



UPPER HUDSON PLANNED PARENTHOOD

## 2020 ANNUAL REPORT



The entire experience taught me that I have control over my own body."

THUY



Planned Parenthood helped me literally plan my parenthood. Then, it helped me find my voice."

DEVI



I would have not been able to live out my young adult life the way that I wanted without Planned Parenthood's services."

NANEA



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# Contents

**06**

Message from  
Our Leadership

**08**

Health Care

**16**

Sex Education

**22**

Protecting  
Access

**26**

Living Our  
Values

**30**

Services &  
Financial Data

**34**

Board of Directors

**35**

UHPP on Social  
Media

# 2020

“

I still think about my  
abortion and who I  
would be without the  
resources of Planned  
Parenthood behind me.

”

**CHRISTY**



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This year tested our promise to Planned Parenthood patients: that we would be here for them, no matter what.

Through the COVID-19 pandemic, attacks on access to abortion, and the gag rule that blocked access to care for Title X patients – we kept our promise.

Using our innovation, resilience, and commitment to equity built over more than 100 years, Planned Parenthood provided patients with the care they needed: online, over the phone, and in health centers. We made education and information even more accessible, because sexual and reproductive health matters during a pandemic. And we fought for our communities and stood up for our values – because Black lives matter and all people deserve to be free.

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## INTRODUCTION

# Message from Our Leadership



**Chelly Hegan**  
President/CEO



**Deanne Braveman**  
Board Chair

*2020 was a difficult and challenging year which brought us a devastating pandemic, historic civil unrest, and a dramatic presidential election. Despite the fear and uncertainty, we know that the Biden-Harris Administration has vowed to protect access to abortion and repeal and push back so much harmful legislation that we had seen the past four years, including Title X, the Gag Rule, immigration, LGBTQ restrictions, and other important legislative issues from our coalition partners. However, the fate of Roe in 2021 is not so hopeful. We know the balance of the Supreme Court shifted, and the upcoming case from Mississippi could chip away at legal abortion.*

*Issues divided us as a people. We know that election deniers aggressively attacked the Capitol on January 6, 2021. At Planned Parenthood, we are aware that many of those people are the same people who stand outside our health centers. The very people who try to oppose our work and discourage our patients and staff from accessing basic health care are trying to overthrow our democracy.*

*Despite all of this, UHPP has thrived and continued to provide our much-needed care as an essential provider in our community. We never closed our doors, we did not have to lay off staff, and were able to accommodate more than 15,000 visits at our three health centers. We successfully launched telehealth in March and have had more than 2,573 telehealth visits, allowing us to see patients while they were safely at home.*

*At the end of August, we proudly opened a brand-new health center in Troy at 120 Hoosick Street: the Opalka Center for Reproductive Health and Education. Our patients and staff absolutely love the larger space, the new convenient location, the parking, and the added security it brings. We expanded hours in Hudson due to patient demand and are now open four days a week! We added flu shots for our staff and patients as well as continued behavioral/wellness health care.*

*As everyone grappled with the reality of the pandemic, we sent our administration staff home in March and had to rethink how we*

worked. It did not stop us. We had to shift our education and outreach online, and our staff was able to pivot and move to social media outlets like Facebook, Instagram, and Snapchat. They also launched a podcast series, "Spilling the TEA...Truth. Education. Advice." We launched a Digital Access Program, where we send a trained staff member into the field to set up and facilitate telehealth visits in areas that may not have access to Wi-Fi. Using a hotspot, our staff member will connect folks virtually to appointments.

In 2020, we started the work of reckoning deeply, as a country and as an organization, with white supremacy and systemic racism sparked by the horrific murders of Ahmaud Arbery, Breonna Taylor, George Floyd, and countless others at the hands of the police. While we collectively have a long way to go to dismantle white supremacy, here at UHPP, we made a commitment to embrace equity in all facets of our work to propel our organization upward. We took the first step on this long road to culture change, which began with the formation of our very own Diversity, Equity, and Inclusion (DEI) Committee. We look forward to continuing this work in the coming months and years.

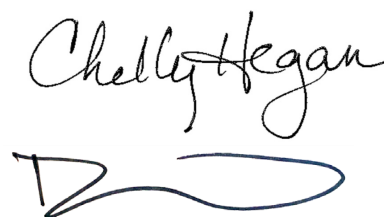
Also, in 2020, we mourned the loss of gender equity hero and Supreme Court Justice Ruth Bader Ginsburg. Justice Ginsburg was a champion for equal rights. On the Supreme Court, even in dissent, she showed us how to keep going – to never give up.

Every day, we make a difference in the lives of our patients, our students, and our community.

We believe that access to essential health care should never depend on who you are, where you live, or how much money you make. Your support makes this possible. We ended the year with 245 Leadership Circle members, providing strong public support of our mission and services.

If 2020 taught us anything, it is that our community comes together during times of crisis and hardship. Because of you, we kept our doors open and expanded access to essential services in the face of unprecedented challenges. For many of our patients, Planned Parenthood is their sole health care provider, and we are committed to expanding our services, advocating for our patients' rights, and being a place where all people feel welcome.

We look forward to continuing to expand our services and impact in Albany, Columbia, Greene, and Rensselaer counties in the coming years. We welcome your continued support, and together, we can make Upper Hudson Planned Parenthood "A Place for Everyone."

A handwritten signature in blue ink that reads "Chelly Hegan". Below the name is a large, stylized, looping flourish.

*Every day, we make a difference in the lives of our patients, our students, and our community."*

HEALTH  
CARE

“

Planned Parenthood guided me through the confusing and frightening world of appointments, clinics, and chemo. Without its care, I wouldn't be here.”

JAIME

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Every day, Planned Parenthood health centers open our doors, because our communities rely on us for care – for birth control, cancer screenings, STI testing and treatment, and safe, legal abortion. We're here, no matter what.



# Health Care

*Impact of Upper Hudson Planned Parenthood's Health Care*

# 15,726

*patient visits*



*3 health centers  
providing services for  
patients*



*2,573  
telehealth visits  
provided starting in  
April*



*1,263  
wellness counseling  
sessions provided*



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# 19,138 **services provided**



**11,685**

*Birth Control  
Information  
and Services*

*712 reversible contraception clients*

*1,862 emergency contraception kits*

*2,744 HIV tests conducted*



**16,986**

*STI Testing  
and Treatment*

*723 STIs diagnosed*

*106 women whose cancer was detected early  
or whose abnormalities were identified*



**1,259**

*Breast Exams  
and Pap Tests*

*1,091 visits providing hormone  
therapy for transgender patients*

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**Pandemic,  
social distancing,  
lockdown.  
Here with you.  
No matter what.**

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*No one could have predicted the challenges 2020 would throw our way. But we've faced challenges before. We've grown more resilient and more focused on our mission by using each challenge as an opportunity to innovate and increase access to care for people of color and people with low incomes.*



*During this time of crisis, UHPP and our three health centers were designated as essential providers, allowing our doors to stay open to all who need us for sexual and reproductive health services.*



*Our affiliates provided 2,573 telehealth appointments between April and December 2020.*



*UHPP launched telehealth services and utilized PPDirect, so patients could get the care they needed from the safety of their homes.*



*UHPP moved quickly to set up an Emergency Fund, raising more than \$200,000 to strengthen our ability to provide essential services to all who need us.*

## New Troy Health Center

*Upper Hudson Planned Parenthood opened the Opalka Center for Reproductive Health and Education in August at 120 Hoosick Street. The new Troy Health Center is part of a medical arts building located in the former Peebles department store in the Hudson River Commons Plaza. The center houses a reception and waiting area, eight patient rooms, a recovery room, one wellness counseling office, and a shared teen and community room. The center is conveniently located with ample parking and on a bus line.*

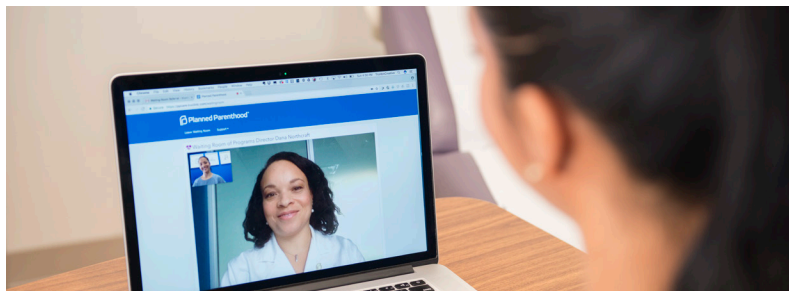
*This project was partially funded by the prestigious Health Care Transformation Grant from the New York*

*State Department of Health and the Consortium of Abortion Providers (CAPS).*

*"We are proud to support Upper Hudson Planned Parenthood. We can't emphasize more strongly our belief that good health care at all levels increases the quality of life and economic vitality of communities," said Chet and Karen Opalka.*







## Behavioral Health

*UHPP began offering wellness counseling as part of our behavioral health care services at our Albany, Hudson, and Troy health centers. UHPP offers patients the opportunity to meet with on-site licensed wellness counselors to identify, discuss, and address various wellness concerns, including anxiety/depression, relationships, food or housing concerns, stress/trauma, sexual orientation, gender identity, and more. The goal of the integrated behavioral health care program is to address the growing, and often hidden, behavioral and mental health needs of patients. In the health care system, behavioral*

*and medical conditions have traditionally been treated as separate health issues – when patients visit their primary care providers, they are often not screened and/or treated for behavioral health concerns. This program aims to do better for our patients and our community.*

*Recently, a UHPP patient expressed her gratitude, “I have had such a tough time finding services until now. I’ve needed help for a while but wasn’t sure what to do. I’m so relieved I can finally get the help I’ve been looking for. I think it’s incredible [UHPP] is offering counseling. Thank you so much!”*

### **We expanded hours at our Hudson Health**

**Center.** *Due to increased demand caused by the closure of other nearby sexual and reproductive health centers, we were able to expand hours and open an extra day at our Hudson Health Center. The health center is now open every Monday through Thursday.*

### **We launched a Digital Access Program.**

*2020 brought about many challenges, but with challenge comes innovation. To meet the needs of our patients, UHPP expanded our programming, with the addition of a Digital Access Program (DAP). The program is designed to directly address the digital divide, connecting patients with reproductive health care while raising community awareness around telehealth services. Our Digital Access Specialist meets patients in the community with a tablet and hotspot to assist patients with scheduling, troubleshooting, and facilitating telehealth appointments. The DAP allows us to meet them where they are while ensuring they feel safe accessing essential reproductive health care, even during a pandemic.*

**SEX  
EDUCATION**

“

Receiving comprehensive, inclusive, medically accurate sex ed was life-changing. It made me feel empowered, affirmed, and validated.”

NATALIE

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During a public health crisis, access to sex education and information is more important than ever. Planned Parenthood educators, as well as our website and digital products, put high-quality programs and information about sexual and reproductive health at everyone's fingertips.

## Sex Education & Information

### *Sex education during COVID-19*

- » UHPP's Education team went online to continue educating kids at home during the COVID-19 pandemic.
- » UHPP launched several series of online "live" segments on Facebook and Instagram to meet our patients and community where they were.
- » UHPP's Education team launched a new podcast series titled "Spilling the TEA...Truth. Education. Advice." Currently, the podcast is hosted by two of UHPP's Sexual Health Educators, who work together to create and release episodes on topics ranging from "How Has COVID-19 Impacted Your Relationship" to "Debunking Sexual Myths."

# 2,428

*people reached through education programs*

# 3,472

*people reached through virtual programming*

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## No matter where. No matter when. No matter what.

UHPP's Education team, like everyone else, had to quickly adapt to our changing world. Our educators were forced to shift to virtual sex education. They launched a weekly teen clinic on Instagram Live, hosted two weekly education sessions on Facebook Live, and worked to continue to provide education through our local schools and community-based organizations. The team adapted programming to work on Google Classroom and other online programs, and provided programs in schools in Albany, Columbia, and Rensselaer counties.

- » UHPP provided education at 25 locations (11 schools in Albany, Columbia, and Rensselaer counties and 14 community-based organizations).
- » UHPP conducted 620 education sessions.
- » Of the session, 66% of participants attended a multi-session program.





## Youth Health Promoters

Even our Youth Health Promoters (YHPs) have shifted their outreach to be completely online through Snapchat, Instagram, Facebook, and TikTok.

During the COVID-19 disruption, YHPs along with the rest of UHPP's Administration staff, were required to work from home. This was a major adjustment with learning opportunities for our young people. Immediately, the YHPs took over facilitating a weekly virtual teen clinic. We pivoted by creating a "virtual waiting room" that ran on Instagram Live during the same day/time our regular in-person service would be available. The YHPs used this time to facilitate sex education lessons and answer the questions of their peers. They also led their version of a "meet the educator" series, so people could get to know them. In addition to taking over the management of our various social media forums, our YHPs played a large role

in the development of our up-and-coming Education department podcast. They have engaged in professional development opportunities, including the exploration of new skills that get them out of their comfort zone.

We revamped the program structure to include 12 YHPs from around our service area. Programs are five hours per week for nine months and will be primarily remote. UHPP's Youth Health Promoters program provides members with an effective, fun, educational, safe, and connective experience. We use remote meeting platforms and media – including movies, podcasts, videos, and games – to learn about topics and social media to share resources and educational content to connect with our communities.





## Mission Accomplished

*UHPP and local nonprofit Mission Accomplished (MA) work together to prepare rising young professionals and entrepreneurs for the workforce by providing access to industry- specific coaching, mentoring, and sponsorships. UHPP provides grant funding to help further the work in the Capital Region. In 2020, MA continued the “Own Your Career Institute” that focuses on market research, effective business planning, team development, and relationship building. Learned about bootstrapping, organizational development and researched business models. The “Power Lunch Program,” which focuses on team development, teaches effective personal communication inside and outside the workplace as well as relationship building. There is also a focus on the development and function of meaningful and impactful mentor-mentee relationships.*



*The team also relaunched the “Social Entrepreneurship Institute” (SEI). During these sessions, students in leadership developed an exercise that motivated them to think of what they would do in life, and as a business owner, if they could not fail. Other sessions were focused on helping students to understand themselves, their personalities, and their qualities that would help them achieve their personal, academic, and professional goals. Before the session started, students were asked to complete three personality tests (DiSC, Enneagram, and 16Personalities). They used this information in the session by incorporating their results into a unique value proposition. The second half of the session was focused on visualizing their goals, dreams, and unique qualities. Students created “purpose boards,” so they were able to visualize their personal and professional goals. The purpose boards allowed students to utilize their creative skills to design a visual diagram of their goals and their purpose for pursuing the goals and participating in the SEI.*

**PROTECTING  
ACCESS**

“

My dream is to protect  
women's autonomy.  
To validate women. To  
fight for us in every inch  
and nook of society.”

ARIANA

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In a year like no other,  
protecting patients' access  
to health care meant being  
more strategic, innovative, and  
resilient than ever before. In the  
courts, in the halls of Congress  
and state houses, and definitely  
online, we made sure people  
could still access the care they  
needed. No matter what.

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## Organize. Organize. Organize.

### Organizing During COVID-19

2020 required Planned Parenthood to rethink and refocus how we do advocacy and organizing – we flexed our organizing strength offline where we could, made major moves in the virtual world, and continued to build powerful relationships with our supporters.

*When the pandemic hit New York State, upstate Planned Parenthood affiliates, including UHPP, had not yet had our annual Day of Action. The event was rebranded as Action @ Home and was hosted virtually. This event brought advocates, staff, and supporters from across the state together at a time when we all were apart, featuring New York State Attorney General Letitia James.*

*Staying with the virtual theme, the Public Affairs team launched a virtual teach-in series featuring community partners uplifting cross-movement issues and hosted bi-weekly 2020 Census Office Hours, Not Your Mama's Trivia, Pride Trivia, and a film screening of "Ours to Tell."*

*The Public Affairs team went "live" on Facebook. The team collaborated with our partners at the League of Women Voters of Albany County on a three-part*

*voter education mini-series. The series, "Making a Voting Plan," was designed to provide continuing voter education virtually by ensuring that New Yorkers were aware of changes made possible by voting reform.*

*PPGen at UAlbany pivoted to meet the needs of its membership during the pandemic. The UAlbany campus shut down, sending all students home. The leadership team quickly jumped into action, putting together a new strategic plan to keep members engaged, with a focus on virtual platforms. It was not an easy academic year, but the leadership team at PPGen successfully hosted membership meetings, a few virtual events, and even a leadership election.*



- » UHPP was awarded a \$10,000 Campus Campaign/Chapter Building grant from Youth Squad (PPFA) to build chapters in our service area and to support the work of PPGen at at UAlbany (awarded a \$2,500 grant).
- » UHPP is working toward chapters at Hudson Valley Community College, Russell Sage College, and Columbia-Greene Community College.

## Comprehensive Sex Education

- » UHPP joined with Planned Parenthood Empire State Acts (PPESA), community partners, advocates, and supporters across New York State to pass Comprehensive Sex Education in 2020. UHPP lobbied for the support of legislation that would require the inclusion of comprehensive, medically accurate, and culturally, age, and developmentally appropriate sexuality education in publicly funded K-12 schools statewide.
- » UHPP's staff, supporters, and advocates lobbied as part of PPESA's Day of Action, and UHPP's Sexual Health Educators and Youth Health Promoters lobbied as part of Youth Lobby Day.
- » UHPP held teach-in events in Hudson and Albany on Comprehensive Sex Education with PPESA and UHPP's Sexual Health Educators.

## Promoting Telehealth

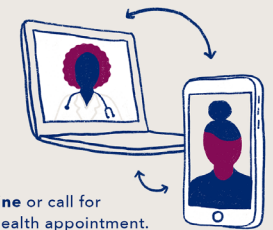
When the pandemic hit, UHPP quickly launched telehealth services and a marketing campaign to let folks know the service was available. We used Facebook, Instagram, Snapchat, cross-screen video, and digital TV. We created a :15 ad for online and digital and utilized PPFA-created graphics for other social media advertising.

UHPP saw a 59 percent increase in telehealth during the campaign – from 208 visits in April to 331 visits in June.

Our health centers  
are now offering  
**TELEHEALTH** services.



**We're here with you.**  
Wherever you are.



**Book online** or call for  
your telehealth appointment.

 Planned Parenthood®

- » 7,009 appointments scheduled online
- » 55 percent of online appointments scheduled when the health center was closed
- » 129,087 website visits

**LIVING  
OUR VALUES**

“

Through the experience of not always being accepted, I have learned the importance of using my voice, but also of listening to others.”

NASRI

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2020 was a year that required us to show up for each other, even if we had to stay six feet apart. And we did – for the communities we serve, for the people who rely on Planned Parenthood health centers for care, for a generation whose right to safe, legal abortion is at risk. At Planned Parenthood, we smash stigma, build bridges, learn and grow, and fight for justice for all. No matter what.

# Living Our Values

## #DEI Work

*As the country continues a long-overdue reckoning with systemic racism and the murders of Black people, UHPP began our DEI work by establishing an internal committee whose goals are to enhance leadership commitment to institutionalizing diversity, equity, and inclusion into all facets of our work culture and to support staff who are not of color in developing accountability for their positionality and impact on the workplace. We will strive to cultivate an environment where all staff feel empowered to have conversations/mediations about covert and overt racial experiences and create opportunities to display and celebrate cultural and racial diversity among staff. UHPP wants to create a workplace that is free of judgment beyond reproductive health choices.*

## Repro Rights, Health Care & Race

*UHPP hosted a candid conversation on the intersection of reproductive rights, health care, and race with Planned Parenthood President and CEO Alexis McGill Johnson, legendary activist and author Barbara Smith, In Our Own Voices CEO Tandra LaGrone, and Upper Hudson Planned Parenthood Board member Gwen Wright.*

*The conversation was facilitated by Gwen Wright and engaged supporters, activists, and donors in an honest, intersectional dialogue about reproductive rights, health care, and race, with a focus on health care disparities, barriers to care, and how access to health care can be improved. UHPP wanted to make our attendees aware of themes in the Capital Region and beyond, while inspiring them to explore their role in anti-racism work within the reproductive health and rights movement.*

### REPRO RIGHTS, HEALTH CARE & RACE

A Community Conversation: Where Do We Go from Here?



**Alexis McGill Johnson**  
President & CEO of Planned  
Parenthood Federation of  
America



**Tandra LaGrone**  
CEO of In Our  
Own Voices



**Gwen Wright**  
Upper Hudson  
Planned Parenthood  
Board Member

**Thursday, October 8th**  
1pm on Zoom



## Celebrating Roe v. Wade



More than 100 guests, including local and state legislative leaders and health care and women's health advocates, joined us at the annual celebration to commemorate the landmark Supreme Court decision. At this year's Roe v. Wade Celebration of Choice event, UHPP honored Robin Chappelle Golston, President and CEO of Planned Parenthood Empire State Acts, for her work to secure access for all New Yorkers with the passage of the Reproductive Health Act in 2019. Thanks to our Honorary Committee Co-Chairs – Maureen DeRosa and Fran Reiter – for all their hard work in making this event a success! A special thank you to Drue Sanders Custom Jewelers for donating the beautiful diamond PP necklace.

## Black Lives Matter

UHPP's health center staff organized an event outside our Albany Health Center to send a message to our community that Black lives matter.



## You Joined Us Virtually

As all of us adjusted to life during a pandemic, UHPP responded by gathering virtually. Being together over Zoom kept us connected as a community of support.

In addition to our Leadership Circle Luncheon, with 115 supporters, we joined our supporters at several virtual house parties and fundraisers, and we hosted a virtual tour of our new Troy Health Center. We also hosted quarterly virtual coffees with our President/CEO to stay connected on emerging issues facing Planned Parenthood.

UHPP reached 225 supporters virtually in 2020!



SERVICES &  
FINANCIAL  
DATA

# 2020 Medical Services Data

## MEDICAL SERVICES

### STI Testing & Treatment 16,986

HIV tests	2,744
STIs diagnosed and treated	723
Prescriptions of PrEP or PEP	103

### Contraceptive Services 11,685

Reversible contraception Clients	712
Emergency contraception kits	1,862

### Cancer Screenings & Prevention 1,259

Breast exams	642
Pap tests requiring further testing	106
HPV vaccinations	95
Colposcopy procedures	62

### Other Services

Wellness counseling sessions	1,263
Screenings for depression and anxiety	14,614
Pregnancy tests	4,138
Transgender visits	1,091

### Abortion Services 2,350

Abortion care	2,350
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## Upper Hudson Planned Parenthood

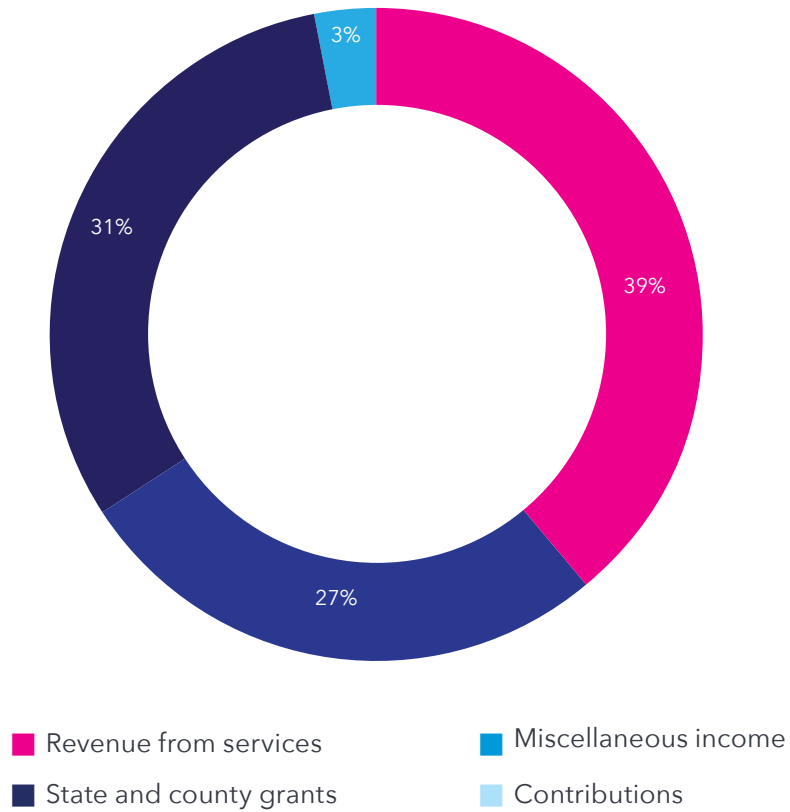
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<i>Revenue</i>	<i>\$ 8,742,605</i>
<i>Revenue from services</i>	<i>3,410,640</i>
<i>State and county grants</i>	<i>2,397,924</i>
<i>Contributions</i>	<i>2,712,500</i>
<i>Miscellaneous income</i>	<i>221,541</i>

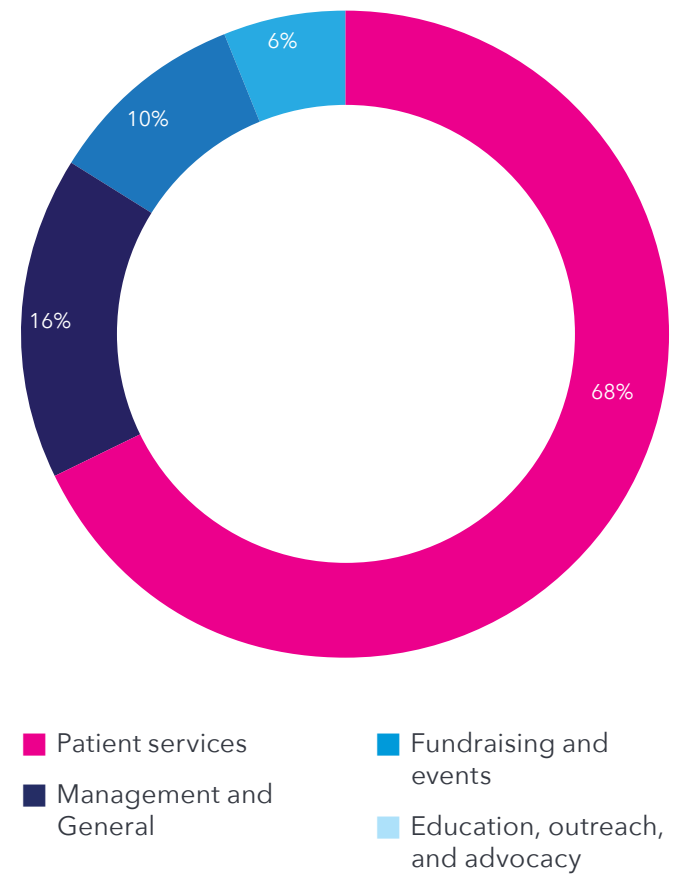
<i>Expenses</i>	<i>\$ 7,509,663</i>
<i>Patient services</i>	<i>5,073,874</i>
<i>Management and general</i>	<i>1,167,176</i>
<i>Education, outreach, and advocacy</i>	<i>787,747</i>
<i>Fundraising and events</i>	<i>480,866</i>

# Combined Revenue and Expenses

Revenue  
by percentage



Expenses  
by percentage



# UHPP Board of Directors

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**Chair**

*Deanne Braveman*

**Vice Chair**

*Carolyn Ehrlich*

**Treasurer**

*Pamela MacAffer*

**Secretary**

*Alicia Pender*

**Members**

*Courtney Brunelle-Kim*

*Maureen DeRosa*

*Jamie Goldenberg*

*Diane Lombardi*

*Chris Montagnino*

*Katharine Neer*

*Jane Roodenburg, FNP*

*Deborah B. Shakotko*

*Gwen Wright*

# UHPP on Social Media

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## **Upper Hudson Planned Parenthood**

Facebook @UpperHudsonPlannedParenthood

Twitter @UpperHudsonPP

YouTube @TheUHPP

Instagram @upperhudsonplannedparenthood

## **UHPP Youth Health Promoters**

Snapchat @omgpp

YouTube @uhppyhp

Facebook @uhppyhp

Instagram @omgpp

TikTok @uhppyhp

## **Planned Parenthood Generation Action**

Facebook @PPGenatUAlbany

Instagram @ppgenatualbany

Twitter @PPGenatUAlbany





*uhpp.org*