

PPNCNY ANNUAL REPORT 2023



Planned Parenthood of the North Country, Inc.

FROM OUR INTERIM CEO

KATIE RAMUS

As we reflect on the 2023, I am filled with profound gratitude for your unwavering support and dedication. Your generosity has been instrumental in helping Planned Parenthood of the North Country New York continue its mission to provide essential health services and advocate for reproductive rights across our communities.

In 2023, we faced both unprecedented challenges and remarkable achievements. Despite ongoing pressures and evolving healthcare landscapes, your contributions enabled us to expand our services, reach more individuals, and strengthen our commitment to reproductive health and education.

Key Highlights from 2023:

- **Increased Access:**

- We successfully expanded our telehealth services, making it easier for patients to access care regardless of their location.

- **Advocacy and Education:**

- Our advocacy efforts led to a record number of people registering to vote, and our educational programs reached thousands, providing vital knowledge about reproductive health and rights, and our educational programs reached thousands of individuals, empowering them with knowledge about reproductive health and rights.

- **Patient Care:**

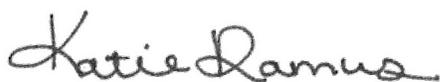
- We expanded services and continued to provide compassionate, high-quality care to thousands of patients, ensuring they receive the support they need during pivotal moments in their lives.

Your support has been vital in these achievements. The positive impact of your donations is evident in every service we provide and every person we reach. With your help, we are not only addressing immediate needs but also working towards a future where reproductive health is accessible to all.

Looking ahead, we remain committed to adapting and innovating to meet the evolving needs of our community. We will continue to advocate for reproductive rights, provide comprehensive care, and educate the public, all while being guided by the core values that drive our mission.

Thank you for standing with us and making a difference. Your belief in our work fuels and inspires us every day. As one patient shared, "The care I received at Planned Parenthood made a huge difference in my life when I needed it most. I'm so grateful for the support and compassion they provided." Together, we'll keep pushing toward a healthier, more equitable future for everyone we serve.

With heartfelt appreciation,



PPNCNY 2023 HIGHLIGHTS



- ★ Provided quality, non-judgmental services to over 16,000 patients in the North Country.
- ★ Added extended hours on Tuesdays in our Watertown office to better serve the community. We also added Saturday hours in Plattsburgh & Watertown!
- ★ Added menopause testing and symptom treatment to our list of services.
- ★ Provided education and outreach to over 21,000 people within our affiliate.
- ★ Hosted or participated in hosting Pride Month in all SIX of our counties to stand for love and acceptance in the North Country.
- ★ Re-built our Peer Education Program with five bright and inspiring youth in Jefferson County to help educate their peers on reproductive health.
- ★ Started a hygiene drive to collect and distribute hygiene items to people experiencing hygiene poverty in the North Country. Approximately 2,000 items have been collected and distributed to those in need.
- ★ Provided over 1,200 safer sex kits and 500 period packs to Plattsburgh residents.
- ★ Conducted LGBTQIA+ support groups to youth, adults, and caregivers of LGBTQIA+ youth.
- ★ Held a very successful 3rd annual Dash for SAS (Sexual Assault Services) 5K!
- ★ Attended and supported many community initiatives including Take Back the Night, an event to stand in solidarity with people and survivors that have been impacted by intimate partner violence.
- ★ Opened a brand-new Community Outreach Center in Plattsburgh to provide a drop-in space for the community and house our Sexual Assault Services Program.
- ★ Moved our Community Outreach Center in Watertown into a beautiful, modern space to create a welcoming environment for those seeking education, referrals, hygiene and safer sex kit items.

HEALTHCARE BREAKDOWN

PATIENT NUMBERS & VISITS

8,064—PATIENTS

17,767—PATIENT VISITS

3,439—CONTRACEPTION VISITS/SUPPLY PICK UPS

300—DOSES OF EMERGENCY CONTRACEPTION

751— GENDER AFFIRMING CARE

7,224—PREGNANCY TESTS

2,074—LONG ACTING REVERSIBLE CONTRACEPTIVES (LARC)

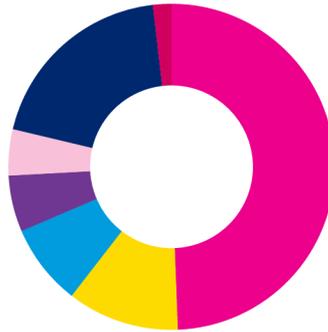
3,006—CANCER SCREENINGS (BREAST EXAMS, PAP TESTS, COLPS & LEEPS)

17,470—STI/HIV TESTS

253 —PRIMARY CARE

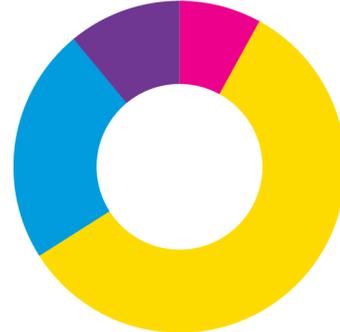
SERVICES BY TYPE OF VISIT

- PROBLEM VISITS—49%
- ANNUAL EXAMS —11%
- BIRTH CONTROL—20%
- EMERGENCY CONTRACEPTION: 2%
- PREGNANCY TESTS—8%
- ABORTION—6%
- GENDER AFFIRMING CARE—4%



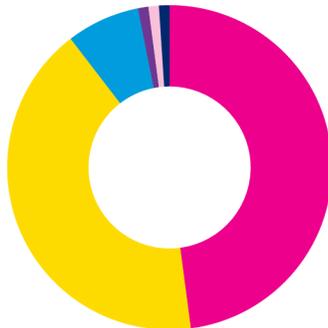
PATIENT AGE

- < 18—8%
- 18 - 29—58%
- 30 - 39—23%
- ≥ 40—11%



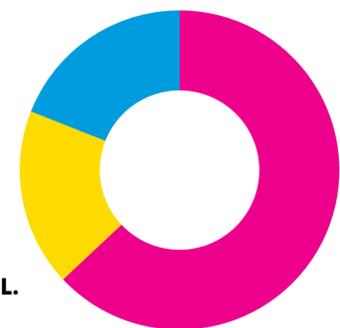
PATIENT PAYMENT

- PRIVATE INSURANCE—46%
- MEDICAID & MANAGED MEDICARE —40%
- FPBP & FPEP—7%
- NO CHARGE-TITLE X—1%
- REDUCED VIA TITLE X—1%
- SELF PAY—< 1%



PATIENT INCOME

- ≤ 100% OF *FPL—63%
- 101 - 200% OF *FPL—18%
- ≥ 201% OF *FPL—19%

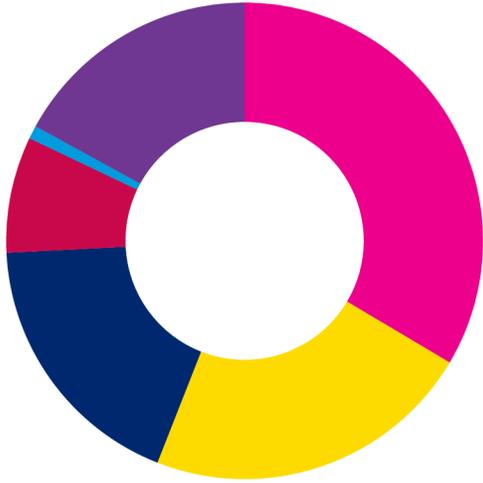


*FPL= FEDERAL POVERTY LEVEL.

IN 2023, THE FPL WAS AN ANNUAL INCOME OF \$30,000 FOR A FAMILY OF 4.



2023 REVENUE



- **GOVERNMENT GRANT REVENUE** 34% \$2,714,123
- **MEDICAID, ETC.** 22% \$1,815,794
- **INSURANCE** 18% \$1,476,320
- **FUNDRAISING REVENUE**.....8% \$638,742
- **CLIENT FEES** 1% \$73, 152
- **OTHER** 15% \$1,376,273

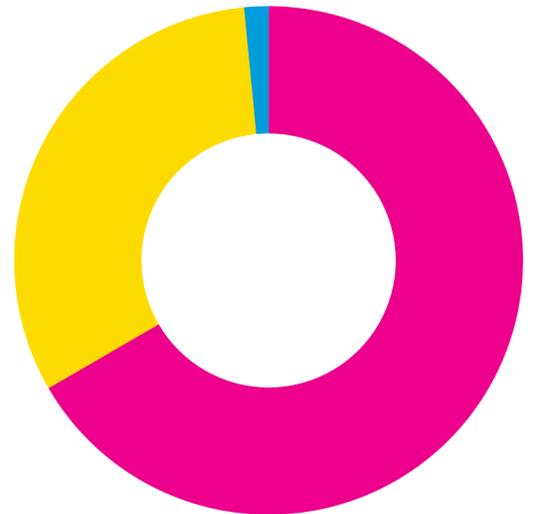
TOTAL REVENUE: \$8,094,273



2023 EXPENSES

- **DIRECT SERVICE EXPENSES** 67% \$5,530,443
- **NON-DIRECT SERVICE EXP**..... 32% \$2,642,383
- **FUNDRAISING EXPENSES**..... 2% \$127,463

TOTAL EXPENSES: \$8,300,319



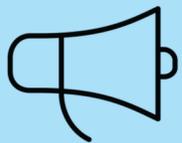
ADVOCACY, OUTREACH & EDUCATION

In 2023, the PPNCNY Community Engagement and Education team participated in **343** different events. These events include outreach, tabling, one-on-one sessions, education and programming. Our clients in 2023 include a total of **21,771** participants from **222** organizations. Through our connections with schools, we served **75** agencies at **119** separate and distinct events resulting in **7,059** participants. The events were primarily focused on Planned Parenthood Services, LGBTQIA+ inclusivity, and birth control methods, in that order. Through tabling and other related events, the Planned Parenthood Community Engagement team reached **14,712** participants from **103** organizations in **230** different events.

DAY OF ACTION 2023

We joined several advocates from across NYS in Albany to advocate for reproductive health & discuss:

1. Advance Reproductive and Sexual Health Budget Priorities
2. Pass the Equal Rights Amendment
3. Sex Education for All NY Youth



We extend our thanks for Assemblyman Billy Jones for taking time out of his day to meet with us and continue to advocate for reproductive health & education in NYS.

SAFE SEX KITS & PERIOD PACKS!

Over 3,500 safe sex kits & period packs were distributed across the north country to schools, local businesses & organizations in 2023. These kits are free of charge at each of our PPNCNY locations!

We also hosted several "make your own safe sex kit" events on college campuses to provide students the opportunity to get items they needed!



PRIDE ACROSS THE NORTH COUNTRY!

PPNCNY participated in several Pride initiative in Watertown during June. These events included a Pride flag raising, sex trivia, "OUT" Downtown celebration & more.



PPNCNY also had the honor of planning Potsdam Pride alongside a committee of amazing community members. Events includes a 5K Rainbow Run, Pride in the Park, Drag shows and several community hikes/get togethers throughout 2023.



Plattsburgh Pride, run by PPNCNY, kicked off its first "Pride in the Park" celebration in 2023! We also celebrated with a drag show featuring Amber Skyy & friends.



JEFFERSON COUNTY HYGIENE COLLECTIVE



In 2023, our Community Engagement team launched the Jefferson County Hygiene Collective & the Clinton County Hygiene Collective.

These collective supply hygiene & self care items free of charge to community members who need them. These items range from shampoo to period packs and everything in between.



We secured a grant from the Jane E. Deline Foundation and were awarded \$15,000 to purchase hygiene items for those experiencing hygiene poverty. We worked with the Kinney's Foundation to purchase the items. They allowed us to purchase them at wholesale price + a 10% discount.



Fundraisers for the collective included a "Trunk or Treat" event, as well as well as a "Hope for the Holidays" event - pictured above.

FRIENDS WITH BENEFITS - MONTHLY GIVING

Friends with Benefits is our monthly giving program that gives YOU perks and benefits while making an immediate impact on the health of our patients. Our supporters love this program because it is so much easier (and less noticeable) from their bank or credit card account. Our e-news communications are more frequent, including updates from our CEO. Your monthly financial gift gives every person who walks through our doors the power to choose their own healthcare. Plus, monthly donors get access to our very cool swag. Your monthly gift demonstrates your commitment to our mission and allows us to plan and budget for the future. Plus, it's environmentally friendly! Call Shelby today and become our "Friend with Benefits" at 518-561-4515 x 2128



Your monthly gift will be deducted on the 7th of each month from your designated payment method & will enroll you into PPNCNY's Friends with Benefits Program

I, _____ (name) pledge \$ _____ a month to be charged to my:
Visa MasterCard American Express Discover Bank Account

For Credit Card Payments:

Credit Card # _____
Expiration Date _____ CVV Security Code (on reverse of card) _____

For Bank Account Payments:

Account Number _____ Routing Number _____
Account type (Ex. Checking/savings/etc.) _____

All donors please fill out info below:

Signature _____ Date _____
Email: _____ Phone: _____ T-Shirt size _____

Please check this box if you do NOT want to receive PPNCNY SWAG with your monthly donation
Be sure to fill out your email to receive our Friends with Benefits communications!

Your bank account or credit card statement will serve as a monthly record of your transactions. You must notify us by telephone or in writing when you wish to change or cancel this agreement.

Planned Parenthood of the North Country New York will provide you with a summary of your annual gifts each January.

SEXUAL ASSAULT SERVICES



Our sexual assault prevention educators taught in 19 schools across the North Country, serving over 3400 students & faculty on topics such as consent, safe touch, healthy relationships & more!

We had 12 amazing volunteer Certified Rape Crisis Counselors that served over 8,700 hours combined on our 24/7 confidential hotline in 2023.

SAS OUTREACH CENTER!



Our Sexual Assault Services team celebrated the grand opening of their community outreach center located at 77 Margaret St. in Plattsburgh!

This robust space is used for small events, various LGBTQIA+ groups, counseling sessions & more to support the members of our community!

DASH FOR SAS 2023



Our 3rd Annual Dash for SAS Color Blast 5K raised over \$1200 to benefit our Sexual Assault Services Program!

We were joined by over 75 volunteers from Plattsburgh State University who threw color, made cotton candy and guided our participants to the finish line!



SPONSORED BY:



MOUNTAIN VALLEY
FEDERAL CREDIT UNION



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FARM CENTER & SERVICES FOR YOUTH





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LEADERSHIP TEAM



KATIE RAMUS
Interim CEO



CORINNE BARBER
Director of HR



JANE SPENCER
Fund Development
Officer



NICOLE HILLS
Vice President of
Patient Services (VPPS)



LISA SIMPSON
Regional Director of Finance



CHRIS DISTEFANO
Regional Director of IT

CALL 1-800-230-PLAN PPNCNY LOCATIONS

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

PPNCNY Health Center Hours

Watertown

Mon.Wed.Thu. 7:00am-5:30pm
Tue. 8:30am-7:00pm
Sat. 8:30am-12:00pm

Saranac Lake

Wed. 7:30am-4:00pm
Fri. 8:30am-5:00pm

Canton

Mon.Tue.Thu. 8:30am-5:00pm
Wed. 8:30am-6:30pm
Fri. 7:00am-3:30pm

Ogdensburg

Mon.Thu. 8:30am-5:00pm

Plattsburgh

Mon. 7:00am-3:30pm
Tue. 8:30am-7:00pm
Wed.Thu.Fri. 7:00am-5:30pm
Sat. 8:00am-12:00pm



Malone

Tue.Thu. 8:30am-4:00pm

Lowville

Open the first and third
Monday of every month
7:00am-5:30pm

***HOURS MAY CHANGE
PLEASE CALL 1-800-230-PLAN
TO CONFIRM HOURS!**



**SCAN HERE TO HELP
US REACH OUR
2024 FUNDRAISING
GOAL & SUPPORT
AFFORDABLE
HEALTHCARE IN THE
NORTH COUNTRY!**