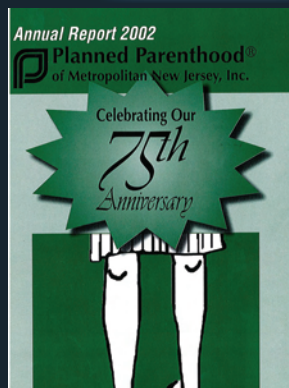
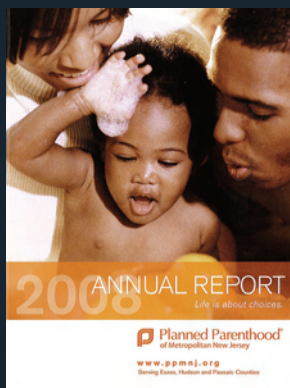
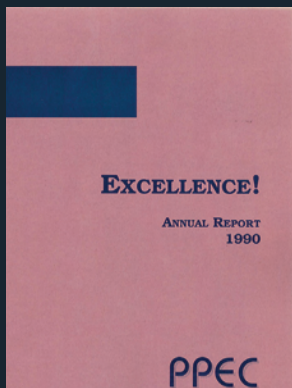
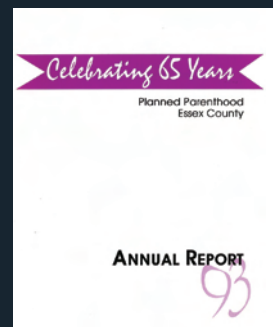
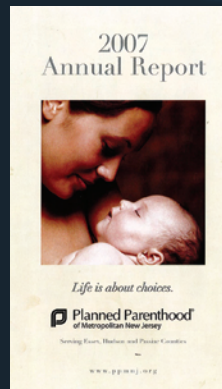
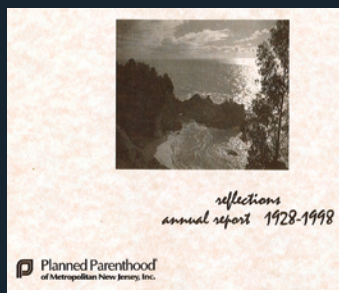
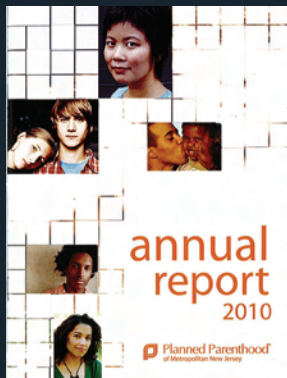


2013 Annual Report

Serving Essex, Hudson and Passaic Counties



Planned Parenthood of Metropolitan New Jersey





Planned Parenthood of Metropolitan New Jersey

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Vision and Mission

Vision:

We believe in the fundamental right of each individual throughout the world to manage his/her fertility regardless of income, marital status, national origin or residence.

We believe that reproductive self-determination must be voluntary and must preserve the individual's right to privacy.

We believe such self-determination will contribute to the enhancement of the quality of life, strong family relationships and vital population stability.

Mission:

The mission of Planned Parenthood of Metropolitan New Jersey (PPMNJ) is to:

- provide, to the best of our ability and means, comprehensive reproductive and complementary health services in settings which preserve the essential rights and privacy of each individual;
- advocate public policies that guarantee these rights and ensure access to these services; and
- provide educational programs that enhance understanding of human sexuality and reproductive health, promote responsible sexual behavior and strengthen family relationships.

Care.

Because we believe that when people are truly cared for, they will make their lives, their families — and even the world — better and healthier.

Message from the Chair of the Board

I hope this note finds you well and in good spirits as we journey through 2014. The board and staff at PPMNJ are certainly in a positive state and ready for the challenges in front of us.

As the Affordable Care Act (ACA) has taken hold, the healthcare and family planning landscape has changed forever. Despite the political battles that have taken place on the floors of the respective legislative bodies, our challenge remains the same. While many of our patients will be better off because of the ACA, PPMNJ must continue to more clearly differentiate itself to those it has traditionally served since they now have more options to obtain services from other entities.

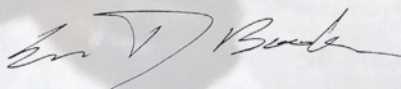
So now, with fully engaged staff, board and donors, we must figure out how to remain relevant in this new world. We look to each of you to provide feedback that will help us meet this challenge.

In the last year we have had the *Taste of the Good Life* fundraiser and our People Who Make a Difference Gala to honor those that have had significant impact on our mission. While these events have been fun and positive as fundraisers, your help is greatly needed if we are to reach our goals of remaining relevant as a trusted provider for reproductive health care.

Please reach out to us as we reach out to you for together we can accomplish much in the service of our patients. As you review our Annual Report, please understand that we cannot engage in “business as usual”. With your generous support, we can achieve the competitive benchmarks related to our mission, now at stake. You are our trusted partner in this endeavor.

Thank you for joining with us in our quest. I look forward to deepening the relationship we have with you as the challenge becomes greater.

Sincerely,



Terry Booker
Chair, Board of Trustees



Terry Booker



**Roslyn Rogers
Collins**

Message from the President and CEO

In 1928, Calvin Coolidge was President, a postage stamp cost two cents, the Academy Awards were handed out for the first time, penicillin was discovered and the urine pregnancy test was developed. In New Jersey, thanks to the efforts of Margaret Sanger's friends Henrietta Hart and Cora Louise Hartshorn, the New Jersey Birth Control League was formed.

From those early beginnings 85 years ago, Planned Parenthood of Metropolitan New Jersey has evolved. The pages of organizational history describe the challenges and victories along with the obstacles and opportunities experienced as staff, board and volunteers through the years upheld their commitment to the mission. Despite funding limitations, political firestorms and rhetoric from the opposition, more than 1,500,000 patients have been served.

Today PPMNJ is "the health care provider of choice" for almost 20,000 men, women and teens each year. They rely on us for the vital services they need because they trust us and understand that when they walk through our doors they will receive the care they want and deserve.

During 2013 PPMNJ did not rest on its laurels. We introduced new services at two health centers, positioned ourselves as a Certified Application Site to enroll people in health insurance and Medicaid under the Affordable Care Act, engaged in new partnerships and collaborations and prepared for the implementation of Electronic Health Records.

We also took some time to celebrate PPMNJ's 85 year "Legacy of Choice, Challenge and Change." We acknowledged the strides we've made, together. From the press conference and open houses to the Soiree and house parties, our programs and services were showcased in style. We wrapped the year up with the People Who Make a Difference Gala which featured our signature *Taste of the Good Life*. During this special evening, we welcomed Marc Morial, President of the National Urban League, as our guest and honored Thomas Bass, the Orange Orphan Society, the First Unitarian Universalist Church of Essex County and Planned Parenthood Federation of America's President Cecile Richards.

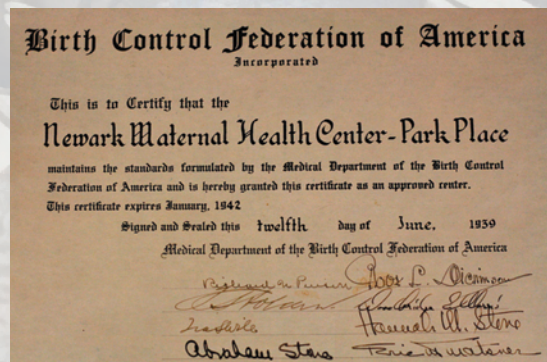
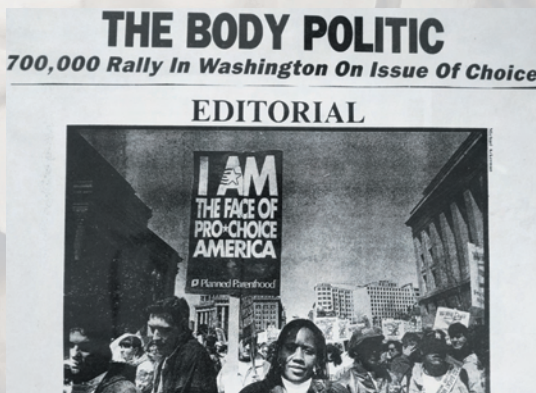
The board and staff completed PPMNJ's strategic plan for the next three years and it is clear that we are all playing to win. Enhancing excellence in technology, medical services and innovative programming is needed to be sustainable and remain relevant for our communities. Despite our resolve, we more than ever need the support of our volunteers, donors, advocates and friends to continue providing this essential work. While there are many uncertainties, one thing is for sure; the need for the services we provide will outlive all of us!

On behalf of the almost 20,000 patients we served in 2013 and the 9,000 of individuals educated, thanks for all that you have done and all that you will do.

Roslyn Rogers Collins
President and CEO

PPMNJ at A Glance

- Since 1928 we have provided affordable reproductive and preventive health care and education programs to more than 1,500,000 women, men and teens.
- Planned Parenthood has been a trusted health care provider to one in five women in the USA at some point in their lives.
- 95% of PPMNJ's provided services are preventive health care, including lifesaving cancer screenings, birth control, annual exams and STD testing and treatment.
- The return on investment to our communities for every dollar invested in the preventive services provided by PPMNJ is nearly four dollars.
- 85% of every dollar is spent on direct patient care, education and advocacy.
- Who are our patients?
 - o 45% of our patients are 21-29 years old, 21% are 21 years old and younger; 15% are between 30-34 years old;
 - o 45% of our patients are African Americans; 30% of our patients are Hispanics;
 - o 80% of our patients are at or below 150% of the Federal Poverty Guideline;
- PPMNJ, along with the other Planned Parenthood affiliates in the country, does more than any other group to prevent unintended pregnancy.
- Last year, Planned Parenthood of Metropolitan New Jersey provided care to almost 20,000 women, men and teens who made more than 29,000 visits to our six health centers.



Healthcare Services

PPMNJ is proud of its reputation for providing high-quality, affordable health care for women, men and young people. Our patients love us and trust us. This is evident in the stories they share regarding their experiences with us. For generations they have relied on Planned Parenthood of Metropolitan New Jersey because they know we care.....no matter what.

2013 highlights:

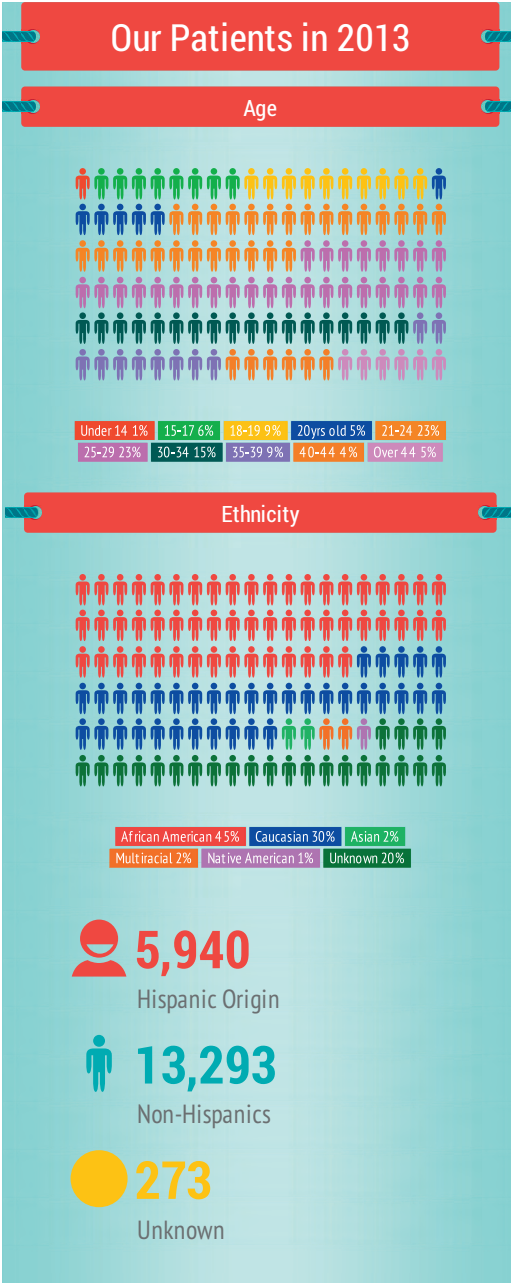
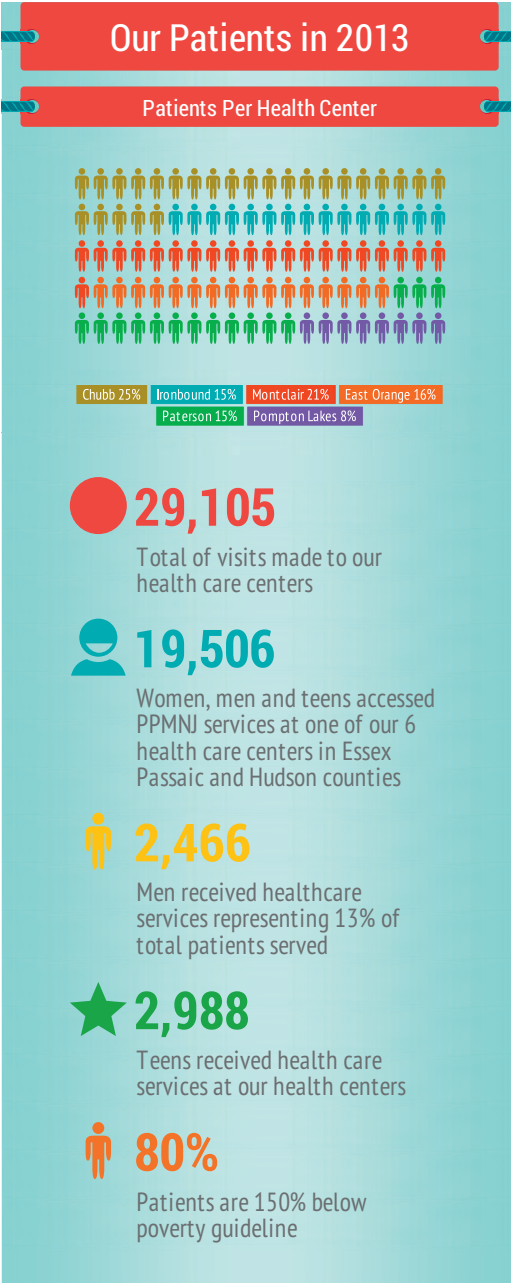
- Our staff is embracing new technologies (Electronic Health Records - EHR) so that we are equipped to better serve our patients in the future. We will complete the implementation of EHR in December 2014.
- We expanded our reproductive health services – medication abortion services were implemented at the East Orange and Paterson health centers.
- We have collaborated with Turning Point in Paterson, an organization that provides substance abuse treatment services. We provide HIV testing to their clients at our Paterson health center.

What we offer:

- Six health centers provide services including weekend and evening hours
- A full range of reproductive and sexual health services for women, men and teens
- Individualized, non-judgmental patient education and care
- Walk-in, same-day, next-day and scheduled appointments
- Sliding fee scales, Medicaid, commercial insurance
- Comprehensive array of contraceptive methods
- Pregnancy testing and all options education, information and referral
- Emergency contraception
- Testing and treatment for sexually transmitted diseases (STDs), including HIV testing
- HPV vaccine
- Treatment of abnormal paps with coloscopy and cryotherapy
- Screening for breast, cervical, testicular and prostate cancers
- Follow-up care after abnormal test and exam findings
- Medication abortion



- General health screenings for hypertension and diabetes
- Smoking cessation services
- Flu shots



Family Life Institute

The Family Life Institute (FLI) is the education department of PPMNJ. It is important that young people receive age-appropriate sexual health information and develop practical skills for keeping healthy. Our educators help young people and families by providing culturally meaningful learning opportunities in safe and nonjudgmental environments so that young people can learn about sexuality in a healthy and positive context. We provide guided learning activities that assist them in understanding their bodies and complex issues such as human sexuality, teen pregnancy, violence, transmission of sexual infections, and contraception.

2013 Highlights:

- We reached 9,000 teens and young people through our education programs and seminars.
- We provided weekly sexuality education seminars in six high schools in Passaic County.
- We offered our Mother-Daughter Retreat in September. A two-day workshop in which mothers and their daughters made connections regarding the importance of open and honest communication about sensitive issues involving emerging adolescent sexuality.
- Our Teen LINKS (Leaders Impacting Neighbors with Knowledge on Sexuality) participated in Latino HIV/AIDS Awareness Day.
- We organized our annual Teen Life Conferences in Essex and Passaic. 2013 themes were: "The Change in the World Starts with You" and "Two Paths, One Choice."



External Affairs and Advocacy

PPMNJ is proud of its rich history of advocating for reproductive and sexual health rights for women, men and families in the communities we serve. Ensuring access to affordable quality healthcare and fighting to eliminate health disparities for all has been a cornerstone of the organization.

In 2013, PPMNJ partnered with the New Jersey affiliates, Planned Parenthood Action Fund of NJ and several other statewide organizations to stand up for the rights of NJ women. We made our voices heard on legislative visits from Trenton to Washington, DC.

2013 Highlights

- **Women's Lobby Day in Trenton in June**

PPMNJ, along with a broad range of organizations, participated in Women's Lobby Day on June 20 at the State Capitol building in Trenton. Speakers at the rally urged state legislators to ensure that funding for women's health is restored in this year's budget. Another key issue for rally organizers was equal pay for women. While some progress has been made toward equality of pay between men and women, a significant gap still exists.



- **A Family Planning Hero: PPMNJ on Hand to Honor The Late Senator Frank Lautenberg**

Planned Parenthood Federation of America, the United Nations Foundation, Planned Parenthood Affiliates of New Jersey, Senator Robert Menendez and more than one hundred constituents and students at Rutgers University honored the late Senator Frank Lautenberg on September 9 with the third International Family Planning Hero award. The Senator's widow, Bonnie Englehardt Lautenberg, accepted the award on his behalf. Congressman Rush D. Holt, Jr. and Congressman Frank Pallone, Jr. were among those in attendance.



- **Marketplace Designated Organization in October**

PPMNJ received its "Certified Application Counselor Designated Organization" certification from the Centers for Medicare and Medicaid Services. This federal designation allowed PPMNJ to



begin training our staff and volunteers to help people understand, apply and enroll for health coverage through the Marketplace.

- **85th Anniversary Launch**

On May 2, we launched our 85th Anniversary Celebration. We organized an Open House at The Chubb Center in Newark. We were joined by supporters and community leaders. In attendance were the Honorable Donald M. Payne Jr. (NJ-10), Essex County Executive Joseph N. DiVincenzo Jr., Assemblywoman Mila Jasey and a representative for Assemblyman Thomas P. Giblin. We hosted open houses at all health centers in May and June.



- **\$94,697 Grant from Healthcare Foundation of New Jersey**

PPMNJ was awarded a \$94,697 grant from The Healthcare Foundation of New Jersey to support enrollment, outreach and education activities in Essex County under the Affordable Health Care Act. The Planned Parenthood Affordable Care Act Enrollment Project will enroll eligible PPMNJ patients along with residents of the Greater Newark Area into Medicaid or a Qualified Health Plan during 2014.



- **AAngels NJ honors PPMNJ's President and CEO**

AAngels NJ, a breast cancer awareness organization, honored Roslyn Rogers Collins at its First annual Pink Tie Ball. The award was presented for her efforts in advancing access to affordable and quality health care for women.

- **President Barack Obama addresses Planned Parenthood Federation of America (PPFA) Annual Meeting**

For the first time in the history of PPFA, a sitting President addressed the 2013 National Conference. President Barack Obama spoke to an audience of nearly 1,000 Planned Parenthood staff, board members and supporters from around the country in Washington, DC. President Obama acknowledged the important work of the organization and thanked those involved in advancing the mission. A strong supporter of reproductive freedom since taking office, he pledged, "As long as we have to fight to protect a woman's health decisions...you'll have a President who will be right there with you."



Financials

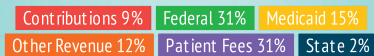
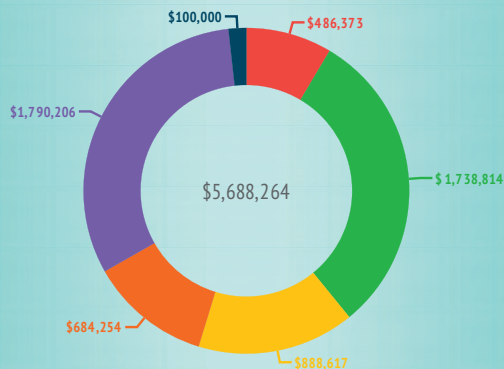
This financial summary reflects the highlights of our 2013 financial statements, which were audited by Tait, Weller & Baker, LLP. The complete audited financial statements, including the auditors' unmodified opinion and required footnote disclosures are available upon request. The Budget and Finance Committee of the Board of Trustees rigorously oversees our financial management.

We are proud to report that 85% of every dollar is spent on direct patient care, education and advocacy.

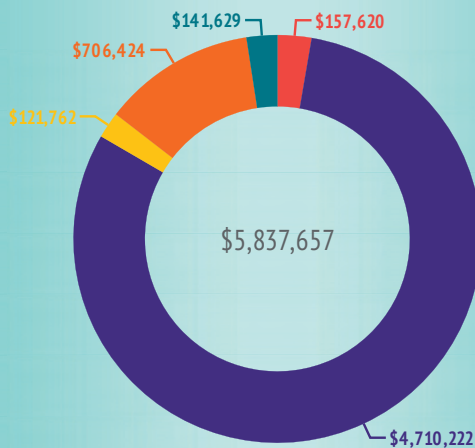


2013 Financials

Revenues with Operations



Expenses



Celebrating our 85th Anniversary



People Who Make a Difference Awards

Planned Parenthood Federation of America President Cecile Richards and National Urban League CEO and President Marc Morial attended our 85th Anniversary People Who Make A Difference Gala on October 17 at the Newark Museum. Richards' and Morial's comments focused on health disparities and reproductive justice.

The event was attended by more than 250 guests and featured our signature *Taste of the Good Life* food and wine tasting with more than 20 area fine restaurants and wine shops serving samples of their delicious fare.

We honored the 2013 people who make a difference: Cecile Richards, the First Unitarian Universalist Church of Essex County, Thomas Bass of the Bass Foundation and the Orange Orphans Society Foundation with our People Who Make a Difference Award.



Living Legacy Circle Event

We celebrated our 85th Anniversary with a tribute to 131 long term donors who have contributed at least 10 consecutive years. In 2013, we welcomed three new members.



Our Mission is Your Mission – Thank You!

There's a kind of magic in the work we do at PPMNJ. Whenever we open an envelope containing a check, download a gift from the Internet, learn of a bequest or accept the proceeds from an event to benefit PPMNJ, we see sure and certain proof that a generous spirit exists—and a desire to help us provide health services, education and advocacy for reproductive rights. Our promise to donors is to use their gifts wisely and for the purpose intended.

Your gift has the power to help people and change lives. That's the magic of giving. We thank you for your continuing partnership and support.

How you can help

PPMNJ is a not-for-profit organization. Patient fees, commercial insurance, Medicaid (NJ FamilyCare program), federal funds and public grants cover only a portion of the costs of our health services, education programs and advocacy efforts. To sustain our work, we rely on a large network of friends who have supported us financially for 85 years.

With gratitude for your support and interest in our work, we respectfully request your consideration of a gift to our programs. With your gift, you will have the satisfaction of helping to provide reproductive health care to 20,000 patients yearly, many of whom rely on us as their only medical provider. We organize our operations to be efficient and focused on results and outcomes. Every dollar donated to Planned Parenthood of Metropolitan New Jersey is leveraged for the greatest impact. Using innovative, low-cost and high-impact proven methods, we are able to help thousands of women, teens and men. We thank you for your consideration of PPMNJ's programs and for joining our efforts to serve our communities.

Help locally. Donate locally to PPMNJ and you will support our 6 health centers:

- We accept checks and credit cards (Visa, MasterCard, American Express and Discover).
- You can mail your gift to:

Planned Parenthood of Metropolitan New Jersey
151 Washington Street, Newark, NJ 07102

Leave a lasting gift of health! Why not Planned Giving?

You can leave behind a legacy of caring that will save and improve the lives of thousands of women and men. You can ensure our future for generations to come by putting PPMNJ in your will or creating an annuity, which can provide income back to you.

Donating a highly appreciated asset (securities, stocks) may allow you to avoid a significant portion of your tax liability while still receiving a charitable deduction. While this giving strategy has many obvious benefits, no doubt the most important is the satisfaction of knowing that your support helps advance reproductive health information and education.

Consult your attorney and financial advisor for more information to ensure the planned gift conforms to your wishes and the law.

Explore Matching Gifts

Many employers throughout New Jersey set up matching gift programs and will match your donation. Ask your employer today and double your gift. If you own a company, consider setting up a matching gift program and encourage charitable giving.

PPMNJ Staff

Administrative Offices

Roslyn Rogers Collins, President and CEO

Blanche Duke, VP Health Services

Joanna Lewin, VP Finance

Christine Reynolds, VP Clinical Compliance

Rhonda Nichols, MD, Medical Director

Lina Bonova, Dir. of Development

Sophia Bryan, Dir. of Operations

Kathy Bullock, Controller/Benefits Administrator

Kalimah Johnson, Certified Application Counselor

Rena Jordan, Dir. of External Affairs

Michelle Dotro, Medical Admin Consultant

Melinda Gallian, Medical Billing/Technology Supervisor

Frank McClain, Dir. of Facilities

Lisa McMillan, Payroll/AP

Megan Munford, Accounts Receivable

& Accounting Associate

Reginald Rosarion, Dir. of Education

MarrLa Brown, Development Associate

Call Center

Dalitza Sanchez, Admin Asst./Call Center Supervisor

Bonnie Black, Call Center Rep.

Dawn Randleman, Call Center Rep.

Chubb Center, Newark

Lillian Williams, LPN/ Center Manager

Hannah Benniman, LPN

Lummie Little, Clinical Assistant

Lisandra Rivas, Receptionist

Sharhonda Ward, Clinical Assistant

Deborah Zambrana, Clinical Assistant

Aneekah Simmons, Physician Assistant

East Orange

Kelly Ferreira, LPN, Center Manager

Kisha Anderson, NP

Katherine Davis, Clinical Assistant

Akira Frierson, LPN

Yudelka Gonzalez, Clinical Assistant

Antinette Rhymes, Clinical Assistant

Ironbound, Newark

Rebeca Lopez, LPN, Center Manager

Sandra Mercorelli, Clinical Assistant

Jennyfer Vedia, LPN

Diana Vidal, Lab Technician

Montclair

Phyllis Rowan, LPN, Center Manager

Jacquelyn Centalanza, Receptionist

Maria Chavers, Clinical Assistant

Trishaun Hamilton, Clinical Assistant/Lab Tech

Angela Peterson, Clinical Assistant

Bonnie Probert, NP

Azia Tillman, Clinical Assistant

Towanda Williams, RN

Paterson

Paula Hudson-Lambkin, RN, Center Manager

Sylvia Bryant, LPN

Yury Gomez, Clinical Assistant/Lab Tech

Janet Ferrer, Clinical Assistant

Lori Marino, Physician Assistant

Aileen Morales, Receptionist

Pompton Lakes

Barbara Martin, NP, Center Manager

Daneane Finley, RN

Evelyn Malave, Clinical Assistant

Maritza Morales, Clinical Assistant

Mary Sessa, NP

Per Diem Clinicians:

Barbara Podinker

Kellie Volcy

Mary Yori



Planned Parenthood of Metropolitan New Jersey

Health Centers

Chubb Center/ Newark

151 Washington Street
Newark, NJ 07102
P: 973.622.3900



Paterson

680 Broadway
Paterson, NJ 07514
P: 973.345.3883



Ironbound/ Newark

70 Adams Street
Newark, NJ 07105
P: 973.465.7707



East Orange

560 MLK Blvd.,
Suite 100
East Orange, NJ 07018
P: 973.674.4343



Montclair

29 N. Fullerton Avenue
Montclair, NJ 07042
P: 973.746.7116



Pompton Lakes

750 Hamburg Turnpike
Pompton Lakes, NJ 07442
P: 973.839.2363



Follow us!



PPMNJ Administrative Offices

151 Washington Street
Newark, NJ 07102
P: 973.622.3900
F: 973.596.2851

Visit our website: www.ppmnj.org
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