

# ANNUAL REPORT 2011

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Planned Parenthood®  
of Metropolitan New Jersey

## A MESSAGE FROM

### THE CHAIRMAN OF THE BOARD



Terry Booker

“Trend” is defined as a general movement or tendency. 2011 would be the second point in a trend line initiated last year. In my 2010 note, I remarked that the year was a year of recovery. Well, we have recovered! 2011 was noted by several votes of confidence in the organization and the staff. We should all be very proud of having been a part of PPMNJ’s stabilization amidst many factors beyond its control.

In 2011, the board voted to make one of our longest tenured employees its president and CEO. For those of you who don’t know, Roslyn Rogers Collins, steered the organization through challenges, both budgetary and policy, implemented by the new administration in Trenton. Moreover, Roz was able to harness the culture of the organization and create a sense of team among the 75 plus staffers such that we could regain our accreditation from Planned Parenthood Federation of America (PPFA - our parent) in record time. Each of us has been impacted by the recent economic situation, but PPMNJ has started to figure it out.

While regaining our accreditation allows us the full endorsement of PPFA to pursue whatever services are required to meet the needs of our constituency, this strategic effort is and will be met by the challenges of the Affordable Care Act (ACA) or Health Care Reform. In addition to providing services for the most needy, ACA will force PPMNJ to be a more consumer centric organization. The same needy individuals that we currently serve may be able to obtain the services that we offer from any provider in our market. So, PPMNJ has to be prepared to compete with the best health care services organizations in our service area.

Out of the pan and into fire! Our strategic endeavors began in earnest in 2011. The board and staff completed its strategic plan, to become an affiliate of the future. Action on that plan is underway and we are excited and energized at the prospects of success. For those of you that have been with us all along, please continue your support both financially and politically. If you are just joining us, please provide your support financially, intellectually or as a volunteer. In any capacity, we have a role for you. We want you as a part of our team.

## OUR PPMNJ STAFF

### WHO WE ARE

#### MISSION STATEMENT

Our mission is to provide affordable, accessible, preventive, educational and reproductive healthcare services.

#### VISION STATEMENT

Planned Parenthood of Metropolitan New Jersey will be recognized as the premiere leader in the delivery of reproductive healthcare by providing a standard of excellence in client care, prevention, education and advocacy for women, men and families.

#### CORE VALUES

- We are dedicated to serving with professionalism, compassion and respect.
- We will responsibly advocate for our clients and their rights.
- We will serve all people without distinction, and with excellence, integrity and pride.
- Our clients can rely on our kindness, confidentiality, flexibility, patience and dependability.
- We have the courage to support the right to make choices and to build healthy families that will strengthen our communities.



## A MESSAGE FROM

### THE PRESIDENT & CEO



Roslyn Rogers Collins

For much of 2011, Planned Parenthood was a news headliner. From early morning TV to late night comedy and every news medium in between, Planned Parenthood and women's health were in the spotlight.

Even in the face of political rhetoric and attacks by the opposition, Planned Parenthood's national commitment to ensuring quality health care remained strong. In 2011, nearly 3 million women, men and teens were served by 82 affiliates at 800 health centers throughout the United States.

Planned Parenthood of Metropolitan New Jersey (PPMNJ) is proud of its' contribution to those astonishing numbers. Despite a \$1.3 million dollar cut in NJ State funding, PPMNJ served almost 20,000 clients who made 29,000 visits to our health centers in 2011. Our Family Life Institute continues to provide vital educational programs. Four hundred workshops were presented to over 8,700 individuals. Remarkable!

Reflecting on the challenges of the year, reminds me that there were also reasons and opportunities to celebrate. Planned Parenthood Federation of America has an intensive evaluation process which is used to ensure that standards of excellence are met. PPMNJ successfully met the affiliation requirements and was awarded full accreditation for 2011-2014. In October at our "People Who Make a Difference" reception, we honored three deserving individuals, Senator Ronald Rice, Joseph Alifante and Ruth Bedford, along with the Peirels Foundation for their significant contributions to our mission.

After a year as interim CEO, the Board of Trustees named me President and CEO. I am honored to serve in this capacity. For me, Planned Parenthood is not a political position or an abstract ideal. It has been a transformative force in my life. Over 30 years ago, as a teen ager, I walked into a Planned Parenthood office the first time for a summer job assignment. Unfamiliar with the organization, I did not know the professional and personal impact the experience would provide. I often say that summer shaped my direction by giving me the tools needed to make responsible choices, share information with friends and craft the stage for what has become my life's work.

The board and staff of PPMNJ's commitment to champion our collective vision of reproductive freedom for all is strong and our resolve is solid...no matter what. To our donors, advocates and supporters we say thank you. To all others, we invite you to join us.

## OUR SERVICES

### HEALTHCARE SERVICES

Planned Parenthood continues to be the leading provider of sexual reproductive health care in the United States. Planned Parenthood of Metropolitan New Jersey provides reproductive health care to women who would otherwise not be able to afford gyn care. We offer wellness exams for men and women. In many cases, we are the primary health care provider for our clients. The breast exam and pap smears that we provide are major detectors of breast and cervical cancer. We are proud of the fact that more males are coming through our doors. PPMNJ offers services to all ages and confidentiality is our "brand". Our fastest growing population is women between the ages of twenty-one and twenty-four years old, with a total of over 4,700 clients in this age group.

In 2011, PPMNJ clients made over 28,500 visits to our six health centers. The clients are greeted with care and excellent customer service at each facility. PPMNJ provides STI treatment for both men and women. HIV testing is provided along with linkages of care for comprehensive HIV treatment to professional HIV treatment facilities. The HPV vaccine is now being offered to men as well as women. Colposcopies and cryosurgery are much needed medical procedures that continue to be offered at PPMNJ.

#### 2011 HIGHLIGHTS

- As part of reaching out to the "faith-based" community, PPMNJ developed a linkage agreement with St. James AME Church, Newark, to provide on-site gonorrhea and chlamydia testing once a week.
- In an effort to streamline the Paterson and Pompton Lake supervisory budget, PPMNJ created a new position, "Regional Manager", combining the Paterson and Pompton Lakes center manager position into one position.
- Despite an 18% decrease in funding due to NJ state cuts, after consolidating operations, controlling client flow, and analyzing productivity, PPMNJ was able to meet level of service by 99.7%.
- In preparation for the implementation of NextGen, a new practice management system, a great deal training and research was invested in readying staff at our six centers. This will be a precursor to PPMNJ's entrée into electronic health records in 2012.

## OUR SERVICES

### HEALTHCARE SERVICES

#### THE NUMBERS:

- 19,945 women, men and teens accessed PPMNJ services at one of our 6 health centers in Essex, Passaic and Hudson counties.
- 28,951 visits were made to our health centers.
- 2,002 men received healthcare services representing 10% of total clients served.
- 9,027 clients were screened for HIV.
- 1,599 emergency contraception kits were provided to clients.
- 3,175 pap smears and an additional 1,990 human papillomavirus (also called HPV) tests were provided.
- 11,387 breast exams were performed.
- 6,615 pregnancy tests were conducted.
- 113 colposcopies were performed to determine cervical cancer.
- 21 cryosurgeries (the use of extreme cold temperatures to destroy tissue for therapeutic purposes) were provided.

CENTERS	CLIENTS	PERCENTAGES
Newark (Chubb)	4,901	25%
Newark (Ironbound)	2,986	15%
Montclair	4,426	22%
East Orange	3,136	16%
Paterson	2,638	13%
Pompton Lakes	1,858	9%
<b>TOTAL:</b>	<b>19,945</b>	<b>100%</b>

## OUR SERVICES

### PUBLIC AFFAIRS

For the past year Planned Parenthood of Metropolitan New Jersey has been working to ensure that our clients can reap positive results from the passage of the Client Protection and Affordable Care Act (Health Care Reform). PPMNJ has participated in a statewide effort with support from PPFA to ensure that women are better off after health care reform than they are today. Healthcare reform will significantly increase access to health care for women and our clients will be assured access to essential community providers like Planned Parenthood of Metropolitan New Jersey.

In 2011, PPMNJ also participated in a nationwide effort to support the Obama Administration's efforts to ensure that women have the access to preventative health care coverage they need such as breast and cervical cancer screening and birth control without the burden of co-payments. Many people were surprised to find out just how expensive birth control coverage, even just the co-payments, is for women during their reproductive years and that 55% of young women have struggled to afford birth control.

Keep up with us...become an advocate at [www.ppmnj.org](http://www.ppmnj.org). Follow us at [www.facebook.com/ppmnj](http://www.facebook.com/ppmnj) or [www.twitter.com/ppmetronj](http://www.twitter.com/ppmetronj).



**EDUCATION & TRAINING**

In the Family Life Institute (FLI) the education and training department of PPMNJ, professional educators provide programs that help young people develop into healthy adults and help adults raise healthy young people. The staff also provides training for youth-serving professionals so that they can become more competent and confident sexual health resources for their organizations.

The Teen LINKS (Leaders Impacting Neighbors Knowledge on Sexuality) program, offers teens a comprehensive 50 hour training to become teen peer health educators and performers. The teens work in schools and agencies throughout our service areas, presenting teen theater performances that educate, entertain and motivate their peer audiences.

FLI also offers two annual youth-development events through our Teen Life Conferences in Newark at the New Jersey Institute of Technology and in Passaic County at William Paterson University. These conferences provide workshops for hundreds of young people in those communities. In 2011, we held our most successful Teen Life Conference in Passaic, over 115 teens were in attendance.

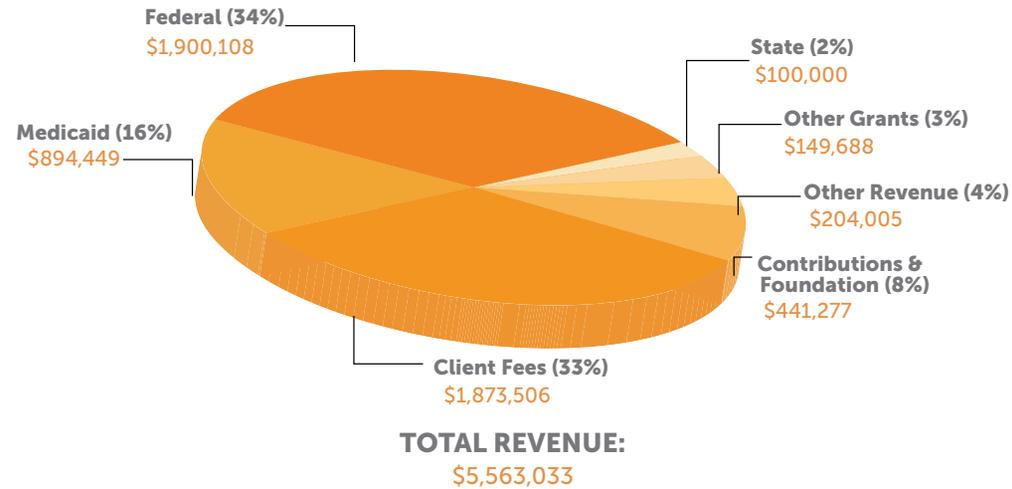
We are also proud of our Living Room Series. This program sends PPMNJ educators into the homes of families to provide customized workshops for parents and teens addressing sensitive information in the comfort of one's home. The Living Room Series is designed to create a new culture of openness for on-going communication between parents and teens.

FLI programs cover a wide range of topics including: developing decision-making and relationship skills and preventing unplanned pregnancies and sexually transmitted infections. Educators work in schools, homes and community based and faith based organizations. In 2011 Teen LINKS gave 28 performances for over 650 participants. Overall, the Family Life Institute, provided education to over 8,000 people in our three service areas of Essex, Passaic, and Hudson counties in New Jersey.

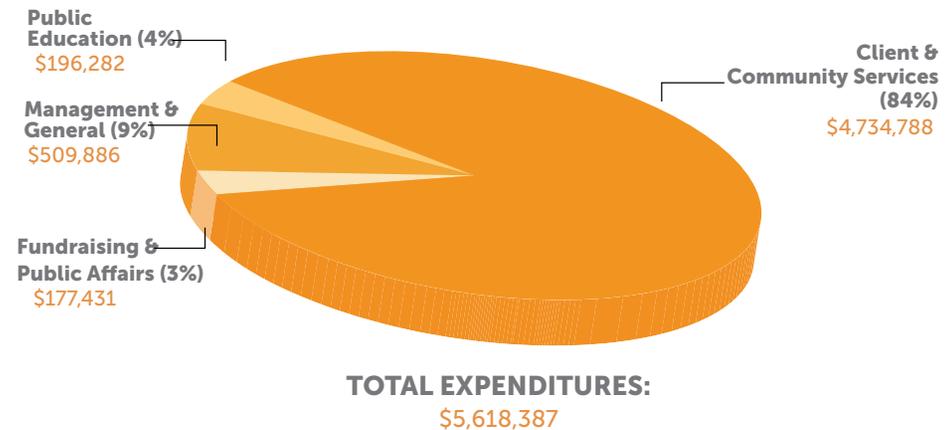


**FINANCIAL REPORT**

**REVENUE 2011**



**EXPENDITURES 2011**





The Paterson Health Center is now accepting clients!

680 Broadway  
Paterson, NJ 07505  
(973)345-0880

## HOW YOU CAN HELP

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 share the satisfaction of helping us provide reproductive health care to almost 20,000 clients yearly, many of whom rely on us as their only medical provider.

We organize our operations to be efficient and focused on results. 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, PPMNJ is able to help thousands of men and women. We thank you for your consideration of PPMNJ's programs and for joining our efforts to serve.

### **Help Locally — Donate Locally to Planned Parenthood of Metropolitan New Jersey and you will support our 6 health centers in Essex and Passaic Counties:**

- We accept checks and Visa, Mastercard, American Express, and Discover credit cards.
- You can mail your gift to: PPMNJ 151 Washington Street, Newark, NJ 07102
- You can call Lina Bonova, Development Director at (973) 622-3900 x-232 for more information

### **Throw PPMNJ a House Party! — We're about to turn 85**

In 2013, PPMNJ will be celebrating its 85 anniversary! What better way to help us celebrate than to throw us party! Help spread the word to your friends about importance of women's reproductive rights and PPMNJ. It's a fun and easy way to introduce new people to who we are and what we are all about. To learn more, contact Karen Dinkins at: 973-622-3900 x-238 or [karen.dinkins@ppmnj.org](mailto:karen.dinkins@ppmnj.org) for more information.

### **Leave a lasting gift of health! Why Planned Giving?**

Because 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.

One of the easiest ways to leave a lasting legacy for women, men, and teens is through a bequest to Planned Parenthood of Metropolitan New Jersey. If you have been a donor to PPMNJ, a bequest will extend your generosity for years to come. If you support reproductive health care, but have been unable to make as generous a gift as you would like, a bequest may be the right choice for you.

Consult your attorney for more information to ensure the bequest conforms to your wishes and the probate laws. Please contact Lina Bonova at 973-622-3900 x232 or [lina.bonova@ppmnj.org](mailto:lina.bonova@ppmnj.org) to learn more.

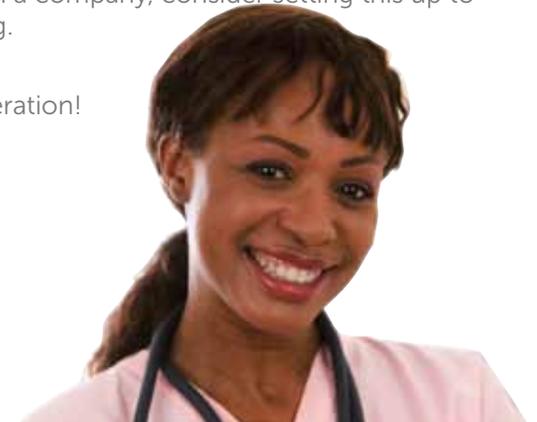
### **Choose Planned Parenthood of Metropolitan New Jersey when you make a United Way contribution**

When you fill out your United Way pledge form, you have the option to write-in any specific charity name and address information of the community organization that you want your funds to support. You can list Planned Parenthood of Metropolitan New Jersey.

### **Explore Matching Gifts!**

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

Thank you for your consideration!



Terry Booker  
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MONTCLAIR

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Montclair, NJ 07042  
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POMPTON LAKES

750 Hamburg Turnpike  
Pompton Lakes, NJ 07442  
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Planned Parenthood<sup>®</sup>  
of Metropolitan New Jersey

Life is about choices.

[www.ppnj.org](http://www.ppnj.org)

Serving Essex, Hudson & Passaic Counties