

ANNUAL
Report
to the
Community
2014



OUR NEW PRESIDENT & CEO

Tess Sacco Barker



Our own Tess Sacco Barker was promoted to the position of President & CEO in June 2014. A Finger Lakes native and North Country resident, Tess has been with PPNCNY and in the Watertown office since 1997. Prior to becoming CEO, Tess was Vice President of Community Services from 2010-2014, and before that she served as Director of Community Relations.

Tess supervised a community education department that provided nearly 600 programs annually to nearly 10,000 participants to promote health, wellness and risk reduction. She was responsible for the efficient operation of education, case management and sexual assault services departments, and marketing efforts. Tess has worked with local businesses and agencies to secure cooperation with and support for educational programming, training and program services. Tess has been a very successful grant

writer, collaborative advertising campaigns and education and marketing materials.

Prior to joining Planned Parenthood, Tess was Director of Adult Education and Communications for Thousand Islands Girl Scout Council, Inc. in Watertown and District Consultant to the American Red Cross, Greater Upstate New York Region in Syracuse.

Tess has a rich history of community volunteering with agencies including Adams Library of which she has been a Trustee, member of American Association of University Women, Jefferson County Chapter and Watertown Sunrise Rotary Club, Board Member of St. Lawrence County Health Initiative and NNY Rural Health Care Alliance, and a community review member of United Way of Northern New York, Inc.



Planned Parenthood's Day of Action
& Advocacy
ALBANY, NEW YORK 2014

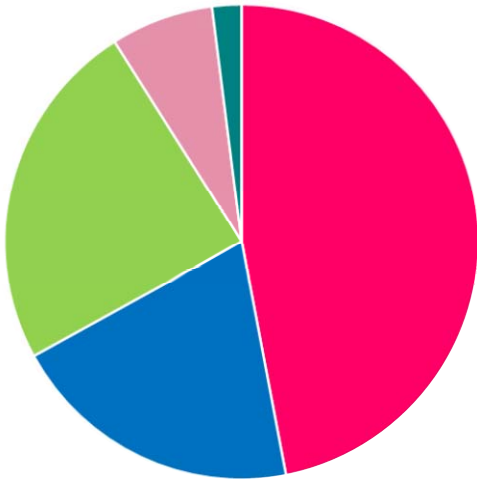
Board of Directors 2014

Cheryl Maid
Chair
Cheryl Weller
Vice Chair
Melissa Hart
Secretary
Carol Gable
Treasurer

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Rita-Ann FitzGerald
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Kirstin Linn Newman
Barbara Rottier
Harris Semegram
Robert Simmonds
Cheryl Weller
Laurena Wickham Will
Nicole Woodrow

Financials



REVENUE

■ Government Grant Revenue	47%	2,671,198
■ Medicaid, etc.	20%	1,150,259
■ Insurance	24%	1,352,816
■ Fund-raising Revenue	7%	393,347
■ Client Fees	2%	125,579
■ Other	< 1%	31,112



EXPENSES

■ Direct Service Expenses	66%	3,719,284
■ Non-Direct Service Exp.	32%	1,150,259
■ Fund-Raising	2%	183,630

TOTAL EXPENSES: 5,701,027

Health Care

PATIENT NUMBERS AND VISITS

9,011 - Patients

16,115 - Visits

12,240 - Chlamydia, Gonorrhea, Syphilis Tests

5,140 - Breast Exams

3,573 - Pregnancy Tests

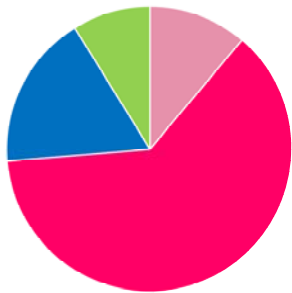
2,941 - HIV Tests

1,394 - Pap Tests

668 - Doses of Emergency Contraception

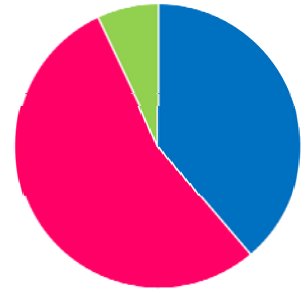
PATIENT AGE

- < 18 - 11%
- 18 - 29 - 62%
- 30 - 39 - 18%
- ≥ 40 - 9%



PATIENT INCOME

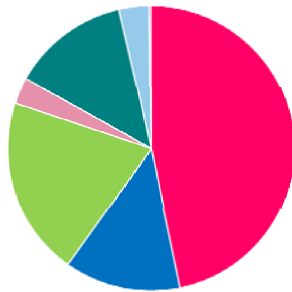
- ≤ 100% of *FPL - 39%
- 101 - 200% of *FPL - 54%
- ≥ 201% of *FPL - 7%



**FPL= Federal Poverty Level. In 2014, this was an annual income of \$23,850 for a family of four.*

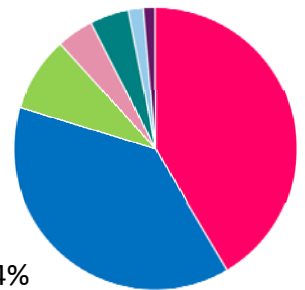
SERVICES BY TYPE OF VISIT

- Problem Visits - 47%
- Annual Exams - 13%
- Birth Control - 21%
- Initial Exam - 3%
- Pregnancy Test - 14%
- Abortion - 2%
- Counseling - < 1%



PPNCNY PATIENT PAYMENT METHODS 2014

- Private Insurance - 42%
- Medicaid & Medicaid Managed Care - 38%
- FPBP & FPEP - 9%
- No Charge Through Title X - 4%
- Reduced Rate Through Title X - 4%
- Other - 2%
- Self Pay - 1%



Affiliate Growth



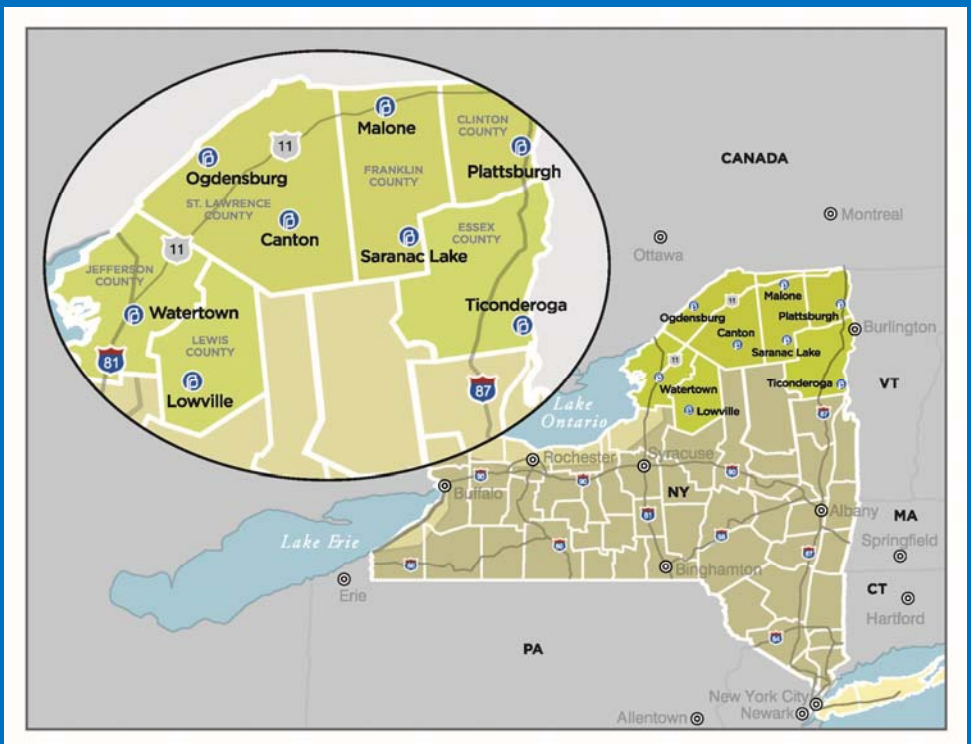
Planned Parenthood of the North Country New York, Inc. was awarded a five year continuation and expansion of the Community Health Worker (CHW) program. Our CHW case managers now provide home visiting, education and outreach services to any woman of child bearing age that is pregnant, parenting, planning a pregnancy or has had a high risk pregnancy or medical issues. The focus of the program has expanded to increase healthy birth outcomes by concentrating on not just current pregnancy issues, but preconception, inter-conception and postpartum education and planning. There are no longer any income, geographical or time of service restrictions and the program has been extended to Lewis County.

In July 2014, PPNCNY expanded male services to include No Scalpel Vasectomies in Franklin County at the Saranac Lake health center. The NSV has proven to be a 99.85% effective method for birth control and gives men a 40-50% faster recovery rate than a conventional surgical vasectomy. The no scalpel, no suture, no stitch procedure takes approximately 15 minutes and may be covered under Medicaid and most insurances. Our Saranac Lake health care center was the first center to provide No Scalpel Vasectomies. In the future, the NSV procedure will be available in the Plattsburgh and Watertown health centers.



Expansion of Service Area

In 2014, our North Country Affiliate added Essex County to our service area. We now serve the six northernmost counties of New York State. Our service area covers six of New York's northernmost counties and 17% of the State's land. Since Planned Parenthood first opened its doors in the North Country in 1966, much has changed but our unwavering commitment to serving our community—to serving all individuals—has not. We care deeply, with respect and without judgment. We do this because we believe that all people deserve high-quality, affordable health care—regardless of income or personal circumstances.



Dr. George G. Couch, retired OBGYN served as honorary Chairman in the successful fundraising campaign for construction of two surgical suites and a recovery room for the Watertown Health Center. Friends and Supporters of Planned Parenthood of the North Country New York, Inc. raised over \$40,000 for the Watertown community health center. Construction was completed in 2015.



Planned Giving

A NOTE FROM AN EXECUTOR

We received a generous donation from Madlyn Glade's estate in 2014, along with a letter from her Executor, Richard Petrie.

"Madlyn was born in Edwardsville, attended local schools and married Clinton Glade of Lisbon. Together they farmed fertile land overlooking Black lake from 1950 until 1990 when Clint died after a long battle with cancer. Madlyn was a full partner through the long days of hard labor which a farm requires with late nights and early, often below freezing, mornings with rarely a day off. Madlyn and Clint had no children of their own but enjoyed spending time with their nieces and nephew.

Madlyn had a great concern for the wellbeing of the many "unplanned children often born to immature parents lacking parenting skills and emotional and material resources needed to provide those children with a stable home and a good start in life.

in the promotion of health in women and families, providing services and education to women and families so; that they are more able to make choices leading to healthier families and communities.

I lived with Madlyn and Clint for six years and worked on their farm. They were second parents to me and taught me a solid work ethic and had caring interest in my wellbeing. When I grew older and had a family of my own, Madlyn and Clint were lifelong supporters of my family. Our children called them Aunt and Uncle. It was great to have them in our corner.

This gift comes from a loyal and very special friend and I am happy to designate Planned Parenthood as recipient in memory of Clinton and Madlyn Gladle."

Richard W Petrie, Executor



Our Locations

www.plannedparenthood.org/north-country

CANTON:

(315) 386-8821
9 Miner Street
Canton, NY 13617

MALONE:

(518) 483-7150
246 W. Main Street
Suite #1
Malone, NY 12953

PLATTSBURGH:

Medical: (518) 561-4430
Administration: (518) 561-0605
66 Brinkerhoff Street
Plattsburgh, NY 12901

LOWVILLE:

(315) 376-7421
7398 Turin Road
Lowville, NY 13367

OGDENSBURG:

(315) 393-6544
419 Ford Street
Ogdensburg, NY 13669

SARANAC LAKE:

(518) 891-0046
41 St. Bernard Street
Saranac Lake, NY 12983



TICONDEROGA

(518) 585-7622
1019 Wicker Street
Ticonderoga, NY 12883

WATERTOWN:

Medical: (315) 788-8065
Administration: (315) 782-1818
160 Stone Street
Watertown, NY 13601