



Upper Hudson Planned Parenthood
2014 Annual Report

Your Health.
Your Decisions.
Your Moment.



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Your Decisions.
Your Moment.

2014 Annual Report

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Message from Our Chair & President

On behalf of the Board and staff at UHPP, we want to express our heartfelt thanks for all of the support you have all shown us this year. UHPP has come through some challenging times, exciting times and times of unprecedented change. Through it all, we have had the support of you and none of it would be possible without that.

2014 marked the implementation of the Affordable Care Act. New York State has been a leader in the implementation of a Health Care Exchange (NYStateofhealth.ny.gov) and has expanded Medicaid to insure more New Yorkers than ever before. UHPP was in the lead advocating for full coverage for women's health care including abortion. We are so proud of the strides we made and that we are there to provide the non-judgmental, confidential care that we are known for and that our patients now have health insurance to cover it.

Our educators began their work integrating comprehensive sex education into the schools in Troy, Lansingburgh and Rensselaer. Evidence-based programs are longer, involve more sessions with our students and are sometimes difficult for schools

to accommodate in their already very demanding curricula. But with a wonderful education staff, a supportive Board and longtime connections to our community, we are making these programs available to more students in Rensselaer County than ever before.

UHPP continues to integrate technology solutions in all we do. Our systems are constantly being optimized and integrated to better serve our patients with the state-of-the art care they deserve. Your support has helped us invest in this area of service as we focus on positioning UHPP for the future.

A special thanks goes to the over 800 people who helped us celebrate our 80th anniversary. From small house parties to our overwhelmingly successful Gala, we got to see more of you and spend more time together than we have in years. Our young leaders continue to gain momentum with their events all year long. We have big plans for this year and look forward to staying connected with even more of you—our amazing supporters.



Christa R. Christakis
Chairperson
Upper Hudson
Planned Parenthood



Chelly Hegan
President/CEO
Upper Hudson
Planned Parenthood



Your Moment.

In 2014, Upper Hudson Planned Parenthood expanded our reach – and deepened our impact – providing the health care and education that help thousands of people pursue their dreams and realize their full potential, and advocating for full access to and equity in reproductive health care.

Following are highlights from a year full of big moments and important breakthroughs.

Together we helped reduce teen pregnancy to a 20-year low.

UHPP gives young women the tools they need to prevent unintended pregnancies. This year, UHPP reached 2,231 young people and families through sex education and outreach in our community. Our educators conducted more than 445 education sessions in Albany and Rensselaer. Nationally, the impact of our work is evident over the long term: Teenage birth, pregnancy and abortion rates are down to their lowest levels in 20 years. These declines are the result of what Planned Parenthood does better than anyone else – provide sex education and birth control.



UHPP sexual health educators at the Spectrum 8 Theatres getting ready for Let's Talk About Sex the movie!



02

Together we celebrated community events with our partners.

UHPP continued its ongoing commitment to our service area and its residents through regular participation in community events. UHPP partners with a wide array of community organizations and agencies to create strong networks of referrals and opportunities to meet our patients where they live. Our sexual health educators and team of Youth Health Promoters spent much of 2014 out of the office and in the community engaging in outreach activities at health fairs, community events and our annual National Condom Week Pub Crawl. In addition, our team attended Tulip Fest, CapitalPride, African American Family Day and Take Back the Night. Beyond providing safer sex kits and condoms, our outreach provided information and assistance accessing care to some of the most high risk and vulnerable populations in the Capital Region. UHPP enjoys working with our partners and celebrating our region and services.

You helped us reach more young people through our website and social media.



UHPP saw an increase in website traffic and social media usage in 2014. UHPP's website had 156,930 sessions, which was a 26 percent increase over 2013. More of our visitors are now accessing our website from their mobile phones. In 2013, 94 percent of our visitors were from a desktop computer, and in 2014, 64 percent were on a mobile device.

UHPP is active on social media, too. In 2014, on our seven social media properties, we had 451 posts which resulted in 1,750 "likes, and 2,227 actions.

With your support we streamlined and expanded hours.



In late summer of 2014, UHPP evaluated hours of operation to ensure that we were open the hours in which our patients needed services. In November 2014, UHPP extended to two evenings per week in both our Albany and Troy centers. Our Albany center is open every Saturday. In our Hudson center, we moved to a walk-in once a week in which appointments can also be scheduled as requested. Our Albany and Troy centers also each have one full day walk-in a week. In 2015, we are moving toward a more open access approach in which we schedule same-day appointments to accommodate patient needs.

10,394

Total visits for three health centers.

You helped increased the use of most effective contraception.



10%

Increase in the use of IUDs

The use of IUDs and implants have increased nearly fivefold in the last decade among women ages 15-44, from 1.5 percent in 2002 to 7.2 percent in 2011-2013. Nationally, IUDs and implants now represent the third most commonly used category of reversible contraceptives among women ages 25-44, after the pill (19 percent) and condom (13 percent), and over the last five years,.

Locally, UHPP has had a 10 percent increase in long acting reversible contraception (LARC)s in 2014 in three health centers. Mirroring the national trend, UHPP has seen a steady increase in the use of LARCs ,and in 2014, 21 percent of our female patients left with a LARC method of birth control compared to only .8 percent in 2012.



06 You celebrated 80 years of care, no matter what!

UHPP and 230 friends, supporters, volunteers and guests joined Susie Essman to celebrate 80 years of service to our community. Essman, who has played the sassy Susie Greene during all eight seasons of HBO's *Curb Your Enthusiasm*, accepted UHPP's first Giraffe Award for sticking out her neck to support abortion and reproductive rights. Essman lives in Upstate New York with her husband and four stepchildren.

The event raised more than \$35,000. Essman generously donated and signed copies of her book *What Would Susie Say?* (2009). All book sales benefited UHPP. UHPP's development and marketing team secured sponsorships from 14 corporations and foundations and from six restaurants and catering companies, as well as more than 100 Honorary Committee members.

UHPP celebrated all year with 16 house parties hosted by UHPP supporters and donors. More than 800 friends joined to meet and connect with UHPP President/CEO Chelly Hegan and to learn how they can get involved with UHPP.



You engaged and trained the next generation of leaders.

Building on our years of success working with youths in local schools, colleges and community organizations, UHPP embarked on a new avenue to connect with them in 2014. Beginning in the summer of 2014, the UHPP Education Department hired and trained five high-school and college-age young adults to become our first group of Youth Health Promoters (YHPs). Trained to identify and facilitate community outreach, our YHPs spent 2014 building connections between local youth and UHPP health services and education. With an aim to reach their peers where they are, our YHPs worked with Education Department staff to develop outreach plans, identify community events and venues where youth can be found and went into the community to make connections with folks. Our YHPs are an integral part of our Education Department and are helping to shape the foundation of our community education programs and outreach, so we can better meet the needs of young people in the Capital Region.

With your support, we provided 15,000 STD tests and treatment



UHPP conducted a campaign to increase STD testing and treatment in the fall of 2014. The “Your embarrassing problem is our Tuesday morning” campaign ran on digital billboards, bus interiors and part of a Facebook ad series. In addition, UHPP ran a :30 TV spot, a YouTube ad and a radio spot with the Youth Health Promoters on the importance of getting tested.

Results included more than 4.6 million impressions with traditional media and 4.65 million impressions online, including Facebook and YouTube.

STD testing and treatment increased 305 percent over the same time period in the previous year.



Your embarrassing problem
is our Tuesday morning.



STD testing and treatment

1.800.230.PLAN (7526) | www.uhpp.org



UHPP supporters and guests totaled over 100 at the Crossgates Mall theater. The film's local screening raised awareness in our community and reinforced the obvious need for Planned Parenthood's work right here in the Capital Region.



10

You engaged young people in our mission

Thank you to Albany Medical Center, who has been PPYL's signature sponsor for three consecutive years, which helps to sustain this important program.



Planned Parenthood Young Leaders (PPYL) is a thriving group of professionals in their 20s, 30s and 40s who are dedicated to reproductive health and women's rights. Their enthusiasm and spirit invigorates our mission and continues to grow the number of people coming to support each PPYL event.

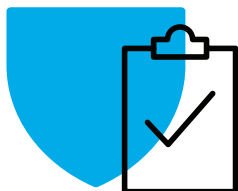
In 2014, PPYL hosted three events attracting more than 130 guests and raising nearly \$5,000:

- 40 guests enjoyed Cocktails for a Cause at Lucas Confectionery in Troy in April.
- 52 guests from 10 teams competed to win the Golden Speculum Award at Trivia for a Cause at Revolution Hall in Troy in July.
- 40 guests "laughed their holiday balls off" at Comedy for a Cause at Parish Public House in Albany in December.

Health Impact of UHPP Services

15,119

Tests and treatment for STDs provided.

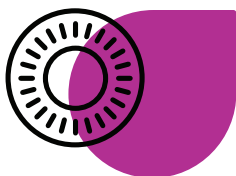


2,281 HIV tests conducted

318 STDs diagnosed, enabling people to get treatment and to learn how to prevent the further spread of STDs

8,183

Birth control information and services provided.



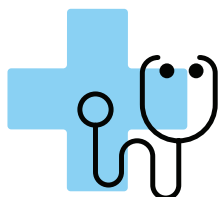
1,690 emergency contraception kits provided

2,947 pregnancy tests provided

2,522 abortions provided

2,202

Pap tests and breast exams performed.



516 pap tests performed

1,686 breast exams performed

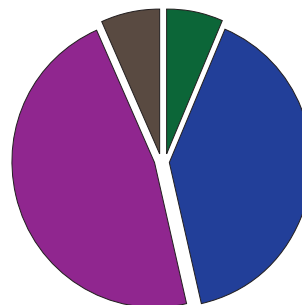
65 pap tests required further testing due to abnormalities identified

UHPP Demographics

Patient breakdown

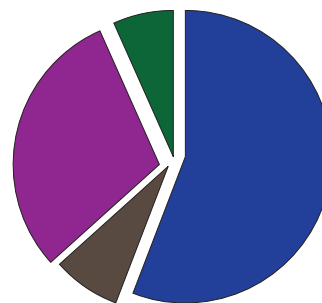
Patients By Age

Under 18	6%
18-24	40%
25-39	47%
Over 39	7%



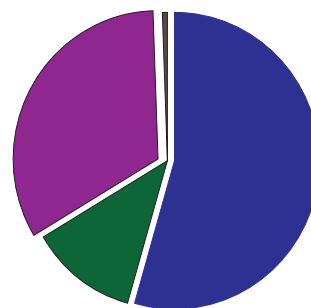
Patients By Ethnicity

White (non-Hispanic)	56%
Hispanic	8%
African American	30%
Asian, Native American, Other	6%



Patients By Insurance Type

Commercial	43%
Uninsured	18%
Medicaid	38%
Other	1%



2014 Financial Report

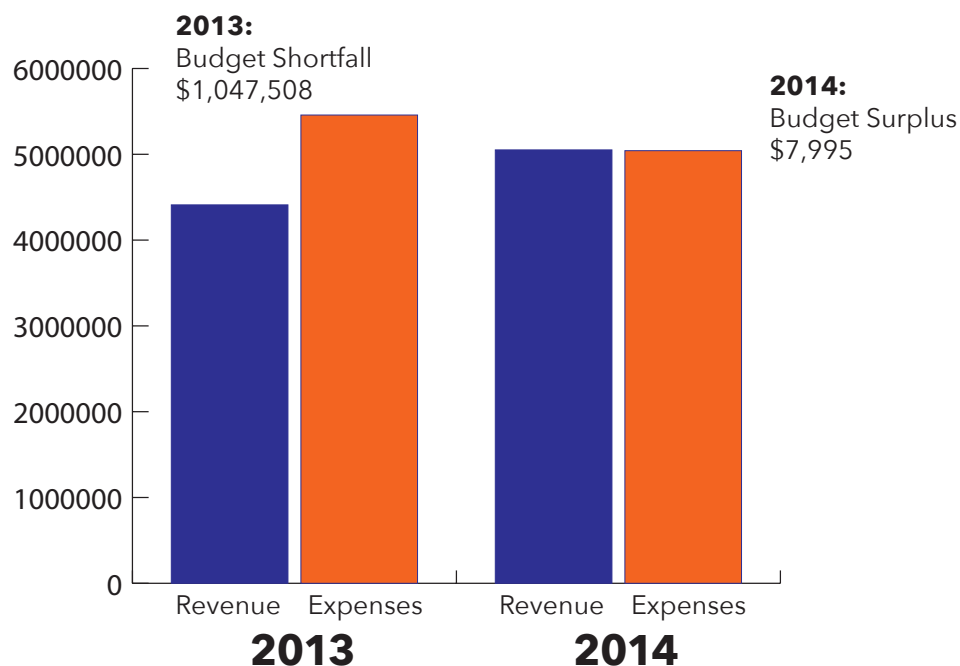
Revenue

Patient Fees	\$2,738,750
Donations & Other	\$777,175
Government Grants	\$1,534,231
Total Revenue	\$5,050,156

Expenses

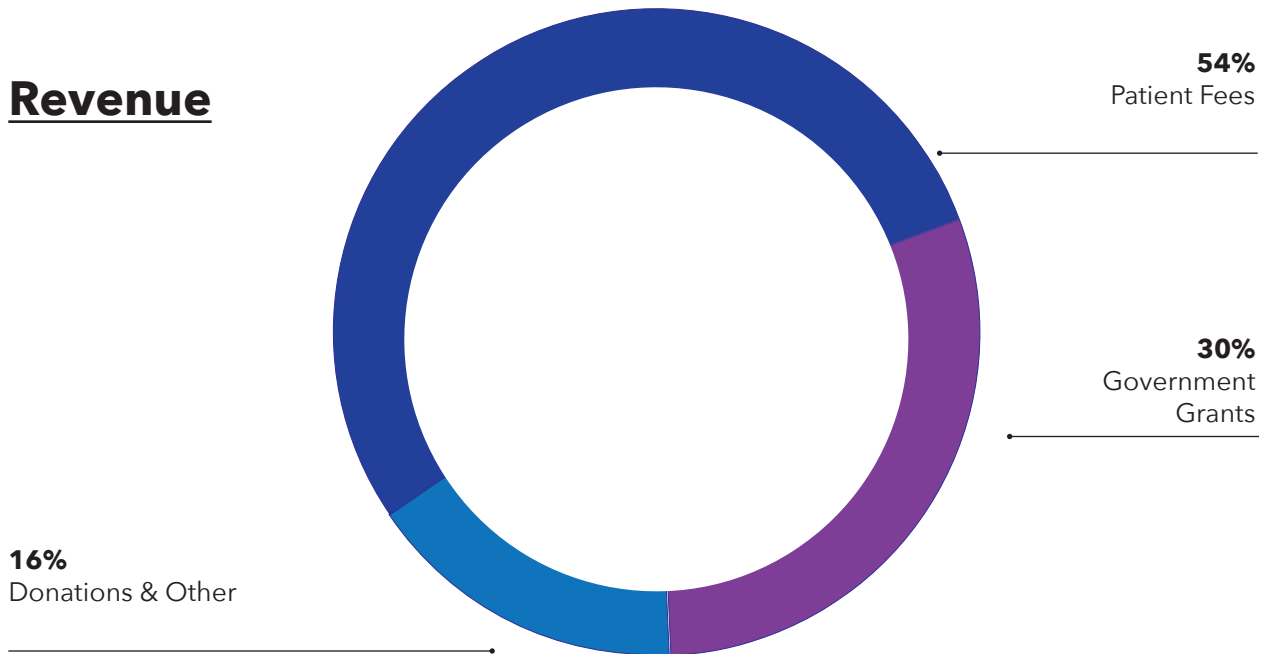
Patient Services	\$2,982,726
Management & General	\$1,408,434
Education, Outreach & Advocacy	\$457,577
Fundraising	\$193,424
Total Expenses	\$5,042,161

2013/2014 Revenue and Expenses

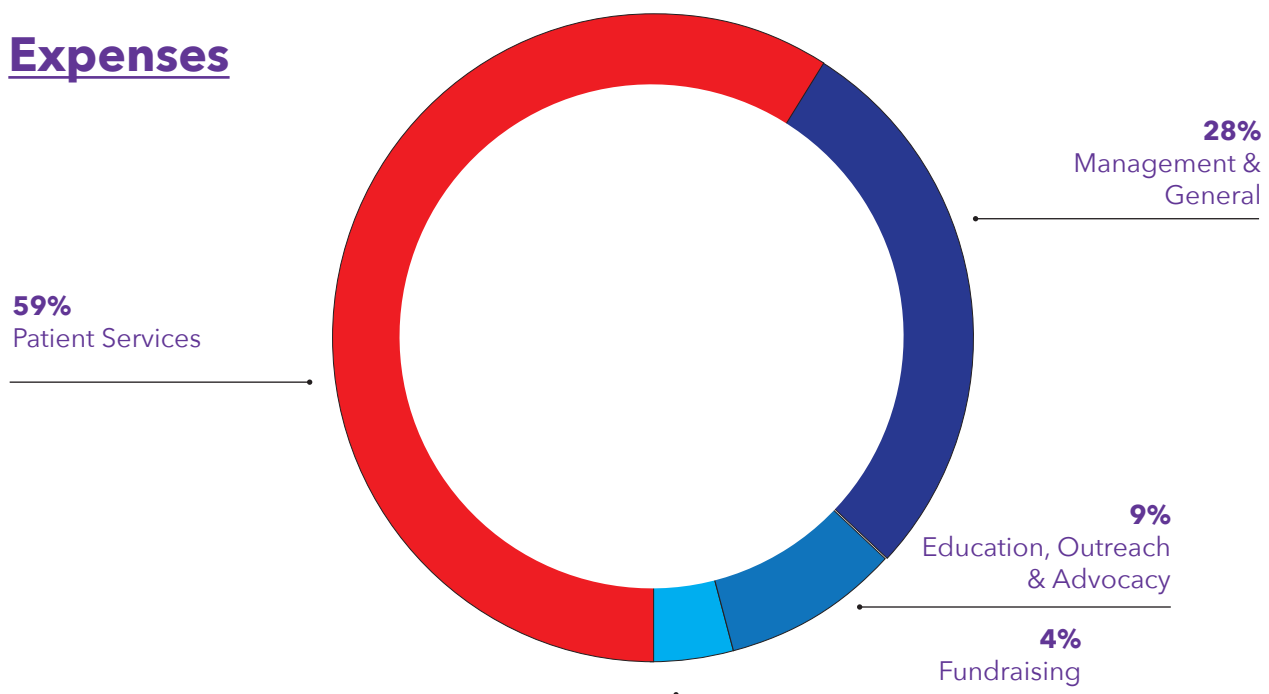


2014 Revenue and Expenses:

Revenue



Expenses



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Social media properties

Upper Hudson Planned Parenthood

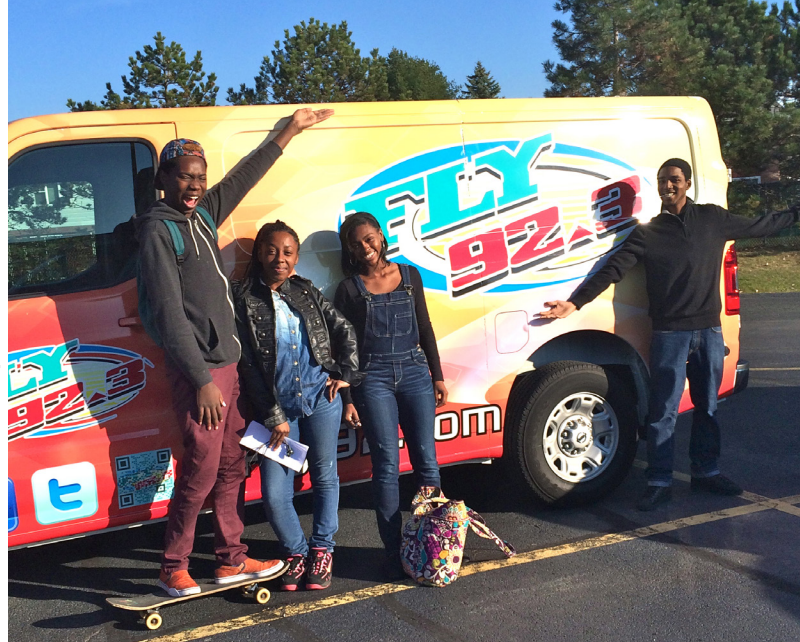
-  www.facebook.com/Upper-Hudson-Planned-Parenthood-STARs
-  www.instagram.com/omgpp
-  www.youtube.com/TheUHPP
-  www.omgpp.tumblr.com

Upper Hudson Planned Parenthood Advocates of NY

-  www.facebook.com/UHPPANY
-  www.twitter.com/UHPPANY

Donor List 2014

Thank you for your donation between January 1, 2014 and December 31, 2014. As a donor, you are the reason that nearly 6,500 patients annually receive Upper Hudson Planned Parenthood's high quality, affordable health care. Each year, you ensure that more than 2,000 teens and adults receive age-appropriate, medically accurate sex education. You are the force behind fearless advocacy that provides access to exceptional reproductive health services. You are important to us, if we have listed you incorrectly, we apologize and please let us know. Thank you for your belief in and support of Upper Hudson Planned Parenthood!



\$25,000+

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Priscilla Hayward Crago*
Austin A. Woodward

\$10,000 to \$24,999

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The Bender Family Foundation
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\$2,500 to \$4,999

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*deceased

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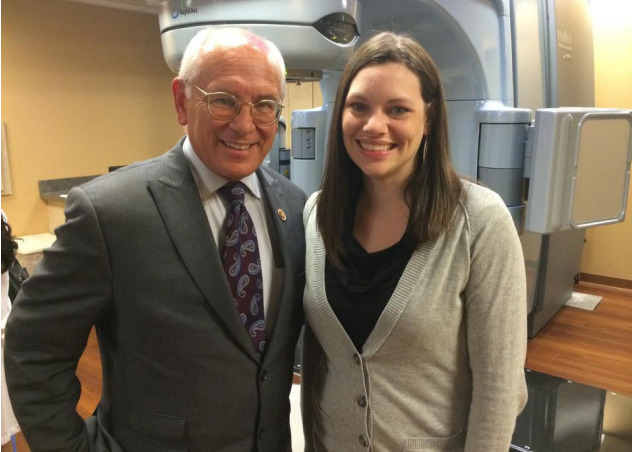
\$500 to \$999

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\$250 to \$499

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 Barbara Zaron
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\$50 to \$99

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