

Annual Report 2017-2018



 **Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood of Western Pennsylvania

President & Chair Message

Dear Friends,

This year the Trump-Pence administration continued their relentless agenda to block access to Planned Parenthood and to deny reproductive health care to the people we serve. Their efforts included issuing a rule that undermines the Birth Control Benefit of the Affordable Care Act, which would further reduce access to birth control in this country. In May 2018, they also took aim at the Title X national family planning program with a rule that if implemented, will have a devastating impact on access to birth control, cancer screenings and sexually transmitted infection (STI) testing and treatment services for people who are uninsured and most in need of affordable health care. Based solely on ideology, the proposed "Gag Rule" prohibits Title X providers from giving patients the information they need to make their own reproductive health care decisions. This Gag Rule would eliminate \$400,000 in funding Planned Parenthood receives to provide services to over 6,000 people annually.

Planned Parenthood provides essential health services that are preventive and save money by addressing problems early and avoiding more expensive interventions. These political attacks make this care more expensive, less accessible and in some cases impossible for people to obtain. Sadly, this comes at a time when the number of STIs has reached 1.7 million, a record amount especially among teens and young adults, and there is a huge need for our services with approximately one-third of the region's population living at or near the poverty level.

There is a crucial need for safe, confidential and affordable health care services and PPWP is committed to keeping our doors open to serve our community. This past year, we worked to increase our reach in the community by establishing a mobile STI and HIV testing program and doing preliminary work to establish behavioral health services. Our education program reached nearly 15,000 people with skill-building tools and information that address unintended pregnancy, school completion, intimate partner violence, and overall sexual health.

We would not be able to do this work without the support of our donors, volunteers and community partners. Together, we will never stop fighting to ensure that reproductive health care and comprehensive sexuality education programs are available to all those who need them, no matter what.

Thank you for standing strong with us, and continuing to help us keep our doors open.

Sincerely,



Kimberlee Evert
President and CEO



Jim Walker
Chair, Board of Directors

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.

Health Services

PPWP was able to offer several new services to help address the health care needs of our patients. These services include:

Hepatitis C testing:

Hepatitis C is a viral infection that causes liver inflammation and without treatment can lead to serious liver damage. With the rates of Hepatitis C on the rise, PPWP decided to offer rapid Hepatitis C testing at all of our health centers and conducted additional testing through our mobile testing program called Care No Matter Where (CNMW). Early diagnosis and treatment with antiviral medicines can greatly improve health outcomes for those affected.

PrEP medication:

This year we were able to expand access to PrEP (Pre-Exposure Prophylaxis), a medication that works to prevent HIV, through our mobile outreach program, CNMW. Through this effort, we were able to bring awareness about PrEP to population groups that often don't access preventive health care services. PPWP's staff helped to ensure that those who were interested in this medication also had information on how to access a low-cost option for PrEP at PPWP health centers.

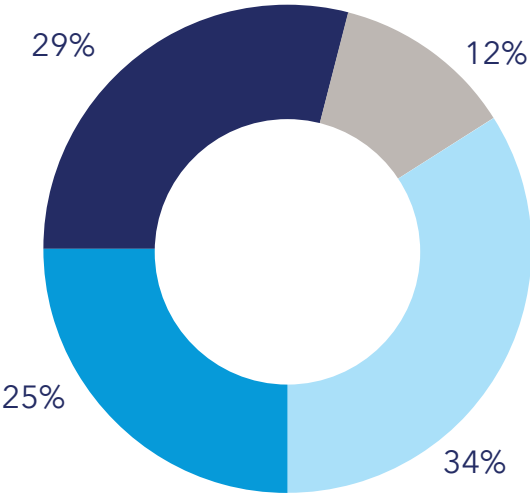
Behavioral Health Services

PPWP completed the initial steps necessary to add behavioral health services at our downtown Pittsburgh health center. This effort included securing funding and developing an implementation plan to integrate the program into existing services. Our medical team identified a need for behavioral health services among the patients we serve and has observed the challenges our patients face in obtaining these services, especially patients who are uninsured or underinsured.

Downtown Pittsburgh Family Planning staff

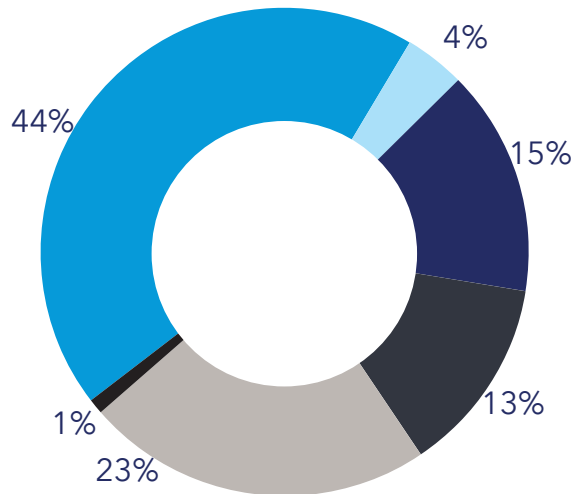


Patient Profile by Fee



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

Birth Control by Type



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

We continued to provide high quality, affordable reproductive health care to individuals with diverse needs and backgrounds at seven health center locations across western Pennsylvania, detailed as follows:

- **1,450 male patients** were seen in our health centers
- **15,414 female patients** were seen in our health centers
- **16,864 total patients** were seen in our health centers
- **903 pap tests** were administered
- **2,356 breast screenings** were administered
- **20,809 STD tests** were administered
- **13,833 units of birth control** were distributed

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

PPWP continued to provide educational services to youth, parents, and families in western Pennsylvania. Services provided include comprehensive sexuality education for school-aged youth, professional training to youth-serving providers, community workshops, and support for parents.

Peer Helpers

PPWP's Peer Helpers program continued in a number of different middle and high schools across western Pennsylvania. Through the peer-to-peer sexuality education model, students engaged in important conversations around decision-making, communication, gender identity, personal values, consent, contraception, STI prevention, and much more. Peer helpers attended meetings, summits and guest speaker events and also participated in volunteer projects around the community such as preparing for the People's Pride event in June.

Violence Prevention Program

Through PPWP's Violence Prevention Initiative, a program that offers individuals in our service area programming to promote respectful behavior and healthy relationships, high school youth received multi-session programming and one-time workshops. Adults also received one-time workshops and training at organizations such as Operation Better Block, JobCorps, the Urban League, and Pyramid Healthcare.

Partnership with Black Girls Equity Alliance

PPWP partnered with the Black Girls Equity Alliance (BGEA), a nonprofit that focuses on at-risk girls ages 8 to 18 and implements programming that highlights ways black girls can advocate for and celebrate themselves. BGEA also works to end inequities affecting black girls in Allegheny County. Our education staff planned and orchestrated a celebration at Westinghouse High School to acknowledge and celebrate black girls enrolled at the school.

PPWP's Education department served a wide audience of youth, parents, and community leaders in the past year. The numbers from our various programs are as follows:

- **230 students** participated in the Peer Helpers program
- **1,504 students** participated in multi-session LifeSkills programming at **25 different sites** (including community education and peer education sites)
- **709 individuals** received programming through PPWP's Violence Prevention Initiative
- **99%** eligible Peer Helpers graduated from high school



A CNMW testing event held at Hazelwood's anniversary celebration



Westinghouse students learning ways to advocate for themselves in Asia Mason's self-advocacy workshop.



Signs made by Peer Helpers for People's Pride



Brashear High School Peer Helpers field trip to Phipps Conservatory.

Advocacy & Outreach

Defeated the Congressional PP defunding bill

PPWP joined with supporters from around the country to successfully fight a Planned Parenthood “defunding” effort that was included in the Tax Reconciliation bill which also took direct aim at the Affordable Care Act (ACA). Thank you to the hundreds of thousands of individuals who called, rallied, and voiced your support for Planned Parenthood and the ACA. During this critical time, we worked with our supporters, community partners, and patients to help elevate the impact this devastating bill would have on our communities and were grateful to all those who worked to take action against it.

PA Campaign for Women’s Health/Community Conversation

As part of the PA Campaign for Women’s Health, we collaborated with the Women’s Law Project, the ACLU and Pittsburgh United to organize events that engaged communities and encouraged dialogue around issues related to women’s health care. These events reached women and families in communities throughout Pennsylvania including the Millvale/Sharpsburg/Etna and Erie communities. The information gathered during these events helped us prioritize and build a more inclusive campaign for women’s health. On January 23rd, we invited participants from these conversations to travel to the State Capitol to talk with lawmakers so that they would be better informed about these issues and be able to develop policies that work to promote health, safety, and economic security.

Volunteers at an Organizing Conference in Oklahoma City.



Supported Partner Organizations

PPWP worked with our partner organizations throughout western Pennsylvania to help support policies that improve the quality of life for those in our communities. Some of these efforts included: My Body is My Own, organized by students at the University of Pittsburgh, and working with the International Women’s Strike Campaign to take part in Casa San Jose’s bus trip from Pittsburgh to D.C. to attend a national march to defend DACA recipients.

Volunteer Program:

PPWP’s volunteer program stayed strong throughout the year. Dedicated individuals contributed to PPWP by providing assistance in our health centers, escorting patients into our building, completing administrative support tasks, collecting patient stories, and assisting with special events and outreach activities. Over 2,388 hours of work were contributed to our organization last year, saving an average of \$58,900. Our volunteer numbers for the past year are as follows:

- **51 unique volunteers** per month*
- **199 monthly volunteer** hours*
- **25 volunteer escorts** per month*
- **217 volunteer applications**
- **85 individuals** attended volunteer orientation

*Average

Social Media

PPWP continued to utilize social media channels to engage supporters and share up-to-date information about important legislation affecting reproductive health care. We held two successful tweetstorms this year which helped to amplify important issues through social media posts shared on Twitter, Facebook, and Instagram. In January we held a tweetstorm around the fight for birth control (#PPWP4BC) and in March we held one around stopping the Title X Gag Rule (#NoGagRule). Both tweetstorms were widely shared across all social networks.

Followers by channel:



/plannedparent
hoodpgh
3,356



@PPWPA
835



@PPWPA
878

Development

PPWP had a successful year in fundraising. Our signature fundraising event, the Spring Gala, was held in Fox Chapel and raised over **\$150,000**. The evening included live music, delicious food, and beautifully crafted cocktails. Our fall benefit, An Evening with Randy Rainbow, was also a huge success. The show was attended by over 330 people and raised a total of **\$32,240**.

This year, we launched an exciting new fundraising initiative, Power of the Purchase (PoP). During this week-long campaign in March, we partnered with over twenty local restaurants and businesses to raise funds and awareness for Planned Parenthood. PoP partners donated a portion of their sales during this week to PPWP and set up display stations where patrons could learn more about PPWP's services. PoP raised nearly **\$10,000** for PPWP.

PPWP also organized house parties, Cocktails for a Cause events, and offered several online campaigns including the Pledge a Picketeer program.

Four-star Chairty

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



Members of the Fund Development Committee with Randy Rainbow.



Gala attendees greet each other at the home entrance.



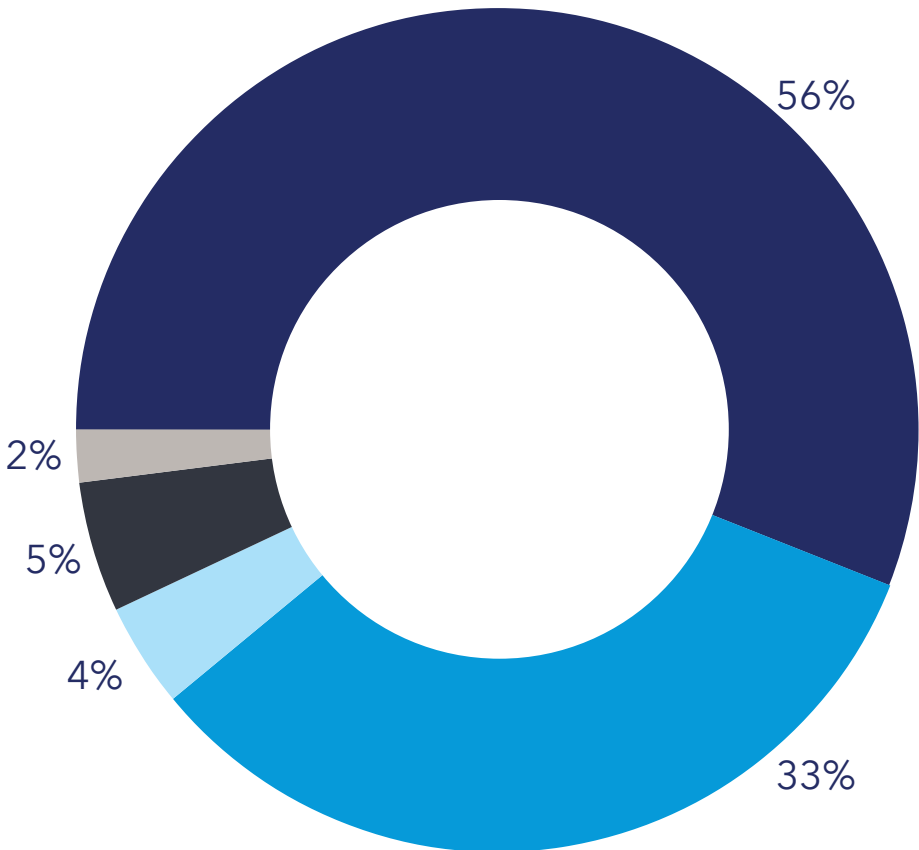
Finances

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 this possible.

Income

● Patient Fees	3,422,675
● Contributions	2,014,411
● Special Events	214,493
● Government Funding	349,236
● Other Income	110,932
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Total	6,111,747



Expenses

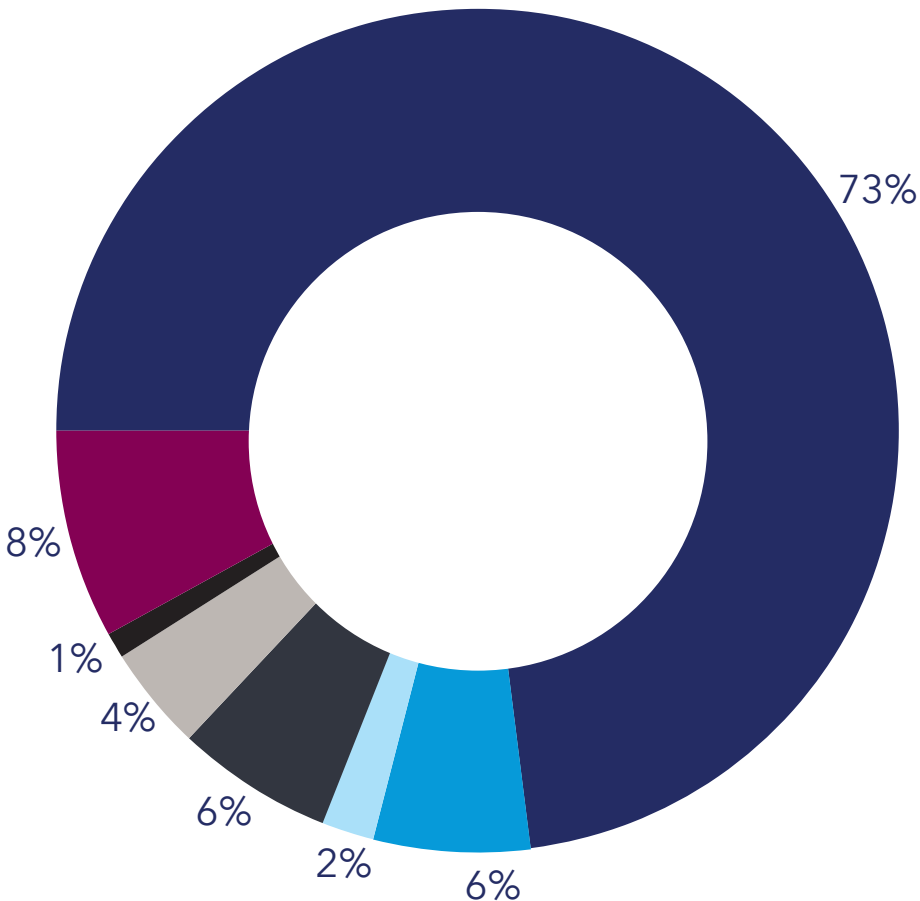
Program Services

● Medical Services	4,433,733
● Education Services	362,206
● Public Education	108,538

Supporting Services

● Administration	390,006
● Development & Publicity	271,776
● State & National Affiliation Dues	51,722
● Replenish Reserves	493,766

Total	6,111,747
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Our Leadership

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Treasurer

Lynn Cullen
Vice Chair

Carole King
Secretary

Louanne Baily
Gary Brant
Sarah Flaherty
Rebecca Foster
Sandra Garbisch
Lisa Giusti
Cheryl Hall-Russell
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Katherine Luniewski
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Maureen McHugh

Haley Mears
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Alisha Reed
Linda Simon
Tim Smith
Benjamin Solnik
Jamie Stern
Neva Stotler
Rabbi Ron Symons
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Susan Dobbins
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Margie Gilfillan
Dusty Elias Kirk
Sue Liken

Barbara Logan
Eliza Nevin
Karen Oberg
Richard W. Reed Jr.
Theresa Scheetz
Susanne C. Wean

Executive Staff

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

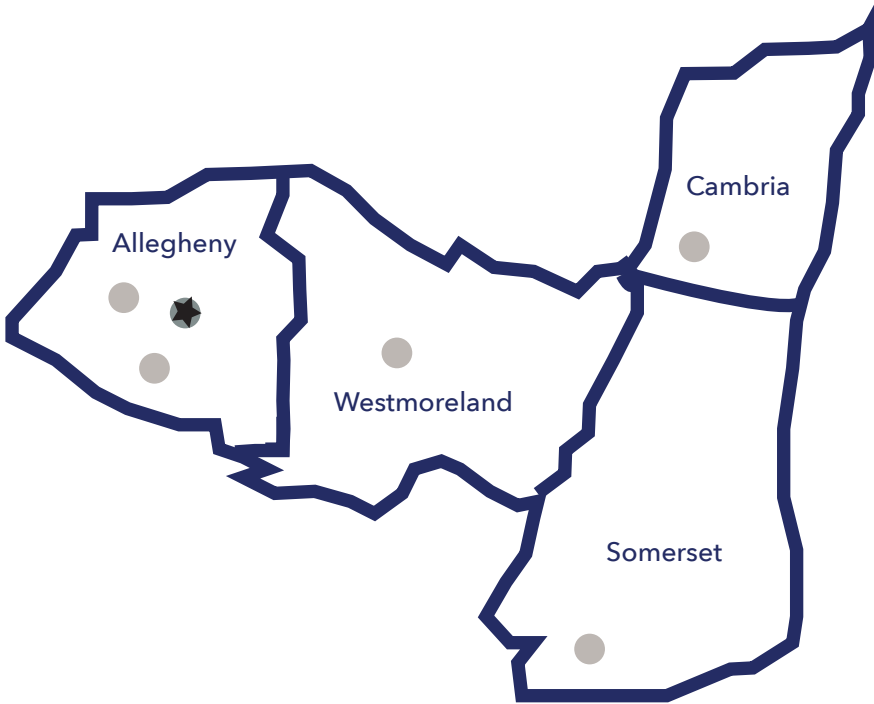
Debbie Cain, M.A.C.P.
V.P. for Operations

Beth Mautino, C.P.A.
CFO

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

Beatrice Chen, M.D.
Medical Director

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



Allegheny

- Pittsburgh Family Planning
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Pittsburgh, PA 15222
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- ★ 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



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Pittsburgh, PA 15222

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www.ppwp.org | 1.800.230.PLAN