health Center	5,663	3,905
Ironbound Health Center (Newark)	3,280	2,475
Montclair Health Center	5,601	4,174
Mulberry Health Center (Newark)	5,674	3,884
Paterson Health Center	4,798	3,300



Patient Demographics

Race		Ethnicity	
Latinx	5,796	Hispanic	5,807
Black	8,087	Non-Hispanic	10,448
White	2,838	Other	1,493
Other	1,486	Gender Identity	
Age		Female	14,740
19 or younger	2,108	Male	3,008
20-29	9,517	Below Poverty Guideline	15,513
30-39	4,493		
40 or older	1,630		



The Teen LINKS celebrated a wonderful year of peer-to-peer sexuality education at the PPMNJ offices in Newark, with Health Educator Bethany Diaz.



Sexuality Education

Educational Workshops 78
(school, professional, community, and parent)

Hot Topics Presented

- Relationships and consent
- Safer Sex and STI's
- Introduction to sexual wellness
- Gender identity: LGBTQ+ "Beyond the Binary"
- Birth Control

New Partnerships

- Phillips Academy Charter School (Middle school 5th-8th)
- NJ Department of Health – We provided six workshops on a variety of topics including sexuality education, sexual orientation and gender, STI's, birth control, relationships, consent, and intimate partner violence, and working with youth.
- Hoboken High School

Chat Text/Chatea/Texta Reaches 450 with Information About Sexual Health

Conversations on sexual health are made easy with this free confidential chat service. People from around the world reach out to ask about anything and everything related to sexual health. Topics include birth control, STI's, and pregnancy options. We launched this service in the Fall of 2021 and had more than 450 users through the end of the year.

Teen LINKS Complete Summer Training in Montclair

The internship kicked off in September. The Teen LINKS spent the year out in the community giving their peers education on consent, healthy relationships, gender identity, communication, and overall introduction to sexual health.



Public Policy and Advocacy

2021 New Programs

Spring Stirs

On June 2, 2021, we hosted a wonderful Spring advocacy event with Keynote speaker, author Jodie Patterson. Planned Parenthood Federation of America's own Bianca Mayes, Director of Health Equity, also spoke. Despite being virtual, our almost 100 attendees were engaged and enthusiastic!

PP Generation Action (PPGEN)

With the leadership of our new full time Advocacy Manager, Larisa Mendez Downes, we launched our first PPGEN chapter on campus at Montclair State University. Assisted by board member Monica Taylor, the students had an incredible year of activism, engaging students in different events and action items related to reproductive health care advocacy.

Health Center Advocacy Program (HCAP)

HCAP is designed to bring our patients into our advocacy work through Healthy Neighborhood Engagement (HNE) and Patient Advocacy Programs (PAP). Larisa set up HCAP programs in our health centers and created a robust volunteer program which will continue to grow into the future.

Caffeinated Convos

Our "Caffeinated Convos" series is a chance for activists to gather at local coffee shops around our service area to discuss an article, podcast, or other short-form media and then discuss. We have seen great success in engaging volunteers and supporters with this new program.

Covid Summer Fellowship

PPFA launched the Covid Summer Fellowship in June of 2021. Our two fellows, Braeden Perdue and Julien Ekatan spent the summer educating our service area on the safety and efficacy of the Covid 19 vaccine. They were incredible community organizers and Braeden was invited to speak alongside Dr. Anthony Fauci and First Gentleman Doug Emhoff on a panel about young people and vaccine hesitancy.



PPMNJ staff table at the Women's March.

Thanks to all our donors

“Do It Yourself” Events Raised Essential Funds for PPMNJ!

DIY fundraisers are a great way to mobilize supporters and raise money for the services we provide. In 2021, 16 PPMNJ supporters created DIY fundraisers to rally their friends and family to support our cause. Together they raised **\$23,129** using Facebook and online fundraisers, ensuring our patients get the care they need. We are beyond grateful for all the supporters in the community who go above and beyond to make our work possible.

Fall Fundraiser

Our **Autumn UnGala** on November 17th was a big success, raising **\$52,800** to support our mission. Thank you to all of the great people who participated in our on-line auction and purchased tickets and sponsorships. As part of our UnGala festivities, we encouraged staff and supporters to wear their Planned Parenthood SWAG in the community to raise awareness about reproductive freedom. Selfies showing off favorite Planned Parenthood swag were posted all over social media on the day of the event! **Together we fight for all!**



PPMNJ staff showed off their swag in support of our Autumn UnGala.

Foundations

In 2021, PPMNJ received 14 grant awards from Foundations, totaling **\$408,551!** These grant awards have aided in launching essential programs, such as PPMNJ’s Teen LINKS Education Internship, the Gender Affirming Care Program, and our Clinic Float Teams, which have significantly impacted our communities. Each program has allowed patients to get the reproductive healthcare they need, where and when they need it, without sacrifice. Thank you again to all of the Foundations who supported PPMNJ in 2021!

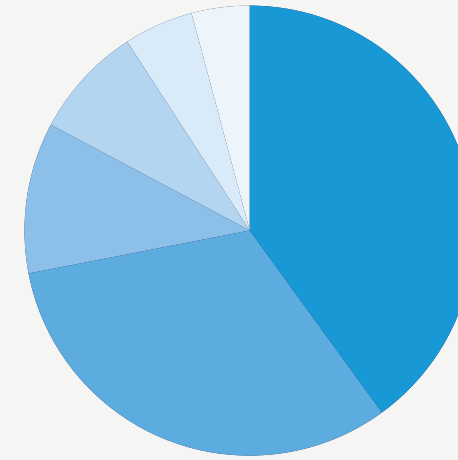
Honoring Past Board President, Mr. Allen Hinman

In July, 2021, we honored the life and many contributions of former PPMNJ Board President, the late **Mr. Allen Hinman**. His wife Mrs. Marian Hinman provided PPMNJ with a bas-relief of her husband, and a beautifully framed collage to be hung proudly in the conference room at our Montclair Health Center. It was a lovely event with our current board, former board members, and special friends of the Hinman family.



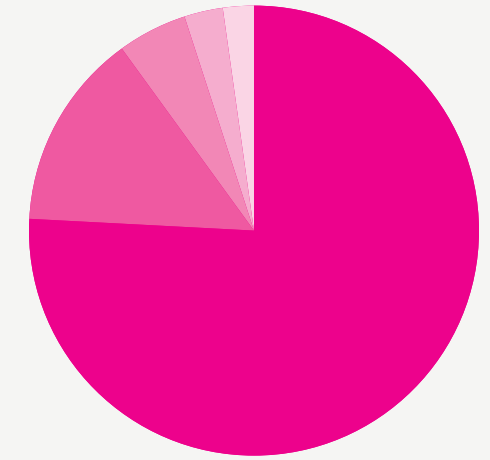
VP of Development and External Affairs, Marcia Mann, with Mrs. Marian Hinman at the dedication of Mr. Hinman’s bas-relief.

Financial data



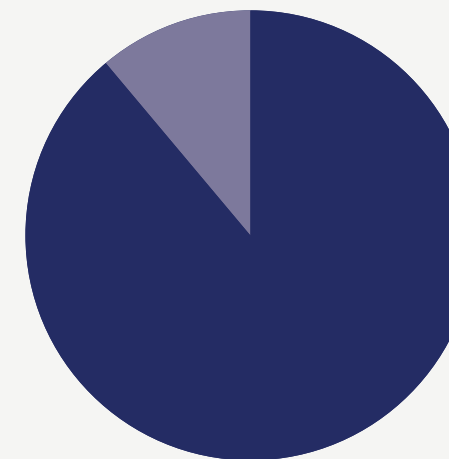
Revenues

Contributions, Foundations and Grants	\$ 5,379,150
State Grants	\$ 4,377,540
Medicaid	\$ 1,419,675
Patient Fees	\$ 1,100,606
Insurance	\$ 727,799
Other Revenue	\$ 490,026
Total	\$13,494,796



Expenses

Patient and Community Services	\$ 6,321,707
Management and General	\$ 1,129,420
Development	\$ 454,630
Public Education	\$ 230,774
External Affairs	\$ 165,143
Total	\$ 8,301,674



Non-Operating Changes

Gain on Investment Securities	\$ 626,161
Gain in Value on Split Interest Agreements	\$ 78,949
Total	\$ 705,110

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, socio-economic 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.

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