

Annual Report 2018-2019



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

Planned Parenthood of Western Pennsylvania

President & Chair Message

Dear Friends,

This past year, we joined with affiliates from across the country to fight against the Trump-Pence administration's attack on Title X funding - the nation's only family planning grant program. Since 1970, the Title X program has provided family planning funds that support low-income people in need of preventive care, health screenings, and birth control. This year the administration added new requirements to the Title X program that are designed to block Planned Parenthood health centers from receiving this funding, thereby denying millions of women access to these services.

Attempts to stop the Title X Gag rule through the courts have been unsuccessful to date, and Planned Parenthood is no longer part of this important program. In response to this funding loss, we initiated a fundraising campaign to help fill the gap so we could continue to provide affordable services for those patients who have low-incomes and are without health insurance. As a result of this fundraising initiative, we have been able to provide our patients with the same level of care, and our services continue to be available to all those in need.

Despite this funding challenge, our board and staff have continued to address key initiatives outlined in our strategic plan including investing in telehealth, offering behavioral health services, initiating plans for expanded care for the LGBTQIA+ community, and launching an aggressive effort to combat the STD epidemic by increasing the number of people in our community who receive STD testing and treatment services.

PPWP is also very proud of these additional accomplishments that were completed in 2019:

- a Peer Education program in eight schools with 230 participating Peer Helpers and offered the Lifeskills program to an additional 1600 students. These efforts provide comprehensive sexuality education to youth throughout the Pittsburgh region;
- continued our Care No Matter Where mobile STD testing program which reaches at-risk populations that have limited access to testing and treatment centers;
- continued our Partner Violence program specifically focused on sexual and relationship violence prevention work with youth and youth-serving providers;
- launched behavioral health services at our downtown Pittsburgh health center and added screening services for depression and drug and alcohol abuse.

We know that this work would not be possible without you!

Because of you, we continued our work of increasing equity and access to sexual and reproductive health services to those in western Pennsylvania. We are truly stronger together.

As our partner, we invite you to read more about this past year's accomplishments, and we offer you our sincere gratitude for your continued support and commitment to our mission!

Sincerely,



Kimberlee Evert
President and CEO



Mary Ellen Johnson
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:

Planned Parenthood Direct

Planned Parenthood partnered with the two other Planned Parenthood affiliates in Pennsylvania to launch PP Direct - an online platform that allows users to access birth control and treatment for urinary tract infections. PP Direct is a convenient smartphone app available to download for free in Apple's App Store or on the Google Play store. Users can request birth control pills delivered to their door, get a prescription for UTI treatment sent to a nearby pharmacy, learn about different methods of birth control, and make an appointment at a Planned Parenthood health center all from the convenience of their phone or computer.

Care No Matter Where (CNMW)

This year, our Care No Matter Where initiative has expanded to provide more preventive health care services. We provided mobile STI testing to more sites, and we now offer PrEP through CNMW, bringing awareness to groups that don't often have access to routine preventive health care services.

Behavioral Health Services

This year we hired a full-time Licensed Professional Counselor to provide those in need with affordable, stigma-free therapy. This new service was officially launched in May 2019, and since that time, we have seen incredible growth. Our behavioral health program is offered in our downtown center and provides therapy services for trauma, anxiety, depression, substance use, and gender-affirming care. These services are provided on a sliding-fee based on income to ensure that everyone can access care.



2018-2019 Health Care Services by the Numbers

Health Services

STI Testing & Treatment

STI Tests	14,594
HIV Tests	2,950
Genital Warts Testing + Treatment	403
Other STI Testing + Treatment	567

Contraception

Contraception Cycles Dispensed	9,253
Condoms Dispensed	30,000 +
Long Acting Reversible Contraception Dispensed	911
Emergency Contraceptin Kits Provided	1219

Cancer Screenings and Vaccinations

HPV Vaccinations	170
Pap Tests	773
Breast Exams	919
Breast Screening Questionnaires (BRSQs) Conducted	887

Other Health Services

Well Person Exams	791
Pregnancy Tests	4,845
Abortion Procedures	3,012

Patients

Patients Vists

Female Patients	11,485
Male Patients	1,167
Total Patients	12,652

3,000+ Cancer Screenings

40,000+ Condoms Dispensed

2,950 HIV Tests

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 continues to provide high-quality sexuality education programs to youth, adults, parents and professionals throughout western Pennsylvania. Our services include multi-session education programs for various individuals including; youth and adults schools, community organizations, in-treatment facility patients, people with intellectual and developmental disabilities, and trainings for educators and other youth-serving professionals.

Violence Prevention Program

The Violence Prevention Program continued its important work promoting healthy relationships and respect for all with young people and adults around the region. The youth work has expanded to include middle and elementary school students, as well as populations of folks with intellectual and developmental disabilities. Multi-session programs are provided in schools, at after school programs, through community organizations and at substance-use treatment facilities, among others.

Black Girls Equity Alliance

PPWP continues to be very involved with the BGEA, particularly around sexuality education and sexual violence prevention efforts. We worked with them to complete research and prepare a report on the state of sexuality education in Allegheny County, and are currently collaborating on raising awareness.





Peer Education Program

PPWP's Peer Helpers program is currently in its 28th year of supporting students in becoming confident and capable sexual health leaders who work together in building stronger, healthier communities. Through the lens of comprehensive sexuality education, peer helpers participate in a holistic program that addresses a variety of relevant sexual health concerns. These include gender, healthy relationships, media literacy, and critical thinking, along with; sexual orientation, gender identity/expression, consent and sexual violence prevention, in addition to contraception and preventing Sexually Transmitted Infections (STIs).

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:

- 231 students participated in the Peer Education program
- Over 1,200 students participated in multi-session lifeskills programming at 25 sites (including community ed and peer ed)
- Over 1,300 individuals received Violence Prevention programming in 251 sessions.
- 100% of peer educators graduated from High School

Advocacy & Outreach

2018-2019 was a year in which we all banded together to fight for a common goal. These initiatives included the following:

Fight Against Gag Rule

In both Harrisburg and Washington, PPWP mobilized supporters to fight back against a series of attacks on reproductive rights and access to services. We fought against the Trump-Pence administration's Title X gag rule that requires clinicians to withhold information from patients about abortion. With the help of our supporters, we were able to send a loud message rejecting this attack and holding them accountable for playing politics with millions of people's healthcare needs.

SCOTUS Rejection

PPWP joined with partner organizations in the fight to reject Trump's SCOTUS nominee Brett Kavanaugh who has a record of blocking access to abortion and supporting employers who want to deny their employees access to no-copay birth control coverage.

Will of Council

Pittsburgh City Council issued a Will of Council on July 2018 to show their support for Planned Parenthood and denounce the Title X Gag Rule. PPWP CEO and President Kim Evert and lead clinician, Katherine Schott, spoke in length at this event.





Volunteer Appreciation Event at Choderwood

Volunteer Program

PPWP’s volunteer program increased its membership and retention throughout the year. Our dedicated volunteers have 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 2,700 hours of work were contributed to our organization, saving an average of \$69,811.71. Our volunteer numbers for the past year are as follows:

- 58 unique volunteers per month*
- 225 monthly volunteer hours*
- 28 volunteer escorts per month*
- 346 volunteer applications

*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 along with news and relevant stories that affect our organization. We saw significant growth in all of our social media channels, with our Facebook, Instagram, and Twitter growing immensely. Our Facebook has also acted as a hub for information on all events that we hosted throughout the year. Social media continues to be an important part of strategy.

Followers by channel:



/plannedparent
hoodpg
3,672



@PPWPA
870



@PPWPA
1128

Development

Our signature fundraising event, the Spring Gala, took place in Shadyside this past year and raised over \$130,000. Homeowners Scott Cavanaugh and Ronald Graham welcomed 300 PPWP supporters for an evening filled with live music, exquisite food, and several signature cocktails. The theme of the night was “An American in Paris,” and it truly was an unforgettable evening.

This is the second year that our highly successful “Pledge a Picketeer” program took place entirely online. We had a total of 1,842 picketers stand outside our centers, however, our gracious supporters gave the protestors a true purpose, raising \$24,536! Based on the average of money raised per picketer, we raise \$13.32 each time a picketer shows up in front of our center.

This year we continued our quarterly Cocktails for a Cause happy hours, hosted an online shoe raffle, partnered with several supporters in active fundraising campaigns including the At Her Table dinner series, and participated in house parties and local fundraisers. These initiatives helped to raise much-needed funding for services while providing PPWP was an invaluable opportunity to talk about services and meet new supporters.

Diana Federici and Kirk Ralston surprised PPWP’s staff when they called this past year to discuss their intention of donating their beautiful Edgewood home to PPWP. This astonishing act of generosity occurred in December of 2018, and the final sale provided PPWP with over \$160,000 in support!

Four-Star Charity

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



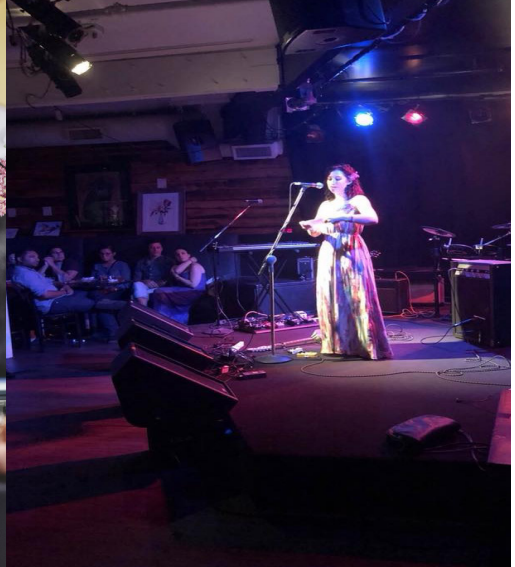
Pledge a Picketer

Give purpose to their protest!

We have raised the following amount of money in support of reproductive health care services:

\$24,536.00

Thank you!



Gala Hosts Scott Cavanaugh & Ronald Graham along with Carole King and Chip Burke

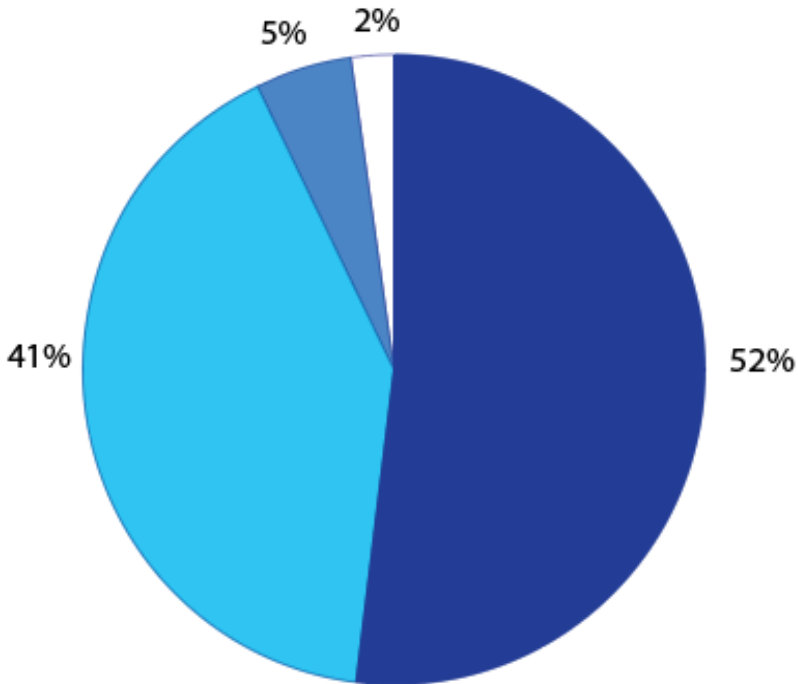
Finances

Our partners mean everything to us. Whether it is from families, grateful clients, foundations, or government grants, we take the utmost care of all donations in order to maximize our impact in the communities we serve.

Your help ensures that PPWP is able to provide high-quality preventive health care and sexual education to all who need it.

Income

● Health Center Revenue	52%
● Community Support	41%
● Government Funding	5%
○ Other Income	2%



Expenses

● Patient Services	79%
● Education Services	7%
○ Advocacy	2%
● Administration	7%
● Fundraising	5%

