

# ANNUAL Report to the Community 2018



## FROM OUR PRESIDENT & CEO, Tess Sacco Barker

To say that 2018 was challenging is an understatement.

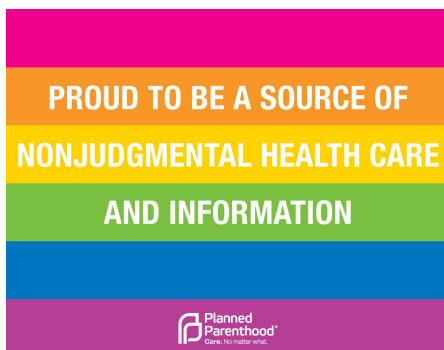
There were numerous attempts by congress to “defund” Planned Parenthood by eliminating our participation in safety net programs like Medicaid and the Title X program which would leave 1.5 million patients across the country without access to preventive services like birth control, cancer screenings, STD testing and treatment, and well-woman visits. And access to birth control and abortion services are still under attack.

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! 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 health centers, expanding gender-affirming care services, and renovating health centers in Canton, Malone and Ogdensburg. We increased our fundraising goal, brought a record number of advocates to Day of Action in Albany and opened two community outreach centers. None of these accomplishments would be possible without you.

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!

A special thank you to our Board of Directors, staff, volunteers, and donors for your dedication to the mission of Planned Parenthood of the North Country New York (PPNCNY). It is a privilege to provide exceptional reproductive and complementary health care, honest education, and fearless advocacy for all.

And the *biggest thank you of all* to our remarkable patients who choose Planned Parenthood for your reproductive health care services. We are honored to be your provider of choice — ensuring every person has access to the health services you choose, and the opportunity to pursue your own path to a healthy and meaningful life. PPNCNY is committed to your health, your lives, no matter what, and we look forward to the opportunities 2019 will bring to expand our services, education programs, and community partnerships. These doors stay open!



In solidarity,

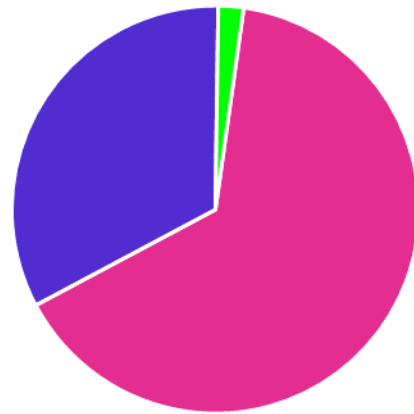
# Financials



## REVENUE

■ Government Grant Revenue .....	40%
	\$2,357,604
■ Medicaid, etc. ....	24%
	\$1,382,214
■ Insurance .....	17%
	\$1,005,271
■ Fundraising Revenue.....	12%
	\$701,686
■ Client Fees .....	1%
	\$81,247
■ Other .....	6%
	\$334,719

TOTAL REVENUE: \$5,862,741



## EXPENSES

■ Direct Service Expenses .....	65%
	\$3,542,718
■ Non-Direct Service Exp. ....	33%
	\$1,856,789
■ Fundraising Expenses.....	2%
	\$123,141

TOTAL EXPENSES: \$5,522,648

**I WENT TO  
PLANNED PARENTHOOD  
AND ALL I GOT WAS**

A BREAST EXAM, A PAP SMEAR, PHYSICAL EXAM  
STD TESTING AND TREATMENT, INFORMATION  
AND COUNSELING ABOUT MY SEXUAL AND  
REPRODUCTIVE HEALTH, CANCER SCREENINGS,  
A PREGNANCY TEST, PRENATAL SERVICES,  
AND ACCESS TO AFFORDABLE BIRTH CONTROL.

#ISTANDWITHPP #WEWONTGOBACK

# Health Care

## PATIENT NUMBERS AND VISITS

7,176—Patients

13,607—Patient Visits

9,915—Contraception Visits/Supply pick ups

259—Doses of Emergency Contraception

164— Gender Affirming Care

5,685—Pregnancy Tests

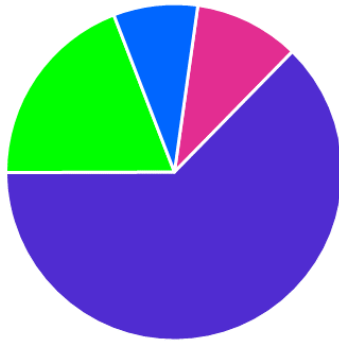
746—Long Acting Reversible Contraceptives (LARC)

4,456—Cancer Screenings (Breast exams, Pap tests, Colpos & LEEPs)

16,319—STI/HIV Tests

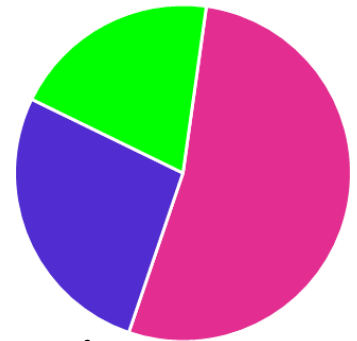
### PATIENT AGE

- < 18—10%
- 18 - 29—62%
- 30 - 39—19%
- ≥ 40—8%



### PATIENT INCOME

- ≤ 100% of \*FPL—53%
- 101 - 200% of \*FPL—27%
- ≥ 201% of \*FPL—20%

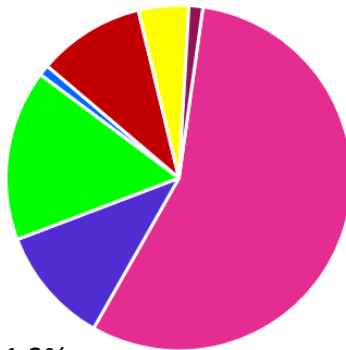


\*FPL= Federal Poverty Level.

In 2018, the FPL was an annual income of \$25,100 for a family of 4.

### SERVICES BY TYPE OF VISIT

- Problem Visits—56%
- Annual Exams —11%
- Birth Control—16%
- Initial Exam—1%
- Pregnancy Tests—10%
- Abortion—4.7%
- Gender Affirming Care—1.3%



### PATIENT PAYMENT METHODS

- Private Insurance—45%
- Medicaid & Managed Medicare —41%
- FPBP & FPEP—9%
- No Charge-Title X—3%
- Reduced via Title X—2%
- Self Pay—< 1%



Our Teen Advocacy Program (TAP) was very active in 2018, making 4,072 impressions and engagements in the 2017-18 grant cycle. Some of their events this past year included ice cream socials, relaxation and meditation, dream boarding, a costume and ugly sweater party, and multiple tie dye events. The Peer Educators are working to bring on volunteer Peer Advocates to supplement their reach in the local school districts. These recruits will be immediate points of contact for their peers to get to necessary health services in the local area. We look forward to continued successes with this program!

# Supporting Survivors of Sexual Assault



PPNCNY received a new SAS logo in 2018

PPNCNY's Sexual Assault Services (SAS) and staff serves Clinton, Franklin and Essex counties. We provide on and off site visits with clients, school-based visits, courthouse accompaniments, legal advocacy and Office of Victim Services (OVS) compensation claim assistance. We also provide a 24-hour sexual assault hotline and counseling to victims of sexual violence and their families. In 2018, our Sexual Assault Services staff served over 202 individuals and counseled 350 calls on our hotline.

## What's Denim Day?



PPNCNY Denim Day Pins

**Denim Day** is a campaign to prevent sexual violence through education and public awareness. April is Sexual Assault Awareness Month, and Denim Day is a call to action for all people to come together by wearing denim as a visible sign of protest against sexual violence. Each year in April, PPNCNY sells Denim Day pins to raise money for SAS of Clinton, Franklin, and Essex Counties. Wearing these pins on Denim Day is a sign of solidarity in support of survivors of sexual assault—locally and around the world. With a suggested donation of \$5, over \$1,100 was donated in 2018 to raise awareness of sexual assault and its effects on our community.

Why denim? Denim Day was originally triggered by a ruling by the 1997 Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day was developed in response to this case and wearing jeans during this annual event has become a symbol of protest against erroneous and destructive attitudes about sexual assault. Women of the Italian Legislature protested the decision by wearing jeans to work. As news of the decision spread, so did the protest. In April 1999, a social service agency in Los Angeles established the first Denim Day in the United States.

ADIRONDACK CENTER for WRITING  
Bringing people and words together

Planned Parenthood  
Care. No matter what.

**SPOKEN WORD POETRY PERFORMANCE**

Free and open to the public in support of national poetry and sexual assault awareness month. Optional writing workshop with poets to follow performance.

APRIL 25 @ 7PM  
PAUL SMITH'S COLLEGE IN THE PINE ROOM  
APRIL 26 @ 7PM  
NORTH COUNTRY COMMUNITY COLLEGE IN S-19

Carlos Andrés Gómez  
Jon Sands  
Mahogany L. Browne  
Sofia Snow

In addition to Sexual Assault Awareness month, April is also National Poetry month. Planned Parenthood collaborated with The Adirondack Center for Writing for a [Listen Poetry Festival](#). This unique collaboration between an arts organization and a public health organization offered innovative arts programming with a critical social health message. The four spoken word poets performed a series of pieces regarding consent, gender and sexual assault.

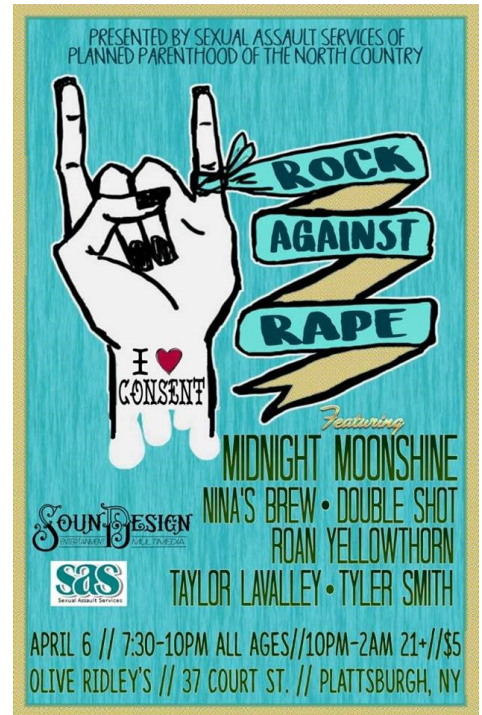
The performances were followed up by hour-long workshops facilitated by poets, who are all trained through the Dialogue Arts Project in New York City. Every student received information about sexual violence with resources that are available locally and nationally, including Enough is Enough legislation, affirmative consent, Title IX, and survivor stories. Planned Parenthood's Sexual Assault Services team was present to provide immediate crisis counseling.

In the workshops, students discussed relationships, gender roles, and societal pressures. They then analyzed a poem and were told to write something modeled off the given piece of work. Feedback from teachers and students was overwhelmingly positive.

# Supporting Survivors of Sexual Assault



The third annual 5K Color Run took place at Carousel Park in Saranac Lake and raised over \$2,300 for PPNCNY's Sexual Assault Services.



**Rock against Rape** returned in 2018. Local bands from the Plattsburgh area donated their time, and businesses donated prizes/baskets to raise money for our SAS program. This year's event raised \$3,500.

## Voter Registration

In September PPNCNY Community Engagement staff teamed up with the Jefferson County Democrats and the League of Women Voters in the North Country to put on four different events for National Voter Registration Day. Throughout the voter registration push, **PPNCNY collected over 150** registrations of new and updated voters who were able to participate in the November 2018 election. We look forward to continued collaborations and increased numbers of registrations in future voter registration events!



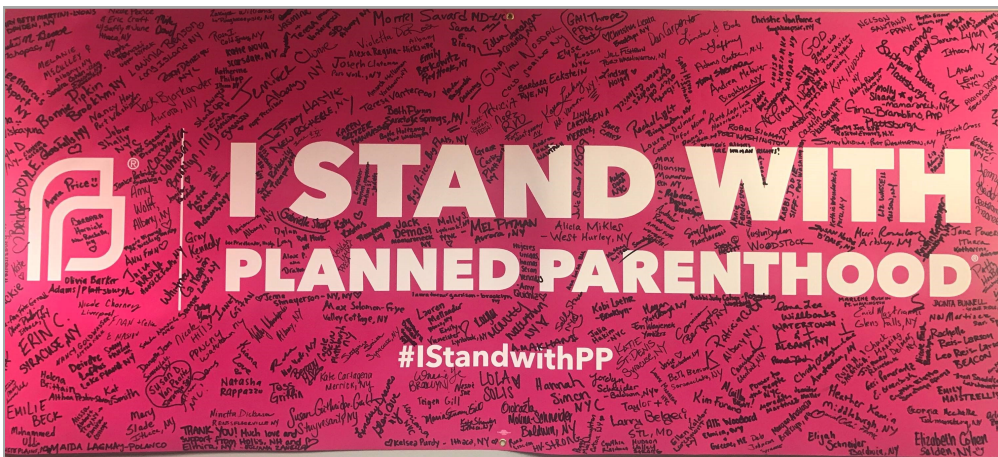
## LiFT Program Part II

In partnership with Planned Parenthood Greater Northwest and Hawaiian Islands, PPNCNY held the second **LiFT (Linking Families & Teens)** program in Watertown. LiFT is a pilot study geared towards rural families that is aiming to create an Evidence-Based Curriculum to address parent-child communication in the home and increase honest conversations about the "tough stuff" like healthy relationships, sexual health, drugs and alcohol and school success. We had 23 families with teens registered to participate in this unique opportunity to gain some interpersonal skills and improve relationships within the home. PPNCNY was the only affiliate from New York, and one of the only on the East Coast, to participate. We are so thankful to have had this opportunity to co-facilitate the program twice, and look forward to a training-of-the-trainers to be able to recreate this program in the North Country soon.



# Advocates for Choice

In February, PPNCNY staff joined PPESA (Planned Parenthood Empire State Acts) in an initial advocacy event in Albany for Comprehensive Sex Education. A group of Community Engagement staff teamed up with staff from UHPP and MHPP to encourage Assembly and Senate members Woerner, Brindisi, Magnarelli and Little to pass the bill for that session, talking about the importance of starting body-positive education in the formative years and continuing those conversations throughout high school—leading to students being better prepared for relationships and have better communication in their homes. While the bill did not pass in this session, we have continued working closely with these representatives and others in getting this bill passed and we hope to see it succeed in the 2020 session.



**Act. No matter what.**



In March, over 100 PPNCNY staff, volunteers, and advocates participated in the annual **Day of Action** event in Albany. Our agenda was jammed packed with North Country residents encouraging representatives to pass multiple initiatives since turning both the Assembly and the Senate to a bluer hue. Wins included the Reproductive Health Act, Comprehensive Contraceptive Coverage Act, Boss Bill, and the overall goal of passing the Women's Agenda in the budget (which covered decriminalizing abortion, prevention maternal mortality, and advancing Comprehensive Sex Education).



# PRIDE and GenACTION



Happy Pride!



PPNCNY now sponsors three **Generation Action** campus groups throughout the North Country, at St. Lawrence University, Plattsburgh State, and Jefferson Community College. The SLU group just finished their second year and have over 50 active club members, and sponsored events this past year focusing on consent and access to care. The Plattsburgh group finished their first year strong and have earned themselves a scholarship from the PPFA Youth Squad for the upcoming year to build their chapter. They had a lot of success at their Condom Carnival event and DYE your Pride. The JCC group is building itself this year and hopes to become a full-fledged club on campus in 2019-2020.





# Expanding PrEP and Gender-Affirming Care

Transgender people welcome here.



Planned Parenthood  
Care. No matter what.

In 2018, PPNCNY expanded our gender affirming services to our Plattsburgh Health Center. With transgender care in our two largest offices, we continue to be committed to improving the way transgender individuals receive healthcare in our region. We proudly work together with our transgender community to lead the way in eliminating barriers to care and to create communities that are welcoming to trans and gender non-conforming individuals.




TRANSitioning to better health care.

We serve transgender people at various places on the spectrum of gender identity and expression. We offer preventive sexual health care services as well as gender affirming hormone therapy. Planned Parenthood does not provide pharmacy services for hormones. However, patients under our care receive a written prescription for hormones which they fill at a pharmacy. If you are already being seen by a medical provider for transgender services but you wish to transfer your care to Planned Parenthood, we can help! Call 1-800-230-PLAN to make an appointment and meet with a member of our Transgender Program.

**Planned Parenthood can help you prevent HIV.**

Come in for testing, condoms, and PrEP.



*“I am so grateful to receive health care at Planned Parenthood of the North Country during my transition. They are knowledgeable, kind and compassionate to my needs. It is a safe space for me to be myself.” — PPNCNY patient*



Ashley Tracy, NP

Program Director, Transgender Services

Advances in preparation and treatment are bringing us closer to ending HIV. PrEP is one of a number of HIV prevention strategies for people who are HIV negative but who also have higher-than-average risk of contracting HIV.

Patients on PrEP take a pill every day and must also agree to see their healthcare provider at least every three months for follow-up testing. When taken as prescribed, this once a day pill is highly effective in protecting against HIV. PrEP is intended for use along with other risk reduction strategies such as condoms because people taking PrEP are still at some risk of contracting HIV, especially those who do not take PrEP consistently, and because people on PrEP remain at risk for other types of sexually transmitted infection.

**Testing + Condoms + PrEP** 

can help you prevent HIV.



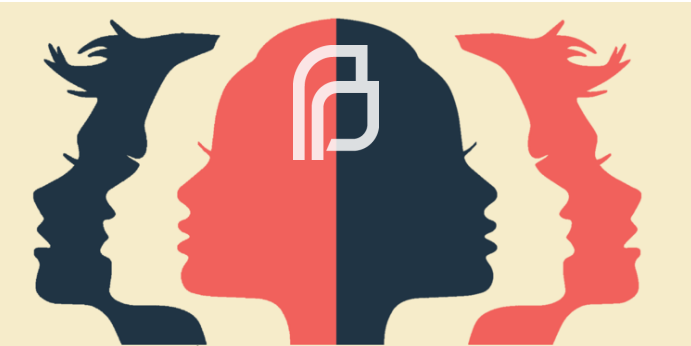
*“As a gay man I am very grateful to Planned Parenthood for being one of the only PrEP prescribers in the area. I’m here every three months for a full STI check and PrEP Checkup. —PPNCNY patient*



In May, PPNCNY supporters of all ages protested the Gag Rule. On June 1, 2018 The U.S. Department of Health and Human Services (HHS) issued a domestic **gag rule** prohibiting Title X grantees (Planned Parenthood) from providing a full range of pregnancy-related options, including abortion care.



Our **Spring Plunge** took place on Lake Champlain, raising over \$8,800. Special thanks to **Josh Clement Productions** for allowing “The Beav” to join us! Other events include our National Women’s Day at Cascade Ski Center, Valentine and Halloween Sex Trivia’s, house parties across the affiliate, Canton Outreach Center open house, April Fool’s Ball, and our “Spring it on” prize-a-day giveaway!



National Women’s Day at Cascade Ski Center March 8, 2018



Sex Trivia at Olive Ridley’s

## Be Our Friend with Benefits!



Friends with Benefits is our new 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. Monthly donors receive discounts/VIP entry to our events and 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 518-561-0605 x 128

Your monthly gift will be deducted on the 7th of each month from your Visa, MasterCard, American Express or Discover card and will enroll you into PPNCNY's Friends with Benefits Program.

I, \_\_\_\_\_ (name) pledge \$ \_\_\_\_\_ (monthly amount) to be charged to

my: Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

CVV Code (on reverse of card) \_\_\_\_\_ AMEX is the 4 digit code on the front of the card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ Email: \_\_\_\_\_

Your bank account or credit card statement will serve as a monthly record of your transaction. You can notify us by telephone or in writing when you wish to change or cancel this agreement. PPNCNY will provide you a summary of annual gifts in January. **Be sure to fill out your email to receive our Friends with Benefits communications!**

### Board of Directors 2018

Alex Augsbury  
 Cheryl Douglass  
 Rita Fitzgerald  
 Heidi Fortsch  
 Margot Gold  
 Lin Griffin  
 Suzy Johnson  
 Myra LaFrance  
 Cheryl Maid  
 Jennifer Jubin  
 Annette Robbins  
 Barbara Rottier  
 Harris Semegram  
 Michelle Schumacher  
 Ted Sonneborn  
 Michelle Timmons  
 Laurena Wickham-Will

**First Base**—Gifts starting at \$10 a month receive free admission to Friends with Benefits Events, updates from Friends with Benefits communication network, pin and sticker swag.

**Second Base**— Gifts starting at \$20 a month receive free admission to all Friends with Benefits Events and \$20 discount on all other events, updates from Friends with Benefits communication network, T-shirt, pin and sticker swag.

**Third Base**— Gifts starting at \$25 a month receive free admission entry to all Friends with Benefits Events and a \$25 discount on all other events, updates from Friends with Benefits communication network, T-shirt and premium swag.

**Home Run**—Gifts of \$50 or more a month become VIP Friends with Benefits with exclusive premium swag and VIP access to events. Please call Shelby directly at 518-561-0605 x 128.

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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

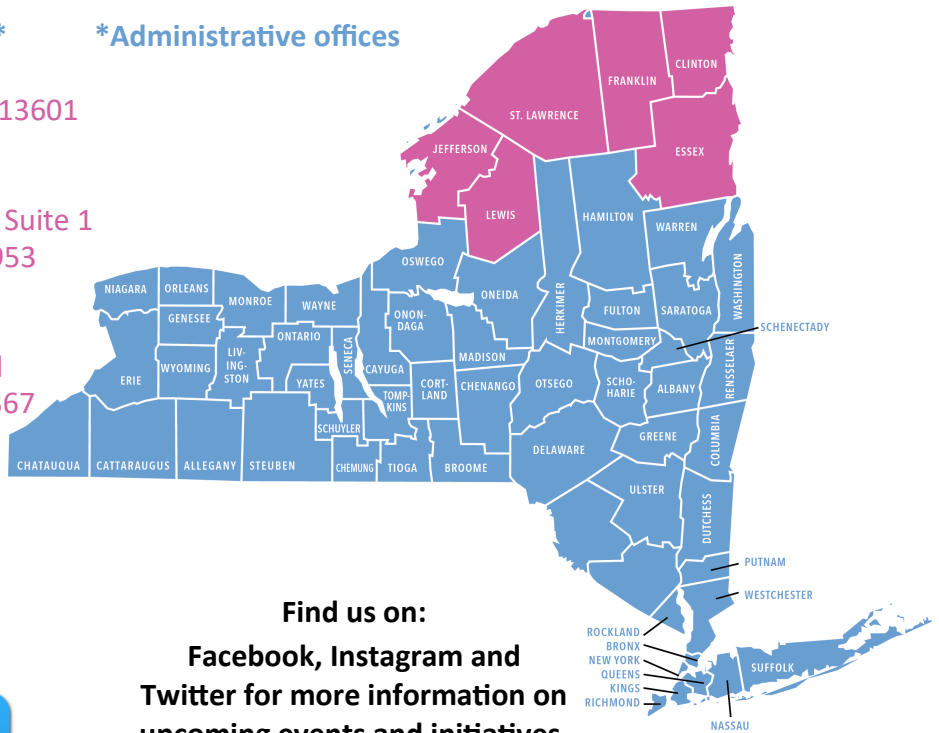
**WATERTOWN: \***  
160 Stone St.  
Watertown, NY 13601

**MALONE:**  
246 W. Main St. Suite 1  
Malone, NY 12953

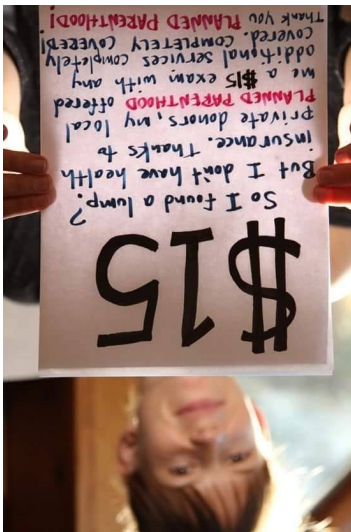
**LOWVILLE:**  
7398 Turin Road  
Lowville, NY 13367

Or visit us at  
[PPNCNY.ORG](http://PPNCNY.ORG)

\*Administrative offices



Find us on:  
**Facebook, Instagram and  
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upcoming events and initiatives.**



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